## Rebranded

**NOVEMBER 2021** 



Emma was a pretty blonde girl with no great ambitions but no specific interest apart from feeling pretty. It was then pretty natural for her to become a model. She got hired by an important modelling agency thanks to her looks. However, a couple of years later the cultural shift began earlier hit the modelling industry with full intensity.

Her modelling company realised they had too many white models and nearly no models of colour. It wasn't even their fault, as white girls seemed to be more confident about their attractiveness and hence overrepresented in the modelling sector.

As the company became to be targeted by the press for their policies they were given little choice but to redeem themselves by means of the diversity shot. Using crispr technologies, it changed the recipient's DNA to make their ethnicity match the desired one.

Emma was chosen as the natural candidate as the blondest one and so the one that attracted the most criticism for inciting colourism.



The stunning blonde thought about it and realised she had little choice. With no formal education and no acting or singing skills, modelling was her only option. Finding a modelling job at the age of 21 was getting increasingly difficult, especially for a skinny blonde girl like herself as that aesthetics was now getting out of fashion.

If she accepted she would be sponsored by one of the leading fashion brands on Earth and would be provided free clothes for every public appearance she would make.

She was pretty conservative on race matters so she hated the idea of losing her ethnicity for her career and the whole diversity propaganda sounded very wrong to her but she could be a successful model if she accepted and probably they would just turn her a little darker, she was skeptical than these technologies could really change people's ethnicity as radically as they claimed they could.

After these considerations, she accepted and signed the contract binding her to the medical procedures. They started already the following day as the DNA-changing serum was ready for use.

## REBRANDED



Emma was given a potent sedative, then the shot was administered. In a matter of a few days, her Caucasian DNA was flushed away and replaced by an exotic mix of ethnicities. When she woke up and saw herself in the mirror she was shocked.

"What... What am I now?" Emma asked.

"So, we decided to turn you into a multiracial woman. That way we can check multiple boxes in the list of ethnicities we want to represent. Your DNA is 50% Hispanic, 30% sub-Saharan African and 20% East Asian. It seems to be the most attractive combination of ethnicities according to our experts."

Emma felt dumbstruck - "No caucasian DNA at all?" - she asked after a while.

"Well, technically Hispanic means you have some ancestors from Spain, together with Native Central and South American..."

"Great - she told herself - now the whitest ancestry I can claim to have is Spanish, I used to be of full German and Scandinavian ancestry, sigh!"

She couldn't believe they completely changed her appearance from a Nordic beauty to a curvy brown woman.



Checking herself in the mirror, Emma recognised the different ethnicities contributing to her genetic makeup. She had the brown complexion, body type and some facial features of Latinas, the full lips, shapely butt and curly hair of Black women and remarkably Asian eyes. She was indeed the perfect mix to attract the attention of everybody.

She was trying on some of the outfits sent to her when she began complaining: "Fuck, everything I wear makes my butt look huge, it's so vulgar!"

"You were given gorgeous curves, flaunt them!" - commented one of the employees of her agency.

"Is that what men want nowadays, short stacked brown girls flaunting their butts?"

"Yes, according to our survey. You have the perfect body by today's standards of beauty! Marilyn Monroe is not a beauty reference anymore, you know!"

"I guess you're right. But why do I have to wear such vulgar outfits? Oh no please don't make me wear this!"

"You need to appear confident in your new body, remember you will have to say you wanted this and are now happy to embody the beauty of women of colour."

## REBRANDED



Playing with her outfits, makeup and hairstyle they realised they could highlight different features, making her more relatable to different ethnicities. For example, with proper makeup, straightening her hair and hiding her shapely figure she could pass for a mixed woman of predominantly East Asian heritage.

They spent hour styling her before the photoshoot, when they were done they let her look at herself in the mirror.

Emma was shocked "OMFG you're right, I do look kinda Asian!". She honestly didn't mind that at all. She was a bit disappointed at how dark and curvy she had become, but she didn't mind her new partial Asian heritage as she had always secretly envied the beauty of East Asian women. Now then a lighter foundation, a makeup that brought out her Asian eyes and perfectly straight hair she liked her self image for the first time after the transformation. The photoshoot was really enjoyable and Emma didn't realised several hours had passed at the end of it.

However, when the shooting was over and the makeup removed she returned to her new brown self. Within a few days her hair began to curl up again and her Asian heritage began barely noticeable.



The next photoshoot was aimed at Latina customers.

Straightening her hair again and applying extensions to make her hair a lot longer already gave her a different look. Makeup was applied again and a kerchief completed the look to make her easily pass for a full blooded Latina. She also had to wear outfits that highlighted her curvy body instead of hiding it like they did before, completing the transformation.

"No wonder I can easily look like a typical Latina, I am basically one of them now - she said".

The chola style didn't suit her personality in the slightest. Emma was a refined girl who liked jazz music and literature. Embodying this style and beauty felt alien to her. She wasn't a big fan of the hispanicization of America so seeing herself in the body of a hot Latina was always a bit of a shock. However, she was a professional and carried on without showing her true feelings.

The pictures turned out to be exceptionally hot and she was told the modelling agency and the fashion brand she was working with now were extremely happy with the results.



Her next photoshoot was aimed at Black customers, so they had to make her more relatable to them.

Instead of straightening her hair, they let her natural black curls loose and made her wear clothes highlighting her shapely rear. Together with a few aesthetic adjustments like wearing large earrings made everybody perceive her as a lightskin Black woman.

"OMG are you sure I'm just 30% black? I look pretty much fully Black right now!" - she commented when she saw herself.

"Absolutely - they confirmed - but African genes are pretty dominant so don't be surprised they are so visible."

This was pretty distressing for her. She wasn't racist but she know how Black women were treated in her country. Being an ethnically ambiguous brown girl was weird but still tolerable, while seeing herself as a Black girl scared her a bit. Had she gone too far for her career? She also noticed how little effort was needed to make her appear unmistakably black as her natural hair and features kinda gave that away easily. The makeup artists had to put more efforts to make her pass as Asian or Latina than Black. Was that what she was now? A mixed girl struggling to accept her Black side? The thought scared Emma, while exciting her at the same time at some deep level.

## REBRANDED



For the next photoshoot Emma begged to be allowed to dye her hair blonde to try to look white once again but they didn't allow her to damage her beautiful black hair and to claim an identity she didn't own anymore.

They proposed instead to try on a blonde wig in combination with a different style compared to usual.

However, her brown skin and black eyes made her look unmistakably Latina. They went for a weird goth-inspired look that offended her religious sensitivity so she quickly ended it and asked them to forget about her request. However, she managed to keep the wig, which she would wear from time to time to feel more like herself again.

Emma tried to life as usual but noticed people treated her differently now. She also had a lot less freedom now as the story of her transformation had caught the attention of the media so she quickly became known as the first preeminent transracial model in America. This tag disturbed her a lot but she couldn't deny her earnings skyrocketed since her transformation.