



**Please join us in Bristol, United Kingdom, for Appearance Matters 10, the 10th international multi-disciplinary conference hosted by the Centre for Appearance Research.**

## May 2024 headlines

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## Less than one week to go!

We can't believe AM10 is just a few days away! If you haven't registered yet, there's still time to secure your spot for an event filled with insightful sessions, dynamic speakers and unparalleled networking opportunities.

For more detailed information, and to secure a last-minute place, please visit our [conference website](#). We are super excited to see you there!

## AM10 panel speakers

We are thrilled to introduce our panellists for our panel event titled: **Beyond the Selfie: Can Social Media Influencers Shape the Appearance Diversity Landscape?**



### **Caryn Franklin MBE (Chair)**

Caryn is a former fashion editor, co-editor of i-D Magazine and prime-time BBC TV fashion presenter throughout the eighties and nineties. Now an industry commentator and visiting professor with an MSc in Applied Psychology, her projects have involved international design talent and everyday users of fashion as well as refugees in battle zones, workers in free-trade-zone slums, mental-health and body-image experts, MP's and Government.

Caryn has always spoken out on unachievable body and beauty ideals promoted by fashion. In 2009 she co-founded All Walks Beyond the Catwalk which campaigned for 6 years, consulting with Jo Swinson and Lynne Featherstone, both Gov Ministers of Equality; eventually helping to trigger mass challenge to portrayal of women in fashion imagery. She has produced 6 books – her latest is SKEWED (2022), a pop-cultural audiobook with Goldsmiths Social Psychologist, Professor Keon West, tackling identity bias through current race, gender, sexuality, age and appearance beliefs. Caryn is a member of FACE Fashion and the Arts Creating Equity. As a white creative she uses her position, privilege, power and purpose to address individual and systemic racism.





## **Dr Amy Slater**

Amy is a Visiting Professor at the Centre for Appearance Research (CAR) at the University of the West of England (UWE), holding a PhD in Clinical Psychology from Flinders University, South Australia. She is an expert in the fields of body image and visible difference, with a particular focus on the influence of sociocultural factors, including social media. Amy's extensive research examines how social media impacts the development of body image concerns, especially among children and adolescents. Additionally, she explores the potential positive effects of social media, such as promoting positive body image, increasing acceptance of appearance diversity and reducing stigma towards individuals with visible differences. She has developed interventions for children and young people and acted as an expert advisor for the UK government.



## **Phyllida Swift**

After a car accident left her with facial scarring, Phyllida became a face equality campaigner, social justice activist, TEDx and United Nations speaker, whilst also occasionally modelling and acting through Zebedee Management. She is now the CEO of the international charity Face Equality International and works to end discrimination towards people with facial differences globally, including using social media as a platform to raise awareness and end stereotypes.



## **Amit Ghose**

Amit was diagnosed with neurofibromatosis type 1 (NF1), a rare genetic condition that requires ongoing surgery and causes him to look visibly different. Amit shares his experiences of living with NF1 and undergoing surgery on social media accounts and focuses on how his journey has

taught him to find confidence in his unique appearance, how to navigate a world sometimes too focused on appearances and how he has learnt to embrace and celebrate who he is and his differences. He has started to share his story in early 2023 and has since gone on to gain over 82,000 followers and 1.3 million likes.



## **Stephanie Yeboah**

Stephanie is a multi-award-winning content creator, author, host, freelance writer, public speaker and body image/self-love advocate. She creates content about plus-size fashion, beauty/skincare, travel and lifestyle. She also dedicates her time towards advocacy within the body positivity, mental health and self-love communities, sharing her challenges involving fatphobia, bullying and confidence issues and how she's been able to turn it around, encouraging others to do the same.

In 2020, she released her debut non-fiction book, *Fattily Ever After: A Fat Black Girl's Guide to Living Life Unapologetically* and became the first British plus-size Black woman featured on the cover of *Glamour Magazine UK*. She has 234k followers on Instagram and will be releasing her upcoming novel 'Chaotic Energy' in February 2025.



## **Antony Genova**

Antony is a seasoned digital marketing professional with over a decade of experience at Google. He began his career working with Italian Mid-Market clients, before leading a team of Digital Marketing Strategists for Emerging Markets in Dublin.

In 2019, Antony moved to London to join Google's Global Accounts team, leading the Unilever EMEA business. In this role he's had the opportunity to partner with renowned brands like Dove and Magnum, driving innovative campaigns with a focus on video and creator partnerships.

Antony holds a master's degree in Business and Management from ESCP Europe. His adventurous spirit led him to complete an around-the-world trip in 100 days, and achieve with his father the

Guinness World Record for the largest Cassata cheesecake in Turin. He's passionate about fostering inclusivity, and collaborates with the Global Equality Caucus, an international network dedicated to tackling discrimination against LGBT+ people.



## Mazviona Madzima

Mazviona is a Senior Strategic Partner Manager at Google/YouTube, passionate about propelling top entertainment and lifestyle digital talent. A digital marketing strategist and content creation expert, she spearheaded the YouTube Black Voices Fund UK (2020–2023), playing a pivotal role in its success and the amplification of Black creators on the platform.

Prior to Google, Mazviona started her journey Interning at Publicis Poke Creative Agency, where she fed insights for their strategy and creative concepts. Notably, she played a key role in transforming a youth brand from a 'cringe-worthy' image to a sought-after 'youth movement'.

Beyond her roles at Publicis Poke Creative Agency and Google, she carved a space online for young minorities, ZETV. Through her platform, she curated a talk show spotlighting talented individuals from diverse backgrounds – artists, influencers and more, with the goal of inspiring others to pursue their dreams.

The panel discussion will take place on **Wednesday June 12, 5:00pm–6:30pm** at Bristol's iconic [City Hall](#).

## Welcome Drinks Reception at the SS Great Britain

Kick off AM10 with style at the iconic [SS Great Britain](#) on **Tuesday, June 11, 2024**.

This evening of mingling and maritime history is generously sponsored by Dove and open to all attendees – no booking needed! Enjoy a complimentary drink and canapés while exploring the historic steamship designed by Isambard Kingdom Brunel. Stroll through the museum, admire the stunning river views and savour a classic British summer Pimm's cocktail from the fully stocked bar. Everything is accessible, with convenient parking available next door.

Don't miss this unforgettable start to the conference!

**Join the conversation with #AM10!**

Don't miss out on the latest buzz from Appearance Matters 10! Use the hashtag #AM10 to stay connected with fellow attendees, share your insights and catch real-time updates from the conference. Whether you're attending one workshop, one day or the full conference, #AM10 is your gateway to engaging discussions, behind-the-scenes highlights and valuable networking opportunities.

Throughout the conference, our dedicated social media team will be snapping photos for our social media channels (they will be wearing bespoke badges, so you'll know who they are!) – if you don't want to be photographed, please reach out or speak to us during the conference.

## Final reminders

With the conference only a few days away, we have a couple of last-minute reminders. This year we are using stiff cardboard name badges (95mm x 70mm) for delegates, instead of plastic wallets. Please remember to bring your own lanyard or a safety pin to wear this badge (we will provide sticky tape!). Please also bring your own water bottle.

Also, remember that you can access the AM10 conference programme online via our conference platform this year, rather than a paper programme – keep a lookout in your emails for a link to the conference platform.

If you have any other questions about what you need to bring or prepare in advance of the conference, please do not hesitate to reach out!

## Appearance Matters: The podcast



Our Our podcast explores the world of appearance; presenting new insights and advances in research, as well as perspectives from researchers, clinicians, charities and organisations, and individuals affected by appearance-related concerns.

In [last month's episode](#), Abbi spoke with Dr Lise Deguire, a clinical psychologist, public speaker, author and burn survivor.

Abbi and Lise discuss how visible differences are represented within the media, what we as individuals can do to reject negative stereotypes, and the small changes that the media could make for a positive impact.

[Listen now >](#)

Subscribe now on [Apple Podcasts](#), [SoundCloud](#), or [Spotify](#), and please leave a rating and review!

## Help us spread the word!

We are excited to see you at Appearance Matters 10 and are keen to extend the invitation to new delegates. Please forward this email to colleagues who might be interested in learning about the latest progress in body image and appearance research in a stimulating and welcoming environment.

## Keep in touch with CAR

If you want to keep in touch with the Centre for Appearance Research, you can follow us on our social media accounts, where we discuss all things related to body image and appearance – check out our [Instagram](#), [Facebook](#), [X \(Twitter\)](#) and [LinkedIn](#) pages.

For more information on the conference, please [visit the Appearance Matters Conference website](#).

**We look forward to seeing you soon for Appearance Matters 10!**

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University of the West of England, Bristol, UK

[Email](#)  
[Website](#)  
[Conference Website](#)



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