

Beat: Music

## **BEYONCE - ONE OF THE MOST POWERFUL BLACK WOMEN IN AMERICA**

**CHOSEN VOGUE SEPT. ISSUE BY ANNA WINTOUR**

PARIS - NEW YORK - LOS ANGELES, 18.08.2015, 15:05 Time

**USPA NEWS** - Young and rich, Beyonce appears as a self-made woman who never stops in her search for success and fame. She is among nine of the America's fifty richest self-made women to become multimillionaires (or billionaires) before the age fifty...

In 2014 Forbes published its annual ranking of the world's 100 Most Powerful Women : "in 2013, Beyonce Knowles was an eventful year for Beyonce. She sang for President Obama, performed at the Super Bowl, and headlined the most profitable tour of the year by shocking the world with a surprise "visual album" in December. It became iTunes' fastest-selling album ever, selling 828,773 units in the first three days. Along with husband Jay-Z, Beyonce will be co-headlining the On The Run Stadium Tour which kicks off on June 25, and will feature 18 shows across North America". In conclusion, Beyonce Knowles was the number 4. The first Lady Michelle Obama was the number 1, followed by, Oprah Winfrey (Media Modul, USA), Ursula Burns (CEO Xerox, USA).

The best marketing of the Magazine Vogue was to use Beyonce as the perfect modern western model for their september issue, being told that this time cover it is always dedicated to an exceptional personality. So Anna Wintour decided that it was Beyonce who previously covered the magazine's March 2013 and April 2009 issues. And in a history-making move, she's also just the third black woman to land the September issue cover, the others being model Naomi Campbell and actress Halle Berry.

In conclusion, the publicity made for Beyonce in August 13, 2015 by Vogue (edited by Tonne Goodman) : "what do we want from the glamorous, powerful women we call divas or icons or cultural forces? We want them to want""and in our names get""everything they possibly can. Success in work and love. Sexual pleasure. Money and power. We want them to embody multiple fantasies. We want them to make us believe that exciting realities are just around the corner."...OK !

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