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Design for Art Direction BA (HONS)

Degree Show Brochure

BELLADONNA

BEAUTY IS THE BEAST

BellaDonna explained.

BELLADONNA = BEAUTIFUL WOMAN



BELLADONNA: is italian for Beautiful Woman, it is also the common name given to one of the world's most toxic plants DEADLY NIGHTSHADE.

During Renaissance Italy, eye drops prepared from the Belladonna plant, were used to dilate women's pupils. This effect was considered to be both attractive and highly seductive at the time.

HAZARDOUS TRADITIONS: Toxic eye drops are, however, just one of many hazardous traditions used by women throughout history - to conform to what was (and is) considered beautiful. From face powder containing ARSNIC (used in both Elizebethian times and the 19th century), to the use of RADIUM in skin-care and cosmetics in the 1920's. For thousands of years, women have been sold a beauty 'ideal' to conform to.

FAT LIPS: Just a fashion has seasons and trends, so too, it seems, do our bodies.

From the Herion Chic look of the nineties (Kate Moss's boyish hips and jutting shoulder blades) to the current 'celebration' of curves (Kim Kardashian's Jessica-Rabbit-like, incredibly exaggerated shape). Currently, butts are big and waists are small, while our lips, should be FAT.

Beauty Vloggers have fast become the beauty gurus of the 2020's. Followed by millions of young women, wanting to get some insight into the nips, tucks, and make-up applications used to achieve fast-track beauty perfection,

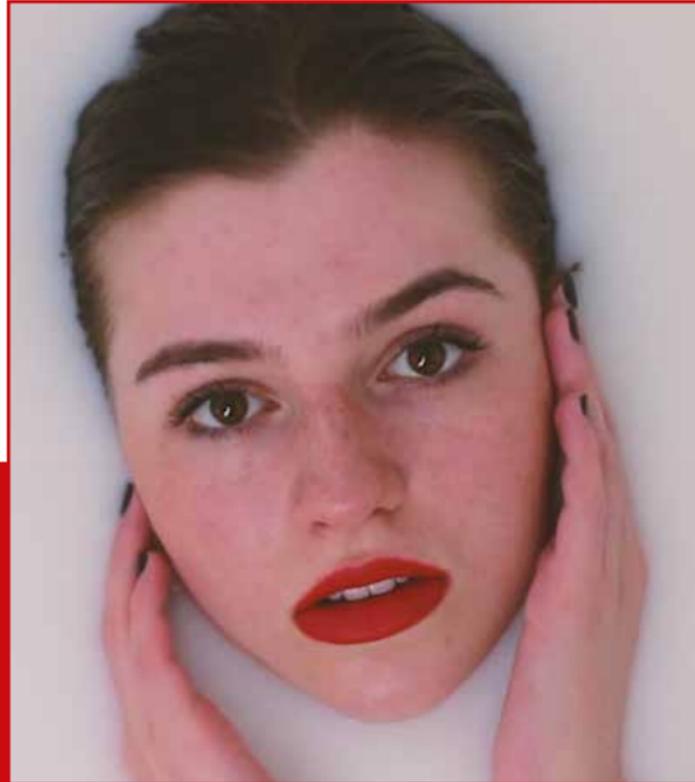
TAMING THE BEAST: This begs the question, why do we, women of the western world, STILL feel pressure to try to be beauty perfect? We no longer put arsenic on our faces, true - but with the accessibility of affordable procedures such as; botox, lip fillers, and other high street quick fixes - is the idea of achieving beauty perfection, still as much of a beast as it ever was?

TALKING HEADS - A SHORT FILM

For the **narration** of the short film, I recorded the voices of online beauty Vloggers which I edited to capture sound only. Their comments and instructions became so much more powerful once I'd separated their voices from their talking heads. I used typography to emphasise the spoken word whenever I wanted to convey some of the emotive language being used.

“EVERYONE AT THE MOMENT WANTS BIGGER LIPS” **“I LITERALLY FEEL LIKE THIS IS FACE SURGERY”**

These statements are a sample of what young women subscribing to beauty Vlogs are being told: Make-up can help you achieve your best-beauty-self - by helping to change the way you face looks. The term 'Face Surgery' is expressed as an everyday norm by one of the Vlogger. A powerful and disturbing message...



The film explores the head-space of a young woman, and follows her reactions to the emotive language used by the beauty vloggers.

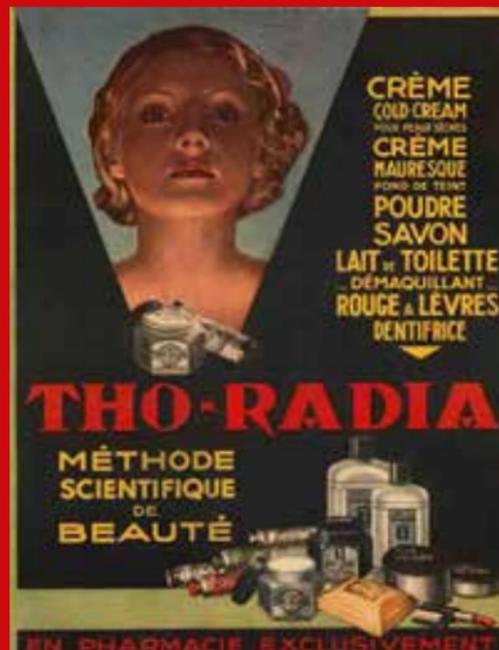


ARCHIVE OF ADVERTISING

My research into the way women have been sold beauty perfection through advertising, revealed how toxic ingredients such as **ARSNIC** and **RADIUM** were sold as beauty 'aids' (1,2,).

For women serving in WW2 there was still pressure to keep their 'BEAUTY ON DUTY'(3). In the 1970's a **LOVE'S COSMETICS** Ad used a prepubescent looking girl to position innocence at 'sexy' (4).

- 1) Dr Cambell 'SAFE ARSNIC COMPLEXION WAFERS' (circa 1890).
- 2) Radium was used in cosmetics and skin care products in the UK and in France. (circa 1920's)
- 3) Advertisement from a womens' mag during WW2.
- 4) Brand positioning of childlike innocence as sexy - advertising used to sell Cosmetics, (circa 1970's).



'TRENDING' - THE RISE OF THE BEAUTY VLOGGERS

The website 'BLOW Ltd', pays reverence to 8 beauty bloggers who they say we **SHOULD** all be following. Blow describes their favourite beauty bloggers as being the best in the UK.

'THE BEAUTY-ISTAS' with **"fast and furious knowledge and an unadulterated love of products"**.

Bustle.com lists the seven highest paid Beauty Bloggers/Vloggers (2015):

1. Yuya (lady16makeup) = \$41,000 each month.
2. Bunny Meyer (grav3yardgirl) = \$32,000 a month.
3. Zoella = \$27,000 each month.
4. Cute Girls Hairstyles = \$21,000 each month.
5. Rclbeauty101 = \$20,000 a month.

