

Ana Young

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Women's Beauty Standards Comparison

Project Goal:

My overall goal is to create two sets of portraits of women. One set will show the ideals in American beauty standards. The other set will show the aspects of Moroccan beauty. In doing this I hope to show the influence of western beauty in Morocco.

Background:

I plan to explore different types of media and influences; celebrities, news, trends, etc. I will also discuss with Moroccans on their opinions and ideas around beauty.

Traditional beauty is still present in modern day Moroccan beauty. It is also been greatly influenced by western trends. In research for this project I will show both sides (traditional and modern). There are also generational divides when it comes to beauty in Morocco.

Social media has a greater influence on younger generations, like on my classmates in high school. I think I will find that younger generations ideas of beauty will be greater influenced by the U.S.

I am interested in this topic for multiple reasons. In the U.S. I was really interested in fashion. More specifically the renewable/the environmental side of beauty. I did a project

through my school where I learned how to sew, upcycle and about the environmental impact the fashion industry. I plan on going into environmental studies as a career. I am particularly interested in the beauty and fashion side of that. I am also interested in culture and international impact the fashion industry has. The environment and climate change affects the whole world united or not. So speaking multiple languages and being connected to multiple cultures is important.

Fast fashion started in U.S. but has clearly impacted Morocco along with the rest of the world. Through this project I hope to create a visual that has examples of those impacts. Those impacts being western trends being found in Morocco.

Project Description:

One point that I know I want to make now is about Marwa. Marwa is everywhere in Morocco, which makes sense because it's a popular Moroccan brand. What doesn't make sense are the models of Marwa. In that so far none that I've seen are Moroccan. Their current model, that I've seen in almost every store is blond pale girl. In all their lookbooks on their website the models are white. I want to discuss this in further detail for my project.

I will talk with Moroccans about how they view beauty. I will have some set questions for possible interviews. I could also create some comparisons for people to choose from, like which outfit or model they think is prettier. That way I could get an idea of possible trends.

The drawings are to create unique visuals. I also started to learn how to draw here and I think it's a productive way to combine my interests.

Project Presentation:

I will present my project in french with the help of my language partner and tutor. As I imagine my presentation now, I will have time lapse videos of the drawings play as I present my research. I will discuss and point out details in the drawing. Details like why the eyes are shaped the way they are, the noses and how the hair is done. Why the woman may or may not be wearing a headscarf and how their makeup is done.

I will also probably put together a presentation of imagery from where I get my ideas. Pictures of ads online and around the streets of Rabat. I can also discuss what social media is advertising, what might be the meanings behind an add. I'll show the faces of celebrities, the faces that Moroccans admire.

After I present in country and in Washington. I will also present some version of this project to my high school. In sharing this information I think it will create awareness of how influential the U.S. can be. Presenting in morocco will hopefully generate more conversation around what the audience has noticed by living here. If I present to Moroccans I hope I can spark an interest and possibly change how they view beauty.