



Fashion Media Influence on Body Image and Beauty Standards

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ABSTRACT

This study investigates how fashion media influences the development of societal standards pertaining to physical appearance. The research, named "The Impact of Fashion Media on Body Image and Beauty Standards," examines the ways in which fashion-focused media, such as magazines, online platforms, and advertisements, influence society's ideas of a desirable body image and beauty. In a time where visual culture and mass media are predominant, the presentation of carefully selected images greatly impacts aesthetic norms. This study utilises media theory and cultural studies, focusing on influential scholars such as Susan Bordo and Naomi Wolf, to examine the effects of these representations on individual self-perception and the overall discussions on body image within society. The study recognizes the progress made through social media activism in promoting diversity and body acceptance. However, it also emphasises that digitally altered images continue to reinforce unrealistic beauty standards, causing negative consequences. The study seeks to gain a detailed understanding of how fashion media influences societal ideals of beauty and how this impacts modern culture.

CHAPTER 1: INTRODUCTION

Introduction

Fashion media and the formation of cultural norms regarding physical appearance are closely related, as this research topic "Fashion Media Influence on Body Image and Beauty Standards" explores. Against the backdrop of a visual society and mass media consumption, this study attempts to examine how fashion-oriented media shapes people's ideas about what constitutes a healthy body image and what constitutes beauty. Fashion media, which includes magazines, digital platforms, and commercials, has a substantial impact on the dissemination of meticulously selected pictures of beauty, thereby cultivating specific aesthetic standards. Examining this impact is essential to comprehending how media portrayals contribute to the formation of society norms, impacting one's own self-perception and the larger conversation around body image in modern culture. In order to clarify the impacts and possible outcomes of the fashion media's influence on the construction of beauty standards, this study aims to dissect the intricacies of these relationships.

The relationship between fashion media and conventional beauty standards is dynamic and ever-changing in the current era. Social media platforms are essential for promoting positive change because they give a range of voices a chance to question conventional wisdom (Smith, 2020). By using these platforms, activists and influencers change the conversation about beauty by supporting diversity and body acceptance (Jones et al., 2019). Because of this progressive shift, people are being portrayed more authentically, which has encouraged

a group of people to rebel against the industry's historical tendency to support unachievable and exclusive beauty standards (Brown, 2021).

However, there is still a darker aspect to the fashion media sector despite these positive achievements. Negative beauty standards are still being propagated by the extensive use of digital alteration, especially in online material and advertising (White, 2018). Photographs are meticulously edited and retouched, which can lead to a mistaken view of attractiveness and lower self-esteem and body dissatisfaction (Black, 2017). When the historical background is considered, it becomes clear that the fashion media industry has long maintained inflated expectations, a practice that continues even in the face of increased awareness (Green, 2016).

I was inspired by media theory and cultural studies to create the theoretical framework for this study (Hall, 1980; Williams, 1974). Researchers like Susan Bordo and Naomi Wolf have done a great deal of research on how the media, particularly the fashion media, shapes society's perceptions of beauty (Bordo, 1993; Wolf, 1991). The work of Bordo, particularly in "Unbearable Weight: Feminism, Western Culture, and the Body," highlights the ways in which media representations shape public norms about body image (Bordo, 1993). In a similar vein, Wolf's study in "The Beauty Myth" critically looks at how media-promoted beauty standards influence societal constructions (Wolf, 1991). These viewpoints align with my conviction that the fashion media is crucial in creating and disseminating beauty standards, influencing how people view themselves and the expectations of society as a whole.

My idea revolves around the pervasive impact of skillfully created images that are shared via advertisements, digital platforms, and magazines (Gill, 2007; Hall, 2013). I hope to contribute to the conversation on body image and beauty standards in modern culture by shedding light on the ramifications and possible outcomes of the fashion media's involvement in promoting these ideals by dissecting the complexities of this influence (Thompson, 1997; Dittmar et al., 2009).

My interest in this field of study was ignited by the subtle effects of fashion media on standards of beauty and body image that go beyond traditional analyses. Although extant literature emphasises the impact of periodicals, commercials, and digital platforms, my investigation aims to reveal the lesser-known aspects of this complex interaction. My goal is to explore the nuances of how particular fashion media aspects influence people's perceptions and society norms. I'm also excited to look into the less obvious effects of this influence, especially on different populations and cultural circumstances. I hope to uncover hidden information by exploring these unexplored areas, which will advance a more comprehensive comprehension of the effects of fashion media's influence on the construction of beauty standards. By shedding light on areas that haven't gotten enough attention, this study hopes to increase understanding of the intricate relationships that exist between body image and fashion media.

Research Objective:

Analyse the complex ways in which fashion media impacts current social ideals about body image and beauty standards, looking at both the positive changes and ongoing difficulties in this evolving relationship.

Sub-Objectives:

1. Investigate how the changing aspects of fashion media affect people's views of body image and beauty ideals in today's visual culture.
2. Examine how social media sites reshape society's beauty standards by giving a space for different voices to question traditional ideals.
3. To analyse whether it's primarily fashion media or the general audience that shapes beauty ideals.

Research Approach:

Exploratory research methods will be used for this paper.

Literature Review:

The secondary research used in this project is largely based on the facts and information collected from published works such as journals, e-books, credible articles, books, reports and research papers.

Primary Research:

For my primary research, I've opted for an observational method, collecting qualitative data via participant interviews and documentation. Surveys will be added to this in order to collect more quantitative data and work towards a thorough comprehension of the most recent data.

Scope of the Study:

The scope of this research includes a thorough investigation of the complex relationship between fashion media and body image and beauty standards. It looks at both positive changes brought about by social media platforms and enduring negative aspects, drawing on media theory and cultural studies to elucidate the subtleties and complexities of this dynamic relationship.

Expected Contribution/Significance and Value:

This study sheds light on the complex relationships that exist between body image and fashion media, offering insightful observations that might deepen awareness, influence public conversation, and direct efforts to advance inclusive beauty standards.

CHAPTER 2: LITERATURE REVIEW

2.1 Contemporary Beauty Standards

The criteria of beauty in today's society are dynamic and shaped by a wide range of elements, such as society views, media, and culture. Diversity and inclusivity play a crucial role in defining beauty norms in today's visually-oriented society, as more people realise. societal movements and influencers who use websites like Instagram and TikTok to question societal conventions are the driving forces behind this change. According to Lee and Lee (2020), social media gives people a forum to celebrate many forms of beauty and promote body positivity, which is essential in altering beauty standards. Furthermore, modern beauty standards reject digitally changed photographs and promote a more inclusive and genuine portrayal of beauty by placing a major emphasis on authenticity and unfiltered representations (Jones & Przybylski, 2016).

Although traditional standards may still exist, it is increasingly being recognised that defining beauty in the present day requires considering broader, culturally sensitive viewpoints.



Image 1: Glamour (Danielle Sinay, Nov. 15 2022)

It represents a shift from previously constrained norms and the adoption of a more inclusive definition of beauty that takes into account a variety of body types, sizes, and races. Supported by well-known people like Ashley Graham and Jameela Jamil, the body positivity movement encourages self-acceptance and questions conventional norms (Tiggemann & Slater, 2014).

Modern beauty standards are also being redefined as a result of the fashion industry's support of varied models and their disapproval of conventional wisdom (Dionne et al., 2018). Despite these encouraging developments, problems still exist because cultural norms and covert forms of discrimination continue to affect how people define beauty. Understanding how body image and beauty standards are changing in today's visually-driven world requires analysing the nuances of these modern standards.

2.2 Evolution of Media

The development of media has had a significant impact on the societal ideas surrounding body image and beauty standards. Conventional media, including television and periodicals, has been crucial in creating and maintaining limited standards of beauty throughout history. These media sources frequently produced photoshopped and idealised content, which fueled irrational expectations (Thompson & Heinberg, 1999). According to Tiggemann and McGill (2004), there has historically been a focus on a slender and uniform definition of beauty in the media, which has created a model that people may internalise and try to meet.

However, there has been a noticeable change in the fashion media landscape since the introduction of digital media and the internet. Particularly social media sites have become effective instruments that both reflect and impact changing standards of beauty. According to Perloff (2014), social media platforms such as Instagram and YouTube have given people a forum to question established conventions, which has resulted in a portrayal of beauty that is more inclusive and diverse. Users can curate and share their own narratives thanks to the democratisation of content creation on these platforms, which helps to portray beauty standards in a more complex and comprehensive way (Fardouly et al., 2015).

Furthermore, consumers can actively construct beauty ideals rather than just passively absorbing them thanks to the interactive nature of modern media platforms, which enable direct connection with material. According to McRobbie (1999), there are important consequences for the creation and contestation of beauty standards when media shifts from a one-way communication model to a more interactive and participatory one. With comments, likes, and shared content, users are actively contributing to the continuing conversation about beauty standards, which adds a dynamic element to the interaction between fashion media and body image. To fully appreciate the complexities of media's influence on modern body image and beauty standards in the digital era, one must have a thorough understanding of media's historical development.

2.2.1 Historical Evolution in Fashion Media

The fashion media's historical evolution has undergone notable transformations, impacting public viewpoints on standards of beauty and body image. In the past, traditional media types like print ads and publications were very important in creating and maintaining particular standards of beauty (Thompson & Heinberg, 1999). These media outlets frequently featured idealised imagery that supported restrictive standards and affected how people saw and aspired to beauty. The historical background provides insight into the development of media representations and their influence on public expectations, which is crucial for comprehending the origins of existing beauty ideals (Bordo, 2003).

The rise of digital media and the internet, a result of technological advancements, was a turning point in the development of fashion media history. Digital platforms have grown in popularity, making fashion content more instant, engaging, and accessible. In example, social media platforms have made it easier for a wider variety of voices to participate in conversations about beauty standards by democratising the production and distribution of visuals connected to fashion (Perloff, 2014). This change in the dynamics of media from traditional to digital formats affects the formation, contestation, and dissemination of beauty standards in modern visual culture. Understanding the dynamic relationship between media portrayals and individual conceptions of body image and beauty standards in contemporary culture requires an understanding of the historical growth of fashion media.



Image 2: Glam Observer (2017)

The evolution of fashion media throughout history also reflects changes in broader society, since aesthetic standards are shaped by the times. For instance, the advent of supermodels and famous fashion photographers in the middle of the 20th century helped to standardise the idea of beauty (Barnard, 2014). Fashion publications such as *Vogue* were instrumental in setting a worldwide norm that was frequently exclusive and out of reach for a large number of people. This historical viewpoint highlights the fashion media's enduring power to mould societal conceptions of beauty and impact individual self-perception.

In addition, the continuous transition of fashion media from print to digital media has expedited the propagation and utilisation of ideals related to beauty. Real-time sharing and commenting on fashion content has been made possible by the internet era, resulting in a more dynamic relationship between media makers and consumers (McRobbie, 1999). This enhanced engagement influences the rate at which beauty trends form

and facilitates prompt feedback and response, which adds to the dynamic character of modern beauty standards.

Understanding the historical shifts in the fashion media environment is essential to comprehending the full implications of these changes on people's perceptions of their bodies and ideals of beauty in the visual culture of today.

2.2.2 Media Transitions Over Time

Analysing how the media has changed over time provides insightful information on how the fashion media landscape has changed and how it affects ideas about beauty standards and body image. In the past, television and print magazines were major contributors to the development of society's standards of beauty. Bordo (2003) has underlined that these media outlets frequently showcased idealised images, which had a role in the formation of limited standards of beauty. Nonetheless, the progressive transition from print to digital media has completely changed how fashion content is produced, shared, and consumed.

The rise of digital media has resulted in a notable shift in the fashion business, since social media and internet platforms have drastically altered the ways in which beauty is portrayed. Particularly, social media sites such as Instagram and Pinterest have emerged as potent instruments for restructuring notions of beauty since they give a platform to a variety of perspectives that question established conventions (Perloff, 2014). User-generated content has been essential in providing alternate and inclusive portrayals of beauty, leading to a democratisation of beauty ideals as a result of this shift (Fardouly et al., 2015).

The accessibility and timeliness of fashion content have been greatly impacted by the transition from traditional media to digital channels. The rapid transmission of visual content and fashion trends on social media platforms has expedited the proliferation of beauty standards and cultivated a more participatory rapport between producers and viewers (McRobbie, 1999). The rate at which beauty trends develop and emerge has also been impacted by this shift, which adds to the dynamic and constantly shifting nature of modern beauty standards. Understanding the complex impact of fashion media on people's conceptions of body image and beauty standards in today's visual culture requires an appreciation of these media shifts across time.

2.3 Visual Culture Impact

Particularly in the fashion industry, visual media greatly shapes people's perceptions of beauty standards and body image. The abundance of visual information on social media sites like Instagram and Pinterest reinforces societal standards of beauty by inundating users with well curated photos that have the power to change their self-perception. Giddens (1991) asserts that visual culture plays a significant role in the formation of social norms and that repeated exposure to stylized images can cause one to internalise particular criteria of beauty. This effect is particularly powerful in the fashion industry, where visual narratives that define and reinforce societal ideals of beauty are disseminated through publications, advertisements, and internet platforms (Fredrickson & Roberts, 1997).

The ever-evolving nature of visual culture, particularly in the context of social media, introduces novel dimensions to the correlation between fashion media and body image. Trends can spread quickly because to apps like TikTok and Snapchat, which provide a vibrant atmosphere where beauty standards are actively changed by user-generated material in addition to being seen visually (Mendelson, 2020). TikTok, for instance, defies conventional notions of beauty by encouraging diversity and body positivity through a variety of challenges and trends, enabling users to express and appreciate a variety of beautiful forms (TikTok, 2023). Social media users' direct interaction with visual content demonstrates a change from passive media

consumption to an active role in influencing society perceptions of beauty (Buckingham, 2000).



Image 3: THE BACKGROUND DANCER (Szabina Biro, Nov.2022)

On the other hand, visual culture does not necessarily have a good effect on body image. By portraying false and unachievable ideals, the widespread use of Photoshop and filters in fashion media alters perceptions of beauty (Perloff, 2014). Influencers and celebrities frequently post heavily Photoshopped photos on Instagram, contributing to an unattainable standard of beauty for the general public (Jones, 2018). The discrepancy that arises from consuming visual content critically and from the difference between altered photos and authentic, true representations on social media might lead to dissatisfaction with one's physique (Fardouly et al., 2015). This distinction can be seen in popular culture, as followers respond to celebrities' heavily Photoshopped social media posts with feelings of inadequacy or by altering their bodies to fit the ideal (Smith et al., 2019).

The complicated relationship between fashion media and body image is becoming more and more complex, and comprehending the role that visual culture plays in defining contemporary beauty standards is crucial to addressing this relationship. Future studies may examine particular visual components seen in fashion media, such as image modification strategies and the representation of various body types, in order to better understand how these features affect people's perceptions and expectations from society. A better relationship between media consumption and body image can also be fostered by looking into possible interventions or restrictions within the fashion sector to encourage more realistic depictions in visual content.

2.3.1 Social Media Reshaping Beauty Ideals

The emergence of social media, particularly sites like Instagram, has significantly altered the way society views body image and caused a significant shift in the way beauty standards are regarded. People actively challenging and revising conventional standards of beauty in these digital settings is a notable characteristic of this growth. Perloff (2014) argues that social media may be a potent instrument in advancing inclusivity and body positivity because it offers a democratic forum where a range of perspectives can engage in meaningful dialogue about standards of beauty. Through the use of these platforms, users celebrate a diverse range of races, body types, and sizes by sharing genuine images of themselves. This break from the conventional media's perpetuation of historical beauty standards points to a more accurate and diverse representation of beauty standards in modern visual culture.

Social media engagement's interactive quality is a major factor in forming and influencing beauty standards. In addition to viewing visual content, users participate actively by leaving comments, liking, and sharing it, which creates a lively discussion about how beauty standards are changing. A sense of community is fostered by the direct communication that occurs between customers and content creators, particularly on social media sites like Instagram. In this shared area, individuals collaboratively question and reinterpret traditional ideas of beauty, advancing the democratisation of beauty standards. This shift from passive media consumption to active media involvement is emphasised by McRobbie (1999), who also highlights the crucial role that interaction plays in the continual evolution of beauty ideals within the visual culture that is shaped by social media.

Understanding social media's influence extends beyond its function as a simple platform; by fostering inclusivity, supporting varied representations, and enabling active participation, it actively contributes to the altering of beauty ideals. Deciphering the changing relationships between fashion media, personal body image beliefs, and the larger social conversation about beauty standards requires this understanding. Social media's impact on the current state of visual culture and its ability to shape beauty standards are important areas of interest for scholars who study the relationship between media, personal agency, and beauty standards.

2.3.2 Filtered Realities

People's perceptions of beauty and body image have been greatly impacted by the pervasive usage of filters and image altering on social media platforms, creating false realities that may have psychological repercussions. An initial investigation by Fardouly et al. (2015) highlights the widespread use of filtered photographs, particularly on social media sites like Instagram. This study demonstrates how users' idealised self-concepts are formed in part by these digital alterations. A significant part of creating a visual culture that actively supports and promotes unattainable beauty standards is played by filters, which are frequently employed to smooth out skin imperfections, highlight face characteristics, and adhere to prevailing beauty standards.

Within the sphere of "Filtered Realities," people engage with digitally altered visual content, resulting in a striking contrast between real, unfiltered appearances and idealised online representations. The continuous exposure to these edited photos on social media creates a gap that could affect how individuals view themselves and encourages a culture where the quest of digitally altered beauty is accepted as the standard. This phenomena is essential to comprehending the intricacies of how filtered realities impact and create modern beauty standards because it is profoundly connected to the digital era. The increasing ubiquity of filtered pictures makes it imperative to explore in further detail the psychological and cultural consequences of these warped perceptions within the larger context of beauty and body image discourse.

Case Study 1: Influencer Culture on Instagram

Introduction: In recent years, Instagram has become the preferred platform for influencer culture. Here, individuals choose and disseminate content on fashion, beauty, and lifestyle— many of whom have sizable following networks. This case study investigates the connection between the concept of filtered realities and influencer culture on Instagram, drawing on research by Fardouly et al. (2015) on the psychological effects of filtered photos on body image and beauty standards.

Background of the Case Study: Let's look at the case of "Emma," a well-known Instagram fashion influencer. Emma has a large fan base, primarily composed of young women who are interested in fashion and beauty trends. She regularly selects posts that highlight her looks at apparel, makeup, and glimpses into her purportedly lavish lifestyle.

Filtered Realities in Emma's Content: Emma posts an incredibly well-groomed self-portrait on Instagram, featuring flawless makeup, expertly contoured features, and perfectly fitted outfits.

However, Emma use a lot of backdrop filters and image editing tools to achieve this flawless effect (Fardouly et al., 2015).

Effect on Audience Perception: Emma exposes her largely young female followers to her filtered content on a daily basis. When browsing her carefully curated page, users are bombarded with images that showcase an unattainable standard of beauty. Long-term exposure to these filtered images may distort people's perceptions of their own appearance, which could have negative psychological effects like low self-esteem and body dissatisfaction, according to studies by Fardouly et al.

Moreover, Emma's influence extends beyond admiration; a lot of her followers aspire to resemble her appearance and sense of style. Emma's filtered online persona and her actual self, however, differ greatly, which only serves to increase her audience's sense of inadequacy.

Normalisation of Filtered Realities: Influencers like Emma have a big impact on the standards society has for appearance by curating content on Instagram. The never-ending stream of edited photographs serves as more evidence that appearing artificially enhanced is both desirable and attainable. Influencer culture normalises the pursuit of perfection as a result, which helps explain why filtered realities predominate on social media.

Conclusion: the Emma case study emphasises how crucial influencer culture is on Instagram for upholding filtered realities and distorting perceptions of what it means to be attractive and have a positive body image. The research conducted by Fardouly and colleagues provides valuable insights into the psychological consequences of this phenomenon and underscores the significance of critical examination and consciousness within the broader discourse surrounding the impact of fashion media. Given Instagram's enduring impact on contemporary beauty norms, it is imperative to recognise the part influencers play in perpetuating unachievable standards and strive for greater diversity and genuineness in representations of digital beauty.

Case Study 2: Advertising in Fashion Magazines

Introduction: It has long been known that fashion magazines play a big part in influencing people's perceptions of what makes their bodies beautiful. This case study examines how advertising in fashion magazines influences filtered realities, drawing on research by Fardouly et al. (2015) on the psychological effects of filtered visuals on body image and beauty standards.

Background of the Case Study: Let's examine a well-known fashion magazine that is well-known for its glossy pages filled with advertisements featuring flawless models and famous people. This magazine, which we'll refer to as "ChicMag," caters to a wide readership interested in the newest developments in fashion, lifestyle, and beauty.

Filtered Realities in ChicMag's Advertising: The magazine features several photos of models and celebrities endorsing anything from cosmetics to apparel in its advertising section. These images undergo extensive digital processing and filtering to produce an idealised appearance (Fardouly et al., 2015).

Effects on Reader Perception: These filtered images are regularly seen by ChicMag readers, who are mostly young men and women. As they turn the pages, they are confronted with a barrage of advertisements that present an unachievable standard of beauty. Viewing such filtered photographs may make issues with self-esteem and negative body image views worse, according to studies by Fardouly et al. (Fardouly et al., 2015). Furthermore, ChicMag's advertising campaigns regularly feature models and celebrities who have flawless appearances, reinforcing the notion that beauty and perfection go hand in hand. Because of this, a culture

persists where people feel pressured to live up to these unrealistic standards, which makes them self-conscious about their appearance.

Normalisation of Filtered Realities: ChicMag's frequent usage of filtered images in their ads contributes to the normalisation of unachievable beauty standards in society. The magazine unintentionally promotes a culture where the yearning for artificially enhanced beauty is accepted as the norm by publishing digitally altered photographs as idealised benchmarks.

Conclusion: The ChicMag case study highlights the significant influence that fashion magazine advertising has on people's perceptions of their bodies and skewed realities. The study by Fardouly et al. provides important information regarding the psychological impacts of exposure to filtered photographs and emphasises the significance of critical analysis within the larger discourse on beauty and body image. Fashion magazines still have an impact on contemporary beauty standards, therefore it's important to recognise how advertising helps to uphold unachievable ideals and to advocate for greater diversity and authenticity in representations of beauty.

2.4 Challenging Tradition

Social media offers a forum for challenging conventional notions of beauty, but there's a darker side to this that can harm people's perceptions of themselves. These platforms' persistent promotion of a culture of comparison frequently results in a decline in self-confidence and an increase in body dissatisfaction (Fardouly et al., 2015). Studies indicate the possible harm resulting from social media exposure to digitally manipulated and idealised photographs, which might exacerbate the pressure on individuals to meet unattainable beauty standards. This adverse outcome of questioning established conventions emphasises the fine line that must be drawn between encouraging diversity and inadvertently advancing damaging comparison dynamics.



Image 4: YB Entertainment News (Amy McCarthy, Nov.2024)

Social media norm-challenging can unintentionally result in the marginalisation of particular body shapes and characteristics that don't fit with the new standards of beauty. Those who attempt to redefine beauty could inadvertently introduce new kinds of exclusion. Tiggemann and Slater (2014) contend that the advancement of alternative beauty standards has the power to change societal norms and alienate people who do not conform to these changing expectations. This exclusionary feature emphasises how difficult it may be to challenge social media norms because diversity efforts might inadvertently create new exclusions and hierarchies around beauty.

Moreover, the widespread use of body shaming and cyberbullying on social media increases the harmful impacts of questioning customs. Even places designed to promote diversity have the potential to turn into hubs for hostility and criticism (Perloff, 2014). Perloff's study highlights the possibility of negative remarks and evaluations that individuals can encounter when they deviate from conventional or unconventional standards of beauty. The darker side of breaking social media conventions emphasises how crucial it is to comprehend the complexities of redefining beauty standards in modern visual culture.

● The Role of Influencers and Celebrity Culture

Influencers and celebrities who attempt to subvert conventional beauty standards frequently have a significant impact on the development of new standards. But the unrelenting pursuit of these goals by those who embrace them may result in a toxic attitude. Research indicates that followers' body dissatisfaction may rise when they are continuously exposed to influencers' supposedly perfect photos (Fardouly et al., 2015; Tiggemann & Slater, 2014). This adds even more to the nuanced effects of social media on how people perceive their bodies.

● The Impact of Algorithmic Bias

Social media algorithms, which are intended to select material according to users' tastes, may unintentionally promote particular ideals of beauty. The algorithms have the potential to provide preference to content that follows prevailing trends, so restricting the exposure of varied depictions of beauty. To grasp how these platforms build and maintain particular beauty norms, one must comprehend the role of algorithmic bias (Fardouly et al., 2015; Perloff, 2014).

2.4.1 Diverse Narratives of Beauty

Multiple opinions on appearance are becoming increasingly prevalent on social media, which indicates a move towards standards that are more inclusive and representative. Perloff (2014) emphasises that social media gives people a forum to challenge conventional notions of beauty, giving rise to a diverse array of voices and narratives. Users take advantage of these platforms to celebrate various body types, skin tones, and features by sharing alternate representations of beauty that deviate from traditionally constrained ideals. This proactive questioning of accepted conventions fosters a vibrant and welcoming visual culture in which individuals work together to create a more varied and realistic definition of beauty. In addition to challenging conventional norms, the embrace of varied stories on social media encourages inclusivity and empowerment by allowing people to see themselves reflected in a wider variety of beauty standards.

That being said, it's critical to recognise the possible complications and challenges that exist in the field of various beauty narratives. As people work to develop alternative standards, the celebration of variety may unintentionally create new hierarchies or exclusions (Tiggemann & Slater, 2014). This dynamic component requires a sophisticated comprehension of the dynamic landscape of social media beauty standards.

Users must navigate a complicated landscape of shifting norms as distinct beauty narratives persist in flourishing on social media. A critical assessment of the effects of these many narratives on mental health and body image is necessary since the ongoing reconstruction of beauty standards may have an impact on how each person perceives themselves (Perloff, 2014; Tiggemann & Slater, 2014).

Understanding diversity is crucial to varied beauty narratives. Developing true diversity requires recognising and valuing the interconnecting identities and experiences that contribute to various beauty ideals (Crenshaw, 1989). This viewpoint makes sure that criteria of beauty take into account not only a range of physical characteristics but also the different cultural, ethnic, and gender aspects that influence an individual's identity. The ability to actively shape beauty narratives on social media requires users to have a high degree of media literacy. It is possible to connect with varied beauty ideals more intelligently when one is aware of the possible effects that carefully chosen images and tales may have on personal perceptions (Perloff, 2014).

People who are media literate are better able to assess the material they consume critically, which promotes a positive relationship with the always changing criteria of beauty.

In conclusion, even though the spread of diverse beauty narratives on social media represents a welcome break from exclusivity, it is crucial to carefully consider any possible repercussions and difficulties that can arise in this dynamic environment of changing beauty standards. The complex relationship between self-determination, diversity, possible marginalisation, and the psychological effects of varied beauty narratives on social media calls for continued investigation and education in this area.

2.4.2 Unintended Comparison Consequences

Unintended comparisons might be blamed for the negative psychological impacts that arise from the promotion of varied narratives of beauty on social media. While there is a constructive challenge to conventional norms in the celebration of varied beauty ideals, users may unintentionally participate in detrimental self-comparisons. Fardouly et al. (2015) claim that people who are constantly exposed to idealised yet diversified photos on social media may experience greater body dissatisfaction as a result of comparing their own appearance to the well chosen depictions of beauty that are shared on these platforms. As a result, encouraging a culture of varied beauty narratives may unintentionally lead to issues with self-worth and unfavourable opinions of oneself.

The "Instagram effect," where people feel pressured to display an idealised version of themselves in order to adhere to the carefully curated photos that predominate social platforms, exacerbates the unintentional implications of these comparisons. According to Perloff (2014), this problem is especially significant in the fashion media, where photos that have been digitally manipulated are typical. The unforeseen ramifications of comparison culture in the dynamic realm of many beauty narratives on social media highlight the complexity of advancing diversity while averting certain hazards associated with self-worth and body image.

Moreover, the unintended consequences extend beyond an individual's self-perception and impact societal conventions as well, culminating in a shared sense of insufficiency and marginalisation. As a result, the unintended consequences of the pervasive culture of comparison within the field of contemporary visual culture diminishes and the constant emphasises the need for interventions and awareness campaigns that support a more genuine and nuanced portrayal of beauty (Fardouly et al., 2015; Perloff, 2014; Tiggemann). Unintentional implications of the culture of comparison that permeates conversations about social standards of beauty.

Understanding all the elements that lead to negative self-perception and body dissatisfaction is essential to addressing the unintended repercussions of comparing oneself to others in the promotion of varied beauty narratives on social media. According to the research, there is a need for awareness campaigns and interventions that support a more authentic and nuanced representation of beauty. This will help to lessen the unintentional harm that results from the pervasive culture of comparison in the field of modern visual culture (Fardouly et al., 2015; Perloff, 2014; Tiggemann & Slater, 2014).

2.5 Beauty Standards in Bollywood

Bollywood's beauty standards have drawn a lot of criticism for encouraging constructive and exclusive ideals that may be detrimental to people's perceptions of their bodies and self-worth. The focus placed by the industry on having pale skin as the dominant criterion of beauty has caused controversy, supporting Eurocentric beauty standards and colorism. This obsession with pale skin has been connected to detrimental psychological effects, making nonconformists feel inadequate and inferior. As a result, the promotion of particular beauty standards—like pale skin—unintentionally marginalises people who don't meet these norms.



Image 5: Bollywood's influence on Fashion trends (Rupsha Sen, 2022)

Moreover, an unwavering emphasis on a certain body type—typically toned and slender— contributes to negative body image views and body dissatisfaction. Actors are under tremendous pressure to live up to these expectations, and they frequently turn to drastic workouts and diets. According to research by Karasu and Tuncer (2010), the Bollywood film industry may perpetuate unhealthy and unrealistic body standards as a result of these beauty norms. Broader cultural expectations surrounding physical attractiveness are influenced by these criteria.

A notable instance of colorism in Bollywood is the widespread availability of celebrity-endorsed skin-lightening creams. Actresses who promote these cosmetics under social pressure have come under fire for feeding the stereotype that light skin is better. This behaviour has been criticised for promoting discriminatory attitudes and damaging beauty standards (Chakravarty, 2021).

Case Study: Changing Beauty Norms in Bollywood

Bollywood films from recent years, such as "Bala" and "Badhaai Ho," have drawn notice for questioning traditional standards of beauty. The actors in these films have a variety of body types and organic looks, which departs from the industry's traditional focus on a single ideal of beauty. This change is a reflection of the industry's growing understanding of the value of accepting diversity and providing viewers with a more genuine portrayal of beauty (Chakravarty, 2021).

However, despite the criticism, positive changes that go against traditional standards of beauty are happening in the Bollywood industry. The value of diversity and the appreciation of the beauty of nature are becoming increasingly apparent. A shift from the inflexible beauty standards of the past may be seen in the rise in popularity of films with performers with a variety of body types, skin tones, and features (Chakravarty, 2021). This encouraging shift is a result of the industry's growing recognition of the need for more inclusive representation, which provides audiences with a more realistic and expansive selection of beauty standards.

In summary, despite accusations that Bollywood beauty standards promote exclusivity and unattainable goals, steps are being taken in the right direction to accept variety and natural beauty. A more nuanced conversation about the industry's impact on society expectations surrounding physical appearance may be had by recognising both the advantages and disadvantages of these standards. Understanding the intricacies of Bollywood beauty standards' influence and their function in influencing people's opinions within a larger cultural framework depends on this investigation (Karasu & Tuncer, 2010; Chakravarty, 2021).

2.5.1 Fashion Media Influence

Fashion media is a major force in the creation and dissemination of cultural norms surrounding physical appearance, and it plays a crucial part in shaping and upholding the beauty standards that are common in Bollywood. Public perceptions of attractiveness and desirability are influenced by the extensive exhibition of Bollywood performers conforming to particular beauty standards in magazines, commercials, and internet media. According to academics such as Perloff (2014), fashion media serves as an effective medium for distributing well produced images, which establishes and maintains standards of beauty. Fashion media's visual narratives, which depict an idealised and frequently exclusive picture of beauty, have a significant influence on the standards of beauty within the Bollywood business.

Fashion media's impact on Bollywood beauty standards is complex, embracing both favourable and unfavourable aspects. Positively, fashion media can encourage inclusion and subvert conventional standards of beauty. Different body shapes, skin tones, and characteristics are celebrated on a platform made possible by the rise of different voices and representations in the fashion industry. Chakravarty (2021) highlights that a more honest picture of beauty has been made possible by this progressive movement, which has challenged Bollywood's historical tendency for beauty standards to be exclusive and maintain unrealistic ideals. Fashion media serves as a crucial medium for rewriting the story of beauty, enabling a more inclusive and nuanced representation of physical appearance (Chakravarty, 2021).

On the other hand, the promotion of unachievable beauty standards is a clear indication of how the fashion media influences Bollywood beauty standards. Perceptions of attractiveness are skewed in part because digital editing and retouching are widely used in internet and marketing content. The photos of Bollywood performers are heavily Photoshopped, which creates an unattainable standard that can lead to low self-esteem and body dissatisfaction in those who compare themselves to these idealised portrayals. The fashion industry has a history of promoting unattainable beauty standards, and its manipulation within the media contributes to maintaining that inclination.

In conclusion, the fashion media's impact on Bollywood beauty standards is a complicated matter that is characterised by the upholding of unattainable standards as well as constructive efforts towards diversity. Gaining an insight into how fashion media impacts social ideas of physical attractiveness within the Bollywood film industry requires a thorough comprehension of this effect.

2.5.2 Societal Ideals Construction

Within the framework of Bollywood beauty standards, the establishment of societal norms regarding physical attractiveness is the result of a complex interaction between individual, cultural, and media influences. Bollywood is one of the major cultural influencers that helped create and maintain these standards. The importance of the Bollywood industry on the formation of societal standards of beauty is emphasised by scholars such as Mazumdar (2007), since the industry frequently features actors who follow particular rules that are a reflection of both cultural values and cinematic preferences. The way these characters are portrayed on TV has a big impact on how society views beauty and desirability.

Fashion media presents carefully chosen pictures of Bollywood performers that conform to the current standards of beauty, which further contributes to the creation of society norms. The reinforcement of standards via magazines, commercials, and internet platforms is significant as it shapes people's conceptions of beauty and advances a shared knowledge of what is deemed desirable. Perloff (2014) pointed out that media portrayals, especially in the field of fashion, produce a visual culture that actively contributes to the development of societal standards pertaining to physical beauty. The meticulously created pictures that are widely shared in the fashion media have a crucial role in influencing and spreading ideas of what constitutes beauty in a larger cultural context.

Bollywood beauty standards are the result of a complex process that involves negotiation, adaptation, and evolution among other elements. Chakravarty (2021) recognises the importance of diversity and inclusivity while highlighting the positive improvements taking place in the industry. Traditional norms are being questioned by casting performers with a variety of body shapes, skin tones, and features, which is resulting in a more nuanced representation of social beauty goals. This progression shows how the industry's responsiveness to shifting ideals and the constant struggle to maintain traditional standards of beauty while embracing a more inclusive and diverse image of physical appearance interact dynamically. It is essential to realise these complicated interactions in order to properly appreciate the nuances of how beauty ideals are produced within the framework of Bollywood beauty standards (Mazumdar, 2007; Perloff, 2014; Chakravarty, 2021).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Literature Review

The study on the effects of fashion media on body image and beauty standards commenced with an exploration of five key areas: prevailing beauty standards, the evolution of media, the influence of visual culture, shifts in traditional criteria, and the representation of beauty ideals in Bollywood. This preliminary research laid the groundwork for a thorough examination of the intricate factors that impact societal views on attractiveness and self-perception, enhancing my understanding of how media representations influence personal outlooks.

3.2 Survey

To study how fashion media impacts body image and beauty norms, I carried out a survey of people over 18 years old. The purpose was to probe topics like modern beauty ideals, changes in media, visual culture's effect, pushing back on conventional standards, and Bollywood beauty ideals.

Looking at the demographic and psychological data from the survey let me pinpoint current tendencies and views of respondents. The survey helped me uncover gaps and meaningful information about people's needs and perspectives, guiding the direction and focus of my research paper.

3.3 In-depth Interviews

The interviews give a thorough understanding of the intricate interactions between fashion media, body image, and beauty ideals in our current highly visual world. They shed light on how fashion media impacts people's views of attractiveness and body image, while underscoring the revolutionary part social media platforms play in redefining society's beauty standards and furthering inclusion. Moreover, analysing the sway of fashion media within the context of Bollywood movies highlights its significant role in forming and keeping up social norms of physical appeal. These conversations provide a comprehensive methodology, useful perspectives into the developing landscape of present-day visual culture, and stress the complicated association between fashion media, body image, and beauty ideals in contemporary times.

CHAPTER 4: RESEARCH DATA AND FINDINGS

4.1 Literature Review

Introduction: This research examines how fashion media creates beauty standards in society and analyses its influence on people's self-image. It explores the complex interactions shaping self-perception in today's visual culture by studying magazines, advertisements, and digital media.

2.1 Current Standards: Present attractiveness standards show a shift towards more diversity, authenticity, and body acceptance, affected by media, social campaigns, and evolving societal views.

2.2 Media Evolution:

- **Fashion Media History:** The history of fashion media displays how beauty standards and business practices have transformed over time.
- **Media Transitions:** How fashion is presented in media has changed along with new storytelling methods and communication channels.
- **Visual Culture Impact:** Analysing visual culture exposes how fashion images in media have shaped society's perceptions of attractiveness. The visuals propagated through fashion media historically have influenced cultural beauty ideals.

2.3 Media Evolution

- **Fashion Media History:** Fashion media's evolution over time reveals the changing nature of beauty standards and business practices across different historical periods.
- **Media Shifts:** Media's development highlights the constant transitions in communication approaches and visual narrative within fashion.
- **Social Media Reshaping Ideals:** Social media transforms beauty standards by providing a platform to varied perspectives that challenge traditional norms and promote openness.
- **Filtered Realities:** Social media presents distorted realities emphasizing digitally altered images. These modified portrayals shape attractiveness views and lead to idealized online self-presentations.

2.4 Challenging Traditions

- **Diverse Beauty Narratives:** Social media showcases diverse beauty perspectives beyond traditional standards, uplifting various body types, complexions, and characteristics.
- **Unintended Comparison Issues:** Undesirable comparison effects occur on social media, causing people to negatively view themselves and feel unhappy with their bodies when comparing to idealised images.

2.5 Beauty Standards in Bollywood

- **Media Influence:** Fashion media shapes beauty ideals by presenting selective images affecting how people see themselves, adding to body image conversations.
- **Societal Ideals Construction:** Constructing social ideals in fashion media involves the complex process of shaping collective views and establishing beauty standards.

This research highlights fashion media's important role in shaping today's views of beauty and body image. By closely examining its development and influence, the study illuminates how fashion platforms spread certain aesthetic ideals, greatly impacting society's concepts of beauty.

Furthermore, the research investigates social media's transformative power, which not only challenges traditional beauty standards but also promotes inclusivity and authenticity. However, while providing valuable insights, the study also reveals gaps in understanding media influence's complex dynamics and the broader social implications of shifting beauty standards. Moving forward, more research needs to delve deeper into these complexities, exploring how different media types interact, how they reinforce or defy norms, and how diverse voices help reshape modern beauty ideals. Such comprehensive analysis is vital for developing a more authentic, inclusive definition of beauty in our culture.

The study offers a new perspective on how fashion media impacts the Bollywood film industry in particular, highlighting its role in spreading beauty standards within a distinctive cultural context. Through analysing this relationship, the research illuminates the intricate interactions between media depictions, individual viewpoints, and broader cultural norms. However, while the findings shed light on these dynamics, more in-depth examination is still needed into the complex ways fashion media moulds beauty ideals across varied cultural landscapes. Future efforts should aim to address these gaps by conducting more thorough evaluations, thereby enhancing our grasp of the intricate interplay between media, society, and perceptions of beauty. This will ultimately facilitate more inclusive and empowering portrayals in today's visual culture.

4.3 In-depth Interviews

The interviews were conducted by social media influencers who have a niche following in the fashion and beauty space. As experienced content producers, they have a deep understanding of their respective areas of expertise, allowing them to provide genuine perspectives on the changing ideas of beauty and body positivity in contemporary culture.

● 4.3.1 Prakriti Aggarwal

Prakriti Aggarwal is a 23-year-old content producer living in Delhi. With over 71.9k Instagram followers, she uses her platform as a micro-influencer in beauty and fashion to promote diversity and body positivity. Prakriti shares that she has faced challenges growing up, constantly struggling with societal expectations and body shaming. However, these experiences fueled her determination to redefine beauty standards and cultivate a more accepting perspective. Prakriti's journey serves as inspiration for empowerment and authenticity, not just for herself but for others. She aims to utilize her platform to create a safe space where people of all backgrounds feel seen and represented.

Prakriti stresses that social media is about more than likes and followers - it's about using our voices to spark meaningful dialogue and drive positive change. And her advocacy expands beyond just her online persona; she actively partners with organisations that share her commitment to diversity and inclusion.

● 4.3.2 Akanksha Tiwari

In essence, Aakanksha's career as a model and social media influencer has led her to re-examine and transform traditional beauty standards within the fashion world. Through her experiences, she understands the impact of social media on beauty ideals and stresses the importance of promoting inclusiveness and diversity. As she navigates social norms, she aims to uphold authenticity and confront unrealistic expectations, promoting individuality and self-love. Her dedication to integrity in brand partnerships and calling for more representation in Bollywood demonstrates her commitment to driving positive change. Aakanksha's goal is evident: to build self-confidence and empower people to embrace their true beauty.

● 4.3.3 Rishab Nanda

In conclusion, Rishab Nanda's journey as a micro-influencer in fashion and cosmetics is a vibrant tribute to individuality and authenticity. He challenges stereotypes and promotes variety and open-mindedness through his cheerful posts and unashamed identity as a gay influencer. Rishab supports self-expression and body positivity, motivating his followers to cherish their unique beauty, while flaunting his unrestrained flair and genuine personality. His aim to reimagine beauty ideals and spread optimism demonstrates how influencers can transform the world into a more wonderful and accepting place for all.

● 4.3.4 In-depth Interviews

In summary, the informative discussions with micro influencers Prakriti Aggarwal, Aakanksha Tiwari, and Rishab Nanda have greatly improved my understanding of the complex interactions between fashion media, body image, and beauty ideals in our visually-focused culture today. Their varied viewpoints have deepened my insight into how the changing aspects of fashion media shape individual perceptions of attractiveness and body image norms. Furthermore, these conversations have highlighted the major role of social media platforms in transforming societal beauty standards, promoting inclusiveness, and amplifying diverse voices that challenge conventional ideas.

Additionally, analysing fashion media's impact within the Bollywood film context has underscored its pivotal role in perpetuating and moulding societal standards of physical beauty. Through their unique perspectives, these micro influencers have provided a grassroots comprehension of how fashion media intersects with personal experiences and societal influences to form attitudes towards beauty and body image. Their contributions have enriched my grasp of the intricate dynamics within contemporary visual culture, emphasising the importance of considering diverse perspectives in understanding the multifaceted relationship between fashion media, body image, and beauty standards in today's society.

In summary, the accounts highlighted in the fashion and beauty industries demonstrate the transformative potential of being true to oneself, accepting, and self-loving. The determination shown despite criticism and the commitment to furthering diversity challenge restrictive beauty standards, emphasising the value of self-acceptance and individuality. Similarly, the dedication to reshaping beauty ideals by promoting inclusivity

and authenticity shows a deep understanding of social media's influence on perspectives of beauty. Balancing social expectations with personal integrity, these individuals inspire confidence and empowerment, advocating for more representation in fashion and pop culture.

Furthermore, the dynamic celebration of uniqueness and genuineness serves as proof of the power of representation and self-expression in changing beauty ideals. Through energetic content and proud representation, inclusivity and body positivity are promoted, prompting others to embrace their unique beauty. Collectively, these accounts serve as powerful reminders of the importance of promoting diversity, inclusivity, and self-love within fashion and beauty. By prioritising authenticity, advocating inclusivity, and challenging conventional norms, these individuals inspire positive change and help create a more welcoming world for all people, regardless of societal expectations.

CHAPTER 5: CONCLUSION

This study has provided valuable understanding into the complicated relationship between fashion media and prevailing social views on body image and beauty standards. Through interviews with micro influencers and survey data analysis, the research has highlighted the diverse ways fashion media impacts perceptions of beauty and body image. It has revealed positive developments like promoting inclusivity and authenticity, as well as ongoing challenges such as perpetuating unrealistic ideals. By examining these complexities, the study contributes to a deeper understanding of the evolving interaction between fashion media and societal norms, underlining the barriers and opportunities for fostering healthier beauty perceptions.

Furthermore, this investigation has succeeded in scrutinising how developing aspects of fashion media influence individuals' perceptions of body image and beauty ideals in contemporary visual culture. Through in-depth analysis and discussions with micro influencers, the study has uncovered the nuanced ways fashion media shapes personal notions of attractiveness and body image standards. My findings emphasise the evolving nature of beauty standards and the necessity for a balanced understanding. Beyond the influence of fashion media, it's clear that societal trends play a significant role in shaping this new, sometimes unrealistic, perception of beauty. This underscores the importance of recognizing the dynamic interplay between media portrayal and cultural shifts in defining what is considered beautiful.

Through my research, I have identified several critical need gaps. Foremost is the necessity for individuals to embrace their own beauty instead of striving for unrealistic standards. Additionally, the influence of celebrities and influencers on personal insecurities underscores the urgent need for initiatives that support the mental health of social media users. Encouraging self-acceptance and implementing programs to counteract the adverse effects of idealised images can significantly improve self-esteem and overall mental well-being.

In summary, my research highlights several critical needs gaps and emphasises the importance of embracing one's own beauty rather than striving for unrealistic standards. The widespread impact of celebrities and influencers on individual anxiety highlights the urgent need for efforts to support the mental health of social media users. Implementing programs that promote self-acceptance and reduce the negative effects of idealised images can promote a healthier self-image and improve overall psychological well-being.

CHAPTER 6: LIMITATION OF THIS STUDY

My research has uncovered several important need gaps that highlight the need to address these gaps in order to gain a more comprehensive understanding of beauty ideals and their meanings. First, there is an urgent need for individuals to embrace their own beauty rather than pursuing unrealistic goals fixed by the media and societal trends. This is crucial as the pursuit of unattainable beauty ideals often leads to low self-esteem and psychological problems. Additionally, the impact of celebrities and influencers on individuals' anxieties highlights a gap in mental health support for social media users. Constant exposure to idealised and heavily edited images reinforces feelings of inferiority, contributing to a widespread mental health crisis. These gaps

are critical because they reveal underlying issues that are not adequately considered in current social and media frameworks. However, limitations of my study include a possible lack of comprehensive representation of diverse demographic groups and the rapidly changing nature of social media dynamics, which may affect the generalizability of the results. Filling these gaps requires targeted efforts aimed at promoting self-acceptance and psychological support and reducing the negative effects of unrealistic beauty ideals.

CHAPTER 7 : DESIGN BRIEF

7.1 Proposal

After consulting with mentors and exploring various online platforms, I developed a comprehensive design proposal.

- My Design Proposal introduces a user-friendly fashion community platform that seamlessly integrates outfit suggestions, style advice, and creative inspiration. Users can upload photos of their outfits and receive instant feedback from the community, boosting their confidence and enabling informed decision-making. Additionally, the platform also serves as a showcase for users to showcase their unique styling skills while exploring trends and connecting with like-minded people. With a focus on inclusivity and originality, our platform provides a space for individuals to express their identity through clothing. This approach is revolutionising the online fashion experience by addressing the need for self-acceptance, raising awareness of the impact of fashion and supporting mental health amidst the pressures of celebrity and influencer fashion.

7.2 Purpose

My proposed mould community stage addresses a few basic required crevices recognized in modern inquiry about excellence standards and their mental affect. By advertising a user-friendly interface that coordinates furnish recommendations, fashion exhortation, and inventive motivation, my stage empowers clients to transfer photographs of their outfits and get quick criticism from the community. This includes not as it boosts certainty but too advances educated decision-making and self-acceptance. My stage serves as an exhibit for clients to highlight their one of a kind styling aptitudes, investigate patterns, and interface with like-minded people, cultivating a sense of inclusivity and inventiveness. This approach is progressive within the online mould involvement, handling the critical requirement for people to embrace their claim of excellence instead of endeavouring for improbable media-driven beliefs. The stage too addresses the mental wellbeing challenges postured by steady introduction to idealised celebrity and influencer pictures, which frequently lead to sentiments of mediocrity and broad mental issues. By giving a space for self-expression through clothing and advertising community bolster, my stage points to moderate these negative impacts, supporting mental wellbeing in the midst of the weights of social media. Whereas my consideration recognizes limitations such as potential underrepresentation of differing socioeconomics and the quickly advancing social media scene, my focus on endeavours centre on advancing self-acceptance, mental well-being, and diminishing the destructive effect of unattainable excellence measures.

CHAPTER 8 : DESIGN VISUAL REALISATION

8.1 Concept

This project focuses on SHEunite, an innovative mobile application tailored for girls. SHEunite offers a range of unique features including live styling sessions, mood board creation capabilities, and a chat function for real-time fashion advice. The platform aims to foster confidence and individuality by empowering users to showcase their personal style, positioning each individual as an influencer in their own right. By refraining from including dislike options, SHEunites cultivates a positive environment where users can express appreciation for others' style choices without negativity.

Through functionalities such as live styling and instant fashion suggestions, SHEunite serves as a virtual support system, enabling users to confidently navigate fashion decisions and redefine conventional notions of beauty.

8.1.1 Purpose of SHEunite

The significance of SHEunite is rooted in its ability to revolutionise the fashion world by encouraging girls to embrace their true selves and prioritise their mental health. In a time when social media frequently sets unattainable beauty ideals and promotes comparison, SHEunite presents a novel solution by fostering a welcoming, diverse community. The app's distinctive features, like live fashion consultations and the ability to create mood boards, inspire creativity and self-expression, enabling users to embrace their uniqueness. By removing the option to dislike, SHEunite minimises the chance of receiving negative comments that could damage self-esteem, instead promoting an atmosphere of positivity and support. This emphasis on uplifting feedback is essential in aiding users to gain confidence in their fashion decisions and their overall self-view. By enabling girls to be their own style icons, SHEunite not only boosts personal confidence but also questions and transforms traditional beauty norms, advocating for a more inclusive and healthier perspective on fashion and self-identity.

8.1.2 App Breakdown

1. Mood Board Creation Feature: Digital mood boards with textures, colours, and images can be made with these tools.

Goal: Help people plan outfits and visualise their style concepts.

Benefit: Promotes originality and aids in the organisation of users' fashion ideas.

2. Real-Time Chat Feature: Use instant messaging to have conversations and get fashion suggestions.

Goal: To make it possible for users to interact with others, exchange ideas, and ask and give guidance.

Benefits: Fosters a community of support and offers prompt fashion assistance.

3. The Personal Style Showcase feature allows users to submit and showcase their outfits on their profiles.

Goal: Enable people to show off their individual styles and get compliments.

Benefit: Increases self-assurance and establishes each individual as a distinct influencer.

4. The feature of the appreciation-only feedback system is likes and favourable remarks without the ability to dislike them.

Goal: Establish a supportive and upbeat atmosphere.

Benefit: Fosters a community of support and lessens negativity.

5. Fashion Trends and Inspiration Feature: Selected content featuring the newest styles and fashion advice.

Goal: Inform and inspire users about the newest trends in fashion.

Benefit: Assists users in keeping current and incorporating fashion into their own looks.

6. Virtual Support System Feature: Live sessions, instant messaging, and encouraging comments combined.

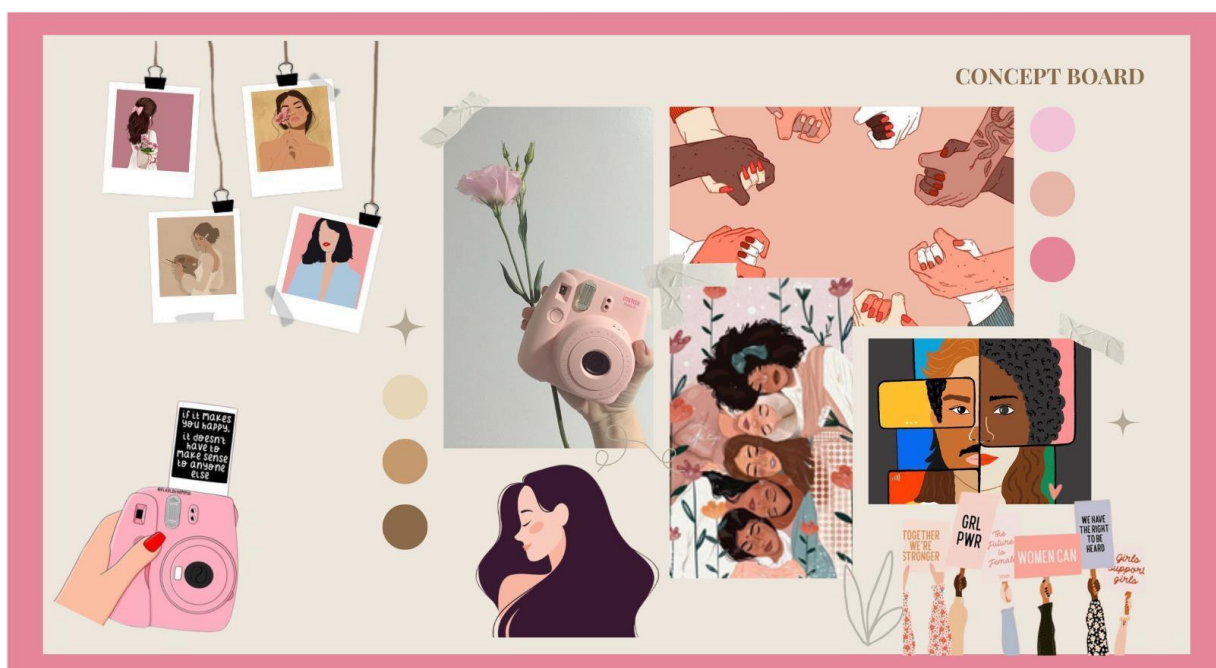
Goal: Offer a wide range of resources to assist with fashion choices. Benefit: Gives users the confidence to make fashion decisions.

8.1.3 App Breakdown

Value of SHEunite: In today's digital world, SHEunite plays a key role as it provides a haven from the stress of traditional beauty norms and the watchful eyes of social media. It creates a space where encouragement and positivity are key, aiding users in cultivating a positive self-view and self- assurance in their fashion sense. This encouragement is especially significant for young women who frequently face overwhelming and damaging beauty expectations. Through its unique attributes, SHEunite doesn't just improve fashion decisions but also supports the mental health of its users, serving as an essential resource for personal development and expression.

8.2 Visualising the Project

8.2.1 Mood Board




8.2.2 Features of the App

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Features

To fill an evident need for empowering individuals with the tools to discern and challenge unrealistic beauty ideals perpetuated by social media we have created SHEunite. The main features of this app are:



1 Live Styling

SHEunite empowers users to showcase their styling skills through live sessions, highlighting individual creativity over influencer status.

2 Mood Boards

The platform allows users to create mood boards to curate and visualise their style inspirations, helping them develop their unique fashion identity and explore new trends.

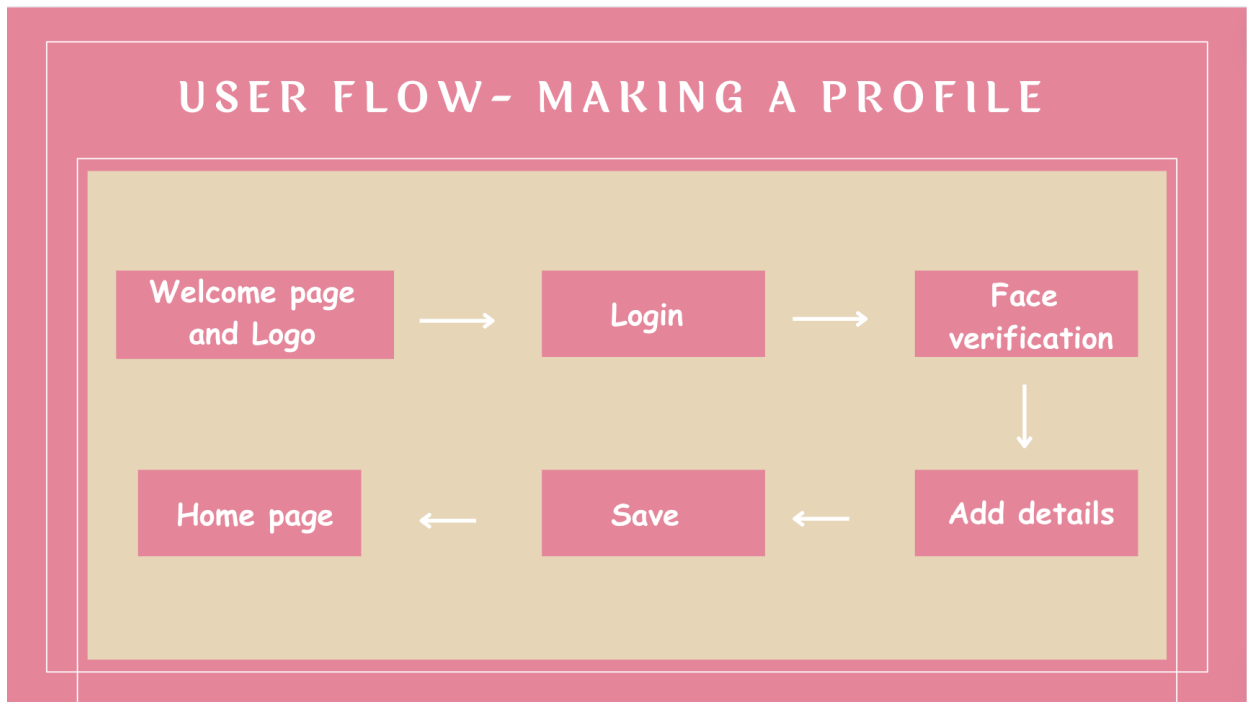
3 Real-Time Fashion Advice Chat

SHEunite features a chat function where users can seek and receive instant fashion advice from the community, fostering a supportive environment for sharing and learning.

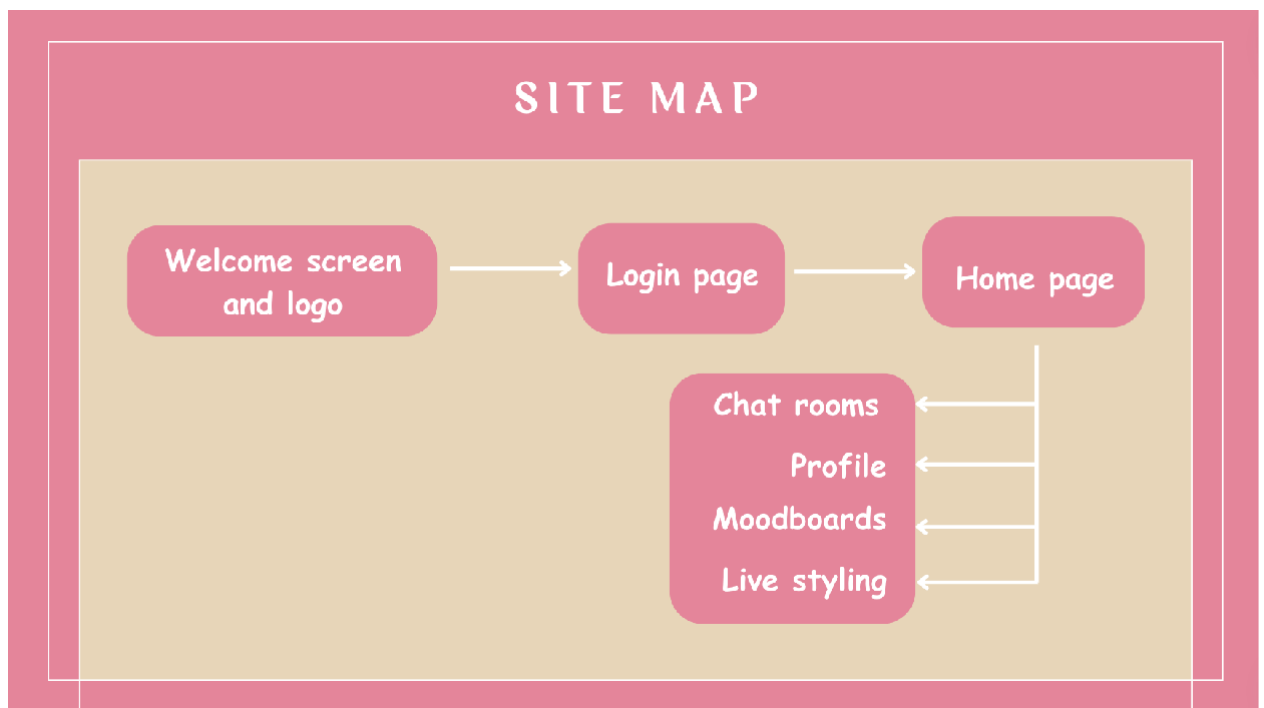
4 Positive Environment

By refraining from including dislike options, SHEunite cultivates a positive atmosphere where users can express appreciation for others' style choices without negativity, promoting self-expression and individuality.

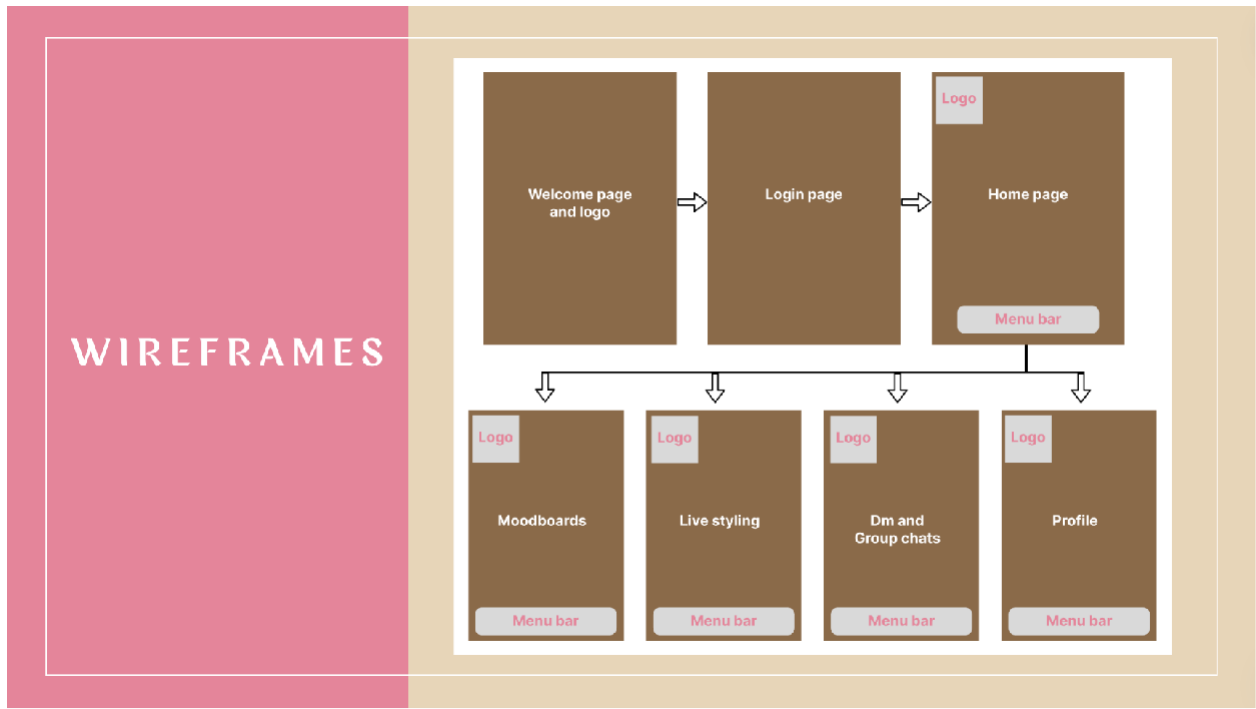
8.2.3 User Flow



8.2.4 Site Map



8.2.5 Low Fidelity Wireframes



8.2.6 UI Kit

The UI Kit includes several components:

- Login Form:** Fields for email and password, a 'LOGIN WITH EMAIL' button, and a 'Forgot password? Click here' link.
- User Profile:** 'Edit profile' button, 'Saved moodboards', and 'Archived' buttons.
- Navigation:** 'Create group' button with a plus icon, and a bottom navigation bar with 'Search', 'Collage', and 'Board' icons.
- Font Table:**

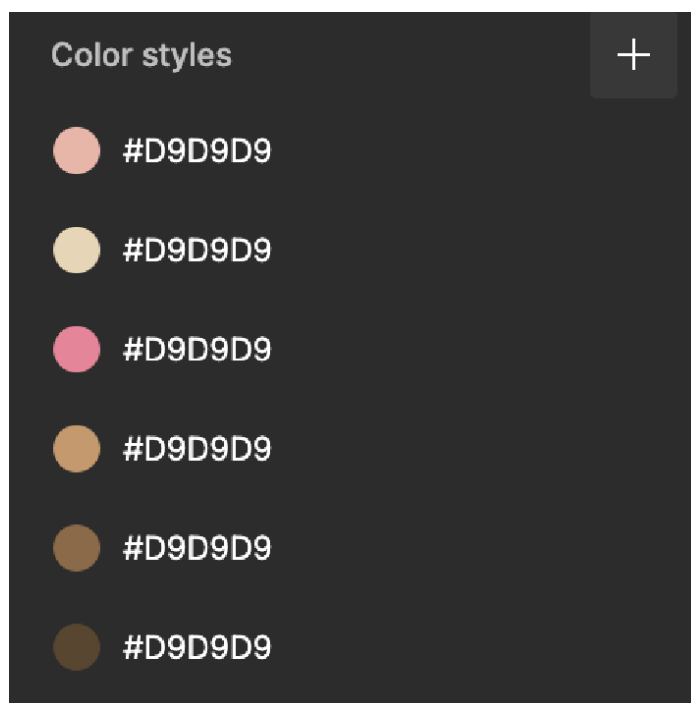
FONT	FONT STYLE	FONT SIZE
Inter	Bold	pt.18
Inter	Bold	pt.15
Inter	Bold	pt.15
Inter	Bold	pt.20
Inter	Bold	pt.22
Inter	Bold	pt.24
Inter	Bold	pt.26
Josefin Sans	Normal	pt.12
Yoko T. Head	Regular	pt.15

- Color Palette:** A vertical list of seven colors with their hex codes: #E7B6A8, #E7D5B6, #E4899B, #C3996B, #8A6A47, and #594630.
- UI Elements:** A collection of icons for home, search, profile, and other functions, as well as a 'Live' button and a 'Set' button.

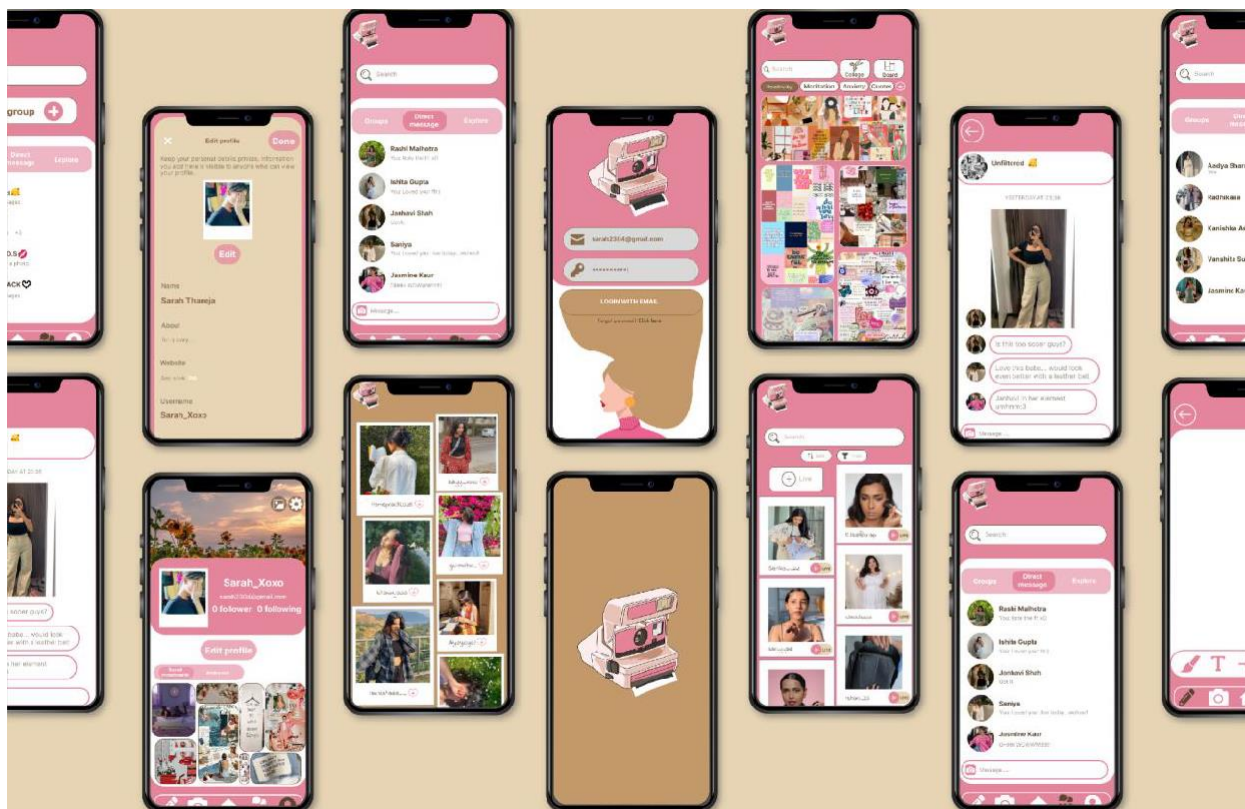
8.2.7 Name of the App



8.2.8 Colour Palette



8.2.9 Final Outcome



8.3 SHEunite working Prototype



CHAPTER 9: BUSINESS MODEL

9.1 App

This project focuses on SHEunite, an innovative mobile application tailored for girls. SHEunite offers a range of unique features including live styling sessions, mood board creation capabilities, and a chat function for real-time fashion advice. The platform aims to foster confidence and individuality by empowering users to showcase their personal style, positioning each individual as an influencer in their own right. By refraining from including dislike options, SHEunites cultivates a positive environment where users can express appreciation for others' style choices without negativity.

Through functionalities such as live styling and instant fashion suggestions, SHEunite serves as a virtual support system, enabling users to confidently navigate fashion decisions and redefine conventional notions of beauty.

9.2 Vision and Mission


Purpose:

Our goal is to build a welcoming and encouraging fashion community where each girl is confident and empowered to show her distinct fashion sense.

Objective:

Our aim is to offer a constructive, easy-to-use platform that provides instant fashion guidance, innovative inspiration, and a platform for displaying personal style, promoting uniqueness and self-love in girls.

9.2 User Persona



USER PERSONA

AISHA

Gender	Female
Age	24
Education	Bachelor's Degree in Fashion Communication
Address	Mumbai, India
Status	Single
Profession	Fashion Blogger

BIOGRAPHY

Aisha is a passionate fashion blogger who finds inspiration in the vibrant colors and rich cultural heritage of India. She is deeply involved in the local fashion scene and enjoys discovering emerging designers and artisans. Aisha's blog focuses on promoting sustainable fashion and traditional Indian crafts.

HOBBIES

Exploring street markets, attending cultural festivals, blogging about Indian fashion

GOALS

Aisha aims to bridge the gap between traditional Indian fashion and contemporary style trends. She wants a fashion app that celebrates India's diverse fashion landscape and provides a platform for indigenous designers and artisans to showcase their work.

● Problem Statement

Aisha seeks a platform that not only celebrates traditional Indian crafts and sustainable fashion but also fosters community engagement and promotes her blog to a wider audience, all while simplifying her fashion exploration process.

● Goal Statement

To provide Aisha with a fashion app that seamlessly integrates her interests in traditional Indian crafts, sustainability, and community engagement, while also amplifying her blog's reach and making her fashion exploration journey more efficient and enjoyable.

9.3 Promotion

9.3.1 Campaign 1

Inclusive Brands - For such brands we would like to collaborate and install stickers on the mirrors of trial rooms spreading a special message to calm the insecurities people face while trying on new clothes. This special brand message would be something catchy and relatable so as to grab the right person's attention.



9.3.2 Campaign 2

Dating Apps/Matrimonial Sites - Partnering with dating apps or matrimonial sites to address the insecurities individuals often face when posting pictures on these platforms.

9.3.3 Campaign 3

Gym - For gyms the partner brands shall be provided with two kinds of sample drinks for weight loss and weight gain purposes, whereas the drink is just water with a message to consumers on how to accept themselves the way they are and discourage promotion of artificial ways to achieve their dream size.



9.4 Cost Analysis

Cost Analysis		
S.no	Particulars	Amount (in Rs.)
1.	Development Costs <ul style="list-style-type: none"> • App Development team salaries • Cost of app development tools & licenses 	10,000 + 5,000 = 15,000
2.	Infrastructure Cost <ul style="list-style-type: none"> • Hosting Fees (Cloud service, Server) • Database management cost • Network Security expenses • App maintenance & troubleshooting costs 	50,000
3.	Marketing and Promotion Costs <ul style="list-style-type: none"> • Digital marketing expenses (social media ads) • Promotional materials (Gym bottles & Trial room stickers) 	5,000 + 5,000 = 10,000
4.	Legal cost for app development & usage rights	10,000
5.	Miscellaneous Cost	20,000
Total -		1,05,000/-

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[Body-Image-Concerns-Theoretical-Perspectives-and-an-Agenda-for- Research.pdf](https://www.researchgate.net/profile/Richard-Perloff/publication/271740741_Social_Media_Effects_on_Young_Women%27s_Body_Image_Concerns_Theoretical_Perspectives_and_an_Agenda_for_Research/links/565b57d208ae4988a7ba8179/Social-Media-Effects-on-Young-Womens-Body-Image-Concerns-Theoretical-Perspectives-and-an-Agenda-for-Research.pdf)

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ANNEXURES

Survey

The survey on "Fashion Media Influence on Body Image and Beauty Standards," conducted with 271 participants, provides valuable insights into the effects of fashion media on perceptions of body image and beauty standards.

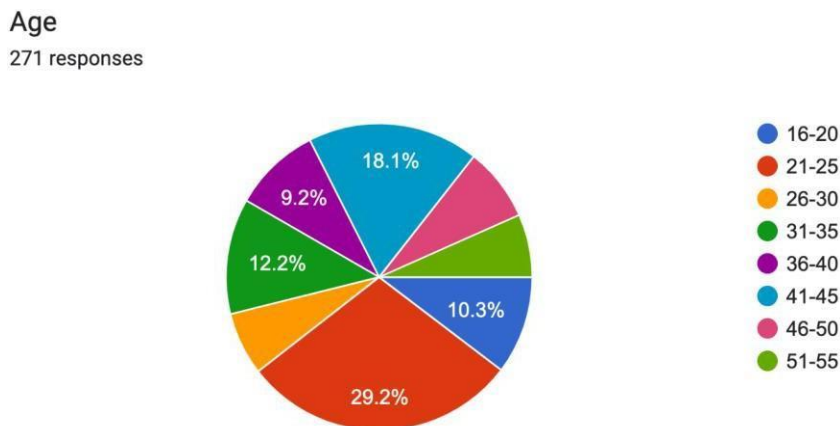


Figure: The survey showed that the highest percentage of respondents fell within the 21-25 age bracket.

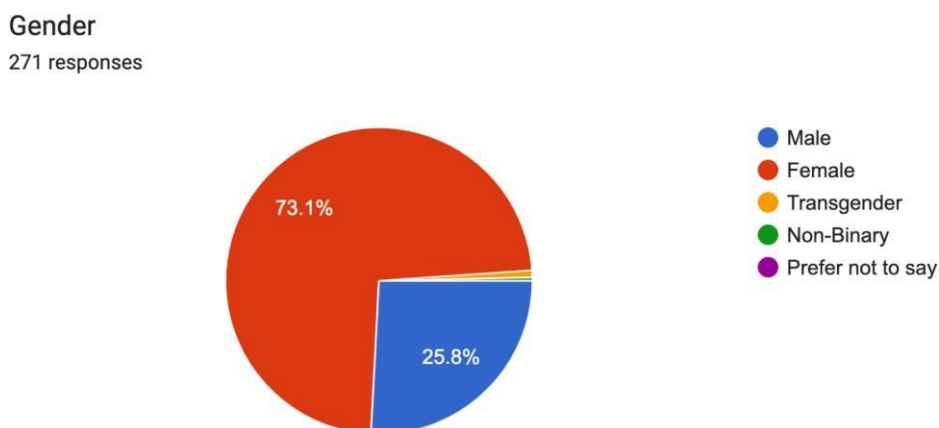


Figure: The survey revealed that the highest percentage of respondents were female.

"I frequently use the following platforms to engage with media" (Please mark all applicable):

271 responses

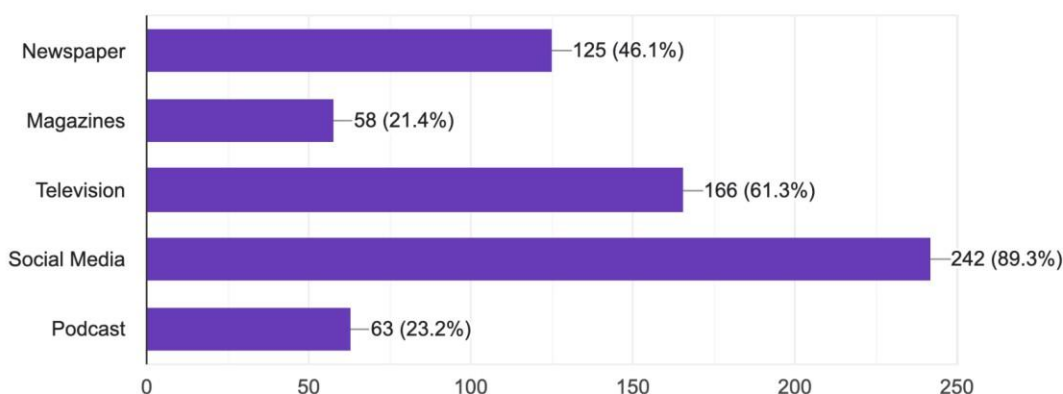


Figure: These results highlight the varied media consumption patterns, with social media being the most popular medium for interaction.

Which social media platform do you use? Please mark all applicable:

271 responses

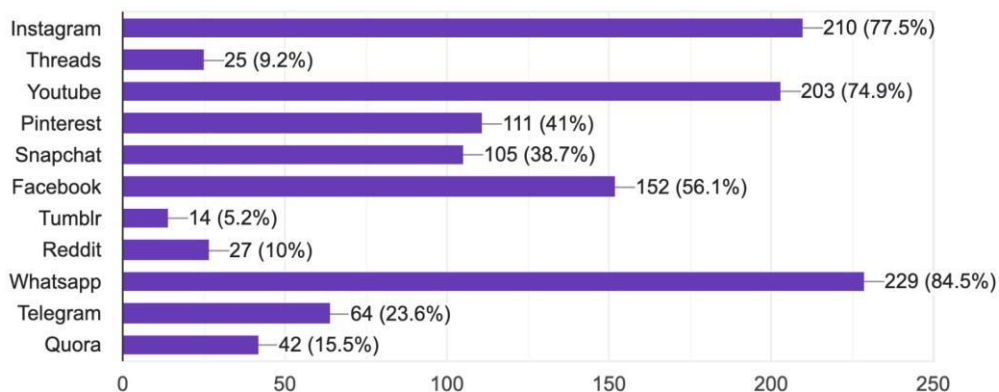


Figure: It's clear from the 271 participants' survey responses that Instagram, YouTube, WhatsApp, and Facebook are the main social media networks used by the majority.

These platforms function as their primary means of interaction with peers and communities, content consumption, and communication.

How frequently do you use social media platforms?

271 responses

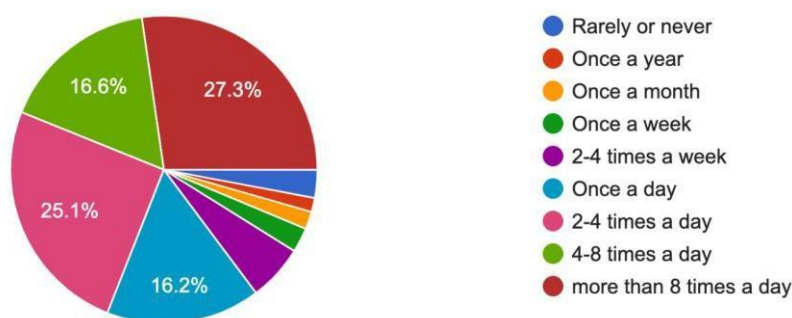


Figure: The majority of respondents said they used social media platforms frequently, with the most common frequency being more than eight times each day. This implies that social media is heavily used and relied upon for daily tasks and communication.

"Following fashion influencers on social media is a common practice."

271 responses

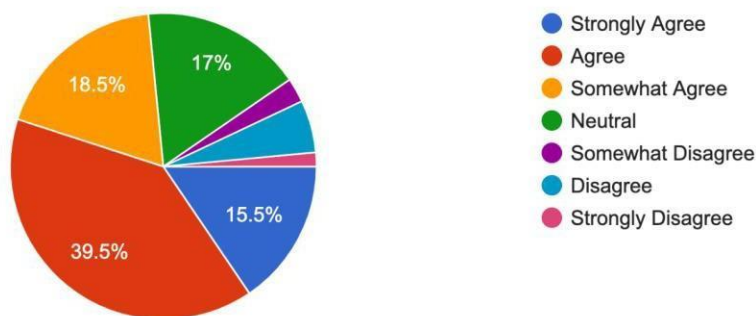


Figure: It is evident that many people consider following fashion influencers on social media to be a common behaviour, as shown by the large percentage of participants who said that they agreed or strongly agreed with this statement.

"I like using filters while clicking or posting my photos on social media." Do you agree?

271 responses

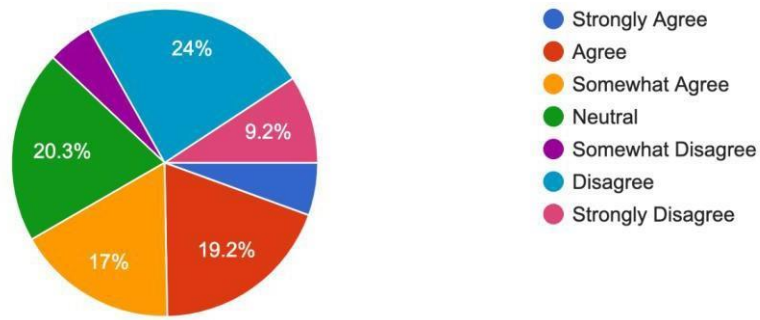


Figure: Majority of the participants dislike or strongly disagree with the practice of using filters when sharing images on social media.

"Comparing oneself to celebrities and influencers on social media is common"

271 responses

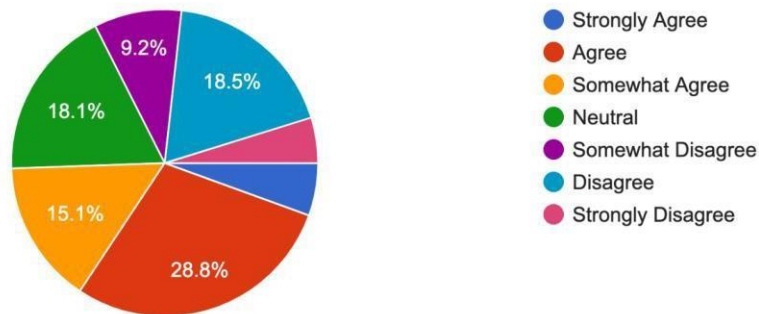


Figure: Majority of the participants dislike or strongly disagree with this statement.

"Influencers and celebrities I follow on social media sometimes may have triggered a feeling of insecurity"

271 responses

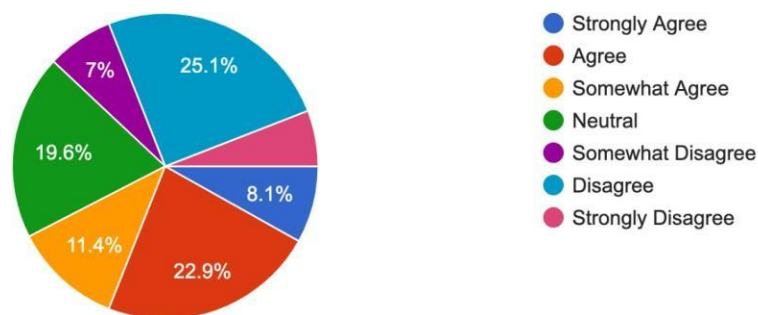


Figure: Majority of the participants dislike or strongly disagree with this statement.

"Viewing images of celebrities or individuals I follow on social media makes me feel motivated"

271 responses

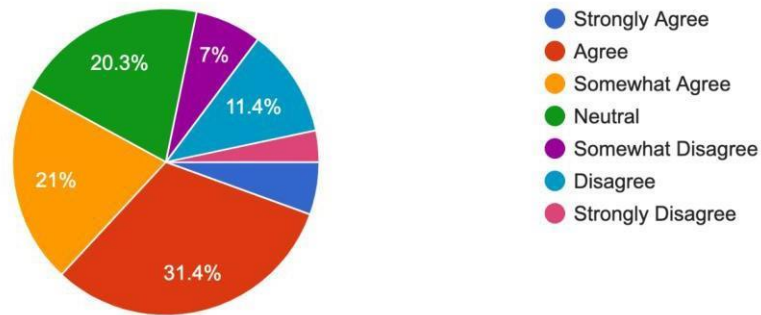


Figure: Majority of the participants agree or strongly agree with this statement.

"Social media really changes how people think about what's beautiful."

271 responses

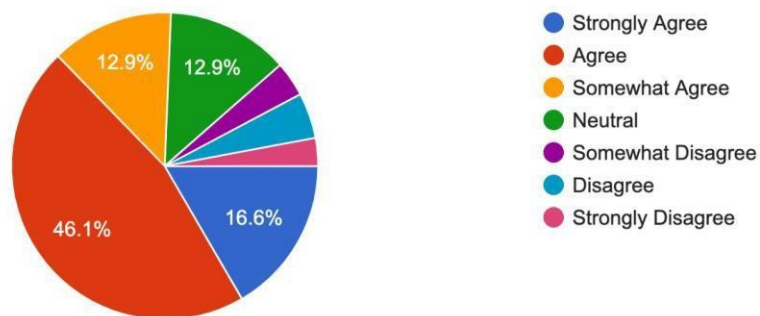


Figure: Majority of the participants agree or strongly agree with this statement.

"Ads in fashion magazines change what people think is beautiful."

271 responses

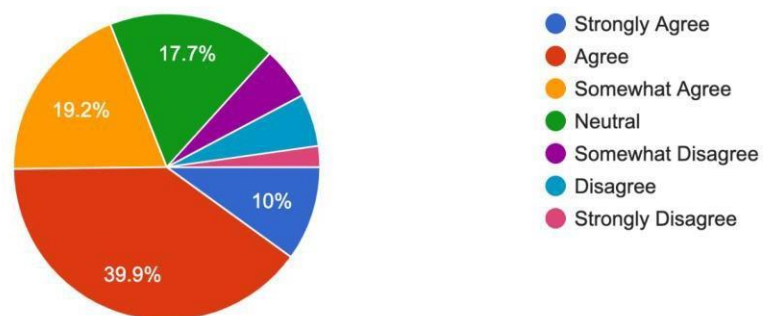


Figure: Majority of the participants agree or strongly agree with this statement.

"I read fashion magazines and other fashion related content on the following frequency."

271 responses

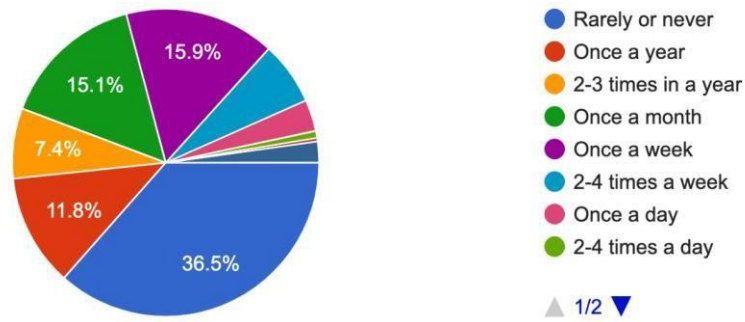


Figure: Majority of the participants do read fashion magazine and other fashion related content rarely or never.

"I believe that some of the following Bollywood actresses represents the mainstream beauty standards" (Please mark all applicable) :

271 responses

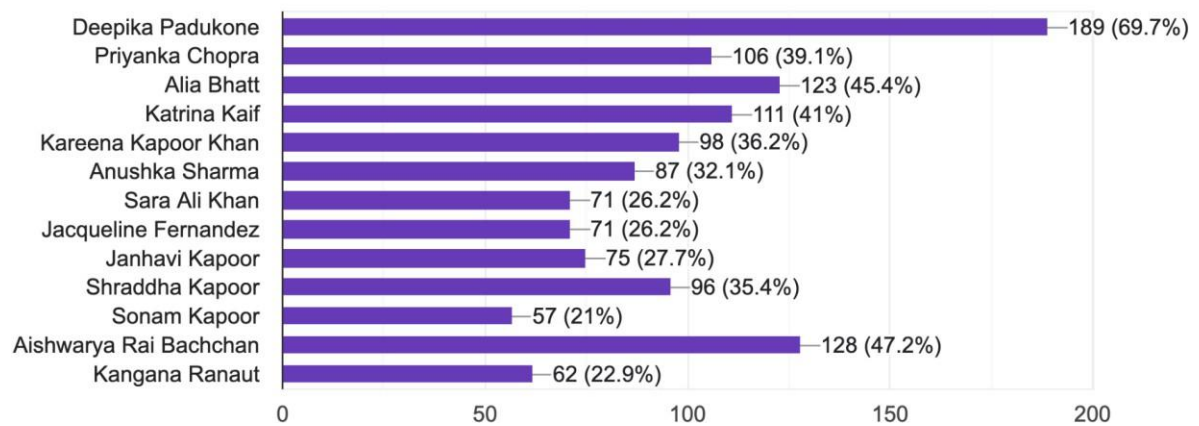


Figure: Based on the participant's answers, Deepika Padukone and Aishwarya Rai Bachchan are thought to represent the traditional beauty standards among the Bollywood actresses mentioned.

"I think showing beauty in different ways in media could make people feel better about their bodies."

271 responses

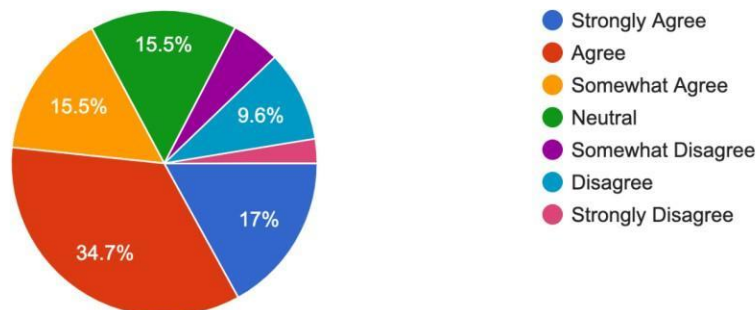


Figure: The survey reveals that many participants see the potential for portraying beauty diversely in media to improve individuals' body image, with a strong agreement reflected among participants.

"I believe that influencer culture on platforms like Instagram influences beauty standards."

271 responses

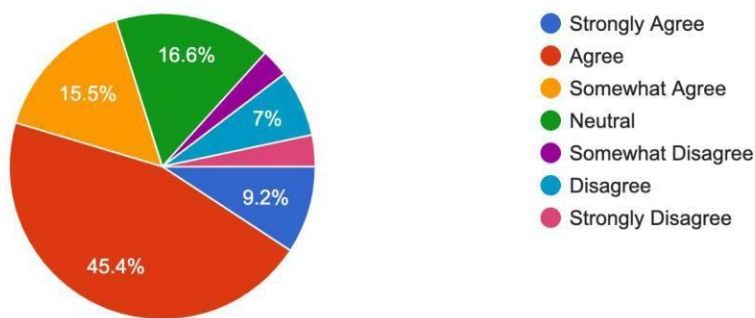


Figure: There is clear agreement among participants that influencer culture on social media sites such as Instagram plays a significant role in influencing beauty standards.

"Influencers on social media primarily focus on the following aspect of beauty." (Please mark all applicable):

271 responses

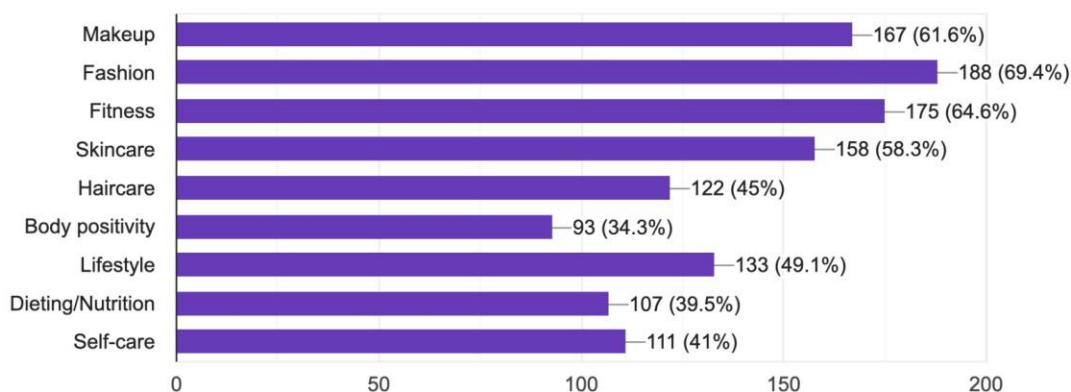


Figure: The survey findings suggest that influencers on social media predominantly emphasise fashion, makeup, and fitness when it comes to beauty, with a notable focus on skincare, lifestyle, and self-care as well.

"Influencers and celebrities should look the best and therefore should use filters." (Please mark all applicable)

271 responses

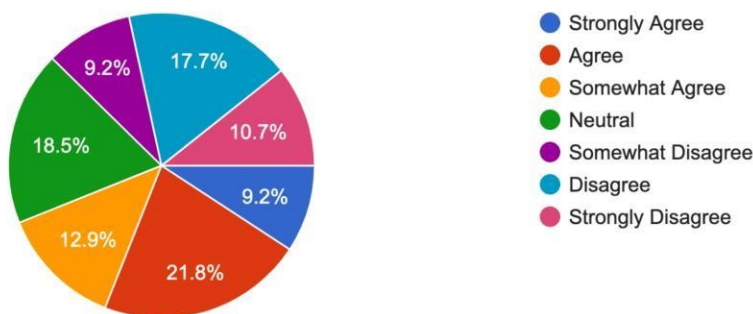


Figure: Majority of the participants dislike or strongly disagree with this statement.

"Editing or putting filters to my picture before posting is a great idea for me" (Please mark all applicable):

271 responses

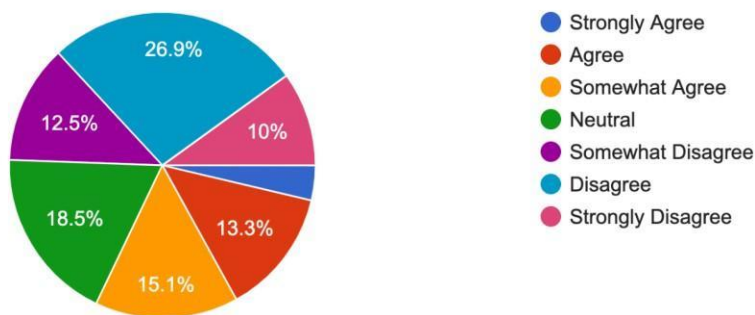


Figure: Majority of the participants dislike or strongly disagree with this statement.

"I stopped following someone on social media because of how they show what's considered beautiful."

271 responses

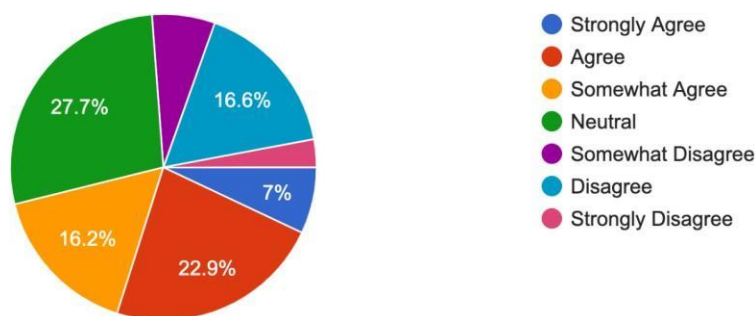


Figure: Majority of the participants dislike or strongly disagree with this statement.

"Use of filters to enhance body by celebrities is okay with me, I still follow that celebrity or influencer anyway."

271 responses

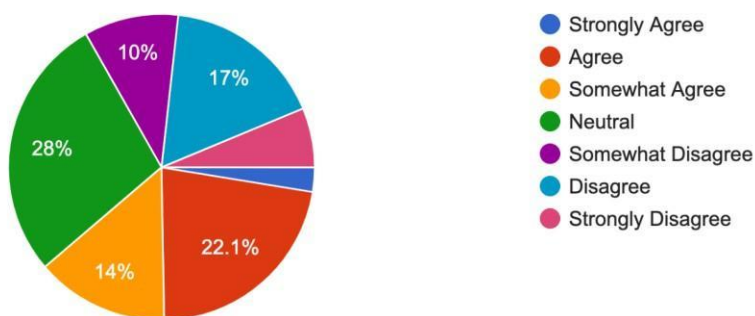


Figure: Majority of the participants dislike or strongly disagree with this statement.

"I believe celebrities and influencers should promote more realistic ideas of beauty."

271 responses

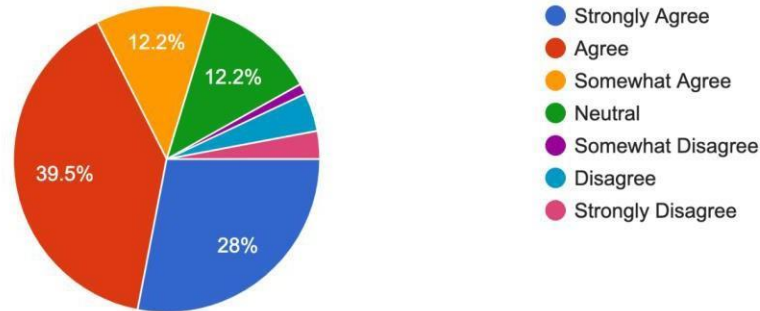


Figure: Majority of the participants agree or strongly agree with this statement.

"I have tried recreating a celebrity or influencer's look from social media."

271 responses

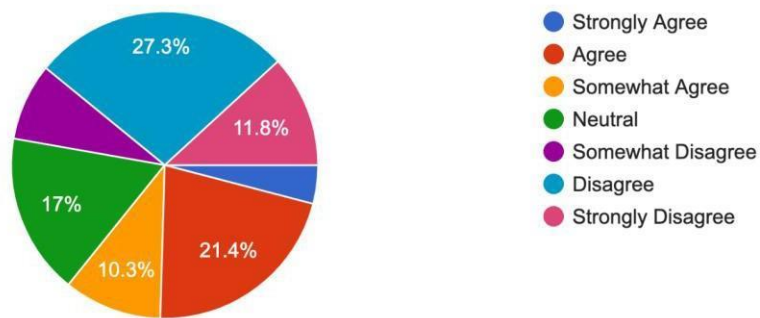


Figure: Majority of the participants dislike or strongly disagree with this statement.

"I have often purchased products from promoted content."

271 responses

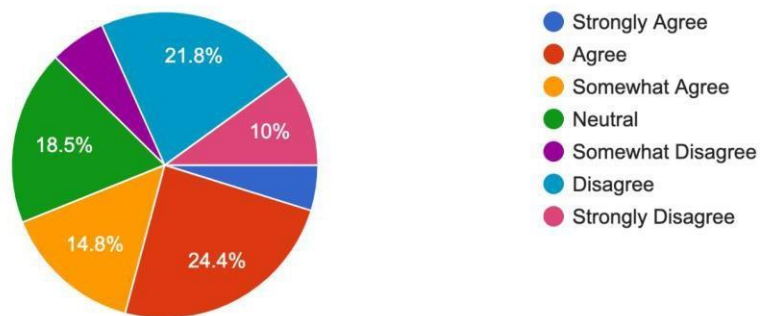


Figure: Majority of the participants dislike or strongly disagree with this statement.

"I believe social media platforms should do more to promote different beauty standards."

271 responses

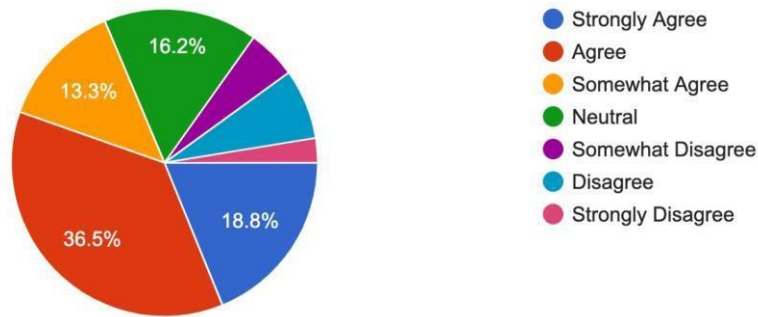


Figure: Majority of the participants dislike or strongly disagree with this statement.

"I think the media now shows beauty in a way that includes more people."

271 responses

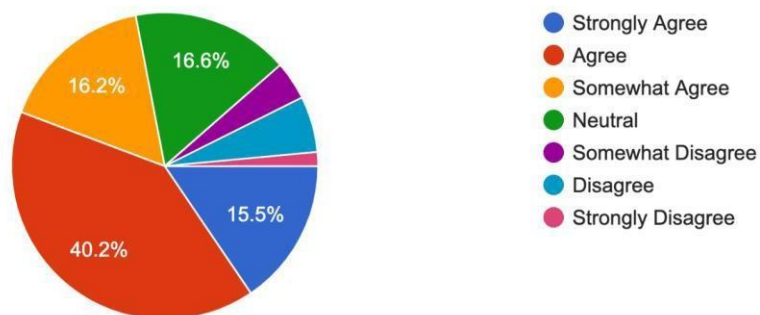


Figure: Majority of the participants agree or somewhat agree disagree with this statement.

"Frequently editing my pictures using filters and enhancing them before posting them on social media is okay with me"

271 responses

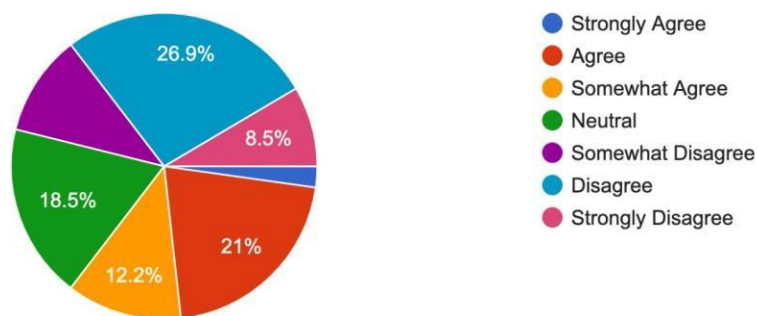


Figure: Majority of the participants dislike or disagree with this statement.

"I am comfortable with the level of photo editing commonly seen on social media."

271 responses

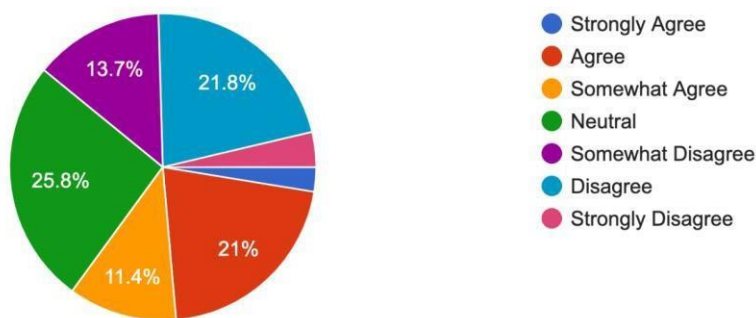


Figure: Majority of the participants disagree with this statement.

"I think the way beauty is shown in Bollywood movies affects how people see beauty in society."

271 responses

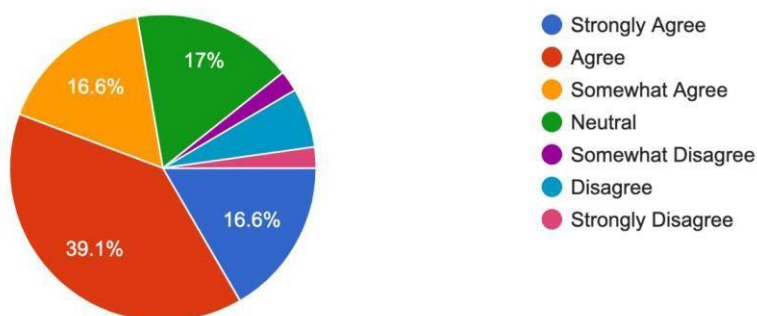


Figure: A significant proportion of people strongly agree or agree that the way Bollywood films depict beauty affects how society views beauty.

"I believe that the following Bollywood actress challenges traditional beauty standards" (Please mark all applicable)

271 responses

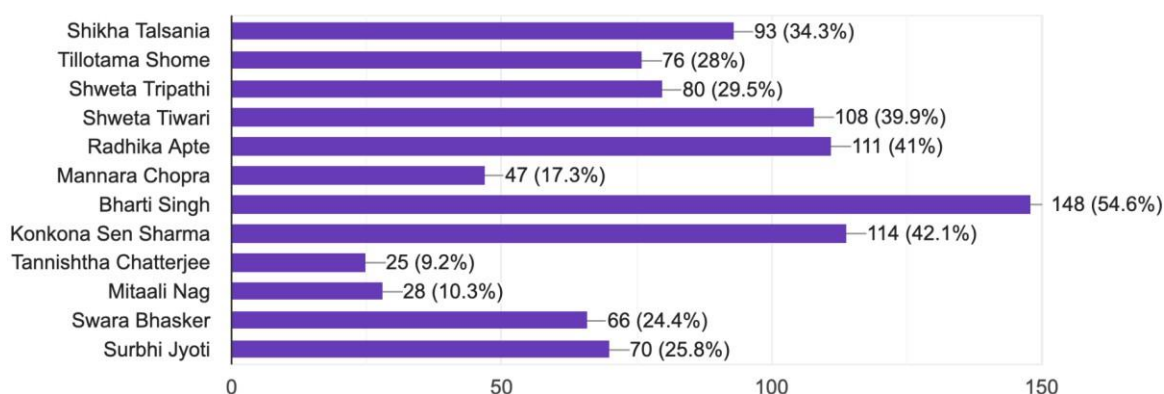


Figure: The survey results indicate that respondents view Bharti Singh, Radhika Apte, Shweta Tiwari, and Konkona Sen Sharma as Bollywood actresses who challenge traditional beauty standards.

"I feel left out because I don't fit the usual ideas of beauty."

271 responses

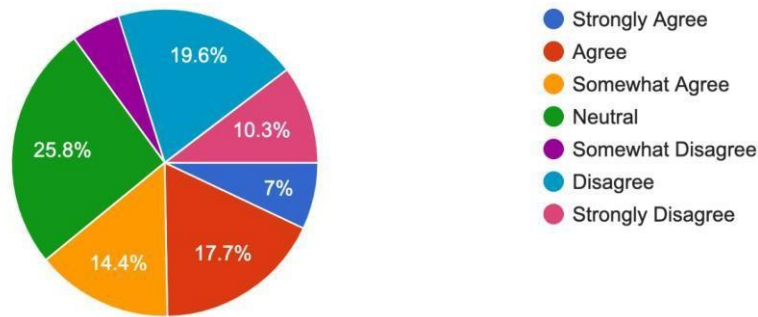


Figure: The survey results indicate that a notable portion of participants feel some level of exclusion or discomfort due to not fitting ideal beauty standards, with varying levels of agreement expressed.

Interview

Interview 1

• Interview with Prakriti Aggarwal

Interviewer: Prakriti, can you share your experiences in the fashion and beauty industries?

Prakriti Aggarwal: My journey in these industries has been both rewarding and challenging. I've faced bullying and criticism about my appearance and content style, but I persevered. I chose this path because I believe everyone deserves to feel attractive and confident, regardless of societal norms.

Interviewer: How do you think social media platforms like Instagram impact society's beauty standards?

Prakriti: Instagram has a significant influence on what society considers beautiful, often upholding unrealistic standards that make people feel inadequate. However, it also provides a platform for diverse voices to challenge these norms and redefine beauty based on their own perspectives.

Interviewer: How important is authenticity to you in your content creation?

Prakriti: Authenticity is crucial to me. While I respect societal beauty standards, staying true to myself and my audience is my priority. I aim to encourage others to embrace their individuality and practice self-love and acceptance.

Interviewer: What role do influencers play in shaping beauty norms?

Prakriti: Influencers have a powerful platform to challenge traditional beauty notions by promoting inclusivity and diversity. By showcasing people of different body types, ethnicities, and abilities, we can foster a more inclusive beauty culture.

Interviewer: Have you observed any impact of fashion media on the body image of your followers?

Prakriti: Absolutely. Many of my followers experience self-doubt and comparison due to exaggerated beauty depictions in the media. This reinforces my commitment to self-acceptance and sincerity.

While editing and filters can enhance images, I rarely use them to maintain genuineness. Interviewer: What balance do you find important in presenting your life on social media?

Prakriti: It's crucial to balance showcasing the polished and raw parts of life. Transparency about both aspects helps avoid promoting unattainable beauty standards.

Interviewer: How do you view the roles of big influencers versus micro-influencers in the beauty industry?

Prakriti: Big influencers can significantly alter popular beauty perceptions due to their large audiences. Micro-influencers, though, play a vital role in promoting originality and niche representation. They may have smaller audiences, but they can form stronger connections with their followers.

Interviewer: What criteria do you use when collaborating with brands?

Prakriti: I prioritize working with brands that support body positivity and share my values. Promoting products honestly while upholding my principles is essential, finding a balance between business opportunities and ethical integrity.

Interviewer: What is your perspective on Bollywood's influence on beauty standards?

Prakriti: Bollywood often promotes perfection and unattainable beauty standards, which can harm viewers' self-esteem. It tends to overlook diversity and inclusivity. We need to challenge these norms and advocate for inclusion.

Interviewer: Finally, what message do you want to convey to your followers through your platform?

Prakriti: Social media is more than just likes and followers; it's about using our voices to spark meaningful conversations and drive positive change. I aim to create a safe space where people from different backgrounds feel appreciated and represented. My journey is not just about my own empowerment but inspiring others to embrace authenticity and diversity.

Interview 2

Interview with Aakanksha Tiwari

Interviewer: Aakanksha, can you tell us how your experiences in the fashion industry have shaped your career as a model and content creator?

Aakanksha Tiwari: My modelling career and content creation have been deeply intertwined with my journey in the fashion industry. My ambition to challenge and redefine beauty norms was inspired by my work as a model, which exposed me to the complexities of beauty expectations within the industry.

Interviewer: How do social media platforms like Instagram impact perceptions of beauty?

Aakanksha: Instagram has a significant influence on beauty perceptions, as it often perpetuates rigid ideals that can be detrimental to people's self-esteem. As someone who has navigated these standards firsthand, I recognize the importance of using my platform to showcase diverse beauty representations and promote inclusivity.

Interviewer: How do you balance conforming to societal beauty standards with being your authentic self?

Aakanksha: Navigating the balance between conforming to society's beauty ideals and being true to myself has been an ongoing process. Although the industry may set particular standards, I believe it's crucial to highlight uniqueness and challenge traditional benchmarks through my work.

Interviewer: Why is diversity in beauty portrayal important to you?

Aakanksha: Diversity in beauty representation is essential in driving change within industry norms. My experiences as a model have highlighted the lack of inclusiveness in mainstream media, motivating me to amplify underrepresented voices and promote more diverse beauty standards.

Interviewer: What role does fashion media play in shaping societal perceptions of beauty?

Aakanksha: Fashion media has a significant influence in shaping societal perceptions of beauty, often presenting unrealistic and unattainable ideals. Through my platform, I aim to counteract these influences by encouraging self-love and celebrating the beauty of authenticity.

Interviewer: How do you approach the use of editing tools and filters in your content?

Aakanksha: While editing tools and filters are commonly used in the industry, I employ them carefully, aware of their potential to perpetuate a distorted view of beauty. Genuineness is a key priority in my content creation, and I strive to use these tools sparingly, ensuring transparency with my audience.

Interviewer: What challenges do micro-influencers face in the fashion industry?

Aakanksha: The impact of fashion media varies across influencers of different sizes, with micro- influencers facing unique obstacles in entering the industry. As someone who has navigated this landscape, I recognize the importance of authenticity in standing out and making a meaningful impact.

Interviewer: How do you balance business opportunities with personal principles in brand collaborations?

Aakanksha: Maintaining integrity is non-negotiable in my brand collaborations. Balancing business opportunities with personal principles is an ongoing effort, but one I approach with unwavering commitment.

Interviewer: What is your perspective on Bollywood's influence on beauty standards?

Aakanksha: Bollywood fashion media plays a significant role in shaping beauty standards, often perpetuating narrow ideals that fail to represent the diversity of Indian beauty. As an influencer, I advocate for greater representation and inclusiveness in Bollywood, challenging existing norms and championing diversity.

Interviewer: What message do you aim to convey through your content?

Aakanksha: Promoting body positivity and inclusivity is at the forefront of my content. I believe influencers have a responsibility to use their platforms for positive change, advocating for greater diversity and challenging societal beauty standards. Through my content, I aim to inspire self- confidence and empower individuals to embrace their unique beauty.

Interview 3

interview with Rishab Nanda:

Interviewer: Rishab, can you tell us about your journey as a micro-influencer in the beauty and fashion industry?

Rishab Nanda: Being a micro-influencer in this space is like confidently strutting through a glamorous scene. I didn't just randomly enter this niche; I dove in enthusiastically, fully embracing my personal style. My content celebrates who I am as an unapologetically proud gay individual. I wanted to inject vibrancy, both literally and figuratively, into this industry while challenging conventional norms with my "proudly gay" perspective.

Interviewer: How do you view the role of Instagram in shaping beauty standards?

Rishab: Instagram is the digital runway, igniting new beauty ideals. It blends extravagance with turmoil. While it sometimes promotes unrealistic standards, it also gives people like me a platform to redefine beauty. I aim to show that beauty doesn't fit a single mould; it encompasses a spectrum of flair and glamour.

Interviewer: How do you balance conforming to societal norms with expressing your individuality?

Rishab: I'm not seeking balance; I'm enthusiastically expressing my individuality. I disregard social conventions and create content that declares, "This is me!" It's all about being authentic, even if that means defying societal expectations.

Interviewer: What role do you believe influencers play in shaping beauty ideals?

Rishab: Influencers are the digital superheroes, and I have a mission to reshape beauty ideals. Let's add some shimmer, a dash of pride, and display every shade, size, and style. Beauty is a kaleidoscope - it's time we each dance to our own fabulous beat.

Interviewer: How do you handle the impact of fashion media on body image?

Rishab: Fashion media can harshly criticize body image. But we're transforming those critical moments into self-affirming celebrations. I've seen my followers embrace their own fabulousness despite media attempts to dull their sparkle.

Interviewer: What is your approach to using editing tools and filters in your content?

Rishab: Editing tools are like fairy godmothers, magically transforming my content into something spectacular and eye-catching. But I'm all about authenticity too. Filters can accentuate and enhance natural beauty in small touches, not cover it up completely. It's the confidence and style that matters, not strictly size or scale.

Interviewer: How do you view the role of micro-influencers in the industry compared to big influencers?

Rishab: Big influencers command the main stage, but us micro-influencers are the behind-the-scenes magicians adding personal flair. We may not own the full spotlight, but we know how to direct it onto what's important - genuineness.

Interviewer: What do you look for in brand collaborations?

Rishab: Collaborating with brands is like choreographing a dance - it has to sync with my signature moves. I partner with brands that let me be my unabashed self, promoting body positivity and selling products that make everyone feel like a star.

Interviewer: What is your perspective on Bollywood's influence on beauty standards?

Rishab: Bollywood, the drama queen of beauty standards! It's a mix of glamour and expectations. While it sets some beauty trends, it's time to break the mould and show more diverse narratives celebrating all types of fabulousness.

Interviewer: What is your mission as someone with a platform in the beauty industry?

Rishab: My mission is clear - spread body positivity and inclusivity far and wide. I believe every influencer can be an agent of change. If you've got the spotlight, use it to make the world a more fabulous, welcoming place for all. It's not just a responsibility; it's a fabulous privilege.