Female Forms, In All Its Forms

Body Diversity by Levi Strauss & Co.

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Content

Introduction

Fashion brands, advertisements, and media images show a certain Western image of a thin beauty and body ideal selling women restrictive and idealized forms of perfection (Kemp). Grietje Dresen writes that Western women are surrounded mainly by an external beauty ideal which can make women insecure about their bodies (60). This ideal female form arises due to social pressure, societal expectations, and 'perfect' pictures seen in the media, for instance on Instagram (61). Instagram offers a constant stream of curated images or messages promoting this beauty ideal (Cohen 547). In this way not all body types are being accepted. Yet, concerning fashion, there is not just one ideal feminine body type. There are many female forms and these female forms, and all their shapes should be celebrated (Levi Strauss & Co). To ensure that society can celebrate and accept diverse female forms, a countermovement called the body positivity movement emerged (Sastre 1). This movement tries to embrace all forms, regardless of shape, skin tone, size, gender, and abilities (Leboeuf 1). The Body Positivity movement is understood as an effort to celebrate physical diversity in bodily aesthetics and to expand the narrow beauty standards that most fashion brands use (Moulton). This movement tries to change the view on the relation between fashion brands and body diversity and promote 'body confidence' (2). If more fashion brands use different body shapes in their campaigns, more women can relate to the models and this will help them to get 'body confidence' (2). Nowadays, a positive view of body diversity is an upcoming phenomenon (Yeboah). A positive view will help fashion brands contribute to a broader and diverse view on body types. That is why body positivity and body diversity campaigns are fighting for a positive view on female body diversity.

The focus of this bachelor thesis will be on the body-positive campaign #IShapeMyWorld by Levi Strauss & Co, which is inspired on Levi's 300 Shaping Series. The view of this

campaign is "Denim for Everyone: Embracing Size Inclusivity" (Levi Strauss & Co.). Within this view, all-female forms are accepted and they contribute towards a positive view of feminine body diversity. I chose this campaign, because in my opinion Levi Strauss & Co. is a precursor when it comes to body positivity and with this #IShapeMyWorld campaign Levi's can influence other fashion brands towards a more diverse body ideal. The #IShapeMyWorld campaign shows videos, which contains women with diverse female forms, skin- tone, size and abilities (Levi Strauss & Co.). For other fashion brands other than Levi Strauss, it is important to reach a broader group of women so that women in all of their female forms feel understood and have role models. Therefore, I think that these sorts of body-positive campaigns can affect women between the age of 20 to 25 years. I will research how this body-diverse campaign, shaping jeans and body-diverse images on Instagram can affect the 'body confidence' of ten women between 20 and 25 years in my environment. Consequently, the main research question of this bachelor thesis is:

"How do body-positive campaigns like #IShapeMyWorld of Levi Strauss & Co. contribute to a positive view of feminine body diversity and affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old?"

To make sure that the main research question can be answered, sub-questions are formulated. The sub-questions that guide this bachelor thesis are defined as follows:

1. How does Levi's 300 shaping series, which inspired the #IShapemyworld campaign, contribute to a positive view of body diversity?
2. How does the body-positive #IShapeMyWorld campaign by Levi Strauss & Co contribute to a positive view of body diversity?

3. How do the body-positive #IShapeMyWorld campaign, the Levi's 300 Shaping Series and body-diverse images on Instagram affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old within my target group?

In chapter one, I will give a theoretical introduction where I introduce the key concepts of this research object within fashion studies. Herein, I will discuss different views and literature about these concepts. The key concepts are body diversity, fashion, identity, body, media and body positivity. This theoretical framework addresses some of the referenced fashion theories, literature, and methodology and this will help to clarify the research field. In the second chapter, I will focus on the visual elements of the body positive campaign #IShapeMyWorld Levi Strauss & Co., analyze the videos of this campaign and the Levi's 300 Shaping Series where this campaign was inspired by. This will allow me to make use of the following methods: first a formal analysis of the visual elements and then a semiotic analysis to identify the meaning. The third chapter addresses information about the 'body confidence' of Dutch women between 20 and 25 years old. I selected ten women of this age within my personal environment. This ethnographic research is done by conducting a survey and interviews with these women. Herein, the questions asked are about Levi's #IShapeMyWorld Campaign, the body positive/ diverse content on their Instagram page, and Levi's jeans. In the conclusion, the main research question is answered.

Chapter 1

Theoretical Framework

In Chapter 1 I will discuss the key concepts fashion, identity, body, media, diversity and the Body Positivity Movement in a theoretical framework. These key concepts help me answer the main research question about how body-positive campaigns like #IShapeMyWorld of Levi Strauss & Co. contribute to a positive view of feminine body diversity and affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old. Consequently, the key concepts provide me with views of important theorists, their theories and academic literature which are important throughout this bachelor thesis. To make clear what the definition and function of a key concept is, I will discuss every key concept separately.

The first key concept that is important throughout this thesis is *fashion*. Fashion is important throughout this research, because it is a way of dressing the body (Entwistle 6). Therefore, 'dress' will have a certain symbolic value in society depending on gender, age, class or ethnicity of the consumers, according to Anneke Smelik (5). Within this research it is about body diversity, which means dressing various female forms in which fashion has different definitions. According to Elizabeth Wilson, fashion, in a sense, is change and fashion is dress in which the key feature is rapid and in continual changing of styles (3). Similarly, Joanne Entwistle describes that fashion is timeless or in constant motion (7). This means that fashion can change within time or one's culture. Malcolm Barnard defines fashion as "one of the crowning achievements of Western civilization or it is incontrovertible evidence of consumer culture's witless obsession with the trivial and the unreal" (2). He also mentions that fashion is creative to the point of being an 'art', which enables individuals and cultural groups to express their inner feelings and personalities (2). The purpose of decoration is to beautify the bodily appearance to attract the admiring glances of others, but most important to fortify one's self-esteem, according to John C. Flügel (20). Not only is fashion what people wear, so clothes,

dress, and garments, but also a system of dress. In the *Fashion Reader*, Linda Welters and Abby Lillethun define fashion as "Changing Styles of dress and appearance that are adopted by a group of people at any given time and place" (xxvi). Fashion can also be viewed from a cultural perspective or as a cultural phenomenon, according to Entwistle (9). Signs and meanings of fashion are often created through representations in visual culture, for instance television commercials or in glossies (Smelik 5). It is about consuming, criticizing, and creating fashionable items or services. Fashion is a driver of economic developments and part of the creative industries with a focus on ideas about "cultural" and "creative" work (Entwistle 9). Smelik argues the following: "Fashion is thus made of both material things and symbolic signs, produced by individual and collective agents, which all merge through practices of production, consumption, distribution and representation (5).

Identity is the second key concept that is important throughout this bachelor thesis. The pairing of fashion and identity is important over other things, because if clothes identify the person, clothes call attention to the body as well (Tseëlon 29). Adorning, styling, dressing, or fashioning the body is a fundamental part of subject formation which is a sense of identity and self in a changing world, according to Susan Kaiser (30). The term 'identity' refers to an idealized construction of certain characteristics that change over time" (Smelik 6). This means that every person can have their own construction of characteristics, which refers to an individual identity (7). This individual identity, or the self, is only a threshold between two multiplicities: being and becoming, according to Smelik in a college about identity (2021). The word identity, from Latin idem, refers to 'sameness' which is the way in which people experience how they are identical to themselves (7). In addition, the term identity refers to a collective identity or to the same group (7). This means that identity needs to be understood as produced between persons and within social relations, which makes identity always relational or 'networked' (Smelik 7). In other words, identity can be seen as a process and understood as

flexible, fluid or 'liquid' (219). Fashion scholars like Susan Kaiser and Joanne Entwistle argue that the question of identity therefore is complex and that we have to look at the intersectionality between class, gender and race (Entwistle 15, Kaiser 30). This intersectionality shows that people differ from each other and therefore the term identity refers to 'difference' (Smelik 7). This means that people see themselves as unique individuals, who perform and construct their liquid identity (8). According to Smelik, our identity that is clothed in fashionable dress is borrowed, copied and pasted (8). Moreover, these subjects of intersectionality interact with each other and individual processes of subjectivity become collective processes of subjectivity when individuals influence, engage and perceive one another (Kaiser 30).

The third key concept that I discuss is the *body*. Wilson describes the dressed body as follows: "In all societies, the body is 'dressed', and everywhere dress and adornment play symbolic, communicative and aesthetic roles. Dress is always 'unspeakably meaningful' (3). Human bodies are dressed bodies and the social world exists out of dressed bodies (Entwistle 6). Fashion has a close relation with the body, as clothes are produced for and worn by the body and fashion speaks to the body (6). Hence, the body is something we can put in shape or dress up for what Smelik calls 'a performance of identity' in its many facets (2011, 82). A basic fact of social life and which is true of all human cultures, is to dress the body in some way, for example, through cosmetics, tattooing or, clothing (Entwistle 6). According to Efrat Tseëlon, qualities of fashion have become one with one woman's flesh, and clothes are part of a woman's body" (15). Entwistle writes*:* "In articulating the latest aesthetic, and in making available certain kinds of clothes, fashion provides the 'raw material' of daily dress produced by a multitude of bodies operating across a variety of sites" (31). The status of the body has been transformed from a fixed natural given to a malleable cultural product (Tseëlon 4) This addresses, that female bodies are "dressed bodies", because nakedness is inappropriate in most social situations (Entwistle 1). Women getting dressed is a way of preparing the body for the

social world and giving meaning to their identities (Entwistle 30) They have to keep in mind that their bodies are appropriate, respectable, acceptable, and desirable (30). Entwistle writes that "Dress is both an intimate experience of the body and a public situation of it" (31). When women wear clothes, they perceive as beautiful and feel at their best, they feel at ease with their bodies. On the other hand, they often feel vulnerable and insecure about their bodies, according to Joanne Entwistle (31). This feeling of vulnerability and insecurity can be connected to fashion and bodies that are shown in the media.

Therefore, the fourth key concept that I discuss is *media* concerning fashion. Media are important for fashion, because advertisements, social- media content, and fashion photography that show an ideal female form, can have a negative influence on the 'body confidence' of women. Maggie Wykes writes: "One in three women also reported that fashion advertisements made them feel less satisfied with their appearance, while one in two wished they looked more like models in cosmetic advertisements" (150). This shows that media can have a negative impact on women and that something has to change. She also mentions that the discrimination of young women could be a risk, because of the influence of exposure to media representations of a slender female body shape or media promotion of that ideal (151). Nowadays, images on social media have a strong connection with body image issues among women. Because of the globalized fashion industry and its media, exclusion of body size and race is endemic (Lewis 243). Especially, among young women, body image issues can have negative consequences, because viewing idealized appearance focused content is associated with a poorer body image (Cohen, 2019, 3). According to Cohen in another article, women internalize the media's unrealistic appearance ideals and engage in appearance comparisons. This results in dissatisfaction with their bodies (2019, 547). There are also other theorists, for instance Barbara L. Frederickson and Tomi-Ann Roberts, who write about the relationship between body dissatisfaction and media. A theory of Fredrickson and Roberts offers another framework to

understand the relationship between body image concerns and media images. They write that the media's sexual objectification of women socializes women to view their bodies as objects where people look at and evaluate after, only based on appearance (known as self-objectification). (173). Roberts and Frederickson argue the following about their objectification theory:

"Objectification Theory posits that girls and women are typically acculturated to internalize an observer's perspective as a primary view of their physical selves. This perspective on self can lead to habitual body monitoring, which, in turn, can increase women's opportunities for shame and anxiety, reduce opportunities for peak motivational states, and diminish awareness of internal body states" (173).

This makes it important for female consumers and fashion brands to get a positive view to body diversity, wherein every form or shape is inclusive in the globalized fashion industry. Kaiser argues that there is not only one model for fashion subjectivity: "We can no longer pretend that there is a single way of fashioning appearance in the world" (2). There are various subjectivities, which are shaped by the interplay between race, nationality, ethnicity, class, gender, or sexuality (2). Therefore, it is important for fashion brands to become more diverse in their advertisements, content in the media and embrace all female forms. Cohen writes "Body Positive Content may offer a fruitful avenue for improving young women's body image" (547). Furthermore, Instagram has thus grown into a space, where more body-diverse content is shown and where users can see and embrace these diverse bodies. Moreover, brands who did embrace the body positivity trend by using challenging stereotypes and celebrating individuality achieved high scores (Kemp).

Diversity is the fifth key concept that I discuss which is here understood as diverse female bodies that include all women, regardless of race, skin color, size, sexual orientation, or abilities. In this bachelor thesis diversity is understood as an effort to celebrate physical diversity in bodies and to expand the narrow beauty standards that most fashion brands use (Moulton 2). Elizabeth Wissinger argues the following:

"As models advance various fashions in bodies while they work to embody ever-changing bodily trends, the 'model' body has come to personify an openly manipulated body, attracting publics to a way of being in the world that makes resourcing physical bodies and social connectivity" (272).

This means that women often have an idea of what a 'perfect' body or beauty standard is, while in reality there is no 'perfect' ideal. Moreover, there are different fashion subjectivities, as mentioned before (Kaiser 2).

The need for diversity has arisen through criticism from women of the Body Positivity Movement. Therefore, the last key concept that I discuss is the *Body Positive Movement.* This Movement is fighting for accepting diverse bodies and celebrating all female forms. Responding to the barrage of media images reflecting a narrow bodily ideal, the movement and its related sites provide a space to showcase bodies of all shapes and sizes (Sastre 929). A lot of women do not belong to the slim and standard beauty and fashion ideal, where the fashion industry only offers garments that are conventional (Downing Peters 48). According to Downing Peters, it looks like plus-size retailers only design garments that 'cover-up and hide the body' (48). Cover-up the body is not a solution to get a positive view to body diversity and therefore not a value of the Body Positivity Movement. Other fashion scholars argue that it is important to develop a positive view towards body diversity and positivity. Cohen argues that

"Body-positive content on social media aims to challenge mainstream beauty ideals and encourage acceptance and appreciation of all body types" (2). Body-positive content has a positive influence on body diversity and therefore increases the body confidence of women. Wissinger argues that all women are beautiful, and that they come in different shapes and sizes. Therefore, it is not okay to alter a woman's body to make it look thinner (277). This is the view where more body-positive campaigns and the Body Positive Movement fight for: Female forms in all its forms should be celebrated.

Methodology

To answer the main research question, different methods are used for my research. Focusing on the Levi's 300 Shaping Series and the #IShapeMyWorld campaign of Levi's Strauss will allow me to make use of the following methods: a formal analysis of all visual elements and a semiotic analysis to identify the meaning behind those images. First, I will give a short description of the Levi Strauss brand itself. This description is important to understand more about the values of Levi Strauss & Co. Secondly, I will observe and describe four images and one advertisement video of the Levi's 300 Shaping Series and two videos of the #IShapeMyWorld campaign. This means that a short description of these Levi's elements is given, after which I will perform a visual analysis. I will do this with the help of the book *Film Art* written by David Bordwell and Kristen Thompson. It is important to analyze these body-diverse images and videos, because it is meaningful to understand what impact these images can have on a positive view on body diversity. For this reason, I will perform a semiotic analysis to understand the meaning and messages behind the visual elements of the Levi's 300 Shaping Series and the #IShapeMyWorld campaign. The analysis of these two elements together is meaningful to understand the values behind those elements and what impact these can have. The third chapter addresses an ethnographic research about how body-positive campaigns can affect the 'body confidence' of Dutch women between the age of 20 to 25 years old. To understand the 'body confidence' of Dutch women, I made a survey, with questions about jeans, body confidence, and body diversity. Secondly, I also asked ten women between the age of 20 to 25 years old 10 open-ended questions about this subject through an interview. These women have different sizes, shapes and skin-tones, which makes them useful for my research. The interviews were conducted online through facetime, because of the covid-19 pandemic. The questions that I asked them are both about general, and personal subjects, matters, and situations. This is meant

to identify the real meanings and values of 'body confidence'. These values may be meaningful

to Levi Strauss & Co. and can be an inspiration to other fashion brands or -campaigns.

Chapter 2.

Analysis of the body diverse elements of Levi Strauss & Co.

In the second chapter I will discuss different body diverse and -positive elements of Levi Strauss & Co. This will enable me to answer the main research question about how body-positive campaigns like #IShapeMyWorld contribute to a positive view of feminine body diversity and affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old. To make sure that I can answer the main research question in the conclusion, I formulated two sub-questions that I discuss in this second chapter. First, I will answer how Levi's 300 shaping series, contributes to a positive view of body diversity. Second, I will discuss how the body-positive #IShapeMyWorld campaign by Levi Strauss & Co. contributes to a positive view of body diversity. I will give a general description of the denim brand and its values, then a general description of the campaign and after that I observe and describe the visual elements of Levi's 300 Shaping Series and two videos of the #IShapeMyWorld.

Levi Strauss & Co. does not only sell denim, but denim with a body-positive message: "Denim for everyone: Embracing Size Inclusivity" (Levi Strauss & Co.). The company is one of the first pioneers in equitable employment, including diversity (Rarick 3). Levi Strauss, an immigrant from Bavaria, opened a dry goods company in 1852 in San Francisco, USA (2). Together with tailor Jacob David's they combined copper rivet reinforcements with tough denim. In 1873 these designs were leading to the first manufactured waist overalls, which are called "blue jeans" (Levi Strauss & Co.). Initially, this was a uniform for only the American worker and an icon of American culture, but today this garment is spread across the world (Smelik 105). The "blue jeans" were worn by cowboys, rebels, rock stars, presidents, miners, and everyday women and men (Smelik, 2021). People did not only work in those clothes, but they lived their lives in them too, which makes jeans part of informal dress culture (Smelik 115). Levi Strauss & Co. describes their jeans as the purest wearable form of authentic self-

expression, and they argue that jeans bear the markings of life and the shapes of our bodies (Levi Strauss & Co.). Therefore, the ability of jeans can be explained in cultural terms and cut across different social worlds. For instance, gender, religion, nation and class (Fiske 1). Levi Strauss & Co. derives meaning from their context, because the denim brand argues that they try to deal with issues and events of our time (Levi Strauss & Co.). Levi's reject racial segregation because in 1960, they dared to open the first desegregated sewing factory in Blackstone, Virginia, USA. This means that the denim brand was committed to diversity and social justice (Levi Strauss & Co.). Equality and nondiscrimination are the core values of Levi Strauss & Co. according to the company itself (Levi Strauss & Co.). The denim brand stays engaged in the battle for equality on many fronts, for instance Levi's support of the LGBTQ+ community and their rights (Levi Strauss & Co.). Levi Strauss & Co. writes the following on their website: "True progress only happens when we unite. Together we can make a difference" (Levi Strauss & Co.). I will therefore investigate if this denim brand indeed is trying to change the view on body diversity and body positivity by analyzing the Levi's 300 Shaping Series and #IShapeMyWorld campaign.

The #IShapeMyWorld campaign was created by Levi's marketing manager Meeta Bharvani in March 2017 in India, but nowadays it is a global campaign (Levi Strauss & Co.). This campaign was made in recognition of International Women's day and Women's History month and inspired by the Levi's 300 Shaping Series (Levi Strauss & Co.) Meeta Bharvani writes that the goal of the program is to elevate women's voices and promote the power of the female collective. (Levi Strauss & Co.). The empowerment of women on the basis of hashtag movements or social media is important to end discrimination against women (Sinha 1632). Therefore, this campaign contains interviews, stories and videos with various women to inspire women to embrace their individual identity (Levi Strauss & Co.). Jennifer Sey, chief marketing officer of Levi Strauss & Co. Global brands was inspired by this first #IShapeMyWorld

campaign. She argues that it is an important fact that a woman from India started this campaign and made it global within a corporation (Levi Strauss & Co.). This is important, because there are a lot of underprivileged women in India who need the empowerment of women as a process to uplift the social status (Sinha 1632). As a result, this #IShapeMyWorld campaign and hashtags on social media in general are frontiers to fight for more equality and diversity. Furthermore, the hashtag on social media connects women across the globe (Sinha 1749). With this hashtag, women can support each other, the voices of underprivileged women are heard, and discrimination can be ended (Sinha 1749). The campaign became a global initiative which transcends languages, cultures and politics and has an impact on the Levi's consumers. I will analyze two of the videos of the #IShapeMyWorld campaign. In March 2019, Levi Strauss & Co. India released the video called *'Fire Within Me'* which highlights eighteen Indian women (Levi Strauss & Co.) In March 2020, the global brand of Levi's, was inspired by the #IShapeMyWorld campaign of India and created a unified global video called *'Global Anthem'* which contains women from 10 countries. All women wear jeans from the denim collection Levi's 300 Shaping Series.

First, I will analyze the visual aspects of Levi's 300 Shaping Series (Levi Strauss & Co.). Levi's 300 Shaping Series is a denim collection which contains jeans for women with different sizes and shapes (Levi Strauss & Co.). The collection consists of the Shaping Super Skinny (310), Shaping Skinny Jeans (311), the Shaping Slim Jeans (312), the Shaping Straight Jeans (314), and the Shaping Boot Cut Jeans (315) (Levi Strauss & Co.). In my opinion, the word 'Shaping' which is put in front of the jeans' names, has to tell the customers something about how the jeans fit. This means, all of these jeans have to shape all female bodies. The four advertised images of the Levi's 300 Shaping Series, shows two models who differ in body size. Both models are photographed against a dark grey wall. The images make use of highlights and hard lights, which articulates the textures of the face and bodies of the models. This creates

sharp edges and shows the shapes of their curves (Bordwell 125). The lighting also creates an overall shape of the body (125). The photographer captured the models from a straight-on angle, which integrates both the setting and the bodily movement of the models, this creates a sharp depth perspective (172). The color, lighting and camera movements are important components of the images, because it ensures that the models and their bodies stand out more (117).

Figure 1. 310 Shaping Super Skinny. Figure 2. 311 Shaping Skinny.

The first image shows a plus-size model who wears the 310 Shaping Super Skinny. The model is centered in the left and the back of her body is shown. This guarantees that the shapes of her body are clearly visible and that her curves are shown. Therefore, the Levi's jeans stand out more, which shows the shaping element of the jeans. The second image contains a slim-sized model, who wears 311 Shaping Skinny. The model is centered to the left and the side of her body is featured so that her body shape comes forward. It shows that the jeans shape her legs and makes her legs look small.
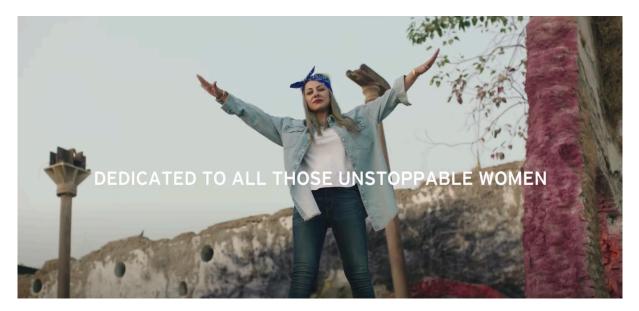
Figure 3. Shaping Slim.

Figure 4. Shaping Straight

The third and fourth images contain the same slim-sized model wearing the Shaping Slim and Shaping Straight. In both pictures, the front of the model's body is shown, which makes the curves and legs visible. What strikes me, is that the small-sized model is shown three times and the plus-size model one time. In my opinion, it would be smarter if the denim brand showed four diverse models, so that diverse female women could relate to these models and the jeans.

Levi's 300 Shaping Series – Levi Strauss & Co.: http://liveinlevis.co.za/shaping.php

Levi Strauss & Co. advertised the Levi's 300 Shaping Series in the form of a 15-second video. The first sentence of this advertisement is "Your best Shape ever" (Levi Strauss & Co.). Then, the camera follows the buttocks of three women who have different body sizes and are wearing three different Levi's jeans. The left slim-sized model wears grey jeans, the plus-size model in the middle wears blue jeans and the other model wears black jeans. The camera uses a zoom lens to enlarge some part of the shot: in this case, the buttocks and curves of these three women (Bordwell 170). Causing that the curves and different body shapes of the women stand out more. The video uses high-key lighting, which is an overall lighting design that uses fill light and back light to create a low contrast (129). This shows the detailed shadow areas, which highlights the various curves of the models. After that, the lens length of the shot changes into the middle-focal length, by filming the three models from the back as they walk to a bridge (168). Slow motion is used for the emphasis, so that the video becomes a way of dwelling on in the moment (167). Then, the video shows four different shots in which the three models are filmed separately. The first shot shows a plus-size model from the back, wherein her buttock and her curves in the jeans are made visible. The second shot zoomed in to enlarge the curved parts of the model, causing the viewer's eye sees these curves clearly. The third shot first shows the legs of a model and then the camera slowly moves upwards to film the buttock and facial expressions. These facial expressions are cheerful, which gives the idea that the model is proud to demonstrate her curves. The last shot of the advertisement video shows, again, the legs and buttocks of the three models, as they walk away from the camera. This guarantees that the jeans are made visible. The lighting is manipulated in conjunction with lens focus, causing a blurred background (147). This ensures a contrast in the shot, which helps guiding the viewer's eye to important parts of the frame, in this case the curves of the plus-size model. Likewise, to give the shot an emotionally expressive cheerful quality (160). In my opinion, Levi Strauss & Co.

demonstrates with this video that these jeans shape every female form. As a result, curves are celebrated within this video, due to this expressive cheerful quality and the high contrasts.

'Fire Within Me'- Levi Strauss & Co. (2019): https://www.youtube.com/watch?v=D3KguX1qK_c

The first video of the #IShapeMyWorld campaign '*Fire Within Me',* created by Levi's in India in 2019, is an example of a video that has a connection with the Body Positivity Movement. This 2.41-minute-long video shows eighteen Indian women, who differ in age, professional field, sexuality, and body shape. The video makes use of a high contrast, which helps to guide the viewers eye to important parts of the frame, in this case to the curves and facial expressions of these women (160). This contrast guarantees the emotionally expressive quality, which demonstrates that all women in the video look cheerful. The lighting contains highlights and hard light, which articulates the textures of the face and body, sharp edges and the curves of each woman. This gives the video a powerful, cheerful and body-positive context. The video uses various settings, which have a connection with each woman. The use of different settings ensures the dynamical entering of narrative action, so that the viewer understand that the women's' lives differ and that they differ from each other in terms of age, professional field, sexuality and body shape (115). The story action shows that these different female personalities celebrate the spirit of women empowerment. Specifically, the eighteen women in the video are

dancing, singing and looking straight into the camera. These facial and bodily expressions demonstrate 'body confidence' of these women. All women wear jeans from the Levi's 300 Shaping Series, showing that this #IShapeMyWorld campaign was inspired by this denim collection and that this video revolves around accepting different body shapes. These jeans became motifs, enhancing characterization and tracing changes in attitude towards a more positive view to body diversity (119).

'Global Anthem'- Levi Strauss & Co. (2019): https://www.youtube.com/watch?v=9F04NE1oYgs

The last #IShapeMyWorld video that I will discuss is *'Global Anthem'* created in March 2019. *'Global Anthem'* is a 1-minute-long video which features women from around the world. The video transcends languages, cultures and politics. In my opinion this shows the connection and power of this women empowerment all around the world. These women differ from age, physical abilities, skin-tone, nationality, body shape and culture. Furthermore, these women argue that gender is not important when following your dreams and are fighting against societies female stereotypes. This video shows this message by filming these women from different perspectives, so that the viewer can see their facial and bodily expressions. Together they tell this story in their own language, to demonstrate that they are all equal. This video states that it is time to start focusing more on the skills and talents of different women,

regardless of their gender. In the video actions and movements are seen, for instance one woman sits on the bottom of the ocean, which shows her power and strength. Another woman shows her model agency, which has a body diversity approach and again another woman shows her activist character, because she is presenting a speech for a large crowd of people. The video connects real life shots with staged shots, so that the story is made more believable. The video uses ramping, varying the frame rate during shooting, which alters one-off effect to emphasize a bit of action and also varying between medium- and zoom shots (167). Also, the video made use of an oblique angle, demonstrating the woman's expressions and the way they walk (178). This action and angle are used to show the confidence, skills and talents of these women.

Conclusion

From my short and rather restricted visual analysis, I can draw some conclusions to answer the sub questions how the Levi's 300 Shaping Series and the #IShapeMyWorld campaign contribute to a positive view of body diversity. The Levi's 300 Shaping Series shows body diversity within their advertisement video and images, so that their female customers can relate to various body ideals. Although, this advertisement shows body diversity and contribute to a positive view of body diversity, in my opinion Levi Strauss & Co. has to show more body diverse images so that the denim brand connects with all their female customers. The images of this campaign have to show women who differ in terms of race, gender, sexuality, age and shapes (Lebouef 1). In addition, the two videos of the #IShapeMyWorld campaign stand in line with the ideas of the Body Positivity Movement in times of the digital age because this these videos nurturing bodily acceptance and challenging the normalization of the white, thin, cis-gendered, abled bodies in Western media, also according to Alexandra Sastre (2). The two videos show not only the strength and power, but also the skills, talents and beauty of diverse female women. Similarly, Wissinger argues that all women are beautiful, and that they come in

different shapes and sizes. Above all, it is not okay to alter a woman's body to make it look thinner (277). Seeing that, #IShapeMyWorld indeed celebrates diversity bodily aesthetics within their videos which is also an important value of the Body Positivity Movement and Levi Strauss & Co. (Lebouef 113). Providing that, these bodily and facial aesthetics of all female forms are shown with the help of lighting, camera movements, a high contrast and different perspectives. Furthermore, the cinematography and mise-en-scene ensure that the female body in al its different forms stand out and demonstrates that women can relate to various female forms within the campaign. The International Women's Day and the women empowerment which celebrates all female forms in all its forms, tries to connect with women all around the world. The Global Anthem video shows women who differ in race, nationality, shape and speak another language to illustrate this global connection. Therefore, body positive hashtags, for instance the #IShapeMyWorld hashtag, are important to organize campaigns by women's right activists to ensure that something can change within the fashion industry (Sinha 1749). These videos show women who do not belong to the slim and standard beauty and fashion ideal, where the fashion industry only offers garments that are conventional, according to Downing Peters (48). Nowadays, it looks like plus-size retailers are designing garments that 'cover-up and hide the body' (48). Levi Strauss does not cover- up the body with their Levi's 300 Shaping Series but tries to show the shape and embrace female body curves. As a result, body-positive content on social media aims to challenge mainstream beauty ideals and encourage acceptance and appreciation of all body types (Cohen 2). As a matter of fact, the 300 Shaping Series and #IShapeMyWorld campaign indeed contribute to a more positive view of body-diversity and the campaign is a direct extension of the values of the Levi's brand. Furthermore, this visual analysis shows that campaigns and fashion advertisements can provide a space to showcase bodies of all shapes and sizes as a response to the barrage of media images reflecting a narrow bodily ideal (Sastre 929). Body Positive Content may offer a fruitful avenue for improving

young women's body image, which means that the fashion industry has to change their view of mainstream beauty norms into a positive view to body diversity with the help of body-positive and diverse content (Cohen 547).

Chapter 3

'Body Confidence'

In this third chapter, I will discuss how body-positive campaigns like #IShapeMyWorld of Levi Strauss & Co. contribute to a positive view of feminine body diversity and affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old. Therefore, I investigate how jeans of Levi Strauss, the Levi's 300 Shaping Series, the body positive campaign #IShapeMyWorld by Levi Strauss, and the images on their Instagram can have a positive impact on the 'body confidence' of ten Dutch women between the age of 20 to 25 years old. To do so, I did ethnographic research, which is conducted through interviews with ten women and a survey with twenty-three women within my personal environment. These women have different shapes, sizes and skin-tones, which makes them useful for my research. These ten online interviews consist out of ten open-ended questions, which are based on my previous research in the first and second chapter of this bachelor thesis. The survey consists out of twenty more general questions. The interview questions can be read in the appendix. Both general and personal questions are meant to identify the real meanings of 'body confidence', and with that the underlying values which may be meaningful to Levi Strauss & Co. and can be an inspiration to other fashion brands or -campaigns.

I researched the 'body confidence' by asking the interviewees to rate their 'body confidence' in general within the survey. Generally, eleven out of twenty-three women gave their 'body confidence' a 7 out of 10. This means that generally, this small group of Dutch women between the age of 20 to 25 years old is satisfied with their appearance and body. Yet, I was curious about what ten women said if I asked them a more personal question. Therefore, I asked the interviewees: "How do you feel about your body in general?" and "When and why are you ashamed of your body?". Most interviewees were pleased and confident with their bodies because they work and train hard to get a nice body shape. In addition, some of them

had issues with some of their body parts. Especially, with their belly, legs, back, and butt. All interviewees said that it differs from day to day how they feel about their bodies. Some days they feel happy and some days they have negative thoughts about their body. In general, these interviewees feel more ashamed of their bodies when they are having a bad day or when they feel not very well. Also, when they had eaten too much, causing that they bloated or when they wore the wrong clothes. An interviewee of 23 years old argued that she was satisfied with her body, but sometimes the perfect image portrayed on social media makes her feel insecure. Another interviewee of 22 years old stated that sometimes she feels insecure about her body, especially when she compares her body with others and with the perfect image that is shown on social media. A third interviewee of 23 argued that social media influenced the view that she has on herself and others. She said that she is ashamed of her body when she compares it to others. An interviewee of 24 argued the following: "When I am surrounded with girls that have a beautiful body, I also feel ashamed of my body". When they compare themselves to others, they like to change something about their bodies.

To get a positive view to body diversity and 'body confidence', I asked the ten interviewees: "When do you feel most beautiful and confident about your body"? In general, the women that I interviewed feel most beautiful when they wear nice clothes where their body looks nice in and when they exercise and eat healthily. One interviewee of 23 stated: "When I wear clothes that flatter my figure and are comfortable to wear". Another interviewee of 24, feels most beautiful when she makes an effort to look good, for instance for a party or dinner. A third woman said that she feels most beautiful when she dresses up and puts makeup on. After I asked this question, I can then conclude that most women, within this small group of Dutch women, feel confident when they wear nice clothes, makeup and feel at ease with their bodies. At those moments, when women are making an effort, these women feel like themselves and embrace their body as it is.

As I wrote in the second chapter, Levi Strauss & Co. values body diversity and body positivity. Therefore, I asked the ten interviewees and the twenty-three survey respondents questions about Levi's jeans in general. Almost all of the twenty-three respondents wear jeans all the time. When I asked them: "What do you pay attention to when you buy jeans?", twenty-three of the respondents pay attention to the fit, fifteen to how the jeans accentuate their figure, and nine to the price. Four of the respondents pay attention to if the jeans make them look slim, three of them pay attention to how the jeans show their curves, three find the size important and two of them look at the brand. All of the twenty-three respondents sometimes feel satisfied with their body and sometimes feel insecure when wearing jeans because jeans are combined with almost every item. One of the ten interviewees of 23 argues the following:

"Jeans are the most important item of your outfit that should make you feel good and make you confident. It is an essential piece of clothing that is very important for the feeling you get from an entire outfit. This is because jeans are a basic item, and you wear them most of the week".

This answer states that jeans are an important garment to make women feel confident about their bodies and to show their curves and shapes. Another interviewee answered: "If you wear the right jeans that fit your body perfectly, I think it can give you a confidence boost". A third interviewee argued: "It is important to have a pair of jeans that fit you well because that can make or break your outfit". In addition, jeans can give women a feeling of uncertainty. One of the interviewees of 25 answered that nice jeans that fit your body well are a nice addition to your appearance and confidence, but she also stated that real confidence does not come totally from jeans. That is true if you look at some of the other answers, wherein some interviewees say that it can be confronting when wearing jeans does not fit right for your body.

Furthermore, I asked the respondents out of the survey if they have ever bought and wore a pair of Levi's jeans and how they feel about them. Ten out of the twenty-three respondents have bought many pairs of Levi's jeans, seven respondents have bought one pair of Levi's jeans and six respondents have never bought a pair of Levi's jeans. Ten out of twenty-three respondents feel confident when wearing a pair of Levi's. Therefore, I asked the interviewees and respondents questions about the #IShapeMyWorld campaign, the Levi's 300 Shaping Series, and the body positive images on their Instagram page. The first question was: "What do you think of the Levi's 300 Shaping Series?". Eleven respondents think that this collection is a very good initiative and four of the respondents think that this collection can help many women. This shows that these different shapes of jeans can make an effort to women. I then gave the respondents and interviewees information about the body-positive campaign #IShapeMyWorld and asked them for their opinion. Almost all respondents and interviewees thought it was a good campaign which shines body positivity and that this campaign can give women more confidence about their body. One interviewee of 22 argued: "I think this campaign can give people confidence and a realistic image of how bodies true look". Furthermore, the interviewees find this a strong campaign, because of the real stories of women with a variety of body types, which makes this campaign more believable. Another interviewee of 24 stated: "I think it is a good topic to give attention to. I think nowadays it is needed for women to have these kinds of campaigns to let them know that everybody differs". A third interviewee of 22 loved that the #IShapeMyWorld is so inclusive and that bodies come in so many shapes that should be celebrated.

The most important aspect of this research is to find out if body-positive campaigns, for instance the #IShapeMyWorld campaign, have a positive impact on the 'body confidence' of Dutch women between 20 and 25 years old. Therefore, I asked the ten interviewees how they feel about themselves after looking at body-positive or -diverse content on social media or

campaigns. Most of the respondents answered that they feel great after looking at such campaigns. One interviewee of 23 argues the following:

"I must say that subconsciously I think I have become a bit more confident. Sometimes it's nice to know that you're not the only one with no 'tight body' and that curves or a bit fat is okay" and "It makes me feel a lot better than normal campaigns with skinny beautiful models, that is unrealistic".

These answers show that women feel confident after looking at body-positive -diverse campaigns and that they can feel at ease with their bodies.

Conclusion

From my short and rather restricted ethnographic research, I can draw some conclusions. In general, most of the interviewees are confident with their body. When these interviewees wear good jeans, or other fashion garments, they feel beautiful, and this can give them more confidence. When women wear beautiful clothes and feel at their best, they feel at ease with their bodies (Entwistle 31). In addition, when I asked them more personal questions, I found out that these ten interviewees sometimes have negative thoughts about their body or feel insecure. This connects with the idea of Entwistle wherein she argues that women most of the time can feel vulnerable and insecure about their bodies (31). This has to do with the fact that these interviewees sometimes compare themselves to the perfect image that is portrayed on social media. Social media influences the view that some interviewees have on their body, especially when they see photos of girls that have, according to the narrow Western ideal, beautiful bodies. These ten interviewees are not the only ones who feel insecure by looking at the Western perfect and narrow beauty ideal. Cohen stated the following.

"Body image concerns are common among young women and girls and can have serious negative consequences. Most young women use social media daily, and research (Cohen) suggests that viewing appearance-focused content is associated with poorer body image" (2).

This shows that a thin beauty and body ideal, which is shown by fashion brands, advertisements, and media images, can have a negative impact on the 'body confidence'. In addition, body-positive advertisements, campaigns and media images can have a positive impact on the 'body confidence'. When the interviewees looked at the #IShapeMyWorld campaign and the Levi's 300 Shaping Series, most of them said that they feel more confident after looking at body-diverse images. The reason is because they think that it is a good way to find out that they are not the only ones with no 'tight' body. These campaigns show that there are diverse women out there in the world and that there is not just one beauty ideal. This #IShapeMyWorld campaign by Levi Strauss & Co. thus shines body positivity. In my opinion and the opinion of the interviewees, fashion brands have to embrace diversity, which can ensure that women thus can get more 'body confidence'. If more fashion brands, their campaigns, advertisements, and images on social media use different body shapes, more women can relate to the models (Moulton 2).

Conclusion

From my restricted research, analysis and ethnographic research, I can draw some conclusions to answer how body-positive campaigns like #IShapeMyWorld of Levi Strauss & Co. contribute to a positive view of feminine body diversity and affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old. First, I did investigate the key concepts fashion, identity, body, media, diversity and the Body Positivity Movement, which are important throughout this bachelor thesis. To do so, I wrote a theoretical framework which consist out of academic literature and theories within fashion studies.

Moreover, I investigated that the fashion industry is selling women restrictive and idealized forms of 'perfection' (Kemp). This narrow beauty ideal arises due to the 'perfect' images seen in the media (61). In addition, not all body types are being accepted, while there is not just one feminine body type. Exclusion of body size and race is endemic, because of the globalized fashion industry and its media (Lewis 243). Therefore, a movement arises: The Body Positivity Movement. This movement tries to embrace all forms, regardless of shape, skin tone, size, gender and abilities (Lebouef 1). In other words, to celebrate physical diversity in bodily aesthetics and expand the narrow beauty standards that most fashion brands use (Moulton 1). Moreover, it is important that fashion brands use different body shapes in their campaigns, social media and advertisements, so that more women can relate to the models and this will help them to get more 'body confidence' (2).

As a result, in chapter two, I investigated that the denim brand Levi Strauss & Co. values diversity and equality (Levi Strauss & Co.) Also, the ability of jeans can be explained in cultural terms and cut across different social worlds. For instance, gender, religion, nation and class (Fiske 1). Moreover, I investigated how Levi's 300 Shaping Series contribute to a positive view of body diversity. To do so, I performed a visual- and semiotic analysis of four images and one video within this denim collection. Levi's 300 Shaping Series shows body diversity in terms of

showing models with different shapes and sizes. Although, this advertisement could show more body diverse images so that the female customers of Levi's can relate to various body ideals. This is important because, body-positive content or advertisements aims to challenge mainstream beauty ideals and encourage acceptance and appreciation of all body types (Cohen 2). Not only Levi's 300 Shaping Series is analyzed, but also two videos of the #IShapeMyworld campaign in order to know how this campaign contribute to a positive view of body diversity. 'Fire Within Me' and 'Global Anthem' stand in line with the ideas of the Body Positivity Movement in times of the digital age. The videos show bodily and facial aesthetics of all female forms, with the help of lighting, high contrasts, camera movements and different perspectives. This ensures that the different female body, shapes and curves stand out more. Moreover, this campaign tries to connect with women all around the world with the use of a hashtag in order to support the women empowerment and to change something within the fashion industry (Sinha 1749).

In chapter three, I therefore investigate how the body-positive #IShapeMyWorld campaign, the Levi's 300 Shaping Series and body-diverse images on Instagram affect the 'body confidence' of ten Dutch women between the age of 20 to 25 years old within my target group. To do so, I interviewed ten women within my personal environment and asked them questions about this campaign and jeans. When the interviewees wear good jeans, or other fashion garments, they feel beautiful, and they feel at ease with their bodies (Entwistle 31). In addition, the interviewees sometimes have negative thoughts about their bodies and feel insecure (Entwistle 31). Due to the perfect image that is portrayed on social media and fashion advertisements, the interviewees sometimes compare themselves to a thin body ideal. Moreover, viewing idealized appearance focused content can have negative consequences and impact on their 'body confidence' and poorer body image (Cohen, 2019, 3). In addition, body-positive campaigns, videos, advertisements and media images, for instance #IShapeMyWorld,

can have a positive impact on their 'body confidence'. When the interviewees saw this campaign, they felt more confident, because they think that it is a good way to find out that there are diverse female forms instead of the 'tight' body ideal.

Concluded, Body-positive campaigns, advertisements and media images indeed contribute to a positive view to body diversity and can affect the 'body confidence' of ten Dutch women. In this case, Levi Strauss & Co. demonstrates a positive view towards body diversity and challenge this exclusionary culture by encouraging the circulation of empowering body images and advocating (Sastre iv). Moreover, the #IShapeMyWorld campaign and Levi's 300 Shaping Series advocate the visibility of bodies that do not fit the mainstream beauty norms, by showing various female personalities within their campaign (Sastre iv). Moreover, these sorts of campaigns can help women to get 'body confidence', because body positive content offers a fruitful avenue for improving the body image of young women (Cohen 547). Furthermore, there is not only one single way of fashioning appearance in the world, so it is time for other fashion brands, besides Levi Strauss & Co, to use body diversity in their campaigns and advertisements (Kaiser 2). Namely, there are various fashion subjectivities that are shaped by the interplay between race, nationality, class, gender, sexuality and ethnicity (2). Moreover, also because 'dress' has a certain symbolic value in society depending on gender, age, class or ethnicity of the consumers (Smelik 5). Consequently, body-positive campaigns have to embrace female forms, in all its forms.

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Appendix

Interview Questions

I conducted these interviews online through facetime, wherein all women stay anonymous. For this reason, I will show each question with all ten answers separately. Moreover, to make a clear overview of the answer per question.

1. *How do you feel about your body in general and why?*

- Sometimes I am insecure about my body, but that is really only if I compare it with others. And that is precisely the thing that you should not do, because everyone has their own body and that is unique. Nowadays I can appreciate my body more and more as it is.

-Confident. I work hard to train and eat healthy so I feel confident.

-I am satisfied with my body, but sometimes the perfect image portrayed on social media makes me feel insecure.

- I don't like my butt, my back, my belly and my legs are medium.

- I feel satisfied, sometimes insecure when I compare myself

I like my body because I feel like It looks healthy and I like that I am tall and thin but I still have curves.

- I'm okay with it, but there is always room for improvement. The gyms are open again I love going to the gym it makes me more confident in my body and it's good for my mental health.

- In general, I feel confident about my body because it is healthy and I like the way it looks.

- I sometimes love my body and other times i am content with how it looks, I rarely feel negative feelings about it. I learned to love it and I know my "flaws" make my body my body and unique. I can't change it so why would I make myself feel bad about it?

- It changes day by day. Some days I feel happy in my body and sometimes very sad. The time that I could not do my daily exercises because of Covid I was not happy.

- Confident. I work hard to train and eat healthy so I feel confident.

- I am satisfied with my body, but sometimes the perfect image portrayed on social media makes me feel insecure .

2.When do you feel most beautiful and confident about your body?
- I feel most comfortable in my body when i eat healthy and exercise. I also feel good when i wear nice clothes etc. and when these clothes are also comfortable.

- With high-rise jeans and a nice blouse.

- When I wake up in the morning, having a good day and walking around in a beautiful outfit.

- Always, I have learned that when I was young that we had to accept our bodies the way they are because you are stuck with it your whole life.

- I feel most comfortable in my body when I eat healthy and exercise, I also feel good when I wear nice clothes and when these clothes are also comfortable.

- I feel most beautiful in pretty bras and underwear. I also like my body in nice dresses and gym clothes. And I feel the most beautiful when I am alone in my room while fitting my clothes.

- When I wear a nice outfit, which suits my body right.

- I feel most beautiful when I have a tiny waist and big booty.

- When I am wearing clothes that flatter my figure and are comfortable to wear.

3. When and why are you ashamed of your body?
- When I see it in pictures sometimes. It is because it shows me how others see it and that can be triggering.

- I am not really ashamed of my body, but sometimes when i wear a bikini and see other people who are thinner than me.

- Don't like some of my body parts.

- I am not really ashamed of my body, but sometimes when i wear a bikini and see other people who are thinner than me.

- If I ever feel ashamed, it's when I'm bloated and I have eaten too much.

- Social media influenced the view that I have on myself and on others. I feel like feeling ashamed of myself is a big word, I would rather say that I would like to change some things about my body.

- Sometimes I'm ashamed of my body when I had a big meal and I'm bloated. And sometimes I'm ashamed of my body when I compare it to others.

- When I am with girls who have a beautiful body.

- When I'm having a bad day, this will also affect how I look at my body.

- When I'm having a bad day, don't feel comfortable in certain clothes or, as I said, I start comparing myself to other bodies.

4.Do you think that jeans are an important garment to make you feel more confident about your body and why?
- Sure. Pants are the most important item of your outfit that should make you feel good and make you confident. It is an essential piece of clothing which is very important for the feeling you get from an entire outfit. This is because pants are a basic item and you wear them the most every week.

- I would say that nice jeans that fit your body are a nice addition to your appearance and self-confidence, but real self-confidence does not come from pants.

- It can be confronting if you're wearing skinny jeans or jeans that aren't fitted for you for example to short or too long or too big.

- Yes, a good pair of jeans makes you more self-confident. Like I said, if I'm wearing a good outfit that I feel comfortable in, I'm already a lot more confident than when I don't have it. So yes, a good pair of jeans definitely makes a difference.

- Yes because it is a basic that everyone has so it should make you feel good to wear.

- Yes, I think it is an important garment. If you wear the right jeans, that fits your body perfectly I think it can give you a confidence boost

- Yes, I am very specific when it comes to jeans; I want my butt to look bigger and my legs to look thinner and longer - when I find this type of jeans they make me feel confident.

- Yes, because you can combine jeans with almost every item like a top or t-shirt or jacket.

- Yes, it's important to have a pair of jeans that fit you verry well because that can make or break your outfit and it makes you more confident when you wear nice jeans.

- I don't think that's it's jeans in particular. I think even a legging or some sort of sweatpants can make me feel more confident. If it fits and looks nice, I am satisfied.

5.Levi's India has introduced a body positive/ diverse campaign called #IShapeMyWorld.
The view of this campaign is: "Denim for Everyone: Embracing Size Inclusivity"
(Strauss). What do you think of this campaign?

- Very good. So, there is something for everyone and of course what suits everyone's body.

- Very good campaign. It is important as a brand to focus on all kinds of women, sizes and wishes. Looking beyond just the small sizes that dominate the fashion world but are not representative of (female) society.

- I believe it is good that they include embracing everybody type as everybody is different

- I love that it is so inclusive! Bodies come in so many shapes and this should be celebrated.

- I think it is a good topic to give attention to. I think nowadays it is needed for women to have these kinds of campaigns to let them know that everybody is different.

- I think it's a verry good initiative, inclusivity is an important topic and every brand should realize that and be inclusive.

- I think it's good that they have a bawd variety for everybody type.

- I think it is an empowering campaign for women, women support women.

- Yes, I think it's a good initiative, although I'm always a bit suspicious of large brands that use terms such as 'inclusivity', 'sustainability', etc. It is important whether they really apply these things in their production process.

- Very good campaign!! I think it can give people confidence and a realistic image of how bodies truly looks like.

6..Do you think that body-positive and body diverse campaigns are necessary to give women more self-confidence and body confidence? And why?
- Yes they are, for a lot of women I think it helps. I am just very stubborn so my opinion about myself is the only opinion that counts.

- I think so! If we show more diversity, and show that no one body is right or perfect, more and more women will come to appreciate their actual body. In addition, it is also important to stay fit and to challenge your body to be/stay the healthiest version of yourself.

- I think so. It shows the world that skinny is not the only beautiful type of body.

- I think the problem starts when you're a teenager, always seeing the perfect picture on social media can be very damaging for girls growing up. I think the most woman of my age can agree with me most of them know that social media shows us a fake perfect image.

- Yes, because the social media of today gives a very wrong image to a lot of people. These types of campaigns can show that everyone is good just the way they are..

- I can only speak for myself. I love my body when it looks great in clothing I don't need a campaign to tell me that. The garment alone gives me more confidence than the campaign.

- Yes, and especially for young girls who grow up thinking that there is one "perfect body ripe". Everyone is different and everybody is beautiful.

- Yes! Because in this way, it becomes clear hoe bodies really look like without photoshop.

- Yes, because woman struggle about whether their body is good enough for anyone. And you're supposed to be the one that should feel confident about themselves..

- Yes, the overall image of 'beauty' is such a social construct, I think it is a good thing to give confidence to everyone because everyone is beautiful in their own way.

7. How do you feel about yourself, your appearance and body after looking at body positive and body diversity content or campaigns?
- I feel great after looking at body positive and body diversity campaigns and content.

- I have to say it doesn't affect me much, but it's good that it's there. And I think it can help a lot of people.

- I must say that subconsciously I think I have become a bit more confident. Sometimes it's nice to know that you're not the only one with no 'tight body' and that fat rolls are okay. As long as you are somewhat healthy and keep moving you should be fine. Balance is key.

- I love it, we all have different body's everyone is beautiful and it makes me appreciate all body types even more because i can't stop admiring all body's

- It makes me feel a lot better than normal campaigns with skinny beautiful models, that is unrealistic.

- Personally, I will not look at myself differently when there is a campaign about these topics. But I can imagine that this can really help some other women to feel more secure in their own bodies.

- Makes me feel good about myself, because now I know that there are more female forms.

- Still the same, I don't hate my body but there is still room for improvements.

- I still feel good about myself, especially after watching body-positive content.

- I feel confident after watching these body-diverse videos.