Beauty, FASHION and ageism

The beauty industry has always had extreme standards for women and for many year’s age and beauty have been inextrically linked. The older community have often felt ignored and irrelevant by the industry, simply because of their age (Bassett, 2017) (CAN WE FIND AN EXAMPLE?). Bad experiences when shopping and the bombardment of youth based advertisements, have left women feeling older. Race, gender and size have all been addressed, although change has been a slow process. Yet models mainly past the age of 20 are large largely excluded from catwalks, adverts and discussions (Okwodu,2016). It is common for women in their 20 to promote anti-aging creams or be spokeswomen for anti-aging campaigns. Often magazines will ignore older women in their editorials, occasionally older celebrities are featured, yet the fashion articles are centred around a young model (Okwodu, 2016). Women over the age of 50 spend the most amount of money on products, however the industry (CONTINUES TO) treats them like idiots (TOO AGGRESSIVE REWORD TO ‘AS LESS IMPORTANT’). Many feel that once over the age of 40, adverts are no longer talking to them anymore; they are fundamentally invisible (Hirons,2017). This issue has gathered momentum in the past few years, with famous figures such as Helen Mirren discussing the issue in the public eye. In an interview with Allure in 2017, she spoke about the problems she had with L’oreal and the term ‘anti-aging’. *“This word – we we’re getting older, you just want to look and feel as great as you can on a daily basis”.*

NOTES FROM BILLY

* GOOD START, MAYBE DISCUSS AGEISM WITHIN THE FASHION INDUSTRY TO LINK THE TWO UP THEN CONCLUDE WITH WHAT WE CAN DO TO COMBAT AGESISM WITHIN BOTH INDUSTRIES.