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***Spray Tans, Body Paint and Bikinis: Contextualizing 60 years of the Sports Illustrated Swimsuit Issue (SISI).***

In this paper, I build off previous work (2016) “Examining 50 years of ‘beautiful’ in Sports Illustrated Swimsuit Issue.” In this piece, I examined the 50<sup>th</sup> anniversary of *Sports Illustrated Swimsuit Issue (SISI)* and argued that this special issue is problematic for the empowerment and women and sport.

Some 10 years later, in 2024, *SISI* celebrated another milestone, 60 years of issues. I will argue that many of my 2016 claims about *SISI* remain valid. Moreover, I will demonstrate that over the past decade, *SISI* has made attempts to be more inclusive (i.e. plus size models, athletes with disabilities, LGBTQ+ athletes and older models), however, I consider these attempts to be superficial and inauthentic.

Overall, I will analyze how *SISI* has thrived despite a decline in print media demand (e.g. *Playboy* magazine didn’t survive the global COVID-19 pandemic) and *Sports Illustrated (SI)*’s financial woes. *SISI* has succeeded while using the platform of sport to sell heterosexist and stereotypical women athletes’ tropes.