

Beauty standards: beauty patterns

Abstract

The purpose of the work presented here is to carry out a study on the beauty standards of modern society, by conducting a case study. Initially, the research is based on the definition of what beauty would be and how it has been perpetuated throughout the history of civilization, with a special focus on how changes in the social context. Case. Initially, the research is based on the definition of what beauty would be as perpetuated throughout the history of civilization, with a special focus on how the premises.

Keywords: beauty, ideology, story

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Introduction

The present work aims to analyze and measure the standards of beauty imposed by society. From this perspective, it can be said that the consequences of countless expressions manifested by humanity, for the search for the ideal standard of beauty was taking shape. Therefore, the need to be in good shape and appearance is denoted as a social phenomenon that resulted in transformations of values and ideologies established by society.

In the idea of having an intensified body, it is necessary to look for standards with regard to body aesthetics, where the ideal of the perfect image is sought in.

Which runs through several characteristics in relation to the representation of collective thought. In contemporary times, society resists living in a quest to achieve the beauty imposed by people (KNOPP, 2008).

According to Vigarello,¹ it is important to understand this significant change attributed to beauty. It is clear that the artistic ideals of the seventeenth century, which had a directed towards a natural beauty was replaced by an artificial idea. With the passing of time, the ideology of beauty evolved and its meaning changed, becoming something purely commercial.

The existence of capitalism brought consequences to what you refer to beauty. According to Schwartz (1985), as well as products and services, the way to do advertising has also evolved. With the globalization of the market and the arrival of the internet, the means and the methods of selling reached a new level and the objective is no longer to deliver to the consumer just a product, but to sell an idea of what the brand stands for. For this, it proposes to reach people's emotions, making use of images and symbols related to contemporary culture and appropriate to the present social and aesthetic context. that moment

Beauty ideology

The definition of ideology is given by the combination of idea + logy, which is characterized by the study of ideas. Therefore, it is understood by the set of thoughts and ideas arising individually or collectively. Soon it is intertwined with thoughts and actions, whether of a political, economic or social nature, which intends to explain reality and social transformations.²

Flor³ says that since the times of the ancient Greeks until society contemporary society, ideologies and stereotypes influenced the conception of what is beautiful for each society. The phenomenon of beauty could not and cannot be separated from the elements that make up the social environment, given that it is the result of countless

factors that influence collective thinking. Good shape and beauty are assumptions that have attracted man's attention since the beginning of civilization.

Every woman has the right to feel beautiful the way she is, whatever her ethnicity, skin color, curly or straight hair, tall or short, thin or plus size. There are situations in which vanity dominates the minds of human beings, making them not accept themselves the way they are, and they leave for changes in the body. Therefore, this situation occurs due to the non-acceptance that society imposes only one standard of beauty.

It is worth mentioning that teledramaturgy¹ always brings a connotation of actresses with impeccable hair and beautiful bodies, but many of them undergo changes, aesthetics, where they modify the waist, hips, buttocks and even make use of Botox to improve their easy appearance, and without counting dental implants or bleaching to get a TV-perfect smile. However, it is noticeable that impoverished people, in order to keep their hair or perform any aesthetic procedures, save money during the year and that is the only way to achieve their desires.

So there are several ways to reach perfection when you have money. For this reason, vanity is often the enemy and treacherous, and it molds itself according to what is imposed on society, and as soon as an error occurs in some situations, it is not corrected. Erroneous situations are common since it is impossible for the individual to receive the error so naturally, thus generating frustration.

Therefore, it is known that vanity is addictive and messes with people's heads. Some people do not know when to stop and always want to change, because they are always looking for new methods and procedures for beauty, with this it becomes addictive, in some cases it becomes a disease and leads to death.

Women with colorful hair

Society's compensation for women with colored hair brings a certain taboo, where they demonstrate that they flee from what is "standard". But a woman with her colored hair goes beyond a beauty standard, her hair changes are represented by her personality and how she wants to express herself to the society of rooted precepts.

Nowadays, it is common to see these people in everyday life with colored hair, but according to reports, the individual who wears colored hair is disgusted with what is imposed as a standard, however, dyeing their hair is not always based on this statement, but such an attitude is relevant his style motivated by a favorite color and his way of feeling good about life.

¹Art of presenting plays or soap operas on television, that is, it is the set of works presented in this way.

Human beings have different characteristics to feel motivated where a person changing the color of their hair can be due to numerous factors, which can involve their vanity, revolt and liking changes. There is no distinction for such an attitude to various types of people with colored hair in the world, with numerous different age groups and genders.

Each person is constituted by a phase in their life, some want to radicalize their hair color, which goes far beyond a feeling. Although it is beautiful for society to always see such an attitude of an angry person, reaching situations of pejorative comments, that is, they act in a prejudiced way, but to people who make compliments. It is evident that it is necessary to filter comments so that there is no discomfort in the person.

Therefore, having hair with colored strands is exuberant, therefore, greater care is needed so that the dyeing does not lose color, as consequent unnecessary comments will appear more frequently. Once a person feels good with rainbow-colored hair, it is possible for them to use their colors as many times as they want and find it necessary, without thinking too much about other people's opinions.

History of jeans

It began in 1851 Levi Strauss moved to New York, just when the city was starting to create different traits when Levi decided to go to the west coast, the gold rush arose, where the history of jeans began. The gold rush refers to the people who worked in the gold mines, in which the workers needed a piece with the durable material.

Jacob Davi was a tailor from the US state, he arrived in San Francisco to sell clothes to miners and immediately saw the possibility of doing something new with the French denim that was sold by Levi. But it was in the year 1873 that the era of jeans in the United States was inaugurated. Pants began to come manufactured with a zipper and pockets, meeting the needs of workers at that time. So in 1950 the actor James Dean started to use the pants as clothing and then the play became quite populous, he used the clothing as symbols of rebellion, because at that time the pants were used only by people who worked in mining. In the year 1955 at the age of 24 James died in a car accident where he would compete. With this incident his style became a success at that time where he helped to prolong the history of jeans.

In the 1980s, women were gradually conquering their space in society, and in fashion they brought the novelty such as high-waisted pants that permeate everyday life and are widely used. It is unusual to find a person wearing pants or shorts with a low waist these days. By following at the same time, colored pants were at their peak, which were desired by people, mainly by the adolescent/young public.

Data sheet

Tissue	Supplier	Composition	Consumption
Jeans	Casa San Pedro	100% Jeans	2 meters
Aviation	Supplier	Color	Consumption
Invisible zipper	alternative haberdashery	Navy blue	1
	alternative haberdashery		
	Navy blue	1	
	White	1	
Operational sequence			
Machine	Operation	Machine	
Straight	join the sides	overlock	final finishes
Straight	front and coast		
Straight	pant hem		
Straight	sew zipper		
Straight	topstitching		

During this period, the format of colorful fighters by the Puerto Rican group Menudo was marked, where these styles and pants were predicated, generating an identity for the group. However, these styles reached a stage where these pants are forgotten. But it was through the musical group Restart that they resurrected the trend of colored pants. However, in 2020, there is a wide range of options for pants, mixed in which genres, and always varied. All these ways of adapting are based on the need to satisfy all audiences.

The pants we have today come with a purpose of pleasing what we want to show, such as the pants that have a bulge in the butt, the tighter ones to enhance the body, the wider ones so as not to mark the body so much and several other models that we experience in our daily.

Trend

Puffed sleeves

Fashion always comes and goes the clothes we wear today some decade has been a hit the trendsetters always bring something new for the new season. Some researchers are inspired by the old fashions of years ago, using their inspiration and changing some characteristics of the garment and transforming it into something new. Puffed sleeves appeared in the 16th century in the Renaissance era. The model became well known in the Victorian era during the reign of Queen Victoria in the United Kingdom (1837_1901).

The 80s were marked by the success of puff sleeves, this was a decade marked by extravagance. In 2018 puff sleeves are back with everything appearing in fashion shows bringing several incredible models of dresses, jumpsuits and various models of blouses, the sleeves came with large, medium and low volume.

In the year 2020, the puff sleeve trend came back in an expressive way, bringing several looks with puff sleeves from several different models. Taking into account that despite being known as a puffed sleeve, there are several models of puffed sleeves and each one has its own name.

The volume on the shoulder is known as the princess sleeve, the volume is all concentrated on the top whether it's short sleeve or long sleeve. Volume in the forearm this and the sleeve that stands out in the upper part of the body giving the impression of longer arms. Oversized/Supersized this and that extravagant sleeve that draws a lot of attention, it is usually used with tighter clothes so that the sleeves are the protagonist of the look. One Shoulder This is the only piece that emphasizes the shoulder, it's not too flashy, it looks beautiful when it fits snugly on the body. Shoulder to Shoulder this is the piece that has a neckline from shoulder to shoulder, with short or long sleeves bringing with it sensuality and romanticism (Figures 1-5).



Figure 1 2020 parade board.

Source: Fashion Design, Ester Maria Batista.2020

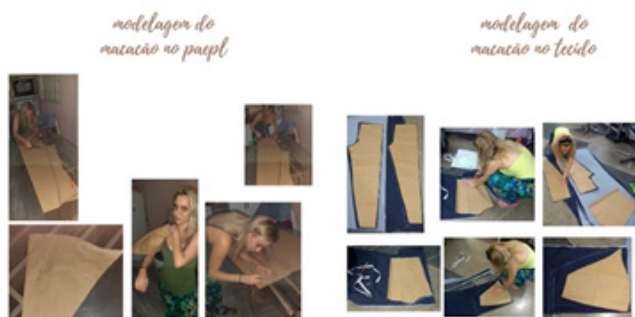


Figure 2 Finished look.

Source: Fashion Design, Ester Maria Batista 2020



Figure 3 Modeling of the jumpsuit with paper and fabric.

Source: Fashion Design, Ester Maria Batista. 2020

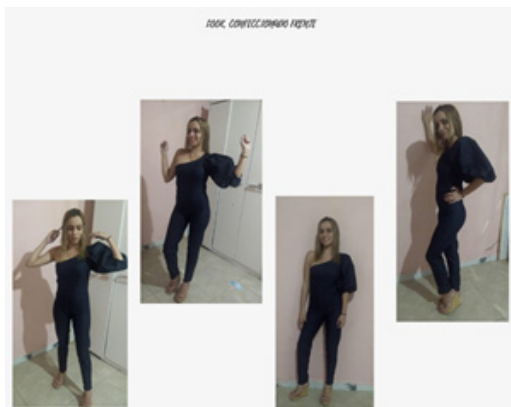


Figure 4 Made-up look (Front).

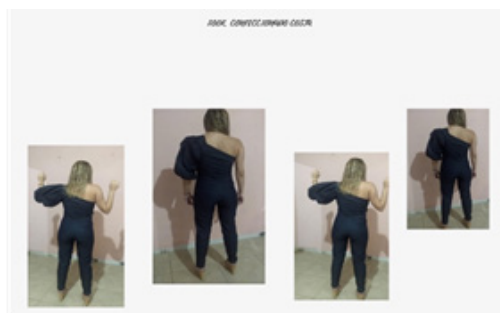


Figure 5 Made-up look (Costa)

Source: Fashion Design, Ester Maria Batista. 2020.

Final considerations

The compression of the search for acceptance is characterized in a process that involves the artistic and cultural manifestations of humanity. Therefore, these movements, in their specificities, influence the meaning of what would be “beautiful” through time.⁴

This conception of beauty, therefore, survives in constant metamorphosis. It is worth mentioning that with the arrival of globalization, existing stereotypes change, causing their context to become modern and soon an identity to be established between body beauty, intelligence, purchasing power and success.⁴

By following advancement in technology triggered the way to enact these values. Where the current means of communication transmit a certain influence under the influence of the internet and social networks, they started not only to create content, but to define standards and offer ideals of life.

But throughout a concrete discourse about beliefs and symbols, people end up feeling seduced by the pretext of the product and the social status that it supposedly can add to their personality.^{1,5-8}

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Conflicts of interest

Authors declare that there is no conflict of interest exists.

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