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### **Beautiful Cover(ed) Girls: Muslim Makeup Microcelebrities on YouTube**

In this paper, I will explore the career trajectory of two Muslim beauty and fashion YouTuber vloggers, Nura Afia and Amena Khan, who in 2016 became the first two Muslim social media microcelebrities to become digital brand ambassadors for major cosmetics labels. Afia is the first visibly Muslim woman brand ambassador for CoverGirl and Khan was featured in the L'Oreal's True Match campaign. I argue that while their YouTube channels resist Orientalist stereotypes of Muslim women that mark them as oppressed, anti-modern, and anti-fashion, their inclusion in these campaigns and the erasure of equally popular Black Muslim microcelebrities is the result of the racialization of Islam, which marks Islam as a Brown religion. While social media allows for more diverse representations of Muslim-ness, it still privileges non-Black voices. Makeup, perhaps even more than fashion, is essential to constructing ideal beauty standards and since the 1940s, it has been a means for accessing U.S. American and, to a lesser extent, British identity. As such, it has played a vital role in expanding notions of belonging to include marginalized groups, such as people of color and religious minorities, yet as I will show in this presentation, thus far, it has not been extended to Black Muslim women.