

MATRONOPOLITAN

Provincial Magazine

June Edition

"If I'm Invisible, why Is My Outfit Louder Than Your Opinions?"

Fashion & Lifestyle
Sociology & Culture



FASHION FLASHBACK

The Clothes That Won't Get You Labeled "Brave for Wearing That at Your Age"

It's only
Hair!

Bring out the grey!

Independent?

Not for you dear.

50 is the new
60!

Keeping those youth guessing just how young you really are!



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Issue 1 END-VISIBLE

Editor's Note

A little about me.

It's only hair

Look 60 in just a few weeks!

Clothes that are NOT for you!

Find your granny era!

Sex scenes at your age?

Think again.

The last of the Independents

Don't get so sure of yourself.

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MATRONOPOLITAN

PROVINCIAL MAGAZINE

Editor's Note



(Mills, 2025)

I didn't smile in this picture because it is the only way my laugh lines, so sweetly nicknamed "crow's feet," won't show. Of course I used a corrector filter to smooth out the rest of my face, and to brighten it up.

Why?

People know what I look like in real life, so who am I fooling?

Only myself.

*Brittany
Rae M.*

Editor-in-Chief



In this issue

Ever wondered how you can disappear?

If you are woman all you have to do is keep living! Eventually you will make it to the fabulous time in your life when you truly start to vanish. Where will you go with your new found freedom?

(Westwood, 2023)

GET
YOUR

★ THE BEST ★



www.dontbeseen.com

Disappearing Face Cream



YEAH

BOOM!



Are you tired of being hit on? Tired of having the barista give you your turn in line? Why wait until your wrinkles and grey hair set in to disappear!? You can do it today with "THE BEST" face cream for aging! (Hunter, n.d.; Westwood, 2023)

IT'S ONLY

HAIR

50 is the new 60!

Are you worried that you might be looking to young these days?

We know that looking to young is something most women worry about after the age of 45.

You're luck, we got you!

All you need is a few of those distinguishing silver, or grey (even better!), to grow. If you are one of the lucky ones who already have the grey locks, then you are good to go! But we understand that not everyone is so lucky!

Never fear!


You have two options, you can visit your stylist and shock the poor woman with your new found desire for "aging gracefully," (Havrilesky, 2020; Lee, 2023)

or you can find your nearest "old lady salon."

You know the ones, these wizards of traditional beauty know how to perm, press and let those greys shine!

Now, we know not all hair is the same, and some may have a more cultural attachment to their locks than others, and this decision to age yourself comes at a risk of seeming to flout the traditions of culture (Daniels et. al., 2025).

To you we say let your hair down a little - keep the same routine, just make it grey!



Say "Hell NO" to looking too young! Those silver fox men will have nothing on your greys!

ONLY IN HUMAN!

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*See here
now!*

How to be “age appropriate”

Do young people give you that dreaded “side-eye” when you walk by? It’s probably because you “are trying to hard.”

Let us help you find a fashion to fit your age!
Clark (2017).

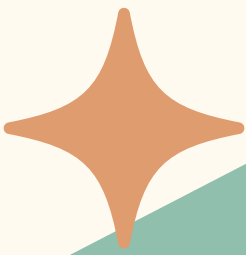
Clothes that are NOT for you!

AAAAA

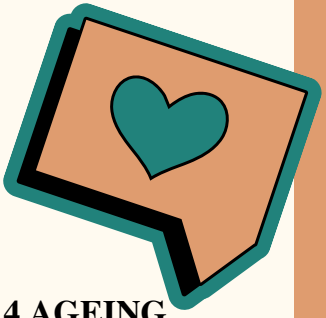
Be Bold

...but only if you're young





Age-appropriate please!



4 AGEING FASHION RULES

1. Make sure you always wear outfits that clearly show you are in your “granny” era.
2. Too many colors, is too bold!
3. Take a look in your mothers closet, those are the clothes for you.
4. Why go to stores like “Forever 21” or “H&M” when Macy’s and JcPenny have the right fit for you?!

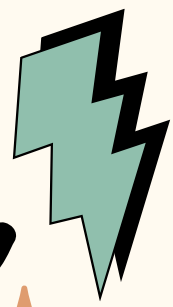


Look for those “Ageless” classics!

Don’t take the advice of “Look Fabulous Forever” fashion guru for the aging - Tricia Cusden (2019), She claims that neither “Age-Appropriate” or “Ageless is the answer. We beg to differ! Looking to young is a crime against society, and being ageless is the goal!

That's Better

Now we're talkin granny!





SEX SCENES AT YOUR AGE?

EW.

A LOVE LIFE DIES AT 45

THERE IS A REASON WE DON'T SEE SEX IN THE MOVIES AFTER 45. IT IS TABOO FOR A REASON. NO ONE WANTS TO SEE IT, LET ALONE THINK ABOUT IT.

SO JUST STOP ALREADY!

LISTEN TO A THEATER PROGRAMMER WHEN SHE SAYS "EVEN OLDER VIEWERS PREFER TO WATCH A SEX SCENE WITH YOUNGER PEOPLE IN IT – IT MAKES THEM FORGET THAT THEY'RE NOT YOUNG ANYMORE" ~ CLARE BINNS (BENNETT, 2015)

THE LAST OF THE INDEPENDENTS

Be independent - for now.

“A strong, independent woman!”

That’s what our culture tells us to be, isn’t it? But let’s get real—only if you’re under 30, of course! The moment we hit that magical age (around 45?), it’s all about the short heels, a cat for companionship, and a healthy side of regret if we haven’t snagged a partner, popped out a couple of kids, and climbed that corporate ladder like it’s Mount Everest (Sabik & Brown, 2025).

Time marches on, and before you know it, someone sends you the memo: independence is a dangerous game! Yes, folks, blink, and you’ll find yourself featured in a Life Alert commercial—“Help! I’ve fallen and I can’t get up,” she tells us in her fragile and regretful voice. How dare we continue to embrace our independence and think we can actually call the shots in our own lives? What are we, royalty? Just wait—we’re definitely going to fall flat on our faces without that trusty societal roadmap to guide us. The gall of enjoying our own company and skipping the GPS in life!

Instead, we should be frantically hunting for a mate (to keep us entertained) or a child (someone’s got to do the laundry in our glorious golden years). And let’s not forget to stash away some cash for that quaint nursing home, where we can live the delightful experience of being bossed around by a cheery palliative nurse. Because let’s face it, if you’re not a sprightly young thing or the sweet little grandmother everyone adores, what’s our value? Not much, apparently! (Chonody, 2015; Clarke, 2017)



VINTAGE

VIBES

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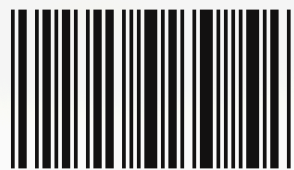
SEX IN
MOVIES

Disappear!

STEPPING
BACK IN
GRANNY
STYLE

2025

*(All images in this "magazine"
are stock Canva stock photos
with no attribution required)*



SOC 165 165A Introduction to Sociology
Final Project – Annotated Bibliography
Brittany Mills
5/28/2025

Bennett, R. (2015, September 2). *Elder Sex At The Movies*. Changing Aging. <https://changingaging.org/elderhood/elder-sex-at-the-movies/>

In this very British article, the subject of people who are not young having sex in the movies gets discussed. Several points are made about why these sort of scenes are seen as taboo.

Chonody, J. M., & Teater, B. (2015). Why do I dread looking old?: A test of social identity theory, terror management theory, and the double standard of aging. *Journal of Women & Aging*, 28(2), 112-126.

This article contains data showing the double standard surrounding aging when questioning men and women about their fear of looking older. Women are more likely to experience an increased fear of aging and looking older.

Clarke, L. H. (2017). Women, aging, and beauty culture: Navigating the social perils of looking old. *Generations (San Francisco, Calif.)*, 41(4), 104–108.

This article discusses the societal norms that make women feel that aging is undesirable and that they must do everything possible to maintain a youthful appearance, as this is perceived as their only value.

Cusden, T. (2019, May 1). *Age appropriate vs ageless style*. Look Fabulous Forever. <https://www.lookfabulousforever.com/us/blog/makeup/age-appropriate-vs-ageless-style>

This article specifically names some of the double and impossible standards women face when they are aging and trying to dress nicely, or in any sort of way. The author offers a third alternative to dressing: “Age-appropriate,” or “Ageless.”

Daniels, G., Khadaroo, A., Hur, Y. J., Searing, C., Terrelonge, D., & Zeilig, H. (2025). “I am now being who I am and I’m proud of it”: Hair related personal and social identity and subjective wellbeing of older Black women in the UK. *Journal of Women & Aging*, 37(2), 111–130.

This article details how Black women, particularly older women, continue to maintain their beauty standards in striving for “good hair.”

Havrilesky, H. (2020, September 25). Are you aging correctly? *The Cut*.

Heather Havrilesky recounts her experience at a wedding where two different men make disparaging comments about her declining beauty, including remarks about her weight and the attractiveness of her face.

Hunter, J. (n.d.). *Invisible woman syndrome can make aging hard*. Pennsylvania Coalition to Advance Respect.

This is a first-hand account of a self-proclaimed feminist and her familiarity with “Invisible Women’s Syndrome.” She discusses turning 50, going through a “funk,” and recovering her pride.

Lee, I. F. (2023, June 29). *Forget aging gracefully. Here’s how to age joyfully*. The Aesthetics of Joy.

In this article, Lee recounts her journey through her youthful years, some of the familiar tropes about aging, and an alternative way to think about the old adage of “aging gracefully.”

Mills. (2025). *Selfie of Brittany Mills* [Photograph].

Sabik, N. J., & Brown, A. (2025). Are gender traits and stereotypes associated with stress and burnout among midlife women? *Journal of Women & Aging*, 37(2), 131–144.

This article illustrates the direct impact of societal pressures on older women concerning the amount of work they should undertake, and how this can result in burnout. This is contrasted with men of similar ages, who experience lower rates of burnout.

Westwood, S. (2023). “It’s the not being seen that is most tiresome”: Older women, invisibility and social (in)justice. *Journal of Women & Aging*, 35(6), 557–572. <https://doi.org/10.1080/08952841.2023.2197658>

This source gets to the heart of my topic – the intersection of sexism and ageism and how it affects women, rendering them less “seen” in our society. This article includes direct quotes from women who have experienced becoming “invisible.” It also discusses how aging “flamboyantly” can be beneficial for remaining visible.

Will. (2018, February 12). *Life Alert Commercial 2018* [Video]. YouTube.

The famous Life Alert commercials show how older people (mostly women) are too fragile to live on their own after a certain age. Instilling further fears of aging.