# Rebranded

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Emma was a pretty blonde girl with 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 hitting 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.



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."



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.



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 live 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.

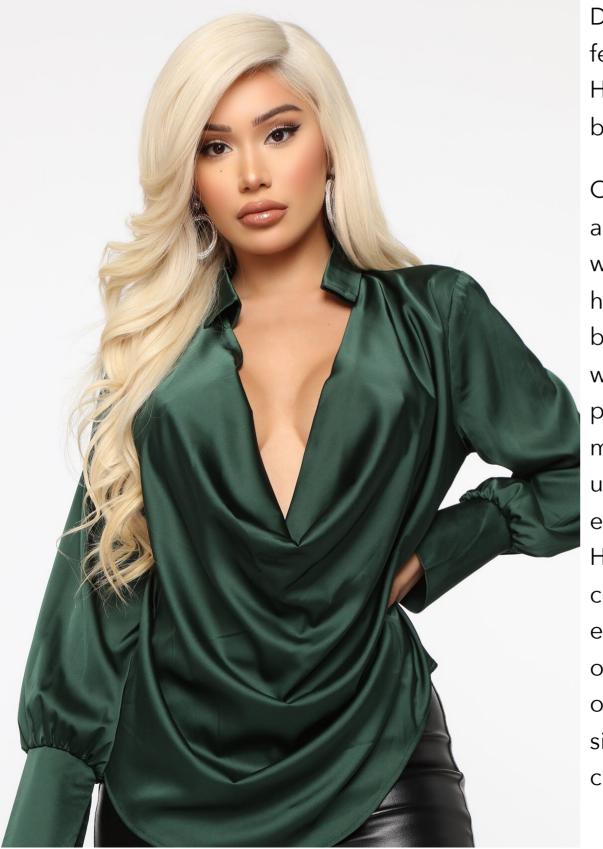


On the other side, Emma learned the hard way that her contract protected her image at the point that she always had to wear fashion clothes provided by her sponsor every time she made a public appearance. As she had now became a superstar, even her private trips became public as photographers were following her everywhere.

So, even when she went on dates she had to pick up outfits from a few ones dictated by her sponsor, which really bothered her as she hated wearing the revealing outfits she was given. Not that her body shape could be easily hidden but she nevertheless felt she was sending the wrong message by dressing like a slut at the first date, as it was something her former self would have never done.

She felt like a doll dressed by somebody else and with no possibilities to express her true self anymore, which stressed her out a lot. On the other hand, her new body had a much higher sex drive, so she felt the need to date men.

Initially she dated only white men as she was used to but she realised now things had changed in her race relationships. Some of them didn't hide they had a preference for Latina/mixed girls. This was a turn off for her as she didn't like to be appreciated for something out of her control like her new fake ethnicity while others seemed to be turned off by the fact that she had so little pride in herself to accept to have her ethnicity changed from white to mixed. Eventually she gave up on them and reluctantly begun dating Hispanic men.



Dating a Hispanic guy felt exciting and wrong at the same time. She felt a connection with him she didn't have anymore with white guys as Hispanics saw her as one of them. Moreover, the picture of her brown body together with a brown man turned her on massively.

On the other hand, her conservative upbringing made her feel guilty about dating somebody outside her race, even though now she wasn't white anymore. She later decided to stop dating the guy and to renew her image to make it closer to her true self. She began wearing a long blonde wig that reminded herself of her original hair and started wearing larked silky dresses covering her curvy figure as much as possible instead of highlighting it. Catching reflections of herself mede her feel good as she saw a dignified blonde woman like she used to be. "I don't care about the contract - she told herself - I have enough savings and followers online to start my own company." However, this did not go unnoticed by the fashion brand she had a contract with. They fined her, taking away nearly all her savings, exploiting a clause of her contract that mentioned possible breaches of her duties. On top of that, they seized all her wigs and privately owned dresses and forced her to wear exactly what they wanted every single day. Emma felt attacked and scared but again she had no choice but to obey.



To help her readjust to her body image the fashion company sent her an agent to advise her and to enforce the company's policies on her style, Val. She was an attractive young Black woman who was well aware of Emma's story and secretly loved the idea that white models were now being turned into women of colour.

"What do you mean, I need to stop acting too white, I am white, you know?" - said Emma after the lady expressed her company's views.

"Not anymore, you need to change that. Stop being prudish about your butt, we gave it to you to show it around. You were photographed wearing wig and covering your body, that sent a deeply concerning message to all women of colour. Also, do you know how many followers did you lose on your Instagram profile? That means a loss of visibility for us! If we want to reverse that narrative, we need a complete change in your behaviour and the way you present yourself."

"But I'm not used to oozing sexuality, it's too much for me" - cried poor Emma - "I'm just a blonde white girl from a conservative background!"

"Hmm, maybe dating the right people could give you the confidence boost you need - replied a pensive Val - We saw you were dating a Hispanic actor recently, what happened with him?"

"Oh, it didn't work out between us - replied Emma, too embarrassed to admit that she wasn't feeling comfortable dating non-white men."



"Too bad, your popularity was rising a lot thanks to that. People loved how you were connecting with other people of colour. But we'll take care of that. Your private life is linked to your public image so we are allowed to provide some guidance on that."

"What do you mean?" - asked a worried Emma.

"You'll see!" - said Val, smiling.

A few days later...

"I don't understand, why have all of my outfits been replaced with shiny black leather dresses? Hell, even my nails got painted in black!"

Val simply said it had to do with her new public image and that she should get used to it.

The reason was that they wanted her to send subliminal messages she was ready to date a black man. That shiny black leather is subliminally perceived as black skin by Black men who would then see her as a more likely partner.

She had several photoshoots where she was flanked by a male Black model starring as her partner for advertisement pictures and so on, sometimes she even had to pretend she was carrying their baby. Family photoshoots were pretty common and they invariably starred interracial couples nowadays so it was no big deal but they were helpful in inserting Black men in Emma's fantasies.



Emma was only allowed to date through a dating app for celebs that recorded the ethnicity of users. Her profile was set to "exclusively dating black men" without her being able to see that, so when she would only get matches with Black rappers and actors she didn't understand why and thought only Black men liked her now. She first blamed it on the style they forced on her and also connected that with the fact that Black women are statistically the less likely to date outside of their race. As she had been told about the one drop rule, according to which everybody with some African ancestry was in a way Black, she had to admit that, besides being a mixed woman, she also had to identify as a Black woman and that applied to her too now.

She tried hard to gat a date with a Hispanic man but the app didn't allow her to even see their profiles, so when her sexual needs took over, she began flirting with a Black stud, Tyrone. He was eager to meet her so they quickly decided to have a first date.

Emma was forced to wear a tight black leather jumpsuit on her first date, which she hated. She tried to explain him that her dresses were dictated by commercial reasons and not by her sense of fashion and that much of what people thought about her was wrong but her date had a very clear picture of her. She was a white girl who had changed her ethnicity to Afro-Latina and was now showing up scantly dressed on her first date. The guy thought he had hit the jackpot and aggressively flirted with her until he took her home.



That night something clicked in Emma's brain. She had been with a Black man and had loved it. Something she would have never considered a few months ago now seemed almost inevitable. What was the big deal anyway? She now had the genes of a mixed woman, so there were no reasons to restrain from it anyway. She found out that Black men seemed to find mixed women exotic and delicate, which she liked.

The agent found Emma checking out her butt in yet another tight leather dress and couldn't help but smiling. The conditioning was working. She was learning to embrace her new ethnic traits.

"Ehm, I was just checking how tight this dress was, it's so uncomfortable!"

"Sure... So, how was your first date?"

"Ehm, great, Tyrone is such a great guy and..."

"Did you two have sex?"

"Ehm, yeah we did!"

"Wow, congrats girl, that went fast!"



Emma began seeing Tyrone on a regular basis. The sex was always amazing and she caught herself thinking less and less about men of other races. Also, by being around him she began to absorb his gestures and way of moving, adopting even more the characteristics of a person of colour.

The relationship with Tyrone didn't last forever, and Emma soon began dating other men. This time she was left free to choose men from all backgrounds but she had to admit herself she had developed a clear preference for Black men.

She had found herself struggle with her new identity and envied the confidence Black men had in their own, it gave her a sense of security. They, on their side, saw her as a light-skinned, exotic mix and liked how shapely her body was.

Within a few months Emma had been turned from a conservative white girl who only dated white men to a mixed-race woman with a preference for Black men. She was now a true globalist and was publicly promoting how the diversity shot had enriched her life and made her feel part of something bigger than the dynamics internal to her own race but a true member of a multicultural society.



Emma got addicted to the feeling of tight leather pressed against her skin and adopted that as her standard outfit. She preferred jumpsuits with a zipper that made it easy to undress, or even better, to be undressed by men. She embraced her oversexualized appearance and learned to flirt as aggressively as she had experienced. By this point, everybody saw her as a sassy mixed girl who seemed to have embraced her Black side more than the others.

Her mum was horrified to see what had happened to her pretty daughter. "Hey mum, here's mah man!" And introduced to her her new steady boyfriend, a black stud named Jayden.

Her mum took her aside for a minute and asked her: "What's happened to my sweet Emma? First you became all brown and now you dress like a harlot and introduce to me your new boyfriends all the time. And Jesus, they are all Black!"

"Mum, don't be a bigot again, do you want to embarrass me in front of Jayden! I'm confident about my body and I love this dress because it brings out my best features!"

"Your fake rear and chest? Emma, your best features were your blonde hair and blue eyes! Now that you lost them with this diversity thing you should at least dress modestly, find a decent guy..."

"Whatever, get lost mum!"



Meeting her family and seeing her old pictures in their house made her doubt herself a little. Despite her confident facade, she sometimes missed her old body and life. However, the day after she found out she got pregnant and the father was her partner Jayden. A quick test showed that her baby, who turned out to be a girl, had 65% of African DNA, as expected given that her father was fully Black. Emma realised she was going to be a role model for her Black daughter and didn't want to project any insecurities on her, so she decided to adopt an aesthetic heavily inspired by Black women, curling up her hair and highlighting her curvy body as much as possible. "If Imma be a Black mama Imma look da part!" ' she told everybody.

She told in her interviews that she had fully embraced her predominant Black side and that she was going to identify as a Black woman from now on, just as her partner wanted her to do.

There was not much left of the old Emma, she adopted the name Kayla, more fitting to her new persona. Kayla was going to make an excellent mother, her boyfriend Jayden assured her.