

Copycat effect

JULY 2023



Taylor Swift's transformation gained widespread attention and acceptance, it began to legitimise the concept of transracial, particularly among the affluent individuals who could afford the expensive cosmetic surgeries involved in the process. One celebrity who eagerly embraced this trend was Ariana Grande. Prior to her decision, Ariana had faced criticism for cultural appropriation, specifically for incorporating elements of Hispanic and Black cultures into her music and public persona.

In response to these accusations, Ariana publicly clarified her stance, acknowledging that while she had drawn inspiration from Latin and African-American influences, she did not identify as Latina. Instead, she proudly stated her Italian heritage. However, given the evolving landscape and the increasing demand for diverse representation, Ariana's team saw an opportunity to enhance her appearance and align it more closely with the Hispanic aesthetic, thus enabling her to better connect with her fan base and improve her marketability.

Ariana's team recognized that minor cosmetic procedures could potentially help her achieve the desired visual transformation, as she already had a dark complexion and ethnically ambiguous features. With careful consideration and planning, Ariana Grande's team embarked on this journey, hoping to strike a balance between cultural appreciation and representation.

COPYCAT EFFECT



With her decision firmly in place, Ariana Grande, embarked on her transformation journey.

The first step involved enhancing her facial features to embody a more exotic and Latin appearance. Her once thin lips were augmented to achieve a fuller, more voluptuous look, while her eyes were subtly altered to give a hint of almond shape, suggesting a hint of Amerindian ancestry. Additionally, her skin tone was darkened by a few shades, lending a sun-kissed glow that aligned more closely with the Latina aesthetic.

All in all, she looked like a spicier version of plain, old Ariana Grande. If the public had accepted Taylor Swift's dramatic transformation, this was going to be welcomed by the public opinion, she thought. If anything, Ariana was concerned that the changes were not dramatic enough to attract the attention of the media she was so desperately seeking.

To make her ethnic change even more obvious, she took her husband's surname and became Ariana Gomez.

COPYCAT EFFECT



But the transformation didn't stop there. To further solidify her connection with the Latin community, Ariana Gomez was encouraged to gain some weight, embracing a curvier body type that resonated with many Latinas. This decision aimed to foster identification and relatability among her fans, as well as cater to the evolving beauty standards within the entertainment industry. Ariana had always been proud of her lithe physique but she understood that this had to change if she really wanted to embrace her new Hispanic identity and to project healthier beauty standards when it came to body types. The process took some time, but she finally managed to gain a sizeable amount of weight, developing fuller curves in the process.

Throughout the process, Ariana faced both external and internal challenges. The public's reaction was mixed, with some applauding her efforts, while others still accused her of exploiting cultures for personal gain. Despite the initial criticism, Ariana's momentum continued to build, and soon mainstream media began celebrating her change, which was mirroring America's shifting demographics and she soon became an inspiration, a role model for young Latinos and Latinas who yearned for representation and diversity in the entertainment industry. Some fringe media outlets still debated the authenticity of her transformation and questioned her motives, but they were quickly silenced by the majority of mass media.

COPYCAT EFFECT



Emma Watson emerged as the next prominent figure to join the trend. In the midst of a shifting British society, where multiculturalism was gaining prominence, the longstanding dominance of White British actors and actresses became increasingly challenging to justify. While a few minor characters in the Harry Potter franchise had been recast to reflect greater diversity, it was clear that more significant changes were necessary. Recognizing the need for representation and a personal desire for change, Emma Watson, alongside her agent, made the courageous decision to abandon her old image and embark on a transformative journey. With the British Indian community growing as a prominent minority in the country, Emma saw an opportunity to align herself with this specific cultural identity. It felt like a natural choice, in a country where even the Prime Minister was of Indian heritage.

She wholeheartedly immersed herself in the Indian culture, learning about its rich heritage, traditions, and experiences. When she felt ready, she underwent a series of genetically-engineered techniques that, by activating or suppressing certain genes, altered some of her physical traits, like skin color, eye shape and hair color. Rather than opting for superficial cosmetic surgeries, Emma decided to explore a more profound approach to her transformation. This innovative method allowed for a deeper alteration of her appearance, resonating with the significance and depth of her personal journey.

COPYCAT EFFECT



With each carefully orchestrated genetic adjustment, Emma witnessed the dramatic changes unfolding. Her once striking hazel eyes, once a distinctive trademark, gradually transformed into a captivating dark brown, their depths reminiscent of ebony. Her light brown tresses took a lustrous jet black shade, starting from her roots. Recognizing the need for aesthetic consistency, it was decided to dye Emma's hair completely black, ensuring a seamless and harmonious visual representation of her transformation.

As she immersed herself in the Indian culture, she recognized the importance of authenticity beyond physical appearances. In her quest to fully embody her new persona, Emma made the decision to adopt a slight Indian accent, losing her trademark perfect British pronunciation.

Emma dedicated herself to mastering the nuances of the Indian accent, delving into its rhythm, intonations, and cadence. She worked closely with dialect coaches and language experts, immersing herself in the linguistic intricacies of the diverse Indian cultures. Her commitment to authenticity extended beyond the surface level, aiming to reflect a genuine understanding and respect for the culture she now embraced.

COPYCAT EFFECT



Recognizing the importance of challenging harmful beauty standards, she made the bold decision to tune her skin to a rich and warm mocha hue. This deliberate choice aimed to increase acceptance and celebrate the beauty of darker-skinned women, particularly considering that in their country of origin the practice of skin bleaching still persisted.

In addition to her evolving complexion, Emma underwent further physical alterations that aimed to authentically reflect her British Indian identity. Her lips became fuller, her nose broader, and her eyes took on an enchanting oriental shape. These adjustments, while significant, still maintained a faint resemblance to the Emma Watson of the past. However, she now exuded an undeniable aura of being British Indian—her appearance and manner of speaking converged harmoniously.

As Emma Watson underwent her transformative journey, she realized that a new name would further solidify her connection to her new persona. After careful consideration, she decided to adopt the name Eesha Walia, to keep her old initials.

Eesha, now fully embodying her new name, had blossomed into a radiant symbol of transraciality, now a widely accepted phenomenon only criticised by the right-wing fringes of society.