



Expertise
and insight
for the future

Vasilissa Jääskeläinen

Body Image in the Fashion and Beauty industries

Metropolia University of Applied Sciences

Bachelor of Business Administration

European Business Administration

Bachelor's Thesis

30.04.2020

Author Title	Vasilissa Jääskeläinen Body image in the fashion and beauty industries
Number of Pages Date	38 pages + 3 appendices 30 April 2020
Degree	Bachelor of Business Administration
Degree Programme	European Business Administration
Instructor/Tutor	Michael Keane, Senior Lecturer
<p>This paper is focusing on the topic of body image represented in the fashion and beauty industries and its impact on the customer. The idea is to study the changing environment, by taking a look at the development of some of the social trends and their implementation into the brands' activities. The research also aims to define what is beauty, norm and standard. The standards of the fashion industry and their impact on the physical and psychological health of the models and customers will be viewed as centric in the research.</p> <p>A so-called Body Positivity trend is central in the study, as it is a perfect example of the change that is already happening. The rapid growth of technology, and consequently the social media also plays a crucial role in this topic. Therefore, social media, and particularly a platform called Instagram, will be studied from the perspective of a tool to influence the consumers.</p> <p>Moreover, several brands and their financial, marketing and advertising performances will be covered throughout the paper. This is intended to help to find the correlation between the brand image, their financial success, target groups and the models representing the brand.</p> <p>A questionnaire conducted as part of the research is aiming to show the customers' view on the topic. The goal is to find whether the realistic trends are what the modern customer wants to see more of in the fashion and beauty industries and is the customer ready to buy more products if brands will be using the realistic advertisement.</p>	
Keywords	Fashion, beauty, body image, body positivity, trend.

Contents

List of Figures

1	Introduction	1
2	Methodology	2
2.1	Questionnaire	3
3	Beauty	4
3.1	Body Mass Index	5
3.2	Geography of beauty	8
4	The impact of the industry standards	10
4.1	Consumer perspective	11
5	Body Positivity	15
5.1	The history of body positivity	17
5.2	The movement today	18
5.2.1	Brand perspective	19
6	Consumer power	23
7	The questionnaire outcome	25
8	Conclusion	27
	References	28

Appendices

Appendix 1. Mean Body Mass Index

Appendix 2. Survey questions

Appendix 3. Survey answers

List of Figures and Tables

Figure 1. Survey respondents' opinion about BMI (Appendix 2; 3).....	7
Figure 4. BMI for girls. (WHO 2007).....	10
Figure 5. Victoria's Secret The Perfect "Body" campaign. (Business Insider 2014)	12
Figure 6 Does realistic advertisement create a better brand image? (Appendix 2; 3) .	14
Figure 7. Illustration for question number 15. (See Appendix 2 (7))	21
Figure 8. Kate Moss posing for Calvin Klein Jeans. (Calvin Klein)	22
Figure 9. Jane Chika Oranika in #MyCalvins campaign (Hammerin' Hank/Splash News)	22
Figure 10. Business Of Fashion's Fashion Employee Survey 2019 (Amed et al. 2020)	24
Figure 11. Questions 17-19, statistics for the option "Very likely" (See Appendix 3 (11- 12)).....	26
Figure 12. Questions 17-19, statistics for the option "Highly unlikely" (See Appendix 3 (11-12)).....	26

1 Introduction

In the modern world, trends are changing rapidly, due to the quick spread of information and constant innovation. With easy access to social media and the internet in general, people often seem to forget what does reality look like. One can hardly see a photo online that does not have any filters or has not been retouched in any way. The offline world has been adapting the ideals from the internet, creating unrealistic and unobtainable standards. The society as a whole suffers from the consequences, yet it looks like younger generations are most at risk, as they are the ones who are exposed to the online world the most. Still, it looks like there is not enough action taken, not by individuals, nor by governments or business. Instead, many industries are adopting these unrealistic trends trying to increase their revenues and ignoring the negative impact of their actions.

The fashion and beauty industries, in particular, have been benefiting from unrealistic trends. Retouching advertisements, making skin look flawless, teeth extra white, hair extra silky, all can be in a few clicks with the help of technology. Social media has also become a great marketing tool. In fact, it is already an essential part of a business to customer model (Frier 2020).

However, it starts to look like people have had enough of the fake reality. The deeper the society sinks into the imaginary perfect world, the more people become oversaturated with it. Some of the latest fast-growing tendencies in the society are inclusivity, diversity and realistic image of humans and their daily life. Additionally, people have become more concerned about climate change, and thus “zero waste”, “green”, vegan and such trends are gaining their popularity as well. (Amed et al. 2020) Moreover, it seems that new generations of consumers are much harder to lie to, as they have the quickest and easiest access to any desired information in human history. Therefore, creating a new challenge, but at the same time, a new opportunity for the businesses.

Many fashion and beauty brands are already implementing new strategies, visions and mission in order to follow the wave of realism. However, the consumers seem to be so tired of living in the lies that they appear to be more criticizing of brands than ever before. It is not enough for a company to just pretend to be diverse, open-minded, inclusive, vegan or green. Companies have to constantly prove their authenticity to people with

every step they make. One mistake can cost a brand millions, or can even lead to the point of no return.

Although it might seem like a challenge for businesses, consumers gaining power is a big step towards a healthier, more honest and humane society, where the money is not the only motive and driving force. Furthermore, businesses can actually benefit from consumer power. What can be better than a customer telling directly what they would like to spend their money on? Yet, if it is the case, why aren't all companies still part of the new more realistic world?

2 Methodology

Various studies, papers, books and articles will be analysed in order to build a clear vision of the situation from both, customer and the brand perspectives. Moreover, at the beginning of the research I will try looking into the definition of beauty, if such exists, to create a foundation for further discussion. It is important to see how beauty is viewed by customers and the fashion and beauty industries, as it will help to identify the differences and similarities. Furthermore, a glance into the history of the industries, as well as the importance of geography in terms of perception of beauty, will create a better understanding of the modern standards.

The impact of the body image presented in the fashion and beauty industries plays a crucial role in the paper. Therefore, several advertising campaigns and strategic decisions of different brands will be analysed throughout the research in order to see their impact on the customer buying behaviour, brand image and the society.

Moreover, a body positivity movement will also be central in the research, as an example of changing standards and trends. The movement will be reviewed mostly from consumers' point of view in order to see its impact on the perception and norms of beauty.

The analysis is aimed at finding the ways of how a business could benefit from these trends, not only without any harm to the society, but instead by making a positive impact.

2.1 Questionnaire

I will be completing the research with the help of the data collected via an online questionnaire that I have designed specifically for this study. All of the questions can be seen in Appendix 2, and the answers in Appendix 3. However, a fair amount of the information will be used throughout the paper in relevant chapters. Additionally, some of statistics will be presented in Chapter 7 below.

As can be seen in Appendix 2, the questionnaire consisted of 26 questions and took about 5-7 minutes to complete. I tried to keep it relatively short, as longer surveys seem to get less participants, especially since I was unable to offer any reward and it would therefore decrease my chances to attract potential respondents.

The questionnaire began with a set of demographic questions such as age, nationality and country of residence, which were followed by questions regarding one's perception of own body, the importance of the look of the models and the impact of realistic advertisements on one's buying behaviour. I also included two open questions. The first one was regarding body positivity and the way participants see it. This question was important in order to create a better understanding of the topic and its relevance. Also, the last question of the research was actually an open field for ideas and comments, in case a participant wanted to share some thoughts developed throughout the survey. Moreover, in several other questions, I left an "other" option for people besides the prepared answers, so people could share their thoughts right away.

The survey was 100% anonymous, as I believe otherwise it also could have a negative impact on the number of participants due to some topics covered being quite sensitive. Moreover, it could have affected my judgement of results, as I believe I am familiar with many of the participants. The reason behind that is because I share the link to the questionnaire via two of my social media channels. The first one was Instagram, as I use it the most and thus have most of my connections there. LinkedIn was another social media platform that I used, as it is considered a more professional contact point.

I believe that conducting a survey was a necessary procedure due to the chosen topic. The financials of the companies cannot show the whole picture, and neither do the social movements.

3 Beauty

Most people in the world want to look beautiful, or at least are concerned about their appearance. Not everyone is equally worried about their exterior, but generally, the fact that the fashion and beauty industries are so popular proves that most people care to some extent. For instance, the beauty and personal care market is currently worth €460,795 million and covers items such as cosmetics and body care, which includes skincare products, face and lips cosmetics, fragrances, shaving products, deodorants, etc. (Statista 2020a) A large part of the market is cosmetics which, according to L'Oréal, is over €220 billion. (2019a: 20) The apparel industry, in turn, is worth €1,717,614 million and that only includes women's, men's and children's apparel, not handbags, nor watches or work clothes, for instance. (Statista 2020b) Thus, it is clear that people do spend a lot of money on their appearance and consequently, it is important for them. However, the variety of offering in both fashion and beauty markets is overwhelming. There are products for any age group, for men and woman, products that are supposed to make certain body parts smaller or bigger, and products that are targeted as "one-size fits all". Even though a product belongs to a "fashion" or "beauty" category, it does not necessarily mean that it will be considered as beautiful and fashionable by everyone. This is exactly the reason why there is such a selection. It is true, though, that certain trends can be often seen in the mass-market industry and that are perceived as beautiful and fashionable by big groups of people. However, trends, are usually around for a relatively short period of time and have a tendency to switch very fast. This can be seen clearly especially now, in modern society, as due to the internet and social media the information spreads around very quickly.

According to Cambridge Dictionary beauty is "the quality of being pleasing, especially to look at, or someone or something that gives great pleasure, especially when you look at it". (Cambridge Dictionary 2020) This resembles the famous phrase "Beauty is in the eye of the beholder" that is believed to be first said by Greek poet Theocritus (as quoted in Cresswell 2019: 42) all the way back in 3rd century BC. This makes beauty a positive judgement of one's visual appearance in the eyes of someone else. Stephen H. Richmond states (2017, ch. 1) that "our perceptual apparatuses configure our appreciation of objective features of the external world also". In accordance with Richmond, one's perception of beauty is affected by a variety of factors, such as the environment. One's self-other interaction as an infant, for instance, builds the basis of behavioural patterns that, in turn, impacts future interactions. Even if it is believed that

humans have a biologically-set number of emotions by default, there are still “culturally specific expression rules” as portrayed by Ekman (2007, as cited in Richmond 2017: ch. 1). Such rules are formed by a larger culture and work as a filter through which one will process the emotions. (Richmond 2017) Thus, we can assume that beauty can be seen very differently, and even if it can be defined by certain standards, e.g. proportion, each person will adapt it in accordance with their subjective perspective.

Nancy Etcoff contends in her book *Survival of the Prettiest: The Science of Beauty* that “no definition can capture it [beauty] entirely” (2000: 8) as well as “Although the object of beauty is debated, the experience of beauty is not” (2000: 9). This also goes alongside with the vision of the beauty of Theocritus and its definition in Cambridge dictionary presented above (see page 4), as we feel, and thus experience the emotions. Moreover, Etcoff argues that beauty can cause many diverse emotions, but pleasure must always be present. Hence, the pleasure, a positive response to beauty, is an essential aspect of the definition. (2000: 9) Huntley (1970: 7) similarly argues that beauty is rather “an interaction between the mind and an object or an idea which arouses emotions”.

Therefore, we can conclude that whether or not there are certain features which might be seen by our brain as beautiful by default, there are other factors that play a crucial role in terms of what we understand as beautiful. Such factors, as was covered earlier, can be, for example, the environment in which we grew up, or the interactions we experienced as infants. Moreover, the positive response in our bodies to someone or something that we qualify as “beautiful” is, in fact, the beauty, as there would not be beauty without the reaction to it. Moreover, there are no single set features that could make someone or something beautiful automatically. Thus, beauty must have a unique meaning for each human being.

3.1 Body Mass Index

It is extremely hard to identify a norm or a standard that could be applied to everyone without exception. Nonetheless, for better or worse, those exist. Some of them are set by the medical professionals, such as the World Health Organization, yet some are formed by the people in the fashion and beauty industries. Height and weight are the most popular indicators to set those standards.

BMI or body mass index, for example, is a tool that is largely applied by medical staff around the world. It is used to identify the amount of body fat and is calculated as follows: body mass in kilograms divided by the square of body height in meters. It is best applied to adults over 20 years old. However, the World Health Organization suggests employing the tool also to children and adolescents. As stated by WHO a BMI index between 18.5 and 24.9 represents the normal weight for the adults over 20 years old. According to the organization, excessive body fat correlates with an increased risk of certain diseases. (World Health Organization 2020)

The fashion industry, in turn, is often criticized for setting unrealistic standards for those representing it – the models. As Record and Austin point out, the BMI of an international runway model is often below 16, which is a starting point of life-threatening thinness for adults according to WHO's criteria. Consequently, in this case, BMI can be seen as a necessary indicator. (2016: 205)

Nonetheless, many would argue that BMI is not a perfect measurement, “particularly for individuals with higher levels of muscle mass” (Record & Austin 2016: 205), as muscle is known to be heavier than the fat. Furthermore, the authors note that geographic ancestry is a significant factor that is often ignored when doing the BMI calculations. For instance, it seems that Asian individuals are inclined to health risks caused by overweight at lower BMIs. (Record & Austin 2016: 205) Moreover, if we take a look at the figures in Appendix 1 we will see that the mean body mass index varies across the world. Asian and African countries seem to have a lower index when the regions of the Americas have rather high ones. We can also see that there is a difference between genders. In many parts of the world women seem to have a higher mean. However, in some countries, such as Italy, France and Spain it is the opposite. (World Health Organization 2017a; 2017b)

Governments also have an influence on setting the norms. Although it can be not easy to regulate such industries and their standards, certain actions to improve the situation are already being taken in some countries. “France recently moved to criminalize this trend, prohibiting designers and agents from employing models with a body mass index ... under 18” (Record & Austin 2016: 205). Therefore, even though BMI is indeed an imperfect tool it can be still very useful in some cases, although it does seem like it requires more of an individual approach.

In my survey (see Appendix 2) one of the questions was regarding BMI. Respondents had three options to choose from, as well as being able to write their own answer. As can be seen in Figure 1, 17% of respondents have chosen the “other” option. For instance, one person wrote “It is a measurement, it does not represent a full picture of health. But I agree that it does represent how much the person takes care of their physical shape.” Several respondents highlighted the fact that even if BMI can be used to indicate one’s physical health, it does not say much about the mental health of the person. For instance “I think it's [a] good tool to measure one's physical health not necessarily mental health”, or “Physical health perhaps and not perfectly”.

“It depends on what you mean exactly, if you're talking about physical and mental health (they usually go hand in hand) definitely not. For purely physical health, I think it can be good for some specific medical reasons. But for one's own personal point of view on their own physical health, I've never believed that numbers should be indicative of health, in the end, it mostly comes down to feeling healthy in all aspects of life.”

Additionally, several people have pointed out that it might not work for everyone. For example, “In overall, it is a good measurement [tool] when measuring population. But just to use it for each person it doesn't work”, and “It's good to measure health [sic] as long as it is not dominator [sic] and just one of the ways”. The latter one, I believe, has intended to say that BMI could be good as an additional tool, but not as the main health indicator, similarly to this respondent “It's ok, but it's only one of the tools”.

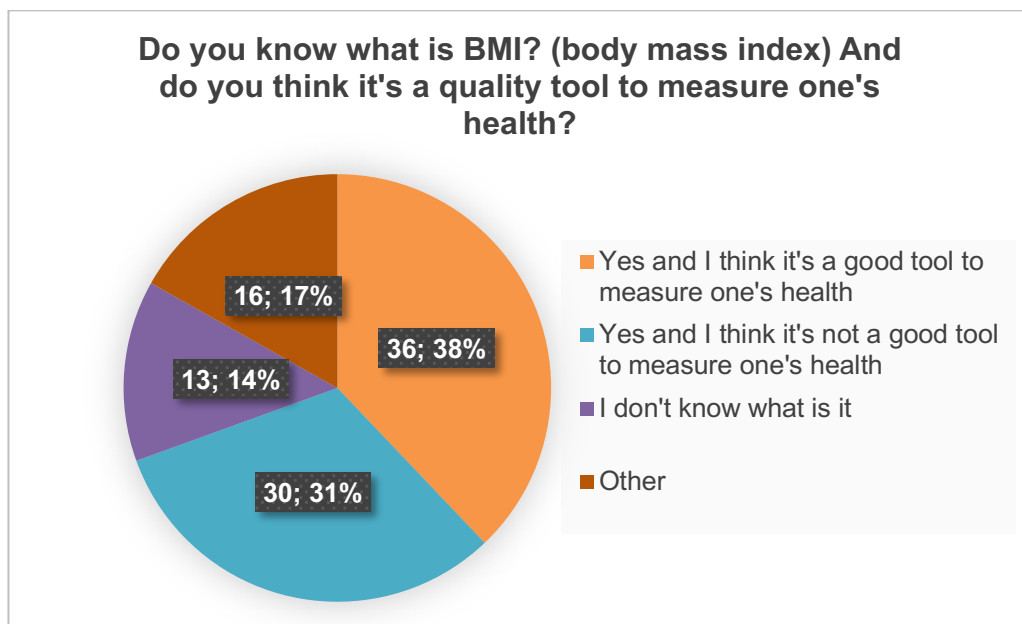


Figure 1. Survey respondents' opinion about BMI (Appendix 2; 3)

One person also pointed out the importance of the tool for underweight kids on a personal example. This is a very important perspective that is often left out, as people generally focus rather on the excessive weight. Even the World Health Organization states that originally the tool was developed to indicate the risk of diseases that might be caused by overweight. (2020)

“Sometimes it’s a good tool to measure one’s health but sometimes not. For example, I used to be underweight when I was a teenager and without BMI no one would’ve stepped in and tell me that hey you need to gain more weight, you are too small and you won’t develop normally if you don’t have enough weight.” (see Appendix 3)

The same person, however, also argues that “we are all different sizes” and that the tool is not suitable for everyone, “if you are very short, even a little bit of “thickness” is interpreted as “overweight”, because [sic] of the index. That’s not right.”

Overall, even though most people (38%) have responded that body mass index is a good tool to measure health, many would still argue that there is a variety of factors that need to be considered when doing so, or even that BMI is not a good way to measure health (31%). Moreover, the WHO also states that BMI is indeed imperfect, as “it does not take into consideration different levels of adiposity based on age, physical activity levels and sex” (2020)

3.2 Geography of beauty

Geography has always been a crucial aspect in terms of the perception of beauty. For example, dying hair was extremely popular in ancient Rome among both genders. (Wilner 1931, cited in Jones 2010: 6) Beauty products were also common in ancient Greece as Walton points out, yet more among men. Although both genders were practising certain beauty rituals. Women, for instance, used perfume oils as part of their skincare routine. (Walton 1946, as quoted in Jones 2010: 6)

Today, the differences can also be noticed by taking a look at people’s purchasing preferences across the world. For instance, Americans prefer to spend their money on colour cosmetics, in comparison to Europeans, who, in turn, buy more skincare products and fragrances. In the Asia-Pacific, skincare products are also very popular, but fragrances conversely are not as much in favour. Moreover, different scents are appreciated in each market, one country’s top 3 might not even be in another’s top 20

favourites. (Jones 2010: 3) The latest annual report of L'Oréal shows that little change in these tendencies has happened since 2010. For instance, the North American region had seen a 0,8% sales loss due to "the persistent difficulties of the makeup market" (L'Oréal 2019: 28). The popularity of the skincare segment has been increasing in every market, including North America. Moreover, skincare, including sun protection products, brought the company 35,0% of its 2019 sales, making the segment the most profitable. (L'Oréal 2019: 23)

It is very interesting, nonetheless, that even though geographical location and culture have a strong impact on people's purchasing choices and preferences, there are places that are largely recognized basically as synonyms for beauty and fashion. Cities such as Paris and Milan are most likely to be associated with fashion, when London and New York, together with Paris, again, are often seen as the "beauty" cities. Brands around the world do notice this pattern indeed, and successfully use the knowledge in their marketing strategies. Many of those brands are not even related to these cities nor to the countries, which does not stop them from earning money from them. For instance, one of the biggest Japanese cosmetic brands and a top 5 beauty brand worldwide according to WWD findings (L'Oréal 2019b) has a product line with a French name Clé de Peau Beauté, which also happens to be its most expensive one. (Jones 2010: 2) Another great example is L'Oréal itself, as it is currently a market leader (WWD cited by L'Oréal 2019b) with 29.87 billion euros worth of sales in 2019. (L'Oréal 2019: 23) The company does not only have a self-titled L'Oréal Paris brand but also 35 others, one of which is the very well-known Maybelline New York. The company, however, is actually French, thus the variety of French-named brands, such as La Roche-Posay or Decléor, in the portfolio can be explained. Yet, Maybelline New York, for instance, was acquired already in 1996 (L'Oréal 2019c) and as can be seen, the brand is clearly connected with the United States and the famously known "beauty city" featured in its name. The acquisition paid off, being among the company's top four major global brands in the consumer products division as stated in the Annual Financial Report of 2019. (L'Oréal 2019d: 249)

France in general and, especially, Paris are crucial also for the fashion industry. Many have probably heard the phrase "Paris thin", which highlights both the importance of the location in the industry, and the beauty standard set. This is the standard that allows models to be selected for jobs at some of the best fashion houses and so-called haute couture. As Clements points out, it is usually achieved by starvation and thus leads to

mood swings, binge eating, energy loss and other serious mental and physical consequences. (Clements 2013)

4 The impact of the industry standards

In 2015, a Swedish model called Agnes Hedengård opened up about her experience in the fashion business in a video on her YouTube channel, telling that after successfully working as a model for 5 years, she started getting declined by agencies and brands, as she was “too big” for their standards. In the video, Ms Hedengård states that her body mass index (BMI) is 17.5 at that moment. (Too big for the industry 2015)

According to the World Health Organization, an average healthy BMI for a 19-year-old female is between 18,6 and 25, as can be seen in Figure 2. The green line indicates an average optimal healthy BMI for 5-19 years-old girls, the upper yellow line 1 indicates the beginning of overweight, and the lower yellow line -1 the thinness. Everything above and below the red lines 2 and -2, signifies obesity and extreme thinness, respectively. (2007)

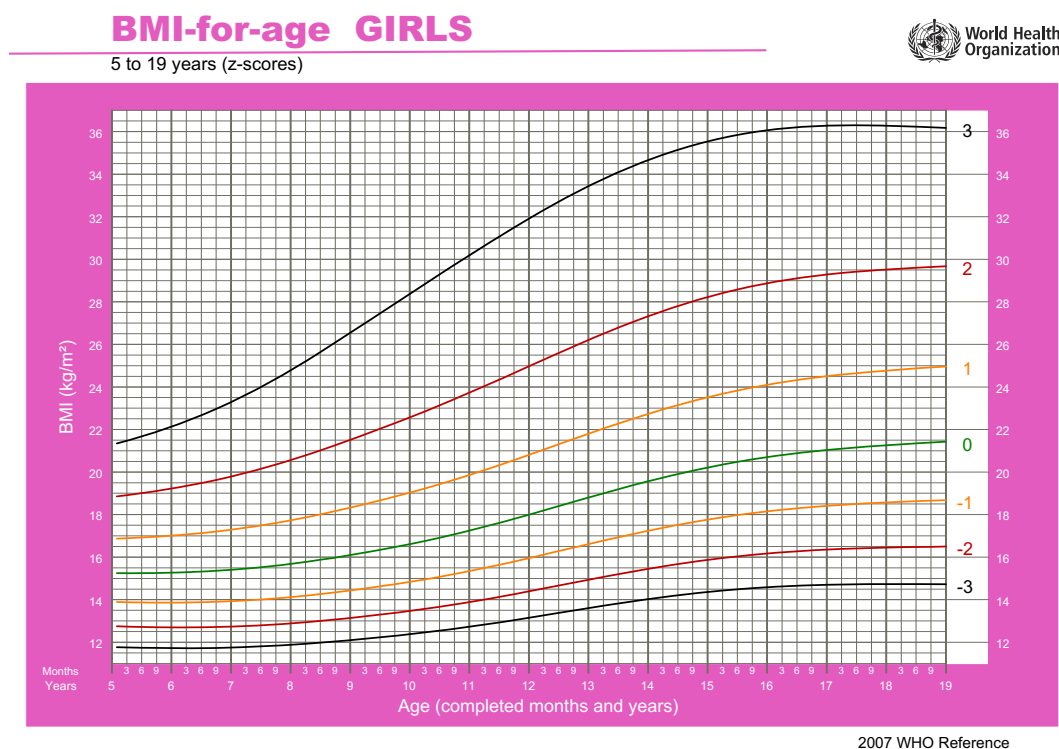


Figure 2. BMI for girls. (WHO 2007)

The video of Ms Hedengård went viral and now has over 5,5 million views (as of March 2020). The model stated in her interview for another YouTube channel that she was only 15 when she entered the business and her body was not yet developed fully as she still “hadn’t hit puberty” and her body was “flat all over” and that she looked “like a young, 11-year-old boy” (VulpineTV 2015). “What scares me about this, that’s the kind of body they want,” says Ms Hedengård in the interview (VulpineTV 2015). By the time she filmed her video *Too big for the industry*, the model had already turned 19, but the first time she was called “too big” had happened as early as the age of 17. The reason was simply the fact that her body was developing as she was getting older, thus she started getting more curves, for example. Moreover, Agnes adds that “hundreds of models have written [sic] me, boys and girls saying that they have been through the same exact thing ... and a lot of these models have eating disorders, and now I am talking about 13-years old girls and guys starving themselves” (VulpineTV, 2015).

Many other models and the fashion industry workers are sharing similar experiences, indeed. Unfortunately, the industry is clearly harmful to the ones who are representing it. However, it also has a direct impact on consumers. (Spettigue & Henderson 2004; Becker & Hamburg 1996: 163)

4.1 Consumer perspective

“The fashion industry is irrefutably powerful—it drives commerce around the world and affects what we wear more than most consumers even realize” (Record and Austin 2016: 206).

A variety of different factors has an impact on how people see and feel about their own body, media, TV, magazines and advertisement being some of them. The images shared through these channels often present unrealistic and unobtainable body ideals, achieved by selecting specific-typed models, work of stylists, photographers and photo and video editors. (Healey 2014: 30)

Grapentine (2009, as quoted by Aagerup 2011: 487) states that female mannequins used by most clothing brands, for example, often have physical dimensions that differ significantly from the dimensions of actual women, as they are dramatically taller and thinner than most women. We can see that skinny woman and muscular man are

presented as beautiful, and that having these specific features will lead us to happiness, love and success. (Healey 2014: 46)

Logically, often it is the brands offering sports and diet-related services and products that are still sending this message with their adverts. However, in this case, we can easily understand the relation, since the sport is a necessary part of a healthy lifestyle, and so is a well-balanced diet. Unfortunately, this message is often misused to promote “weight-loss” products and other unnecessary items that can be even dangerous for health.

When it comes to the fashion and beauty industries, this message of “success, love and happiness” achieved through the unrealistic standards set by brands is more hidden. Yet, that is what most brands are displaying up to date. One of the most known examples of such advertisement is Victoria’s Secret and, in particular, their The Perfect “Body” campaign (see Figure 5).



Figure 3. Victoria’s Secret The Perfect “Body” campaign. (Business Insider 2014)

The lingerie brand launched the campaign in order to promote its new bra range called “body”. However, the slogan has made many of the customers furious, as the models represented in the campaign differ significantly from the majority of women on the planet (see Appendix 1). The representation of an unobtainable figure for most women, combined with “The Perfect Body” slogan clearly sends an unhealthy message. The campaign received extremely negative feedback and was highly criticized. (Peterson 2014) As a result, the company had apologized and ended up changed the slogan to “A

Body For Ever Body”, though keeping the same images, and thus not making it that much better. However, many people saw it as a step towards the right direction. (Akbareian 2014)

It is clear that such an advertising approach is causing serious problems not only for the models but also the consumers, millions of people that see the unhealthy message all around: in social media, on billboards, magazines, in stores, etc. It's extremely dangerous and the effects can be as severe as serious physical and mental problems, especially to young female consumers, which makes it a critical issue in modern society. Such problems include body image dissatisfaction, anorexia, bulimia, and depression. (Becker & Hamburg 1996: 163)

Several people in my research questionnaire have pointed out the importance of the change in the industries. (see Appendix 2; 3) For instance, according to one participant, it made him sad, when he realised that he “didn't find all of the pictures [in the survey] attractive” since he was not used to seeing them. Yet he believes in body positivity. Moreover, he believes that having more variety would make “all body types feel normal and accepted”. Some other people also shared their thoughts about that: “[Body positivity means] having diversity of body types in the fashion industry. It is healthy, aesthetically pleasing, but not super perfect”. Another person said that “it is the way how people can see the real face to [sic] the fashion and beauty brands, with real people for real people”. When another one claimed that body positivity “should promote accepting all body types so that everyone's comfortable purchasing fashion items that fit their profile”. In fact, many people mentioned the fact that they would like to see how a piece of clothing would look like on different body types.

Another negative impact of only promoting one body type as beautiful, which is a logical consequence of such behaviour, is that others start to look unattractive, and the more different they look, the more negative response they often get. According to this response “[body positivity means] breaking the stigma of correlating body fat percentage with overall health” and this is something that needs to be done. Puhl and Heuer's findings indicate that larger people are being discriminated due to the stereotypes that connect the overweight with negative qualities such as laziness, unattractiveness, incompetence. employment, health care, education and social settings as a result of the negative stereotypes (Healey 2014: 46). Healey argues that overweight and obesity simply indicate a large amount of adipose tissue in one's body. The excessive weight does not

equal to eating disorders and behaviours. Instead, there might be several reasons behind that, including genetic, behavioural and environmental. (2014: 46)

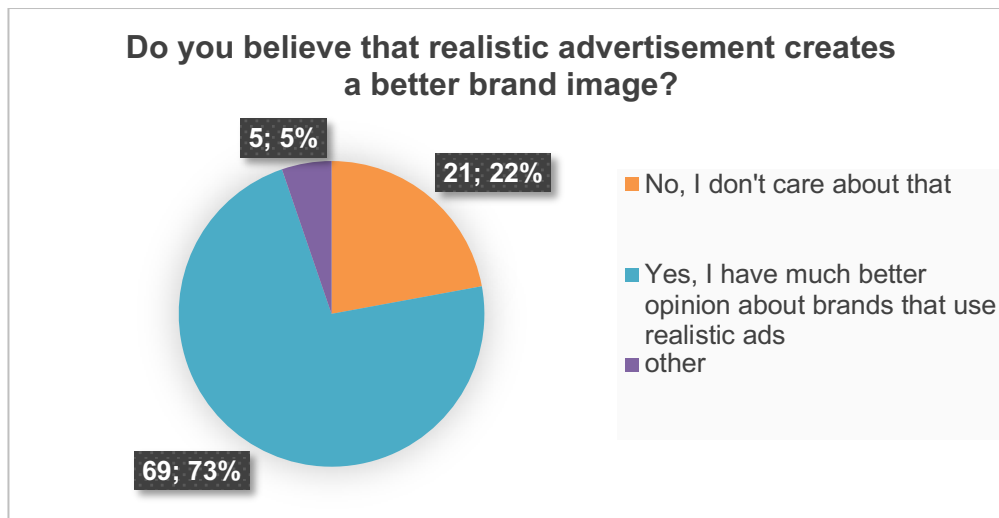


Figure 4 Does realistic advertisement create a better brand image? (Appendix 2; 3)

Moreover, according to the survey results (see Appendix 3), the majority of respondents believe that realistic advertisement creates a better brand image (see Figure 6). There were some interesting notes also among the people who wrote their own response, e.g. the “other” group. For instance, one person argues that “I don't think it does right now. In a few years when more and more brands start advertising realistic body types and people get used to seeing them I believe it will improve.” This also shows the power that brands have over consumers mind, their beauty standards and ideals.

Additionally, I have asked people to rank on a scale from one to five (one being “I can always relate to the models, 5 “I feel like I can never relate to the models”) if they feel like they can relate to the models in the fashion and beauty industry. The results (see Appendix 3 (7-8)) show that the majority (78 out of 95 people) ranked 3 or more in regards to the fashion industry. However, only 58 out of 95 people ranked 3 or more when were asked if they found it important. In this case, one was “Not important at all (I barely/do not at all notice the models used in advertisement) and five was “Very important (I would or would not buy something I potentially like/dislike ONLY based on the look of the model). In terms of the beauty industry, the results were similar. The majority of participants (74 out of 95) ranked 3 or higher in the first question, meaning that they can't usually relate to the models. Similarly, 59 out of 95 people ranked 3 or more in the second question. Therefore, we can see that the majority did not feel like

they can relate, yet not all of them believe it to be an important factor to affect their purchasing decision.

The following question in the survey was about some physical features that people might want to see more of on models. The figure in Appendix 3 (9) shows that the top answers were stretch marks (42), cellulite (41) and pimples/acne/blackheads (38). 24 people replied that “everyone is represented enough” yet 5 of them chose at least one more option from the list. Moreover, “my skin colour” and “other skin colour than my own” together were chosen 42 times, as well as one person added “all ethnicities” in the open field. These answers all lead to a conclusion that consumers are looking forward to seeing models “as one of them” or “real people”. Even if it will not immediately increase brand’s sales, having more realistic advertisement does not seem to have any negative impact on the revenues either.

McKinsey & Company together with the Business Fashion dedicated a whole chapter to the importance of the “Inclusive Culture” in the fashion industry in their annual the State of Fashion report (Amed et al. 2020: 66-72). Consumers are showing their negative response to such unrealistic beauty standards, just like in case of the Victoria’s Secret “The Perfect Body” campaign. (See 12) Or the fact that the company did not want to include a transgender person as one of their models for a long time. Diversity seems to be a very important factor for consumers today and they are ready to respond to the lack of it. (Amed et al. 2020: 66-67) The spread of negative and positive feedback is now easier than ever, due to the mass popularity of social media. Thus, companies have to adapt to the changes. One of the latest fast-growing trends is so-called “Body Positive” movement. Although the movement has started among consumers, many brands already are successfully implementing it in their marketing strategies.

5 Body Positivity

According to The Body Positive Institute, hereinafter referred to as TBPI, Body Positivity is simply an acceptance of your own body the way it is in this exact moment. (The Body Positive 2019) However, when TBPI highlights the importance of Body Positivity in terms of self-love and -care, many others also specify the importance of acceptance of other peoples’ body appearance the way it is. This not only covers the size, height, weight or

shape of the body but any visual aspects, including so-called imperfections, such as scars, stretch marks, grey hair, cellulite, wrinkles, etc.

Kendra Cherry, in turn, claims in her article that “body positivity is not just about challenging how society views people based upon their physical size and shape ... [but] it also recognizes that judgments are often made based on race, gender, sexuality, and disability” (2020).

Mallorie Dunn, a founder of a body-positive clothing line Smart Glamour, states in the interview for Katherine Schreiber:

Body positivity isn't about forcing yourself to feel beautiful and wonderful 24/7. You don't have to adore every aspect of your appearance to be body positive; you just have to divorce that appearance (and your feelings about it) from how you evaluate your worth as a person (Schreiber 2016).

One of the open questions in my survey was “How do you understand body positivity?” (see Appendix 2) where participants could write down their thoughts regarding the topic. The results were revealing (see Appendix 3). Someone, for example, described body positivity in one word – choice. This is so simple, yet so accurate. Indeed, the main idea of the movement seems to be very uncomplicated – everyone is allowed to be as they prefer. Or as one of the respondents has phrased it body positivity is “understanding that each individual is different ... it is okay to be comfortable in your own skin even though its [sic] not the same as others has [sic]”.

Other responses also included some of the following ideas: self-love, not being shy and loving one's own body; no body shaming regardless of the size; acceptance of one's own and other's bodies; no unwanted or unasked criticism; no judgment; being in harmony with the body; security; being happy with one's own body; refusal to evaluate one's own and other's bodies; respect for all body types; feeling confident; no pressure to look different; ignoring the societal beauty standards; no appearance-based discrimination. (see Appendix 3) As can be seen, many of the answers are equal or very similar to the definitions at the beginning of the chapter. This supports the statements but also shows that people are really interested in the topic and find it important.

On the other hand, some people have answered with qualities such as “sporty” or “good posture”, as well as a “relatively healthy body”, which I believe are all similar to this response “love your body no matter what it looks like, but also love yourself enough to

be healthy (eat good and do some exercise)”. Another person stated that body positivity “is also a movement that can cause occasional misunderstandings and promote unhealthy lifestyles”, which seems to be commonly interpreted as a disadvantage of the movement among the respondents, and in general. These are all of course important factors, even though they might often not be the first ones to pop up when describing body positivity. However, the idea of staying physically healthy does not contradict with any of the above opinions presented in the chapter. Instead, it proves that body positivity is about self-love and self-care, as long as working towards the better self does not become an obsession and does not ruin the relationship with the body on both, physical and mental level.

One respondent argued that body positivity is indeed about feeling comfortable in your own body and respecting other people’s bodies, yet “not seriously [sic] unhealthy body types would be admired, like obesity [sic]”. This shows the importance of the movement as a tool to spread information such as Healey’s argument (see page 13). Although, educating ourselves is indeed important, yet if the fashion and beauty industries alongside with the media will continue to exclusively demonstrate one body type as beautiful, not much will change, due to the power of influence of those on people, as was already established above (see chapters 2 and 3).

5.1 The history of body positivity

The movement itself, however, is much older than many would think. Already in the 1850-1890s, middle-class feminists were fighting for more humanly fashion trends with a variation of a body-positive movement of their time called Victorian Dress Reform or The Rational Dress movement. (Alptraum, 2017) In the mid-1800s, women were wearing tight corsets that were “uncomfortable and impractical but considered feminine and necessary” as stated in The Rational Dress Society’s Gazette (1889, cited by British Library n.d.). Thus the Rational Dress movement was born and later in 1881, the Society for Rational Dress was founded. The Society was against fashion trends such as high heels, voluminous skirts, and tight corsets, as they were impractical and some even unhealthy, e.g. heels and corsets. (The Rational Dress Society cited by British Library n.d.)

However, the movement that resembles the modern body positivism the most is, probably, the one born 1967 - focusing on fat acceptance and against size discrimination. It started with Lew Louderback's More People Should Be Fat, which was extremely progressive writing for its time. This led to the creation of NAAFA, The National Association to Advance Fat Acceptance, in 1969. (Alptraum 2017; Kight 2014)

The Body Positive Institute, mentioned earlier, was created in 1996 by Connie Sobczak and Elizabeth Scott, as they both wanted to make a supportive community for people struggling with their body image. Both women are very well familiar with the topic, as Scott has 25 years of work experience in psychotherapy, specializing in eating disorders and Sobczak experienced an eating disorder herself in her teen years. (The Body Positive 2019)

5.2 The movement today

Now the movement has many shapes and faces. One of the most popular social media networks Instagram, with over 1 billion monthly active users (Frier 2020) has over 12.1 million posts with a hashtag #bodypositive, 188 thousand with #bodypositivemovement and 4.1 million posts tagged #bodypositivity (as of February 25, 2020). Moreover, there are numerous accounts with variations of "body positive" names, and a large number of so-called bloggers that focus on body positive content. For example, Tess Holliday with over 2 million followers, and her other profile called Eff your beauty standards, further referred to as Eff, with over 433 thousand followers (as of March 8, 2020). The name of the profile speaks for itself: instead of focusing on what society sets as beauty standards, self-love and self-appreciation in any size, shape, colour, etc., is what is important.

Another very popular Instagram blogger, a model and a famous fashion figure representing the body-positive world, Iskra Lawrence, has more than 4.6 million followers on the platform. Her story as part of the movement began when a modelling agency did not want to continue working with her, as she was "too big". She was only 15 at the time. (March 2018) This, however, did not stop her from proceeding with her career, instead, 15 years later she is one of the most successful models of her size and according to stylist her accumulated net worth is approximately \$2,000,000 (as of May 2019). (Elman 2019)

Men are often left out from the movement; however, there are quite a few body-positive male bloggers on Instagram as well. For example, Calvin Davis, who is as his profile description states, “Body Positive Gentleman” and “Model, Blogger & Activist”. He also wrote a book called *Notoriously Dapper: How to be A Modern Gentleman with Manners, Style and Body Confidence*. In the book and his blog, Calvin covers a variety of topics, including mental health issues among men, self-love and confidence, body-positivity and other.

As a result of the movement, skinny people are often viewed in a negative manner, especially the ones that look according to the industry standards (see chapter 2 Beauty). Unfortunately, queer, disabled, people of colour seem to be either completely left out or barely mentioned in the “all-inclusive” wave. (Schreiber 2016)

Therefore, body positivity indeed is not a perfect movement, just like any other. Nonetheless, it does not cancel its importance for models, consumers and society as a whole. (See chapters 2.1; 2.2 and 3)

5.2.1 Brand perspective

Many brands are either already successfully implementing body positive ideas into their brand’s vision, marketing and ideology, or are trying to catch up on the trend and sometimes, not so successfully. As one of the questionnaire participants said (see Appendix 2; 3), “people are tired of fake” and thus the person believes that “now companies are moving to more natural models”. Although, as Schreiber claims in her article that “popular media outlets and many marketing campaigns have adapted to this trend — though not necessarily, as many have pointed out, for the better” (2016). Another respondent of the survey (see Appendix 2; 3) insists that “Yes [more realistic advertisement creates a better brand image], as long as they don't seem to do [sic] realistic ads just to show how all inclusive [sic] they are, then it just looks pathetic.” Consumers do notice when brands act falsely.

Therefore, it is understandable that numerous brands are still hesitating to implement body-positive principles into their ideologies and marketing strategies. On one hand, it is likely that their brand image would improve (see page 14). On the other, there is a risk of losing current customers, in case they not liking the change, and even potential customers, if they will find a reason to doubt the brand authentic interest in the topic.

Another important factor according to some of the survey (see Appendix 2; 3) participants is the brand itself and what is it that they want to broadcast to masses. For instance, one person says “It depends. I'm guessing a lot of people instinctively choose something that they find attractive. People have different tastes -- there's mainstream and non-mainstream. So who do you want your brand to appeal to?” There is also another similar comment that suggests that if brands are aiming to sell to as many people as possible, which is exactly the case with mainstream products, they are “trying to find models that the widest group of customers describes as "hot", "sexy", "cool”.” And that it is impossible to please everyone, as the budgets are limited, therefore “ it really depends on ... [the] target audience”.

As part of my survey, I asked people to describe bodies of nine different women with given adjectives. Each person had to describe each body with at least one of the adjectives, although respondents could choose as many as they want. Figure 7 demonstrates all the pictures presented in the question. All answers can be found in Appendix 3 (10) and the question in Appendix 2 (7). The results show that a woman in a wheelchair, a woman with vitiligo and a woman with a colostomy bag all received a very high score as “attractive”. In fact, model number 5 was selected as attractive 76 times, which makes it the highest score in this category. Pictures number 2 and 7 have 73 and 67 votes, accordingly, making them second and third by the level of attractiveness in the opinion of respondents. Woman number 7 was selected as the most sexy with 52 votes, next to her was woman number 2 with 50 votes and woman number 5 with 41.

Another interesting finding is that all women were marked as retouched at least 14 times each. Number 2 had the highest score in this classification – 31. She is followed by numbers 7 and 9 with a score of 25 and 20, correspondingly. All three women are among the top as attractive and sexy. It does indeed seem like consumers simply do not believe that a beautiful woman in an advertisement can be unretouched. As one of the participants later said in the comments section of the survey “I put "retouched" in all of the images because, in any industry that wants to sell, the ads are retouched, even in body positivity ads, which is quite sad actually”. (see Appendix 3)

In this case, actually, pictures number 1, 5 and 9 belong to Aerie, one of the American Eagle Outfitters' brands. The company claims that they are no longer airbrushing models since January 2014. (Lutz 2014) Excitingly, it was about the same time as Victoria's Secret campaign mentioned earlier. (See 3.1 Consumer perspective) And if the Victoria's

Secret's sales began to decrease around 2017 (O'Connell 2020; 2019), Aeries' sales increased 9% already in 2014, a few months after the declaration about no more retouched models, and in 2016 the brand's sales were up by 26% (Lutz 2014; Schlossberg 2016).



Figure 5. Illustration for question number 15. (See Appendix 2 (7))

Calvin Klein, for instance, is one of the big brands with \$3.7 billion revenue in 2019 (PVH 2020), which has just recently joined the body-positive wave. In spring 2019 the brand launched #MyCalvins campaign featuring several famous people, one of them was rapper Jane Chika Oranika. Even though the musician was far from being the most famous person among them, the fact that she was part of it has raised a lot of discussions whether they genuinely want to become more inclusive and diverse or they simply want to make money. (Krentcil 2019) Before, the brand was known for using traditionally looking skinny models. Figure 8 is their famous advert featuring a fairly skinny model Kate Moss posing half-naked in the early 1990s. The model's spine is highly noticeable, as her back is completely open, which leads to a logical conclusion that it was made on purpose in order to highlight her thinness. On the other hand, in Figure 9, we can see a billboard with Ms Oranika posing for the #MyCalvins campaign last year. The rapper is considered plus-size by the fashion industry, and so far it is rare that such big brands as Calvin Klein would be using models of her size. For example, picture number 8 in Figure 5 is from the company's online store at the moment. That picture, by the way, was described as unattractive 53 times by the survey participants, which is more than any other. In comparison, pictures number 3 and 4 that are right after the 8th one by the

number of votes in this category, were marked as unattractive 37 and 21 times, accordingly.

Yet, most brands are still using very skinny models, retouch their ads, making the skin, hair and teeth look unrealistically flawless. The reason behind this approach is based on the belief that the perfect images sell better. Such studies say that customers find skinny models more attractive (Kahle and Homer 1985), as in general physically attractive communicators have more chances to be liked rather than unattractive (Joseph, 1982).

Nevertheless, newer studies show that this is not necessarily the truth, or to say the least not fully. For instance, Ulf Aagerup has pointed out in his paper (2011) “women reward imagery that is attractive enough to provide them with something to which they can aspire, but not so attractive that the ideal becomes unattainable”.

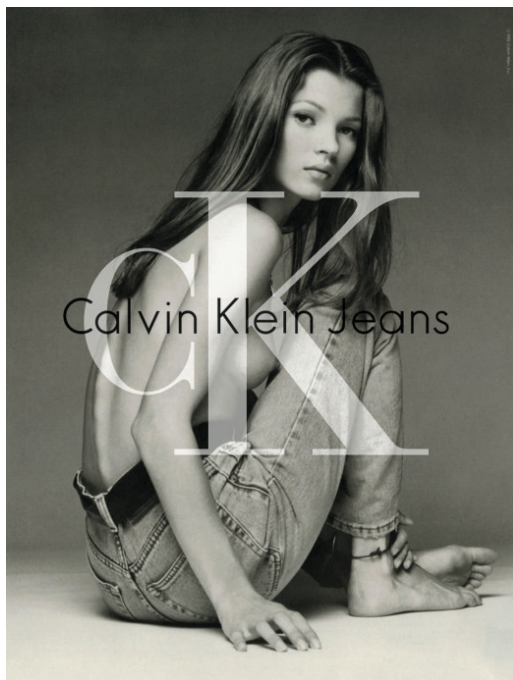


Figure 6. Kate Moss posing for Calvin Klein Jeans. (Calvin Klein)



Figure 7. Jane Chika Oranika in #MyCalvins campaign (Hammerin' Hank/Splash News)

Although, as some people have pointed out in my questionnaire, whether or not the inclusive or body-positive campaign will be beneficial for their brand image depends. For many people, it also seems to be more important that the product looks good on the model, rather than what size is the model wearing. (see Appendix 2; 3)

Among other questions, I asked people what physical features of the model they believe could have a negative impact on their purchasing decision. The figure in Appendix 3

(9):14 shows that the most common answer was – the model being too skinny, followed by the model's skin being too perfect and model being too tall. Some people also mentioned in the open section that seems to not fit the industries frames, as models are generally “plus size, skinny and sporty” and there is not much of in-between.

Nevertheless, when I asked people if they believe that brands having more realistic advertisement would influence them to buy more, 48% of people answered maybe, 26% said yes and 13% no. Yet, several people who chose “other”, said that they would not buy more but not because of the realistic advertisement, instead, many of them would be happy to see more of it. Another person also pointed out "I would probably not buy more, my body type is already presented. But what if it was not (?)".

It seems like the modern consumer's opinion can be summed up in this respondent's answer: “I want them to be more realistic not for me to buy more. Because clothes are for real people”. (see Appendix 3 (20)) People seem to want the ads to be more authentic, they want to seem themselves in the models. Yet, they are attracted to what they define as beautiful, but in terms of mass sales, especially, brands have a lot of power to influence and to potentially change what is seen as beautiful. Diversity, inclusivity, body-positivity, are all becoming important indicators of a good brand.

6 Consumer power

Consumers are rapidly gaining more power and calling for change, as was described in previous chapters. Also, many employees in the fashion industry seem to desire a more inclusive and diverse working culture. According to the Business Of Fashion survey (see Figure 10) more than half of the industry workers believe that their current leaders' team is varied racially. The industry is trying to respond, some brands are doing better than others.

Asos has been known for using a more realistic advertisement for some time already. In fact, pictures 3, 4, 6 and 7 in Figure 7, are some of the current models represented on their website. The company claims to “never remove any part of who a model is” (2020a) as stated on their website. Moreover, Asos is doing a variety of inclusive projects, they claim to be working on making their platform accessible for people with disabilities, or, for instance, have already raised \$485,000 in collaboration with GLAAD, an organization

for LGBTQ acceptance, and all of the money is going to the GLAAD. (Asos 2020b; Amed 2020: 67)

Tommy Hilfiger, in turn, had a successful collaboration in Spring 2019 with a celebrity called Zendaya, where only black models were participating, and according to McKinsey & Company, 59 of them were representing different age and size groups. (Amed 2020: 67) The company, however, was doing very well financially already before the partnership. In 2018 the brand's sales were 45% of PVH total revenue, which is approximately \$4.35 billion. (PVH 2019) Next year the number increased to \$4.7 billion. (PVH 2020) Though it is impossible to say whether this specific collaboration had a direct impact on Tommy Hilfiger's financial success, the company is clearly doing something right. Needless to say, their brand image and brand awareness seem to be constantly increasing.

More than half of fashion employees do not think their current employer's leadership team is racially diverse

% OF RESPONDENTS TO "I WOULD CONSIDER MY CURRENT EMPLOYER'S LEADERSHIP TEAM AS RACIALLY DIVERSE"

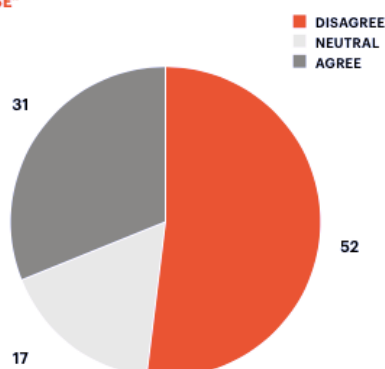


Figure 8. Business Of Fashion's Fashion Employee Survey 2019 (Amed et al. 2020)

On the other hand, globally-known luxury brand Gucci was in the middle of a PR disaster due to one of its products recently. A "blackface" jumper was the reason behind that. The "mistake" cost the brand millions, and most importantly the brand image. Gucci was largely criticised for the design and consequently had to take it off of sales, but they also invested \$10 million into a "programme that aims to encourage diversity and inclusion within the company" (Jahshan 2019) in order to stabilize their image. Although it might be sad for the brand, it is a little, yet, a significant win for the consumers. This is an

example of real consumer power and a proof that even giant luxury brands are not insured against losses, especially if they are acting racist.

Moreover, according to Business Wire, 51% of younger millennials that participated in the survey say that the company's attitude towards social and political issues can be a crucial factor to when choosing a brand to buy from. (2018)

Even younger consumers can have a huge impact. A 14-year-old launched a petition in 2012 called "Seventeen Magazine: Give Girls Images of Real Girls!" (Bluhm 2012). The same year another petition was signed by over 84,000 people. The petitions were carried to the executive editor of the magazine in hand by the girl alongside the activists from SPARK Summit. As a result, Seventeen Magazine promised that models' bodies will no longer be subject to change. (Bluhm 2012)

7 The questionnaire outcome

The research survey that I have conducted was available for answers from April 10 to April 22 and was filled by 95 participants. Some of the answers were already presented throughout the paper. However, in this chapter, I will discuss some of the interesting findings, patterns and opinions that I have noticed among the responses, and which were not yet introduced in the paper. All of the questions and answers can be found in Appendix 2 and 3, respectively.

Overall, the questionnaire has received a lot of good feedback. Many people had contacted me personally after submitting their answers, asking to share the final results once the research is complete. Since they had been reaching out to me via personal messages and calls, I can not share the conversations due to privacy issues. Yet, the following quote from an open comment section of the survey, I believe, summarises the main idea well: "Thanks for the questionnaire! The topic is really interesting, I would like to know the results as soon as possible. Success in learning! "

Moreover, there were many comments in different parts of the survey with a message similar to: "This is really important topic in our times" or "Nice survey! It's time body image starts being more realistic", and "It is good to create awareness and make people aware of these issues".

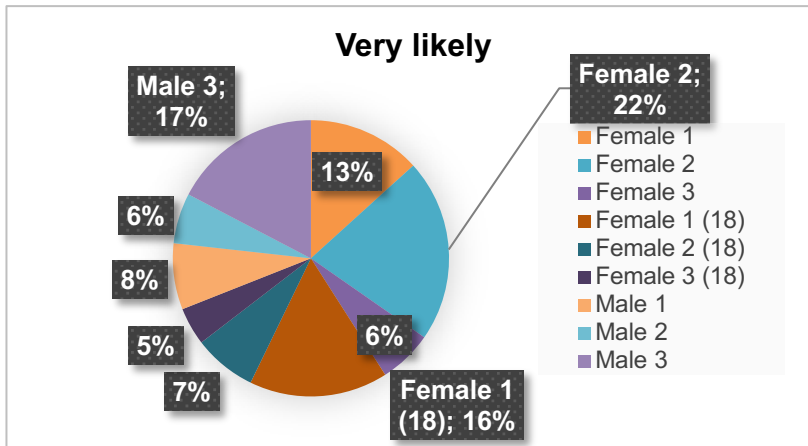


Figure 9. Questions 17-19, statistics for the option “Very likely” (See Appendix 3 (11-12))

I find questions 17, 18 and 19 presented in Appendix 2 (9-11) very important, as they show in practice if people would buy a product based on the look of the model. Figure 11 shows the models chosen as “Very likely”. As can be seen, each of the models is on the graph, meaning that they all look good enough to advertise clothes in the respondents' opinion. Female 2 from question 17, Female 1 from question 18 and Male 3 from question 19 share 55% of votes among each other. Both of the females are bigger than the industry standards (see chapter 3), although Female 1 from question 17 has the third-highest score among women and at the same time represents a rather traditional look of the fashion industry.

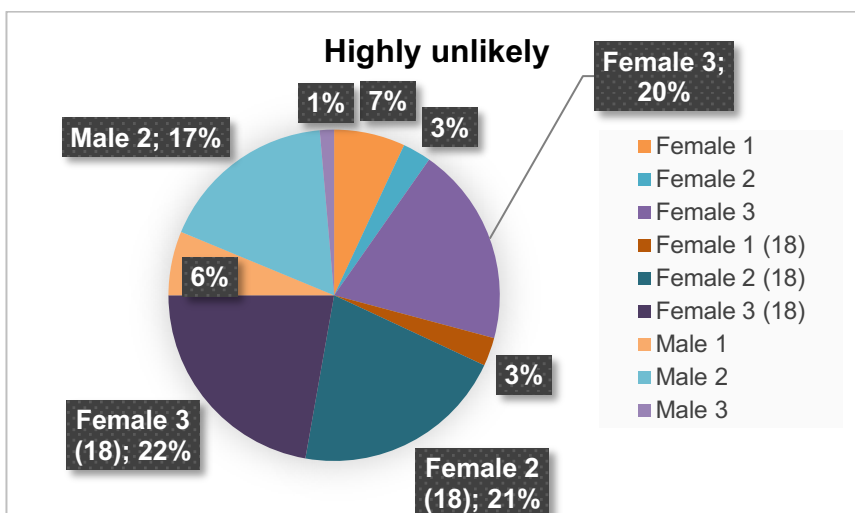


Figure 10. Questions 17-19, statistics for the option “Highly unlikely” (See Appendix 3 (11-12))

Figure 12 indicates that Females number 3 from both questions were voted the most as “Highly unlikely”, followed by Female 2 from question 18 and Male 2. Both Females number 3 are the biggest in their question and so is Male 2. Yet Female 2 (18) is the skinniest of all and has the lightest skin colour, which actually makes her the most traditionally looking model. It appears that people are either attracted the most to the combination of features that models rated the highest as “very likely” have, or see the “middle” option as the best and the further it goes from that higher are the chances of a negative vision of the physical appearance of the model. Nonetheless, it is important to remember that in this case, people were also judging the ability to sell clothes on these bodies, not only how appealing they look.

8 Conclusion

It is clear to me that beauty standards are changing. People indeed want to see a more realistic, inclusive and diverse image of human beings, not only in the fashion and beauty industries but everywhere.

It is hard to say whether the wave of realism is here to stay forever, but considering how much it has been progressing over time, it looks like we have not seen it even blooming yet. More is yet to come. Therefore, brands indeed should get prepared, or better start acting already today. Although, it is crucial to remember that it will be more harder and harder to hide the truth over time. Thus in order to benefit from the change in long-term, one should genuinely believe in what they do.

If a big lingerie brand presents its products on a plus-size model, the first reaction of consumers might be a shock. However, the shock will pass, creating a lot of brand awareness, and in a combination of with improved brand image – a market share in a better society. This is, of course, an extremely simplified logical chain. Nevertheless, it does not seem to be that hard to sell products for people featuring more than one type of body or skin colour or hair type. People are different and we all should embrace it, instead of fighting over who is more attractive.

However, if the brand’s goal is to simply make money in a short-term, and there are no long-lasting plans to become a part of a better, healthier society, I would suggest considering some other trends to get the hype from.

References

- Aagerup, U., 2011. The influence of real women in advertising on mass market fashion brand perception. *Journal of Fashion Marketing and Management*, 15(4): 486-502.
- Akbareian, E., 2014. Victoria's Secret Renames 'Perfect Body' Campaign Following 'Body-Shaming' Backlash, *Independent*. [Online] Available at: <<https://www.independent.co.uk/life-style/fashion/news/victorias-secret-renames-perfect-body-campaign-following-body-shaming-backlash-9843827.html>> [Accessed 12 March 2020].
- Alptraum, L., 2017. A Short History of 'Body Positivity'. *Fusion*. [Online] Available at: <<https://fusion.tv/story/582813/a-short-history-of-body-positivity/>> [Accessed 27 February 2020].
- Amed, I., 2019. What Chika Is Teaching Fashion. *Business Of Fashion* [Online] Available at: <<https://www.businessoffashion.com/articles/intelligence/jane-chika-oranika-rapper-inclusivity-interview>> [Accessed 19 April 2020].
- Amed, I., Berg, A., Balchandani A., Hedrich, S., Rölkens, F., Young, R., Poojara, S., 2020. The State of Fashion 2020. McKinsey & Company, *The Business of Fashion*.
- Asos, 2020a. *Corporate Responsibility. Mind and Body* [Online] Available at: <<https://www.asosplc.com/corporate-responsibility/our-customers/mind-and-body>> [Accessed 25 April 2020].
- Asos, 2020b. *Corporate Responsibility. Inclusion*. [Online] Available at: <<https://www.asosplc.com/corporate-responsibility/our-customers/inclusion>> [Accessed 25 April 2020].
- Becker, A.E., Hamburg, R., 1996. Culture, the media, and eating disorders, *Harvard Review of Psychiatry*, 4(3): 163-167.

- Bissell, K., Rask, A., 2010. Real women on real beauty: self-discrepancy, internalisation of the thin ideal, and perceptions of attractiveness and thinness in Dove's Campaign for real beauty, *International Journal of Advertising*, 29(4): 643-668.
- Bluhm, J., 2012. Seventeen Magazine: Give Girls Images of Real Girls! *Change.org* [Online] Available at: <<https://www.change.org/p/seventeen-magazine-give-girls-images-of-real-girls>> [Accessed 25 April 2020].
- British Library, n.d. *The Rational Dress Society's Gazette*. [Online] Available at: <<https://www.bl.uk/collection-items/the-rational-dress-societys-gazette#>> [Accessed 2 March 2020].
- Business Insider, 2014. *Victoria's Secret the "Perfect Body" campaign*. [Online] Available at: <<https://i.insider.com/5453a9c1ecad047519be023c?width=1300&format=jpeg&auto=webp>> [Accessed 12 March 2020].
- Business Wire, 2018. *Millennials Likely to Be the Biggest Spenders This Holiday Season, Accenture Survey Reveals*. [Online] Available at: <<https://www.businesswire.com/news/home/20180930005037/en/Millennials-Biggest-Spenders-Holiday-Season-Accenture-Survey>> [Accessed 25 April 2020].
- Cambridge Dictionary, 2020. *Meaning of beauty in English*. [online] Available at: <<https://dictionary.cambridge.org/dictionary/english/beauty>> [Accessed 12 April 2020].
- Cherry, K., 2020. What Is Body Positivity? *VeryWellMind* [Online] Available at <<https://www.verywellmind.com/what-is-body-positivity-4773402>> [Accessed 19 February 2020].
- Clements, K., 2013. Former Vogue editor: The truth about size zero, *The Guardian*, [online] Available at: < <https://www.theguardian.com/fashion/2013/jul/05/vogue-truth-size-zero-kirstie-clements>> [Accessed 22 April 2020].

- Cresswell, J., 2010. *A delightful dictionary of derivations. Oxford Dictionary of Word Origins*. Oxford: Oxford University Press.
- Ekman, P., 2007. *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life*. New York: Owl Books.
- Elman, M., 2019. Body Politics: Iskra Lawrence on being fat-shamed as a 14-year-old model. *Stylist*. [Online] Available at: <<https://www.stylist.co.uk/people/iskra-lawrence-body-shaming-model-underage-model-bullying/267445>> [Accessed 11 March 2020].
- Etcoff, N., 2000. *Survival of the Prettiest. The Science of Beauty*. New York: Anchor Books, a division of Random House, Inc.
- Frier, S., 2020. *No Filter: The Inside Story of Instagram*. Simon & Schuster. Kindle Edition.
- Grapentine, T., 2009. Mannequins vs reality, *Marketing Research*, 21(2): 4.
- Healey, J., 2014. *Positive Body Image*. Thirroul: The Spinney Press.
- Hedengård, A., 2015. *TOO BIG FOR THE INDUSTRY*. [Online] Available at: <<https://www.youtube.com/watch?v=4hEMv9QUlzE&t=1s>> [Accessed 17 February 2020].
- Huntley, H.E., 1970. *The Divine Proportion. A Study in Mathematical Beauty*. New York: Dover Publications, Inc.
- Jahshan, Elias, 2019. Gucci invests \$10m for diversity after blackface scandal, *Retail Gazette*. [Online] Available at: <<https://www.retailgazette.co.uk/blog/2019/03/gucci-splashes-10m-diversity-blackface-scandal/>> [Accessed 25 April 2020].
- Jones, G., 2010. *Beauty Imagined. A History of the Global Beauty Industry*. Oxford: Oxford University Press.

- Joseph, W. Benoy, 1982 The Credibility of Physically Attractive Communicators: A Review, *Journal of Advertising*, 11(3): 15 – 24.
- Kahle, L., Homer, P. 1985. Physical attractiveness of the celebrity endorser. *Journal of Consumer Research*. 1985, 11(4): 954 - 961.
- Kight, D., 2014. *Uncovering the History of Fat Acceptance: Lew Louderback's 1967 Article. Powerful Hunger*. [Online] Available at: <http://www.powerfulhunger.com/powerful_hunger_blog/history-of-fat-acceptance-lew-louderback-1967-article/> [Accessed 27 February 2020].
- Krentcil, F., 2019. Calvin Klein is using plus-size models to reinvent its brand. *New York Post*. [Online] Available at: <<https://nypost.com/2019/08/31/calvin-klein-is-using-plus-size-models-to-reinvent-its-brand/>> [Accessed 17 April 2020].
- L'Oréal, 2019a. *Annual Report*. [online] Available at: <https://www.loreal-finance.com/system/files/2020-03/LOREAL_2019_Annual_Report_3.pdf> [Accessed 12 April 2020].
- L'Oréal, 2019b. *Annual Report. Cosmetics Market*. [online] Available at: <<https://www.loreal-finance.com/en/annual-report-2019/cosmetics-market-2-1-0>> [Accessed 12 April 2020].
- L'Oréal, 2019c. *Annual Report. Acquisitions*. [online] Available at: <<https://www.loreal-finance.com/en/annual-report-2019/acquisitions-2-4-0/>> [Accessed 12 April 2020].
- L'Oréal, 2019d. *Annual Financial Report. Integrated Report*. [online] Available at: <https://www.loreal-finance.com/system/files/2020-03/LOREAL_2019_Universal_Registration_Document_1.pdf> [Accessed 12 April 2020].
- Lutz, A., 2014. American Eagle Stopped Airbrushing Lingerie Models And Sales Are Soaring, *Business Insider*. [Online] Available at: <<https://www.businessinsider.com/aerie-lingerie-ads-without-photoshop-2014-11?IR=T>> [Accessed 24 April 2020].

- March, Bridget. 2018. Life lessons from Iskra Lawrence The model and self-care advocate on turning struggles into success. *Harper's Bazaar*. [Online] Available at: <<https://www.harpersbazaar.com/uk/beauty/mind-body/a15387498/iskra-lawrence-interview/>> [Accessed 10 March 2020]
- O'Connell, L., 2019. Net sales of Victoria's Secret worldwide from 2010 to 2018, *Statista*. [Online] Available at: <<https://www.statista.com/statistics/255806/net-sales-of-victorias-secret-worldwide/2>> [Accessed 24 April 2020].
- O'Connell, L., 2020. Victoria's Secret - Statistics & Facts, *Statista*. [Online] Available at: <https://www.statista.com/topics/4819/victoria-s-secret/#dossier_Summary__chapter2> [Accessed 24 April 2020].
- Peterson, H., 2014. Victoria's Secret Sparks Outrage With 'Perfect Body' Campaign, *Business Insider*. [Online] Available at: <<https://www.businessinsider.com/victorias-secret-perfect-body-campaign-2014-10?IR=T>> [Accessed 12 March 2020].
- PVH, 2019. *Annual Report 2018*. [Online] Available at: <<https://pvh.com/~media/PVH/Files/Investors/Reports/2018-PVH-Annual-Report.ashx>> [Accessed 19 April 2020].
- PVH, 2020. *PVH 4Q19 Earnings Summary*. [Online] Available at: <<https://pvh.com/~media/PVH/Files/Investors/Reports/PVH-4Q19-Earnings-Summary.ashx>> [Accessed 17 April 2020].
- Record, Katherine L., Austin, S. Bryn, 2016. "Paris Thin": A Call to Regulate Life-Threatening Starvation of Runway Models in the US Fashion Industry, *AJPH Perspectives*, 106(2): 205-206.
- Richmond, S.H., 2017. The Beholder's I: The Perception of Beauty and the Development of the Self, *Martha Peaslee Levine, IntechOpen*. [online] Available at: <<https://www.intechopen.com/books/perception-of-beauty/the-beholder-s-i-the-perception-of-beauty-and-the-development-of-the-self>>

- Schlossberg, M., 2016. These unretouched photos show why a teen retailer is giving Victoria's Secret a run for its money. *Business Insider*. [Online] Available at: <<https://www.businessinsider.com/aerie-ad-photos-are-not-airbrushed-2015-7?IR=T#we-definitely-had-a-creative-moment-where-the-team-got-together-and-we-just-said-really-whats-happening-today-with-millennials-and-the-next-generation-foyle-told-business-insider-in-august-3>> [Accessed 23 April 2020].
- Schreiber, K., 2016. What Does Body Positivity Actually Mean? *Psychology Today* [Online] Available at: <<https://www.psychologytoday.com/us/blog/the-truth-about-exercise-addiction/201608/what-does-body-positivity-actually-mean>> [Accessed 1 March 2020]
- Spettigue, W., Henderson, K.A., 2004. Eating Disorders and the Role of the Media, *The Canadian Child and Adolescent Psychiatry Review*, [Online] Available at: <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2533817/>> [Accessed 24 April 2020].
- Statista, 2020a. *Consumer Market Outlook. Beauty & Personal Care*. [online] Available at: <<https://www.statista.com/outlook/70000000/100/beauty-personal-care/worldwide>> [Accessed 10 April 2020].
- Statista, 2020b. *Consumer Market Outlook. Apparel*. [online] Available at: <<https://www.statista.com/outlook/90000000/100/apparel/worldwide>> [Accessed 12 April 2020].
- The Body Positive, 2019. *Frequently Asked Questions*. [Online] Available at: <<https://www.thebodypositive.org/faq>> [Accessed 1 March 2020].
- The Rational Dress Society, 1889. *The Rational Dress Society's Gazette, Periodical*. London
- VulpineTV, 2015. *Agnes Hedengard "I Am Too Big For The Model Industry" | #OpenUp*. [Online] Available at: <<https://www.youtube.com/watch?v=N5Wj8FkHCvo&t=9s>> [Accessed 17 February 2020].
- Walton, F.T., 1946. My Lady 's Toilet, *Greece & Rome*, 15(44): 68– 73.

- Wilner, O.L., 1931. Roman Beauty Culture, *Classical Journal*, 27(1): 26– 38.

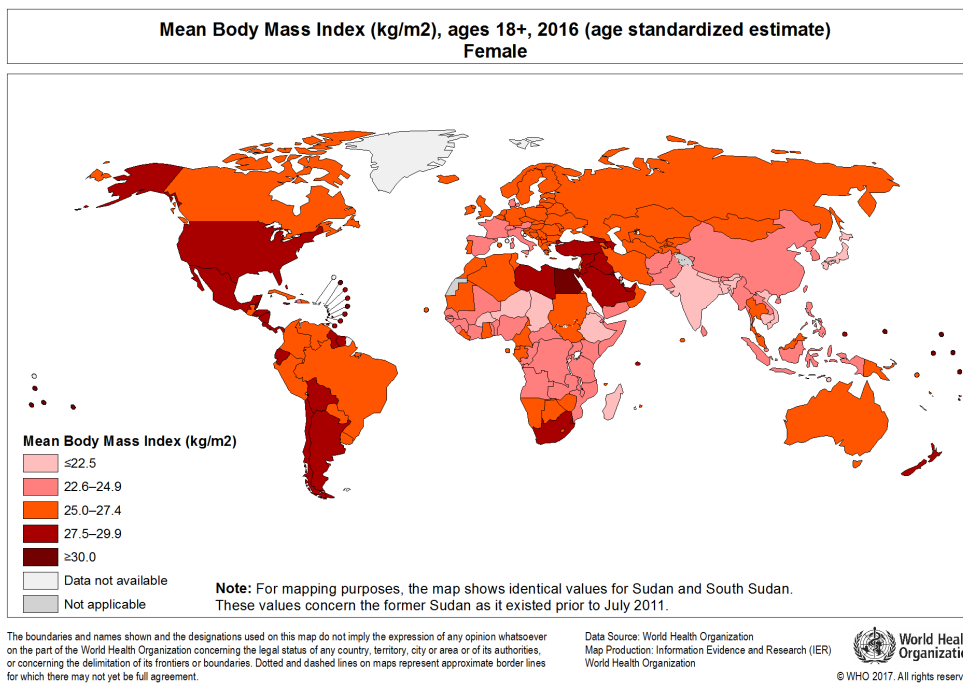
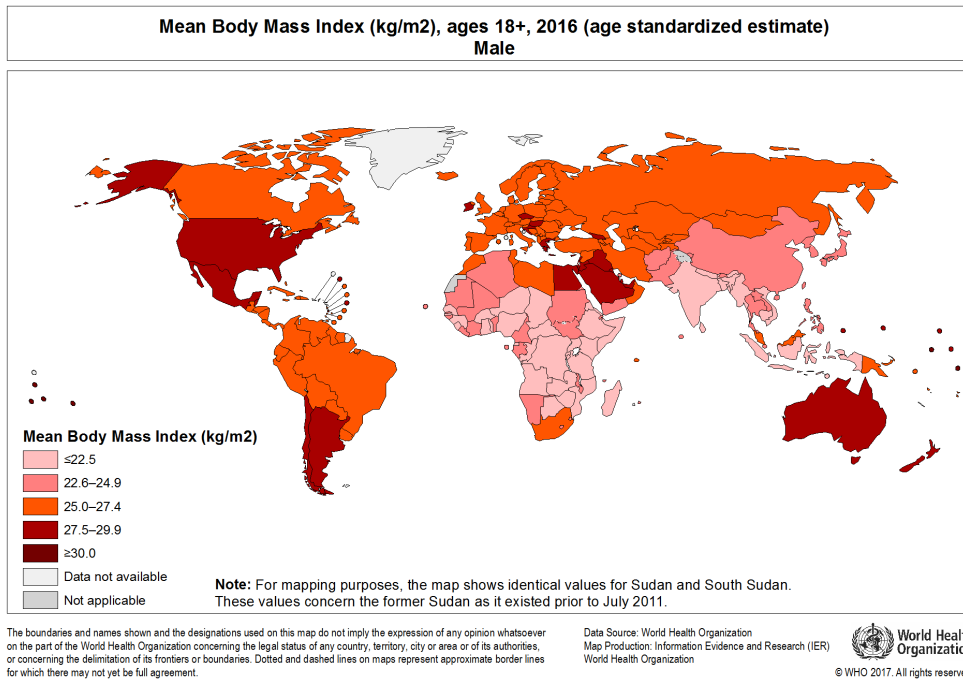
- World Health Organization, 2007. *BMI-for-age GIRLS 5 to 19 years (z-scores)* [Online] Available at: <https://www.who.int/growthref/cht_bmifa_girls_z_5_19_years.pdf?ua=1> [Accessed 12 March 2020].

- World Health Organization, 2017a. *Mean Body Mass Index (kg/m²), ages 18+ 2016 (age standardized estimate) Male*. [Online] Available at: <http://gamapserver.who.int/mapLibrary/Files/Maps/Global_BMI_2016_Male.png> [Accessed 22 April 2020].

- World Health Organization, 2017b. *Mean Body Mass Index (kg/m²), ages 18+ 2016 (age standardized estimate) Female*. [Online] Available at: <http://gamapserver.who.int/mapLibrary/Files/Maps/Global_BMI_2016_Female.png> [Accessed 22 April 2020].

- World Health Organization, 2020. *Body mass index - BMI*. [Online] Available at: <<http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/a-healthy-lifestyle/body-mass-index-bmi>> [Accessed 12 March 2020].

Mean Body Mass Index



Survey questions



Body Image in the Fashion and Beauty Industries

This survey is made for a Bachelor thesis research. All answers are 100% anonymous. This is a judgment-free zone, all collected data will only be used for educational purposes, therefore it is extremely important that the answers are as honest as possible.

For any further questions, please contact the creator via email vasilissayask@gmail.com

1. A mandatory question. Respondents could only choose one answer. The options were as follows:

Demographics

How old are you? *

>17

18-24

25-32

33-40

41-50

51-60

61-70

71-80

81<

- 2 A mandatory question. Respondents could only choose one answer. The options were as follows¹:

Gender *

Male

Female

Prefer not to say

Другое: _____

- 3 A mandatory open question.²

Nationality(ies) *

Мой ответ _____

- 4 A mandatory open question.³

Country of Residence *

Мой ответ _____

- 5 A mandatory question. Respondents could only choose one answer. The options were as follows⁴:

I have lived in more than 1 countries *

Yes

No

Другое: _____

¹ "Другое" is a Russian equivalent of "Other". The language changes automatically depending on the settings of the device.

² "Мой ответ" is a Russian equivalent of "My answer". The language changes automatically depending on the settings of the device.

³ See footnote 2.

⁴ See footnote 1.

- 6 A mandatory question. Respondents could only choose one answer. The options were as follows⁵:

Please, choose an option you can relate to the most or write your own answer

I would describe myself as... *

Plus-size

Skinny

Medium

Thin

Average-sized

Другое: _____

- 7 A mandatory question. Respondents could only choose one answer. The options were as follows⁶:

I feel comfortable in my own body *

No, I feel very uncomfortable in my own body

Rather uncomfortable than comfortable

Yes, I feel comfortable in my own body

Rather comfortable than uncomfortable

Другое: _____

- 8 A mandatory question. Respondents had to choose one of the marks on the scale from 1 = Completely disagree to 5 = Completely agree.

I feel like my body type is represented enough in the fashion and beauty industries *

1 2 3 4 5

Completely disagree Completely agree

⁵ See footnote 1.

⁶ See footnote 1.

- 9 A mandatory question. Respondents could choose as many options as they wish and write their own answer⁷.

I wish there were more models with ... (choose as many as you wish/write your own answer) *

- I think everyone is represented enough, there is no need to change anything
- My hair type/colour
- My skin colour
- Other skin colours than my own
- Cellulite
- Stretch marks
- Pimples/acne/blackheads
- My age
- Tattoos
- Wrinkles
- Gender neutral
- Другое: _____

- 10 A mandatory question. Respondents had to choose one of the marks on the scale from 1 = Never (I can always relate to the models) to 5 = Always (I feel like I can never relate to the models)

Models in the fashion and beauty industries

Do you ever feel like you can not relate to the models displayed in the fashion industry? *

- 1 2 3 4 5
- Never (I can always relate to the models) Always (I feel like I can never relate to the models)

⁷ See footnote 1.

- 11 A mandatory question. Respondents had to choose one of the marks on the scale from 1 = Not important at all (I barely/do not at all notice the models used in advertisement) to 5 = Very important (I would or would not buy something I potentially like/dislike ONLY based on the look of the model)

How important it is for you that you could relate to the models displayed in fashion ads? *

1 2 3 4 5

Not important at all (I barely/do not at all notice the models used in advertisement) Very important (I would or would not buy something I potentially like/dislike ONLY based on the look of the model)

- 12 A mandatory question. Respondents had to choose one of the marks on the scale from 1 = I can always relate to the models to 5 = I feel like I can never relate to the models

Do you ever feel like you can not relate to the models displayed in the beauty industry? (skincare, makeup, perfumes, shampoos, toothpaste, deodorant, etc.) *

1 2 3 4 5

I can always relate to the models I feel like I can never relate to the models

- 13 A mandatory question. Respondents had to choose one of the marks on the scale from 1 = Not important at all (I barely/do not at all notice the models used in advertisement) to 5 = Very important (I would or would not buy something I potentially like/dislike ONLY based on the look of the model)

How important it is for you that you could relate to the models that advertise beauty products? *

1 2 3 4 5

Not important at all (I barely/do not at all notice the models used in advertisement) Very important (I would or would not buy something I potentially like/dislike ONLY based on the look of the model)

14 A mandatory question. Respondents could choose as many options as they wish and write their own answer⁸.

What criteria would have a negative impact on your purchase decision based on the look of models used in fashion and beauty advertisement? Choose as many as you want *

- Model's height: too tall
- Model's height: too short
- Model's size: too skinny
- Model's size: too big
- Model's ethnicity
- Model's skin color
- Model's attractiveness: too attractive
- Model's attractiveness: not attractive enough
- Model's age: too young
- Model's age: too old
- Model's skin: too perfect
- Model's skin: too imperfect
- All of the above
- None of the above
- Другое: _____

⁸ See footnote 1.

- 15 A mandatory question. Respondents could select as many options as they wish, as long as they would choose at least one adjective for each picture. The adjectives were: attractive, unattractive, healthy, unhealthy, retouched, unretouched, sexy and unsexy.

Please, take a look at the pictures and answer the question below. Try to answer based on the look of the model, not on the brand/product.



I would describe the women's bodies in the pictures above as ... *

	Attractive	Unattractive	Healthy	Unhealthy	Retouched	Unretouched	Sexy	Unsexy
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16 A mandatory question. Respondents could select as many options as they wish, as long as they would choose at least one adjective for each picture. The adjectives were: attractive, unattractive, healthy, unhealthy, retouched, unretouched, sexy and unsexy.

Please, take a look at the pictures and answer the question below. Try to answer based on the look of the model, not on the brand/product.



I would describe the men's bodies in the pictures above as ... *

	Attractive	Unattractive	Healthy	Unhealthy	Retouched	Unretouched	Sexy	Unsexy
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17 A mandatory question. Respondents had to choose one answer for each model.

The options were as follows:

Please, take a look at the pictures and answer the question below. Try to answer based on the look of the model, not on the brand/product.



How likely would you buy clothes for yourself/your significant other/friend if they would be advertised with the models above? *

	I would not buy female clothes	Highly unlikely	Maybe	Very likely
Female 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female 2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Female 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18 A mandatory question. Respondents had to choose one answer for each model. The options were as follows:

Please, take a look at the pictures and answer the question below. Try to answer based on the look of the model, not on the brand/product.



How likely would you buy clothes for yourself/your significant other/friend if they would be advertised with the models above? *

	I would not buy female clothes	Highly unlikely	Maybe	Very likely
Female 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19 A mandatory question. Respondents had to choose one answer for each model. The options were as follows:

Please, take a look at the pictures and answer the question below. Try to answer based on the look of the model, not on the brand/product.



How likely would you buy clothes for yourself/your significant other/friend if they would be advertised with the models above? *

	I would not buy male clothes	Highly unlikely	Maybe	Very likely
Male 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Male 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Male 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20 Not a mandatory question. Respondents could write the answer to the following question⁹:

How do you understand body positivity?

Мой ответ

21 A mandatory question. Respondents could only choose one answer. The options were as follows¹⁰:

Do you know what is BMI? (body mass index) And do you think it's a quality tool to measure one's health? *

- I don't know what is it
- Yes and I think it's a good tool to measure one's health
- Yes and I think it's not a good tool to measure one's health
- Другое: _____

22 A mandatory question. Respondents could only choose one answer. The options were as follows¹¹:

Are you satisfied with the advertisement in the fashion and beauty industries? *

- I am satisfied with both female and male advertisement
- Only with male
- Only with female
- Not satisfied
- Другое: _____

⁹ See footnote 2.

¹⁰ See footnote 1.

¹¹ See footnote 1.

23 .A mandatory question. Respondents could only choose one answer. The options were as follows¹²:

Do you feel like the advertisements are realistic enough? *

- Yes, both male and female ads are realistic
- No, both female and male ads are unrealistic
- Only female ads are realistic
- Only male ads are realistic
- Другое: _____

24 A mandatory question. Respondents could only choose one answer. The options were as follows¹³:

Would you buy more if the ads would be more realistic? *

- Yes, I would defenetely buy more
- No, I don't want too realistic advertisement
- Maybe
- Другое: _____

25 A mandatory question. Respondents could only choose one answer. The options were as follows¹⁴:

Do you believe that realistic advertisement creates a better brand image? *

- Yes, I have much better opinion about brands that use realistic ads
- No, I don't care about that
- Другое: _____

¹² See footnote 1.

¹³ See footnote 1.

¹⁴ See footnote 1.

26 Not a mandatory question. Respondents could write their thoughts and comments¹⁵ if they had any.

Here you can share your thoughts and comments about the topic

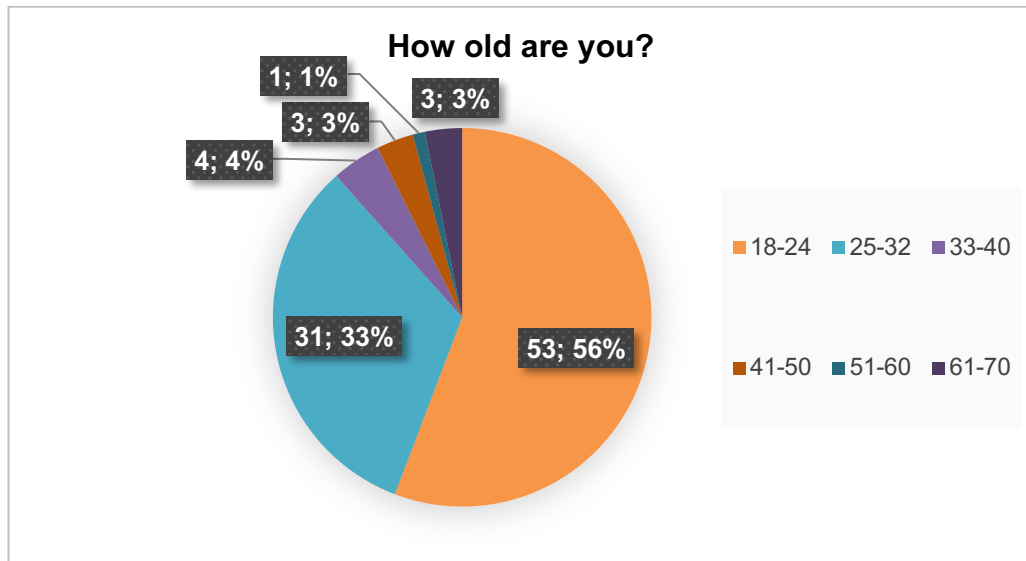
Мой ответ

¹⁵ See footnote 2.

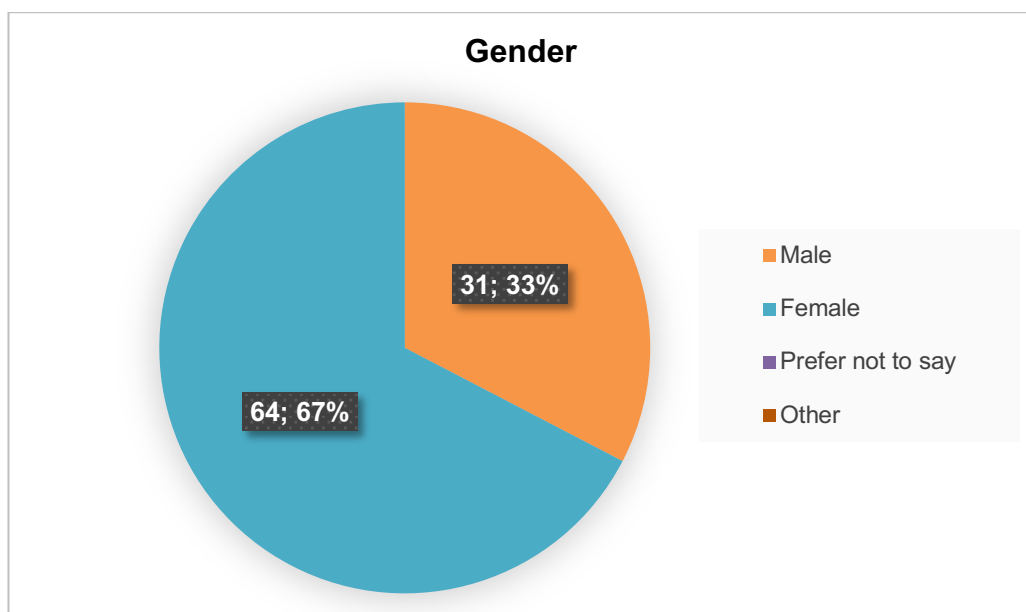
Survey answers

The questionnaire was answered by 95 participants. Questions 5.1 and 5.7 (see Appendix 2 (13) and (15)) were not mandatory and received 73 and 25 answers correspondingly.

1.



2.



3.

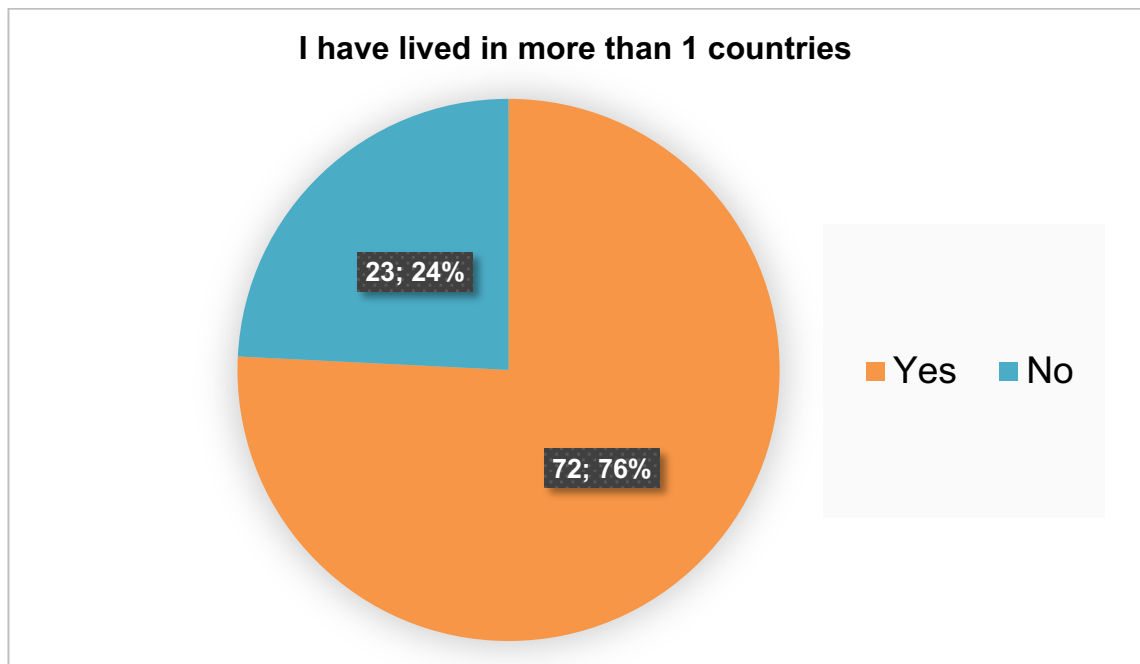
Russian	22
Finnish	18
Venezuelan	8
Spanish	3
Dutch	2
Peruvian	2
Russian & Finnish	6
German	3
Ukrainian	2
Brazilian	2
Colombian	2
Lithuanian	1
French & Irish	1
US American	1
Chilean	1
Swedish	1
Bulgarian	1
Polish	1
Estonian	1
Romanian	1
Luxembourgish	1
Turkish	1
Estonian & Russian	1
Slovakian	1
Venezuelan & Spanish	1
Azerbaijani	1
French	1
Venezuelan & Italian & Beninese	1
Finnish & British	1
Moroccan	1
Other ¹⁶	6

¹⁶ Invalid answers/nationality not defined.

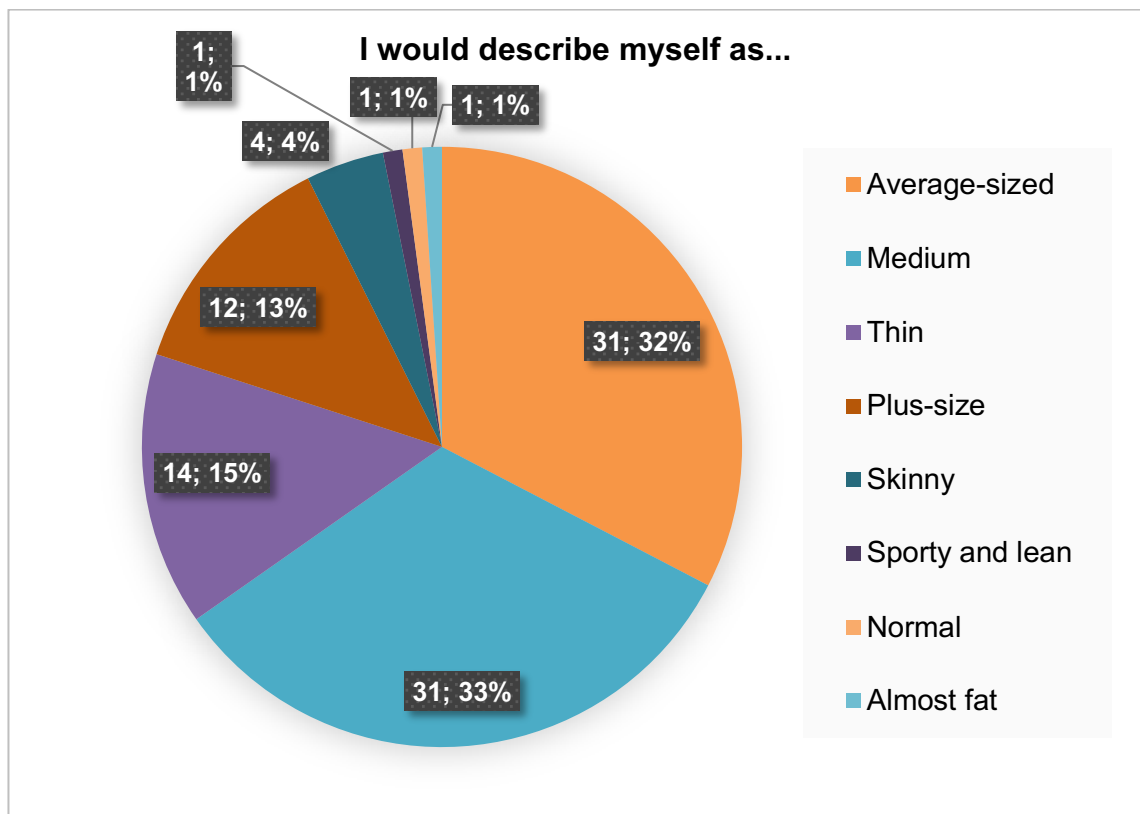
4.

Finland	30
Russia	17
Spain	14
Germany	12
Argentina	3
Estonia	2
Venezuela	2
USA	2
France	2
Benin	1
Ireland	1
Belgium	1
Canada	1
The Netherlands	1
Andorra	1
Sweden	1
Peru	1
Italy	1
Luxembourg	1
Turkey	1

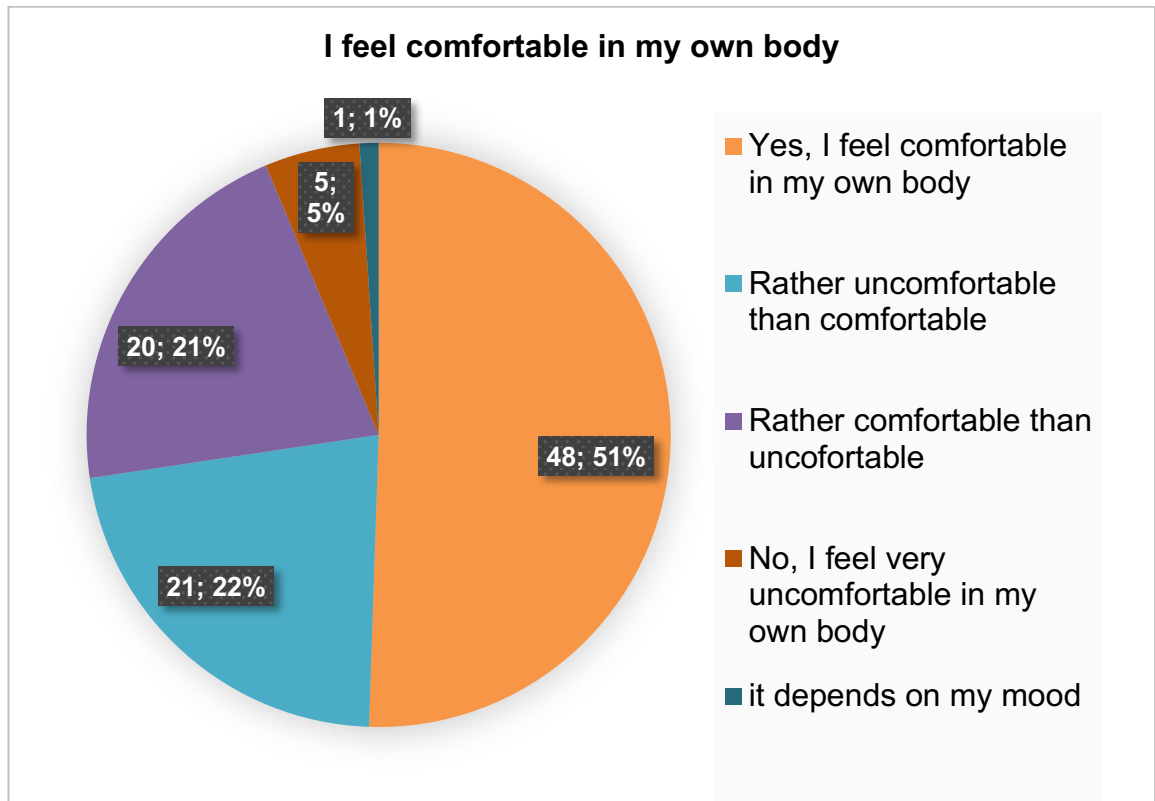
5.



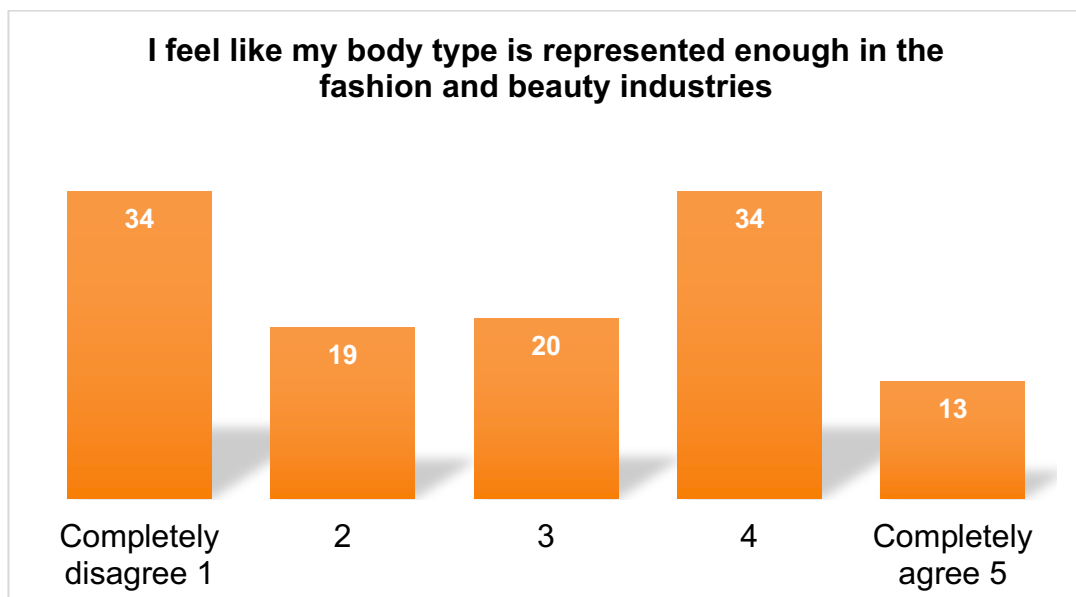
6.



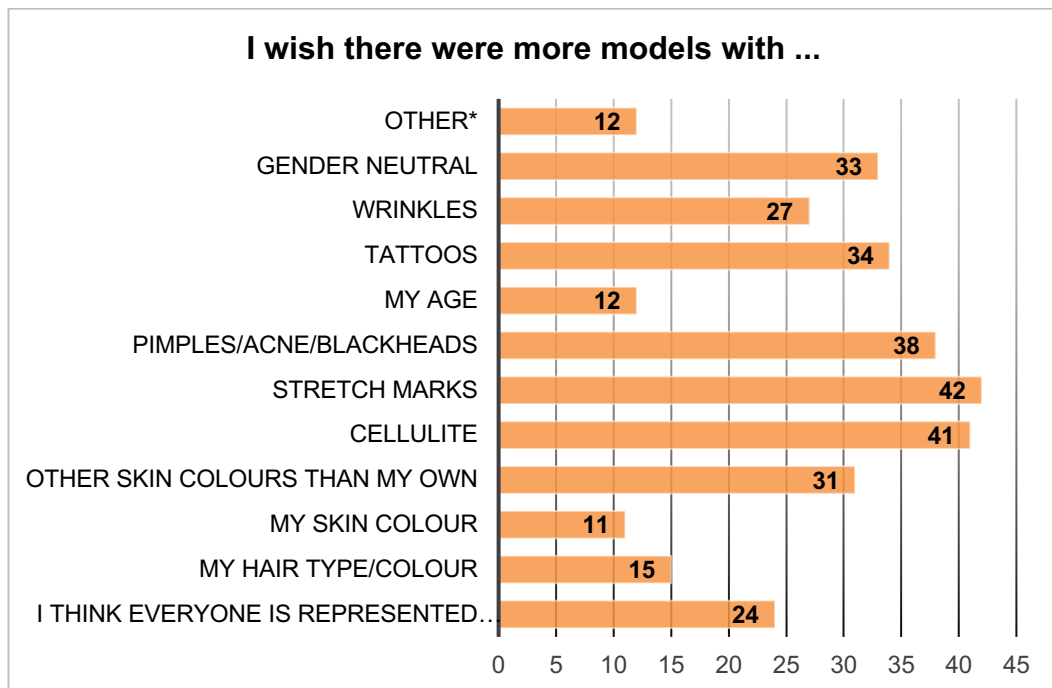
7.



8.



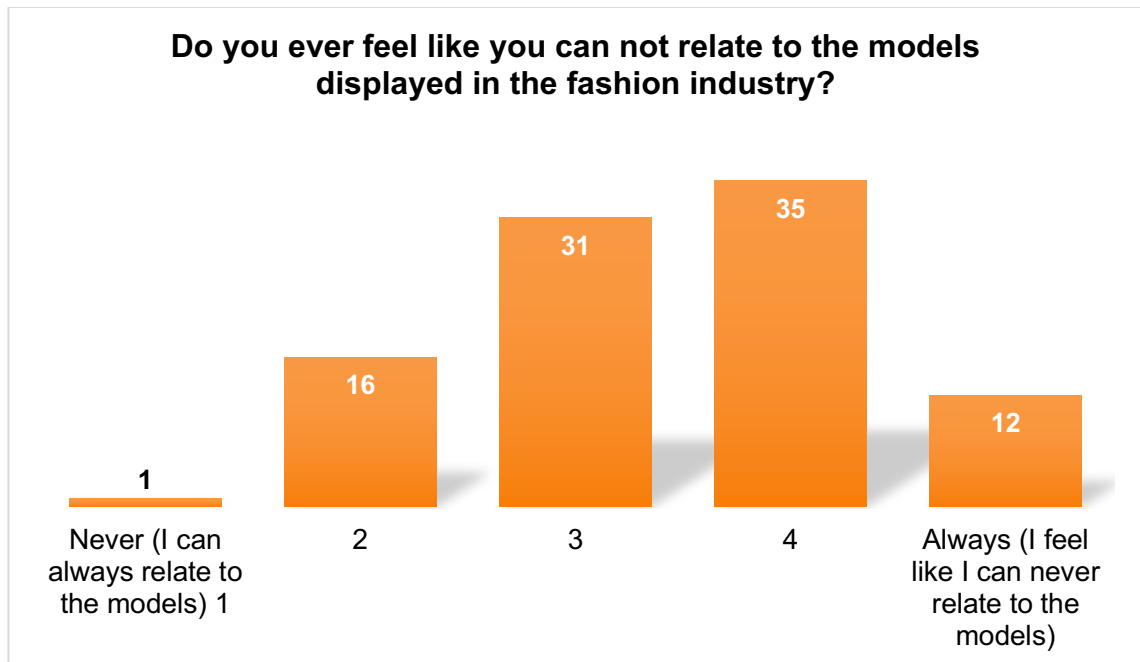
9.



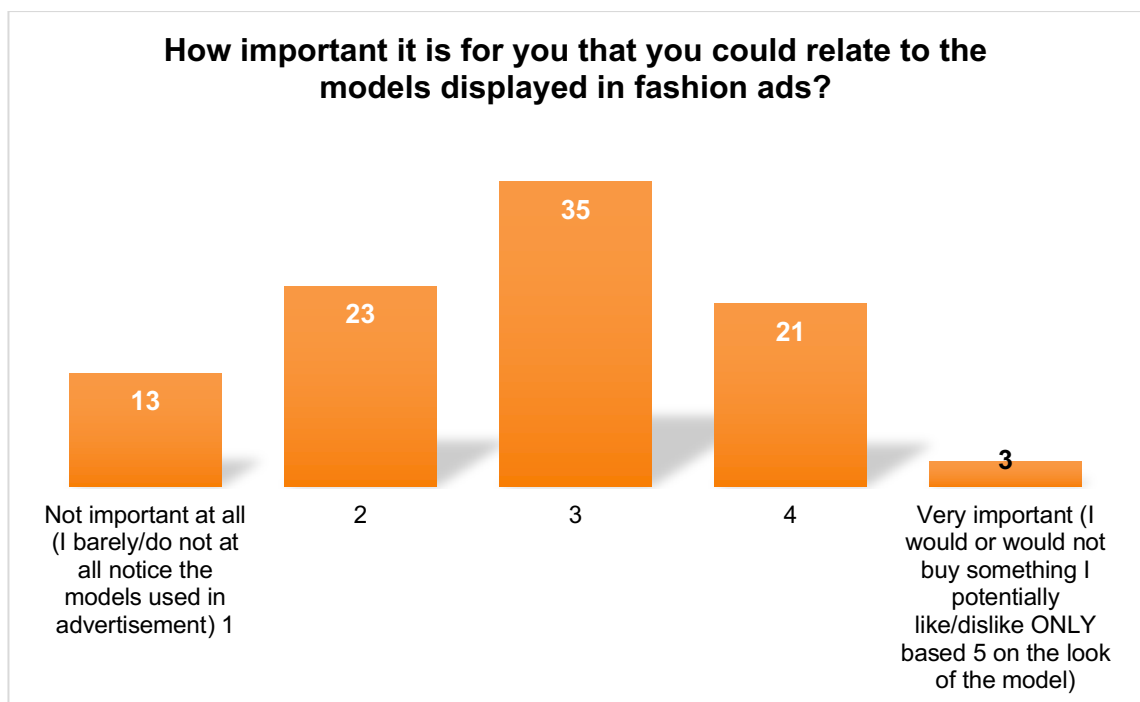
Other options are the following:

- Plus-size
- All ethnicities
- Disabilities
- Bodies without curves
- Prominent nose
- Normal looking human beings
- Older people (40+)
- My height
- Saggy breasts
- Short
- "normal" body types, it feels like everything is either for skinny people or plus size
- I don't generally pay any attention to models in the fashion industry, so I don't have an opinion/care. But I believe that diversity is a good thing in general, including fashion industry, so it would be better if models would represent more of the population.

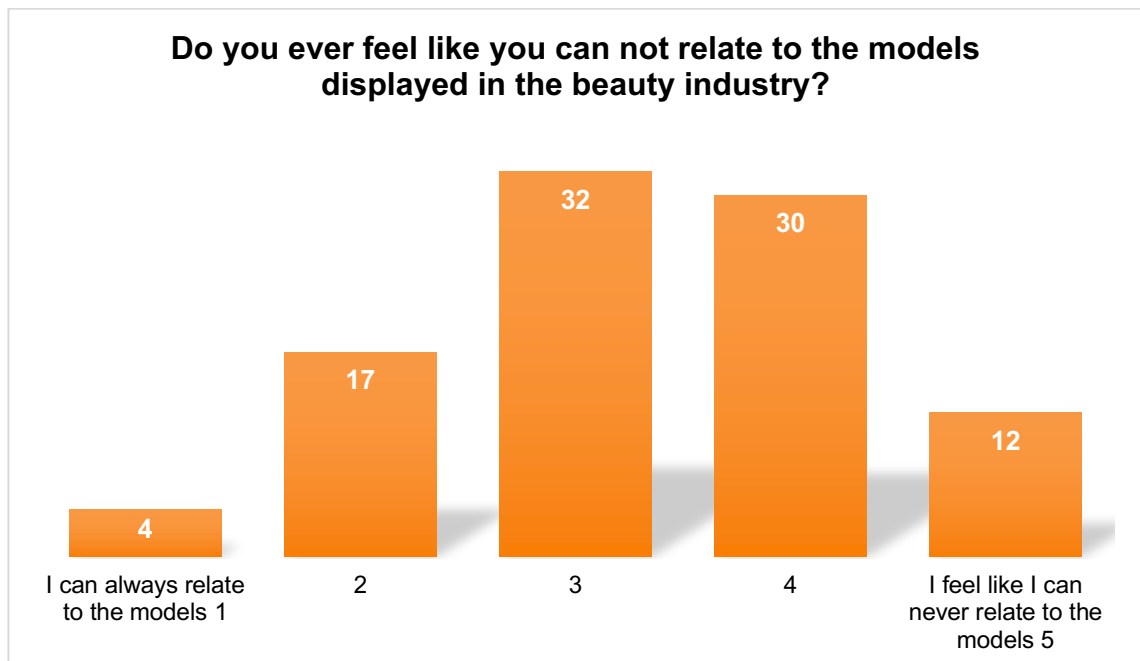
10.



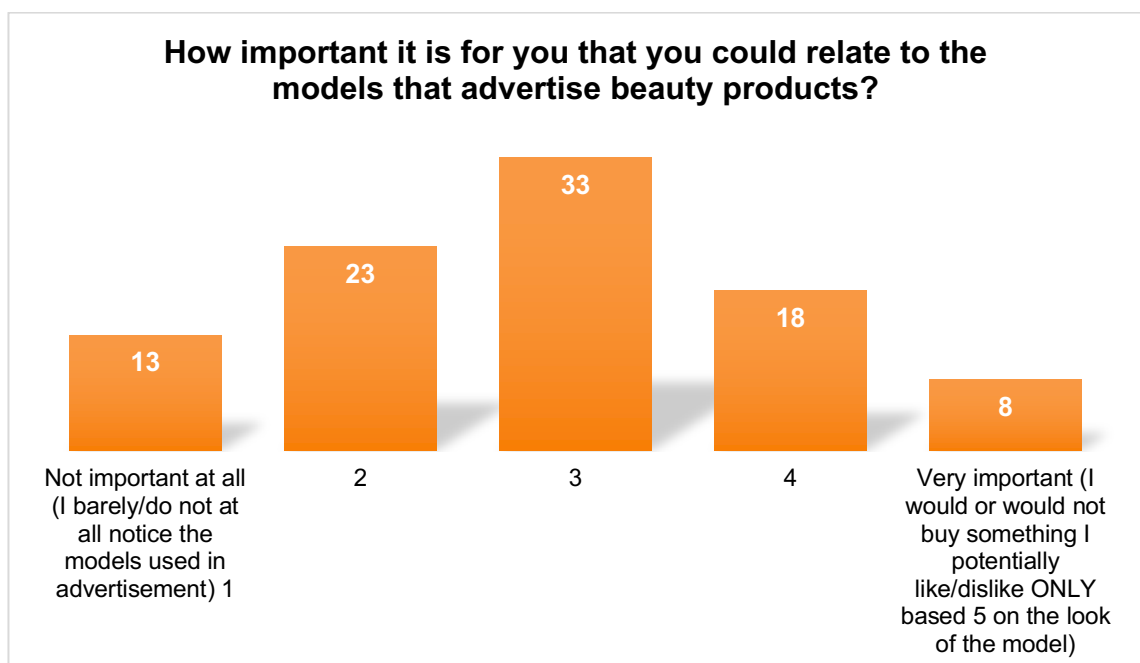
11.



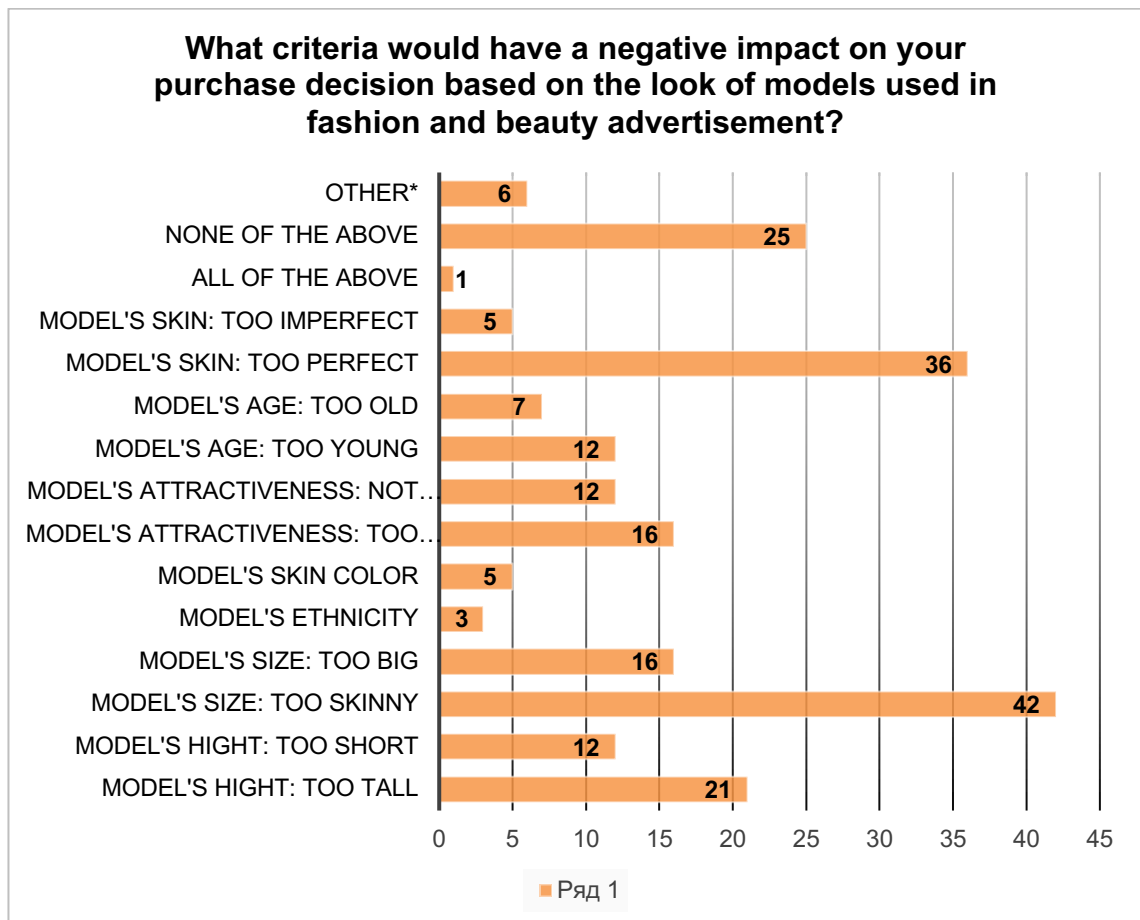
12.



13.



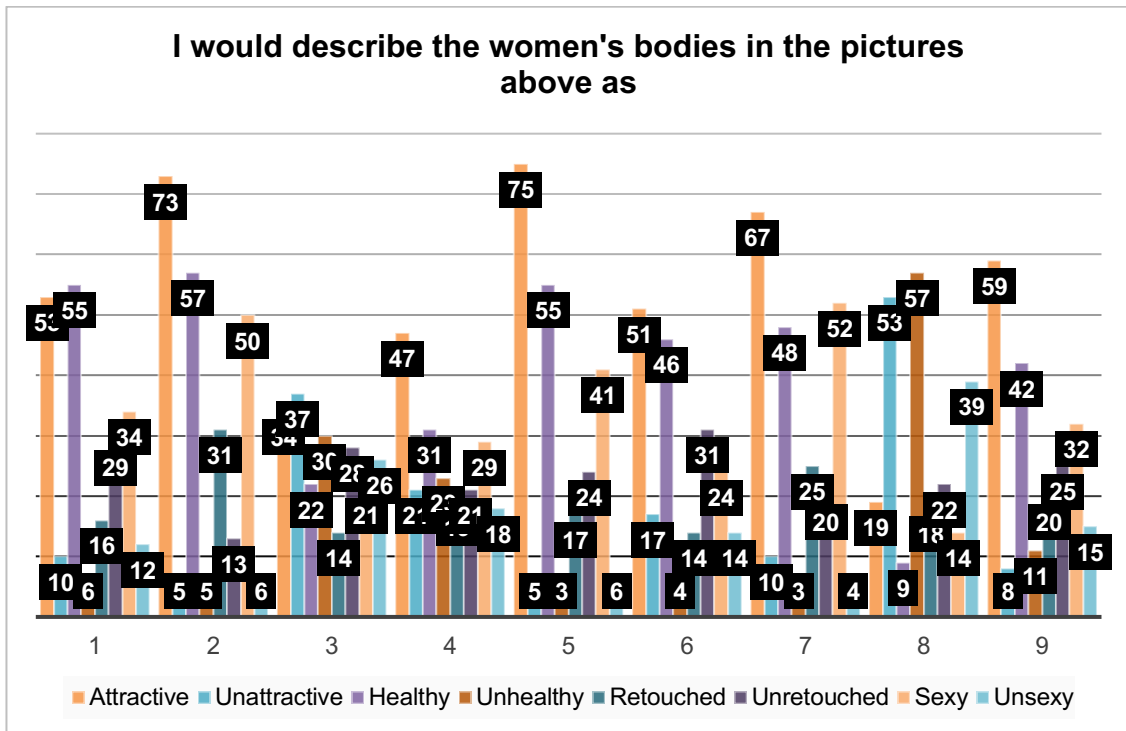
14.



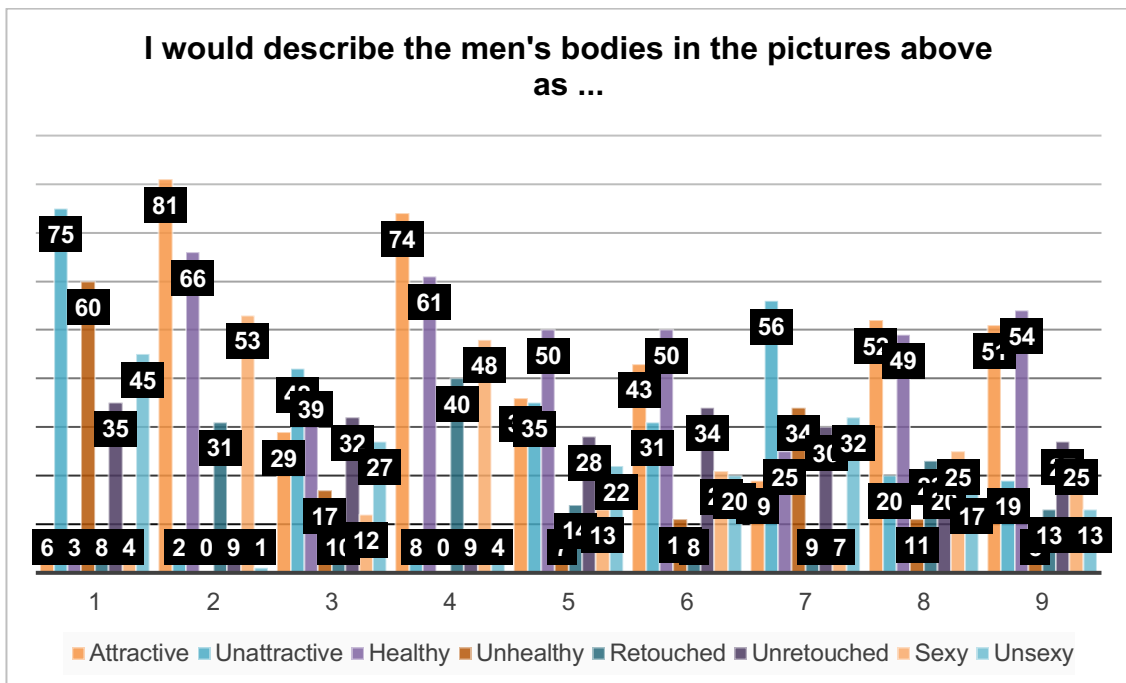
Other options are the following:

- Vastly different body type compared to mine might affect the fit of a garment
- I just feel like explaining, skinny and big models because I can't see myself in their place/can't see how the cloth would look on my body type
- Artificiality
- Having the same models / similar models in all ads.
- We have 3 categories of models plus size, skinny and sporty. I don't belong to any of those categories I have no curves but I'm not skinny either. 90% of models are also really tall, can't relate.
- If the product I want to purchase doesn't look good on the model it would affect negatively.

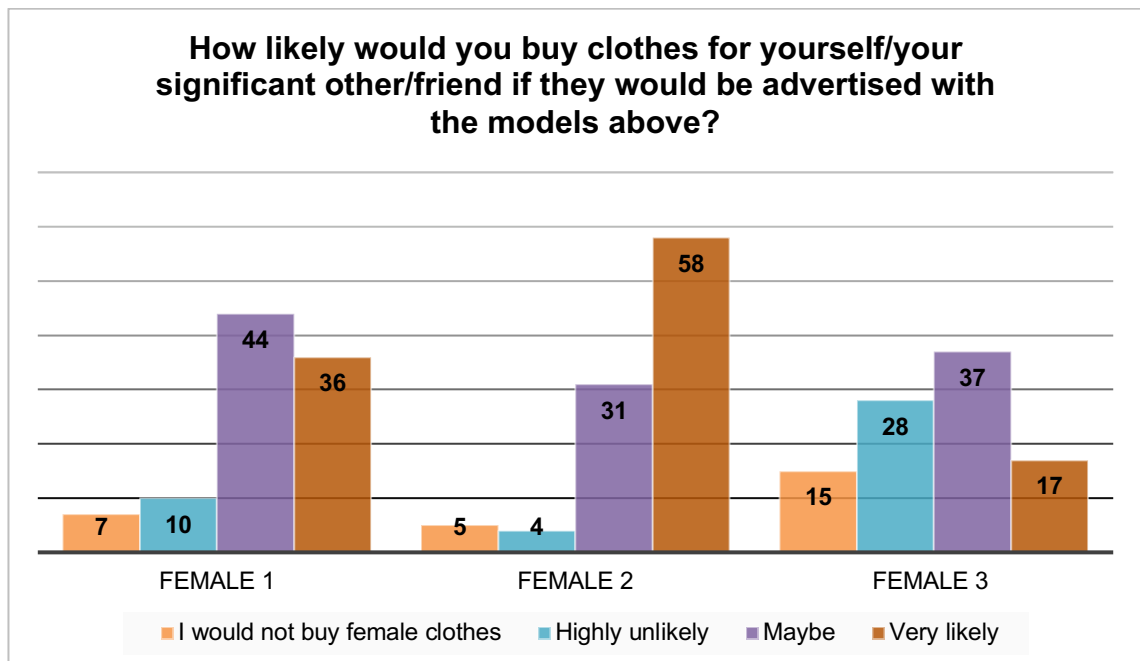
15.



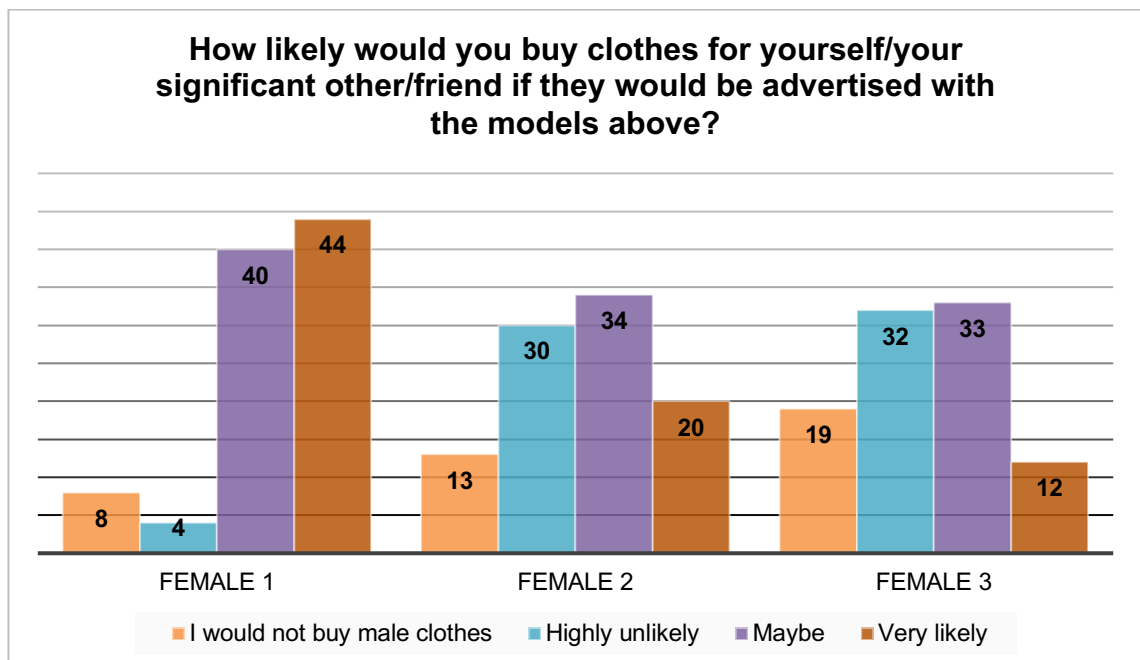
16.



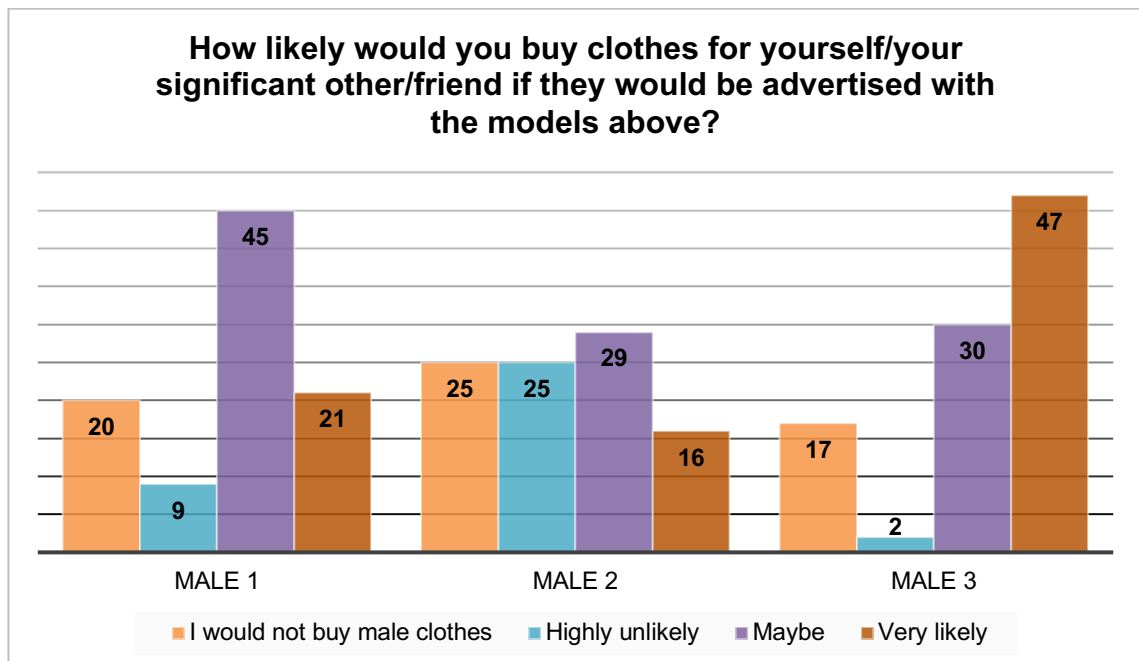
17.



18.



19.



20. How do you understand body positivity?

- Accept your body not the body that the society want to give you
- Acceptance of one's look.
- Accepting and cherishing different body types without any judgment
- Accepting and embracing the fact that body's come in all different shapes and sizes.
- accepting of body shape and type as individual, unique, and part of you as a human rather than defined by media or outside voices
- Accepting that everyone is different and respecting their bodies.
- Accepting your body
- Accepting your body as it is
- all people deserve to have a positive body image
- An overall positive look on your body compared to another body.
- As accepting ours and everybody's body type besides beauty standards.
- As not judgment of bodies. It can be not judgment of any body type or just the healthy ones. It is also a movement that can cause occasional misunderstandings and promote unhealthy lifestyles.
- Be yourself, body is not only the physical but the mental

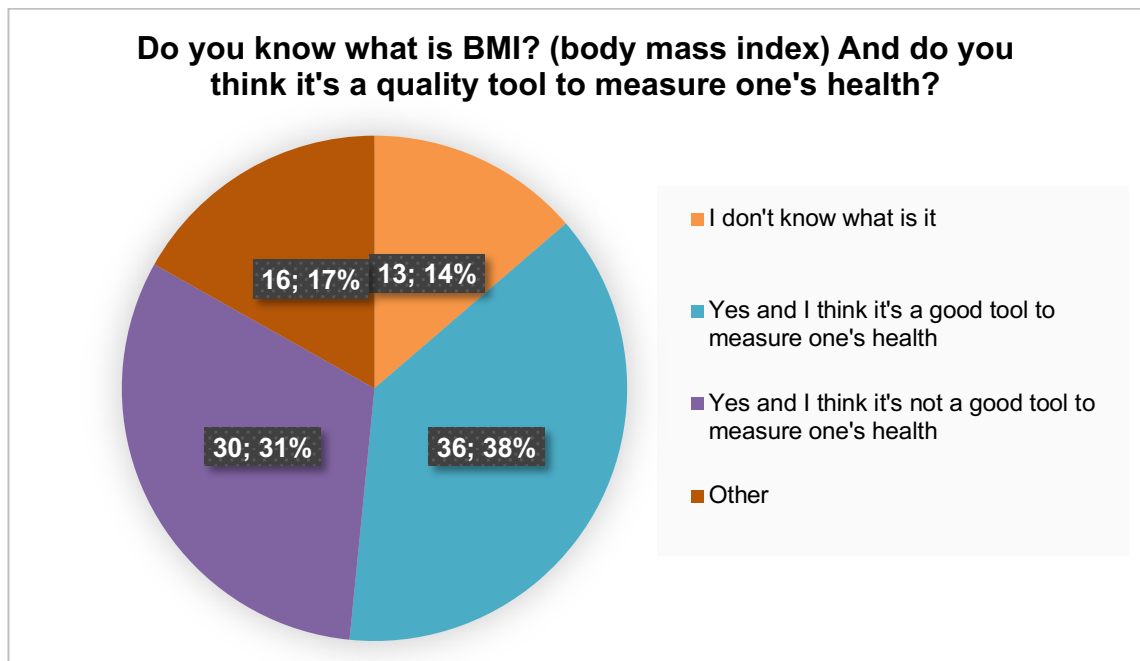
- Being comfortable in my own skin.
- Being happy with your body
- Body positivity for me, is accepting the body I have and be happy with it :)
- Body positivity is about self-love and self-acceptance which can be a really good thing, but I also do think that being healthy is equally important. I don't want to sound rude but I feel that for a lot of people the whole campaign is an excuse to stay morbidly obese. It is important to accept yourself as you are (your scars, skin, extra rolls and love handles) as long as it is not dangerous to your health.
- Body positivity is loving your body and accepting others body's without unwanted/unasked criticism.
- Choice
- don't be shy about your body
- Each body is unique and acceptable
- Embracing both yourself and others (instead of shaming), loving your body enough to keep it healthy
- Embracing your body the way it is, understand its needs and use it as a tool of self love.
- Everyone feeling at home in their body. Not shoving down that plus size is beautiful, skinny is beautiful, I would like for it to be for just the bodies, not the label for "wich of the body types"
- Everyone has the right to have a positive body image and all bodies deserve to feel beautiful regardless how society impose all to be the same type.
- Feeling comfortable in your own body, especially naked.
- For me it is more about health than beauty. It matters more that you are healthy physically and mentally, than forcing yourself to meet beauty standards!
- Für mich es bedeutet- egal was und wer.
- Good posture
- Having diversity of body types in the fashion industry.
- Healthy bodies are all different and beautiful, we do not need to look the same.
- I don't understand...Sporty maybe
- I think body positivity is when you completely like your body. Even if you have the freckles or birthmarks on your body. Body positivity means - you like everything in your body (exactly what you can't change about yourself). For example, if a fat person, who have never done exercises and who's veru lazy say that he adheres

to the body positivity - it will lie. He just doesn't want to do anything with his body. And he choose to accept it. And this is wrong.

- I've heard the term, but to be honest, I had to google it.
- If we're talking about self acceptance then i support it. If we're talking about unhealthy lifestyle and countless excuses then I'm not.
- In my opinion it is the positive acceptance of the person's body as it is.
- It is healthy, aesthetically pleasing, but not super perfect.
- It is important to be comfortable and understand that there are things rhat can fit and look good on your body and things that not, and it won't be the end of the world :)
- It is the way how people can see the real face to the fashion and beauty brands, with real people for real people.
- It should promote accepting all body types so that everyone's comfortable purchasing fashion items that fit their profile
- It should promote accepting all body types so that everyone's comfortable purchasing fashion items that fit their profile
- it's about a healthy body physiologically and no matter what your body looks like if it's really healthy
- Live and let live; breaking the stigma of correlating body fat percentage with overall health
- Love my body, and myself
- Love your body no matter what it looks like, but also love yourself enough to be healthy(eat good and do some exercise)
- love, acceptance and respect for every body type
- Loving and accepting yourself the way you are right now.
- Loving yourself and being confident in everything you wear
- Mu body my buisness
- Nirgendwie.
- no one should be discriminated against for having a different type of body than someone else.
- Not obsessing about the body being one certain way but rather just keeping it healthy.
- People don't discriminate other people by how someone's body looks like. People don't make their own assumptions of one's health and wellbeing by the looks.
- People have to be themselves , and nobody can judge them

- respectful attitude towards all types of bodies
- Security
- self love
- Sportive
- That you feel good in your skin, no body shame is ok skinny or fat.
- The acceptance of all types of bodies, no matter shape, size, gender, race, etc.
- There are so many different body types, not only one that's "the right one". All body types should be accepted and appreciated, because nobody's body is the same, we are all different and everybody should feel comfortable in their own body and not feel like there's something wrong with their bodies. Body positivity is accepting and appreciating all types of bodies!
- To accept and love your body the way it is, not trying to follow society's beauty standards, as long as you are in a healthy range
- to be happy and positive about the body you have no matter what it looks like because there's always some/positive things about it
- to be in harmony with your body.
- To feel comfortable in your own body and to see the positive aspects of it rather than focus on the negative ones
- To me, body positivity is when a person feels comfortable and happy in their body without feeling pressured to look or be any different.
- Understanding that each individual is different than that it is okay to be comfortable in your own skin even though it's not the same as others has.
- When the body is relatively healthy and close to life
- Whether a body is seen as attractive or "good"
- you are comfortable in your own body. Also that others respect different kinds of body types. But still - not seriously unhealthy body types would be admired, like obesity.
- You feel comfortable on your own body
- Нейтрально
- Отказ от оценки своего и чужих тел

21.



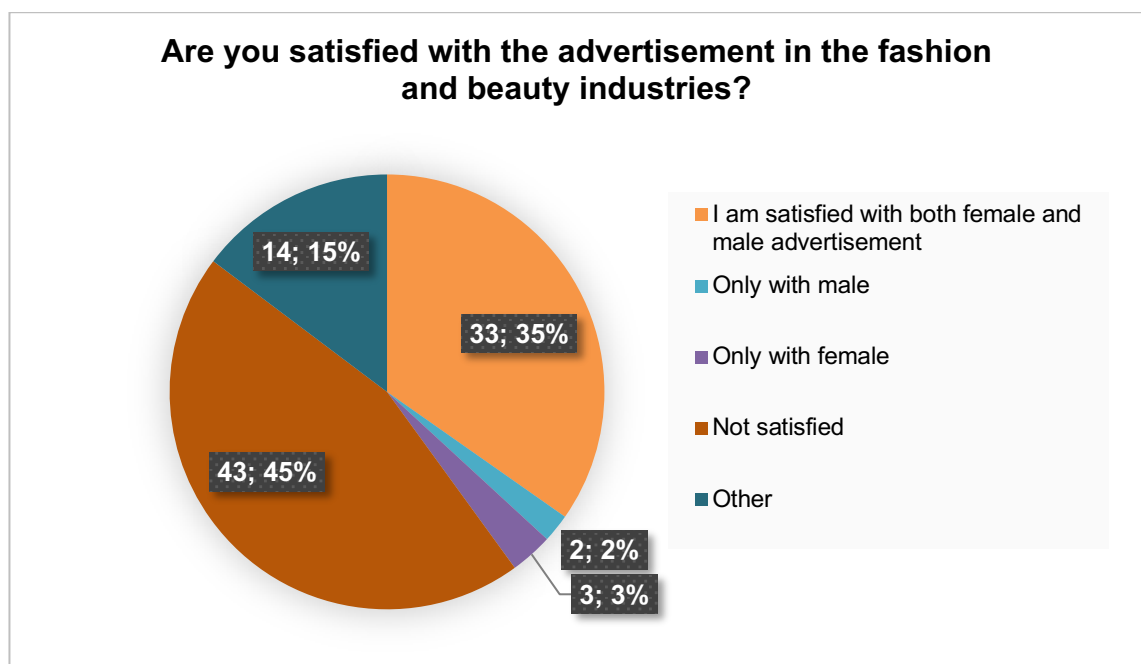
Other answers are:

- I think it's a good tool to measure, if one has a good proportion of weight related to height and it's directly related to the health.
- In overall, it is a good measurement when measuring population. But just to use it for each person it doesn't work.
- Yes, and I think it depends on the situation
- It is a measurement, it does not represent a full picture of health. But I agree that it does represent how much the person takes care of their physical shape
- No its not accurate
- Depends on body types
- Yes, and I don't know if it's a good tool.
- not always showing health
- Yes heard about it but never paid attention to it
- I'm sort of familiar with it but not sure how effective it really is as a health indication
- Yes and sometimes it's a good tool to measure one's health but sometimes not. For example, I used to be underweight when I was a teenager and without BMI no one would've stepped in and tell me that hey you need to gain more weight, you are too small and you won't develop normally if you don't have enough weight. But we are all different sizes and for some people it doesn't work, for example if you

are very short, even a little bit of "thickness" is interpreted as "overweight", because of the index. That's not right.

- Physical health perhaps and not perfectly.
- Yes, i think it's good tool to measure one's physical health not necessarily mental health
- It's good to measure helth as long as it is not dominator and just one of the ways
- It's ok, but it's only one of the tools
- It depends on what you mean exactly, if you're talking about physical and mental health (they usually go hand in hand) definitely not. For purely physical health, I think it can be good for some specific medical reasons. But for one's own personal point of view on their own physical health, I've never believed that numbers should be indicative of health, in the end, it mostly comes down to feeling healthy in all aspects of life.

22.

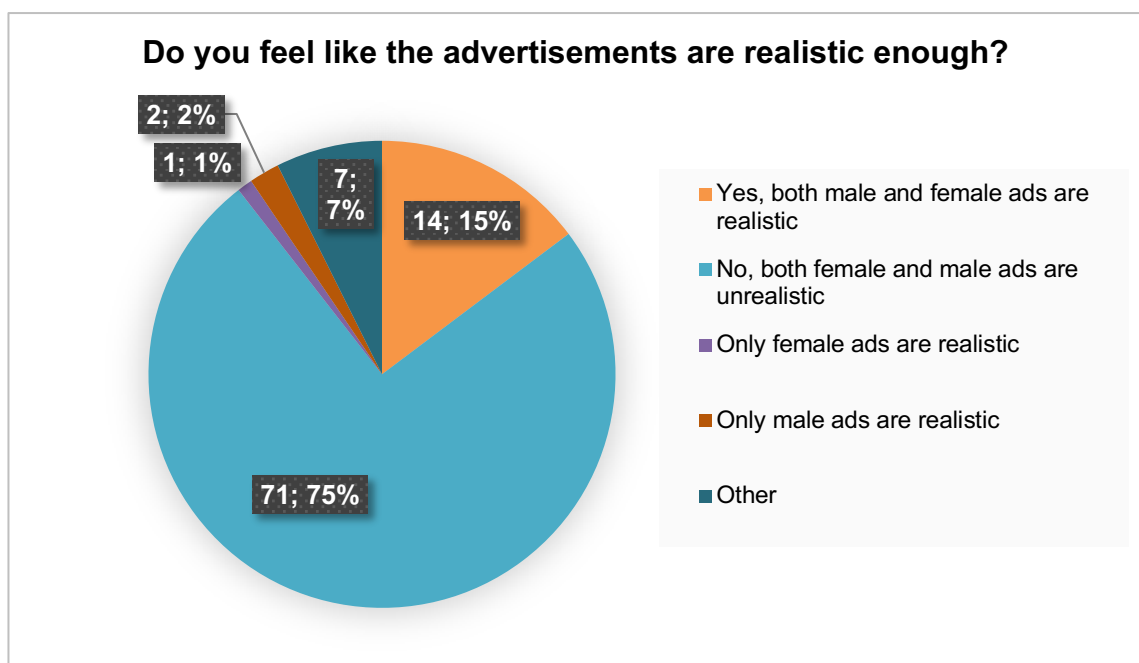


Other answers are:

- Don't really care
- I am not sure. I shop for clothes mostly in physical stores, and I don't spend any time looking at ads.

- I am somewhat satisfied. think it's getting better than a few years ago when all models displayed in e-commerce and ads were just skinny and tall. Not with certain brands I can see they're trying to accommodate for all body types.
- I don't care much about how models look in advertisements, nor it affects my buying choices
- I don't pay attention to them, there are some good ones and some annoying ones, and how annoying it is depends on if you are the target audience.
- I don't care
- I don't pay that much attention to it so I could say my opinion
- I don't really care that much
- I don't watch tv
- Not always, but men's ads almost never like
- Not satisfied wegen gay und lesbisch Kultur in Werbung
- Sometimes
- To be honest, I dont really pay attention to it
- Не знаком

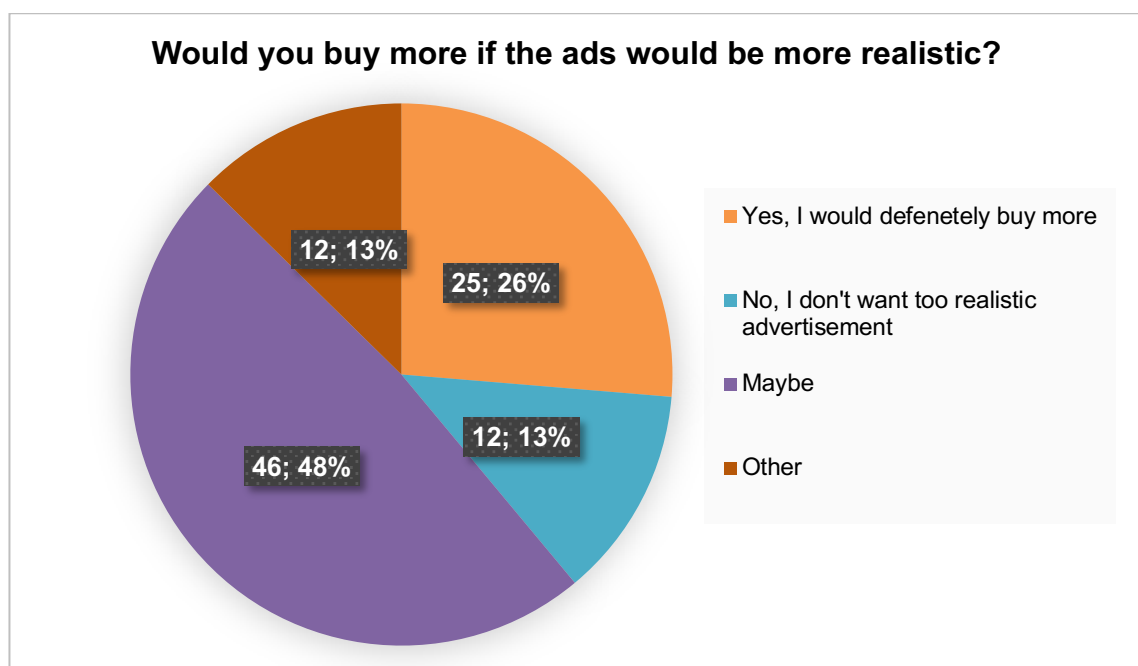
23.



Other answers are:

- 50 to 50, now companies are moving to more natural models, people are tired of fake
- Depends on the add
- If I'm in the target audience then yes, otherwise I can't confidently answer, but in most cases I don't feel that I'm part of the target audience, nor I want to be.
- Not always
- Only sometimes both ads are real.
- Some advertisements are more realistic that others, can not really generalize
- Some are and some are not in both men & women

24.



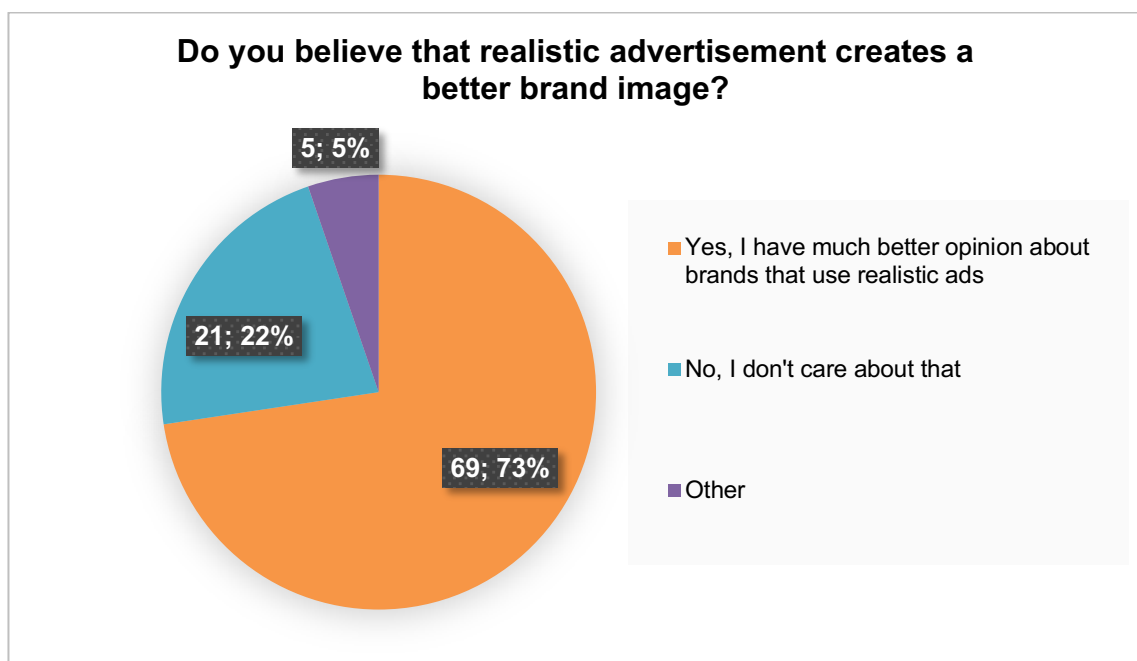
Other answers are:

- Ads do not affect my buying decision much.
- I don't care
- I don't know, because we are used to see unrealistic, perfect people in the ads, so would it be shocking to us? Maybe at first. But if there were more realistic people we wouldn't have to compare ourselves to models so much. Now if I buy something it usually doesn't look so good on me as it does on a

model and that makes me feel like there's something wrong with me because of high expectations when looking at the product on a model.

- I like to think I would. But I don't see enough realistic ads to know for sure.
- I want them to be more realistic not for me to buy more. Because clothes are for real people.
- I would like the models to be more diverse but I don't think it would influence my purchase frequency.
- I would probably not buy more, my body type is already presented. But what if it was not (?)
- Most likely not.
- No - I am fine with realistic advertisement, but I don't look at ads, so I don't think it will affect me personally.
- No, but it has nothing to do with the ads
- No, the quality of ads rarely has anything to do with quality of the product
- The body type doesn't affect my decision if the product looks good on the model.

25.



Other answers are:

- Highly depends on the brand.
- I don't think it does right now. In a few years when more and more brands start advertising realistic body types and people get used to seeing them I believe it will improve.
- I don't pay much attention to that as long as the products look good on the model.
- It depends. I'm guessing a lot of people instinctively choose something that they find attractive. People have different tastes -- there's mainstream and non-mainstream. So who do you want your brand to appeal to?
- Yes, as long as they don't seem to do realistic ads just to show how all inclusive they are, then it just looks pathetic.

26. Here you can share your thoughts and comments about the topic

- all models are touched up, even plus sized models, so putting plus sized models everywhere just to look "woke" doesn't solve anything. We need realism and variety that represents the bodies that exist in reality
- As much as I would like to say that I am all in for body positivity and want to see more realistic pictures and all kinds of different body types, I still notice that because we haven't seen them before, I'm not used to them. And when I was looking at the pictures on this survey, I didn't find all of the pictures attractive, because I'm not used to seeing them. It makes me sad. So definitely we need more variety, so all body types feel normal and accepted!
- Beautiful people are nicer to look at, so you tend to look at the advertisement more if you see beautiful people in there, companies use people in the ads so people could associate the brand with those people, and beautiful people just make a better background to the product. And the product is the important thing in the advertisement, not the person wearing it. If model has any kind of feature that distracts your attention from the product, then it's bad for business. And overall deciding your purchase decisions on models seems very weird, most brands don't have advertisements for all of their products. If you need new clothes then you go to the shop and try them on, or ask someone to recommend you something that will look good on you. Models are just for show and brand image.
- Especially Finnish brands in Finland have fairly good range of models and realistic representation, and the looks in adverts aren't as "polished"

- I don't focus on models that sell basic food and personal care. But I put attention to models of clothes and shoes.
- I don't know much about this subject, and I've never spent time thinking about it. I would guess that people generally feel better about the advertised item when the model wearing the item seem attractive to them. Therefore, if you're trying to sell clothes, and you want to sell as many as possible, you would probably want to appeal to as many people as possible. But since your budget is limited, you're trying to find models that the widest group of customers describes as "hot", "sexy", "cool". Obviously the more someone's definition of attractiveness diverges from the mainstream, the more underrepresented it is in the mainstream industry. It really depends on your target audience. I also think that with age these things start to matter less. But I'm guessing this topic is a lot more nuanced than this, and has wide social implications, that I'm not immediately aware of.
- I think it's good that we have diversity in the industry because there are products that look better on one body type than another. Also I think each size should have a representation in the ads to see better how the product fits on different sizes :)
- I tried adding my thoughts on the lines :D just wanted to say, this is very well presented!
- If my body type was not represented I would probably buy less products
- Interesting
- Interesting topic, good luck with your thesis!
- It is good to create awareness and make people aware of these issues.
- it's definitely very important and has impact on many different groups of the society
- May be I like this one, but for me a lot depends on my purchasing power
- Nice survey! It's time body image starts being more realistic
- Normal. Hab nichts über die Thematik gedacht.
- Sehr interessant!
- Sorry I wrote a lot at some point, even if health isn't the main topic of your thesis I think it's important to point out that mental and physical health influence each other. So if you're asking me to judge bodies solely on the shape of them, my judgement would probably be way less biased by my own perspective on health if I had an idea of how the person feels in that body. Also, I don't know if this matters, but I put "retouched" in all of the images because, in any industry that wants to sell, the ads are retouched, even in body positivity ads, which is quite sad actually.

- Thanks for the questionnaire! The topic is really interesting, I would like to know the results as soon as possible. Success in learning!
- This is a topic that few people think about.
- This is really important topic in our times.
- Tsemppiä kandiin!
- Все круто, молодец! Игореша от Настюшки) Удачи