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SOCIAL RESPONSIBILITY OF THE FASHION BRANDS FOR THE VISUALLY
OBSESSED CONSUMERS

Master of Science Thesis

Examiner: Prof. Dr. Heikki Mattila

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ABSTRACT

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This thesis aims to comprehend the social responsibility of the fashion brands for the visually obsessed consumers of today. To explore the core idea, the research will begin by looking at the background of consumer behaviour, body image and will find a connection between the consumer behaviour, self-esteem and body image. Once the background is looked at, the research will analyse the genesis of this problem known as body image. The research will delve into fashion marketing. The impact of fashion advertisements on the brands, effects of fashion marketing on the consumers, and use of body image in the fashion industry. Once the research has expanded further, this thesis will study the psychological and physical effects that occur with the use of body image in the fashion industry. Additionally, the positive side of using the body image will also be discussed and analysed. The primary research conducted in the form of a survey that is filled by the consumers may help give answers to the research questions. Eventually, all the research will lead to possible solutions that could be used by the fashion brands to be more socially responsible regarding the delicate subject of body image for their consumers.

PREFACE

This thesis has given me an opportunity to explore not only the research subject but also the consistent support of my family, supervisor, professors and colleagues. I am obliged to my supervisor Dr. Heikki Mattila for giving me inspiration, direction, encouragement and for accepting my thesis after my research at Tampere University of Technology. His supervision gave me motivation to explore different discourses within my research which helped me in being able to conclude the layers of information gathered. Moreover, I would like to thank all the participants who invested their time in the online survey which was conducted for the primary research to analyse the thesis subject. This research would not have turned out as successfully as it has without the help of everyone who has been involved in this academic journey with me. Most importantly, I would like to acknowledge the endless support and love that my family has blessed me with. Especially my brother Numan Shakil, whose feedback and experience in fashion industry helped me with the direction of this thesis. Without my family, I would have not been able to embark on this enriching journey in Finland at Tampere University of Technology.

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Faizan Shakil

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1 INTRODUCTION

The world that we live in today is full of attractions and fascinations. Our sphere is rich of multiple languages, culture, ethnicities and colours. One fragment of these attractions is known as the business of fashion. The business which is full of luxury, glamor, beauty and advertising. The fashion industry today is stronger and bigger than ever, serving its consumers daily. There are numerous aspects of the fashion industry like magazines, fashion weeks and advertising campaigns which are putting forward a certain image of human body that consumers desire and look up to. The consumers are reminded daily about this certain body image at every minute of their life. The fashion brands that surround us are very much aware of the many negative effects these visuals have on their consumers and yet they continue to use these images to seduce the minds of consumers into a lot more than just buying the products. These big guns of the fashion hold strong responsibility towards the consumers and the society. The media and advertisements affect us in more ways than we can imagine, one of which will be discussed deeply in this academic paper. This thesis will examine the social responsibility of the fashion brands towards the visually obsessed consumers of today.

While we are going to work, reading newspapers or magazines, browsing the internet or shopping. The roads are flooded with the advertisements on the billboards, bus stops, on the busses and everywhere else. We live in a visual world and we have become used to all the images around us. We are unaware of the strong influence that media and advertising has on us. According to a poll done by *People* magazine, the models and celebrities in movies, magazines and television made eighty percent of the women feel insecure about their bodies (K.L Dam, 2000). Besides the ongoing debate about the unhealthy looking models in the magazines in last couple of years, the fashion houses continue to book and use such models in their advertising campaigns four times a year. To further look into the research question of this thesis, we are going to plan the research methodology which will be divided into several parts.

The approach for research methodology for this thesis is to combine both, primary research and secondary research. Starting from the secondary research, the existing relevant literature will be collected and reviewed to find out the history of certain issues which are directly and indirectly related to the research questions of this thesis. Once the history of related subjects have been reviewed, the current and recent literature of related subjects will be reviewed in order to find some connecting dots and patterns between the present and past. For the primary research, there will be an online survey conducted to collect the quantitative research. After the research methodology, this academic paper will shed some light on the aims and objectives of this thesis along with the possible strengths, weaknesses, limitations, expectations and objective.

After the research methodology section comes the literature review. In that segment, online articles, magazine articles, blogs, books, infographics and videos will be reviewed. The information reviewed will be associated to the history of the subjects along with the current issues related to the subject. Once the literature review has been done, the paper will continue towards the findings which were achieved by the survey conducted online. Findings will illustrate different percentages, numbers and any other information which can be found useful for the analysis to reach a conclusion.

Moving on to the analysis after findings, the paper will go back and forth between the literature reviewed and data achieved through the surveys to examine different aspects of the research questions. Afterwards, the paper will put together the analysis and opinions to reach a conclusion of the thesis.

2 RESEARCH METHODOLOGIES

In this section of the research paper, various methodologies of research used will be discussed in detail. These research methodologies will be used to find the answer to the research questions of this thesis. The research for this thesis can be divided into two categories, the first category is the primary research. The primary research will include all the first-hand information gathered by the author which includes all the quantitative research. Whereas, the secondary research will delve into all the literature and existing research that is relevant to the discourse of this thesis. Moreover, this section of research paper will also discuss the expectations, strengths, weaknesses, objectives and aims that this thesis will have.

The research methods chosen for this thesis were crucial for the research questions. The first hand research will be quantitative research, a survey conducted online filled by the target market, that is the young consumers with the focus on women.

2.1 Primary research

For the quantitative research, a survey will be conducted online amongst the target market. The survey will start with the option of gender which will include male, female and other followed by the age brackets. The age brackets start from ten years and continue till fifty. The youngest age bracket starts from ten because it's an age when the children start to become aware of their body. The oldest age bracket is fifty because at this age most of the target market is well established and has the buying power of luxury and fashion brands. There is an option for the relationship as some of the questions in the survey may determine a good connection to the subject of body image. .The survey will have questions which will try to conclude the effects of the visuals used on the target market psychologically. Additionally, the effects of the same visuals encouraging the target market to buy the

products will also be observed. The results of the survey will be analyzed along with other gathered information in the analysis section.

The questions related to age, sex and relationship lead to the questions which may be helpful to conclude the research questions of this thesis. The question is put forward about the very root of the problem related to a certain body type. Following the cause of problem, a person is asked the age at which they became conscious of their body image and height. After asking the basics, the survey questions will put forward a possibility for a consumer to be able to make changes in their physical appearance. Later, it comes down to the inspiration of a person who they desire to be like.

After asking the person some questions to determine the demographics, a series of questions begin with the options including all the time, often, occasionally and never. These kind of questions will hopefully provide a clear picture of what target market feels and aims for. The survey questions the target market about being satisfied with their look in the pictures followed by their plan to reach the weight they desire to achieve. The survey also tries to ask a few questions for example, the question about being teased or bullied for being over or underweight followed by the question about being happy with the current body shape. The survey further goes into details by asking about the perception of other people being taken personally and also the desire to change the physical appearance by using cosmetic surgery.

The survey moves toward the health related questions. Starting from asking about the drive to achieve a better body to being on a diet and working out. After the health related questions, a person is asked questions related to the body image in the fashion industry and its influence on people and their buying behavior. This part explores questions related to both, effects physically and mentally along with the positives and negatives outcomes of using a certain body type in the fashion campaigns.

The survey concludes by asking a few question related to social responsibility. The questions are open to suggestion, a person can write and argue about the questions in this section. This will provide with the voice of the person who is filling this form along with many suggestions and comments. Overall, this survey will delve into the areas of self-

image, body image, social responsibility, the positive and negative effects of using a certain body type. Eventually, the results will be presented in the form of pie charts and percentages in the findings section and will be analyzed in the analysis section.

2.2 Secondary research

The secondary research will include all the existing information. Everything relevant for this research from newspaper articles, online articles, books, journals, blogs and videos. All the existing source of information which will be included will cover the several aspects of the history of consumer behaviour, body image, social responsibility of brands, effects of fashion marketing on consumers and all the relevant information for the research questions. Several perspectives related to the research will be discussed in the light of the book *Fashion: A Philosophy* by Lars Svendsen. Additionally, research papers including the *Psychology and behaviour of consumers in the fashion industry* by Jessica Delace, *Marketing importance of body image* by Dagmar Skokanova and Henry Balfanz will also be reviewed to help reach a conclusion of the research question. Furthermore, there are many online articles which will be reviewed to be able to analyse the subject, eventually leading to final conclusion.

2.3 Expectations

The research is expected to conclude the reasons because of which a brand might be or might not responsible towards the visually obsessed consumers. The research will identify and analyze the effects of imagery used in the fashion industry for the consumers along with the pros and cons of doing so from different perspectives. The research will gather the insights which the consumers may or may not be aware of. The thesis is expected to cover several aspects of the research questions, the analysis is categorized into different segments and each of the segment will investigate and reason to answer the research questions and conclude the gathered information.

2.4 Strengths

There are several strengths which have helped answer many subtle queries in the research questions. The research methodology has been successful and has turned out to one of the strength for this thesis. The research methodology has divided this research into primary and secondary research. Through which, the matters with in the research questions have been divided and analyzed by using literature review. Additionally, the research questions have been segmented into smaller questions to gather a more detailed insight using primary research. An online survey has been one of the strength for the primary research as it has provided this thesis many insights about the behavior and feelings of consumers towards their personal life and towards the fashion industry. The insights have given us a look into both the sides of this problem of body image, the positives and the negatives. Which is another strength because this problem has been looked at as something only negative. This research has looked at the positive aspect of the problem as well.

2.5 Weaknesses and limitations

Every research has one or the other area left out from being brought to light for various reasons. Same is the situation with this research. There are several aspects within this research which could have been stronger. The literature review goes into the main ideas that lie with in the research questions like social responsibility, fashion marketing and its impacts, body image and consumer behaviors etc. The idea is to look into the history and connect the dots all the way until today, so that the main problem can be reviewed and discussed. During this process the overview of the subjects was possible. However, it was not possible to go into the details of each subject as that would have taken this research away from the actual purpose, which is to find what the consumers feel and think about the use of certain body type in fashion industry. Also, going too deep into the history and philosophy of the subjects would have been beneficial but it would have taken the attention away from the solutions that are presented at the end of this thesis.

2.6 Aims and objectives

This research paper aims to comprehend several layers of information within the main thesis statement. Initially, the core ideas within the thesis statement like body image, consumer behavior, social responsibility etcetera, will be analyzed separately in the literature review. This will include background of consumer behavior, body image and social responsibility of fashion brands. After gathering that information the literature review will further research and gather existing information regarding the use of body image in fashion, effects of fashion marketing on consumers and influence of body image on consumers including the physical and psychological effects.

This research aims to comprehend the answers and possible solutions to the questions below:

- When and where do the consumers think the problem of body image emerges from?
- Do the consumers realize the probable impact fashion brand's advertising has on them?
- Do the consumers believe using a certain beauty and body standard set by the fashion industry has any positive effects?
- How can the fashion industry be more socially responsible when it comes to using a certain body type in their marketing and advertising?

3 LITERATURE REVIEW

3.1 Background of consumer behaviour

Humans have been consuming what is needed long before they discovered the term consumer behavior. According to David Trites in an article for *Forbes* “Emotions play a big role in our buying decisions. Especially at the end of the process when it’s time to put the money on the table. We begin with a need (or more likely a want), we sprinkle in a bit of logic to narrow down our choices, and then our feelings take over and close the deal.” (Trites, 2014). He adds to the comment above by saying that “Retailers tap into our emotions in many ways. Some make us feel good about saving money, others calm our insecurities and make us feel better about ourselves, and others make us feel like our purchases contribute to making the world a better place. These are all sound strategies to win our dollars because people run on emotions, and what we buy says a lot about who we are.”(Trites, 2014).

Furthermore, Trites brings to light several points in the article *how technology helps retailers tap into consumer behavior*. He mentions that one of the most powerful trigger for any consumer to make a buying decision may start from a different thought, be it a want, or a need, or availability of a good deal to save money on any product. Eventually it all comes down to feelings and emotions. Moreover, he points out one of the most important fact that is exploited by the fashion marketers, the fact is hitting the insecurities of a consumer and letting consumers believe that the product is the solution to their insecurity. There are several products which first pin point the insecurity and later present their product as a promising solution. For example, Garnier’s latest BB cream’s campaign below (Ulta beauty, year: not available).



Figure 1 Garnier BB Cream, exploiting the insecurities of young woman (Ulta beauty, year: not available)

One can clearly see that this campaign is doing exactly what David Trites mentioned in his article. On one side of the image, a face with freckles and minor spots is shown and when you see the other half, it's completely clear without any spots or marks. Similarly, when we look at the one of the most famous lingerie and swimwear brand Victoria's Secret. They have also been in news numerous time for using taglines and images which make the women feel insecure about the physical appearance. Recently, their latest bra campaign called *The Perfect "Body"* was criticized heavily in the news and social media. More than 10,000 people signed a petition calling the brand to "apologize for and amend the irresponsible marketing of your new bra range Body." (Ciambriello, 2014). The brand did take notice of the problem it was causing and changed the copy to something more subtle and positive. The original ad that is given below shows women of different colour but not different sizes surely made a lot of people insecure (Ciambriello, 2014).



Figure 2 Victoria's Secret advertisement showing women of the same body type (Ciambriello, 2014)

The advertising companies in general use this strategy of making a person insecure not just about their appearance but everything else in different ways and methods. They continue to achieve their results by doing so in advertising as the consumers get insecure and believe that buying this product will bring them a solution.

3.2 Background of body image

Looking back, one can see the evolution of ideal beauty and body in varying places and times. "The ego is very much constituted via presentation of body" (Svendsen, 2006), and it has been happening ever since humans existed. One can see this in relation to numerous historic and modern day practices. For example asceticism, which was practiced for the spiritual reasons but today it is done to maintain or to achieve a certain body (Svendsen, 2006).

Similarly, fasting has been a practice for Christians but main purpose of fasting was that it was performed for the soul, suggesting the soul was stronger than the body. On the contrary, late Victorian dieting was practiced to regulate the food in such a way which could result in an idealized lean body. The idea of doing so had very little to do with the

spiritual aspect but it does not mean that connotations of doing it for spiritual purposes were not present (Svendsen, 2006).

However, the body has become the focus in relation to shaping of the identity. Jean Baudrillard mentions that “the body has taken over the soul’s moral and ideological role as an object of salvation.” (Svendsen, 2006). Moreover, Oscar Wilde puts forward: “to be really medieval one should have no body. To be really modern one should have no soul.”(Svendsen, 2006). One would not be wrong to think that body has emerged as an exclusive fashion entity from being just a cover for the spirit. To analyse the development of this process, we are going to look into the timeline to study different ideal body types in varying time and places.

The attempt to capture the timeline of ideal body image of women has made in the video done by the very celebrated social media platform *Buzzfeed*. The video caused quite a stir in the news and the social media because of the way it had shown different ideal bodies of women in altering times. The video none the less is very informative yet brief. Eugene Lee Yang, the producer of the video mentions in her interview done for *Huffington Post*, “We intended to compare these idealized figures in an editorial fashion that evaluates the aesthetic of each era while displaying how much and how often these standards of beauty change over time.”(Sieczkowski, 2015).

The video begins with the ancient Egyptian times c. 1292-1069 b.c. with a lean and slender dark woman as seen in the figure 3 below (Sieczkowski, 2015). The video further breaks down the desired body image into several point that include symmetry, narrow shoulders and high waist. The overall look and body of the woman is quite close to the look that we see today as the desired ideal body.



Figure 3 Ideal women's body in the ancient Egyptian times c. 1292-1069 b.c (Sieczkowski, 2015)



Figure 4 Ideal women's body in the ancient Greece c. 500-300 b.c (Sieczkowski, 2015)

After the ancient Egyptian, the video moves to ancient Greece and covers c. 500- 300 b.c. The video cites that the women of ancient Greece were plump, full bodied, and had light skin. Additionally, the video brings to light that “women were considered ‘disfigured’ versions of men” as seen in the figure 4 (Sieczkowski, 2015). In today’s perspective, the fashion world and fashion designers often call such bodies of women as ‘real women’ which one can find really offensive because every women is equally real.

Moving on to the next time in the video that is c. 206 B.C. - 220 A.D, the video shows what an ideal body of women from Han Dynasty looked like in figure 5 (Sieczkowski, 2015). The women of that time desired lean and pale body with toned limbs and had a slim waist line. On the contrary, the next look of the video shows women from Italian Renaissance 1400 – 1700 as seen in figure 6 (Sieczkowski, 2015). The ideal body type of women from this time possessed full bodies, round stomach, and heavy hips.



Figure 5 Ideal women's body in the Han Dynasty c. 206 b.c-220 a.d (Sieczkowski, 2015)



Figure 6 Ideal women's body in the Italian Renaissance c. 1400-1700 (Sieczkowski, 2015)

Additionally, the look after Italian Renaissance is a little similar. The look we are talking about is Victorian England around the time of 1837 – 1901 as seen in figure 7 (Sieczkowski, 2015). The women of this certain time were wearing corsets to mould their body into the desired shape which included clinched waist. They desired to be full figured, and very plum which represented youth and beauty of that time. Contrarily, when we see the desired body that came after the Victorian England times is very dissimilar. We are talking about the 1920s, the desired body of twenties was flat chested, and had a very boyish figure as seen in figure 8 (Sieczkowski, 2015).



Figure 7 Ideal women's body in the Victorian England 1837-1901 (Sieczkowski, 2015)



Figure 8 Ideal women's body in 1920s (Sieczkowski, 2015)



Figure 9 Ideal women's body in the Golden age of Hollywood 1930s-1950s (Sieczkowski, 2015)

After the Victorian England times, came the time of 1920s. Where the women were flat chested, and very lean almost boyish like body. This was followed by the golden age of Hollywood which was during 1930s to 1950s as seen in the figure 9. The women from the golden age of Hollywood were, full figured but had an hourglass body. Slim waistline along with full breast and hips (Sieczkowski, 2015).

After the golden age of Hollywood came the 1960s as presented in the figure 10. Where the women were very thing with long arms and legs. On contrary, after 1960s came the time with athletic bodies which were healthy. That time is also known as the supermodel era as displayed in figure 11, because in this time the term supermodel was at its peak and the magazine's covers were graced by the super model of that time (Sieczkowski, 2015).



Figure 10 Ideal women's body in Swinging 60s (Sieczkowski, 2015)



Figure 11 Ideal women's body in the Super Model era 1980s (Sieczkowski, 2015)

After the supermodel era, the body type of Kate Moss became the sensation and an icon for the women's body type. This was during 1990s as presented in the figure 12, where the Calvin Klein's advertisement featuring Kate Moss caused a stir. The women of this time looked up to be very thin, pale and almost androgynous. (Sieczkowski, 2015)



Figure 12 Ideal women's body as Heroin chic in 1990s (Sieczkowski, 2015)



Figure 13 Postmodern beauty 2000s (Sieczkowski, 2015)

After the 1990s, the ideal body type change again and took a step back and went towards the supermodel era again as seen in the figure 13. The signs of postmodern beauty consists of healthy skin, flat stomach, full breasts and hips along with a thigh gap. Women use cosmetic surgery to get the desired look (Sieczkowski, 2015).

The producer of the video that has been reviewed mentions that “We're so often preoccupied with current trends that we lose perspective on how fleeting our obsession with physical perfection has historically been.” (Sieczkowski, 2015). She further clarifies herself by mentioning “As demanding as our perception of an ideal body type may be, we should remember that yesterday's ideal will, without fail, evolve into something completely different tomorrow.”(Sieczkowski, 2015). The desired body types of women has changed a lot in different times and it does not seem to stop changing at any time soon. It is human nature to change and evolve with time and that reflects in the desired body types as well. It is difficult to say what might be the next desired body type but as mentioned above, every now and then the body type is moving from healthy to very skinny and from skinny to curvy bodies. There is no one that can predict what kind of trend the women will be following in the next ten years but one can hope that whatever comes next is not just a sign of beauty but also a sign of health.

3.3 Relation of consumer behaviour, self-esteem and body image

The consumers shop for several reasons as mentioned before, one of the effecting factors when a consumer makes a buying decision comes down to emotions. When one talks about emotions there can be many ways marketers are reaching out to the consumers and targeting different types of emotions. One of them as mentioned above was making a consumer feel insecure about themselves physically or emotionally and showing the product as a promising solution to that problem. In this part of the research one is going to look at the possible relation between consumer behavior, self-esteem and body image all together.

In a study by Julia Holmberg and Rebecca Öhnfeldt, identity and self-esteem are likely to have a powerful incentive for buying any clothes (Holmberg & Öhnfeldt, 2010). One out of two women claim that the clothing is one of the most significant part of the self-esteem (Holmberg & Öhnfeldt, 2010). Further it is explained by using adornment theory where an individual's adornment is the most important factor of clothing and lifts one's self-esteem. While , Brenda Huebscher in his study *Relationship between body image and self-Esteem* cites that “self-esteem is an important factor, as the research shows it directly relates to

one's body image and how adolescent girls perceive themselves. Also, self-esteem corresponds with emotional and psychological development, which can affect an adolescent girl in a positive or negative way.” (Huebscher, 2010).

Furthermore, Huebscher adds to the comment by mentioning that “some girls can become very self-conscious about their weight, which can cause a decrease in their self-esteem. During that time, girls are vulnerable and sensitive (Ata et al., 2006). Girls who get picked on for being overweight or underweight could be driven into gaining or losing weight in an unhealthy way, as research has found a correlation between body image and self-esteem among early adolescent age groups (Davison & McCabe, 2006).” (Brenda, 2010).

In the lines cited above, Huebscher illustrates the strong connection between self-esteem and body image. On the other hand, one can also see the direct connection of consumer behavior with self-esteem in the study mentioned above. It means consumer behavior, self-esteem and body image are all linked to one another which may be one of the strong reasons why young women get strongly influenced by all the glamorous images around them.

Looking at all the information above, one cannot deny the fact that self-esteem, consumer behavior and body image are linked to one and other. As mentioned previously that fashion industry is playing on the strings of insecurities of its consumers to be able to affect the buying behavior of the consumers by promising them a better life or self-esteem with their product. Moreover, one can also see that the self-esteem is used by the fashion industry by using unrealistic looking models and celebrities who are airbrushed and altered to look a certain way. By doing that, they are creating this desirable image which is not achievable and that make the consumers change their buying behavior.

3.4 Introduction to fashion marketing

Fashion is thought of in mainstream terms in a much more conical manner. Which is why the word “fashion” itself, triggers a series of thoughts and visuals of glamor in our mind. Most of the consumers, unaware of the business side of fashion as they come across and get attracted to the final outcome, which is an alluring campaign representing the brand each season. Previously fashion was exclusive only for the elite. The higher echelons of

the society dominated the buying capacity. But fashion today is accessible to everybody in ways it has never been before. Anna Wintor, editor-in-chief of American *Vogue* mentions in one of her interviews that “you have got each and every designer working for H&M or Target.” (Leon, 2013). For example, Alexander Wang for H&M in figure 14 (Alexander Wang X H&M, 2014).



Figure 14 Alexander Wang's for H&M Fall/Winter 2014 (Alexander Wang X H&M, 2014)

There are numerous fashion brands emerging from different cities around the world, each one targeting similar audiences. This fast growth of fashion industry has made the competition fierce in terms of quality and pricing. The fashion industry is not just dealing with haute couture anymore but the major focus has been on ready to wear for past few years, due to its reach to a wider target market because of affordability.

Vivienne Westwood adds to the discussion by saying “we are so conformist, nobody is thinking. We are all sucking up stuff, we have been trained to be consumers and we are all consuming far too much.” (Thomas, 2012). The writer Svendsen has some fascinating opinions in his conclusions about fashion and the consumer culture at large. One can find that his views on similarities and alterations between fashion and language are a great insignia to the examination of today's visually obsessed fashion consumer. One can

question this consumer behaviour and hold the consumer responsible for this obsession of physical perfection. Whereas, consumers can very easily blame it to the business of fashion which is promoting this idea and selling this illusion to the consumers in the first place.

One cannot deny that fashion does promote a certain body type. A body type which compels the consumer to believe that the visual they see in fashion editorials and campaigns is exactly the image they should strive to achieve. Global ready-to-wear brand like H&M has been criticized of using extremely skinny models in their advertising. Reflecting on the ongoing debate about too-thin models, Karl-John Persson, the CEO of H&M confessed in an interview with *Metro* that the fast fashion chain had “a huge responsibility” (Abraham, 2013). Persson mentions that they have had several skinny models in the campaigns and look books but he accepts that it is their responsibility to not promote an image of a certain type of a girl or body. H&M has been applauded for casting curvier and healthy looking models like a size twelve model Jennie Runk in a swimwear shoot in figure 15 (Jacques, 2013), without labelling the final images with the term “plus size” (Abraham, 2013).



Figure 15 A plus size model without being labelled plus size in H&M's campaign (Jacques, 2013)

Several brands already working to improve on one of the negative aspects points the writer mentioned in the books about a certain body image. Brands need to take responsibility of their actions and work to solve the issues which are being promoted by the fashion industry consciously or subconsciously. There are several brands which are working on the issues which have been pointed out in earlier years. The casting of models from various ethnicities have been a problem for several years in the fashion industry but the casting of brands like United colours of Benetton, Givenchy, H&M and The Gap by having models from different ethnic backgrounds have been applauded. For example, the Givenchy's campaign in figure 16 (Givenchy, 2009). It is obvious that brands are aware of the effects their marketing campaigns are having on their consumers mentally and physically. Some of them choose to continue in the direction which has been pointed out in the book but the brands that accept their social responsibility are already working on the problems to make the situation better.



Figure 16 Diverse casting in Givenchy's campaign (Givenchy, 2009)

In terms of business perspectives, there are several challenges related to fashion. The business of fashion today is bigger than ever, there are numerous brands and fashion houses. Most of the brands are aiming for multiple target audience by having different collections under one roof. By doing so they are giving their consumers a chance to have variety in products and price range. Many of the iconic brands have been in a transition to be able to target a wider market and are struggling with it because the clothing which was appreciated till the end of last century has become a disposable product. Fashion is more accessible to everyone now, which means brands are focusing on ready-to-wear and producing a lot to be able to fulfil consumer needs. Brands are looking for cheaper production costs which bring down the quality and the standard of the clothing today. Vivienne Westwood criticized the rise of “disposable fashion” and warned it was making us all look the same in *Daily Mail UK* (Thomas, 2012). In addition to that she added that “consumers today relied on ‘fast’ or ‘disposable’ fashion – meaning individuals were buying quantity over quality.” Which is true as we can see in the examples (Thomas, 2012).

In order to reach their audience, for a fashion brand the quickest and the most usual way are fashion campaigns. There are campaigns everywhere, all across the streets, magazines, online, websites and social media. The competition amongst the marketing is more ruthless than the one amongst brands. Marketing is one of the main steps that a brand has to be successful at every season to be able to maximize their sales. Each brand is reinventing their own image by going back and forth to find just the perfect marketing campaign each season. Some brands are bringing back the retired models which were once their face and caused them to hit a peak in their sales in earlier seasons, for examples Gemma Ward for *Prada*’s Spring 2015 campaign and Mathias Lauridsen for *Gucci*’s Spring 2015 campaign.

Whereas, the other brands like *Moschino* have put together a team of the 90’s super models and iconic photographer Steven Meisel as presented in figure 17 (Moschino, 2014), to reach a higher point of sales again. A lot of recent and established brands are sticking to their sex appeal in the advertising for example, *Calvin Klein*’s spring 2015 #mycalvins campaign in figure 18 (Calvin Klein, 2014) and *Alexander Wang*’s 2015 in figure 19 (Alexander Wang, 2014) jeans campaign shot by the controversial Steven Klein. Luxury brands including Chanel, Louis Vuitton, Salvatore Ferragamo, Gucci etc. have altered and

tweaked their identities and aesthetics to be able to look modern and target the fashion forward consumers. Whereas, brands including kenzo, Y-3 and Marc by Marc Jacobs are setting themselves apart by creating an image of their brand as young, quirky, and fun. Each brand is struggling with its own brand representation to capture the attention of the consumers because of the amplified competition in the business of fashion.



MOSCHINO



Figure 17 Supermodels from the 90's reunite for the Moschino's campaign (Moschino, 2014)



Figure 18 Calvin Klein using sex appeal in their advertisement (Calvin Klein, 2014)



Figure 19 Alexander Wang using shock value and sex in his advertising (Alexander Wang, 2014)

Social media has cropped up to play an important role in the marketing of any brand. Most of the brands are using the social media marketing as a platform to not just market their brand but also to cut down a lot of cost that goes into creating a marketing campaign. Marc by Marc Jacobs' #castmemarc campaign below is a good example of social media

interaction which was mainly done through Twitter and Instagram to promote their brand and also to discover new faces for their brand promotion. By doing so, they not only engaged a wider audience and gave them a reason to be talked about but also cut down on the cost of casting and the final campaign. Similarly, United Colours of Benetton did online casting where people from all around the world submitted their videos and some were picked to be shot for the campaign.



Figure 20 Marc Jacobs #castmemarc campaign discovering new faces through social media (Marc Jacobs, 2014)

3.5 Impact of fashion marketing on brands

In this fast changing and tough business of fashion, brands are striving to perform their best by having the best marketing strategies to grow the sales. Every brand has been struggling with finding the right marketing strategy to build up for the latest campaign to keep the costumers and attract the new ones. Due to this reason many brands are trying to

look back at their old traditional ways and find solutions where as some other brands are leaving the old traditions behind and start to reposition the brand. “In 2014, Gucci revenues fell almost 2 percent to €3.4 billion (about \$4 billion) while operating profit declined 6.7 percent. This is a serious challenge for Kering, whose luxury portfolio is dominated by Gucci. The group’s next biggest brands, Saint Laurent and Bottega Veneta, together drive about \$2 billion in sales” (Ahmed, 2015). Because of that Gucci has started to reposition the brand step by step which was evident in their spring 2015 campaign. The market of fashion and its marketing has evolved and changed so much since the business of fashion was introduced to the idea of having an online presence. Gucci was the first luxury brand ever to take the bold step and open an online store in 2002, and continued to make the availability of the online stores to more and more customers (Kering, 2013). The Kering group realized the need of moving all the fashion brands in its portfolio to have an online presence. Because of that Kering group decided to open Digital Academy in 2011 whose idea was to ensure the online presence of all the brands in its portfolio (Kering, 2012).

The idea of marketing has changed so much in the last decade that now almost every brand has a very strong online presence. The only reason of having an online presence is because the brands realized that even if it is risky to the business of luxury fashion brands, they will need to embrace the idea of having an online presence as it’s giving them a huge percentage of the sales. The brands like Chanel who resisted to start an e-commerce are preparing and accepting this change by announcing the new e-commerce store opening this fall. On the contrary in 2013 the global director of Chanel Bruno Pavlovsky commented that “fashion is about clothing, and clothing you need to see, to feel, to understand.” (Milnes, 2015). Along with that Fendi has also announced in January 2015 that they will have an e-commerce store this spring (Milnes, 2015). The business of fashion has reported that by 2020 online presence is expected to bring in forty percent of the sales growth of the luxury brands (Milnes, 2015).

The luxury fashion brands are bending their rules and evolving to become the part of this digital era while keeping the sales growth and striving to keep the idea of luxury alive by creating mesmerizing online experiences for not just the customers but also the visitors. So, that the visitors become a part of the market that is aware of the brand, admire it and

desire to have it. Lucie Greene, worldwide director of JWT Intelligence comments that “e-commerce has been described as the ‘next China’ for luxury in terms of opportunity.” Adding to that Sucharita Mulpuru-Kodali, an analyst at Forrester mentioned “A lot of the luxury brands have held back on online sales because they weren’t always chasing dollars, but the likelihood of [customers] having a physical experience with an environment is as likely as ever before. You’re just enabling them to purchase more if you give them an online opportunity, and I think brands realize that” (Milnes, 2015). The luxury brands started to understand the importance of having an online presence in 2011 and even further before that but Burberry was one of the first luxury brands that truly embrace the idea of having an online presence and showed everyone how to make the most of it. The brands have now completely accepted the idea and importance of having an online presence and are trying to keep the element of luxury alive by providing a digital experience of the brand.

3.6 Effect of fashion marketing on consumers

The fashion Brands are marketing an unachievable illusion constructed by the professional image makers which only has one clear message and it comes down to shopping. “With more than \$500 billion a year spent on advertising worldwide and an estimated £241 million spent on fashion advertising in the UK, the fashion advertising campaign is more prominent than ever.” (Neikova, 2014). The advertising of fashion is promoting and intriguing the target market to buy more and more but that is not the only impact it has on them. Each brand has its brand image and using that, the marketing is planned upon how the people are targeted. Some brands promise you status and luxury where as others offer a better look and feel. The brands often make the most of a person’s insecurities as mentioned earlier in this paper. The brands often use an icon like figure that people admire and want to be like them. “Today’s obsession with celebrity culture has permeated the fashion industry, most fiercely manifesting itself in the fashion campaign. It is only necessary to glance at the Spring/Summer 2014 collaborations – Rihanna for Balmain, Lady Gaga for Versace, Elle Fanning for Miu Miu – to see this effect. Since celebrities are earning astronomical sums for teaming up with brands (Louis Vuitton paid Angelina Jolie \$10 million in 2011 and Robert Pattison allegedly got \$12 million for his Dior campaign), the message to consumers is clear: celebrities are perfect, rich and beautiful, the ultimate

manifestation of success, and you can be too if you buy our product.” (Neikova, 2014). The suggestions are very clear, whether you use celebrities or shock factor, the fashion marketing communicates to the target market upfront, following the consumers everywhere, be it on the bus stops, or the mall, department stores or online. It generates a motivation, which might cause seduction, desire, lust, anger or shock but very subliminally resulting the consumers to understand what the brand is communicating (Neikova, 2014).

3.7 Use of Body image in fashion industry

This is no secret that media and more specifically the fashion industry promotes a certain kind of illusion. This Illusion always consists of one most prominent element, a female figure. Even before the flickering television screen there were women who would get their portrait made in a very specific way. As discussed earlier in this paper that the desired body has changed from time to time but if we take a closer look we find one chain that is consistent, the use of female figure.

Besides Italian renaissance period, there was almost no time when women did not desire a thin waist line. The world has been changing so much but one thing remains the same, the pressure of having a thin waist line for women. The pressure comes mainly from media, be it newspaper, magazine, internet or commercials, everything around you suggests to you a certain type of figure or ideal body. It's not just the women who are effected, it's also the men who feel insecure when they see the chiseled face and low body fat percentages of the male models. The men mostly focus of developing a healthy body unlike most young women. Women take more impact of the use of body image around in negative ways. The use of body image has been consistent through all the ages and times in media and fashion industry.

Currently, we have so many latest spring campaigns coming up of all the famous fashion labels. Starting from the famous street fashion brands like H&M, Mango, Zara, Guess and many more. There is not even one campaign that has not used the similar body type. The common line amongst all the campaigns is one, the lean and tall female figures. Along, with the campaigns we have the fashion weeks lining up soon to happen and the biggest

fashion party of the year that has already taken place called Met Gala. When one looks at Met Gala, it's evident that hardly any female celebrities were not wearing an outfit which was not body hugging, and even the celebrities who are not very thin over all, have a very thin looking waist line. Even celebrities who support a healthy body image like Jennifer Lawrence was seen supporting a dress enhancing her thin waistline in the figure 21 (Met Gala, 2015).



Figure 21 Jennifer Lawrence wearing a body hugging dress, focused on her thin waistline (Met Gala, 2015)

The message that the media is giving out is clear and is received by not just the young women but the women of all age and sizes.

The main use of tall and lean figures in fashion is very evident in every season's campaign and fashion weeks. One can analyze the campaigns and runways separately because campaigns are for the masses whereas the runways show is merely a personation for the buyers and editors of the fashion industry.

3.7.1 Campaigns

To further analyze the use of body image in the fashion industry, one can analyze the latest campaigns of all the street fashion and luxury brands. Firstly, we can see the use of similar body image in the mass targeted fashion street wear brands which include H&M, Zara, Mango, and many more.

The brand exists in fifty seven countries with over 3,500 outlets and there are 132,000 employees with the revenue of 150.09 billion SEK. One can only image how widespread their advertising would be globally because of having such a huge presence. The latest spring 2015 campaign of H&M. mentioned shown below reassures the use of such body image in the fashion advertising. The brand who has previously been under the light for using extremely thin models continues to use such models. However, they have also used models who have been a bit healthy looking at times but for this campaign they use the same body type to market their summer campaign. (H&M, 2015).

Taking some of the super models like Joan Smalls, Douzten, Adriana and Natasha Poly who have been associated with Victoria's Secret for several years. H&M shamelessly has communicated one message which is not just to buy but also to try idolize and look like these super models. Does this work when it comes to attracting women? Yes, it works and women have easily accepted this started of body image. There is no hint of any other body type in this campaign of H&M and its not in just one image, the same idea has been portrayed in each shot of the campaign. Now, having 3,500 outlets all around the world and using such imagery for the big marketing campaigns will not only result in sales but a lot of low self-esteems of women around the world. (H&M, 2015).



Figure 22 H&M Summer 2015 campaign lacks variety of body types (H&M Summer , 2015)



Figure 23 H&M Summer 2015 campaign lacks variety of body types (H&M Summer, 2015)

After looking at H&M, one can try to analyze other brands which are dealing with almost the same market and are as globally established.



Figure 24 Zara 2015 summer campaign using similar body type like in H&M campaign. (Zara campaign, 2015)

When we look at Zara, another big name in the fashion industry that has a similar target market as H&M, one can see the similarities in their advertising. They are using very similar looking visuals in their advertising to attract the consumers but Zara's are a bit more relatable and less glamorous as compared to H&M. Zara focuses more on the comfort and easy while being chic and fashionable at the same time. Whereas H&M is try to glorify the look by adding a lot of shine to the body and glamour to sell these products which are trendy. However, the similarities can also be seen in the advertising like the use of model that have similar body types. The models are young and youthful and it is very rare to see a women is older and more mature in both H&M and Zara's campaign.

Even though the brand's identity and brand's philosophy is different but all the brand that are doing the fashion advertising have one thing or the other in common. One cannot deny

the fact that one biggest similarity in all the ads are the use of similar body image, the use of young and youthful models. (Zara Campaign, 2015).

3.7.2 Runway

It is no secret that models used on the runways in all the big fashion centers of the world are very tall and lean. When the designers are asked to comment on this subject, they usually mention that models are like a canvas for them just like a canvas for a painter. They use their imagination and creativity to design the clothes for the target market. Even though the target market does not possess the body like the models which are used on this runway, it is still presented on these models in all the fashion weeks because the clothes are made on a sample size and these models fit those sample sizes.

The consumers who are exposed to the collections from the runway are mostly not aware of the fact that these models are generically tall and lean because they are very young, and are a certain weight and height. That is why they are hired to walk in the show as they fit the sample size. One can look at it like, if a person is healthy and matches the requirements of physical abilities and body status for the army, only than that person will be allowed to join the army. Another way to look at it is, the swimmers who go for national and international competition or the sportsman be it in tennis or football. They all possess a certain body genetically which helps them swim faster or run faster. Since the consumers are not aware of details about the fashion industry, it has many negative impacts on them not just by the fashion advertising but another major chunk of that low self-esteem and body image is caused by the runway shows. The consumers can see their ideal, lean, tall, young beautiful girls walking down in some of the most luxurious and expensive clothes from around the world. For examples, the image below are taken from the shows in 2015 where young, lean and tall girls are walking in some of the biggest names in the fashion industry.



Figure 25 Paris Fashion week, Louis Vuitton runway Summer 2015 (Wehner, 2015)



Figure 26 Paris Fashion week, Chanel runway Summer 2015 (Wehner, 2015)



Figure 27 Paris Fashion week, Balenciaga runway Summer 2015 (Wehner, 2015)



Figure 28 Paris Fashion week, Miu Miu runway Summer 2015 (Wehner, 2015)

3.8 Influence of a body image on consumers

In this day and age, everything around us is very elaborate and visual. When it comes to the fashion industry, it has become more visual and interactive than it has ever been before. It all started becoming grand with mere posters during the times of Art Novue where the posters were designed by designers for the products, performances and theaters. These days the visuals are being fused with technology to make them more powerful than before. There are digital billboards around the streets, print billboards, window displays, bus stop advertisements, and even ads on the busses, cars, and trains. Our surrounding are filled with rich and powerful visuals that communicate a message to us. Some offer a promise to better skin, while some just offer new clothes, and others offer to solve numerous problems that we may have. (Meggs, 2005).

As mentioned before in this research paper that the fashion industry is using all the insecurities of people to target them and make them consume and buy. One main message whether it is to buy new clothes or something else has been layered with numerous other ways and tricks to communicate the message with more impact even if it has any negative effects on the people.

All the visuals that we see around has a human body used in that in one way or the other. In some pictures you see a tall slender women smiling and looking right at you wearing a body hugging dress. Whereas, in other images a very similar kind of women might be doing something else. The fashion industry creates an illusion around us, the marketing campaigns are made in such a way that they create this aura of desire within us. Most of the people fall prey to this illusion even when they don't realize it, and it has certain effects on you in short and long terms both physically and mentally.

3.9 Physical and psychological effects of body image on consumers

“Women's anxiety with diet is connected to the fetishizing of the female body. Throughout the Western history, starting from the mythology of prehistoric civilization to renaissance art to modern advertising, their bodies have been regarded as objects of beauty. Therefore, women are constantly engaged in trying to cope with the effects of culturally induced body insecurity” (Mair, 2014).

Mair (2014) further explains that a women's understating of her body is comprehended from how she compares with the glorified pictures of young girls that are around on in media everywhere including television, films, magazines, billboards. She continues by explaining that “She is receptive to the messages proclaiming her body - the crucial commodity in her life - as deficient and in need of attention, further suffering from the daily assault of a diet and beauty industry financially dependent on creating further body insecurity. A consumer society in which women's bodies are used to sell products while being presented as the ultimate commodity creates all sorts of body image problems.” (Mair, 2014).

The point which has been brought to light before in this paper has been pointed out in the lines above by Mair. She mentions in the article that over the past decade the number of physical effects of fashion industry has increased the cases of eating disorders. She continues by saying that feeling fat or being overweight has been a sign of feeling powerless. The articles further bring to light that Anorexia is one of the most dangerous outcome that has emerged by because of cultures obsession with the body image and self-image. Another problem, Bulimia is also one of the issues that has emerged very strongly over the past decade. In this case the person seems to be fine not underweight but the person while she continues to eat normally or binge, later vomits everything out so that the body does not digest the food.

In the book *the beauty myth*, Naomi Wolf argues that "We are in the midst of a violent backlash against feminism that uses images of female beauty as a political weapon against women's advancement," (Wolf, 1990). The women have been growing and adapting to different cultures and situations over time but the idea of reaching a body they desire still has power over the young strong independent of today. The article by Mair (2014) gets into the details and numbers of the amount the fashion and beauty industry is making and mentions that "Powerful industries - the \$33-billion-a-year-worldwide diet industry, the \$20-billion-a-year-worldwide cosmetics industry, the \$300-million-a-year-worldwide cosmetic surgery industry - have grown from the money made out of the conscious and unconscious worries of women, and are in turn able, through their influence on mass culture, "to use, stimulate and reinforce these anxieties in a rising economic spiral." (Mair, 2014). According to the article by Mair (2014), even though the ninety percent of women and girls will be on a diet at some point but for most of them ninety percent, the diets will not be successful. "Together with the media and fashion industry, the powerful diet food industry has artificially created a 'problem' which has resulted in the vast majority of women ...thinking that they need to diet." (Mair, 2014).

According to National Association of Anorexia Nervosa and Associated Disorders, "sixty nine percent of girls in fifth and twelfth grades reported that magazine pictures influenced their idea of a perfect body shape." There are numerous other examples which prove that the main cause of the unrealistic body image comes from media but it is being reinforced by multiple platforms.

3.10 Introduction to corporate social responsibility

There are many companies which are getting more and more towards the use of corporate social responsibility. According to an interview in *Business News Daily*, "Corporate social responsibility (CSR) refers to a business practice that involves participating in initiatives that benefit society" (Fallon, 2015). The CEO of a nonprofit organization called Net Impact mentions in the interview that corporate social responsibility is growing more and more common in the market these days. The companies these days add the idea of corporate social responsibility into the core values of the business model to be able to generate value

for the customers. (Fallon, 2015). There are many examples that one can see in the fashion industry today. H&M has been associated with the idea of conscious collections for many years now, same is Eileen Fisher and many other big fashion brands and house. The idea of adding a value though corporate social responsibility not only add value for the customers but it is also creating awareness among the customs who are not aware of many problems like global warming and body image.

In the same interview, Alexis Magnan-Callaway mentions that "Technology has brought global connectivity and enabled advocacy and awareness for social situations that were once obscure" (Fallon, 2015). Alexis Magnan-Callaway's fashion business Pax Cult contributes ten percent of its profits to a business of the customer's choice. Alexis further added that "Millennials are redefining what it means to connect and give back through this technology. It's not just about having a recycling program or sustainable products. People want to feel good about what their dollar is doing." (Fallon, 2015).

Additionally, Cooney commented *Business News Daily* that "The next generation of employees is seeking out employers that are focused on the triple bottom line: people, planet and revenue." (Fallon, 2015). This shows that not only the customers are inclined towards the idea of giving back to the people but also the employs of this generation are leaning towards the same idea. In the same interview Cooney also mentioned that "Coming out of the recession, corporate revenue has been getting stronger. Companies are encouraged to put that increased profit into programs that give back." (Fallon, 2015). This is something very positive for our generation and more and more companies are continues to reevaluate the business models on the basis of corporate social responsibility.

According to the article in *Business News Daily*, there are different types of corporate social responsibility. From giving away a share of company's earnings, to sharing a product or a service to a customer or a recipient for every sale made. Mentioned below are some of the wider range of categories that business who are involved in corporate social responsibility are practicing.

3.10.1 Environment

One main focus of business that are practicing corporate social responsibility is related to the environment. Any size of company be it on a small scale or a very large scale, have a huge carbon effusion and production. Which is directly effecting the global environment and the health of every human alive. Any efforts made to reduce the production of carbon which is going out in the environment and damaging it would be considered very beneficial of the company and for the whole society and the environment.

3.10.2 Philanthropy

Another important focus of the practitioners of corporate social personality is the involvement in philanthropy. There are several corporations which are practicing CSR by being a part of national, international and local charities along with playing a part as an active donation giver. This can involve giving away the money and it can be the time of the company. Business have numerous assets that can be beneficial for the charities and other related programs.

3.10.3 Ethical labour practices

Additionally, one of other ways companies are being a part of corporate social responsibility is by being ethical. This is another practice which has been emerging very strongly, in this case a company treats the employees fairly and ethically. This idea is specifically true for the companies that are active in the international locations with labor laws that differ from the laws set in United States of America.

One can notice many fashion brands using the same strategies of corporate social responsibility in their business. As mentioned earlier that Eileen fisher has set out to completely make her production sustainable. Moreover, the biggest names of the street wear and fashion like H&M, has been bring their customers the conscious collection which is not just sustainable but it also follows the ethical labor practices. There are many brands that are using many different strategies. For example, Dove is not only practicing in ethical labor practice and the reduction of carbon emission but they are also very focused on giving

out a positive message to the customers about self-esteem, beauty and body image. Moreover, almost all the fashion brands have started using these ideas of corporate social responsibility to give out a positive message to the customers about the environment, the brand. Many brands are taking this idea as a marketing gimmick even if they are not much worried about the actual problems. But more companies in the fashion business need to also add the idea of giving out a positive message about the self-image and body image to help their customers to buy because they feel they are worth that product instead of making the customers buy by exploiting the insecurities.

4 FINDINGS

In this section, all the information and data gathered through primary research will be put forward. For the purpose of quantitate research an online survey was created and was filled by one hundred twenty people online and the results of the survey are very shocking.

The results of the survey is given below:

Gender:

Male	11	9.2%
female	108	90.8%
Other	0	0%

Age:

10-15	9	7.5%
16-20	23	19.2%
21-25	51	42.5%
26-30	21	17.5%
31-35	7	5.8%
36-40	1	0.8%
41-45	6	5%
46-50	2	1.7%

In a relationship:

Yes	58	48.3%
No	61	50.8%

Other 1 0.8%

Where do you think the pressure to have a certain body comes from?

Media	53	44.5%
Family	16	13.4%
Friends	7	5.9%
School or university	6	5%
Relationship/ dating	11	9.2%
Social media	17	14.3%
Other	9	7.6%

Roughly at what age did you become conscious of your body image and weight?

0-15	50	41.7%
16-20	49	40.8%
21-25	17	14.2%
26-30	3	2.5%
31-35	1	0.8%

Do you wish you could change something about your physical appearance?

Yes	76	63.3%
No	16	13.3%
Maybe	28	23.3%

Name a person you look up to for inspiration for the body that you want to achieve?

Clint Mauro
Dimple Jhangiani
Nobody
Charlize Theron
Nina dobrev
Beyonce
Jessica Alba? Emilia Clarke?
Deepika
Eva Longoria
Katrina Kaif
I don't have such a person
Cindy Crawford
personne en particulier tant qu'elle est plus mince que moi
Candice swanepoel
Dwayne Johnson
Emma Watson
Brad Pitt in Fight Club
-
Sofia Loren
Christmas abbott
alessandra ambrosia
Scarlet Yohanson
jessia alba
No one but me
Badr Hari
Nobody.
Suzka light.
Fernanda Lima - brasilian top model
Bella Falconi

selena Gomez
Katrina kaif and Nina Dobrev
Alexis Ren
candice swanepoel
anushka sharma
Kareena
Scarlett Johansson
jeniffer Lawrence
no one
No name, happiness is my inspiration
Tina Kunakey
kayla itsines
None
Porn stars!!!
Kareena Kapoor
hiba nawab
Britney spears
Adriana Lima
Blake Lively
Beyonce
alexandra ambrosia
No one.
Yusra
Victoria's Secret models ;)
Lauryn Hill
Heidi Klum
monica bellucci
Gisèle Bündchen
Elsa Pataky
My friend

Models
Enrique
Taylor Swift
You don't know her
Emma stone
Giselle Bündchen
Jennyfer Aniston
megan fox
Selena Gomez
katrina kaif
Ronda Rousey
Blake Lively
Not really
Frida Gustavsson

How often you are not satisfied with how you look in your pictures?

All the time	15	12.7%
Often	55	46.6%
Occasionally	43	36.4%
Never	4	3.4%

How often do you think about reaching your goal weight?

All the time	26	22.2%
Often	40	34.2%
Occasionally	39	33.3%
Never	11	9.4%

Have you ever been teased about being overweight or underweight?

All the time	10	8.5%
Often	22	18.6%
Occasionally	51	43.2%
Never	34	28.8%

Are you happy with your body shape currently?

Yes	44	37.3%
No	34	28.8%
Not sure	40	33.9%

How often does the thought of how others might perceive your physical appearance affects you?

All the time	15	12.7%
Often	44	37.3%
Occasionally	48	40.7%
Never	11	9.3%

How often do you think about getting a cosmetic surgery to achieve the self-image/body image that you want?

All the time	4	3.4%
Often	4	3.4%
Occasionally	19	16.2%
Never	87	74.4%

How often are you on a diet?

All the time	3	2.5%
Often	20	16.9%
Occasionally	48	40.7%
Never	47	39.8%

How often do you work out?

All the time	6	5.1%
Often	44	37.3%
Occasionally	52	44.1%
Never	14	11.9%

What is the drive that makes you want to achieve a better body?

Fitness and health	78	66.1%
Pressure from other gender	9	7.6%
Peer pressure	12	10.2%
Family	4	3.4%
Being in a relationship	10	8.5%
Other	5	4.2%

Do you believe fashion industry shows your body type in their fashion marketing campaigns?

All the time	17	14.4%
Often	21	17.8%

Occasionally	35	29.7%
Never	44	37.3%

Do you believe fashion and beauty campaigns exploit your insecurities to sell their brand?

All the time	27	23.1%
Often	37	31.6%
Occasionally	30	25.6%
Never	23	19.7%

How often do you see an overweight person in a fashion campaign or editorial?

All the time	1	0.8%
Often	9	7.6%
Occasionally	49	41.5%
Never	57	48.3%

Do you believe the fashion marketing of big fashion brands has any influence on you?

All the time	16	13.6%
Often	28	23.7%
Occasionally	47	39.8%
Never	26	22%

Does your self-esteem effect your buying behaviour?

All the time	18	15.4%
Often	42	35.9%

Occasionally 44 37.6%
 Never 13 11.1%

Do you believe the fashion campaigns have any psychological effects on you?

Yes 33 28%
 No 28 23.7%
 Sometimes 57 48.3%

Do you think the body and beauty image set by fashion industry has an upside to it?

Yes 22 19%
 No 94 81%

If your answer to the question above was 'Yes'. Please explain how?

No
They're always making their models slimmer and slimmer so people would spent their money on fitness and fancy diets to fit their standards
Cause some models are starving and as the result they may even die wanting to become thinner and thinner
Being overweight is unhealthy so it's better when people try to be in shape.
I think it's a good thing to aspire a healthy & fit physique, so I like having ideals. But we have to remember to love ourselves even if we don't look like these ideals (yet).
most people have the similar body shape as me

everybody is beautiful and trendy
I feel there has to be some sort a standard, it's just really hard to achieve it.

By promoting healthy habits. A lot of Victoria Secret models tend to be strong and not just skinny.
It might help the people with some self-esteem to get better and healthier, it somehow might serve has a role model. Now for the less confident people it might not help that much.
It's a very complex issue. I do believe that fashion imagery has the potential to inspire people to take care of themselves and lead a healthier lifestyle. However, there's always the risk of people taking it to far to the point where it's no longer healthy.
It shows to take care of your health and fitness, but the measures are too extreme and unrealistic
Answer is no.
I believe I influence others to be the best they can be because I am a model. My job is ultimately to sell something.
It can make someone work to achieve a more physically fit and healthy life.

Name any brands that you think have been socially responsible when it comes to body image?

Nike	Asos
Victoria's Secret	American Apparel
Asics	Chloe
Loreal	Debenhams
Chanel	H&M
Facco Uganda	Forever 21
Mango	Violetta
Calvin Klein	Dove
Armani exchange	Dior
Benetton	YSL
Karl lagerfield	Kookai
Zara	Desigual
Pull & bear	Revlon
Inditex	Echo
Nivea	HSY
Khaadi	Saint Laurent

Do you believe that using common people in the fashion campaigns would be more effective and communicate better with the consumers?

Yes 52 44.4%

No 20 17.1%

Maybe 45 38.5%

Do you believe fashion industry has a responsibility towards their consumers?

Yes	45	38.5%
No	14	12%
Maybe	58	49.6%

If answer to the question above was 'Yes'. Please explain why?

When showing only skinny models with perfect make up, people (specially young girls) might feel it is the only acceptable body shape and will try unhealthy diets to achieve this body shape. The problem is not everyone has the genetic potential to look skinny/to have big boobs/to have hour glass figure.
Not to misguide them
Their responsibility is to offer after sales services like exchange service. They should also give them memberships and discounts.
It's my strong belief that any commercial entity has a responsibility towards it's customers. If a fashion brand wants to have loyal customers they need to show loyalty in return.
Because consumers ages range from unde4 18's to 99 and more... So some customers have already grown to adult age and are able to make sound choices while teens and children are growing in a constantly changing world where they are no longer influenced only by values instilled at home but also a to an ever greater extent by celebrities, social media....
We live in the age of the mobile phone selfie plus advertising is a necessary process but brands should stop bigging up models to create supermodels...to idolize a person just because they were born good looking is giving out the wrong message
Young people are "followers" of trends what they can see daily even if it is not possible to achieve these standards for everyone..
They make products FOR their consumers, so they do have a responsibility towards them

People are often determined by their clothes, without wanting to be. Thus fashion is a large part of our lives, and fashion brands should be aware of that.

I think that the latest trend where plus size models are used, is promoting the idea that being obese is not necessarily unhealthy. I don't agree with that. I believe that fat shaming is wrong but promoting fat gain is also wrong. Models are called models because they actually are a model to everyone to follow in order to achieve a healthy body. Not talking about anorexic/extremely underweight models.

Media. The impact on people is important since they proclaim to know how people should dress or look like ... unconsciously people follow their example whether you want it or not ...

Especially for young girls who want to be like models seen on magazines. They put themselves in danger when seeing a very skinny model. No one explains to those teenage girls the sacrifice those models make

Well, the fashion industry impose an image of what "should be" to be trendy, cool and accepted. Young people (and some older, unfortunately) are easily influenced and it shapes their insecurities, one magazine/ commercial at a time. So of course they have a responsibility.

Fashion industry needs to make sure that their consumer satisfied with their work. Well I think consumer satisfaction is the important thing so they can gain more profit if the consumers like it.

They are the ones promoting their brand in front of millions of people. They hold the responsibility.

I believe that companies have responsibilities towards consumers. Knowing some friends who are designers it is true that apparel looks more beautiful on tall and slim people, therefore they look for that type of models. However all people are different and it is not possible to find model who would represent typical average man or woman. My position is that it is OK to take models that make apparel/ cosmetics etc. look good, but at the same time I am standing for legal requirements to make brands write/ say etc. that models are specifically chosen to present the apparel/ cosmetics etc. and do not represent the real image due to special profession, use of digital corrections (Photoshop etc), professional make up and adjusted apparel to fit the model. Sort of information that is

usually written on cigarettes, to make people aware that those models are so much changed and adjusted!
Make sure they satisfy a large portion of customers, do not ignore the overweight and underweight. Otherwise, they may be unhappy with it.
they sell an idea of how to be cool
They have to realize that their consumers are people of different shapes and not always extremely thin. By making the sizes too small, they make women think that they're too fat what can lead to problems if they overdo slimming down.
Off course they will shape up their appearance which will reflect their personality.
Without us there is no industry
Consumers elevated them to a certain point. In my opinion, without consumers, industry would mean almost nothing.
Because there are too many persons following it and taking it too seriously. The fashion industry can influence positively or negatively depending on what they decide to support and/or encourage.
Health
Every enterprise has a responsibility towards their consumers.
Consumers look up to fashion brands, follow their trends hence they want to look like what they see in magazines/on television.
Fashion industry should respect the interests of their consumers. And sell or make clothes with the best quality and most want.
If someone feel depressed due to their over weight problem and see such fashion campaign campaigns.. So they should not make fashion labelled for smart people.
We pay their bills. Without consumers, they are nothing. Therefor they should be responsible

How do you think fashion brands can be more responsible about the body image they use in fashion advertisements, magazines, runways and commercials?

<p>I think the kind of body image fashion brands use is what the consumers aspire. If it works for the industry I don't think they need to change that. It is an industry that works around selling people's perception of a perfect body or style and if the consumers are buying it, so be it.</p>
<p>They should start using more real image. Because most people in real life don't have that body type as models that they are using for their commercials</p>
<p>The important thing is to look good with fashion, is not necessary to be 1.80 or sizes under 34 weight etc! Any big, tall, skin of a bit fat person they must show that they look great! Fashion is for everybody 😊</p>
<p>By being a bit realistic.</p>
<p>The clothes made or sold by almost 90% of the fashion brands are for skinny girls. Or mostly for underweight girls. You would hardly see clothes for oversize women. Yet fashion brands usually satisfy their "skinny" consumers.</p>
<p>By being more transparent, more conscious about the consequences (physically or/and mentally), show that whatever your weight, height, ethnicity...etc you do are beautiful - fashion should be universal</p>
<p>Being real and for real people</p>
<p>I think what they show is fine and everyone should be comfortable in their own skin, if i feel im over weight it's because i feel that myself and it's good to be fit. Even if people get inspired from models or actors and try to get into shape I think it's totally okay!</p>

<p>I assume that fashion brands must use less models with very skinny figures.</p>
<p>In the end it's all about the money for most industries. They will use what they can to get what they want just like everyone else. In fact they don't infringe the law. Everyone likes what's pretty and what looks good, otherwise no one would buy pretty cars, houses, clothes. It's a little bit all the same. You must somehow be attracted to a product to want you make to buy it, if you're influenced by who's wearing it, that's your problem. You should only use what you see, as the fuel to what you want to become and not let you down because it's hard to achieve it. Otherwise why would you want that in the first place</p>
<p>using real women</p>
<p>Less Photoshop, more variety. But in general, people need to be educated better that those are not realistic body goals for everyone</p>
<p>Use both common and non-common endorsers in advertisements.</p>
<p>Promote healthy looks, stop putting models to extreme diets, but also stop using overweight people as models.</p>
<p>I think it already started...brands use plus size models and try to find beauty in everybody. Anyway call model plus size if she has body like amazon woman is a bit over top ;)</p>
<p>They can use different types of healthy body shapes (not too skinny or too overweight).</p>
<p>Feed their models with real food :)</p>
<p>By including all body sizes</p>

Use normal people in their campaign. Tell people that imperfection can be beautiful too
If the models they use "exhibit" greater varieties of features, skin colours, hair type and colour, shapes (womanly, skinny, slender...as long as the models look healthy and are indeed healthy).
They are causing common people having complex about their over or under weight.
Yes there is a room.
First advise the customer that the photos are photoshoped!
Diversifying, stopping airbrushing, being transparent and ethical. Appealing to the good nature of people not only the carcass
They should be responsible at least spread their so called campaigns with good n full clothes from Islamic point of view as we are the part of Islamic republic of Pakistan.. and children impact is not good at all by such images
Less Photoshop
They shouldn't hire anorexic models at all, instead normal healthy women and men who should influence others
By using models/figures close to reality
Ideally it would be nice to see women of all shapes as long as they are healthy and not under or over weight. I feel like there should be more variety other than the skinny girl with b cup breasts, and a small but toned butt, most women don't look like that. Some are healthy and fit but have curves. I'd like to see more women with curves.

They would be very responsible.
I understand if fashion brands use typical models who have nice fit body, because however they need to make their brand looks good so then people would buy their products.
They can use not only models who wear xs size, but medium and large and so on
Yes, they show how people "should look like", what's the "right" image
by suggesting a healthy life style
Aspire diversity & embrace different body types
I think it is very difficult to change the current definition of "beauty", but at least fashion brands could try their best to promote more normal clothes and models in the most attractive/"in" way possible. Unless this is done, the idea of thin models will be appealing to most of us forever.
Maybe by using normal people with a normal body, not too strong and not too slim.
I think people do buy with the idea they look great in the clothing. I see no reason to change our basic nature. Stop shaming an industry and be responsible for your own feelings and actions. Why is everyone looking to blame someone else?
They should use relate able people so one does not becomes complexed or insecure of their physical appearance. They should also not set fixed standards of beauty in the society.
magzines and commercials

<p>Use less enhancing soft wares, or at least mentioning these kind of soft wares have been used on each picture. Use all kinds of models, not necessarily "overweight" but also fit and healthy body types. Reassure young girls and boys, make them understand that they may never look like a model but that they are still BEAUTIFUL.</p>
<p>They can use models who are closer to what the average person looks like and not make people feel self-conscious or inferior to the people that represent the brands.</p>
<p>Use models of all sizes who work as doctor's scientists inventor's mothers etc use intellectual role models not shallow druggie supermodels.</p>
<p>By showing real life people.</p>
<p>They should show in their runways, advertisements how every person is unique. The main role will play in this campaign models of different size, age and even different social status.</p>
<p>I can understand the point of wanting to have more "normal" models in fashion to improve the way people view themselves and reduce body pressure, especially for young people, but I don't believe that this is the fashion industries responsibility. Catwalks and adverts are selling a dream that is never going to be real. The H&M clothes never fit that well, your McDonalds burger never looks that tasty and your car will never be as shiny. We as a society need to stop fooling ourselves about these things and become more realistic in our expectations but that doesn't necessarily mean that we should not allow ourselves to dream and to strive for perfection.</p>
<p>If they supported models with regular body shape not very thin it would send a completely different message.</p>
<p>No, because this is business. And common people must have their own mind. If they don't be zombie, all be O'K.</p>

Those communication tools that were counted above are enough reasons for why they can be more responsible about the body image they draw on people's minds. I mean, these tools are so wide-spread and have big influences over the mob.

Well they have to issue health guidelines to designers and good eating habits since most of them look very skinny.

Using real people... Girls has a breasts and butts if they are actually eating.

5 ANALYSIS

This section of this thesis is going to review all the primary and secondary research that has been gathered and will analyse it to conclude the research questions. There would be multiples aspects with which a single question can be looked and analysed. This paper will try to look at both the positives and negatives effects of each research question. The analysis will begin from the very core problem that is the emergence of consciousness regarding body weight and self-image. After analysing that the paper is going to look at the fashion industry from the consumer's perspective and observe the impacts that the fashion industry have on them. This will include the social responsibility, the positive and negative effects of fashion advertising on the consumers.

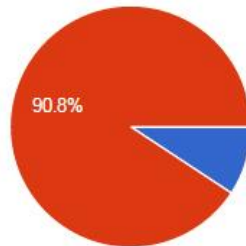
Once the reasons of core problem's emergence and the consumers psyche regarding the fashion industry's effect on them is discussed. This thesis is going to look at different possibilities for improvement and the solutions. This whole analysis will be based on everything that has been reviewed in the literature review's section along with the primary research i.e. the data gathered by an online survey.

5.1 The emergence of body image

Human body has been a part of the evolution of human existence from the very beginning till the present day. The evolution consisted of everything including their environment, society, lifestyle, education and art. The body has been used evidently in advertising, art, design etc. since the art and design movements started to become strong and mainstream during the times of art nouveau and etc. Even before that as mentioned earlier "The ego is very much constituted via presentation of body" (Svendsen, 2006). Svendsen also comments on the body image in relation to the historic practices and gives an example of asceticism, which was done for the spiritual reason but today it is done by women to attain a certain body type by skipping a meal or by setting a very strict diet. The body has become the focus when it comes to shaping ones identity. After looking at some reference from the

past, one can look at the present to evaluate the reasons and causes of the emergence of the body image today. (Meggs, 2005)

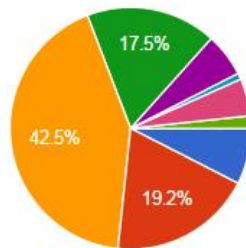
Gender



male	11	9.2%
female	108	90.8%
Other	0	0%

Figure 29 Gender of the consumers who filled the survey

Age



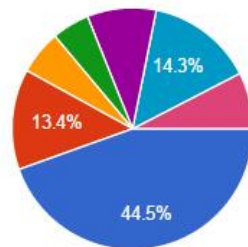
10-15	9	7.5%
16-20	23	19.2%
21-25	51	42.5%
26-30	21	17.5%
31-35	7	5.8%
36-40	1	0.8%
41-45	6	5%
46-50	2	1.7%

Figure 30 Age of consumers who filled the survey

Looking at figure 29 which shows the gender of the consumers that filled the form. (Author's own, 2015). Out of one hundred twenty people who filled the online survey. There are one hundred eight women and only eleven men. It is not surprising as fashion industry is the women dominant industry and there are more women's luxury and fashion brands. The brands that are selling not just the clothes but bags, shoes, hair, skin and makeup products. Whereas, men do not shop as often and not as conscious about the latest fashion trends but even that market is slowly going towards the same behaviour. When one looks at the pie chart of age brackets in figure 30 (Author's own, 2015). It is the age

bracket of twenty one to twenty five which has filled the online survey almost forty two percent. The other highest number is the age bracket of sixteen to twenty. Both the age brackets that are filled the highest are young women who are targeted by fashion advertising who may and may not have the power to buy the luxury fashion brands but they do have the power to buy the street wear brands H&M and Zara. These figures above illustrate the gender and the age bracket that was attracted to this online survey and filled it out voluntary. Making it very clear that the majority of the target market of fashion advertising is young women in their teen age and early twenties.

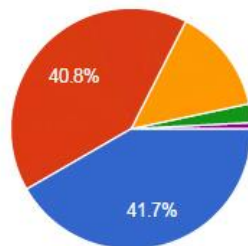
Where do you think the pressure to have a certain body comes from?



Media	53	44.5%
Family	16	13.4%
Friends	7	5.9%
School or university	6	5%
Relationship/ dating	11	9.2%
Social media	17	14.3%
Other	9	7.6%

Figure 31 Pressure to have a certain body

Roughly at what age did you become conscious of your body image and weight?



10-15	50	41.7%
16-20	49	40.8%
21-25	17	14.2%
26-30	3	2.5%
31-35	1	0.8%

Figure 32 Becoming conscious of body image

Figure 31 given above illustrates the point where the problem of body image is emerging from (Author's own, 2015). Whereas, figure 32 is showing the age at which the consumers

became aware of their own body image and weight (Authors' own, 2015). In figure 31, the results shows that the highest number of the problem where body image is being exploited is in the media. Mair comments on the same issue by saying, "Women's anxiety with diet is connected to the fetishizing of the female body. Throughout the Western history, starting from the mythology of prehistoric civilization to renaissance art to modern advertising, their bodies have been regarded as objects of beauty. Therefore, women are constantly engaged in trying to cope with the effects of culturally induced body insecurity" (Mair, 2014). She further explains in an article that "Together with the media and fashion industry, the powerful diet food industry has artificially created a 'problem' which has resulted in the vast majority of women ...thinking that they need to diet." (Mair, 2014).

Moreover, According to National Association of Anorexia Nervosa and Associated Disorders, "sixty nine percent of girls in fifth and twelfth grades reported that magazine pictures influenced their idea of a perfect body shape." (Strickland, 2010). The fourth highest result that has been illustrated above reaffirms the research by National Association of Anorexia Nervosa and Associated Disorders. This problem something that we already mentioned several times with examples and research from many article and books in the literature review. This survey's results reassures that even in the present day it is still the media which is the main source this problem. On the contrary, the second highest and the third highest number in the results are social media and family. This is surprising to see that the third highest occurrence of the body image problem is observed where a child is growing. The family is somehow developing this problem in their young daughters and that could be for many reasons.

The problem of body image is emerging from several different platforms. Some of the platforms like media and social media can be dealt with by educating children about the media and create awareness about everything. From a picture to a commercial, everything in the media is a constructed image by professional artists including stylists, makeup artist, hair stylist, fashion designers, specific lighting and a lot of post-production. Those visuals are constructed to appeal to but are unrealistic. The parents need to make their children and young daughters aware of this fact so that they can be saved form this problem caused by media, social media and family pressure.

5.2 The impact of fashion advertising on consumers

The effects of fashion advertising on consumers has been look at from several different perspectives in the literature review. There are several physical effects and physiological effects that are caused by the imagery used in the fashion advertising. The main physical problems include eating disorders like Bulimia and Anorexia. The same could be taken into the category of psychological problems as the problems related to the body image are not just physical but also mental illness. For examples, the survey that was conducted for this thesis proves many of the points discussed in the literature review.

Do you wish you could change something about your physical appearance?

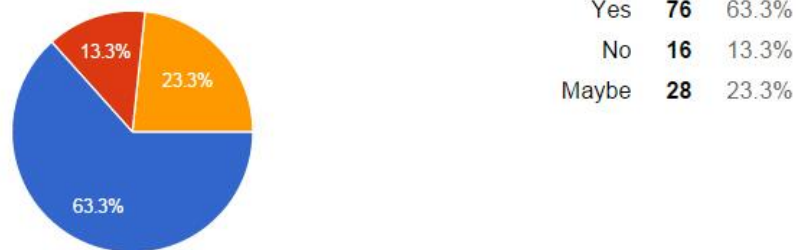
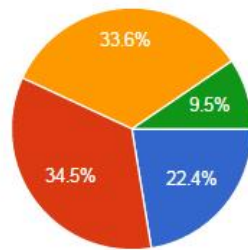


Figure 33 Change in physical appearance

One can notice in the Figure 33 the dramatic results when asked about the possibility to change the physical appearance (Author's own, 2015). The figure above illustrates that sixty three percent of the consumers would like to change something about their physical appearance.

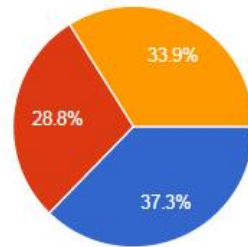
How often do you think about reaching your goal weight?



All the time	26	22.2%
Often	40	34.2%
Occasionally	39	33.3%
Never	11	9.4%

Figure 34 Reaching the goal weight

Are you happy with your body shape currently?

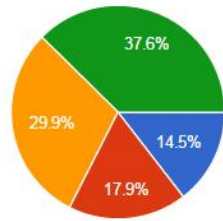


Yes	44	37.3%
No	34	28.8%
Not sure	40	33.9%

Figure 35 Satisfaction with current body shape

Whereas, figure 34 puts forward the answer regarding reaching the goal weight. The chart shows that twenty two percent of the consumers think about their goal eight all the time. Additionally, thirty four percent of the consumers think about reaching the goal weight often. Moreover figure 35 shows the amount of consumers who are currently unhappy with their body. The number of confused consumers is almost equal to the number of consumers who are happy with their body. There is not a lot of difference between the percentages.

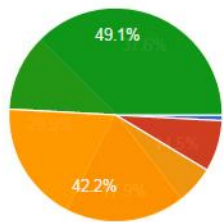
Do you believe fashion industry shows your body type in their fashion marketing campaigns?



All the time	17	14.4%
Often	21	17.8%
Occasionally	35	29.7%
Never	44	37.3%

Figure 36 Presence of consumer's body type in fashion ads

How often do you see an overweight person in a fashion campaign or editorial?



All the time	11	0.8%
Often	29	7.6%
Occasionally	49	41.5%
Never	57	48.3%

Figure 37 overweight person in fashion ads

The shocking results of figure 36 and figure 37 can be seen above (author's own). The results shows that forty eight person of the consumers feel that they never see an overweight person in the fashion campaigns and editorials. When asked about the presence of the consumer's body type in fashion ads again a high number of thirty seven percent consumers mentioned they never see their own body type used in any fashion advertising.



Support for people with eating disorders.



Figure 38 Anorexia campaign (Anorexia/Bulimia-contact, 2011)

These kinds of problem of as mentioned in figure 37 and figure 36 lead to serious eating disorders. The image above shows the problem in people dealing with anorexia in a very intelligent yet impactful way. There is very skinny women standing before the mirror but she is seeing herself as a girl who is overweight. It is not just an eating disorder but it also

a psychological disorder. This ad is taken from the anorexia campaign done by BBD Stockholm (Anorexia/Bulimia-contact, 2011).



Figure 39 You are not a sketch (Say no to anorexia, 2013)

Similarly, another powerful campaign which was done in Brazil by a modeling agency called Star models (Say no to anorexia, 2013). This print ad shows a fashion illustration just in the visual style and proportions which is used by the fashion designers when they create the fashion sketches. On the other side on the image there is a real-life model who has been photoshopped to look exactly like the illustration on the left. The copy of the image says “you are not a sketch” along with a tagline “say no to anorexia”. There are many campaigns done like these to create awareness amongst the young women who are facing the problem of body image which leads to these dangerous eating and psychological disorders.

Do you believe fashion and beauty campaigns exploit your insecurities to sell their brand?



Figure 40 Exploitation of consumer's insecurities to sell

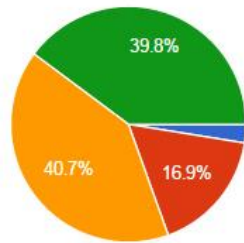
Figure 40 above illustrates the drastic number of consumers that feel that their insecurities are being exploited by the fashion industry (Author's own, 2015). There are twenty three percent of consumers who felt their insecurities are being exploited all the time. Additionally, there are thirty-one percent of consumers who mentioned that their insecurities are being often used to sell the brand. "80% of women who answered a *People* magazine survey responded that images of women on television and in the movies make them feel insecure" (People magazine, 2011)

How often do you think about getting a cosmetic surgery to achieve the self image/body image that you want?



Figure 41 Cosmetic surgery for the desired self-image and body image

How often are you on a diet?



All the time	3	2.5%
Often	20	16.9%
Occasionally	48	40.7%
Never	47	39.8%

Figure 42 Diet

“Powerful industries - the \$33-billion-a-year-worldwide diet industry, the \$20-billion-a-year-worldwide cosmetics industry, the \$300-million-a-year-worldwide cosmetic surgery industry - have grown from the money made out of the conscious and unconscious worries of women, and are in turn able, through their influence on mass culture, "to use, stimulate and reinforce these anxieties in a rising economic spiral." (Mair, 2014). The figure 42 and figure 41, illustrates that even though the consumers would like to achieve a certain body image but they are not willing to go to extreme measures. The extreme measures being, excessive diets and also cosmetic surgery to achieve a certain body. This is a positive sign in this survey, the consumers do look up to fashion models and celebrities in the media but they are still conscious when it comes to making dangerous steps that may cause some permanent damage.

As mentioned previously in the literature review, Mair (2014) explains that a women’s understating of her body is comprehended from how she compares with the glorified pictures of young girls that are around on in media everywhere including television, films, magazines, billboards. She continues by explaining that “She is receptive to the messages proclaiming her body - the crucial commodity in her life - as deficient and in need of attention, further suffering from the daily assault of a diet and beauty industry financially dependent on creating further body insecurity. A consumer society in which women’s bodies are used to sell products while being presented as the ultimate commodity creates all sorts of body image problems.” (Mair, 2014).

The fashion industry has set a certain image and beauty standard. This standard is causing various problems amongst young women as proven by the charts above and the literature review. These consumers need to realize that they are being targeted by using these strategy to sell. . "Together with the media and fashion industry, the powerful diet food industry has artificially created a 'problem' which has resulted in the vast majority of women ...thinking that they need to diet." (Mair, 2014). The fashion brands want the consumers to feel that they cannot reach the image which they are promoting, that ends up making the fashion brands look more exclusive and desirable because it is a fantasy. When consumers realize this, they will slowly stop being the victim and start being the leader.

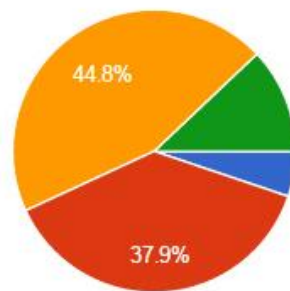
5.3 The positive effect of fashion advertising on consumers

After dealing with several negative aspects of the fashion industry. One can talk about the positive aspects of it. To determine some positive effects of fashion advertising on consumers, the consumers were asked to write their thoughts about the positive effects of fashion marketing. An anonymous consumer commented in the survey conducted online that "being overweight is unhealthy so it's better when people try to be in shape" (author's own, 2015). The consumer makes a very valid point by pointing towards the people who are overweight. This is something which is becoming very common around the world, especially America has been criticized often in the media for having several obese people. The obesity may lead to many dangerous and life threatening diseases. According to World health organization, "In 2014, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 600 million were obese" (WHO, 2014). Moreover World health organization updates the data gathered by saying, "The worldwide prevalence of obesity more than doubled between 1980 and 2014" (WHO, 2014). The consumer makes a very relevant point about motivating people about being healthy.

Additionally, another consumer commented in the online survey conducted that fashion has an upside to it "by promoting healthy habits. A lot of Victoria's Secret models are tend to be strong and not just skinny" (Author's own, 2015). This consumer has noticed that the models are healthy and strong and not just skinny which is important to understand as a consumer who is visually attracted to these marketing and advertising campaigns.

Moreover, another consumer comments in the survey that “It might help the people with some self-esteem to get better and healthier, it somehow might serve has a role model. Now for the less confident people it might not help that much.” (Author’s own, 2015). This consumer makes a very good point and gives both the sides that we have been discussing about. The consumers need to realize that whatever they see is an image constructed by professional artists. Also, the consumer’s comment bring forward the point about self-esteem. Some consumers may take these images as a positive and try to be healthy but some may get a low self-esteem because of these images instead of trying to achieve a healthy body.

How often do you work out?

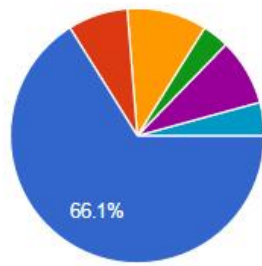


All the time	6	5.1%
Often	44	37.3%
Occasionallly	52	44.1%
Never	14	11.9%

Figure 43 How often consumers exercise

Consumers were asked about the dedication they have with the fitness. Figure 43 illustrates the answers of the consumers who filled the online survey (Author’s own, 2015). The survey shows very positive results as one can see above. The highest and second highest number of consumers mentioned they workout often and occasionally. Even though the consumers who commented occasionally is forty four percent and the ones who commented often is thirty seven percent. This results is still very positive because people who commented that they never workout are only eleven percent. Here we can see that the same consumer who would like to change their physical appearance are involved in the act of fitness and exercise which is the influence of the set standard of body and beauty in fashion advertising.

What is the drive that makes you want to achieve a better body?



Fitness and health	78	66.1%
Pressure from other gender	9	7.6%
Peer pressure	12	10.2%
Family	4	3.4%
Being in a relationship	10	8.5%
Other	5	4.2%

Figure 44 Motivation for a better body

Another result from the survey that was conducted online shows in figure 44 the positive results (Author's own, 2015). These are the answers by the same consumers who previously mentioned that they would like to change something about their physical appearance. This outcome shows that even though they are inspired by many celebrities and models as found in the findings, this proves once again that there is a positive motivation also along with the negative aspects. The consumers also mentioned in the pie chart that was shown in previous chapter that they would like to change and are not happy with their physical appearance but most of them are not willing to go under the knife to be able to achieve that.

As it was mentioned earlier, that everything has a positive and negative reaction. Same is the case with the fashion advertising. On one hand it is motivating people to go to the gym and have a healthy life style. On the contrary, the negative side of this imagery used in fashion advertising is causing many health problems and eating disorders. It is upon the consumers to educate themselves and learn that everything they see is just an image and cannot be achieved in real life. One can be healthy and strong, just like one consumer mentioned above by giving the example of Victoria's Secret model that they are not just skinny but they can also run and do hundreds of sit-ups.

5.4 Fashion industry being socially responsible about body image

After analysing the reason because of which the problem of body image emerges along with the positives and negative effects of fashion advertisements on consumers. We are going to look at the possibilities and opportunities that the consumers feel fashion industry can use to become more socially responsible about the body image in their advertising. As mentioned previously in literature review, David Trites in an article for *Forbes* “Emotions play a big role in our buying decisions. Especially at the end of the process when it’s time to put the money on the table. We begin with a need (or more likely a want), we sprinkle in a bit of logic to narrow down our choices, and then our feelings take over and close the deal.” (Trites, 2014). We already mentioned a several times that fashion brands are using the insecurities of consumers to make them buy a product, and Trites explains the same idea in a different angle.

Trites comments further on this topic by saying “Retailers tap into our emotions in many ways. Some make us feel good about saving money, others calm our insecurities and make us feel better about ourselves, and others make us feel like our purchases contribute to making the world a better place. These are all sound strategies to win our dollars because people run on emotions, and what we buy says a lot about who we are.” (Trites, 2014). Again the same idea of fashion and beauty industry playing on the emotions and insecurities of consumers has been brought to light.

One way fashion industry can be more socially responsible is by giving out a positive message instead of playing on consumers insecurities. There are some beauty campaigns which are doing that very successfully.



Figure 45 Dove Real beauty sketches (John X, 2013)

For example, Dove promotes the idea beauty without playing on the insecurities of women of different age. The Dove's *Real beauty sketches* was a campaign as shown in figure 45 where different women explained their physical appearance to a sketch artist and the second time a stranger explained to the sketch artist about the physical appearance of the same woman (Dove Real beauty sketches, 2013). The results were shocking, according the research of the campaign, "women are their own worst beauty critics, infant only 4% women around the world consider themselves beautiful. Dove is committed to building positive self-esteem and inspiring all women and girls to reach their full potential." (Dove Real beauty sketches, 2013).



Figure 46 Dove Real beauty sketches (John X, 2013)

One can notice the drastic difference in the self-explanation about the physical appearance and explanation to the sketch artist by a stranger. If the beauty and fashion industry decides to take this step and stop abusing their power to make their consumers develop low self-esteem, there are many chances for the improvement while still selling the brand.

Another way fashion industry can be socially responsible by creating an awareness. The fashion and beauty industry need to start mentioning very clearly that the pictures have been airbrushed and altered to reach a certain idea that is represented in the image and advertisements. For example, American Eagle's sub brand Aire launched a new collection for lingerie featuring all the models not retouched or airbrushed.

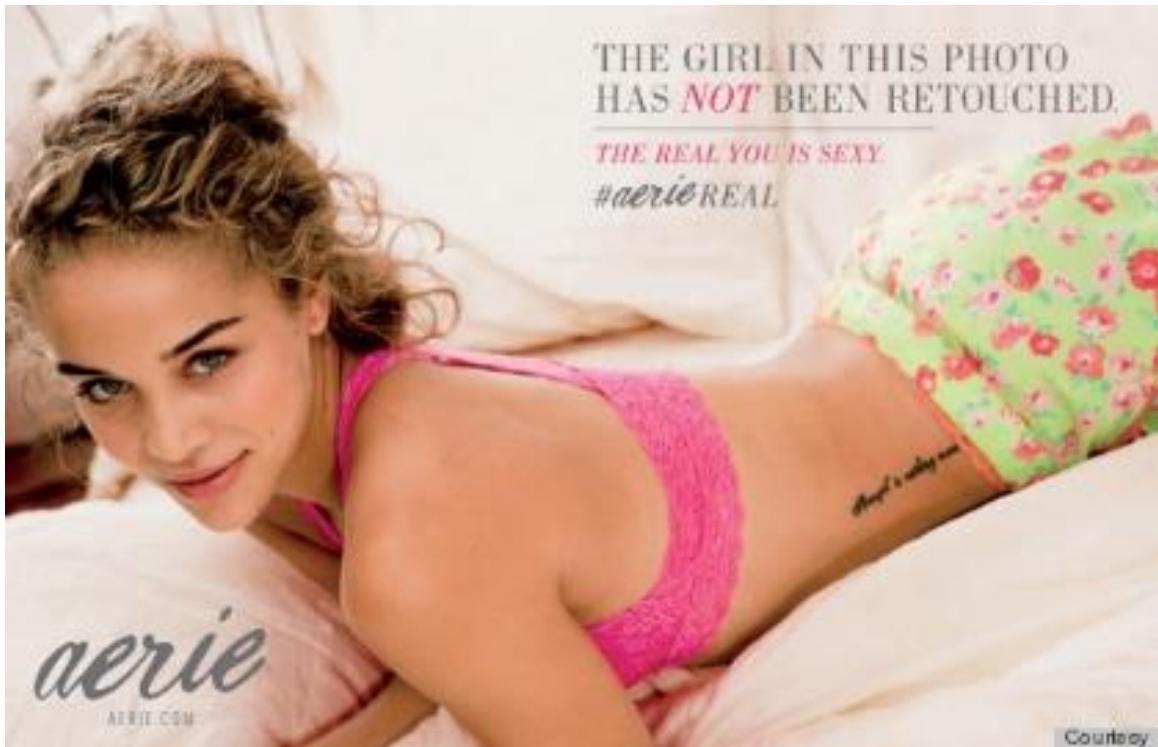


Figure 47 Model who is not retouched (krupnick, 2014)

The copy on the advertisement in figure 47 puts forward “The girl in this photo has not been retouched” (Aire, 2014). In an article for the *Journal the Irish* MEP commented, “We know that airbrushing can play a harmful role when it comes to negative body image and eating disorders,” she said. “Airbrushing has a really damaging impact on people’s self-esteem and that’s why I believe the EU should consider introducing a mandatory warning label system.” (Barry, 2013).

The people are aware of the fact that airbrushing leads its viewers to a low self-esteem. Still there many numerous magazines that are airbrushing the models and altering their bodies to achieve a certain aesthetic in the images but when a teen ager or a person who is not aware of this visual language looks at these images. Their mind gets clustered with the negative thought about their own body image. Hence, it is a very important step that should be made mandatory for not just few but every single picture and advertisements that has be airbrushed and altered to achieve a certain visual or aesthetic sense.

6 CONCLUSION

The information that has been gathered and analysed has helped conclude this research regarding the responsibility of fashion brands for its consumers. The research methods have given variety of data about the research questions. After going through all the data and analysing it, one can clearly see that the problem of body image has existed since ancient times. Nonetheless, the standards of the body image and beauty have been changing after every few years. From the full figured women of Renaissance till the ideal body image of today, there have been a lot of variations with the idea that has been considered as the ideal body and beauty image.

The online survey conducted shows that the body image problem influences the visually obsessed consumers of today mostly through media. The next two strongest influences through which the problem of body image occurs are the social media and surprisingly the family. After establishing that the problem has existed since ancient times and its source of occurrence in today's world. This research looked at the further problems which are being caused due to body image standards set by the media, fashion and glamor industry. The primary research done for this thesis illustrates that the young women are insecure about their bodies and would like to make changes to it if they are given a chance. However, these young women drew a line when they were asked about changing their physical appearance by using cosmetic surgery. This came out as something positive because they have set limits for themselves and are not willing to go all the way to be able to achieve a body and beauty image that is shown in the media. A lot of the young women who filled the online survey were influenced heavily by the media and a high number of these women were insecure about their bodies. Additionally, many of these women mentioned that they look up to celebrities and super models which may be not the right role models unless these young women are aware of the budget and energy that goes into making a celebrity or a model look glamorous. These women need to educate themselves and realize that the images that are shown in the media are nothing but a constructed image by the group of professionals which sometimes need airbrushing and alternations in post-production. The

body image is effecting the self-esteem of these young women and the self-esteem is effecting their buying behaviour. This has been discussed and proven by the research as one of the major practice that all the fashion and beauty brands use to sell their products. If these problem of self-esteem are not dealt with, they can lead into many dangerous physical and psychological disorders like Bulimia Nervosa and Anorexia Nervosa. Being aware of these details can help these consumers protect their self-esteem.

After discussing the problems, the consumers were asked about the positive side of the body and beauty standard that the fashion industry has set. Many of the women mentioned that these celebrities and models help them set better goals for their bodies but in a healthy way. The consumers also commented that being healthy, stylish, fashionable and presentable is better as compared to being unhealthy and obese. As being obese is more dangerous for the people and has caused many people to lose their lives because of the several problems obesity leads to. Moreover, there are more cases of deaths by hearth strokes and many other problems which are caused by obesity. The problem of body image is not just being overweight, it is also the underweight consumers who feel insecure about their bodies. Body image is a very important problem but if it is dealt with carefully, it does not lead to any other serious problems.

There are several ways in which a brand can be more responsible for the consumers. One of the methods that has been discussed is by not using the catalysts that effects the self-esteem of the consumers. Instead, show the consumers a verity, diversity, in body, colour and other aspects so that the consumers feel positive about buying instead of buying out of the insecurities. Another very important step that has been discussed is by labelling the images and videos. The fashion industry must start labelling their fashion campaigns and advertisements. Mentioning that the image has been retouched, airbrushed and altered to achieve a certain aesthetic and visual style. By doing so, the brands will be making the costumers aware even if they are using a certain body type to fit the sample size clothing which is presented on the runways in the fashion weeks and in the fashion marketing campaigns.

To conclude, the idea of desirable beauty and body has been changing with time. Like everything else, the idea of beauty and body image keeps reinventing itself. This is the time where the lines between the beauty, body and genders are blurring. In the past few seasons of the fashion advertising, androgyny has been one of the major beauty and body trend. Whereas, now the idea of beauty and body has become so free that cosmetic surgery to achieve a certain look is becoming acceptable slowly. For some people, it goes deeper into the emotions rather than just the physical look that they have. However, one needs to remember to be aware of the surroundings and know the facts before being easily influenced by models and celebrities. Whereas, the fashion brands need to start developing strategies to use in the advertising which makes the consumers feel positive about themselves instead of making them feel insecure. Some brands have been able to do that for their consumers but many fashion brands are not socially responsible for the consumers when it comes to body image which is effecting the consumers psychologically and physically in many ways.

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8 APPENDENCIES

The social responsibility of fashion brands towards the consumers

Gender

- male
- female
- Other:

Age

- 10-15
- 16-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50

In a relationship

- Yes
- No
- Other:

Where do you think the pressure to have a certain body comes from?

- Media
- Family
- Friends
- School or university
- Relationship/ dating

- Social media
- Other:

Roughly at what age did you become conscious of your body image and weight?

- 10-15
- 16-20
- 21-25
- 26-30
- 31-35

Do you wish you could change something about your physical appearance?

- Yes
- No
- Maybe

Name a person you look up to for inspiration for the body that you want to achieve?

How often are you not satisfied with how you look in your pictures?

- All the time
- Often
- Occasionally
- Never

How often do you think about reaching your goal weight?

- All the time
- Often
- Occasionally
- Never

Have you ever been teased about being overweight or underweight?

- All the time

- Often
- Occasionally
- Never

Are you happy with your body shape currently?

- Yes
- No
- Not sure

How often does the thought of how others might perceive your physical appearance affects you?

- All the time
- Often
- Occasionally
- Never

How often do you think about getting a cosmetic surgery to achieve the self-image/body image that you want?

- All the time
- Often
- Occasionally
- Never

How often are you on a diet?

- All the time
- Often
- Occasionally
- Never

How often do you work out?

- All the time
- Often

- Occasionally
- Never

What is the drive that makes you want to achieve a better body?

- Fitness and health
- Pressure from other gender
- Peer pressure
- Family
- Being in a relationship
- Other:

Do you believe fashion industry shows your body type in their fashion marketing campaigns?

- All the time
- Often
- Occasionally
- Never

Do you believe fashion and beauty campaigns exploit your insecurities to sell their brand?

- All the time
- Often
- Occasionally
- Never

How often do you see an overweight person in a fashion campaign or editorial?

- All the time
- Often
- Occasionally
- Never

Do you believe the fashion marketing of big fashion brands has any influence on you?

- All the time
- Often
- Occasionally
- Never

Does your self-esteem effect your buying behaviour?

- All the time
- Often
- Occasionally
- Never

Do you believe the fashion campaigns have any psychological effects on you?

- Yes
- No
- Sometimes

Do you think the body and beauty image set by fashion industry has an upside to it?

- Yes
- No

If your answer to the question above was 'Yes'. Please explain how?

Name any b

brands that you think have been socially responsible when it comes to body image?

Do you believe that using common people in the fashion campaigns would be more effective and communicate better with the consumers?

- Yes
- No
- Maybe

Do you believe fashion industry has a responsibility towards their consumers?

- Yes
- No
- Maybe

If answer to the question above was 'Yes'. Please explain why?

How do you think fashion brands can be more responsible about the body image they use in fashion advertisements, magazines, runways and commercials?