

The cultural standard of beauty, when it comes to body shape, is always changing. “Women’s bodies is not what changed, it is the ideals” (Kilbourne, 1995). Advertising, retailing and entertainment produce notions of beauty that change over time. These notions place pressure upon women who try to be in vogue (Wykes and Gunter, 2005). Between 1400 and 1700, a fat body shape was considered sexually appealing and fashionable (Attie and Brooks – Gun, 1987). By the nineteenth century, the fat shape was replaced by voluptuous figure, centered at a generous breasts and hips and narrow waist (Fallon, 2005). The voluptuous shape for women persisted through the early part of the twentieth century, and eventually was replaced by the slender shape of the 1920s (Mazur, 1986). The curvaceous ideal continued through the 1940s and 1950s (Mazur, 1986). By the mid–1960s, however, fashions shifted once again towards the idealization of slender body shapes over curvaceous ness. Since then the only slight shift from extreme thinness as the feminine ideal was the muscularization of the still very thin body during the 1980s (Mazur, 1986).