

A TURN TO HEALTHY MODELS!



City Monthly Newsletter

VOGUE



Creating a new model

By Sharron Guellin

Fashion is not an end in itself, fashion is not exclusively trade, fashion supports health and beauty!

To this end, 19 Vogue fashion editors have signed a text-manifesto and are committed to promoting healthy models on the catwalk!

They make a significant turn and turn their backs on the extremely thin bodies while sending a loud message to the fashion agencies as well.

In the manifesto, the editors of Vogue note the following:

- We will not work with models under the age of 16, or with people who seem to have eating problems.
- We are interested in healthy models that can promote the image of a healthy body.
- We will ask our agents not to send us underage models and we will ask our partners to check the details of the models before hiring them.
- We will urge designers to stop creating very small numbers for their samples targeting very thin models.
- We will spread the message of a healthy model for the female and male body.

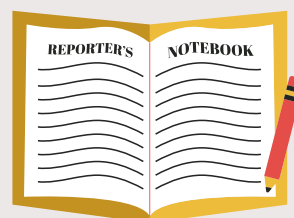
1. Do you agree or disagree with this initiative of famous fashion editors? Justify your answer.

2. Why do you think these professionals in the field of fashion took this action?

3. How can the media negatively affect a person's self-image / self-esteem?

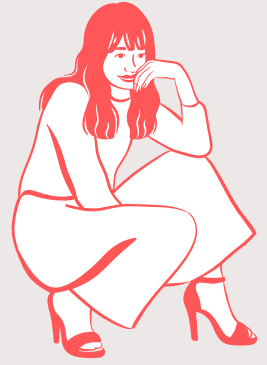
4. Apart from the influence of the media, what other factors do you think affect a person's self-image?

5. Write an article to be published in the newsletter describing in detail the specifications that advertising companies should follow in order to promote positive messages about the image / appearance of males and females. Follow the template below.



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