

# Branded: The Buying and Selling of Teenagers

Branded is a groundbreaking documentary that exposes the dark underbelly of the fashion industry. The film follows the lives of three teenagers who are recruited into the world of high-fashion modeling. As they navigate the cutthroat world of fashion, they are forced to confront the harsh realities of the industry.



## Branded: The Buying And Selling Of Teenagers

by Alissa Quart

★★★★☆ 4.3 out of 5

Language : English

File size : 744 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting: Enabled

Word Wise : Enabled

Print length : 268 pages



Branded is a powerful and eye-opening film that sheds light on the exploitation of young people in the fashion industry. The film follows the stories of three teenagers who are recruited into the world of high-fashion modeling. As they navigate the cutthroat world of fashion, they are forced to confront the harsh realities of the industry, including sexual harassment, eating disorders, and drug abuse.

The film's director, Jamie Johnson, spent four years filming *Branded*. During that time, he gained unprecedented access to the inner workings of the fashion industry. He was able to film behind-the-scenes at fashion shows, casting calls, and photo shoots. He also interviewed dozens of people involved in the industry, including models, agents, designers, and photographers.

*Branded* is a powerful indictment of the fashion industry. The film shows how the industry preys on young people and exploits them for profit. It is a must-see for anyone who cares about the well-being of children.

## **The Fashion Industry**

The fashion industry is a global industry that is worth billions of dollars. It is a complex industry that involves many different players, including designers, manufacturers, retailers, and models. The fashion industry is often seen as glamorous and exciting, but it can also be a dark and dangerous place.

The fashion industry has been criticized for its use of child labor, its environmental practices, and its promotion of unrealistic body images. The industry has also been linked to eating disorders, drug abuse, and sexual harassment.

## **The Exploitation of Teenagers**

Teenagers are particularly vulnerable to exploitation in the fashion industry. They are often young and naive, and they may not be aware of the risks involved in modeling. They may also be pressured by their parents or agents to succeed in the industry.

Teenagers who are exploited in the fashion industry may experience a variety of problems, including:

- Sexual harassment
- Eating disorders
- Drug abuse
- Mental health problems

The exploitation of teenagers in the fashion industry is a serious problem. It is a problem that needs to be addressed by the industry itself, by parents, and by governments.

### **What Can Be Done?**

There are a number of things that can be done to address the exploitation of teenagers in the fashion industry. These include:

- Educating teenagers about the risks involved in modeling
- Providing support for teenagers who are exploited in the industry
- Holding the fashion industry accountable for its actions
- Changing the way that we think about beauty

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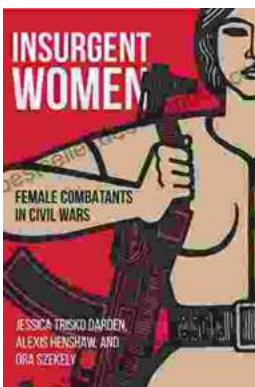


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