

The Grit in the Glamour: A Qualitative Study of the Well-Being of Fashion Models

Authors : Emily Fortune Super, Ameerah Khadaroo, Aurore Bardey

Abstract : Fashion models are often assumed to have a glamorous job with limited consideration for their well-being. This study aims to assess the well-being of models through semi-structured interviews with six professional fashion models and six industry professionals. Thematic analysis revealed that although models experienced improved self-confidence, they also reported heightened anxiety levels, body image issues, and the negative influence of modelling on their self-esteem. By contrast, industry professionals reported no or minimum concerns about anxious behaviours or the general well-being of fashion models. Being resilient as a model was perceived as an essential attribute to have by both models and industry professionals as they face recurrent rejection in this industry. These results demonstrate a significant gap in the current understanding of the well-being of fashion models between industry professionals and the models themselves. Findings imply that there is an inherent need for change in the modelling industry to promote and enhance their well-being.

Keywords : body image, fashion industry, modelling, well-being

Conference Title : ICFP 2021 : International Conference on Fashion and Psychology

Conference Location : New York, United States

Conference Dates : June 03-04, 2021