

VOGUE

BEAUTY

What if 2019 marked the end of diets?

By Carole Sabas
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In the United States, being skinny has become a completely outdated topic. A new generation of girls, RADIANT and IN BLOOM, makes peace with their figures and takes on new battles.

Body Positivity

The No Diet trend emerged with the Instagram generation. More obsessed with pop stars than Hollywood actresses, post-adolescents began to idolize artists who presented themselves without Photoshop retouching. Celebrities such as Beyonce, Kim Kardashian, Lady Gaga and Cardi B have succeeded in slipping more authenticity and variety into social media. Sure, Victoria's Secret angels with their chiseled abs continue to accumulate followers. But Ashley Graham and Paloma Elsesser have earned a superstar status to be envied. Ambassadors of body positivity, they've destroyed the rigid limits of traditional beauty. Propelled by their charisma, they've become spokespeople for a generation of aspiring entrepreneurs and feminist activists without taboos.

Prioritizing radiance over thinness

"Being vibrant, radiant, energetic: this is the new standard of beauty," confirms **Melissa Doft**, a plastic surgeon on the Upper East Side of Manhattan. The perfect silhouette has expanded from a size 4 to include a variety of shapes. "Even the notion of ideal proportions, with rules like 'the waist must be 25 centimeters smaller than the hips,' are heading towards extinction," notes a modeling agent. "Likes" on social media reward women of all sizes, along with their conscientious lifestyle choices and thoughtful advice. Keto and Paleo diets, still very popular in the US, nowadays are focused less on weight loss than on achieving peak energy levels. Instead of calorie-burning boot camps, mind-body practices, at once physically and emotionally gentle, are now in vogue. Beauty has become holistic. Sports therapists now insist on the "recuperation" phase of a workout. Sleep, relaxation and stretching are as important as carving muscles of steel. Prioritizing one's health and body for a burn-out-free lifestyle has taken precedence over yo-yo dieting. So instead of battling one's metabolism with fat-burning exercises, we nurture our immune systems with green juices, probiotics and adaptogenic mushrooms.

A voice, not a weight

At the same time, differentiating oneself on social media has become a competitive sport. "Life coaches," a job that has multiplied in the US, give advice on creating an exceptional persona, both online and in real life. To achieve total success, both professionally and

personally, has supplanted the short-term goal of weight loss. In this context, the obsession with being skinny has lost its importance. Using one's voice has grown more important than achieving a ballerina's body. "One's shape and body is only *part* of one's personal brand," note researchers in social behavior at the University of Southern California. One must also consider one's style, career, sense of humor, creativity, opinions, tastes, community, beliefs, and hobbies...what the young call one's "vibe," or what marketers term one's behavior. The goal is to be "beautiful both inside and out," with excellent self-esteem. The future belongs to those who refuse to be intimidated.

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