

## The Ideals of Body Image through Optical Illusion Pattern: for Less Volume Effect

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### *Abstract*

*A person's satisfaction with the physical image he or she presents to the others is affected by how closely that image corresponds to the image valued by his or her culture on their time live. An ideal of beauty is a particular model, or exemplar, of appearance. Ideals beauty for women may include physical appearance as well as clothing styles, cosmetics, hairstyles, skin tone, and body type. Dresses with optical Illusion to make less volume effect in fashion can be one option for women to make body image more ideals. Optical illusion less volume use human perception, because of our ability to visually assess volumes is not good as our ability to assess areas, fashion with less volume effect have big chance to improve.*

*Key word: Body Image, Optical Illusion, Less Volume*

### **INTRODUCTION**

Nearly 70% of women globally think that being beautiful helps them get what they want out of life, and the same number believe that the relationship between happiness and beauty is directly proportional. 93% of women said they felt more confident overall when they knew they looked beautiful.[10]

Victoria Ebin in 1979 said perhaps the most universal function of clothing and accessories is adornment, personal decoration, or aesthetic expression. Adornment shows status and identity, and also raises one's self-esteem.[7] Temporary bodily adornment that we all do includes changing our hair, wearing makeup, shaving body hair, or using lotion to change skin texture. Through the ages, women have reshaped their body to conform to the current definition of beauty by "paring down" through the use of tight corsets, or adding on

height or width to the silhouette through the use of padding or other means, such as petticoats.

Body Image refers to a consumer's subjective evaluation of his or her physical self.[1] A person's physical appearance is a large part of his or her self-concept and self-esteem. One recent study found that low self-esteem and negative feelings may result when one's body is discrepant from cultural standards. College women who perceived their body to be discrepant for the ideal had higher body dissatisfaction, overall appearance dissatisfaction, and investment in appearance than those who viewed themselves as less discrepant from the ideal.[3] Conversely, another study found that across several ethnic groups high self-esteem was associated with positive body image.

In Real life, clothing can be used to extend the body and change

its perceived shape, Certain styles of clothing are often chosen to camouflage parts of one's body due to a negative body image. Many consumers (but not all) are skilled at applying principles of design to create illusions of a slimmer or taller body and de-emphasizing certain parts with which they are unhappy.[1]

A person's satisfaction with the physical image he or she presents to the others is affected by how closely that image corresponds to the image valued by his or her culture. We started doing it on two months ago. [8] An ideal of beauty is a particular model, or exemplar, of appearance. Ideals beauty for women may include physical appearance as well as clothing styles, cosmetics, hairstyles, skin tone, and body type.

Recent research indicates the preferences for some physical features over others are "wired in" genetically, and that these reactions tend to be the same among people among the world. Another cue that apparently is used by people across ethnic and racial groups signal sexual desirability is whether the person's features are balanced.[9]

While beauty may be only skin deep, throughout history women particular have worked very hard to attain it. They have starved themselves; painfully bound their feet; inserted plates into their lips; spent countless hours under hair dryers, in front of mirrors, and beneath tanning lights; and have undergone breast reduction or enlargement operations to alter their appearance and meet their society's

expectations of what a beautiful woman should look like.[16]



Figure 1. The Padaung women in Southeast Asia are often referred to as 'giraffe' women because of the custom of placing rings around their necks from when they are young girls until they marry. The pressure and weight of the rings (as much as 11 pounds) force the chin upward while pressing down the collar bones and ribs, elongating the neck. (Angeloni, E. 2001)

In retrospect, periods of history tend to be characterized by a specific "look", or ideal of beauty. American history can be described in terms of a succession of dominant ideals. For example, in sharp contrast to today's emphasis on health and vigor, in the early 1800s it was fashionable to appear delicate to the point of looking ill. The poet Keats described the ideal woman of that time as "a milk white lamb that bleats for man's protection.

In much of nineteenth century, the desirable waistline for American women was eighteen inches, a circumference that required the use of corsets pulled so tight that they routinely caused headaches, fainting spells and possibly even the uterine and spinal disorders common among women of the time. While modern women are not quite as "straightlaced", many still endure such indignities as high heels, body waxing, eye lifts and liposuction. In addition to the millions spent on cosmetics, clothing, health clubs, and fashion magazines, these practices remind us that---rightly or wrongly---the desire to conform to current standards of beauty is alive and well.[4]



Figure 3. This poster clearly evident in the changing standards for feminine and masculine beauty over the last two centuries in the Western world. (Angeloni, E. 2001)

Women's magazines accompanied women's advances and the simultaneous evolution of the beauty myth. During the 1860s and 1870s, Girton and Newnham Colleges, Vassar and Radcliffe, and

other institutions of higher education for women were founded, and, as historian Peter Gay writes, "women's emancipation was getting out of control." Meanwhile, the mass production of beauty images aimed at women was perfected, and The Queen and Harper's Bazaar were established; the circulation of Beeton's English Women's Domestic Magazine doubled to fifty thousand. The rise in women's magazines was brought about by large investments of capital combined with increased literacy and purchasing power of lower-middle-and working-class women: The democratization of beauty had begun.[11]

## RESEARCH METHOD

This study aims to seek possible forms of media and methods that can be produced pattern optical illusion and through less volume effect make women as target market feels their body images ideal This study includes some restrictions on the problem: - The Optical Illusion to make less volume effect chosen, because of adornment theory and the ideals of body image nowadays for women's are thin body.

- Research focused on ideals of body image and optic illusion less volume in fashion. The method used in this study is a qualitative method. The data presented in this research is available from various sources of literature.

## ANALYSIS

### Definition of Optical Illusions

Schwarzkopf in 2011 said no one perceives one image exactly the same way as another person. A study done at the University College London showed a series of optical illusions to thirty healthy volunteers and noticed that the degree of susceptibility to the illusion was contingent on physiological differences in the brain. In one illusion named the Ponzo illusion, the volunteers were shown an image of two horizontal lines inside a tunnel, one that appeared in the foreground and closer to the observer than the other line. To most observers, the line that appeared farther away from the observer seemed longer than the line in the foreground, but in reality, both lines were of equal length. Using functional magnetic resonance imaging (fMRI), the researchers found that people with a larger primary visual cortex surface area perceived a smaller difference in length between the two lines, suggesting that physiological differences between individuals influence the unique effect of optical illusions on each person.

Another study done in 2008 by Ganel at the Ben-Gurion University of Negev pointed out that people usually perceive the world in two visual systems hypothesis, vision for perception and vision for action. Volunteers were shown the Ponzo illusion and showed significant psychological evidence to the level of susceptibility of optical illusions. According to Ganel et al., people with visual system that rely mostly on perception were more likely to

see objects in the rich context of scenes. Therefore, they are more prone to be embedded and fooled by optical illusions. On the other hand, people with visual systems that rely mostly on action tend to show visual control on objects in the optical illusions and are less susceptible to optical illusions.

Therefore, both physiological and psychological evidence are important in the study of optical illusions. One type of optical illusion seen in sex-linked disease is colorblindness. According to a report from Corney in 2007 at the Howards Hughes Medical Institute, seven percent of the male population, or around 10 million American men, and around 0.5 percent of the female population are red-green colorblind. In addition to colorblindness, optical illusions according to Luckiesh in 1965 may occur through other mechanisms, such as size and shape distortion.

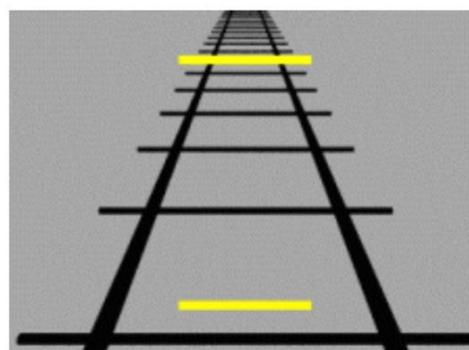


Figure 4. Ponzo Illusion. The yellow line look different, the fact is it has the same size. (www.psychology.about.com)[19] Optical Illusions Less Volume on Fashion

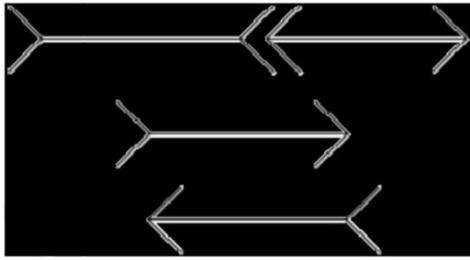


Figure 5. Müller-Lyer illusion: The horizontal line segment on the far left looks longer than the other one, even though both segments are same length. (www.psychology.about.com)[19]

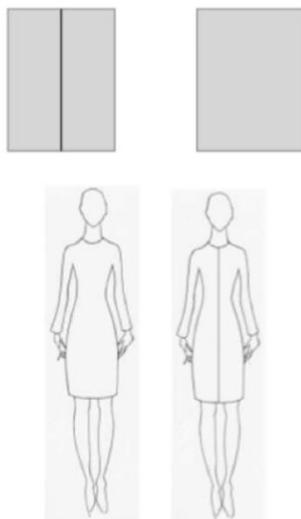


Figure 6. Vertical lines have a slimming effect on the body wherever we can place them. This is why vertical striped shirts, seams and creases down the leg your pants, for example, can make we look slimmer. (www.bridgetteraes.com)[2]

Perception is an aspect of human behavior, and as such it is subject to many of the same influences that shape other aspects of behavior. In particular, each individual's experience combine in a complex fashion to determine his reaction to a given stimulus

situation. To the extent that certain classes of experiences are more likely to occur in some cultures than in others, differences in behavior across cultures, including differences in perceptual tendencies, can be great enough even to surpass the everpresent individual differences within cultural groupings. Researcher revealed significant differences across cultures in susceptibility to several geometric, or optical, illusions. It should be stressed that these differences are not "racial" differences. They are differences produced by the same kinds of factors that are responsible for individual differences in illusion susceptibility, namely, differences in experience. The findings researcher reported, and the findings of others we have reviewed, point to the conclusion that to a substantial extent we learn to perceive; that in spite of the phenomenally, absolute character of our perceptions, they are determined by perceptual inference habits; and that various inference habits are differentially likely in different societies. For all mankind the basic process of perception is the same; only the contents differ and these differ only because they reflect different perceptual inference habits.[12]

Fashion that makes us look taller or thinner Nicole Lujan, a fashion stylisth advised to wear: to give details within the silhouette, chose straight rather than curved lines, especially near center of figure give long, vertical lines. It can appliquéd with vertically striped fabrics or long diagonal lines, and

always prefer slim and smooth silhouette lines [14]

If its used panels take Narrow or gores, chose narrow, long, pointed and standing collars, better use high or long, narrow V- or U-necklines. If we use vest chose narrow openings. Narrow belts that preferably to match garment.[14]

Use long, straight, and raglan sleeves or leevless garments. If we want to decorate on our garment chose decoration high on the shoulder or near the neck. Garment for example we can use to give taller and thinner look are slim skirts, skirts as long as possible to be fashionable, boleros or short jackets, full-length coats, coat with button-down-the-front style and princess lines and beltless onepiece dresses will give simple and uncluttered lines.[14]

Our ability to visually assess volumes is not good as our ability to assess areas. In data analysis it is very dangerous to try to encode values as volumes because we cannot actually represent three-dimensional objects on screen or paper. Because we work with two dimensional renderings, it is not clear whether the viewer is seeing a two dimensional or a three-dimensional object (or perhaps even something between).[15]

According to design catwalk.com some designers who did less volume optical illusion in 2010-2013 are: Peter Pilotto and Van de Vos, Romina Karamanea, Emily Seul Ki Uhm.



Figure 7. Peter Pilloto and Christopher De Vos design.(www.designcatwalk.com)[18]



Figure 8. Design of Emily Seul Ki Uhm S/S 2013 Graduation Collection. (www.designcatwalk.com)[18]



Figure 9. Designs of Romina Karamanea entranced the audience with her designs at London fashion week Spring/ summer 2010.([www.camirafabrics.com](http://www.camirafabrics.com))[17]

Her designs are inspired by reminiscent of optical illusion and zoetroeps she played when she was a child. The mixture of supple leather, soft fabric and chord contrasted with harsh angles created segmented pieces that flowed together as a fluid collection.[17]

Optical illusion in textile pattern have big chance to improve, because of only a few designer who did this.

### Conclusion

Consumers' self concepts are reflections of their attitudes toward themselves. Whether these attitudes are positives or negatives, they will help to guide many purchase decisions; products can be used to bolster self esteem or to "reward"

the self. Clothing and fashion are used by some to express their positive self esteem and by others to overcome self feelings of inferiority. Optical illusion can be option solution for women who chase the ideal of body image. Optical illusion in textile pattern have a big chance to improvise.

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