The Fashion Industry: Free to Be an Individual

As young women, we have always been told through the medium of advertisement that we must use certain products to make ourselves beautiful. For decades, ads for things like soap, makeup, and mouthwash have established a sort of misplaced control over our lives, telling us what will make us attractive and what will not. Recently, however, a new generation of advertisement has emerged in the fashion industry, one that cleverly equates the products shown in the ads with the quest for confident individuality. Ads such as the two for Clarks and Sorel discussed below encourage us to break free from the standard beauty mold and be ourselves; using mostly imagery, they remind us that being unique is the true origin of beauty.

The first ad promotes Clarks fashion as band geek chic, quite literally raising a unique personality onto a pedestal, with the subject poised on a decorative stone platform as shown in fig. 1. Photographed in standing profile, this quirky-looking young woman is doing what she loves—playing some kind of trumpet—and looks great doing it. She is wearing her hair in a French twist with a strand tucked behind her ear, as if she recently moved it out of her face to play the music she loves without distraction. The downturn of her nose points to the short gray-black dress that stops several inches above her knees but covers her chest and
Fig. 1. Clarks ad shows a band geek doing what she loves (Clarks).
shoulders modestly, with a collar situated at the base of her neck and sleeves that reach for her elbows. The dress is plain, but it is a perfect fit for the personality implied in the photo. Set against the background of a light-tan wall, the model leans back slightly as if supporting the weight of her instrument. Her right knee is bent while her left knee remains straight. The positioning of her legs not only accentuates her unbalanced posture but also points out the pair of simple brown pumps that complete the look. She wears the shoes with a pair of socks in a much darker shade of brown pulled up around her shins. Around her ankles are sandy-colored rings of shaggy fabric that are most likely attached to the socks, giving the whole outfit a sense of nerdy flair. Her expression is a simple mix of calm and concentration. It's as if the photographer happened to take the picture while she was practicing for a school recital.

Clarks has taken what looks like your average high school student and dressed her in an outfit that speaks to her own distinctive character and talents. The image sparks the idea that her beauty comes from an internal base of secure self-confidence and moves outward to infuse her physical appearance and sense of style. This ad urges us to celebrate individuality with the right look. Using an image alone, Clarks advertises its products with the simple promise that they will support you in doing what you love and keep you original.

Taking a narrower perspective on originality, the ad for Sorel boots shown in fig. 2 dramatizes the idea that spontaneity is key to a distinctive personal identity. This abstract idea is depicted in a vividly concrete way, using the featured fur-topped boots as a base
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Fig. 2. Sorel ad flaunts devil-red boots worn by a fearless woman with a shotgun (Sorel).
for encouraging a bold sense of self. The ad dares us to break free from the mold of society and do something “fearless” (Sorel). It shows us a dark-haired, red-lipped woman sitting in a formal French upholstered chair in a dark-blue, elaborately paneled parlor. An expression of triumph and mischief adorns her sultry visage. She's wearing a revealing short white dress that overlaps slightly around her chest and falls strategically over her hips so that large portions of her upper thighs are visible. Feathers in autumn colors cover her shoulders, and a gold belt accentuates her waist. Next to her is a polished wood table supporting a lighted candle, a small glass vase of pink and white flowers, and a black-and-white patterned orb. There is a dormant, ornate fireplace to her left. But what makes this scene extraordinary is what seems to have taken place moments before the picture was taken. One of the young woman’s feet, clad in the devil-red black-laced boots being advertised, rests defiantly on top of the shattered remains of a crystal chandelier. In her right hand, the woman holds an old-looking shotgun with her forefinger still resting on the trigger.

In Sorel's explosive ad, it is apparent that the woman not only shot down the ceiling fixture but also has no regrets about doing so. Her white dress represents a sort of purity and innocence that is completely contradicted by the way she wears it—and by the boots. They gave her the power to shoot down the chandelier, the push she needed to give in to a long-held desire that perhaps she couldn’t have indulged in without the extra help. They symbolize her liberty to decide to be herself and do what she wants. Along with the white dress, the formal decor represents the
bounds that society tells her she must fit into—but that she
decides to take a potshot at instead. Focusing on the beauty of
inner power, not just the power of outer beauty, this Sorel ad
punctuates its bold visual statement with a single verbal phrase:
“Après anything” (Sorel). In the French language, the word après
means “after.” So, the ad suggests, no matter what outrageous or
outlandish deed you do, the Sorel boots will be there for you,
suitable for slipping into afterward like a negligee.

With these pioneering fashion ads that celebrate blowing
your own horn or shooting up fancy French lighting fixtures for
fun, young women are told to accessorize their inner beauty with
articles of clothing geared toward their distinctive individual
desires. “You don’t have to just try to be beautiful in the ways other
women do,” they say; “you can strike out on your own, and our
products will help you do it.” The extent to which women will
respond to these messages remains to be seen, but certainly the
ads themselves achieve a strikingly different look. Whether
celebrating individual talents or random acts of defiance in our
everyday lives, they dare us to accessorize our personalities
Works Cited