

# It's About Time

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Leave it to the baby boomers to once again shake up society's notion of how things could be, and what things could look like.

The generation that said *Don't trust anyone over 30* is now re-defining what it means to age.

Old is the new black on runways, editorial and in advertising.

This exciting trend in fashion and beauty is called Graynaissance. It might be a fetish moment, this trend of designers sending a model down the catwalk who may be well into her 70s or beyond, but ideas from the catwalk always make their way into the mainstream.

With the expendable income of many baby boomers, marketing directly to this demographic has been an obvious choice for brands, and we've seen this increase steadily over the past decade or so. For example: those ads of

senior couples with nice teeth, strolling the beach, hand-in-hand, rolled up chinos, sunny sky, selling a lifestyle of cruises, Viagra and adult living communities. There is the stock shot of sunhat granny (also with nice teeth, ha!) wielding rose bush clippers, happy to be relieved of arthritic pain.

But suddenly we are seeing real fashion and editorial beauty made even trendier because of the age of the models, not despite it. As a 61-year-old make-up artist, I couldn't be happier!

The advertising giant J. Walter Thompson renamed baby boomers The Elastic Generation in a report named "Elastic Generation: The Female Edit." They studied women in the U.K., and here are just a few conclusions



Karen Williams