

Everyone, at one point or other, has wanted to be someone they aren't. To be someone famous, or influential, or just a better idealized version of themselves. Growing up with the internet has allowed people to do exactly that. In all honesty my attempts to understand and critique Lili Miquela have only left me more confused. What is this persona trying to accomplish? Are they critiquing insta models or embracing them? How does this affect our views of celebrity? There is an interesting commentary which can be centered around Lili Miquela and pages like her's. Completely fake and CGI created models blend in perfectly alongside any other insta model at a quick glance. Drawing parallels to the heavy use of photo-manipulation in the fashion and modeling industries. Critiquing the ideas of authenticity and the morality/responsibility of models to be accurately portrayed. Simultaneously the idea of authenticity in relation to the internet is a laughing matter. Even the youngest users know how to make fake accounts and present themselves as someone else. In all honesty I think anything I say on this topic comes from my own theorizing and proselytizing of my own issues with the fashion and modeling industries. At their core these made up persona's stem from a desire to engage with a social space otherwise inaccessible to the creator.



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