

# MODELS AND CASTING IN FASHION 2022

## INTRODUCTION

CONSUMERS TODAY ARE DEMANDING MORE AND MORE FROM BRANDS AND MODELS. THEY EXAMINE THEIR SOCIAL AND POLITICAL VALUES AND ABILITY TO SPEAK OUT WHEN NEEDED.

DURING THE FALL WINTER RUNWAYS, WAR TOOK PLACE AND AUDIENCES CLEARLY EXPRESSED WHAT THEY WERE EXPECTING FROM THE FASHION INDUSTRY. CONSUMERS ARE TAKING A POSITION OF JUDGES; THEY WANT BRANDS TO DEMONSTRATE THE RIGHT VALUES AND FOR MODELS TO WORK AS AMBASSADORS.

IN ADDITION, DIVERSE & INCLUSIVE CASTINGS REMAIN A CRUCIAL TOPIC THAT STILL REQUIRES MAJOR IMPROVEMENT.



# AGENDA

## **ALL-EMBRACING DIVERSITY & INCLUSIVITY**

CONSUMERS MOVEMENTS; FOCUS ON RUNWAY  
AND BRAND PERFORMANCE

## **NEW TYPES OF EDITORIALS & MODELS**

COMMUNITY CAMPAIGNS, PREGNANT MODELS,  
MODELS WITH ATYPICAL FEATURES

## **MODELS WITH VOICES**

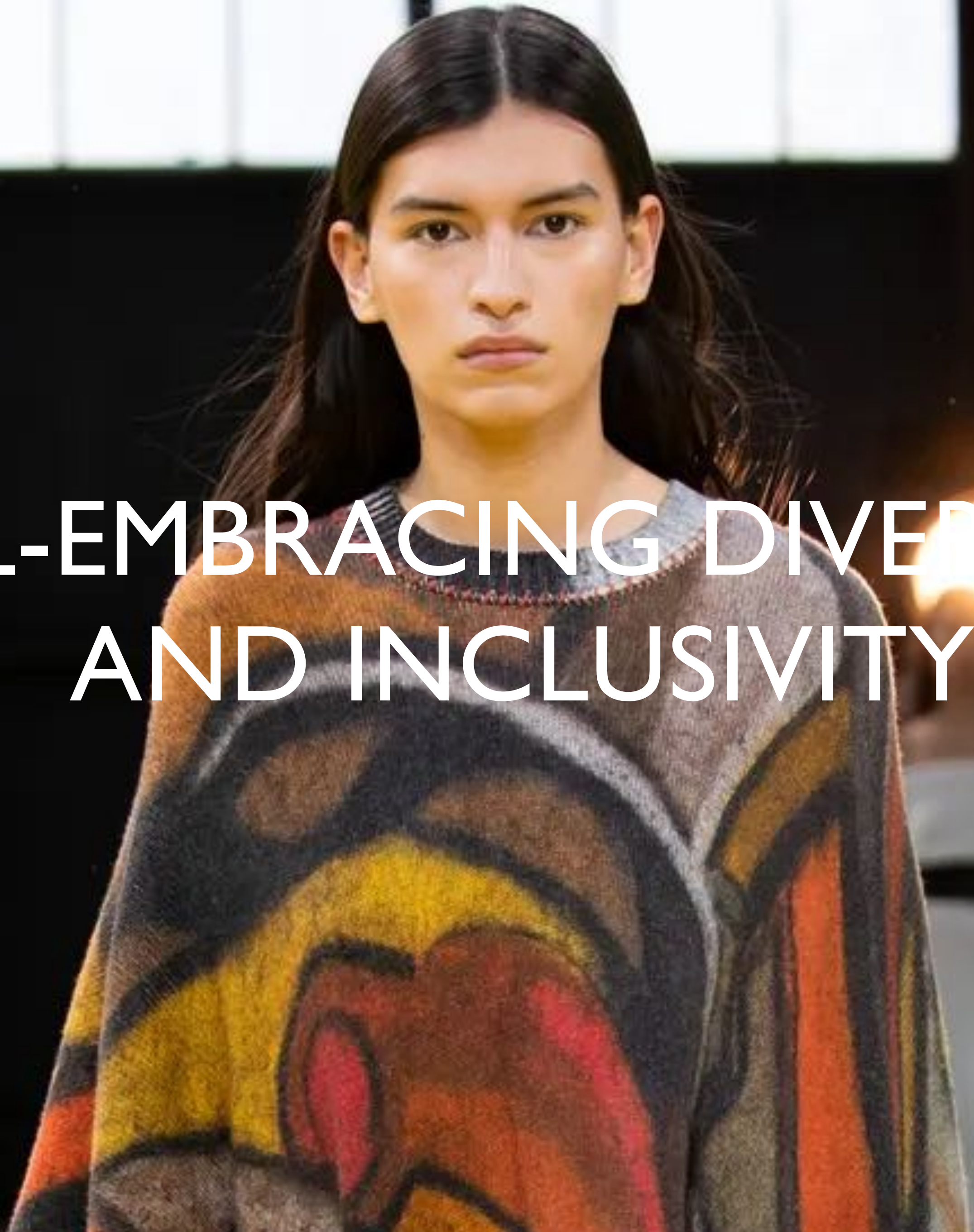
MODELS SPEAKING THEIR TRUTH, MODELS WITH  
MULTIPLE TALENTS

## **FOCUS ON TOP MODELS & NEW FACES**

## **KEY TAKEAWAYS**

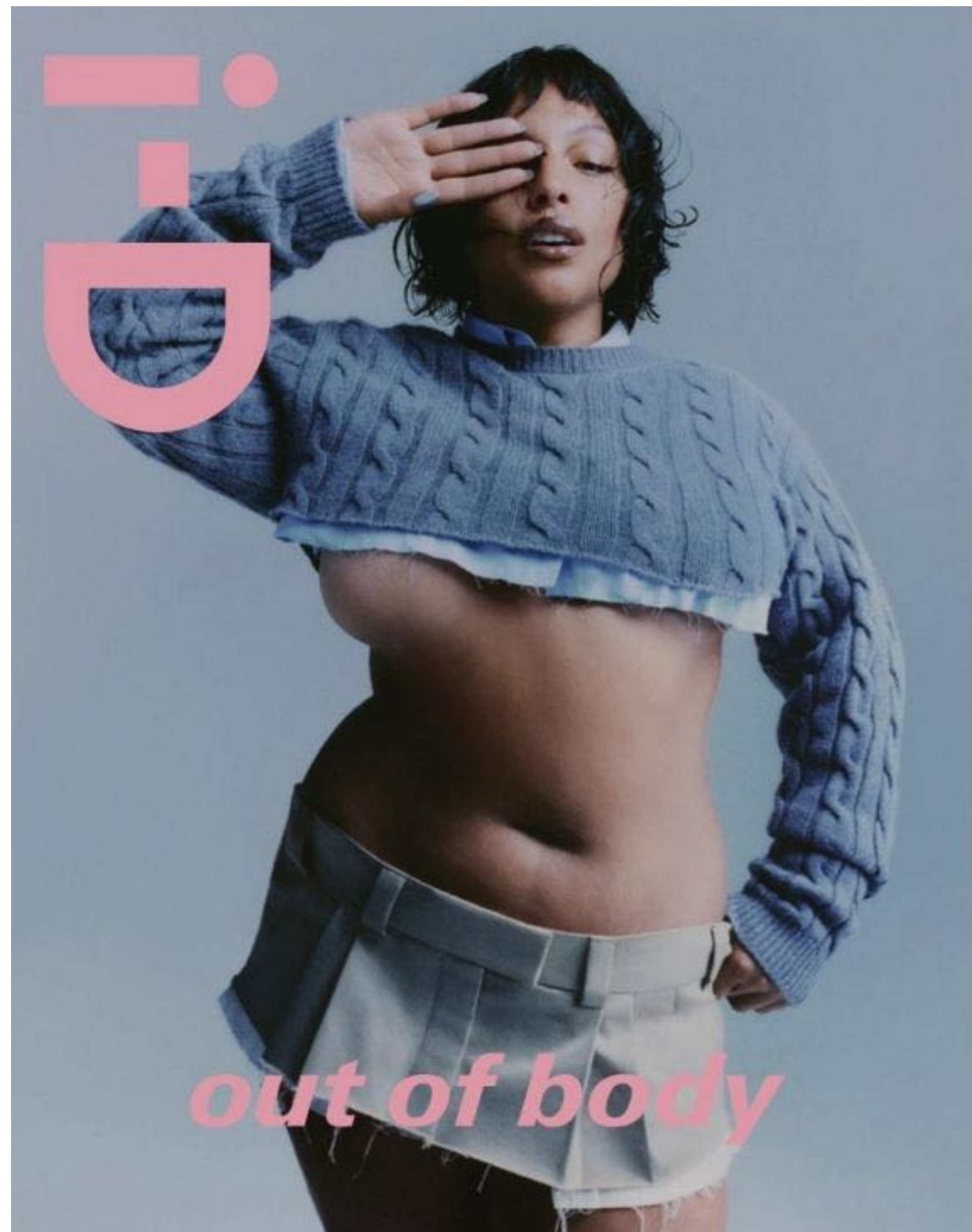


# ALL-EMBRACING DIVERSITY AND INCLUSIVITY



## THE RISE OF DIVERSE MODELS

- THE DEFINITION OF DIVERSITY & INCLUSIVITY IN FASHION SCENES ARE EXPANDING. BESIDES FROM OFTEN SEEING CURVY, AGE FREE, NON-BINARY MODELS OR MODELS OF COLOUR, WE OBSERVED MORE MODELS FROM A RANGE OF DIFFERENT SOCIAL AND ETHNIC BACKGROUNDS, WITH ATYPICAL FEATURES, SKIN CONDITIONS, AND DISABILITIES.
- THERE IS A CULTURAL SHIFT CONCERNING BEAUTY STANDARDS– IT IS EVOLVING NOT ONLY THROUGH FASHION BUT ALSO THROUGH SOCIAL MEDIA EXPRESSION.



# THE RISE OF DIVERSE MODELS

THE PRESENCE OF DIVERSE MODELS IS BECOMING MORE SIGNIFICANT EVERY SEASON (ESPECIALLY FROM CONSUMERS' POINT OF VIEW WHO ARE ACTING LIKE JUDGES ON SOCIAL MEDIA). FW22 RUNWAYS FEATURE 3,33% LOOKS WITH A DIVERSE CAST. COMPARED TO THE PREVIOUS 2 SEASONS, THESE NUMBERS REMAIN STABLE. HOWEVER, FW22 RUNWAYS DEMONSTRATED A VERY SLIGHT INCREASE COMPARED TO SS22 (ONLY +0,16%). SS21 WAS THE SEASON WHICH REACHED THE PEAK IN TERMS OF DIVERSITY CAST.

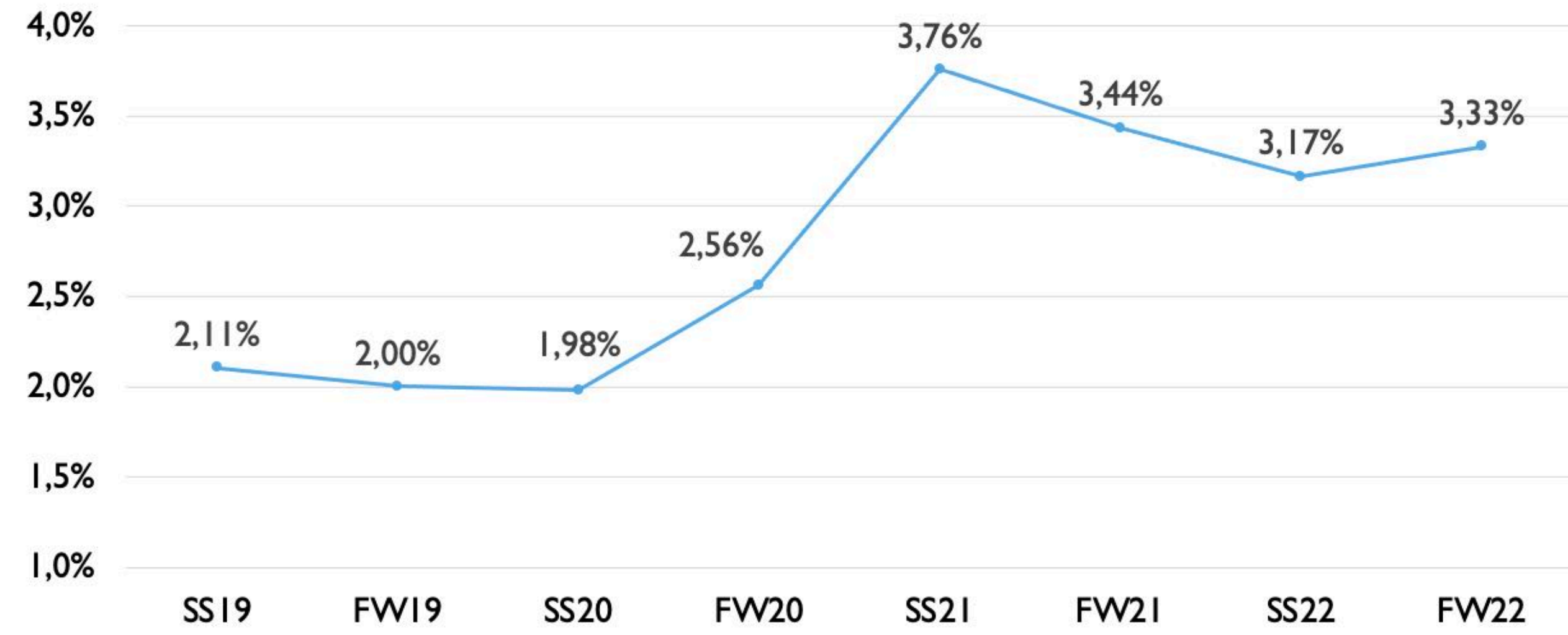
## FW22 RUNWAYS FEATURED:

38 CURVY MODELS (-28 MODELS LESS COMPARED TO SS21)

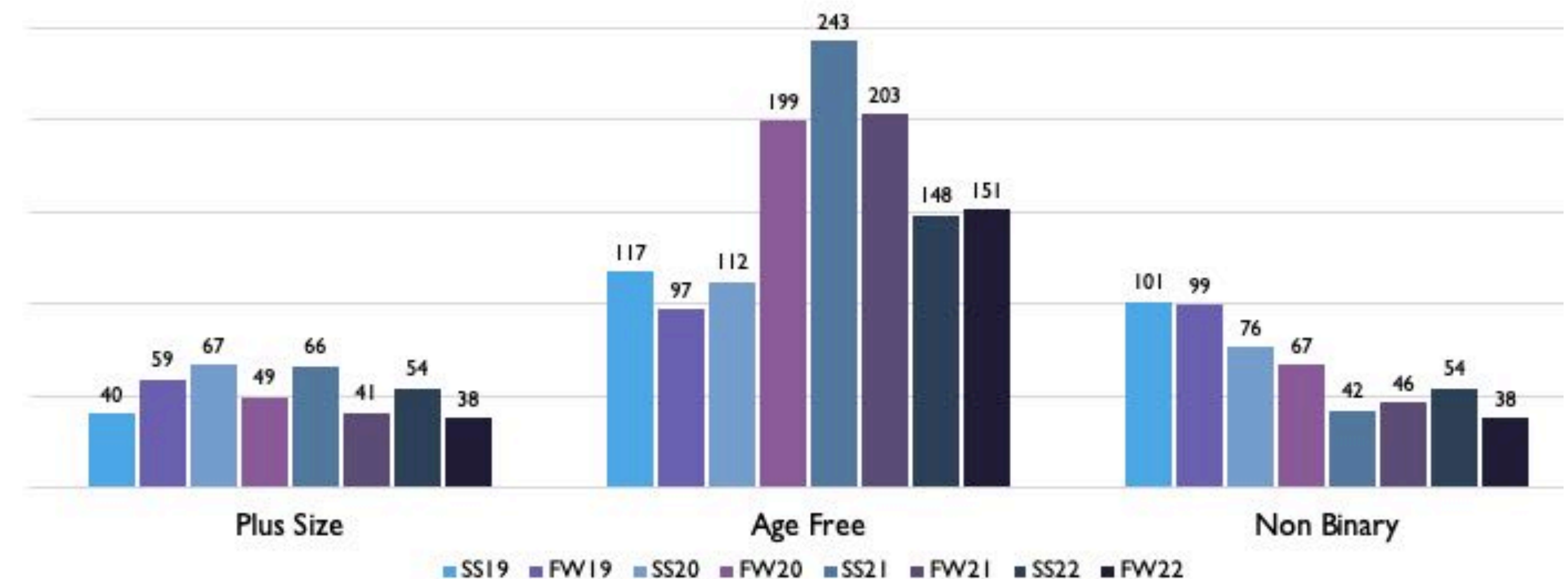
151 AGE FREE MODELS (-92)

38 NON-BINARY MODELS (-4)

SHARE OF LOOKS WITH A DIVERSITY CAST



# OF LOOKS FEATURING DIVERSE MODELS



# FOCUS ON ABERCROMBIE & FITCH: EVOLUTION IN DIVERSITY AND INCLUSIVITY

A NEW DOCUMENTARY ON NETFLIX “WHITE HOT” WAS RECENTLY RELEASED. THE DOCUMENTARY DEEP DIVES INTO THE RISE AND FALL OF ABERCROMBIE & FITCH. IN THE 90S AND EARLY 2000S THE BRAND WAS EXPERIENCING A HUGE SUCCESS BASED ON A PARTICULAR AESTHETIC : BLOND, BLUE EYES, THE COLLEGE ‘COOL’ GIRL, NAKED MEN AND BOLD BLACK & WHITE PICTURES.

HOWEVER, IN THE MID 2000S, THERE WAS A FRACTURE: THE BRAND WAS EXPOSED WITH ACCUSATIONS SUCH AS: HIRING EMPLOYEES WHO FIT CERTAIN BEAUTY STANDARDS (AMERICAN, CLASSIC HAIRSTYLES, NO DREADLOCKS, THIN) AND LIMITING SIZES, ‘NO FAT PEOPLE CAN WEAR ABERCROMBIE & FITCH’

THE BRAND HAS OFFICIALLY REINTRODUCING ITSELF BY AIMING TO CELEBRATE DIVERSITY WITH ALL COLOURS, SHAPES & SIZES, DOING A 360° CORE PIVOT, GOING THE OPPOSITE WAY OF THE BRAND’S DNA, FORGETTING ITS FOUNDATION VALUES.



**THE ABERCROMBIE & FITCH  
1997 CAMPAIGN**



**THE ABERCROMBIE & FITCH  
JANUARY 2022 CAMPAIGN**



ALL EMBRACING DIVERSITY & INCLUSIVITY

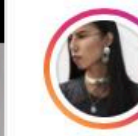
# FOCUS ON CULTURAL DIVERSITY



# POLITICAL PROTESTS AND MODELS: EFFORTS TOWARDS A MORE INCLUSIVE CULTURE

DESPITE THE GROWING PRESENCE OF RACIAL DIVERSITY, ITS DEFINITION USED TO NARROW IT DOWN TO MOSTLY BLACK MODELS WHO CAME FROM EUROPE OR/AND USA. FW22 RUNWAYS INTRODUCED MORE MODELS FROM AFRICA, BRAZIL, VENEZUELA, INDIA, SOUTH SUDAN AND MORE.

IN ADDITION, INDIGENOUS MODELS SUCH AS QUANNAH CHASINGHORSE, CELESTE ROMERO, VALENTINE ALVAREZ AND MANY OTHERS SPOKE WHAT IT MEANT TO BE INDIGENOUS IN THE FASHION INDUSTRY AND ADMITTED THAT THEY FINALLY FELT THEY HAD MORE VISIBILITY.



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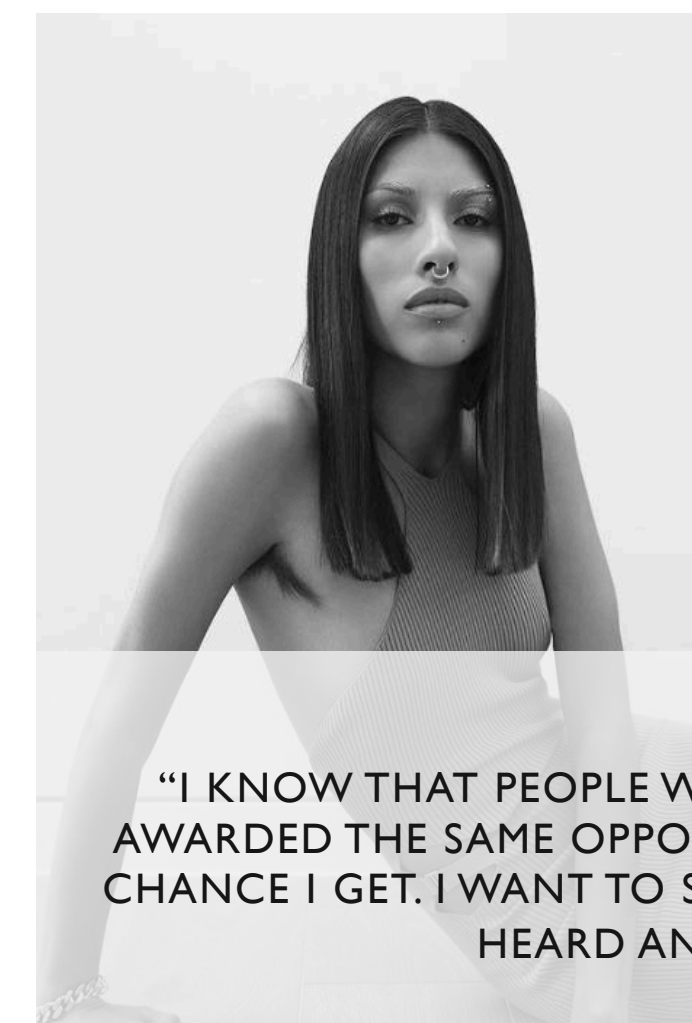
quannah.rose @elleusa Mahsi'choo for having me and uplifting my work as a model but also as an advocate and protector. It's truly an honor and I'm so thankful for the opportunity to tell a story, represent, and grace the cover of a magazine. It means so much, not only to just me but also indigenous people all over that feel unseen 🌱

Editor-in-Chief: Nina Garcia @ninagarcia



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DECEMBER 15, 2021



VALENTINE ALVAREZ:  
"I KNOW THAT PEOPLE WHO HAVE FACES LIKE MINE AND MY SKIN COLOUR AREN'T ALWAYS AWARDED THE SAME OPPORTUNITIES AS THEIR WHITE PEERS. THAT'S WHY I SEIZE THEM AT EVERY CHANCE I GET. I WANT TO SHOW PEOPLE OF COLOUR (...) EVERYWHERE THAT WE ARE SEEN AND HEARD AND WE CAN BE ON MAGAZINE COVERS TOO." (2021)

## FOCUS ON DIVERSE MAGAZINE COVERS:VOGUE

BRITISH VOGUE REVEALED ITS FEBRUARY 2022 COVER, FEATURING NINE BLACK WOMEN. IT WAS THE FIRST TIME VOGUE FEATURED A GROUP OF BLACK WOMEN ON THE COVER. THIS ISSUE WAS CELEBRATING THE RISE OF AFRICAN MODELS. THE MAGAZINE RECEIVED MULTIPLE POSITIVE COMMENTS FOR TAKING THIS DIRECTION.

HOWEVER, A GREAT AMOUNT OF PEOPLE ON SOCIAL MEDIA CALLED IT 'OFFENSIVE'. THEY CRITICISED BAD LIGHTING AND POOR STYLING WHICH IN THEIR OPINION MADE WOMEN'S FEATURES AND THEIR SKIN BLACKER TO CATER THE 'WHITE GAZE'.



# FOCUS ON RUNWAYS: RISE OF INDIGENOUS MODELS



QUANNAH, VALENTINE & CELESTE WERE SEEN WALKING DOWN THE RUNWAYS OF CHLOE & GABRIELA HEARST.

## QUANNAH CHASINGHORSE

### KEY APPEARANCES:

GABRIELA HEARST SHOW (FW22)  
CHANEL SPRING (SS22) SHOW & CAMPAIGN

SAVAGE X FENTY VALENTINE'S CAMPAIGN

CAMPAIGN FOR 'ANOTHER MAGAZINE'

COVERS: ELLE (CHRISTMAS ISSUE 2021, PORTER  
MAGAZINE 2021 JANUARY ISSUE)

## VALENTINE ALVAREZ

### KEY APPEARANCES:

CHLOE (FW22)  
DIESEL (FW22)  
GABRIELA HEARST (FW22)  
DION LEE (FW22)

FEATURED AT BRITISH VOGUE (2021)  
MOSCHINO CAMPAIGN (2021)

## CELESTE ROMERO

### RECENT APPEARANCES:

GABRIELLA HEARST (FW22)  
CHLOE (FW22)

FEATURED AT "ILONA HARMER" MAGAZINE (2021),  
HOMME GIRLS MAGAZINE (2021)

**COVER: VOGUE MEXICO MARCH ISSUE (2022)**

## KITA UPDIKE

### RECENT APPEARANCES:

MARYAM NASSIR ZADEH (SS22)

FEATURED IN METAL MAGAZINE  
(JANUARY 2021)  
10MAGAZINE (DECEMBER 2021)  
THE NY TIMES STYLE MAGAZINE  
(FEBRUARY 2021)



ALL EMBRACING DIVERSITY & INCLUSIVITY

# FOCUS ON GENDER DIVERSITY

## GENDER FLUIDITY IS CHANGING BRANDS' BEHAVIOURS

GENDER FLUIDITY CONTINUES TO GROW AS MORE CONSUMERS, (ESPECIALLY GEN Z) TEND TO SHOP OUTSIDE THEIR GENDER AREA. MORE BRANDS ARE ADAPTING TO THESE CHANGES:

KARL LAGERFELD IN COLLABORATION WITH ALLED MARTINEZ ANNOUNCED THE FORTHCOMING GENDER-NEUTRAL CAPSULE (WILL BE RELEASED IN JUNE).

BALMAIN MADE PROMISES THAT ITS FINE JEWELLERY FORAY WILL BE GENDER-NEUTRAL.

DESIGNER HARRIS REED (WHO OFTEN COLLABORATES WITH HARRY STYLES) RECENTLY LAUNCHED THE FLUID BASICS COLLECTION WITH A MISSION TO ENCOURAGE GENDER-FLUID DRESSING IN EVERYDAY LIFE AND NOT ONLY FOR DRESS-UPS.



HARRIS REED CAMPAIGN FOR HIS FLUID COLLECTION  
LAUNCHED IN DECEMBER 2021

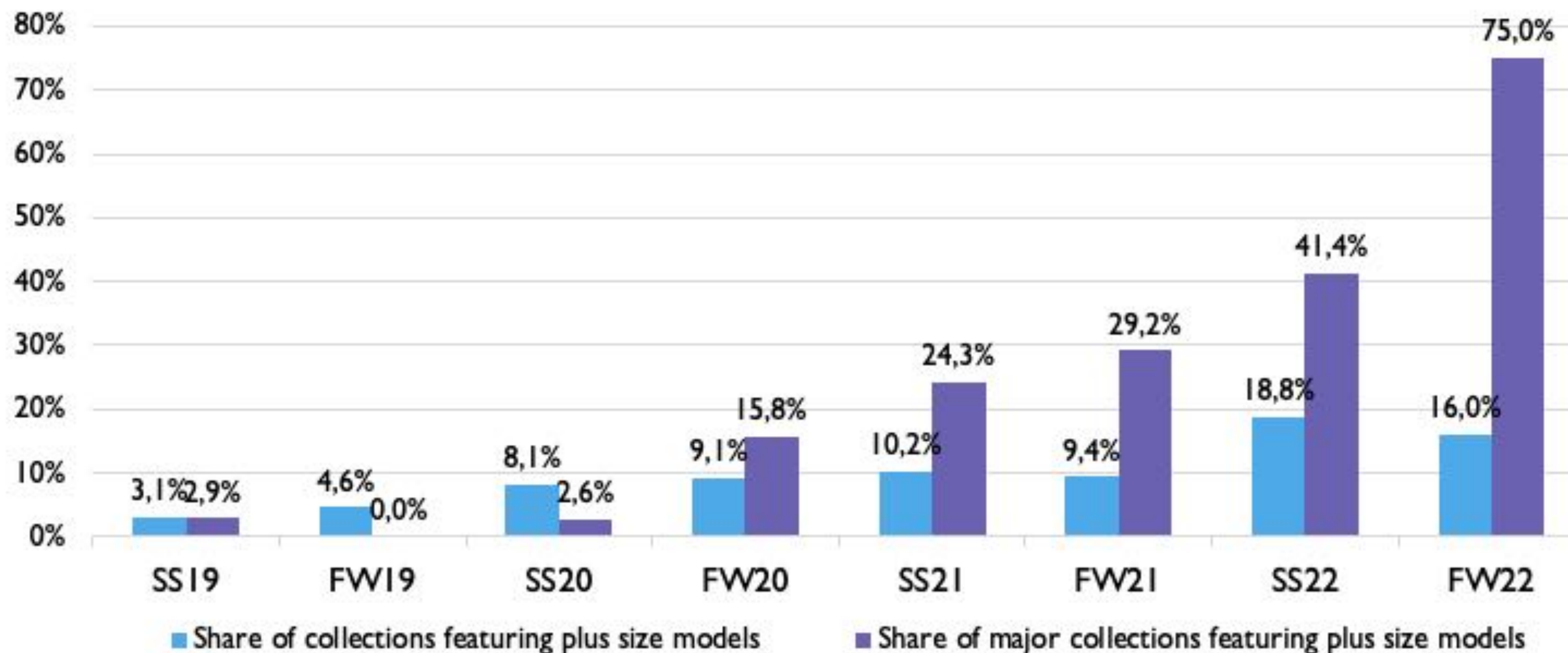


ALL EMBRACING DIVERSITY & INCLUSIVITY

# FOCUS ON BODY POSITIVITY & INCLUSIVITY

# FOCUS ON RUNWAY: PLUS SIZE MODELS

## PLUS SIZE MODELS PRESENCE ON THE RUNWAYS



COLLECTIONS OFF ALL BRANDS

COLLECTIONS OFF TOP 20 BRAND

FALL/WINTER 2022 RUNWAYS ARE DEMONSTRATING THAT BODY DIVERSITY PRESENCE IN MAJOR BRANDS IS INCREASING EVERY SEASON. (+33,6% COMPARED TO SS22.) COMPARED TO ALL PREVIOUS SEASONS FW22 RECHED THE PEAK IN TERMS OF CURVY MODELS' PRESENCE IN MAJOR COLLECTIONS.



ALL EMBRACING DIVERSITY & INCLUSIVITY

# FOCUS ON AGE-FREE MODELS



## AGE-FREE FOCUS : SUPERMODELS

FALL WINTER 2022 RUNWAYS SHOWCASED AGE FREE MODELS. HOWEVER, IT WAS NOTICED THAT A BIG AMOUNT OF THEM WERE EX SUPERMODELS (FOR INSTANCE, OFF-WHITE SHOW) WHO DO NOT REALLY EMBODY SIGNS OF AGE. FEW DESIGNERS SUCH AS MARINE SERRE, VALENTINO, TIA ADEOLA INTRODUCED AGE FREE MODELS WHO SHOW SIGNS OF AGE.



CINDY CRAWFORD  
OFF-WHITE  
FW22



NAOMI CAMBELL  
LOUIS VUITTON  
FW22



MARIE SOPHIE  
WILSON-CARR  
MARINE SERRE  
FW22



PENELOPE TREE  
VALENTINO  
FW22



UNKNOWN  
TIA ADEOLA  
FW22



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# FOCUS ON BRAND PERFORMANCE ON WOMENSWEAR RUNWAYS

## FOCUS ON CHLOÉ & GABRIELLA HEARST

GABRIELA HEARST HAS SHOWN HER COMMITMENT TO DIVERSITY OVER THE LAST FEW SEASONS THROUGH CONSISTENT CASTING FEATURING CURVY, NON-BINARY, AGE FREE MODELS AND MODELS FROM VARIOUS ORIGINS (IN BOTH HER EPONYMOUS BRAND AND CHLOÉ).

CHLOÉ AND GABRIELA HEARST ARE THE TWO BRANDS OUT OF A FEW WHICH FEATURE 3 TYPES OF DIVERSITY AT ONCE - CURVY, NON-BINARY AND AGE FREE MODELS.\*

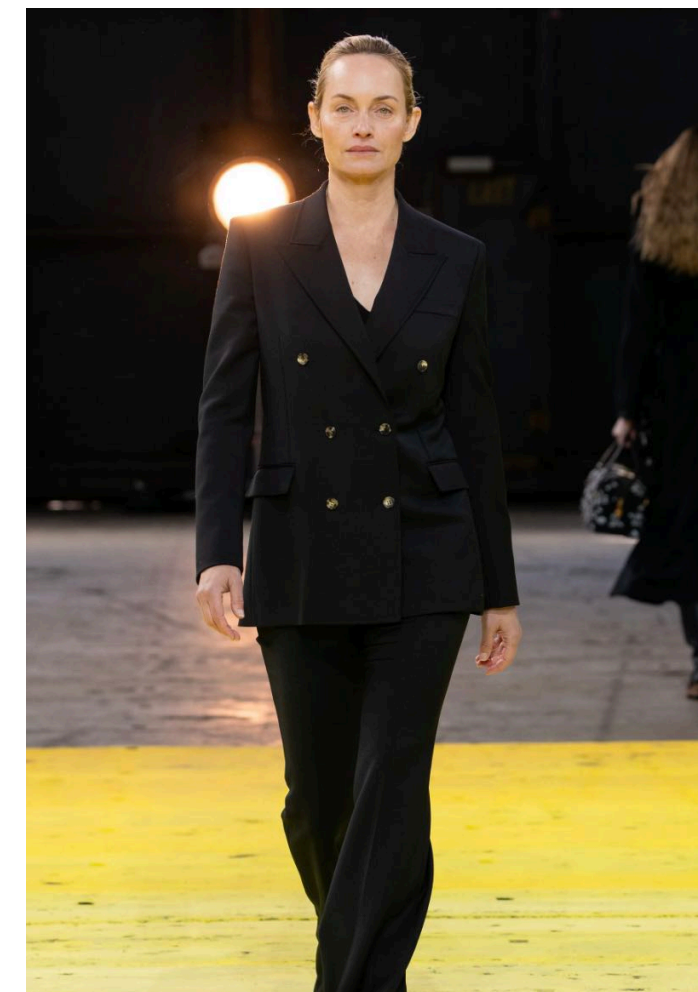
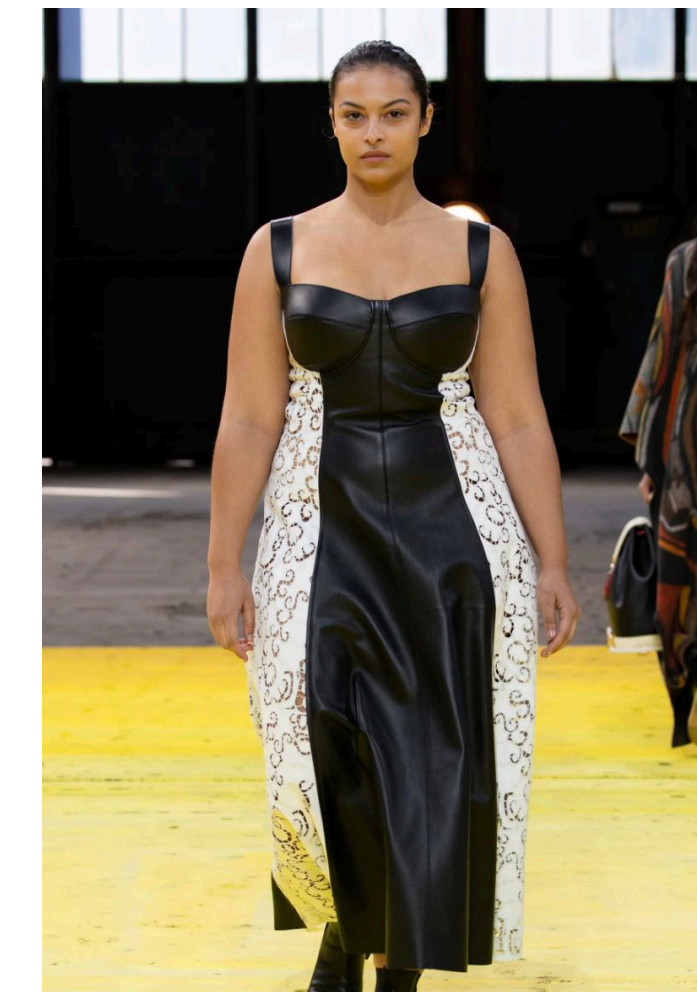
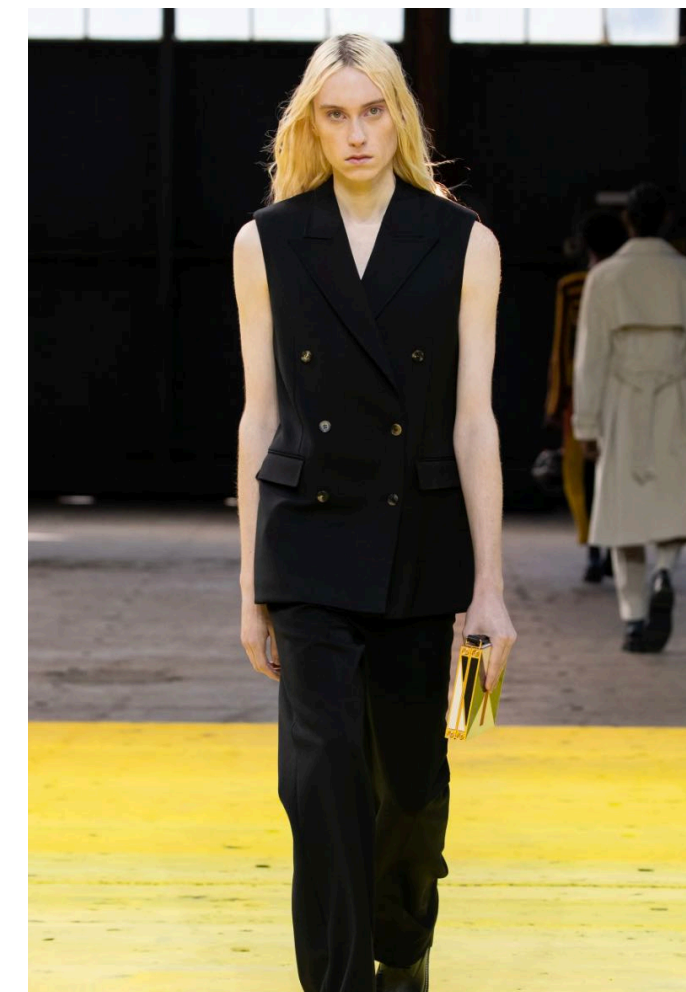
GABRIELLA HEARST (FOR BOTH BRANDS) HAS GIVEN A STRONG VISIBILITY TO THE SAME MODELS FOR THE PAST FEW SEASONS (DEVYN GARCIA, PALOMA ELSESSER, ARIEL NICHOLSON, DAVID PROST, AMBER VALLETTA, QUANNAH CHASINGHORSE).

\* MULTIPLE DIVERSITY SHOWCASE STARTING:

- CHLOÉ FROM THE TIME GABRIELA HEARST WAS APPOINTED
- AT GABRIELLA HEARST FROM FW20



CHLOÉ FW22 COLLECTION  
CASTING DIRECTOR: JESS HALLETT



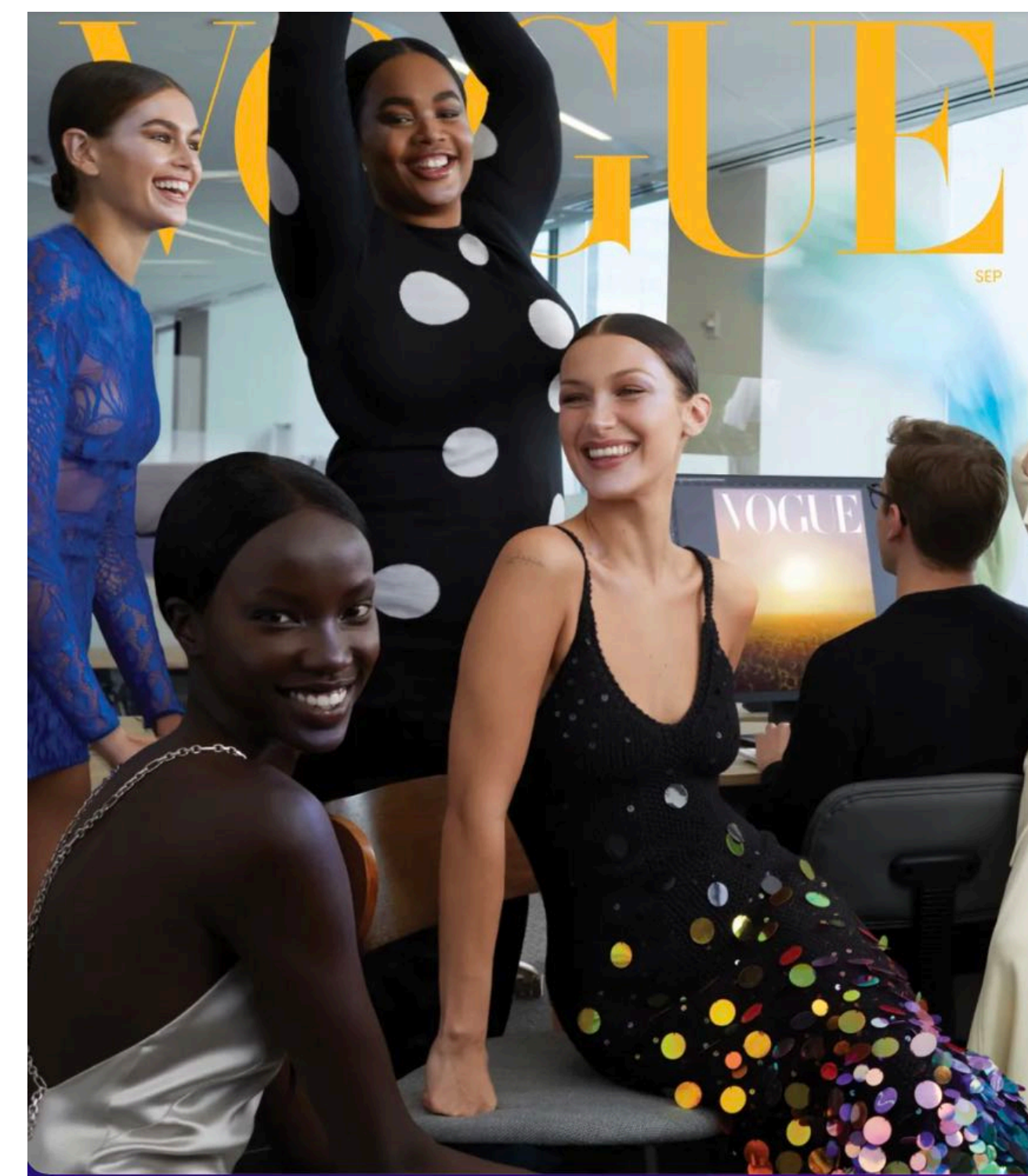
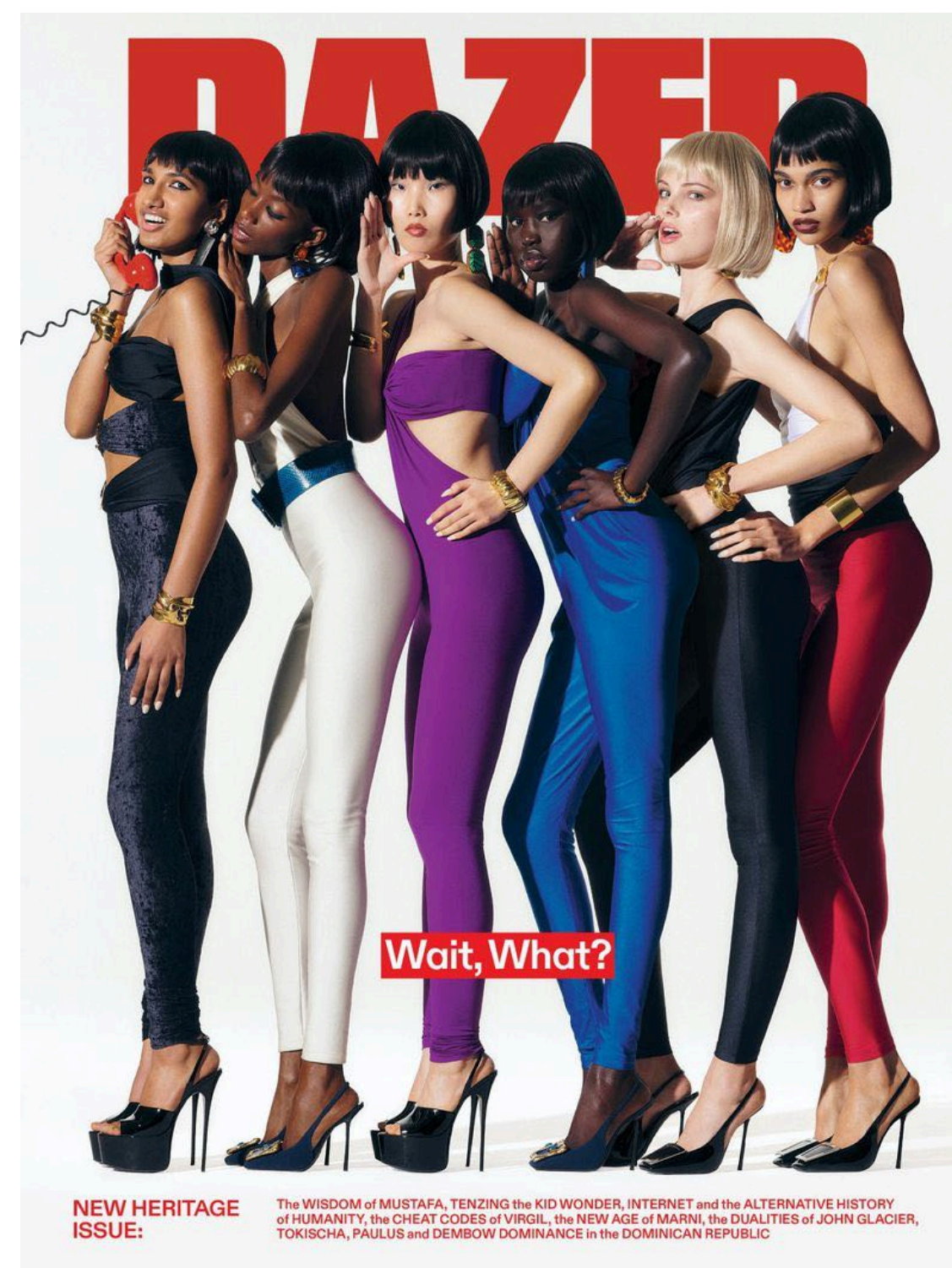
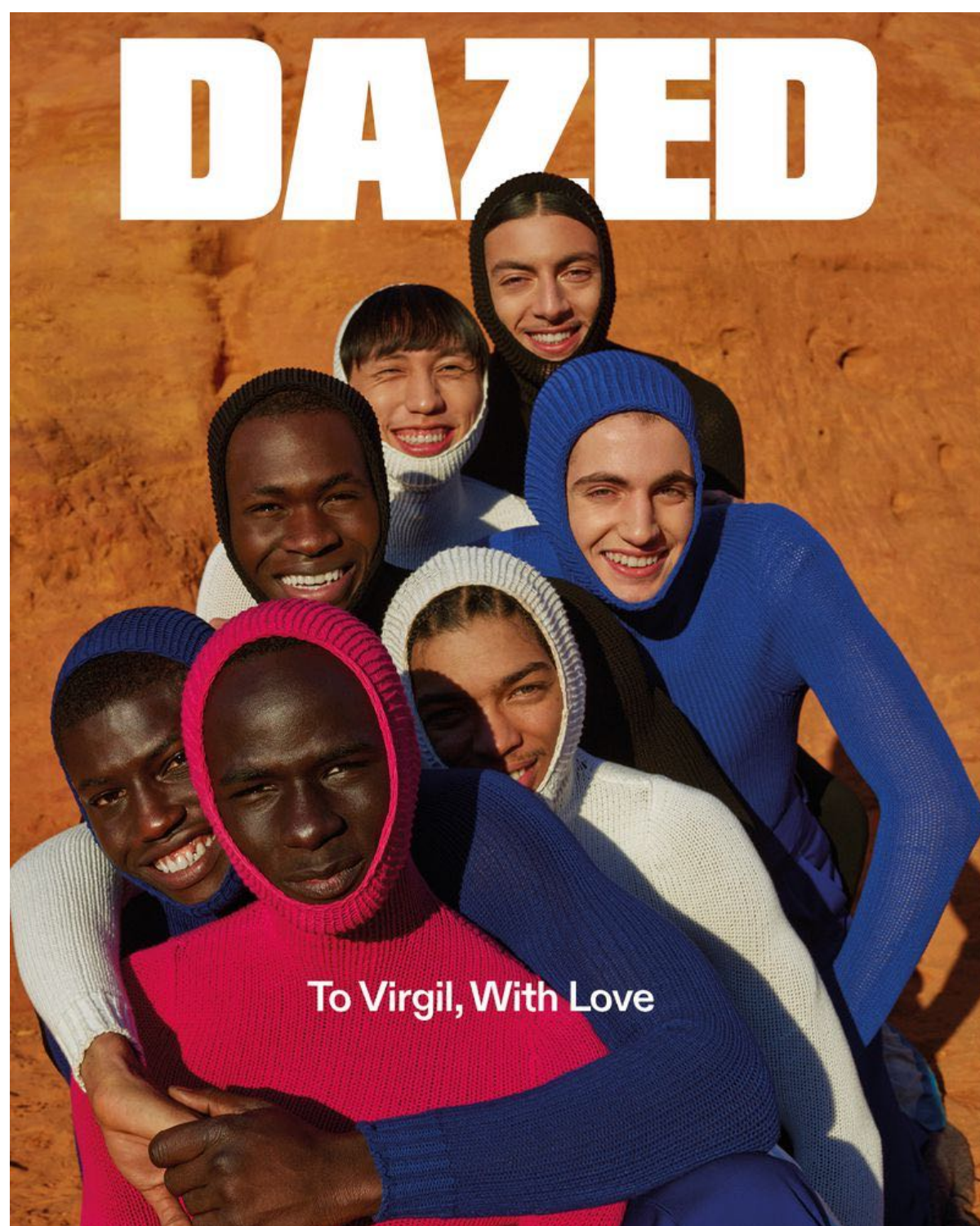
GABRIELLA HEARST FW22 COLLECTION  
CASTING DIRECTOR: JESS HALLETT



# FOCUS ON NEW TYPES OF EDITORIALS & MODELS

# FOCUS ON EDITORIALS - FEATURING A GROUP OF MODELS

COVERS FEATURING A GROUP OF MODELS AND EMPHASISING **A SENSE OF COMMUNITY** WERE SPOTTED ON MULTIPLE MAGAZINES & IN CAMPAIGNS, OFTEN SHOWING MORE NATURAL LOOKS AND A SENSE OF HAPPINESS. THE POST PANDEMIC PERIOD CREATED A NEED TO PORTRAY A SENSE OF TOGETHERNESS. GROUP COVERS ENABLE MAGAZINES TO PROJECT A SENSE OF DIVERSITY.



# MODELS WITH VOICES



## MODELS WITH POLITICAL VOICES

MODELS NOWADAYS ARE TAKING A MORE ACTIVE ROLE IN DIFFERENT AREAS. THEY VOICE THEIR CONCERNS ABOUT SOCIAL ISSUES, SUCH AS RACISM, SEXUAL HARASSMENTS AND CLIMATE CHANGE. THEY ARE ENGAGED IN POLITICAL EVENTS, INVITING PEOPLE TO VOTE, THIS SEASON THEY STATED THEIR OPINION ABOUT THE WAR IN UKRAINE AND SOME EVEN DONATED THEIR EARNINGS TO UKRAINE. PEOPLE HAVE HIGHER EXPECTATIONS TODAY FROM MODELS, THEY EXPECT THEM TO REPRESENT CERTAIN VALUES.

### **KEY TAKEAWAYS:**

MODELLING IS NO LONGER ONLY THE REPRESENTATION OF PHYSICAL FEATURES. WHEN CASTING MODELS, BRANDS SHOULD CONSIDER THEIR VALUES, BELIEFS AND ABILITY TO SPEAK OUT WHEN NEEDED. A SIGNIFICANT PART OF A BRANDS' IMAGE AND OVERALL SUCCESS COMES FROM BEING ACTIVE AND CHOOSING PEOPLE WHO REPRESENT THE RIGHT BELIEFS.



UKRAINIAN MODEL PASHA HARULIA

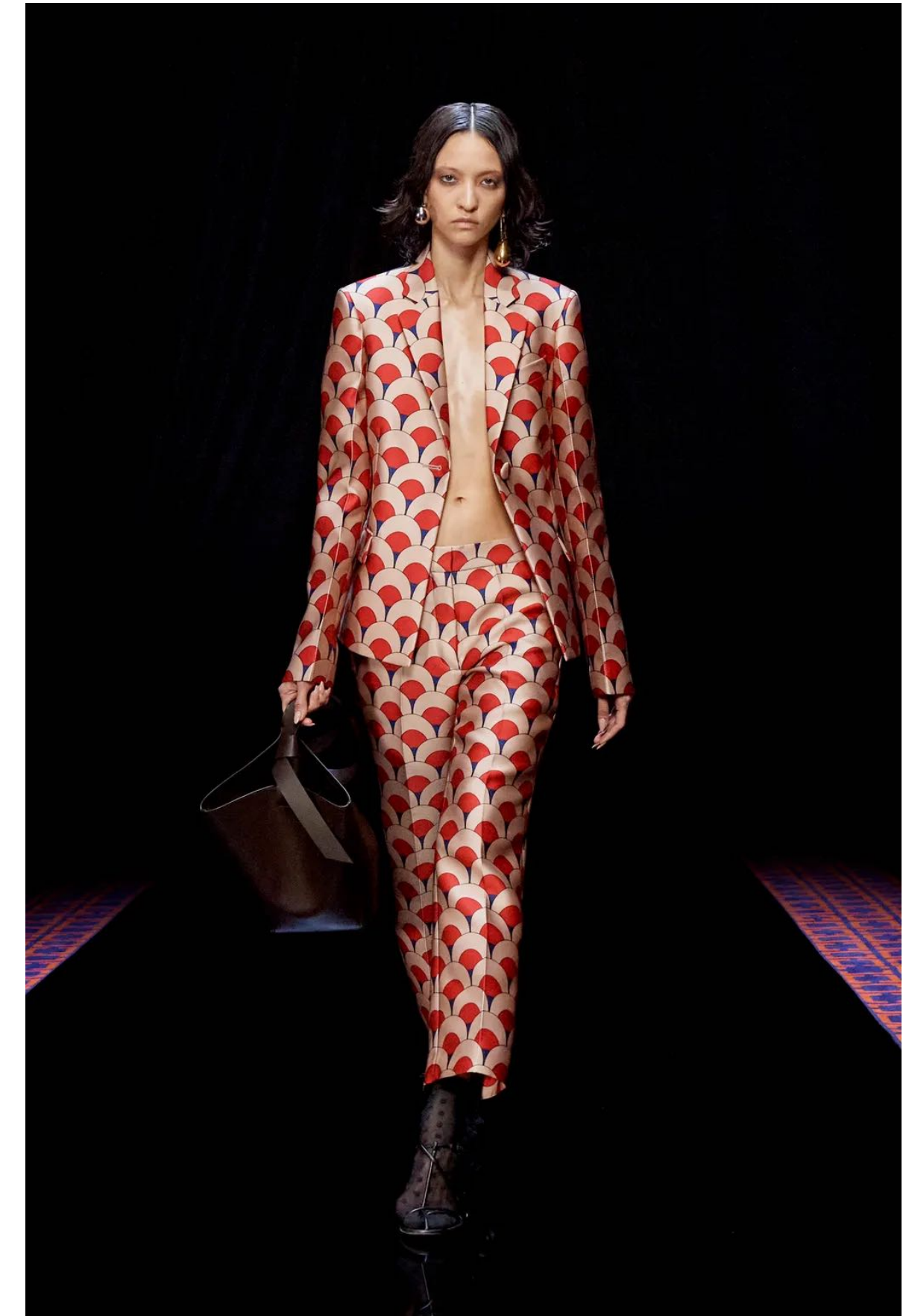
# FOCUS ON TOP MODELS & NEW FACES





## MODELS WHO WALKED THE MOST SHOWS IN FW22

AMÉRICA GONZÁLEZ IS THE MODEL WHO WALKED THE MOST SHOWS THIS SEASON (30). AMÉRICA WAS PRESENT ON A LOT OF RUNWAYS IN 2019, AND THEN DISAPPEARED. HER COMEBACK WAS SEEN AT THE PRADA SS22 RUNWAY SHOW AND HAS SINCE BECOME NUMBER ONE.



## NEW FACES FROM SOUTH SUDAN

SOUTH SUDANESE MODELS (12 MODELS) WERE THE MOST NEW FACES OF FALL WINTER 2022 SEASON.



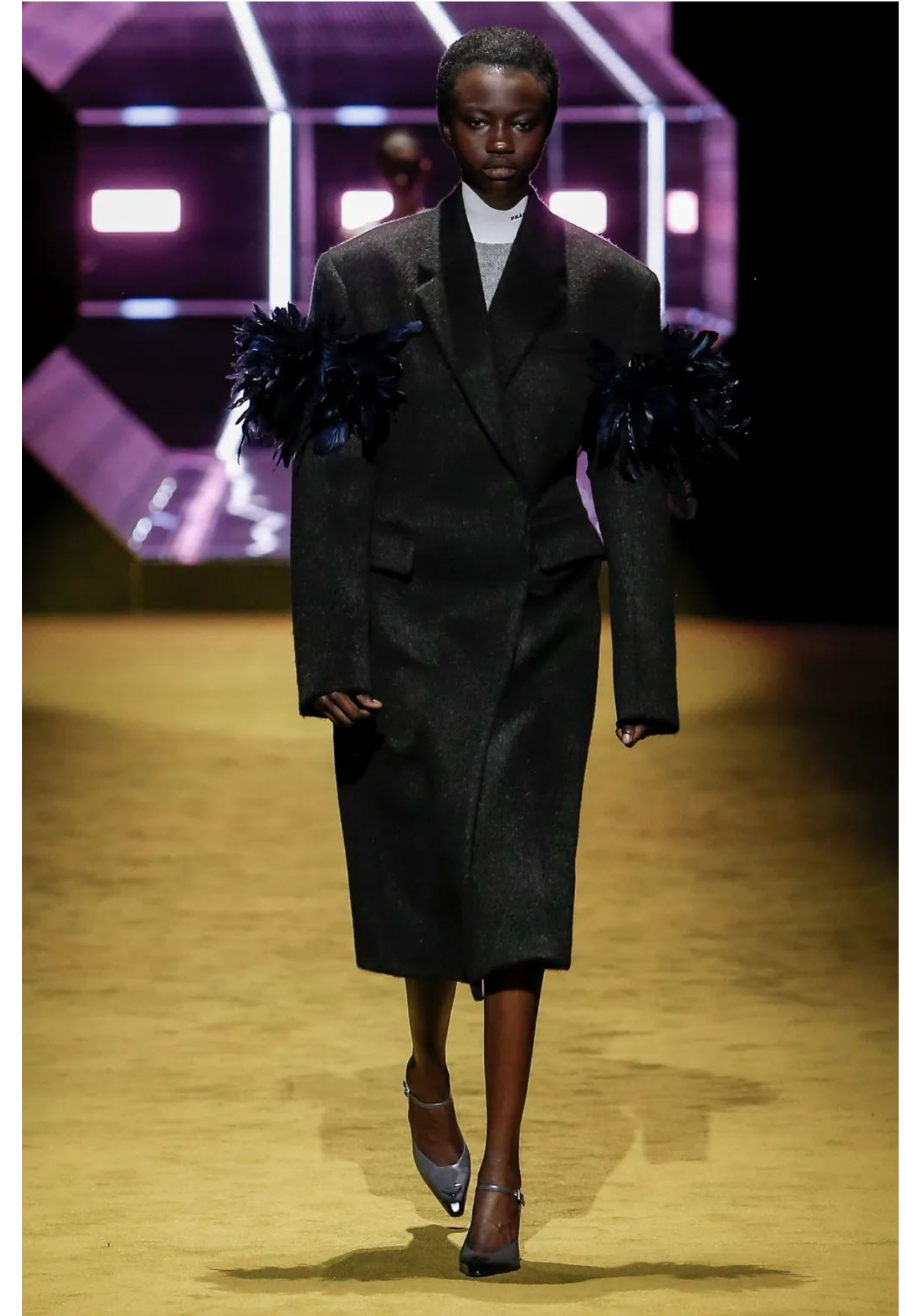
ATHIENG BUL



AWEK GAK CHOL



ALAATO JAZYPER

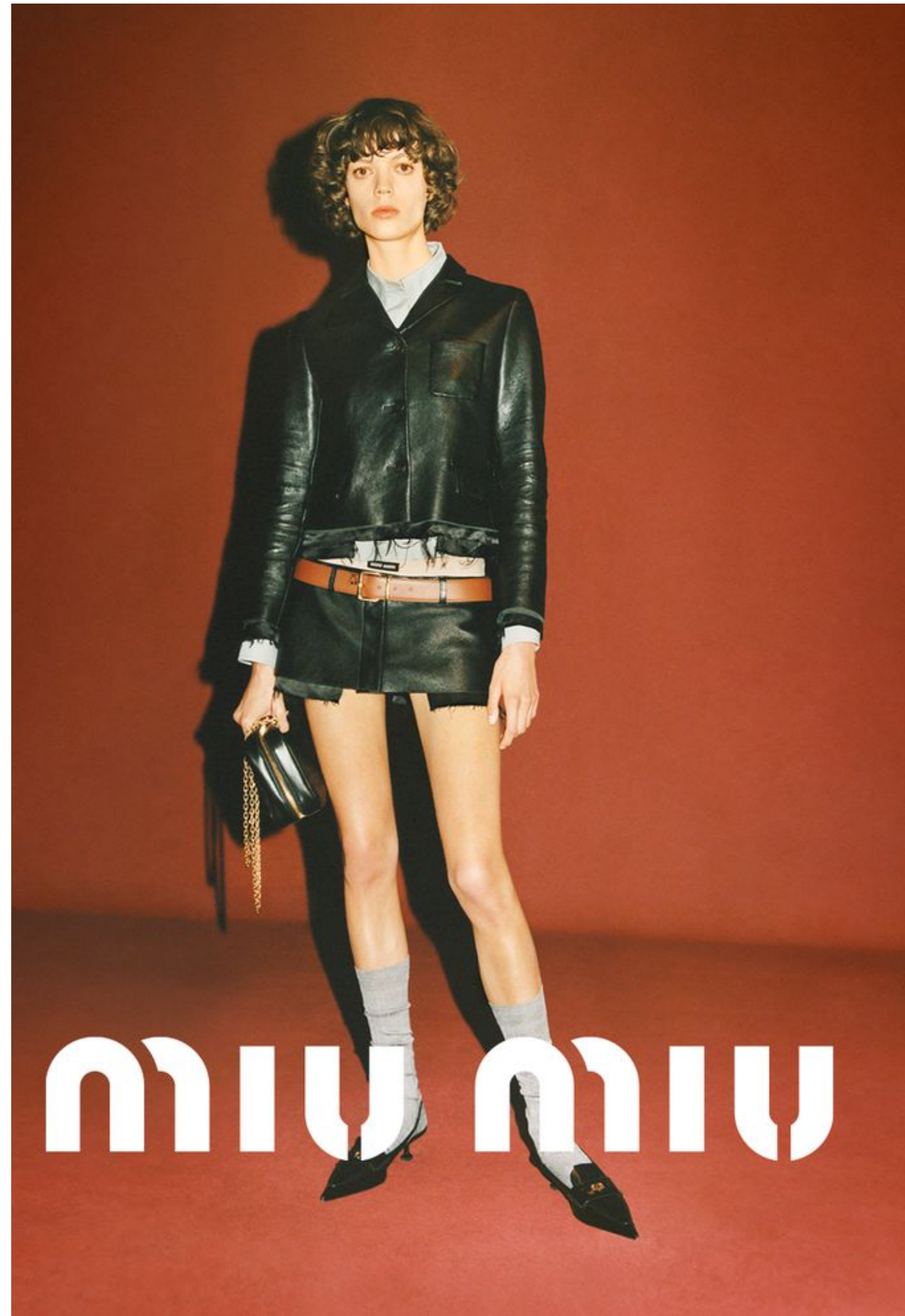


ANYIANG YAK

FOCUS ON A SELECTION  
OF EMERGING MODELS BY  
TAGWALK

# FOCUS ON ALIX BOUTHORS

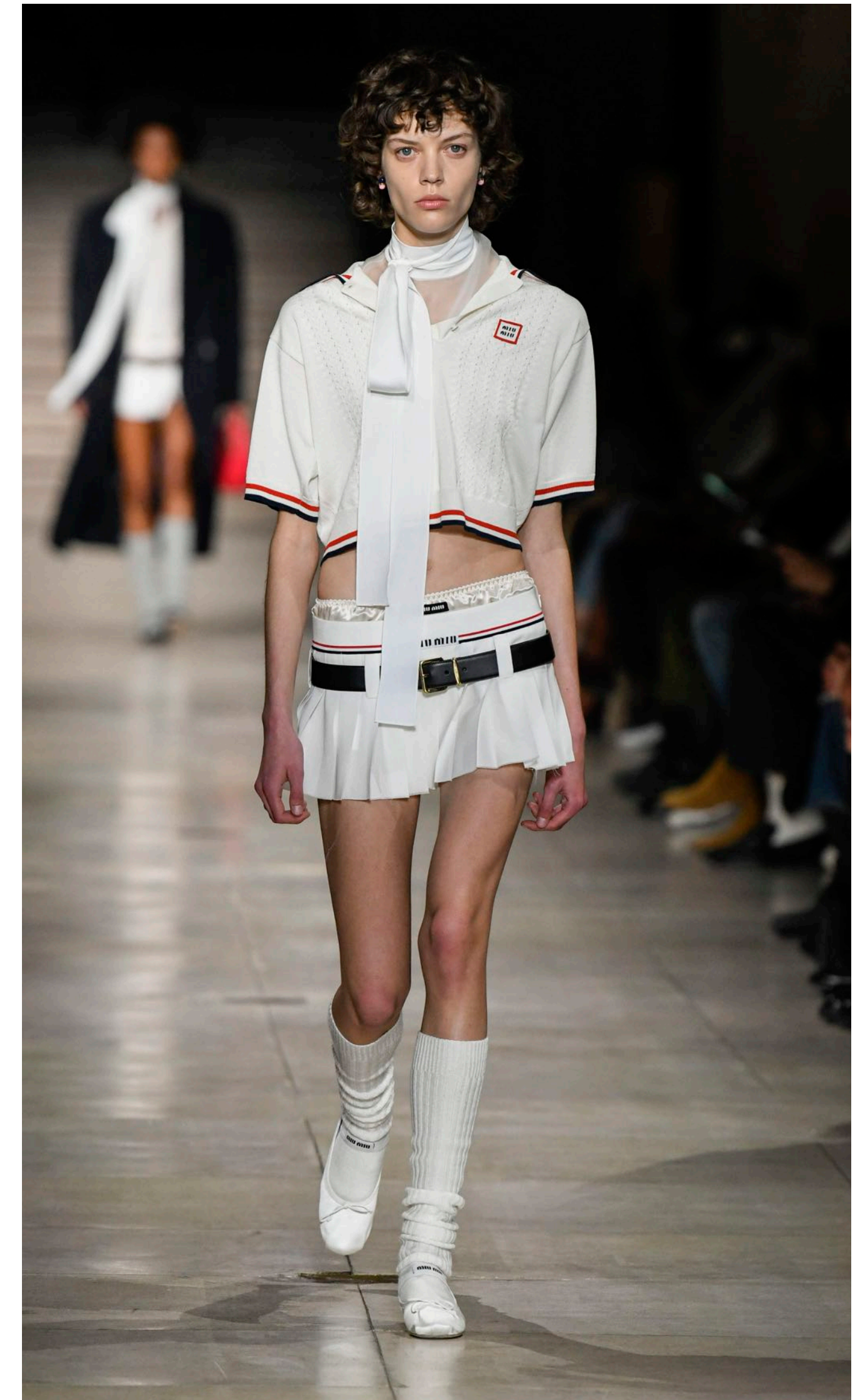
NEW FACE OF MIU MIU FW21, FACE OF MIU MIU SS22 CAMPAIGN AND WALKED THE MOST RUNWAY SHOWS IN PARIS FW22.



MIU MIU SS22 CAMPAIGN



LOUIS VUITTON FW22



MIU MIU FW22

# FOCUS ON MAMUOR MAJENG

NEW FACE BALMAIN SS22, MALE MODEL WHO WALKED THE MOST SHOWS DURING MENSWEAR FW22 SEASON



BALMAIN SS22



JIL SANDER FW22



SSAW SS22

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