



Shapewear and Body Types: An Examination of Body Image, Self-Esteem, Attractiveness, and Fit

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This thesis is an examination of shapewear and body types in relation to body image, self-esteem, attractiveness and fit.

Three female volunteers, one hourglass, one spoon, and one rectangle body type, were scanned using 3D body scanning software. Next they were photographed wearing no shapewear, as well as three different types of shapewear under a form fitting dress. A survey containing measures of self-esteem and body image was distributed to participants who rated each photograph on fit and attractiveness. Data analysis was performed using ANOVA and results showed that there are no significant relationships between body image, self-esteem, and ratings of attractiveness and fit.