The influence of Fashion advertising on
Eating Disorders & Body dissatisfaction.

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CONTENTS

ABSTRACT

Don't believe everything you see on Social Media.

The present study investigated the influence of fashion advertising on eating disorders and body dissatisfaction amongst women within generation Z. The aim of the research is to identify the aspects and factors of fashion advertising which contribute to the development of eating disorders and body-focused anxiety. The study concluded that fashion advertising negatively affects an individual through the perpetuation of idolised images reflecting unattainable body constitutions and unrealistic beauty ideals. Through the implementation of such factors abnormal eating disorder symptoms emerge through cultural, social and interpersonal relationships. The results suggested that exposure to ultra-thin models perpetrated by the mass media and society's ideal beauty standards increases body dissatisfaction and abnormal eating symptoms amongst women from generation Z.

KEYWORDS

LITERATURE REVIEW

The fashion industry embodies one of the largest and most powerful industries in the world.

Fashion encompasses a broad variety of factors and aspects which compose one of the most influential corporations worldwide. It does not only embrace clothing, accessories or astonishing events but culture, art, values, perceptions….It has the power to build positivity in the same way as it has the capacity to construct negativity.

Beauty canons fluctuate parallel to society's established norms, enhanced and perpetrated by the fashion industry through the implementation of unrealistic and unattainable bodily constitution images.

Society is immersed in social fashion, and as the digital age takes hold, so does the acceleration of negative issues such as body shaming, unrealistic beauty ideals, negative perceptions and exclusion.

Eating disorders and body dissatisfaction are a global problem that affects people of all cultures, races, ages, identities.... and has serious consequences for those who suffer from it.

81% of children are afraid of being fat, 35-51% adolescent girls engage in self- induced vomiting, diet pills and crash dieting & over 91% of women admitted they control their body weight through dieting in a college campus survey. Eating disorders are one of the most deadly mental illnesses, and the alarming fact is that the statistics are solely based on those who report it.

 (**National Association of Anorexia Nervosa and Associated Disorders, 2021**)

Influential individuals and powerful corporations bear the responsibility to raise awareness and responsibility in society to support and recognise important social issues in an attempt to abolish them.
However, it remains a utopia.

INTRODUCTION

1.   Fashion advertising & Body image

Advertising is the main approach for brands to publicise their products in any context and field. It is a positive element regarding the communication and knowledge individuals gain with the information being displayed encompassing distinct opportunities and products. However, as advertising shifts toward a more negative concept and approach, it should be reevaluated as it can have negative implications regarding social, personal and psychological effects within an individual. Fashion advertising is composed of a multitude of different methods; from a social media campaign to a runway show to a magazine shoot.

Society is immersed in social fashion, an element which dictates the way of living and influences socio-cultural factors and its development.

Fashion dictates and influences how to dress, where to go, where to eat and how to live… Fashion indicates how to adapt the body to trends, in addition to the influence of the media as transmitters of these trends. Fashion can become dangerous the moment it becomes extreme. At this point is where individuals find that to be perfect and desirable they have to be slim and fit into the social canons established by society and embraced by fashion. Most fashions as well as clothing are designed to be worn by skinny bodies and it is a transgression most women can not overlook. Within this aspect, luxury fashion brands and their glamorous runways generate inspiration and admiration towards extremely slim bodies. It is not only the clothes that generate influence but the models who wear them, and through social media, magazines and television those unrealistic expectations are engraved into young women. (**Guerrero Giampaglia, 2016**)

The media, magazines and social media shape our expectations throughout time, including our beliefs towards our bodies and relationships.
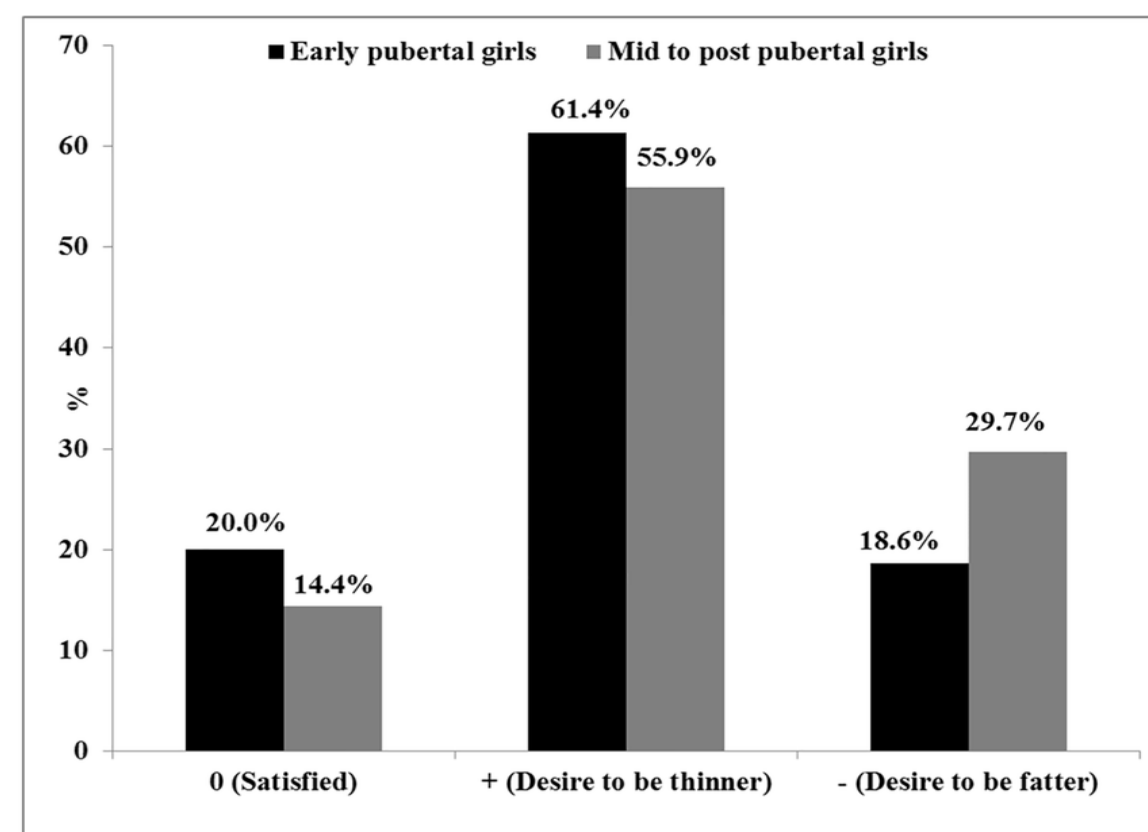
Society is constantly exposed to idealised images of what is considered 'beautiful' in relation to social canons and physical expectations. As deception is being implemented as the norm, when an individual feels it does not fit the mould, it generates feelings of body dissatisfaction & low mood. (**Mc-Comb and Mills, 2021**) (**Tiggemann & Slater,2013**) (**Anderson, 2008**) (**Roberto et al., 2018**)

 "Our culture is obsessed with perfection, especially when it comes to the way women look. The parameters of acceptability as far as physical appearance go are so limiting that only a handful of women actually fall into this category. And the rest of us are left to either squeeze ourselves into mould that don't fit, hating ourselves all the while, or we just give up entirely." (**Lael, 2013**)

Every day, millions of young women around the world are consuming hundreds of images portraying a masked reality. (**Roberto et al., 2018**)
Negative body image is correlated with idealised images in the mass media, as when an individual perceives its body fails to meet the ideal standard, feelings of dissatisfaction emerge. The perception we have of ourselves is strongly based on our tendency to compare our own values and attributes to those of someone else's, especially idealised women. (**McComb and Mills, 2021**) (**Tiggemann & Slater,2013**)

Furthermore, the digital alteration of advertising images has emphasised the gap between the real and ideal body image and sizes. Several studies have correlated body dissatisfaction, internalisation of the thin ideal and eating behaviours with exposure to digital alteration images in the media. (**Ferguson, 2013; Grabe, Ward, & Hyde, 2008; Groesz, Levine, & Murnen, 2002; Hausenblas et al. 2013**)

Everyday women are not the only ones affected by this factor, several celebrities and models have spoken against their own photoshopped photographs stating they didn't recognise themselves. *"Had a new shoot come out today and was shocked when I found my 19 year old hips and torso quite manipulated. These are the things that make women self conscious, that create the unrealistic ideals of beauty that we have. Anyone who knows who I am knows I stand for honest and pure self love. So I took it upon myself to release the real pic (right side) and I love it"* (**Stoermer, 2015**)
This is an issue that encompasses everyone.

However, distinct policies have been activated in distinct countries to fight this issue.
The Israeli government implemented a law banning the use of underweight models in advertising, alongside a legislation called "The Photoshop Law", which requires agencies to disclose if they've digitally altered the images to make models look skinnier. (**Fantz, 2012**).
Great Britain's Royal Society for Public Health (**2017**) have advised the implementation of warning labels not only on advertising images but in all social media platforms such as Facebook & Instagram. These warning labels include the statement that "these particular fashion images have been digitally altered".

However, several studies researching this policy's effectiveness concluded that the implementation of fashion warning labels on the media did not reduce body dissatisfaction but it actually increased it or had no effect in comparison to images without warning labels. (**Ata et al., 2013; Bissell, 2006; Bury et al., 2016a, 2016b; Frederick et al., 2016; Tiggemann et al., 2013**).

The studies also showed aggravation on body dissatisfaction levels in women who tended to compare themselves to others. (**Tiggemann et al., 2013**) Therefore, the use of these implementations against digitally altered images may be counterproductive as a path to reduce eating disorders and body focused anxiety. (**Kwan et al., 2018**)

2. The evolution of body size since the 1980s

Body image and size fluctuate over time alongside society and its prevailing values. The ideal body size implemented by today's society has not been the predominant ideal in the past decades. The changing values and idolised body shapes since the 1980s are key for understanding the aspect of fashion imagery today.

Below is an examination of the beauty canons from the 1980s to the present day.

The superwomen of the 80s

During the nineteen eighties the "fit girl" is considered the feminine ideal. Stronger athletic thin body types are the leading desire of society. Models such as Cindy Crawford or Jane Fonda blossom within the Fashion industry.

An emphasis regarding a healthier and stronger body type is established, and the cult of the body emerges.

However, it is also the women's take on the workplace, thus, women can not neglect what the concept of being a woman by society is, hence their image also has to be impeccable. The pressure women feel to reach the approved standards is substantial. (**Howard, 2018**)

Minimalism of the 90s

After the excesses of the 80s, the nineties emerged as the minimalism era, where a process of purification took place.

Fashion advertising alongside runways reaffirmed extreme thinness as the new beauty canons. This era constructed a duality, on one hand severe thinness without curves nor muscle and on the other, exuberant thinness, the body size that was heavily idolised.

Unattainable, unhealthy, untruthful. These were the main body constitutions characteristics established by society where unhealthy models were set as the ideal standard of beauty, image and femininity.

Models such as Kate Moss, Naomi Campell and Pamela Anderson glowed on the runways representing the Fashion industry at times where unhealthy traits and extreme thinness were the synonym of beauty and desire.

Furthermore, Pamela Anderson represented a distinct ideal; beauty through aesthetic surgery. The model features extreme thinness but prominent feminine figures, which can mostly only be attained through plastic surgery and operations. Through these observations it reflects how during the nineties comparison, unhealthy traits and unattainable body constitutions were enhanced and emphasised by society and the fashion industry.

Individuals had to modify their body in order to fit the established standard and beauty canons of the decade.

Ironically, the mentality of the time revolved around the exteriorisation of the supermodel and the internalisation of a different ideal. Thus, the skinny models emerged and changed beauty canons. (**Guerrero Giampaglia, 2016**)

2000 millennium- Thinness as the established synonyms of beauty

With the start of the millennial, extreme thinness is strongly correlated as the synonym for beauty and desire. Aesthetic operations increase alongside beauty cosmetics to reduce body imperfections. Fashion advertising reaffirms these canons through the support of the luxury fashion houses and the relevant designers of the time. Society was obsessed with body perfectionism which pushed Kate Moss to declare: "Nothing tastes as good as skinny feels" (**BBC News, 2018**)

Present society has made progress regarding the social acknowledgement and appreciation towards mental health issues. Although extremely thin models are still very much present in our daily lives throughout the mass media, society has been able to make some progress in this regard.

Today, what once was considered unfashionable or unattractive; seeing larger models in fashion campaigns or social media platforms, is now starting to be disregarded. Celebrities such as Kim Karadashian embrace curves as feminine, empowering those who have felt undermined by society for so long. Even though fashion advertising is still idolising thinness as a way of feeling desired and treasured, campaigns such as #ImNoAngel is empowering body diversity. (**McKelle, 2015**)

(**Guerrero Giampaglia, 2016**)

3. Cult of thinness- culturally induced eating disorder

The idealised body shape has been constructed over time and has fluctuated parallel to social norms established by society within a certain period of time. Cult of thinness is interconnected with the element of a culturally induced eating disorder, as social, cultural and personal factors influence the path and esteem of an individual.

Cult of thinness; the pressure women have over their bodies regarding social, political and interpersonal connections. **Sharlene Nagy Hesse-Biber's** research over the years has given a whole distinct perspective and insight regarding the development of abnormal eating habits and the factors that contribute to it. Abnormal eating habits, often treated as an individual psychological issue have shifted towards the comprehension backed up by Hesse-Biber that far from being an individual issue, it is the social and cultural factors which influence the creation and emphasis of the cult of thinness and thus, the development of abnormal eating habits. (**Anderson, 2008**) (**Sharlene Nagy Hesse-Biber, 1996**)

Social and interpersonal relationships empathise with the ideal body shape, interconnected with cultural and interrelationship factors. As a consequence of pursuing the ideal body shape and expectations, young women enter a negative cycle emphasised by fashion advertising.

A conducted study by Tiggemann, Gardiner & Slater concluded that *"The two reasons given most frequently for wanting to be thinner were firstly the influence of models and the media, and secondly to be more attractive and receive more attention. Other Frequently given reasons for wanting to be thinner included: for self-esteem and confidence to fit into clothes, to achieve a feeling of control, to increase popularity, to look good for boys, because it is what society demands, peer pressure, and because women are supposed to be smaller and less masculine than men"* (**Tiggemann, Gardiner and Slater, 2020**)

Through this investigation it is observed that social and cultural factors such as peer pressure and media-induced role models are one of the main aspects influencing young women into developing thin ideal inclinations. Fashion advertisement integrates within the cultural approach, embracing learned traits and induced stereotypes within an individual.

Maillot de bain, **Norma Kamali.**
Bracelet Love, **Cartier.**
Maquillage Estée Lauder avec
la EE Crème Correction Éclat
Parfait SPF 30 Light, la Poudre Gelée
Illuminatrice Bronze Goddess,
le mascara Pure Color Envy Lash Black
et, sur les lèvres, le rouge à lèvres
Sculptant Pure Color Envy Désirable.
Cheveux texturisés avec le Spray
Coiffant aux Sels de Mer Bronze
Goddess Estée Lauder.

4. Exposure to ultra-thin models in advertising & an increase in body-focused anxiety.

Previous research within the field demonstrates that exposure to images of ultra-thin models perpetrated by the mass media and above all by fashion advertising, increases image concerns and body dissatisfaction amongst women.
Body focused anxiety revolves around the aspect of not fitting in within the constructed norms and stereotypes established by society, which can derive in disordered eating behaviours.
However, a study by (**Halliwell, Dittmar, & Howe, 2005**) investigated women's body-focused anxiety levels when exposed to ultra-thin and average-sized models. Although the study concluded that viewing images of extremely thin models did not lead to an increase in stress levels, when exposed to medium-sized models individuals produced a relieving effect and their body-focused anxiety decreased. The study also investigated the effectiveness of advertising using equally attractive women with larger traits compared to extremely thin women, with the support of consumer behaviour and product purchase.
The results showed that attractive medium-sized models were just as effective in advertising a product as ultra-thin models. Thus, it reflects how fashion advertising would be just as compelling without the need to use excessively thin models and therefore, may help to alleviate body image concerns among women. (**Dittmar & Howard, 2004; Halliwell & Dittmar, 2004**)(**Kwan et al., 2018**)

It all revolves around the need to change consumer behaviour and expectations regarding fashion advertising and transition towards a more inclusive environment.
However, if the fashion industry continues to rely on unaffordable expectations to power its "fantasy world" to attract consumers and maintain its image within the industry, meaningful change is difficult to achieve. Fashion houses must change their corporate ideology as a way to protect and prevent body image concerns and anxiety, which can potentially lead to eating disorders. This is of particular concern, as longitudinal research suggests that body dissatisfaction predicts eating disorder symptomatology among young women. (**Killen, Taylor, Hayward et al., 1996; Cattarin & Thompson, 1994; Stice & Agras, 1998**). (**Kwan et al., 2018**)(**Kwan et al., 2018**)

Although more inclusiveness has been observed in recent years, research and observation regarding consumer perception towards inclusivity in fashion reports embodies a masked and untruthful intention.
The approaches of distinct brands' advertising campaigns reflect contrasting motives in terms of the pathway they enforce regarding the uniqueness of women's bodies. Dove's campaign "Real Beauty" launched in 2004 on account of the findings of a major global study that concluded that only 2% of women around the world would describe themselves as beautiful. Dove's campaign aimed at celebrating women's unique differences rather than neglecting them, reflecting that physical appearance should be a source of confidence, not anxiety. This particular campaign enhanced the change of attitude of women towards their perception of beauty about themselves. (**Celebre and Waggoner Denton, 2014**) This campaign was shared through different media channels such as Tv, social media platforms and talk shows, which created emphasis and awareness concerning fashion advertising and the negative effects it can convey. (**Kwan et al., 2018**)

In contrast, other fashion houses use inclusivity solely as a way to increase sales.
Victoria's Secret's prompt change of ideology toward the inclusion of bigger models has arisen controversy regarding the true intention of their motives.
With the rise of the #metoo movement, Victoria's exclusive use of supermodels went out of fashion, resulting in huge losses for the company and an absolute negative brand image. Although the brand tried to turn its reputation around by hiring bigger models such as Priyanka Chopra to be the face of its inspirational campaigns for inclusivity, Victoria Secret still reflects the ideology that only attractive women, even if they have bigger features, can represent fashion. (**Chabot, 2021**)
This shows how inclusivity for some fashion brands is like a checkbox, they don't do It because they believe in it, but rather because their revenue and self-image will increase.
This reflects how the fashion industry is still a long way from being truly inclusive.

Conclusion

In conclusion, based on the analysis and research it can be concluded that through the perpetuation, emphasis and illusion of ultra-thin model exposure, the effects on abnormal eating habits and body dissatisfaction increase amongst women.
The thin ideal and beauty standards are constructed and emphasised by society and the mass media, venerated by the fashion industry as a method of establishing its magnetic and mystical world. Fashion advertising, even though essential to the established present society, conveys negative effects when idolising images of unhealthy looking women which reflect the requirements that women need to pursue to feel desirable and accepted within society and themselves.
Advertising within the fashion world creates and accentuates cult of thinness which derives on a social induced eating disorder and body dissatisfaction rates, increasing body-focused anxiety. Thus, rather than solely being an individual psychological problem, it's a society issue. On the contrary, exposure to average size models in advertising produces a relief effect within women and an equally effective advertising method. Therefore, fashion houses could implement this method in order to reduce self esteem and body image issues among society, however as they are key on creating their mystical industry, they do not tackle the matter with the consideration nor importance it deserves.

METHODOLOGY

The aim of the research focused on investigating and acquiring insight on how fashion advertising influences women to develop a negative self-image perception and body dissatisfaction, which may deviate towards abnormal eating habits.
The research methods executed focused on analyzing further if and how Fashion advertising affected the development of abnormal eating habits and body dissatisfaction rates within female individuals from generation Z.

The research methods applied embodied distinct procedures; a quantitative and qualitative approach. Through the implementation of a focus group & a survey, the data gathered provided deeper insight into the correlation between body dissatisfaction and advertising within the fashion industry. These particular research methods are convenient to the study because in order to acquire deeper insight regarding the topic, it requires -participants to further justify and rationalize their argumentation. Hence, the focus group, encompassed by open-ended questions, provided an extensive rationale of the participant's perception and consciousness towards abnormal eating habits as a derivation of fashion advertising. Oppositely, the survey offered a quantitative insight, providing clear objective data used to attain statistics as it enclosed close-ended questions.

Through a set of 10 questions, the focus group explored in depth the participants' awareness and perception of the interrelationship between the aforementioned variables. Inclusion criteria for this study were females, fluent in English, and age between 18-25 years old. Female participants from generation Z were recruited through opportunity sampling at a private University.
The participants involved in the research were debriefed at the start of the focus group.
The established questions alongside the aim of the focus group were drafted and given to the participants prior to the start in order for them to keep track of the research and thus, create an atmosphere of inclusivity and trust. The questions encompassed distinct perspectives regarding the influence of fashion advertising on self-image perceptions & body image which allowed the participants to share and discuss their point of view with the rest of the group.

The survey encompassed close-ended questions which focused on retrieving data for statistical analysis. The unambiguity set by the lack of scope available for participants to debate within the questions provided direct answers and explicit data. The inclusion criteria for the survey was identical as the focus group, thus, increasing the targeted segmentation in order to recapture a wider analysis.

The participants personal insight regarding the correlation between fashion advertising and body dissatisfaction alongside secondary research granted further understanding of the consequences fashion advertising conveys and how it affects female individuals within generation Z.

PRIMARY RESEARCH FINDINGS

The aim of the primary research is to investigate and gain insight on how fashion advertising influences women to develop a negative self-image perception and body dissatisfaction, which may deviate towards abnormal eating habits and body dissatisfaction. From a young age women are exposed to socially imposed messages which encore into their self perception and idea of themselves. Fashion advertising creates and emphasises unreachable expectations regarding body image which negatively affects young women's image of themselves. Therefore, the primary investigation focused on understanding and exploring how individuals from generation Z experience and cope with fashion advertising and the negative impact it conveys. The research undertaken was implemented through a survey and a focus group tackling complex issues and factors regarding the pressure women feel from the media and most of all by fashion advertising to modify themselves in order to feel accepted and desired by society and those among them. The primary research undertaken focused on analysing and investigating how does fashion advertising influence the development of abnormal eating habits and body-focused anxiety as a consequence of the exposure of ultra-thin models on the media and distinct advertising channels such as publications, runways and campaigns.

Through the focus group investigation and the established questions asked, participants were able to reflect on their own perceptions and thoughts regarding how fashion advertising affects them.

It was been established that advertising is essential within an industry to promote an idea, a product or a concept, however it is the approach undertaken that transforms it into a positive or negative element.

"We live in a world where fashion advertising is not an option anymore, we see it everywhere" (Participant M) "It all depends on how the brand represents itself through advertising and the impact it may have"(Participant P).

As the fashion industry tries to embody and enhance inclusiveness regarding distinct factors such as race, culture or body sizes the controversy surrounding the approach, increases. The extreme methods of fashion brands to implement the inclusion of all individuals alters into a counterproductive factor as individuals feel its inauthentic and solely done to increase brand revenue and a positive brand image. "A lot of brands feel pressure to include different models, so It turns into very inauthentic, we are not stupid, we know when something is authentic or not" (Participant P). "Im scared that inclusivity is becoming a business method rather than something positive" (Participant A). Even though this particular industry tries to encompass a more inclusive environment, it is not enough nor conveys a positive methodology. Question 1&2 of the survey encompassed the perception of participants towards fashion advertising and inclusivity, 60% of participants stated they didn't feel fashion advertising is inclusive and 94% stated they wanted to see a more inclusive environment within The Fashion industry. "I feel nowadays, as people try to be more inclusive and open to the idea of beauty, there is way more pressure to be perfect" (Participant G)

Digitally altered images increase body-focused anxiety and thus, feelings of low-mood and dissatisfaction emerge within an individual. Photoshopped images of ultra-thin models perpetuated by fashion advertising create a sentiment of discomfort and ambiguity towards the body image of everyday females around the world, which by attempting to acquire those unrealistic expectations they engage in unhealthy eating behaviours. Observing the data, 58.8% of survey participants stated that they modified their eating behaviours as a consequence of social comparison. "It should be compulsory to state that an image if photoshopped, because if a famous person shares a picture that has been altered, the impact it has on millions of people is incredible, and they will never be able to look like that, as it's not real." (Participant A).

"I was so naive to this, even though I thought I could differentiate between an altered picture and a real one, I actually can't, it messes with your head"(Participant P).

6.
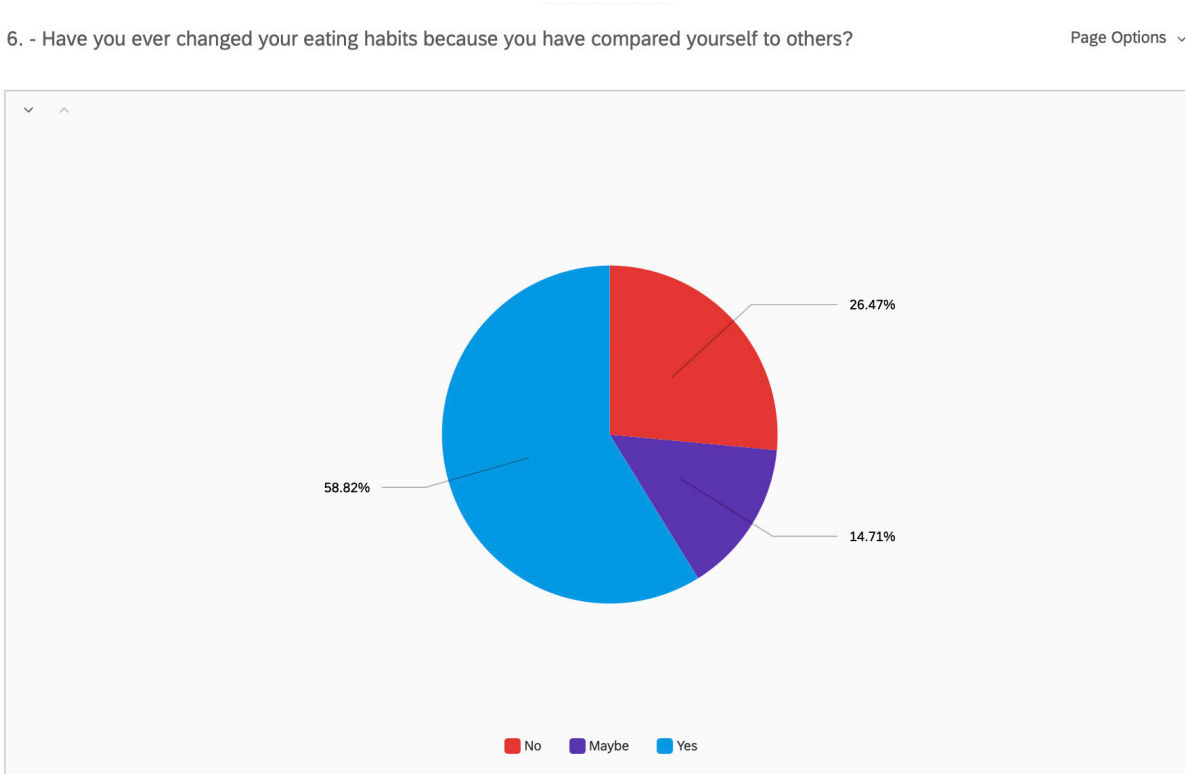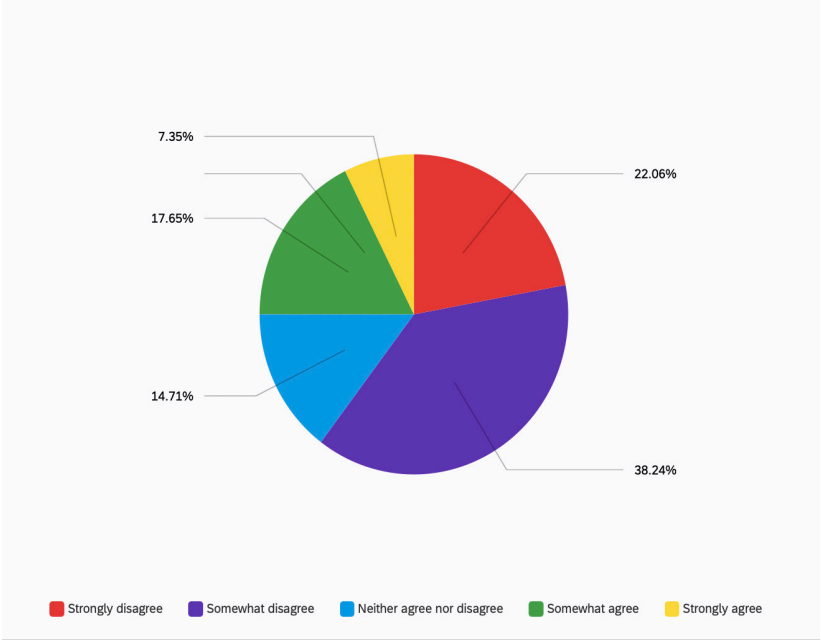
6. - Have you ever changed your eating habits because you have compared yourself to others?   Page Options ⌄

26.47%

58.82%

14.71%

No   Maybe   Yes

1

7.35%

22.06%

17.65%

14.71%

38.24%

Strongly disagree   Somewhat disagree   Neither agree nor disagree   Somewhat agree   Strongly agree

2

- Would you like to see a more inclusive environment within Fashion advertising ?

No

Yes

0   5   10   15   20   25   30   35   40   45   50   55   60
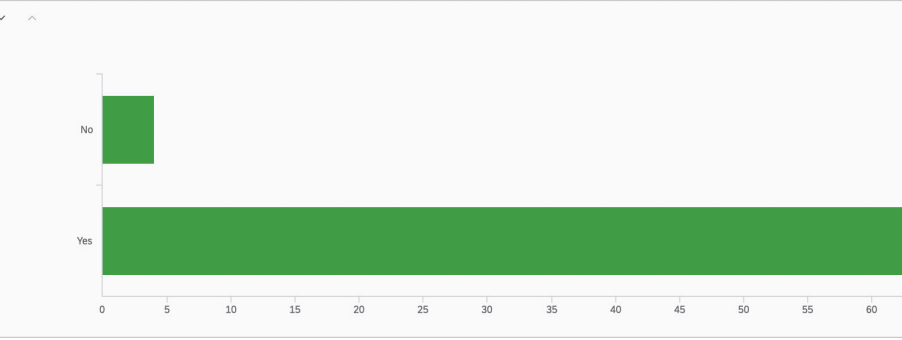
Social comparison amongst women, emphasised by the media and fashion advertising increases the need the modify oneself in order to feel satisfied and accepted in society. Exposure to unattainable body constitutions aggravate the issue of wanting to look like somebody else in order to feel happy. Question 7 on the survey asked: When seeing images of models, would you wish to be like them? 77% of the participants stated they strongly or somewhat agreed to the statement, reflecting how individuals are not comfortable with their own body enough as they would wish to be like somebody else. This issue encompasses the enormous issue society finds itself in, a society where individuals admire the established beauty canons above themselves, a society that promotes body dissatisfaction and the urge to change a body. "When you see things that are desirable to people over and over again, you think okay this must be it.I compared myself to people and thought I had to change.What is the reason behind that? Is that going to make me happy? But when these things are shut down your throat all the time, is really hard to not want to change" (Participant P)

"When I watch a runway I think on how good the clothes look on extremely thin people, and it made me want to be as skinny as them. I wanted the clothes to look as good on me as on them and I though, do I really have to be this skinny to look this good?"(Participant M)

Body dissatisfaction as a consequence of social media exposure is accelerating due to the digital era we live in, reaching to younger individuals as digitalisation increases. Various studies supported the correlation between social media consumption and self esteem, concluding to a negative factor. Question 9 of the survey asked: Is your self-esteem lower after spending time on social media? 44% of participants said Yes & 37% said maybe. Even though society is aware of the social situation social media creates, there is no positive implementation being executed. "The media is something we have in our hands, every day, every moment, every seconds of our life, it reminds me to compare myself to others." (Participant M) "In particular in social media such as Instagram or TikTok, filters such as nose reduction or plastic surgery faces, I actually wanted to to do plastic surgery on my nose, and I was really convinced this could make me feel better and more accepted by others and particularly men." (Participant D).

The last question on both the survey and focus group asked: Do you think that beauty canons, fashion advertising and social pressure are more influential factors in the development of an ED (eating disorder) and body dissatisfaction than individual psychology, family or your group of friends? 77% of participants concluded they strongly or somewhat agreed, reflecting how the ideal beauty standards and the social pressure established by society and learned from fashion advertising shapes and influences an individual's perspective of what beauty is. "It is all about being the most perfect you can be" (Participant V)

Concluding that the key influential factors that influence abnormal eating habits and body dissatisfaction amongst women from generation Z revolve around the influence of the media and thus, fashion advertising.

"Nobody is stoping to not be perfect" (Participant M)

7. - When seeing images of models, would you wish to be like them?   Page Options ⌄

9
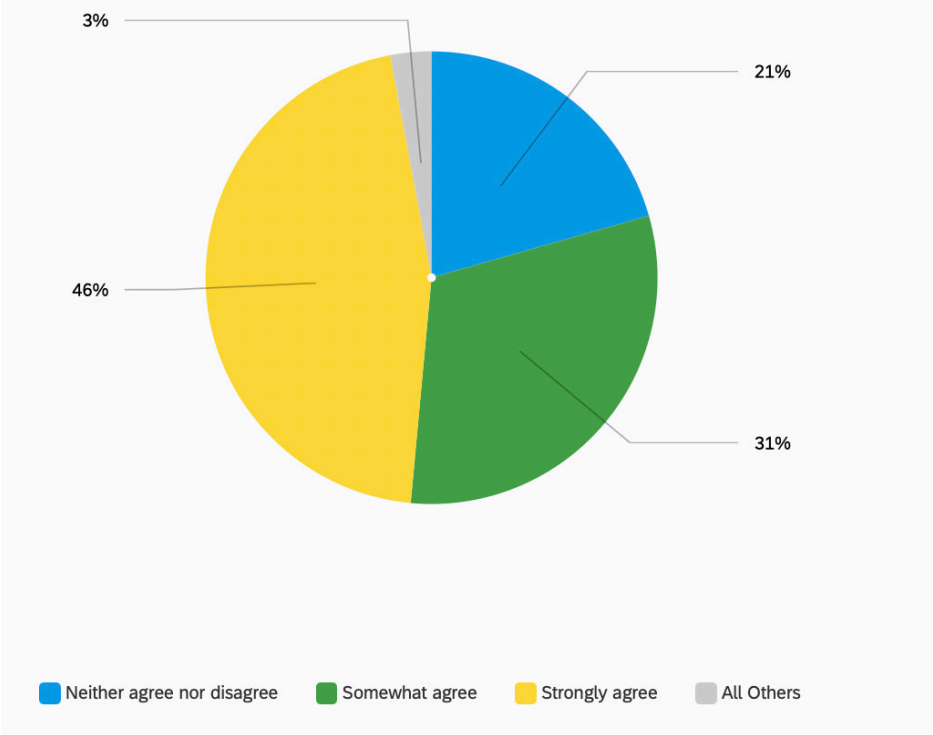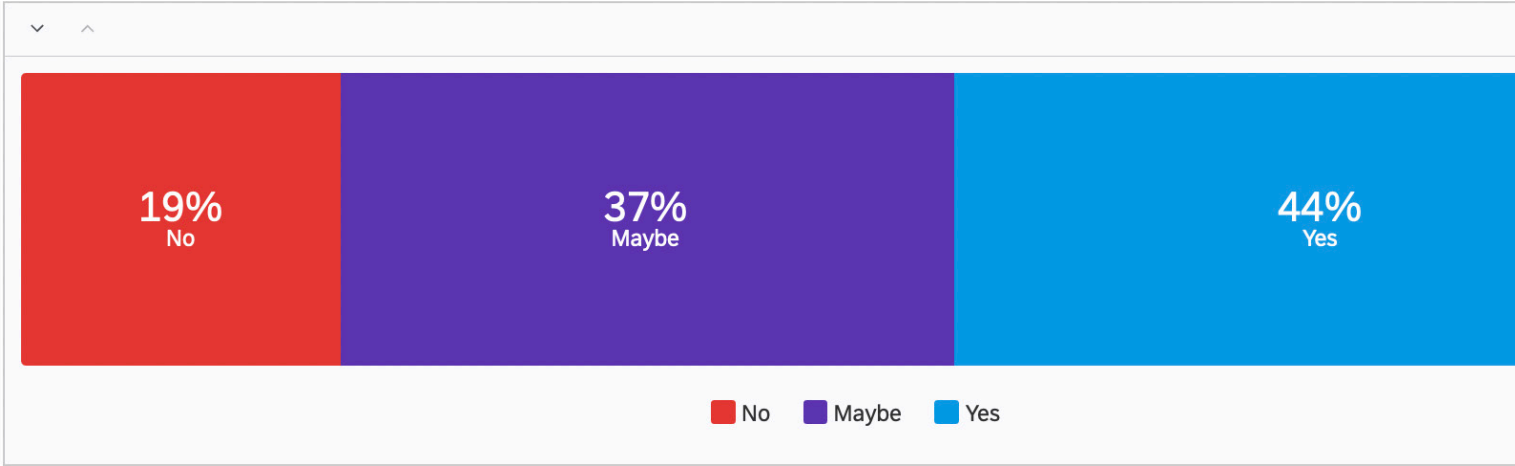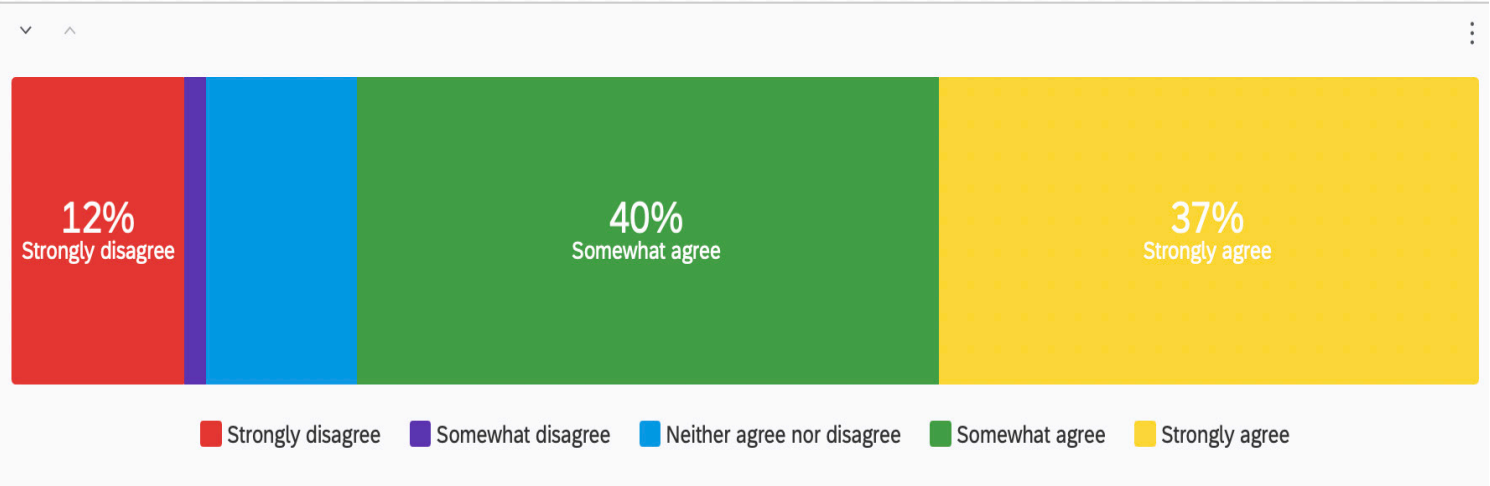
RECOMMENDATIONS

Based on the synthesis and evaluation of the present investigation on how fashion advertising influences the development of eating disorders & body dissatisfaction, it can be extrapolated into creative outputs which will positively reflect the objective of the investigation.

A recommendation for a creative outcome could be a printed publication.
The "Real people" magazine will embody the values, beliefs and perceptions ordinary individuals have.
It will encompass transparency and disclosure regarding the shoots, editorials and the individuals being portrayed in it.
The models illustrated within the publication will be normal people which will not be chosen for their beauty, but for their character and spirit. Individuals with a powerful story behind them, which they will share in the magazine through a photoshoot and an interview.
The articles will undertake important subjects and issues regarding mental health, body image & the effects of advertising among other issues in order to normalize these dilemmas in everyday life.
It is important for society and thus, the individuals in it to be able to talk and share the issues encompassing body image and perceptions.
This publication will show how people are beautiful the way they are, that they don't have to pursue norms and stereotypes regarding their body to be accepted and desired, but through enhancing their true self.
The aim of this magazine is to break social norms regarding fashion editorial covers which merely show edited beautiful skinny models.
This publication will change how editorials, covers, and fashion is portrayed within a magazine, encompassing complete transparency of individuals and models alongside the content portrayed.
Therefore, it will embrace the natural beauty of people, without norms, stereotypes and false expectations.

Another approach of a creative output could be a website & social media platforms tackling complex issues regarding body image, fashion advertising and cult of thinness within society. The aim of this particular recommendation is to build an interconnected community where individuals can share and contribute their own perspectives and experiences towards these issues.
A website where individuals may reflect on a publication regarding an issue such as "Magazine Covers & Photoshop" and give their opinion and perspective about it.
Through an interactive blog, other individuals will observe how they are connected with other people around the world and may feel less excluded.
It will be a positive interaction within the media, reflecting and contributing to the beneficial facet of social media.

LIMITATIONS

The limitations encountered within the exploration of research revolved around the availability, accessibility, motivation & level of interest concerning primary research participants.

The main constraint faced within the research project encompassed the time constraints and motivation participants faced in order to cooperate with the primary research investigation. Few participants withdrew themselves from the study at the last moment due to distinct reasons, thus the representative sample decreased. Additionally in terms of the survey, it was complex to encourage people to complete it. Therefore, different approaches had to be taken, such as sharing it on Instagram, a social media platform and thus many responses were not legitimate.
Other approaches that could have been taken would have been to release the survey earlier and share it in other media platforms in order to obtain more participants.
Furthermore, analysing the data of the focus group was complex , as there was a considerable quantity of information to extract and interpolate within the research, therefore the time taken to analyze it increased, enhancing time constraints.
The focus group itself also encountered various limitations such as peer pressure and time restraints to answer the established questions, hence the certainty of the investigation may lack reliability.

The limitations encountered within secondary research circulated around the lack of counter arguments within databases, therefore as building up the argument it was complex to observe and analyse other perspectives to strengthen the research.

Conclusion

Based on the analysis of secondary and primary research conducted to investigate how fashion advertising influences eating disorders and body dissatisfaction among Generation Z women, it can be concluded that through idolised images on the media exposing unrealistic and unattainable images of women and the ideal beauty they convey, it emphasises induced eating disorders habits and body dissatisfaction symptoms revolving around body-focused anxiety.

An individual's self-esteem and perception of body image fluctuates according to the exposure it endures conditioned by the context portrayed. Advertising within the fashion industry through distinct approaches such as catwalks, pressures and influences individuals to modify not only their image but their behaviour towards their eating habits in order to acquire those unrealistic expectations regarding body size.

The fashion industry's extreme inclusiveness for the purpose of achieving positive brand image in the eyes of consumers and the moral standards set by today's fast-moving society creates a counter effective factor.

Social awareness and measures to address complex and sensitive issues such as eating disorders and body dissatisfaction need to be taken seriously in order to establish a healthy and positive society, emphasising natural beauty and body image uniqueness.

Body diversity is what makes individuals unique and perfect in their own way, rather than being shamed and excluded for it, it should be treasured and privileged.

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APPENDIX

CONSENT FORMS- FOCUS GROUP
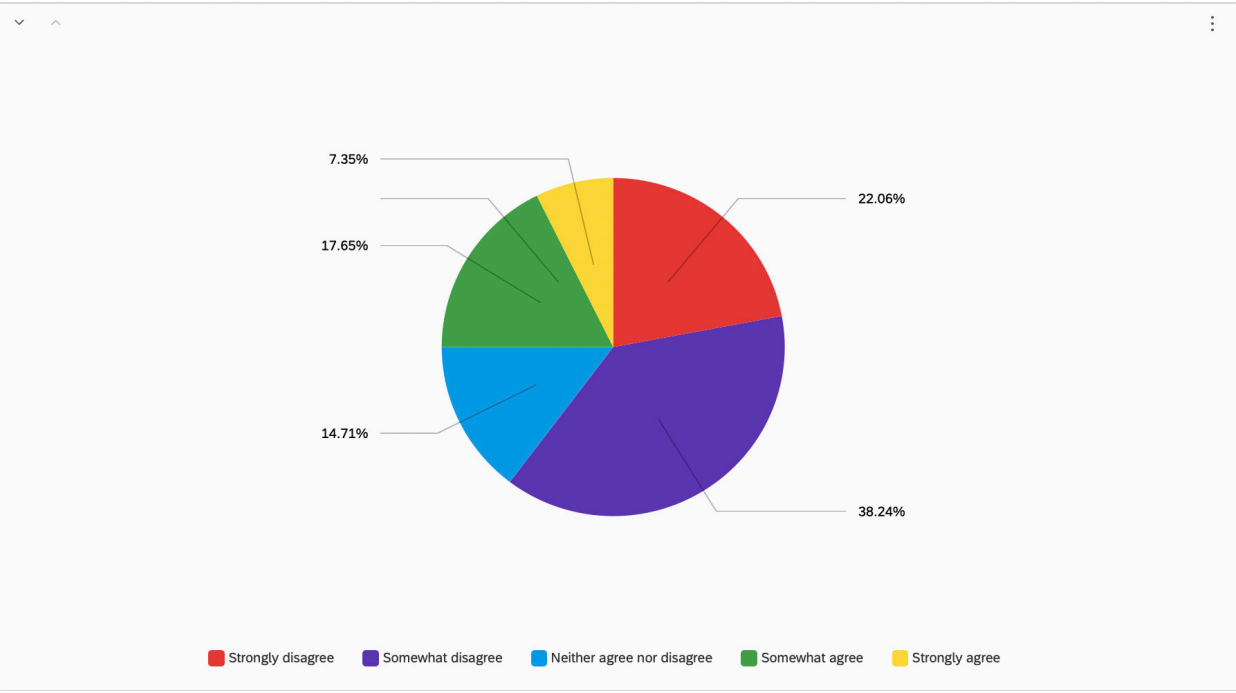
1. Do you think Fashion advertising is important within the industry?

2. Do you think advertising within Fashion is positive or negative ? Why?

3. What is your opinion about induced beauty canons by society? Do you think it's still present today? What about idealized body shapes ?

4. Do you think the media (Fashion Advertising) still pressures women regarding their image and body size?

5. Do you think Fashion advertising should be more morally considerate when exposing different models in Tv, campaigns, runways…?

6. Do you think when an image is photoshopped, it should be clearly stated?

7. Do you think Fashion advertising should be more inclusive?

8. Have you at any time felt negative feelings about yourself when observing fashion advertising in any context (such as the media) ?

9. What have those feelings done to your self image and your self esteem ? Did this want to make you change something about yourself?

10. Do you think that beauty canons, fashion advertising and social pressure are more influential factors in the development of an ED (eating disorder) and body dissatisfaction than individual psychology, family or your group of friends?
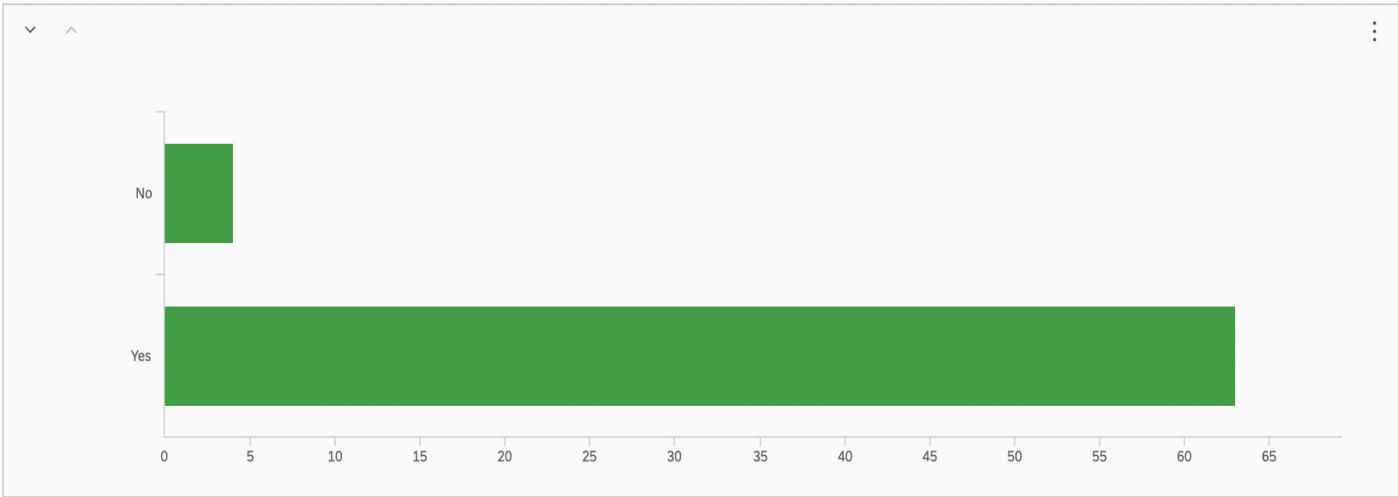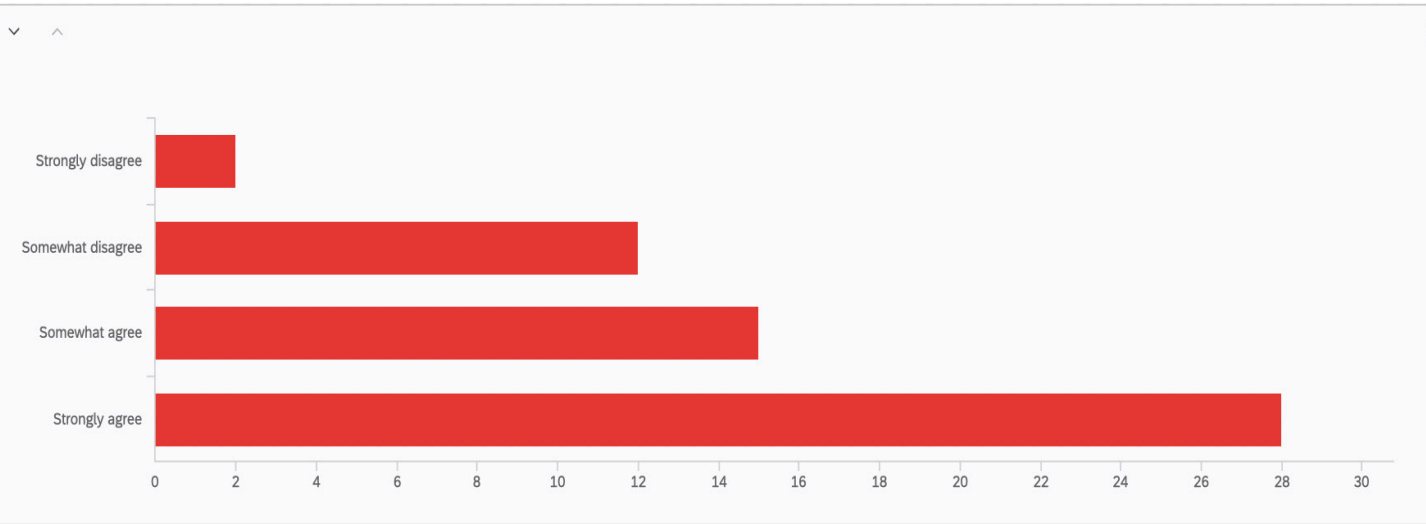
1. - Do you think Fashion advertising is inclusive?

22.06%

38.24%

14.71%

17.65%

7.35%

■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

2. - Would you like to see a more inclusive environment within Fashion advertising ?

No

Yes

0 5 10 15 20 25 30 35 40 45 50 55 60 65

3. - Are you against photoshopped images?

Strongly disagree

Somewhat disagree

Somewhat agree

Strongly agree

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30

4. - If an image is photoshopped, should it be clearly stated?
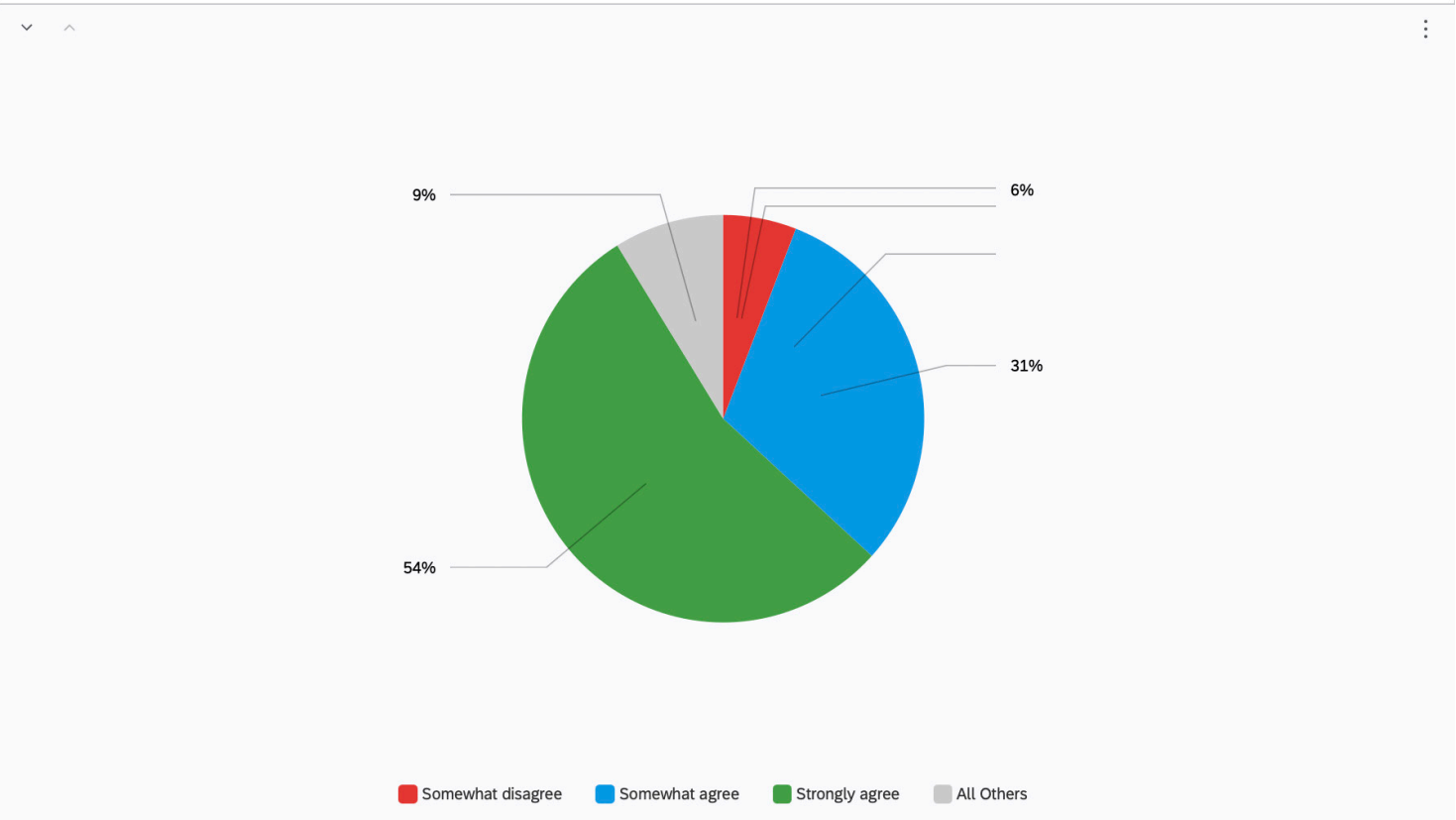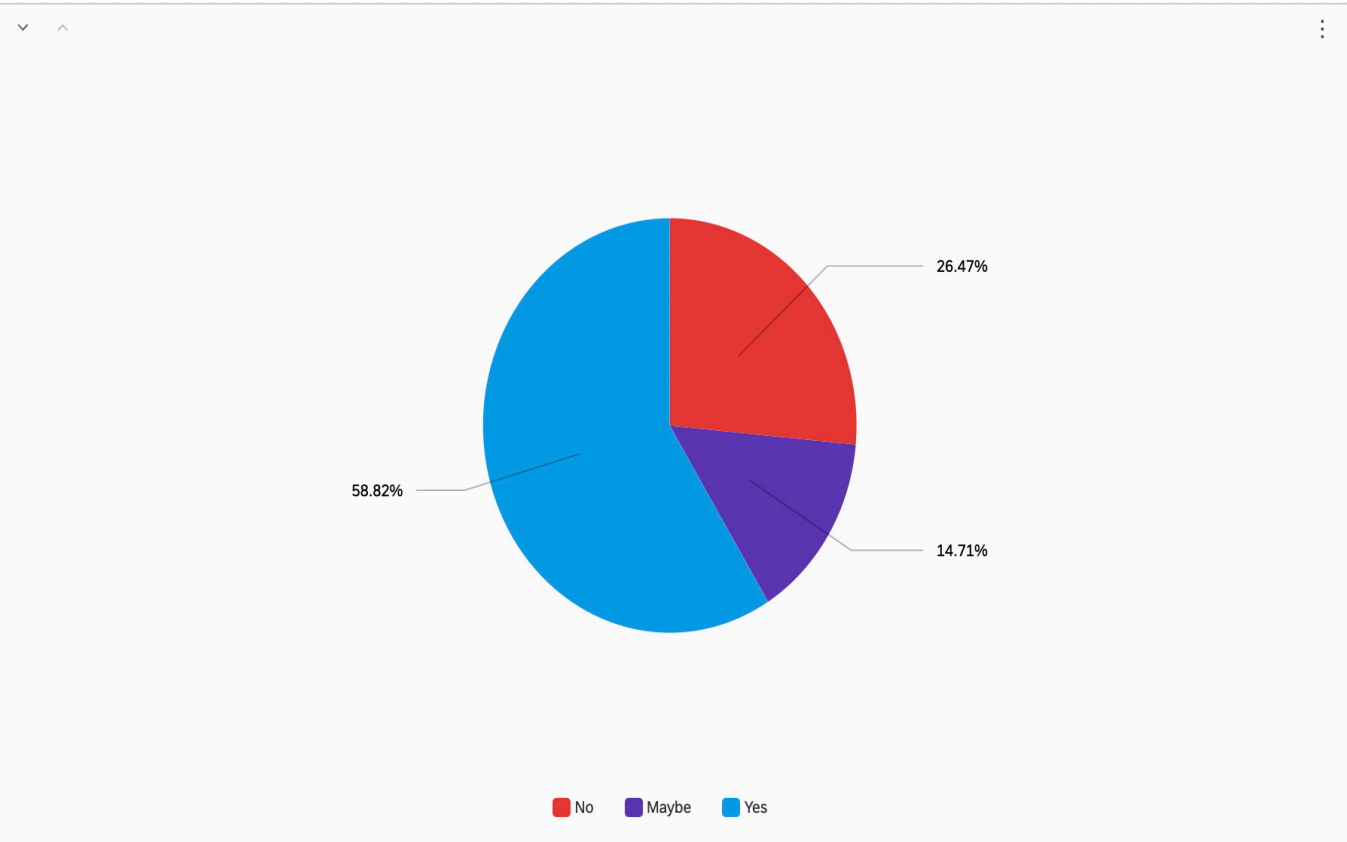
4%

21%

75%

■ No ■ Maybe ■ Yes
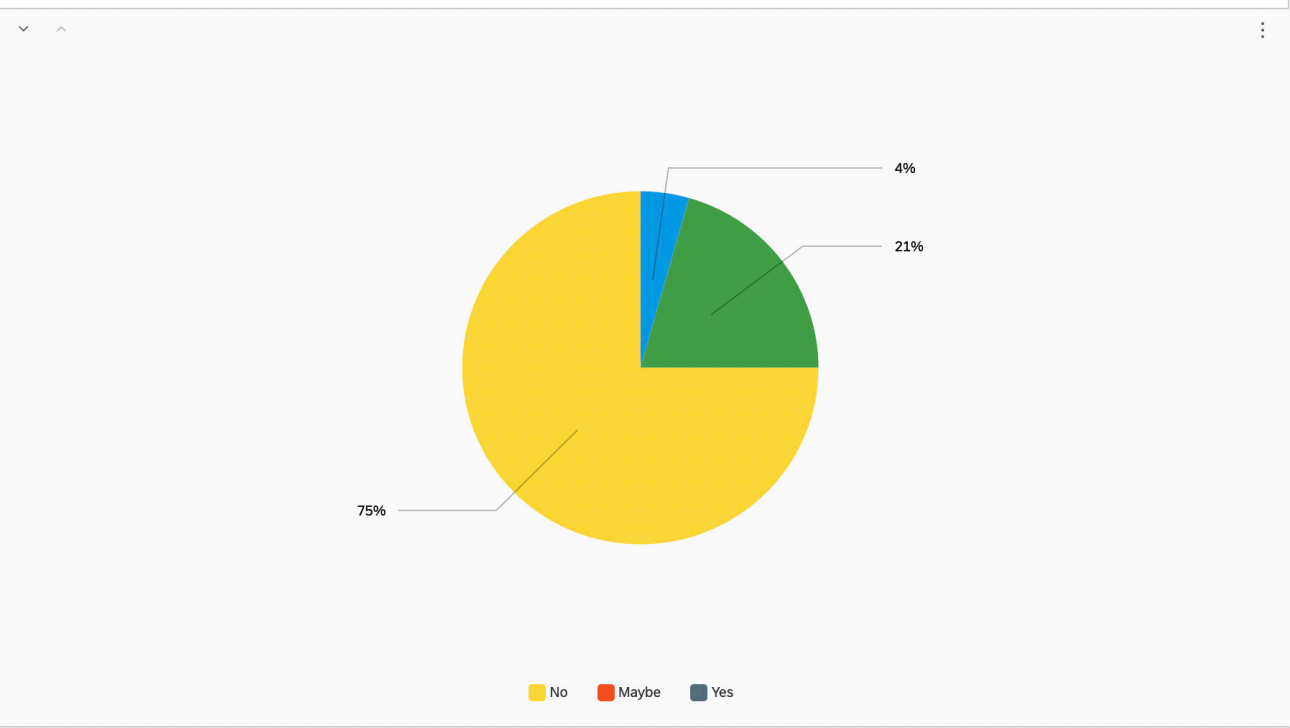
SURVEY QUESTIONS

5. - Have you at any time felt bad about your body after seeing a fashion advertisement image in any context (T...
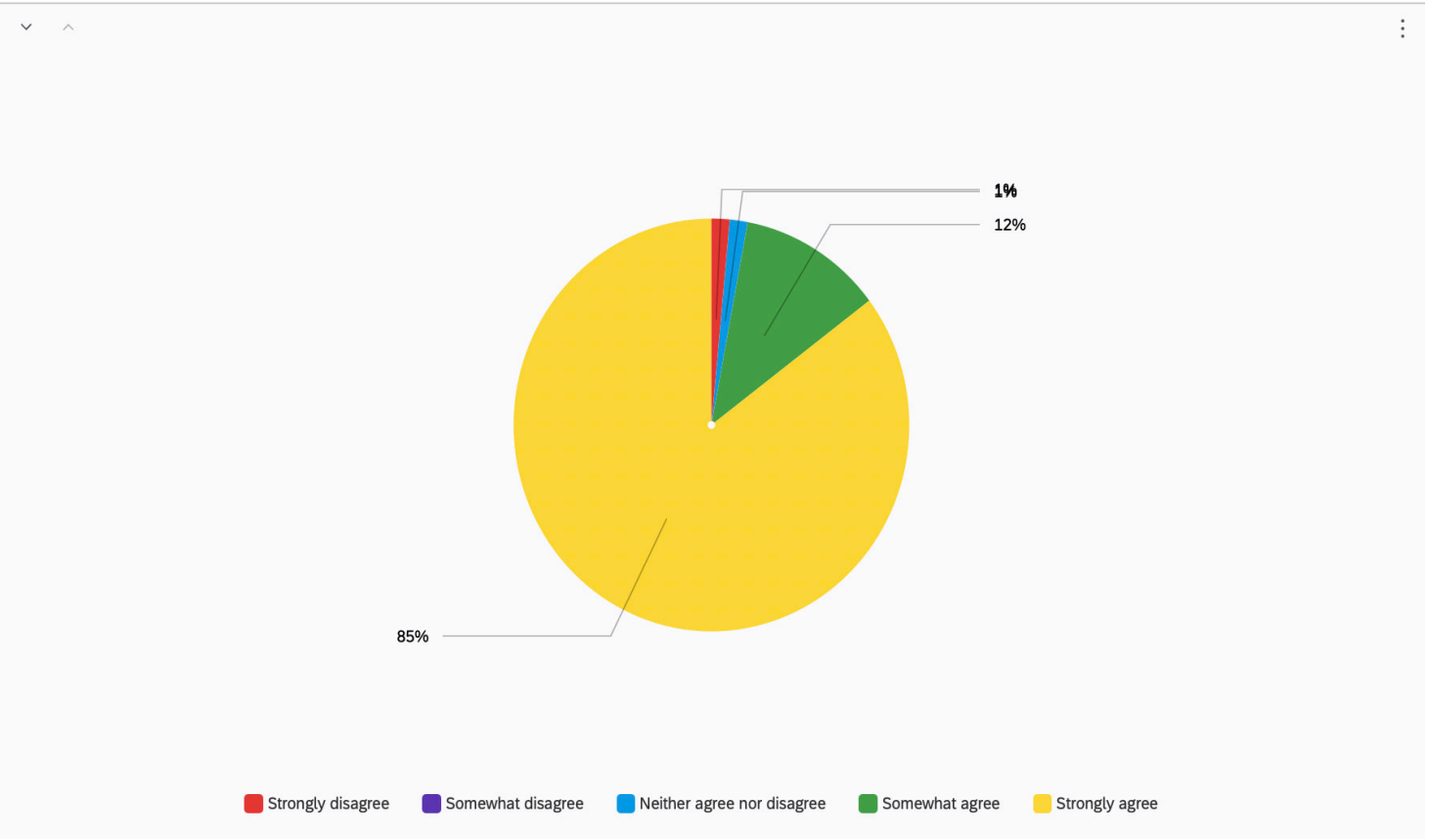
9%

6%

31%

54%

■ Somewhat disagree ■ Somewhat agree ■ Strongly agree ■ All Others

6. - Have you ever changed your eating habits because you have compared yourself to others?

26.47%

58.82%

14.71%

■ No ■ Maybe ■ Yes

8. - Do you think social media has an influence on self esteem ?

1%

12%

85%

■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

7. - When seeing images of models, would you wish to be like them?

| 12% Strongly disagree | | | 40% Somewhat agree | 37% Strongly agree |

■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

9. - Is your self esteem lower after spending time on social media?

| 19% No | 37% Maybe | 44% Yes |

■ No ■ Maybe ■ Yes

Pie chart legend:
- ■ Neither agree nor disagree
- ■ Somewhat agree
- ■ Strongly agree
- ■ All Others

Pie chart values: 21%, 31%, 46%, 3%
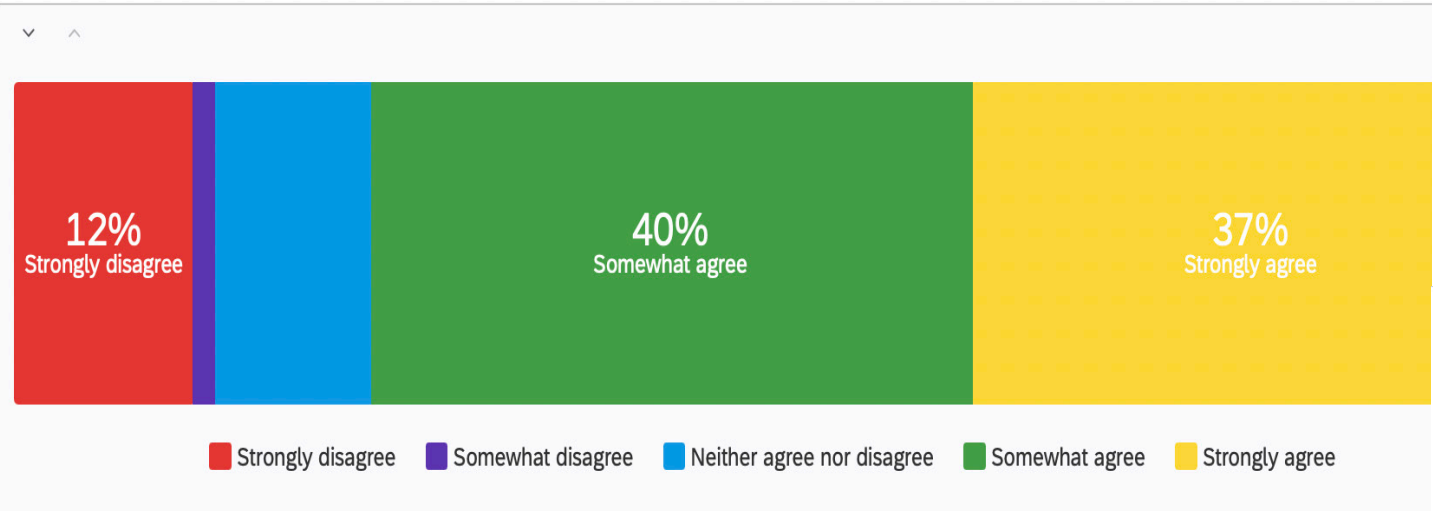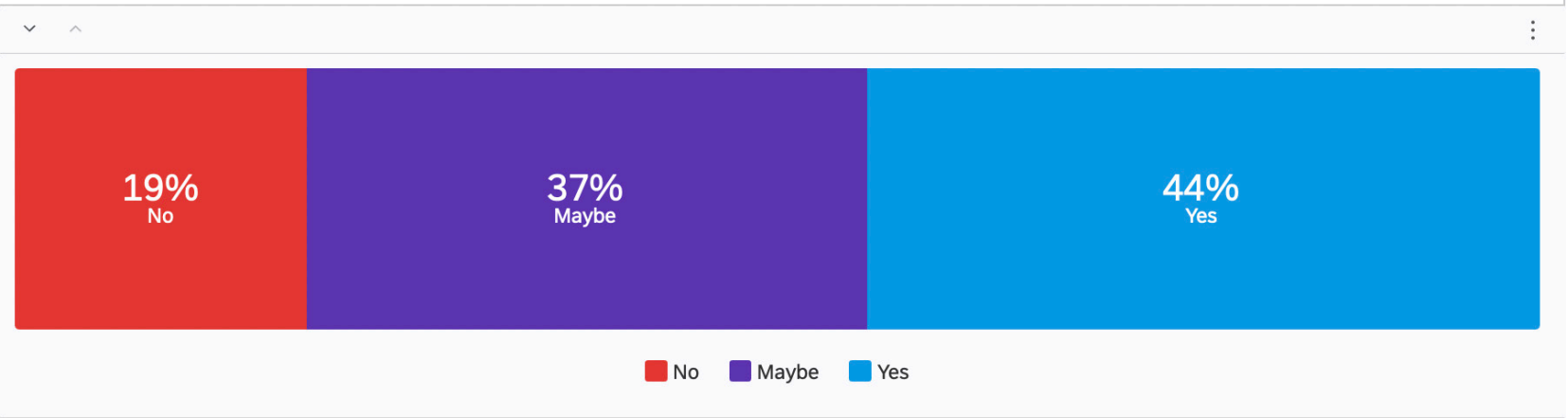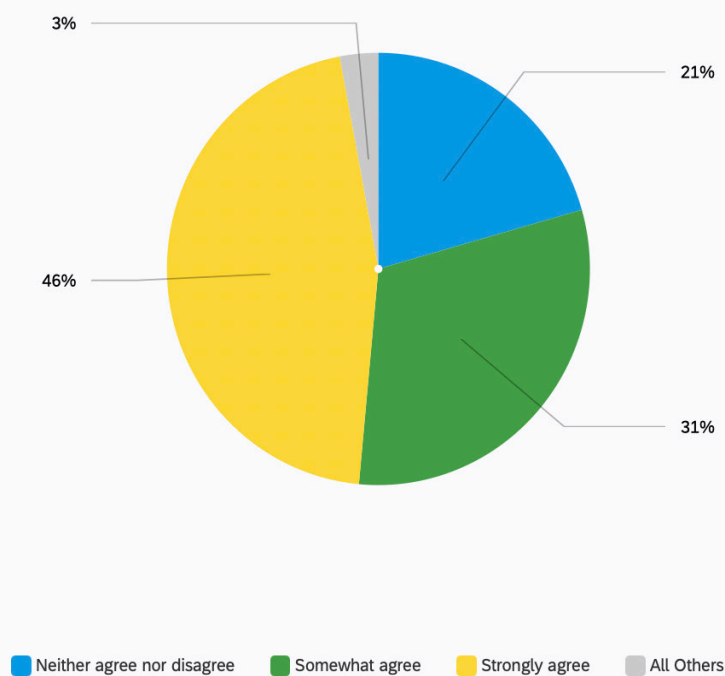
1. Do you think Fashion advertising is inclusive?
2. Would you like to see a more inclusive environment within Fashion advertising ?
3. Are you against photoshopped images?
4. If an image is photoshopped, should it be clearly stated?
5. Have you at any time felt bad about your body after seeing a fashion advertisement image in any context (Tv ads, instagram…) ?
6. Have you ever changed your eating habits because you have compared yourself to others?
7. When seeing images of models, would you wish to be like them?
8. Do you think social media has an influence on self esteem ?
9. Is your self esteem lower after spending time on social media?
10. Do you think that beauty canons, fashion advertising and social pressure are more influential factors in the development of an ED (eating disorder) and body dissatisfaction than individual psychology, family or your group of friends?

SURVEY LINK
https://regents.fra1.qualtrics.com/jfe/form/SV_1GNNitpnAXn2TYO