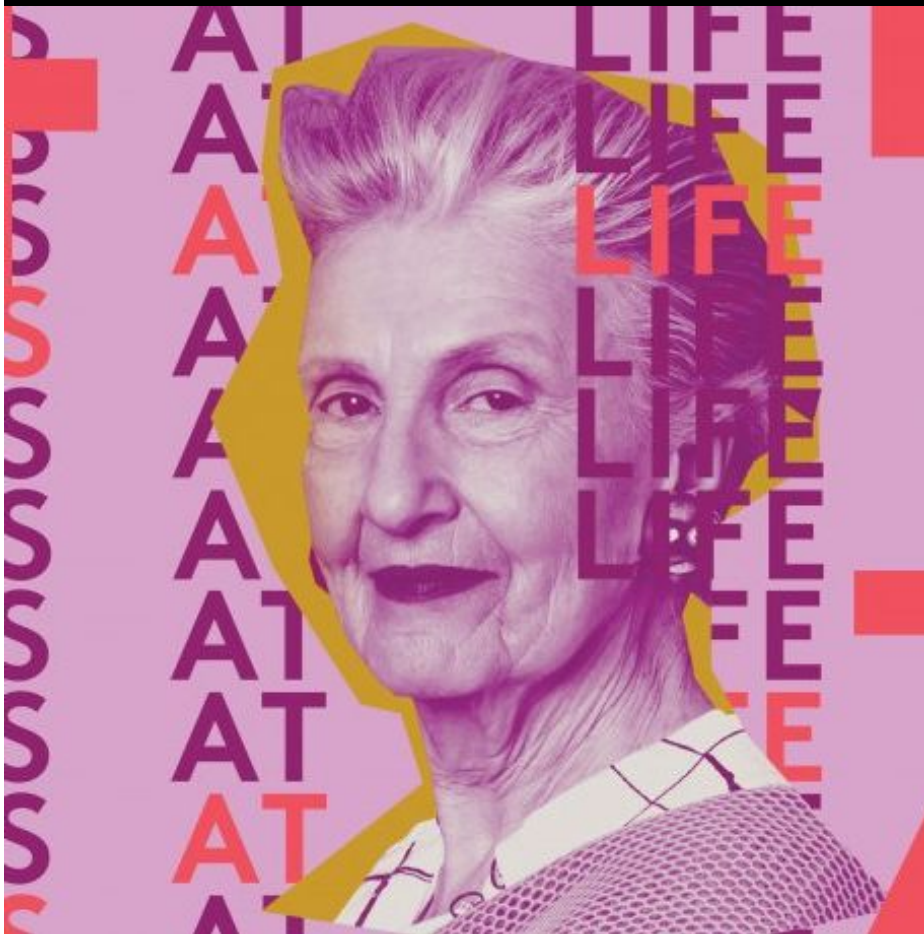


REFINERY29 TACKLES AGEISM WITH REFINERY59

By Livvy Houghton and Holly Friend

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US – The media company has created a **cross-channel platform** to reverse society’s aversion to ageing.

Refinery59 is a new vertical launched in partnership with **AARP**, a nonprofit organisation that empowers Americans over 50. The year-long initiative will publish co-branded content that explores topics such as finding oneself, the pressures of dyeing grey hair, and solo travel as a single woman.

According to the publisher, which is predominantly aimed at young women, 64% of older adults say they have seen or experienced age discrimination in the workplace, while nearly half (46%) of Millennial women believe it’s normal to feel depressed in old age, a statement only 10% of women over 60 agree with.

‘This powerful platform will push ourselves and our audience to shift how we speak about age, acknowledge our own biases, and begin to demand a fuller representation of women over the age of 40,’ says Amy Emmerich, chief content officer at Refinery29.

As explored in our recent **Market**, Baby Boomer women are creating a new lexicon around ageing that is focused on positivity.