Body positivity

In this dissertation I explain my main point that is: What is What is Body positivity? The problem of negative body image: The role of fashion. The fashion brands who are engaging with body positivity and are we becoming more positive about our bodies?

Atika Hegic

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Abstract

For this dissertation in capital one I focus on what is body positivity and what the meaning of the body positive is. How has the movement developed over the year, according to the historical background off it and the emergence of body positivity. Who are the key campaigners in the body positivity movement history?

Then in chapter two i focus on the problem of negative body image: the role of fashion. How are bodies represented in fashion? What types of different eating disorder can it lead to by having negative body image? As well as what body positivity do for the mental and physical well-being to a person. What is body confidence and why is it connected to body positivity. Are we becoming more positive about our bodies? And how social media has affected the movement of body positivity, when it comes to media challenges on body image. And in the end some body positiy influence and how have affected the body positivity movement.

In chapter three I will focus on the fashion brands who are engaging with body positivity. Who are responding to these issues and engage with the body positivity movement? Who is the body positivity effecting among the consumers in the fashion industry? What the recent research telling us when it comes to body positivity among consumers. And what has been the reactions to this in the media and amongst consumers?

In chapter four I will focus on are we becoming more positive about our bodies? Which problems remain, is it too little, too late? Criticism against the movement when it comes to photoshop and opinions of different people, what are the positive signs? And in the end what is the recent research telling us.

In addition to this in conclusion I summarize what kind of problems there still is in the body positivity movement as well as the fashion industry and how we can solve these problems in the future.

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Introduction

For this dissertation I will focus on the historical background of body positivity, and the emergence of body positivity. By reading books about the history.

Furthermore, I will also answer some questions of importance regarding body positivity on this assignment. By looking at articles and statistics.

The i will look more into what is the meaning of body positivity? additionally, why is it so important in today's society to speak about body positivity? How has the social media affected the movement of body positivity? According to different articles, book and internet sources.

 What is the significance for the fashion industry and consumers today in view of body positivity? by looking and analyzing different statistics and articles.

Lastly, I wish to focus on the backlash and criticism of the body positivity movement by investigating in articles, social media post and books.

Chapter One

What is Body positivity?

"*There is not one standard definition of beauty or one perfect size*."- (Ashley Graham.)

Body positivity is a social movement that originates from the claim that everyone deserves a positive body image.

Nevertheless, the movement seeks to challenge the way society promotes on ideal body shapes, sizes, and looks. Body positivity tends to accept all types of bodies regardless of size, gender, age, race or appearance.

The body positivity movement carries various of goals. Some of the goals are that they want to help people build self-confidence and self-love for their bodies as well as alter how society views bodies.

According to Giovanna Motta and Antonello Biagini (2017) the roots of body positivity movement started way back in the Victorian Dress Reform movement.

Victorian Dress Reform was a movement which advocated for a change in men's and women's' outfits to be healthier and more practical for its wearer. The trend was that women were obligated to reshape their waists. They reshaped their waists by wearing corsets and tightening them as much as possible, in order to fit in "at the time" which was the societal standard for small waistlines.

This particular trend led to more women at the time developing many negative health risks.'

Figure 1: Inès Gaches-Sarraute in her reform corset from about 1892.

Between 1890-1967, there were different types of body ideal trends. Such as Roaring Twenties, Golden Age of Hollywood and Swinging Sixties period. In 1967 in New York there was held an event named "Fat-in." The purpose of the event was to protest against discrimination of fat. They desired to change people's perspective that being "fat" meant that you were not healthy. The "Fat-in" event was one of the starting points for the body positivity movement.

The first time in 1990, a special training program was created for overweight people. The motive for this was to provide people of all sizes a place where they felt comfortable exercising together. One of the most known programs was "Making Waves" which was swimming exercises. A home training video "Yoga for Round Bodies" was produced for those who were not comfortable exercising outside with others.

The inspiration behind this was the establishment of the National Association to Advance Fat Acceptance (NAAFA) which was founded in 1969 by Bill Fabrey. The purpose of this was to end discrimination based on body weight.

Around the 2000s, social media platforms began to gain popularity. This unleashed unrealistic standard of feminine beauty, such as smooth skin and thinner body sizes. In 2004, Dove launched its "Real Beauty " Campaign. This promotion contains ads and advertisements of women with different body types and skin tones. The Dove brand then presented its Dove Self-Esteem Project as a mission to "help young people reach their full potential" by delivering quality assurance and self-confidence training." (Josée Johnston and Judith Taylor 2008)

They have also collaborated to raise money for eating disorder organizations

Figure 2: Real Beauty." Campaign Dove

In 2016, Mattel came up with a new series of Barbie dolls, which were named Fashionistas. The Barbie dolls were produced in three different body shapes, seven skin tones, twenty-two eye colors and twenty-four hairstyles in order to appear more inclusive towards today's society.

Figure 3: New 2016 Barbie Fashionistas Line Dolls Curvy Petite Tall Original Catalog Viewing New Body Types.

Various body artists have also helped to spread and highlight body positivity. Such as in the United States and the United Kingdom by producing several outdoor nude paintings of plus size men and women. Trends in body image plays quite an important role when it comes to the history of the Body positivity movement.

The ideal body shape has changed a lot throughout the years. This means that the ideal body is a cultural construct which undergoes continual transformation in response to cultural, social, and political values and priorities. For instance, when there is insufficient food it usually leans towards a "plumper" body ideal. Or when society "is lacing off food" the body ideal becomes "extremely thin".

In modern days the "ideal" body type is typically inspired by Kim Kardashian, who´s body type is curvy with a thin waist and a sizeable bottom. This often creates the fictious perception that all women should be thin but not too skinny, with a big bottom and large breasts. More women are now applying for plastic surgery to get the "refines" they need to get the ideal body such as Kim Kardashian´s body type.

Chapter two

The problem of negative body image: The role of fashion

In today's civilization we are starting to see more diversity of bodies on runway shows, TV and magazines, but this is just the beginning of body positivity.

The fashion industry plays a part in creating an environment that aggravates the development of body image issues. All that consumers see is one typical body type in runway shows and magazines, therefore it delivers a gloomy message to customers that this is what the ideal of beauty really is. This particular message can lead to people developing health issues like eating disorders, low self-esteem, depression etc.

Millions are affected by various of eating disorders. Eating disorders are diseases in which people experience severe disturbances in eating behavior and this affects the mindset of a person. People with eating disorders are overly concerned about how much they eat and how much they weigh. Most affected are women between the ages of 12 and 35 according to Ranna Parekh, M.D., M.P.H. (2017)

There are three main types of eating disorders: Anorexia Nervosa, Bulimia Nervosa and Binge eating disorder.

Anorexia Nervosa is an eating disorder that is greatly known and typical when it comes to eating disorders. People with Anorexia have a phobia of gaining weight, even though many of them are underweight. Anorexics believe that they are overweight inside their mind. This has ushered to people forcing themselves to vomit, consume laxatives or spend many hours a day exercising. Anorexia is a serious mental disorder that is often accompanied by other disorders and has the highest mortality rate of all mental disorders.

Plenty of people with bulimia nervosa have a history of struggling with anorexia as well. Bulimics usually eat more food than normal. After this, they tend to force themselves to vomit or abuse laxatives, perform regular periods of excessive exercise. Those who suffer from bulimia often have other mental health problems in addition. Such as, depression and suicidal thoughts. This often leads to people literally attempting suicide or turn to substance abuse and alcohol abuse.

According to Ranna Parekh, M.D., M.P.H. (2017) the difference between bulimia nervosa and anorexia nervosa, is that anorexics have a large significant weight loss of 15 percent or more of their ideal body weight. While people with bulimia nervosa are either normal weight or overweight.

The last main type of eating disorders is binge eating disorder. People with binge eating disorder struggle with overeating. They result in loss of control when they eat and are unable to stop eating, until they have eaten more amounts of food than others do. Those with binge eating disorder either eat too fast, eat when they´re not hungry, or eat their food by their lonesome since they feel uncomfortable by the amount of food they consume. Binge eating disorder awakens feelings such as shame, disgust or depressive thoughts. Most individuals with the disorder are overweight.

People who struggle with one of these three major eating disorders have one thing in common and that is that they all have a negative body image.

 Figure 4: Neurobiologically informed treatment from adults with anorexia nervosa: A novel approach

A study conducted by the Florida House Experience, a healthcare institution (2019) show that 87% woman and 65% men compare their bodies to images on social and traditional media. Social media is often presented as being a disruption for mental health and body image. If you upload a picture of yourself, you can be influenced to get a negative body image if you compare it with others. Or if you don't get enough «likes» or «comments» on that post. It can all affect you in an unsatisfactory way.

People with a pessimistic body image repeatedly have feelings of shame, anxiety and low self-awareness. People with low self-image and self-confidence often struggle with depression, isolation, low self-esteem and eating disorders.

Having a negative body image can cause a person to struggle with their physical and mental health.

The Body Positivity Movement challenges people to be more aware on self-acceptance and self-love. Psychology is also recognized as an important part of mental and physical well-being. As stated earlier having a pessimistic body image, frequently escalate to health problems such as depression, body dysmorphic disorder, eating disorders and more. Which again result into anorexia and bulimia. Body Positivity Movement has given a positive expression concerning the psychology part. It has offered body confidence to many people as to how they see themselves and their body, plus has lend a helping hand to accept the body they have as well as show more love to it.

Body confidence is not the same as Body positivity, but they are connected in a sense.

Body confidence is about accepting one's body. Also, that the physical appearance of the body is not so important. It is about how one feels about their body. Feelings can be negative, positive or neutral. And this influences the person about the way they feel in their own skin. Body confidence slowly drives us to remove the bad thoughts, and feelings one has about their body and rather focus on the positive sides of them. There is a main difference between body confidence and body positivity. Body confidence advocates for increasing or build people's self-confidence, while body positivity is about accepting all types of bodies in the general public.

There are several reasons why people struggle with accepting their body as it is. Not every person with an inadequate self-image is overweight. Numerous of them have conditions such as vitiligo, alopecia, or are disabled. Also, not all individuals with body issues are women.

Body Positivity Movement focuses mostly on women, since societal beauty standards are more prevalent for women than they are for men. However, they include men as well. Even though it is indeed less published and emphasized, many men and boys struggle with body dysmorphia and eating disorders such as bulimia and anorexia as well. In addition, in society

an "ideal" body form is presented for men as well. Where they should be a «certain» height, have visible muscles and appear "masculine". Therefore, the body positivity movement includes people of all genders, ethnicities, religions, sexual preferences and ages.

Although body image stands for inclusion of all types of people, social media plays an extremely important role in today's society in regard to the body positivity movement and body image.

In 2010, the body positivity movement began to grow through social media platforms. And in present days, the majority of women use social media daily. According to Cohen R, Newton-John T, Slater (2020) and Grabe S, Ward L M, Hyde J S (2008) research reveals that more and more women are focusing more on their appearance and their body image and compare themselves with others.

The social media platform Instagram plays an incredibly important role in increasing the body positivity movement. In recent years, it has been observed that several major brands, influencers and magazines work with body positivity movement.

According to Mazu (2018) the term "Body Positivity" started to gain popularity in 2017. Over 4.3 million with hashtags #bodypositivty, and 1.36 million got #bodypositivity on Instagram. The body positivity movement gained importance in 2017 for different reasons. It started off with media challenges on body image, challenges such as "collarbone Challenge" in 2013. The point of this challenge was so people could show off their slim figures, while body shaming others who were not "thin enough" for this challenge. The challenge resulted in creating a poor self-image for girls and young women who didn´t possess such "slim" figures.

Figure 5: Chinese web users are uploading selfies to show how many coins they can hold with their collarbones

In 2015 came the "Belly Button Challenge" in which thousands of young people participated in. The challenge was to post self-portraits of them self while trying to reach an arm behind the back and around to touch the navel. Apparently, if you were "thin" enough, you could do it.

Figure 6: The Latest Viral Body Challenge Is Fueling Negative Body Image Issues Experts Say

In 2016, Tactic Challenges emerged that challenged women to be thinner than a sheet of paper and post pictures of this. Thereafter more trends such as, "thigh gap" and "bikini bridge" appeared, where young girls had to reveal how "thin" they are. All these different challenges again led to more and more girls struggling with their self-image and expanded to eating disorders.

Figure 7: The Internet's Latest Body-Shaming Tactic Challenges Women To Be Thinner Than A Sheet Of Paper

Body positivity was also created to put an "end" to difficulties such as obesity problems, eating distorted and body shaming others in the society.

Utilizing social media does not only consist of negative effects as many seem to claim. New research from the organization Eating Disorder Hope (2019) shows that posting and speaking about body positivity on social media, assist young women and men to improve their body portrayal. Conveying that you are not obligated to try to fit into a form of "perfection" through social media is incredibly important. Revealing yourself on social media if you are curvier than "normal" does not mean that you are unhealthy or less beautiful. And showing on social media if you are a little heavy does not mean that you are unhealthy or not beautiful. And that all people are beautiful no mate what type of body shape you have.

Once you have liked something several times on social media it will show you more things connected to what you liked before. That is because it automatically decides that you will enjoy it. It decides which advertisements to propose so you can click on them. It also recommends which Instagram accounts you should follow. Therefore, is greatly important to reveal diversity on social media. Manifesting different body sizes on social media is a good step to take in the direction of body positivity.

Digital media has been a great tool to help people feel more comfortable in their bodies and show them off on camera. According to Cohen R, Newton-John T and Slater A (2020) posting hashtags such as #bodypositive #bodypositivity on social media has pitched in several young women and men comprehending, that it is okay to be different and that all bodies are beautiful in their own way.

Today we experience that body positivity has spread enormously, due to influencers that support body positivity.

Several major influencers post photos of different body sizes on social media and looks. They also explain how important it is to love their body, along with that all bodies are different and lovely in their own way.

Ashley Graham was one of the first models in size 16 who appeared on the front page of Sports Illustrated magazine. When the front page came out in 2016, massive headlines were created on social media. Many supported her and others thought she was too heavy to be a model. This made Ashley Graham express about how important it is to love your body, that everyone has different types of bodies. And there is no "perfect size" that exist. She also

expressed how important it is in today's society to support body positivity and talk more about it.

Figure 8: Ashley Graham

Jessamyn Stanley is another influencer that supports body positivity. She is a yoga instructor, writer and a body-positivity advocate. She became famous through her Instagram where she showed how to do yoga as a "plus-size woman of color". She also identifies herself as a "fat femme" and "queer femme." She is moreover known for having written two books called Everybody Yoga: Let Go of Fear, Get on the Mat, Love Your Body.

Figure 9: mynameisjessamyn (2020)#headstand from beautiful @plantkween and it made me want to share one, too! I'm sitting on the toilet right now so this is a #tbt but I'm bout to hop on my #feetuptrainer in a bit bc every day is a great day to see the world from another angle. Thanks for the inspo, doll (Instragram))

Candice Huffine is yet another influencer who actively supports body positivity. She is a well-known plus-size model represented by IMG Models. She is one of many who has spoken about how to love your body and how to be self-confident plenty of times. Recently, she

shared a photo of herself on her Instagram account where she captioned that she loves her body, regardless of whether it has slightly changed, besides that one should be careful with themself, further not follow anything that causes you discomfort. She is one of the most renowned influencers in body positivity´s history.

Figure 10: candicehuffine (2020) I entered this quarantine with a body I'm proud of, and will leave with one that I love no matter what changes in this time. (Instragram)

The fact that more and more well-known influences communicate about body positivity and supporting body positivity, has played a part in causing several greatly known brands to start using different types of bodies on runways and fashion magazines.

Chapter Three
The fashion brands who are engaging with body positivity:

One of the first brands in the UK who began having fully diverse sizes was Nu-nude.
Especially an advertising stunt like they did in London.

Figure 11: Nunude_official (2019) Look in the mirror and love what you see! Express it to the world and the world will receive your energy. (Instagram)

This image went global in 2018 and 2019, which persuaded several brands in the UK commence on creating clothes in different sizes for different bodies.

Various studies have been conducted in the United Kingdom, on issues of body image and health. A study by Sport England revealed that countless of British women are ashamed of their bodies when they exercise, and therefore choose to not exercise at all. This survey turned to one of the brands in the UK called Sport England, where they launched a campaign called This Girl Can. The message of this campaign was to inspire women to engage in physical activity regardless of body shape, size or age. The result of the campaign was as many as 1.6 million women starting to exercise.

Figure 12: This Girl Can campaign returns with new TV advert

LEVI'S is a brand that supports the body positivity movement as well. They launched a campaign in 2017 which they called Levi's Shaping Series. This campaign was inspired by a body positive campaign in India. The campaign highlighted women from different backgrounds, age groups and occupations, as well as presented women of different body types. The same year they came out with another campaign that also supported body positivity called Denim for Everyone: Embracing Size Inclusivity. The reason behind this campaign was: "*Meeting the needs of our consumer, women of all shapes and sizes, is our top priority,*" said Kim Angle, merchant for Levi's women's bottoms. "*It's disheartening to see how little choice is out there for these consumers when she represents the majority. It is important for us to recognize this and be advocates for change in the fashion industry.*" (Kim Angle 2017)

Figure 13: Levi's® Shaping Series Inspires Body Positive Campaign in India

In 2020, several brands used different body types for advertising campaigns, runways, etc. The Nike brand disclosed their first «plus size» mannequin wearing sportswear in 2019. They

created huge headlines on social media and the image went viral. People had different views about it. Some thought they were incredibly well made by Nike and revealed "that" type of body. They also claimed that it was incredible, that they included larger bodies as a way of showing the world these "type" of bodies is accepted. Others stated that the new mannequin was way too obese, that someone who looks like this mannequin should not get herself ready for a run she can't accomplish. Additionally, insensitive comments such as she was "pre-diabetic". Many also claimed they were condoning obesity and it was not something positive.

Figure 14: The Real Issue With Nike's Plus Size

This was not the first time the Nike brand carried out something like this. In 2017, they introduced their plus size large selection, where clothes for all types of bodies were included.

Figure 15: nikewomen (2019)Flex up if you're getting after it today. (Instagram)

When all these different brands started working on becoming more body positive, it caused one of the most well-known lingerie brands Victoria's Secret falling in sales from 33 percent to 24 percent between 2016-2018. This is according to Nicole Phelps (2018.) More influencers and different fashion magazines criticized Victoria's Secret, declaring they had to adapt to the new society where body positivity had begun to grow. This inspired Victoria's Secret to use a model in size 14 for the first time in 2019. Presently we can observe that they use models in different sizes and shapes.

Figure 16: Victoria's Secret Features A Size-14 Model In Its Lingerie Campaign For The First Time

All these different brands, influencers and social media have an important role when it comes to the fashion industry and consumers today in the body positivity movement.

Chapter four

Are we becoming more positive about our bodies?

The model and body positivity activist Ashley Graham once said in an interview with British Vogue (2018): *"There are many curvy women who are willing to spend money on quality, designer clothing, but often they are not even given the opportunity because their sizes just don't exist."* This problem results in some consumers to disengage from fashion and feel like "it's not for them". For these reasons the industries risk losing customers and revenue.

In regard to the body positivity movement, it has made the fashion world go in a positive direction when it comes to presenting and showing off different body types, races and genders.

Over a long period of time the fashion industry has mainly used thin, white young female models on magazines, runways, brand ads and television. These models were in sizes of 0 and 4 which are not representative of an average body type.

According to Very well Mind (2020) and Mental health foundation (no date) when their research and various studies came out, it showed which outcome this had for many consumers, which was not righteous. These studies presented that 80 percent of women in the United States are not pleased with the way they look, and 70 percent of normal weight women desire to be thinner. In Australia, about 15 percent of men were overestimated by their weight and shape. While in the United Kingdom, 1 in 5 adults felt ashamed of their body image.

One of the largest contributors to people struggling with self-images is the fashion industry. When different brands choose one type of body shape to advertise their products, it clearly has a negative effect on consumers. All these different surveys reveal how much power the fashion industry possess in a positive or negative direction on how people view themselves.

Another reason the fashion industries has been criticized for, is that industries are not showing real skin. They rather airbrush and photoshop models to bring out "the perfect" skin, as well as remove stretch marks and scars on their models.

Photoshop and airbrushing isn´t something recent, however around the 2000s plenty didn't know about photoshop and airbrush. For that reason, something called "The thin ideal" grew

quite popular, according to the source Maria Fischer (2017.) The thin ideal consisted of women who were completely slim, small waist and low body fat. This gave rise to increase of exposure to thin ideal media images in the 2000s, for body image concerns among young women. The thin ideal led to once again to more people getting different eating disorders like bulimia and anorexia. Many also turned to diets that was not safe for their health. During this time of period, diet culture also increased popularity.

A different study was performed by Alexa Lago (2013). These studies gave away that women acquire negative impacts from photoshop and airbrushing. This accompanied to more brands quitting airbrushing and photoshop.

Various of brands have stopped airbrushing and photoshop on their models. One of the brands that has stopped airbrush and photoshop is the ASOS brand. It is a British online fashion and cosmetics retailer, that started in 2000 in London. In 2017 the brand launched that they stopped airbrushing and photoshop their models.

Figure 17: These beauty and fashion brands refuse to airbrush- now let`s make it the norm

The brand Aerie that started in 2006 is a lingerie brand and lifestyle retailer and sub-brand owned by American Eagle Outfitters. In 2017 the brand Aerie launched a campaign called "Aerie Real". In which they did not retouch or photoshop their models. They did that to encourage body positivity and show that cellulite, stretch marks or fat rolls were normal and accepted. In addition to this, it also had models of all sizes, where they launched a clothing line in plus size.
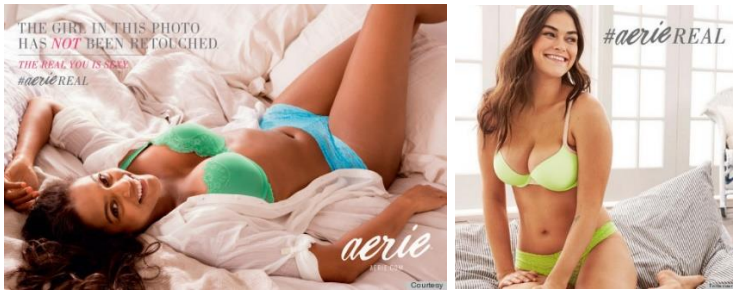
Figure 18 and 19: Aerie's Unretouched Ads 'Challenge Supermodel Standards' For Young Women

Model, actress and singer Zendaya Coleman has spoken openly about the photoshop and airbrushing that has been performed on her pictures. In 2019 she shared an Instagram post where she expressed about photoshop that was being done to her pictures without her being informed about it. She criticized Modelist Magazine for editing photos to make her look thinner, also promote unrealistic standards of beauty. She then shared the original image beside the edited one. Zendaya is only one of innumerable influencers that have done this.

Figure 20: Zendaya (2015) Had a new shoot come out today and was shocked when I found my 19 year old hips and torso quite manipulated. These are the things that make women self conscious, that create the unrealistic ideals of beauty that we have. (Instagram)

Lady Gaga is also one who has criticized photoshop that was done, and heavily airbrushed her pictures without her being told about it. In 2013, she talked about this on stage at Glamour's *"Women of the Year"* Awards. She vocalized about the photoshop that has been done to her. She expresses that her skin looked "too perfect". She also claimed that her hair looked too soft. The reason she spoke about this was because she wanted to attempt to make a difference in fashion magazines against airbrushing and photoshop.

Figure 21 and 22: Lady Gaga Slams Her Own Glamour Cover, Calls Out Damaging Use Of Photoshop

Another example of photoshop and airbrushing is in 2011. A YouTube channel called Global Democracy posted a video in which they completely transformed a beautiful model. The video reveals the whole process how the model was photoshopped and airbrushed. The common denominator for this video, was to prove the pressure that fashion industries push upon women to achieve a certain weight or appearance. The video went viral on internet and achieved over 28 million hits on YouTube.

More famous people started to open about all the photoshop, and airbrushing done to them. The fact that more people started to open up about it, led to many posting before and after pictures of "real" against "edited" bodies. This became quite popular on social media, therefore it encouraged awareness of the common use of photoshop and airbrushing on social media specially the platform Instagram. Different accounts on Instagram were made, for the sole purpose of exposing the photoshop and airbrush that are performed on celebrities. The accounts reveal the excessive photoshop and airbrush celebrities and influencers do, to their own pictures as well.

Figure 22 and 23: 30 Instagrammers Who Aren't Afraid Of Showing Their "Real" Bodies To The World

Figure 24: beauty.false (2019)Hello,everybody! I'm here again!@bellahadid on Instagram/In life (Instagram)

Figure 25: beauty.false (2019) bad angle or Photoshop?@kimkardashian on Instagram/in life (Instagram)

Not showing "real skin" is not the only concept that has been criticized. The body positivity movement has also been criticized for many different reasons.

Numerous have criticized body positivity for dissimilar reasons. Some believe that not all people can be "healthy in all sizes". Diseases such as heart disease, cancer and diabetes are one of the most common diseases people from in the United States. According to Study Breaks (2017) one third of adults and one in five school children are clinically obese in the United States. A lot of individuals blame the body positivity movement for supporting obesity and claim it only adds to the problem. They disagree with encouraging others and argue that they should not just accept their body for how it is, that it is harmful for their well-being. This does not mean that people with weight problems are bad. In their point of view the issue is that body positivity supports people who have weight problems, to accept and love their body for how it is. Meaning that they are not healthy, as well to the body

positivity movement encourages obesity and will cost more premature death. Those who are against the body positivity movement also created anti-obesity campaigns.

According to Marie Southard Ospina (2020) the word body positivity has lost the value it contained, also that body positivity is a scam. Many people believe that large organizations and companies use the word as a marketing trick. For instance, a clothing brand shows pictures of larger models, but does not actually sell and produce the clothes that on them.

Therefore, many believe that the slogan body positivity is used as a scam by many companies. As well as there have been some fashion brands, who argue that in the fashion industry there is an ideal and that clothes only look good on slim models.

People also suppose that glancing at social media photos and blogs about body positivity, does not change the view of self-love and self-confidence. According to a Canadian Mental Health Association (2015) the view of self-love and self-confidence is something that can only change by seeking professional help.

People also state that it is ironic that the body positivity movement is supposed to be about positivity. However, in some cases is has gone too far and is being utilized to shame people who want to lose weight and is not presenting the word "body positivity" in the right way. According to McKenzie Maxson (2016) a large number of people trust that different body positivity models, such as Ashley Graham isn´t a good role model for body positivity. On her account she said that she has lost weight and tries to stay in shape. This made people believe she was contradicting herself, and that she opposes what body positivity stands for which is to love your body as it is and not try to change it.

One of the things the body positive movement needs to work more on, is including more males to be represented in the body positivity movement as well. Men also struggle with a negative body image. Including eating disorders, depression, and social insecurity. Yet it is not included and represented in the body positivity movement as much. Another case they should put more effort in is to promote a healthy lifestyle through body acceptance. One of the goals of body positivity is to celebrate the body and treat it in a respectful way. This means to encourage people to educate themselves on healthy eating habits, so they can live a long and healthy life. And no matter what size women or men are, everyone deserves to have good health and live a long life. This should also be more present in the media. Body

positivity need to work on including more disabled people in addition. This is yet another backlash the body positivity movement has received before, for not including more disabled people on campaigns.

It has also been said that it is too little and too late for body positivity movement to change the world. Nevertheless, according to Ashley Elizabeth (2020*)* it has never been more important than in today's society, to speak on and educate young people in regard of body positivity. Also reveal on social media different bodies of different people. Especially with the idea that social media, is more popular than ever. Along with numerous of kids are exposed to social media at a young age. By showing and speaking about body positivity on the social media and on TV, it teaches the upcoming generation to love and accept their bodies for how they are, also that no bodies are the same. And no matter what size you are you perfect in your way. It also can result to less people developing and struggling with eating disorders, depression and having a low self-image.

According to Cohen R, Newton-John T, Slater A (2020) a recent research proclaim that positive body image is associated with better psychological, emotional well-being and social health. Promoting behaviors such as intuitive eating and physical activity. It is further protective against thin ideal media exposure. By operating social media and speaking about body positivity, may be one avenue to enhance positive body image at a population level. This is one of the positive signs when it come to body positivity movement.

Conclusion

Fashion industry is not only responsible for body image issues among women, but also part of the problem. First and foremost, we as a society need to quit commenting and criticizing one´s weight and diet or other's bodies. People who have recovered from eating disorders express that when they were at their worst health, people complimented them on how good they look. This affected them in a negative way while they were battling their disorder. Fashion schools needs to start teaching upcoming fashion students how to draw and design more diverse body sizes in the fashion industry. Although fashion industries are more aware of the body positivity movement today in the United States, the fashion students still learn how to draw only one type of figure. A size 4 is still the majority standard. As this designer continues to pursue their fashion career after graduation, in major fashion houses they continue to design one size only because that's what they have been taught in school.

The fashion industry must utilize more diverse bodies on runway shows and magazines. Still to this day women compare their body with those they have seen on billboards, magazines, and runway shows. Disclosing more diverse bodies teach young girls that everybody is different and beautiful no matter what size they are. In the recent runway show in Vouge for Spring/ Summer 2021 Versace used some curvy models on the runway for the first time in fashion history. Versace has never included curvy models before.

Another example is the singer Lizzo, who was presented on the cover of vogue magazine in September 2020. She is the first plus size black woman on vogue cover, which implies that the fashion industry is moving towards the right direction step by step.

Figure 26: Vouge for Spring/ Summer 2021 Versace

Figure 27: lizzobeeating (2020) I am the first big black woman on the cover of @voguemagazine. The first black anything feels overdue. But our time has come. To all my black girls, if someone like you hasn't done it yet— BE THE FIRST. Shot by: @hypewilliams Story by: Claudia Rankine. Thank you Anna Wintour & @sergiokletnoy. (Instagram)

We need to move away from defining women by their looks. Presenting diverse range of body sizes representation in the fashion industry is the first step. However, this is not the root of the problem. The problem is that over the years women's bodies have been defined by society, history, culture, trend, or social media. Woman has over the years always adapted themselves to beauty standards of the time. This must end! We need to stop judging a women's worth based mostly on her looks and body. Girls and boys should be raised the same way, to not live up to anyone's expectations regarding appearance.

At the end of the day, it all begins with us. This is one thing we have control over. Body image issue is an inconvenience that take place in our minds. Even if we do not have control over what ads to see on TV, or what types of bodies we see on runways shows. Explaining to ourselves that we are worth more than how our body looks, may help us improve our body image. We also need to surround ourselves with people who makes us feel good about ourselves. Unfollow people on Instagram that makes us wish we had "that" body or feel bad about our bodies because it not the same as the Influencer we follow. Less comparing ourselves with others may also assist in accepting ourselves the way we are.

The fashion industry are not the only ones that can cause a negative body image; however, it clearly plays a part in it as stated before. We can see over the last years that fashion industry

is attempting to be more inclusive, not only by featuring a much broader range of sizes, skin tones, and genders. But also celebrating what used to be considered flaws such as cellulite, stretch marks and acne. In today society unrealistic ideals bodies are no longer fashionable. Customers wants to see people who "look like themselves" to feel a part of and connected to a brand. This is one of the reasons why more brands decide to show more diverse models on runways, magazines and posters. While the fashion industry is heading to the right direction, they still have a long way to go.

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