

Eye of the Beholder: Countries with Miss Universe Pageant Winners

1952-2013

Miss Universe began in 1952 and was won by a contestant from Finland.

International beauty contests promote and export a white, Western standard of beauty. Globalization is accelerating the adoption of these standards around the world. As new governments seek global economic integration, they often signal this by jumping on the Western beauty bandwagon. The proliferation of beauty contests in the former Soviet bloc countries is particularly striking.

The pageant had only 26 contestants in 1953 but 89 contestants in 2011 and 2012. The youngest Miss Universe winner was 17, and the oldest was 26.

