

Standardisation of the female body and the plus-size market

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Abstract

Over the centuries, the female body has been shaped according to the ideals of each era. From the twentieth century, an exaltation of thinness is observed with greater vehemence as an ideal of beauty. The 21st century brought a different discourse, that of feminine empowerment. This empowerment proposes equal treatment between men and women, guaranteeing them human rights and non-discrimination. Women are no longer considered an object of delight and assume a role of equality. The movement in favour of the acceptance of all body forms also arises from this discourse, gradually disfavouring the exaltation of thinness. The objective of this study is to present part of the research carried out within the terms of the PhD in Design at the University of Lisbon (ULisboa). For this purpose, a literature review was carried out on the standardisation of the female body and the plus-size market. The theme of the thesis is about understanding the Brazilian plus-size market to perceive the production of women's clothing, considering issues such as the standardisation of the female body. At the end of the thesis, prototypes of clothing made for overweight women will be developed in a smooth fabric, aiming to provide comfortable modelling combined with satisfaction with current fashion trends.

Keywords: Body standardisation; Female objectification; Plus-size fashion market.