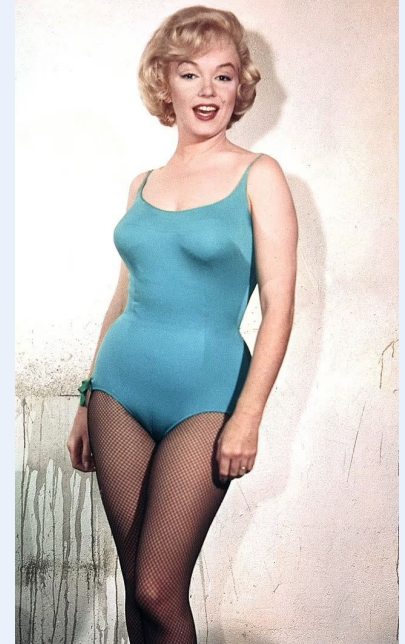
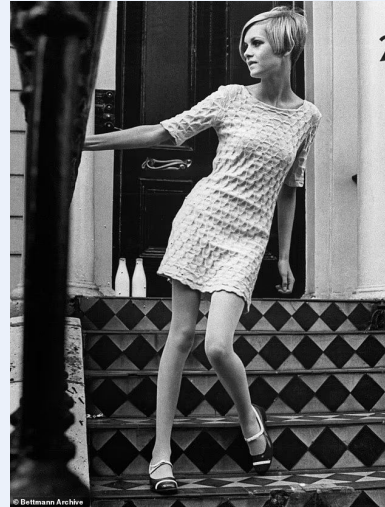


# **Victoria's Secret Industry & Effect on Body Image**

By Mira Korngold

# Body Standards for Women Through the Years

- **1910s:** Hourglass figure with cinched waist
- **1920s:** Thin with no curves
- **1930s:** Curved body with slim waist
- **1940's:** Taller and squarer figure
- **1950's:** Larger hips and fuller bust
- **1960s:** Ultra-slim without curves
- **1970's:** Small hips and flat tummy
- **1980s:** Tall with athletic figure
- **1990s:** Extremely thin, waifish figure
- **2000's:** Toned slim body
- **2010s:** Hourglass figure with full curves



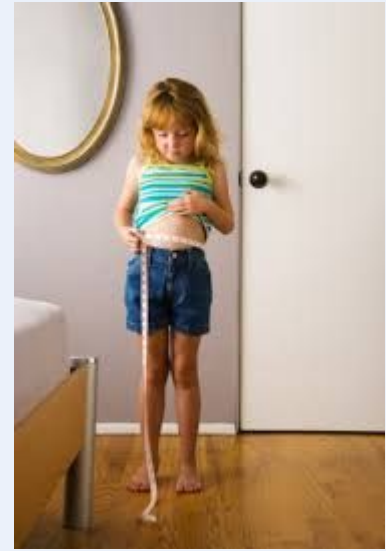
# The Victoria's Secret Industry

- Massive women's clothing line that controls approximately 35% of the lingerie market
- what the media says to be beautiful women, the standard of “angels”
- backlash and negative talk in the media



# Body Image in Audience

- Somewhere around 90% of women compare themselves in media
- Measurement of being “thin enough” mostly because of the constant use of social media
- Study found that women are even more disappointed in their bodies after viewing media images of ‘thin and beautiful’ in comparison to average sized or even oversized media images of women



# Dark History

- late 1990s and early 2000s, marketing an image of “a woman born perfect and made better with push-ups and padding,”
- sold not just clothing, but an aspirational lifestyle
- Pink in 2002, targeting “tweens” and younger teen girls, but hyper sexualized



# The “Perfect Body Campaign”

Victoria's Secret campaign launched in 2014 was named the “Perfect Body”. It featured thin models and the tagline “The Perfect Body” was used to promote the newly designed “Body” Bra that fit all body types. The idea of fitting all body types seems like it has good intentions, but only size 0 models were featured. These women were therefore portrayed even more as beautifully the ideal. It also capitalized on consumers insecurities.

# Now

- VS attempts with size-inclusive marketing made sales plummet, the company has now gone back to using its tried and true 'Size Zero' template
- Victoria's Secret ads *intentionally* made women feel "not enough" so they would buy products to feel "sexier" or "better."



# So What?

Asking for change especially with increase of social media & promotion.

What do you guys think the brand should realistically do? Is it okay to promote these standards?

