

A Qualitative Study of the Well-Being of Fashion Models

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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 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, modelling, wellbeing.

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