

Shine Brighter 2de

File 9 # EveryBODY

Extrait p.82 – Article de elminimarian, *thefashionguideofmarian*

Marilyn Monroe: The Ultimate Fashion Icon

Marilyn Monroe¹, the iconic blonde bombshell of Hollywood's golden era, captivated audiences with her beauty, charm, and undeniable talent. Her unique style and timeless beauty have made her an enduring cultural icon, inspiring generations of women around the world. She continues to influence the fashion and beauty industry even today.

Marilyn Monroe, the epitome² of glamour and timeless beauty, left an undeniable mark on the world of fashion with her impeccable style choices. Her outfits not only reflected her status as a Hollywood icon but also set trends that continue to inspire designers and fashion enthusiasts to this day.

elminimarian, *thefashionguideofmarian.com*, 2024

1. 1926-1962 **2.** perfect example

Billie Eilish credits controversy-ridden Brandy Melville as the start of her 'body problems'

Billie Eilish has claimed that the controversial fashion line Brandy Melville contributed to the start of her "body problems." The 22-year-old singer spoke candidly about growing up with the brand, which famously sells all of its clothing in one size, during a cover story interview with Complex published on Thursday (December 5). She explained that she loved Brandy Melville so much as a child that it caused her to develop a negative view of her appearance.

"I never wore pants or shorts when I was a little kid," she explained, noting that she loved wearing skirts and large dresses growing up. "But when I got to be about 11, I got obsessed with this brand called Brandy Melville. And they only sold clothes in one size. I was chubbier¹ and I was obsessed with these clothes, but I'd buy a shirt and it wouldn't fit me. That's when my body problems started."

Amber Raiken, *independent.co.uk*, 2024

1. plumper

What is Aerie doing differently to continue to prosper? It starts with several strategic decisions it made many years ago. One of those is a focus on diversity and inclusivity. While this is a buzz word in 2024 Aerie stepped out and made a decision to use more diverse models ten years ago. [...]

There are companies that talk about diversity and inclusion and others that walk the talk. A decade ago in 2014 Aerie launched its first #AerieReal campaign featuring models that were not retouched.

Speaking about the campaign a spokesperson for Aerie said: “we left beauty marks, we left tattoos, what you see is really what you get with our campaign.” Some of the other “flaws” that are not retouched are: lines, dimples¹, fat, puckering² and slight stretch marks³.

In 2019 Aerie took its focus on realness a step further when it began featuring people with disabilities and illnesses on its website. In a step away from the models brands typically use, Aerie showcased a model wearing intimate apparel in a wheelchair as well as a model with crutches⁴. “As a brand, Aerie has been a leader in empowering women and celebrating inclusivity and body positivity since our launch of #AerieREAL in 2014. Our newest bra models are part of our brand’s ongoing commitment to show real, authentic and unretouched women, who are at the core of everything that we do,” said Jennifer Foyle, president and executive creative director of American Eagle & Aerie.

Tricia McKinnon, *indigo9digital.com*, 2024

1. fossettes 2. plis 3. vergetures 4. béquilles

The Impact of The ‘Fro In The Civil Rights Movement

The afro is more than just a hairstyle, it was an incredibly powerful symbol of the civil rights movement.

During and after the period of slavery in the United States, most Blacks styled their hair in an attempt to mimic their oppressors. European settlers considered kinky¹ or “nappy”² hair unattractive and undesirable.

The hair of Africans was often referred to as cottony and woolly. Europeans deemed their straight and fine hair texture as the ideal. Black hair was the antithesis of the Euro-American standard of beauty thus possessing nappy hair was negative and shameful.

The Civil Rights Movement sparked a change in the way Blacks viewed their hair and themselves. The movement was a catalyst for Blacks to embrace who they were naturally including their hair texture. In the African American community, there was a renewed appreciation for the Black aesthetic resulting in the popular phrase “Black is Beautiful”.

The afro became a powerful political symbol that reflected the pride one had in their African ancestry. No longer were Blacks attempting to assimilate. Prominent Civil Rights activist, Angela Davis, one of my inspirations, rocked a picked out ‘fro which led many women to follow in her footsteps. [...]

It is important for us to remember our history and the power symbols possess. For me, rocking my hair in its afro texture meant I was choosing to love and accept my Black self and I would no longer use abrasive methods in an attempt to alter who I was naturally.

Chime Edwards, *essence.com*, 2020

1. curly **2.** curly (historically pejorative)

Extrait de l'article de Racquel Coral, *Chicago Defender*.

My Beautiful Black Hair

These days, it's not uncommon to see Black women wearing their natural hair. Something unheard over twenty years ago. Back then, sporting one's kinks, coils, and curls was not socially acceptable. Forcing women to chemically alter their hair texture. Giving them that desired bone, straight, European look, that attracted the eyes of many.

This all changed with the onset¹ of the "natural hair movement". [...] While there is more acceptance surrounding Black women's hair, there are some who are still singled out because of it. From boardrooms to classrooms, many women sometimes experience ridicule and harsh criticisms. Often resulting in them feeling shame or questioning their beauty. One woman, however, is on a mission to encourage Black women to celebrate their hair with her new book, *My Beautiful Black Hair*. In it, author and photographer, St. Clair Detrick-Jules collected 101 empowering stories.

Resulting in a natural hair love letter to Black women across the country. [...]

Aside from a celebration of hair, would you say that the universal theme of *My Beautiful Black Hair* is self-love?

St. Clair Detrick-Jules: Definitely. I think everyone of all demographics should love themselves. It is an ongoing journey for a lot of us. And I think it's hard to be at a place where we love ourselves all the time. For me, there are days when I don't love myself as much as I should. Even though I'm an advocate for self-love, I constantly have to affirm myself.

Racquel Coral, *Chicago Defender*, 2021

1. start

Évaluation de la compréhension de l'écrit – Guide pédagogique

Extrait de l'article de Marta Colombo, "Khloé Kardashian's Good American is making fashion inclusive", *hashtaglegend.com*.

Khloé Kardashian's Good American is making fashion inclusive

Since its inception in 2016, Khloé Kardashian and Emma Grede's brand Good American has focused on representing all women, with denim that starts at a size 00 and goes up to size 24.

"It blows my mind to think that the average woman in America is a size 16 (UK 18) and that no one is catering to¹ her," said entrepreneur and Reality TV star Khloé Kardashian in an interview with The Times, while explaining the concept behind her fashion line.

In only two years, Good American has been redefining how the fashion industry operates and customers are impressed. While many brands claim to cater to women of all sizes and shapes, when it comes to actual sizing, the choice can be limited, to say the least. Kardashian and her business partner have created all their pieces with this issue in mind and the result is a denim line that is available to everyone, getting rid of the "plus size", "petit" or other categories that automatically label women based on how they look or what they buy. [...]

Good American, like the name suggests, also aims at challenging the stereotype of what it means to be an American woman beyond fashion and sizes. Since its launch, they've been donating a part of all their proceeds to Step up, an organisation that pushes women and girls from under-developed communities across the country to achieve their goals.

Marta COLOMBO, *hashtaglegend.com*, 2018

1. satisfaire