One problem that the fashion industry faces when it comes to diversity is the lack of African American models. Aisha Clements explained the problems in the industry. With African Americans making up 13 percent of the population in the United States, more black models should be in the industry. However, there is a lack of African American models and lack of diversity on the runway. Most of the models are white and look similar to each other. When African Americans are used for modeling it is usually in a photo shoot that has exotic themes and are planned by whites. African American models that are chosen to be models usually have fair skin and similar features to white women. People used to believe that if a black woman were the face of a product then it wouldn’t sell. Although steps have been taken to change this situation, like Italian Vogue coming out with issues that are only feature black models, it still isn’t enough. Efforts to increase African American models in the industry are being made, but in recent Fashion Weeks African Americans were still underrepresented.