

ASCENSION

Aspire • Inspire • Desire



THE COLOUR OF BEAUTY

ASCENSION MAGAZINE

Australian First Lifestyle Magazine, Ascension, trail-blazes for diverse women largely ignored by the mainstream.

25th of November, 2014. Melbourne, Australia

Ascension magazine is the first Australian magazine in history catering to women of Indigenous and ethnic backgrounds.

Ascension curates thought-provoking articles, fashion, art, film and photography and creates a new dialogue about cultural identity and self-representation from an Indigenous and ethnic woman's point of view. A digital magazine, the first edition was released on the 24th of November, called **The Colour of Beauty** (*beauty redefined*).

Historically, Indigenous and ethnic women in Australia have been ignored and forgotten about by women's magazines. A **Cleo magazine survey** of major modelling agencies in Australia showed that of the 1,100 Australian models, only 16 were Chinese, seven were Indigenous and four were Indian.

Australian Vogue has only ever featured two Indigenous models on the cover, **Samantha Harris** in 2010 and Elaine George in 1993.

Fashion's glaring diversity problem is a global one. Activist and former model Bethann Hardison, along with models **Iman and Naomi Campbell** released an **open letter on behalf of the Diversity Coalition** to four governing bodies of the biggest fashion weeks in the world: New York, Paris, London and Milan.

An excerpt of the powerful letter reads: *"Our eyes are on an industry, that season after season watches design houses consistently use one or no models of color. No matter the intention, the result is racism."*

Sarago has raised awareness about Colourism in the fashion industry before, with an article in **The Guardian** and her presence on NITV Awaken's Black is Beautiful forum.

Ethnically diverse models are conspicuously absent in the Australian fashion industry. But not for much longer! Ascension magazine is poised to bring the Diversity Coalition to Australia. The first edition features Aboriginal model Sedale Miller (*Pride Models*) on the cover.

"It's an honour to celebrate a First Nations woman on our first cover. This is only the beginning. Culturally diverse women from many nations will grace our covers." says Ascension's Editor Sasha Sarago.

With its philosophy of *Aspire, Inspire, Desire*, Ascension aims to liberate readers to love and celebrate the skin they are in and embrace their infinite power. *"We will deliver timeless content that inspires our readers to be revolutionary."* says Sarago.

The inaugural edition of Ascension is now on sale at **Apple iTunes** and **Google Play** and costs AUD \$8.99.

"Our digitally interactive content enables us to bring to life the Ascension woman; her essence and beauty for the world to see." says Sarago.

Ascension magazine is well-positioned as the new face of diversity in the digital landscape allowing it to be read anywhere on Apple iPad and Android tablet devices. For more information, **download the media kit**.

COMPANY PROFILE

Ascension Magazine aims to inspire Indigenous and Ethnic women to love, appreciate and relish the gift of life. We explore life's many treasures; beauty, culture and creativity through enriching and empowering content. Our desire is to liberate our readers to love the skin they are in and embrace their infinite power.

Download the Media Kit