

# VOGUE

Mrs. Anna Wintour,

I am writing this letter to expose you to some ideas on a topic that needs to be addressed, mainly in a reality that is currently lived in which globalization, and who uses it to expose their capitalist goals to the social standards supported by the media, are increasingly limiting the conceptions of beauty and creating platonic realities of an almost unattainable body aesthetic.

For starters, technology is so linked to advertising that we can see it anywhere and at any time, therefore, our opinions and ideas can be so influenced by the images modified by technology and also get used to all those aesthetics, conceptions of beauty that make people look weird when they see something they're not used to seeing. This increases the pressure of standards of beauty and people will try to find ways to meet these standards and the many images disseminated in this genre, increases people's desire to be ``beautiful`` and this speed of being introduced to the standards does with that people adopt quick methods that, by not respecting the nature of the human body, can cause damage.

A company that promotes and is a reference in beauty, has a significant power in detailing aspects that beauty is involved and, therefore, often questions some human capacities that go beyond the aesthetic fad in which it is not possible, in a natural and healthy, achieve aesthetics, the definition of beauty imposed by the media, as it creates tensions to show what is correct or incorrect and that persist due to the excess of images in which society is subjected. Presenting a brand in the midst of a complex technology that modifies the imagery resources present in what is presented, especially in the models who work and are paid to play the role of a model for the technologies and social standards in which the media, and mainly, some magazines fashion, they follow the line, is to make these tensions manifest in an attempt to achieve beauty by quick methods and which can often bring harm to health, causing emotional instability in people who get caught up in beauty concepts formulated by computers, something that does not have the cognitive capacity to affirm what is beautiful and what is not.

Therefore, it is important that large companies, such as vogue, manifest themselves in front of these aspects, such as putting information on magazine covers if those images were modified by computers or not so as not to influence the formation of an increasingly alienated society and impulsive in decisions and in its character and morals based on algorithms that only play the role of interpreting data and not the human emotional that is harmed only to meet the needs of the capitalist market and with that, society becomes increasingly defined by the traces of social standards and less by the fact that the relationships between individuals by intellectual factors that will really contribute to the formation of a society integrated in rights and freedom that is often limited by social standards, in particular, beauty.

With regards, Mariaclara Sina.

