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## **WHAT FACE DO YOU NEED?**

Human factor is the main part of marketing. It's not only the people, who created advertising, but those who are moving off in it.

That people have to meet all criterions of appearance. That appearance has to attract attention and is to be an example for associates. Figure, face, hair and skin must be perfect. Models have to be in a good fisical form, to serve as standard for all people.

Standards of beauty were created in the ancient times starting from Egyptian Nefertiti and Cleopatra and being finished with the princess Diana. In 1500s one of the most bright example of the beauty was the woman from the picture of Leonardo da Vinci the Mona Lisa also known as La Gioconda. It is safe to say that it's fluffy form were in fashion at that time. At the 21 century we can see another standard of beauty.

Marilyn Monroe (June 1, 1926 – August 5, 1962), born Norma Jeane Mortenson was an American actress, singer and model. She was one the most beautiful woman of the 20<sup>th</sup> century. Norma's face is an example of the standard of beauty even nowadays. Her successful modeling career brought her to the attention of everybody.

There was a very bright and famous face like a Gia Marie Carangi the legend of show business in 70s. She was an American fashion model during the late 1970s and early 1980s. Carangi was considered by some to be the first supermodel of that time, she was featured on the cover of fashion magazines, including Vogue. Then she became addicted to heroin. She later became infected with HIV (human immunodeficiency virus) and died at the age of 26. Her death was not widely publicized and few people in the fashion industry knew of it. Carangi is thought to be one of the first famous women to die of AIDS (Acquired Immune Deficiency Syndrome). A biographical film starring Angelina Jolie, Gia, debuted on HBO in 1998.

Some other well known faces were Claudia Schiffer and Cindy Crawford. Claudia Schiffer has done catwalk modeling for Versace, Jil Sander, Dolce & Gabbana, Ralph Lauren and Valentino. Vanity Fair, Rolling Stone, The New York Times and People all saw Schiffer as the top model to make their covers. She has

also appeared many times on covers of Vogue, Harper's Bazaar, Cosmopolitan and Time. Schiffer has also been the face of Mango, a chain of Spanish clothes stores and Accessorize. Schiffer still holds a contract with L'Oréal and Ebel watches. Since 1990, she has created an annual swimsuit calendar where she stars in and designs herself. Almost the same stages had been overwhelmed by Cindy Crawford in 1980s and 1990s. Crawford has also been starring on TV and in films.

Nowadays the standard of beauty figure is 90-60-90, such top models like Kate Moss and Jessica Stam. Katherine "Kate" Ann Moss (born 16 January 1974) is an English model. Moss was voted 8th in Maxim's "50 Sexiest Women of 1999" and 22nd in FHM's "100 Sexiest Women of 1995". She [photographed](#) for Calvin Klein and Louis Vuitton. Jessica Stam's last job was connected with "Dior House".

In the different countries there are a lot of standards of beauty. Models are chosen for nationalities, colour of skin or colour of hair and eyes. For some advertisements, the beauty of face is not important. For example in the footwear advertisement the length of legs is more important than the face of model. So every age and every country advances their own standards of beauty, women's attractiveness and idols for men's adoration. And the task of the marketologist is to pick up an archetypical «sample» of women's beauty which is to correspond to the nature of time and promote it for further utilization in business. If this sample corresponds to the spirit of age and to what people expect to see your model will bring success to your business.