RACISM IN FASHION INDUSTRY

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ABSTRACT:

Black women have received the worst treatment throughout American history. Race, gender, and economic standing all affect social rank. These elements support broader social hierarchies. More people prefer lighter skin tones than darker tones. The style Industry promotes the attractiveness of white people while portraying Black women as unattractive and beneath them. White men constitute the majority in the fashion industry, and white women represent the industry. Therefore, fashion is a representation of the idealised world of the white guy, which features attractive white women, obedient Black women, and a dearth of Black males. But black women are altering the fashion industry's narrative and forging fresh routes into the world of fashion. Fashion is a racist industry that actively promotes racial ideas through visual media. The industry allows very few people of colour in gatekeeping, leadership, and decision-making roles, and its slow responses to racial injustice have been spotlighted in the weeks since the killing of George Floyd. The response is underwhelming at best, all too often consisting of repurposed content, spineless messaging, and virtue signalling. People of colour in the fashion business know first hand that these symbols of support are not always an honest reflection of their personal experiences. The fashion industry seems to be riding the wave of other people's indignation

KEYWORDS:

Race, fashion , body size, colour, women.

INTRODUCTION:

What is Race? Race is the combination physical attributes that can be seen in one individual by another. Skin colour is primary among these because it can be recognized from the greatest distance. But there are other visible attributes of race. Racial discrimination is any discrimination against any individual on the basis of their skin color, race or ethnic origin[1]. Individuals can discriminate by refusing to do business with, socialize with, or share resources with people of a certain group. It occurs when a person is treated less favourably, or not given the same opportunities, as others in a similar situation, because of their race, the country where they were born, their ethnic origin or their skin colour[2]. Racism is an omnipresent wider social problem, but the fashion industry is riddled with unique structural problems that make it exceptionally ill-equipped to confront exclusivity, representation, and racism. For example, take interning or entry-level jobs, where most positions are unpaid or underpaid. This often means that the only people who can afford to take these jobs – in expensive

cities like London, Paris, and New York – are subsidized or independently wealthy. This financial barrier alone excludes many talented people.

FASHION INDUSTRY:

Fashion' is defined as the styles of clothing and accessories that are worn at any given time by a group of people. The fashion industry is a global enterprise applied to the business of selling and producing clothes. [12]The term ,fashion industry ' embraces design, manufacturing, distribution marketing, retailing, advertising, and promotion of all types of apparel, either men's, women's or children's. It includes haute couture and designers fashion same as ordinary everyday clothing. The industry itself developed in Europe and America. Today it is an international and globalized one and accounts for a significant share of world economic output.[2]

EXPOSING RACISM IN FASHION:

More people prefer lighter skin tones than darker tones. The fashion industry promotes the attractiveness of white people while portraying Black women as unattractive and beneath them. White men predominate in the fashion industry, and There are fashion presentations made by white ladies.[3] Therefore, fashion is a representation of the idealised world of the white guy, which features attractive white women, obedient Black women, and a dearth of Black males.[10] But black women are altering the fashion industry's narrative and forging fresh routes into the world of fashion. Fashion is a racist industry that actively promotes racial ideas through visual media. These notions are being exposed by black women, who are also changing how fashion is defined.[7]

FASHION MAZAGINES:

Only white women can compare themselves to other white women since white women are overrepresented in fashion periodicals. However, Black women feel compelled to contrast themselves with White women. [4]women are admired. That makes it clear that Black women are unable to participate in the social comparison theory because they lack the social resources to do so. [11]The types of models used to present fashion trends in the industry allow us to observe expectation theory in action. Because white women are frequently selected to be models, the overrepresentation of white women has several social effects. Because fashion publications primarily include images of white women, which restricts the visual representations, this may be considered a negative expectation.[8]
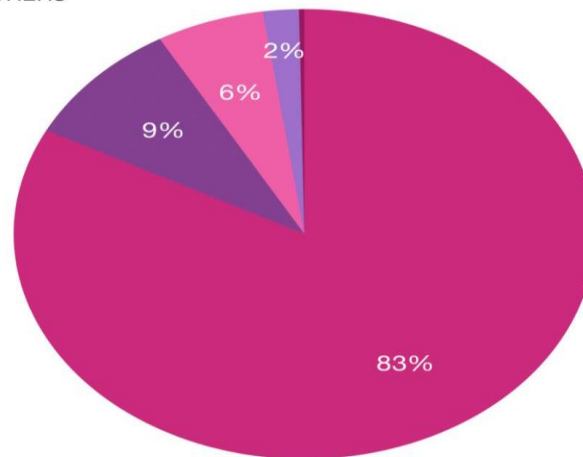
REPRESENTATION OF BODY SIZE:

High-end designer clothing is worn when fashion models strut down the runway. They frequently stand for editorial photographs for fashion magazines. In addition, they frequently strike a pose for editorial photos in fashion magazines.[6]

Measurements : A typical height for female fashion models is 5'9". The typical model waist size is greater than the hips and chest by 10 inches. Typically 6' to 6'5" tall, with a size 40-42 top and a 32-inch waist, male fashion models are described as having these proportions.[5]

Several models left the profession and publicly discussed their experiences after feeling so much pressure to slim down and restrict their diets[12]. When researchers took a closer look at women's bodies, they discovered that stereotypically passive poses were frequently used to depict them in periodicals. Magazines like Vogue, McCall's, Elle, Glamour, and Time have all produced substantial proof of this over the 20th and 21st centuries[9].

MODEL MEASUREMENT:

There is stereotype that models must posses certain body measurement. On a point scale from 1-9 , 8 & 9 is considered as obese and 1-3 is considered as thin. Female measurements: Female fashion models are usually at least 5'9" tall. Model waist size tends to be 10 inches smaller than the chest and hips. Male measurements: Male fashion models are usually 6' to 6'5, " wear a size 40–42 top, and have a 32-inch waist. Pressure to lose weight

and restrict eating was so apparent that several models have left the industry and shared their story with the world.

GENDER INEQUALITY:

Fashion has a female face. When considering a fashion show, ramp walks, advertisements, cover pages there are more female models compared to male models. Pass by a department store or boutique and majority of customers will be women. A study conducted by global market research firm in 2017 revealed that women spend almost three times the amount of money on clothing that men do annually.[11]

dresses of people, not only provide protection to the body, but also give a certain message. men's dress emphasizes more on social power and responsibility; on the other hand, women's dresses symbolize beauty and draw attention to moral and physical development. Therefore, if you observe not only the design but also the colours, you will find gender-specific colours.[8]

CONCLUSION:

To conclude, although the fashion industry seeks to contribute to cultural and ethnic sustainability, there are some issues that require discussion. Black women's representation is still a topic, which needs to be spoken about. Support from the public helps to draw attention to the existence of the problem and bring it to the people who are involved in casting and ensuring that models are properly respected during the work process. From now on, intolerance, racism, and inclusion are no longer tolerated. The racial equity movement has been growing, changes have started to happen. Even though, there is still a long way to go. People of color are fighting for their rights and are, now, being more heard. Today, due to awareness workers are denouncing racist practices within corporations that have long perpetuated racist and exclusionary actions. Naomi campbell, for example, talked about the racist experience she suffered in the industry. Through discussions and experiences exchanges, people of colour around the world are taking the lead and standing by their rights and beliefs.

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