

Marketing 435 Assignment 5

This assignment builds on the discussion of globalizing ideal beauty. For this assignment you should read The Modern Girl Around the World (Introduction, Ch. 2 and Ch. 3). Prepare an article suitable for a high end fashion publication like CR Fashionbook.com and mobile devices (i.e. incorporate layers of text, images, video and charts) that discusses the relevance of the Modern Girl in light of today's style.

See: <http://www.crfashionbook.com>



You might discuss markets, advertising methods or what is hot. Be sure to illustrate your ideas with pictures and brands. To help in your thinking you might want to consider the following questions.

1. What makes the Modern Girl “modern”? How is this relevant today?
2. What “bundle of commodities” define the modern girl? Is the bundle different today?
3. Is the idea of “technologies of the self” still relevant or has it changed?

4. What is the connection between the “modern girl”, ideal beauty and race?
5. Identify exemplars of today’s modern girl.

Your discussion will be evaluated based on how it informs our understanding of markets and marketing methods to position products for the Modern Girl.

Due Thursday, October 29th.