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By: Monica Gaza, Life & Style Editor



The July issue of the Italian Vogue will feature almost exclusively black models inaword-fab

[Vogue Italy Issue Features Black Models Exclusively](#)

The Italian style Bible has decided to release a ground-breaking issue featuring almost exclusively black models

Despite all its immense creative power and cutting edge sense of style, the fast-spinning fashion world has its fair share of inherent flaws, some kept well hidden, some more obvious. Perhaps the best example of an "open secret" is the belief common among fashion executives that black models do not inspire women to spend money. As a result, you'll rarely see black models on billboards, in the pages of the glossy fashion magazines or on catwalks. Best example - try to find a black model in a prominent position in a magazine this summer and apart from Naomi Campbell in a Louis Vuitton advertisement you're sure to come up empty handed. In this world full of bias and prejudice, Vogue Italy is planning an issue modeled almost exclusively by black models. The July issue of the Italian style Bible will therefore test the boundaries of the "black" prejudice, and many have already warned its editor-in-chief Franca Sozzani that she's stepping on dangerous ground. "We are using a lot of black models, like Iman, not only the models of today - a lot of different girls", she explained in an interview for The Independent on Sunday. Why has she decided to do this? Simple. "Because nobody is using black girls. I see so many beautiful girls and they were complaining that they are not used enough", Sozzani explained. Her idea of fighting racism and prejudice in the fashion world is even more admirable if we think of the fact that Italy is not exactly a prejudice-free country - quite on the contrary. "Maybe in our country it is not the best idea. But I don't care. I think it is not my problem if they don't like it - it's their problem", she countered. Other players in the fashion world, such as leading British photographer Nick Knight, have spoken out condemning the racist stance of fashion industry executives. "The fashion industry and the advertising industry are steeped in racism. You just have to look around at the number of black girls you see in ads - virtually nil. Among the main fashion brands, they are completely under-represented. It's shocking and atrocious", Knight said, before adding "I have tried to redress the balance. It is enormously important to use black models and models of different ethnic backgrounds". His opinion is also supported by the directors of various model agencies, who praise the supportive media coverage of this particular situation. However, even Knight himself has some doubts regarding the success of the July Italian issue of Vogue. "I hope all the advertising goes in that issue", he states.