

Message in Vonn's book not as powerful today

By Blair Braverman, Outside

Champion skier Lindsey Vonn's new book, "Strong Is the New Beautiful", is all about healthy body image, but you wouldn't know it from the trailer, which features a mostly naked Lindsey wrapping herself in cloth, posing with ski poles, and smiling coyly in black heels under bright studio lights.



It seems more like a behind-the-scenes promo for a magazine shoot than an ad for a book about nutrition and strength training. But in the age of the ESPN Body Issue—an age where shiny, nude, athletic bodies have become nearly cliché and a sexy woman in a sports bra seems nearly chaste—the trailer straddles a fine line between pinup and power, one that warrants the headline “Vonn Takes It All Off” while at the same time burnishing Vonn's image as a female role model.

This is “athlete nude,” and Vonn has executed it masterfully.

Vonn can put her strength on display without much backlash, in part, because she still fits into conventional beauty standards.

Read the whole story