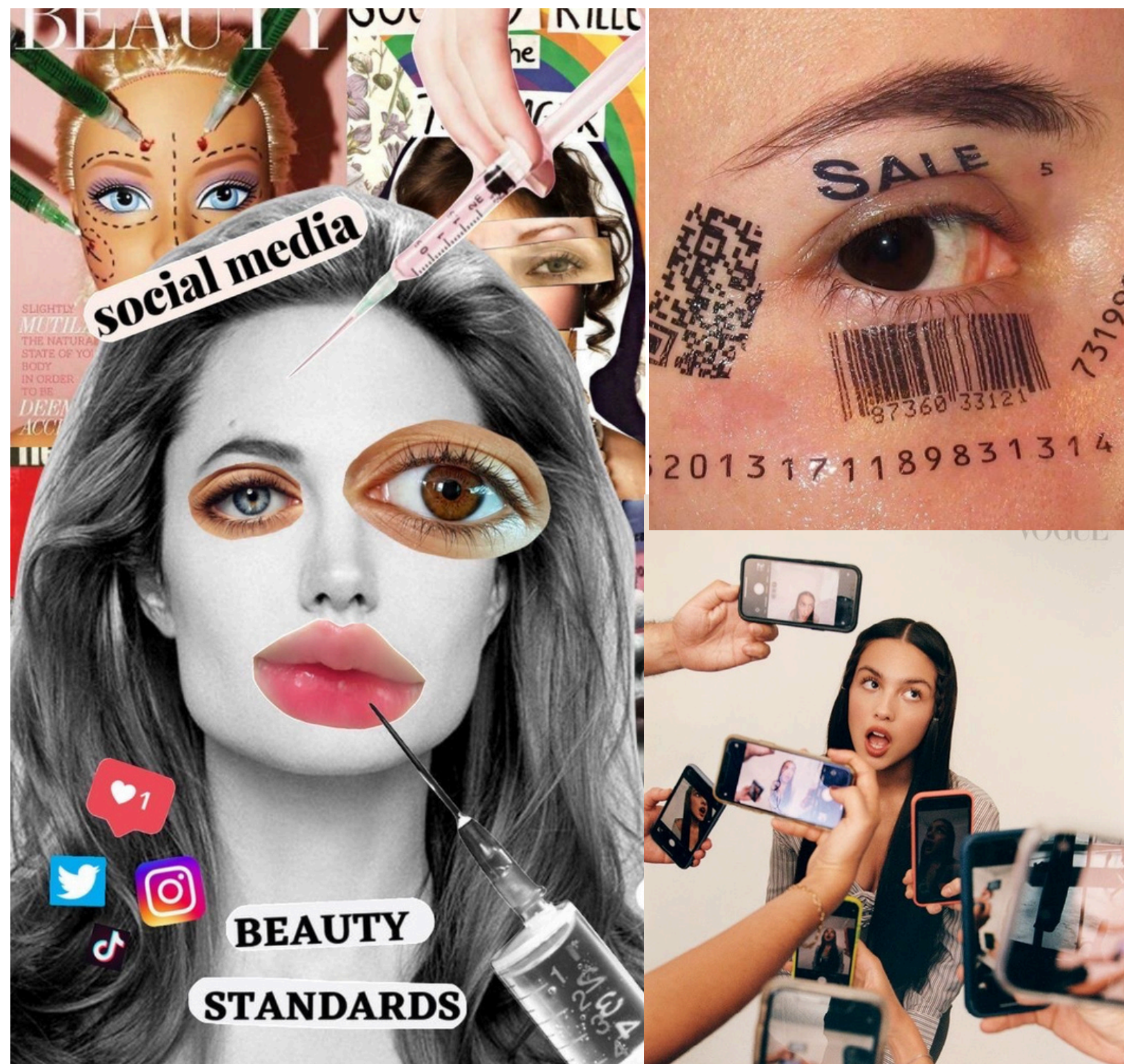


CRAFTING AN IMAGE OF 'TODAY'

-Anoushka Sen, Isha Khanna, Parrie Chhaged,
Ruqayyah Dhariwala, Yashvi Agarwal

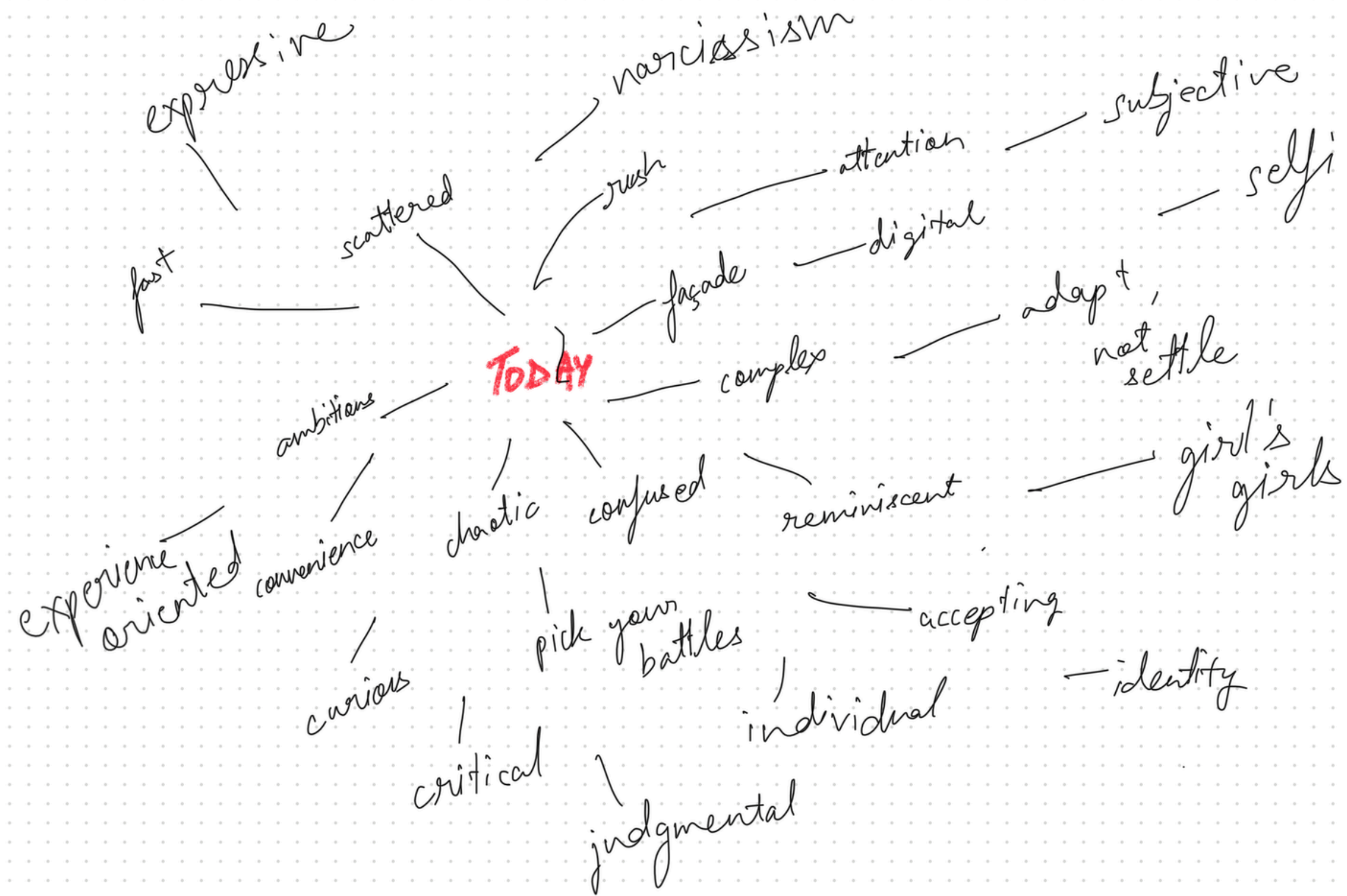
**EVEN I WANT
THAT!**



INTRODUCTION

In today's world, beauty standards are rigidly defined, with a slim waist often idolized as a symbol of beauty, success, and desirability. This narrative, perpetuated by the fashion industry, social media, and popular culture, oversimplifies the complexities of body image. It fails to recognize that individuals with slimmer bodies also face challenges, particularly with clothing fit and self-perception. The universal truth remains: insecurities and struggles are not exclusive to any one body type.

Our photoshoot, titled "Even I Want That," highlights how everyone, regardless of their size, faces challenges and insecurities related to clothing and body image. The model, styled in oversized jeans held up by a measuring tape, symbolizes society's fixation on size and how even those who meet the "ideal" face struggle. By showing the gap between desire and reality, we question why we chase unrealistic standards and encourage a more inclusive view of beauty and fashion.



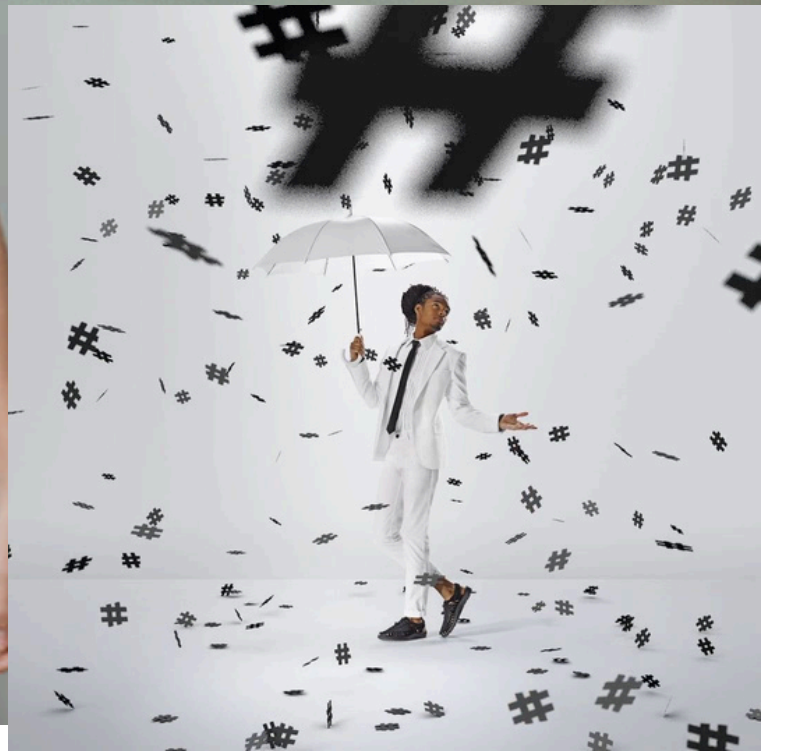
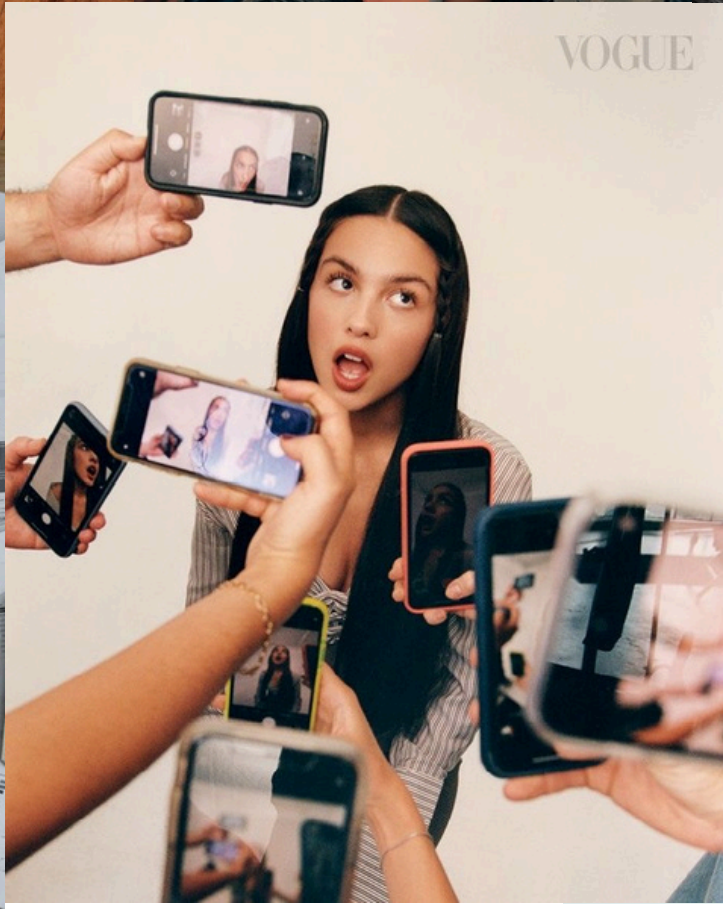
- 1) People's lifestyle?
- 2) Economy
- 3) Political state - views
- activism
- 4) Environment
- 5) Values
- 6) Disposable income
- 7) Trends
- 8) Social ^{media} activity / presence
- 9) Film industry
- 10) Top celebs
- 11) Top influencers - what
content?
- 12) Hashtags
- 13) Google trends
- 14) Are people following trends?
- 15) What are your 3 top current
binges?
- 16) What is NOT trending?
but happening

Even I want that!

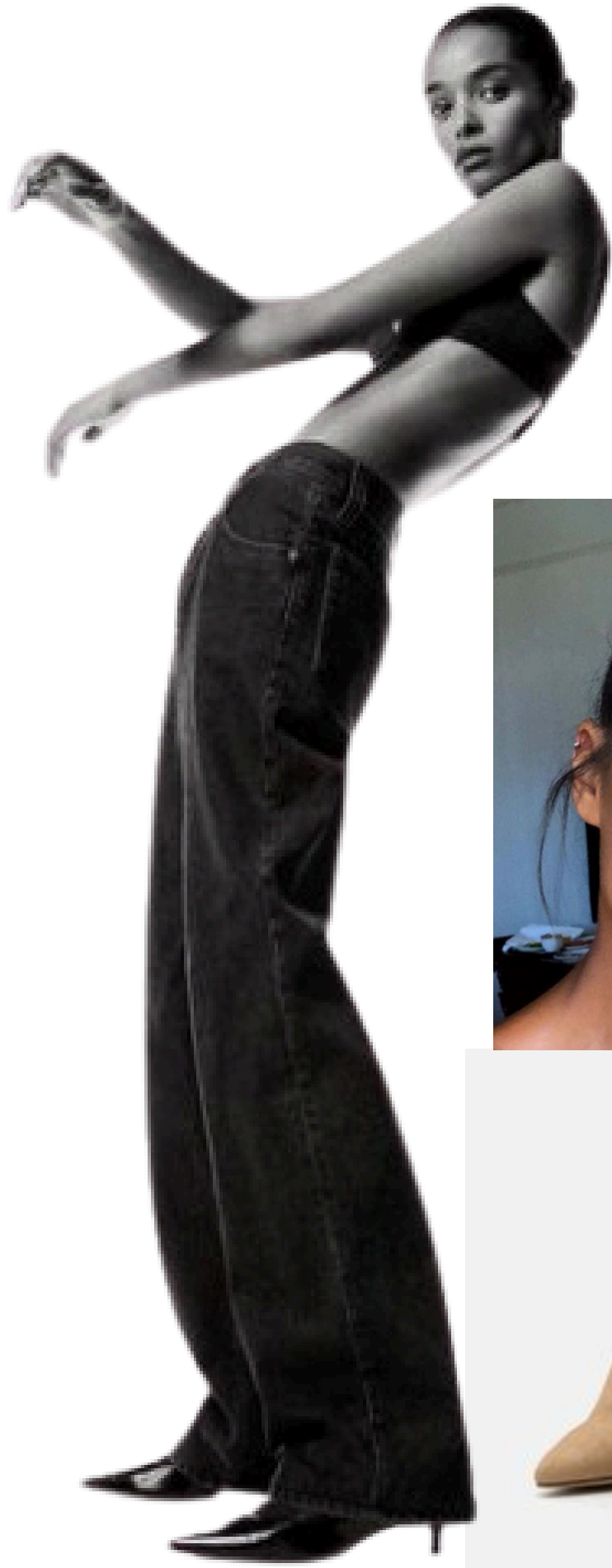
- concert culture
- concert culture
- perspectives & opinions



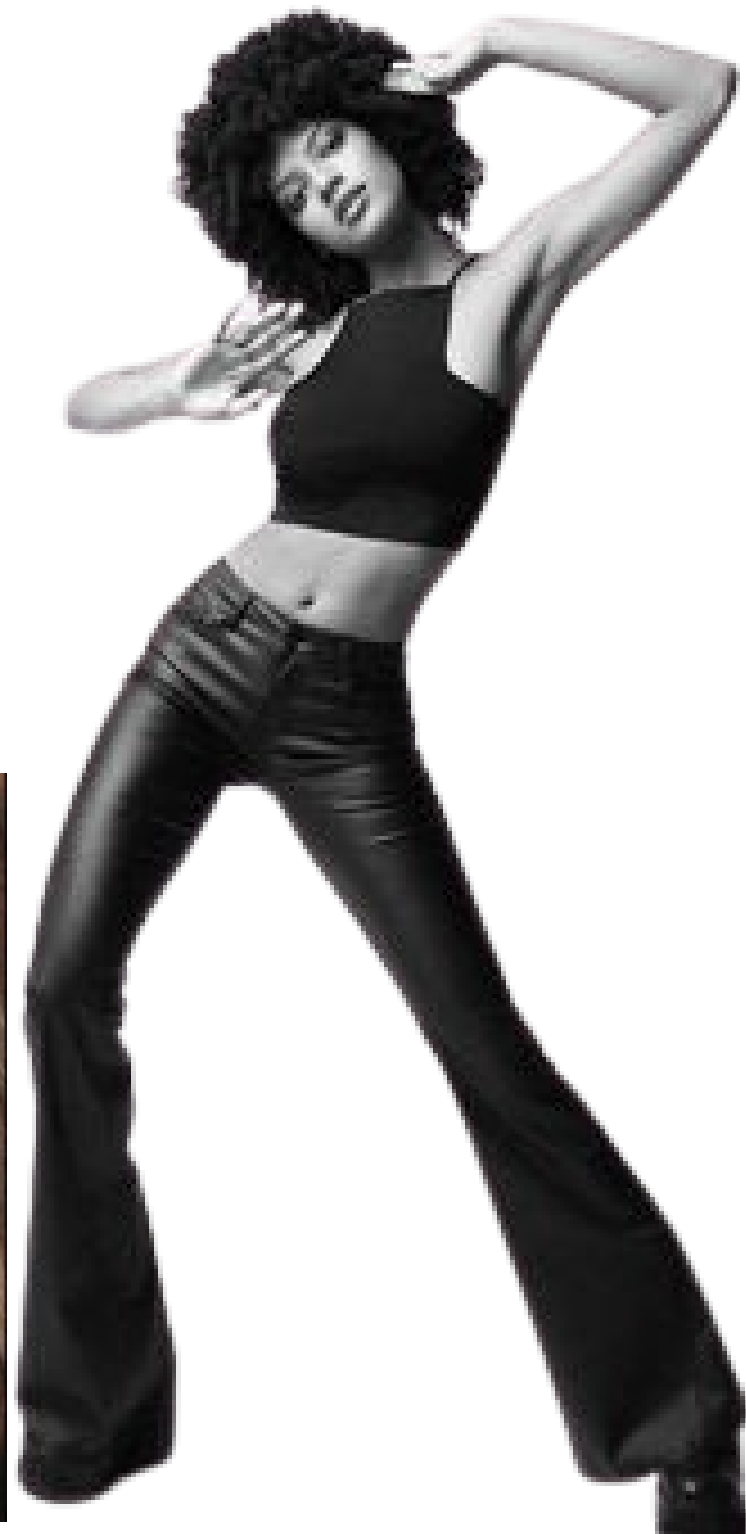
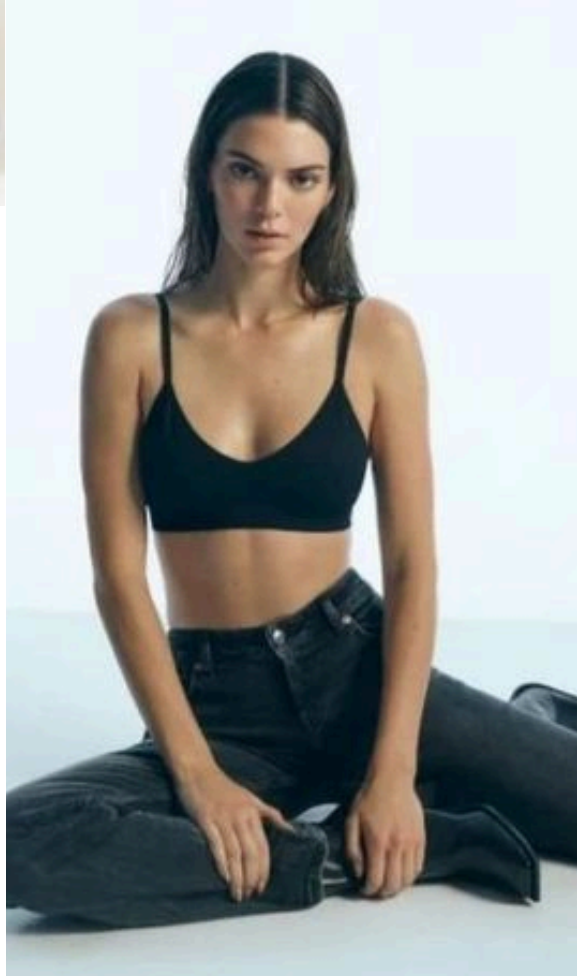
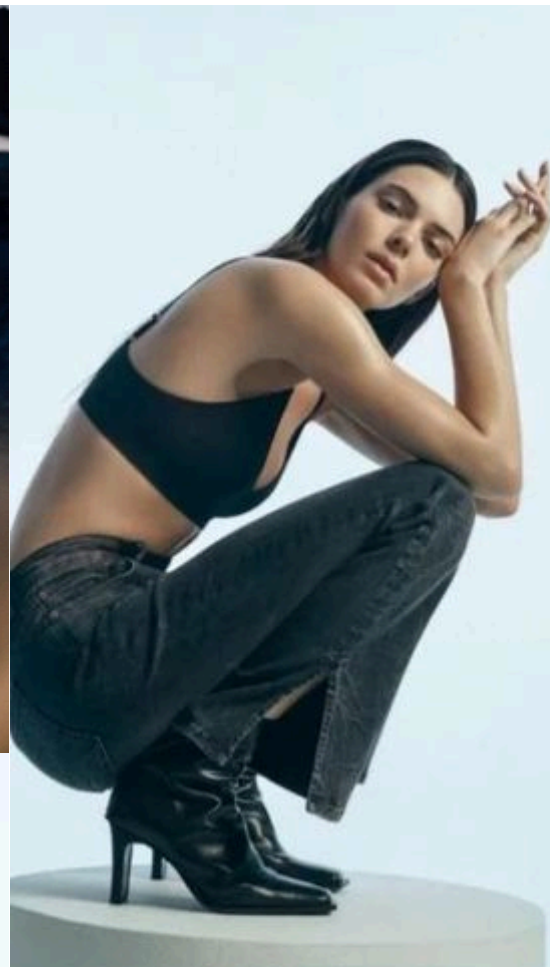
INSPIRATION BOARD



STYLE BOARD



POSE BOARD

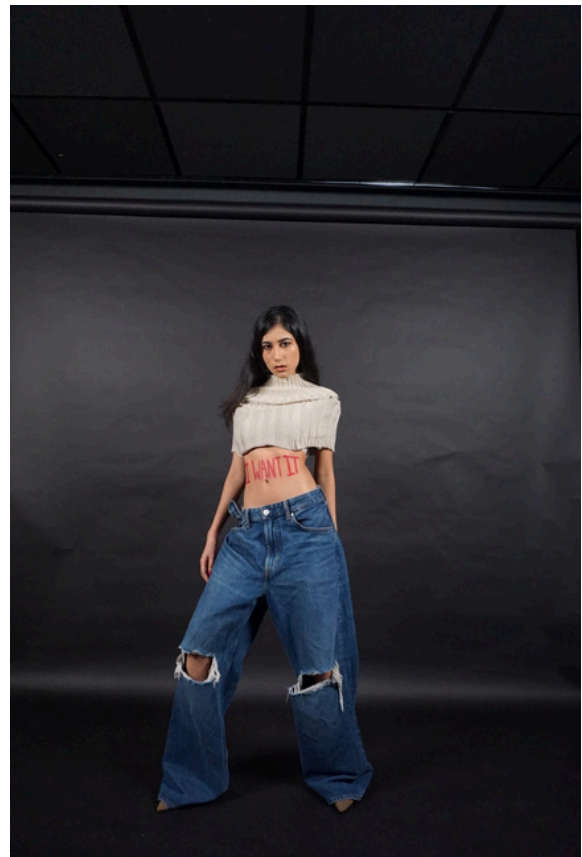
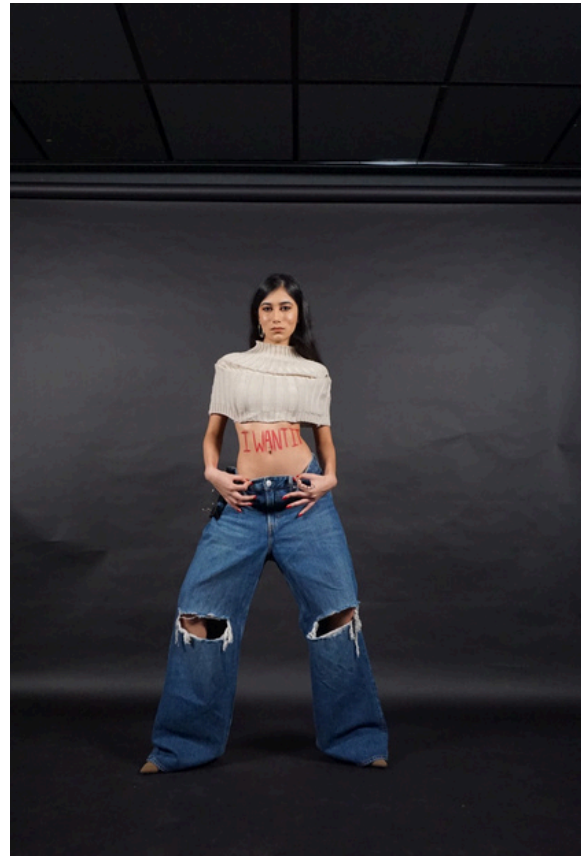
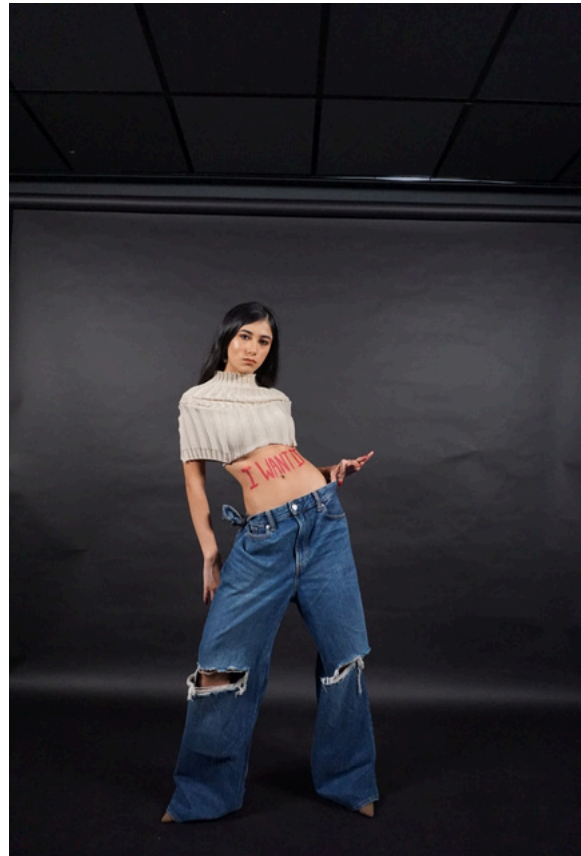


MOCK SHOOT





FINAL SHOOT







ANOUSHKA

In a world where beauty standards are often narrowly defined, the slim waist has become an aspiration for many. The fashion industry, social media, and popular culture frequently promote the idea that a smaller waist equals beauty, success, and desirability. Yet, this notion is deeply flawed, as it dismisses the struggles faced by individuals with slimmer bodies, particularly when it comes to clothing fit. The pursuit of this ideal body shape often overlooks a critical truth: no matter your size, insecurities and challenges with clothing and self-perception remain universal. aspiring to fit into this narrow standard of beauty.

However, this obsession overlooks a critical truth: even those with smaller waists face their own set of challenges and insecurities. especially when it comes to clothing. The struggle of non body fitting garments, particularly baggy or oversized ones, is not unique to any body type. This reality challenges the notion that a slim waist is always an advantage. The model is styled in loose, oversized denim, featuring a measuring tape threaded through the belt loop, symbolizing society's fixation on size. Across the waist, the phrase "I Want It" is boldly written, drawing attention to the universal pressure of conforming to beauty standards regardless of body type. The exaggerated bagginess of the denim on the slim-waisted model emphasizes the irony: even those who fit the so called ideal are not immune to the challenges of clothing fit and body image. The visual statement confronts the futility of chasing perfection, illustrating that no body type is exempt from the pressures and challenges imposed by these standards.



**CAN'T FIND MY WAIST!
YOU'RE BODY CHECKING.
WE'RE INCLUSIVE!
WE WANT TO SEE REAL WOMEN.
MODELS ARE SUPERFICIAL.
TOXIC BEAUTY STANDARDS .
THAT'S INSENSITIVE.
WHERE ARE YOUR ORGANS?
THERE WAS NO NEED FOR YOU TO POST
THIS.
GIRL, DROP YOUR WORKOUT ROUTINE!
GOD REALLY HAS FAVOURITES.
EAT A BURGER.
REPRESENTATION.
IS IT AN OUTFIT OR IS SHE JUST SKINNY?
I WANT TO BE SKINNY, BUT WHY ARE YOU?**

This. This is today. We revolve around buzzwords and contradictions are the very root of us. It's all surface. Everything is acceptable, yet we accept nothing. Even I want that! But do you, really? Are the very people who 'set the ideals' even catered to?



ISHA

Fashion only looks at niche, slender, tall models you say- yet not one can turn around & show you the clamped up back of clothing they are made to advertise. The most chased, bashed, desired yet envied body type is at most the face of the industry, never the customer. Not every tiny waist is a model. Not every model has a tiny waist. If a woman is breathing, walking, existing, here's a fact: she's a real woman, regardless of which catalog she might be on. As we celebrate the addition of X's before the L, the other end of the spectrum faces negligence. Few words I'll never forget, "No ya, she's too skinny to model, we're trying to take the inclusivity angle." How beautifully does this sum up a portion of our world? The XS that's really an M if you look through the size chart, we're glorified but never served. A feeling of baseless superiority, the only place you can really exist are people's minds. But if everyone is suffering, who are clothes really being made for?

PARRIE

In a world where everything is within reach—ready to be claimed, examined, and judged—desire is universal. We all want it all, but the question is: do we really? The very accessibility that defines our time has made us more uncertain, more indecisive. Our concept, "Even I Want That," explores this duality in today's culture, where the constant visibility and scrutiny of social media intensifies our desires and contradictions.

We live in a world where we celebrate the "it girl" body, the hourglass figure, the model physique, yet we're quick to criticize those who achieve it. We say that models represent an unrealistic standard, but what about the fact that they are real people, too? Are models not "real" simply because their bodies reflect an ideal? The fashion industry often distinguishes between "real" people and models, as though the latter are not part of the human experience. The irony is glaring—while designs are crafted with these figures in mind, the clothes often don't fit them either. Garments must be clamped, altered, and adjusted to perfect the look. And when these designs trickle down to mass production, the ideal body becomes even more elusive. A model's figure may be the muse, but it is never the standard.

Everyone wants to attain the ideal, but few ask whether the ideal is as glamorous as it appears. Is it really sunshine and rainbows? When we critique the one to have it?



RUQAYYAH

In an era increasingly focused on body positivity and inclusivity, it seems that the fashion industry is caught in a paradoxical situation. The concept of an 'ideal body' has forever been a subject of societal fascination and aspiration. This idealistic body type is often characterized by a slim/slender waist, toned physique and certain facial features which has over time been highly glorified and perpetuated by media and popular culture. While societal norms have shifted towards embracing and accepting all body types there still seems to be a deep rooted and underlying desire to achieve the unattainable.

This leads to a curious situation where those who seemingly embody the idealized body type are often scrutinized and criticized. They are often accused of unhealthy practices or of promoting unrealistic beauty standards. This criticism, ironically mostly comes from individuals who themselves aspire to attain this same unrealistic ideal.

Furthermore the fashion industry itself inadvertently contributes to this. Runway fashion often showcases designs tailored to specific body types, typically those considered "ideal", however fast fashion which caters to a wider range of customers fails to provide the adequate sizing and fit for this seemingly ideal body. This highlights the disconnect between the idealized and the real.

This disparity shows the complex relationship between societal beauty standards, individual aspirations and the role of fashion and media into shaping these perceptions. Its a reminder that true beauty and acceptance lie in embracing individuality and rejecting this forced idea of the "real".

Through this photoshoot we aim to visually represent this paradox. The model, dressed in oversized jeans which is held up by a measuring tape, highlights the gap between desire and reality. The phrase 'I WANT IT' written on her waist in bold red expresses the universal human desire for acceptance.



YASHVI

In our fashion world today, it feels like everyone wants everything. We're all chasing after the "perfect" look, but it's confusing.

Our fashion photoshoot is based on the idea "Even I Want That." It's about how people today want to look like models, especially those with a slender waist. But there's a problem with this.

On social media, we see lots of pictures of slim people. Many of us think, "I want to look like that too." This feeling is what we mean by "Even I Want That." We all want to have that perfect body we see online. When someone naturally posts a picture, they often get negative comments. People say things like, "You're making others feel bad about themselves," or "That's not what real bodies look like." So the very thing everyone wants is also criticised.

Our photoshoot for "Even I Want That" shows how fashion often ignores real body shapes, even thin ones. In the photoshoot, the model wears huge, ripped jeans that don't fit her slim body. This shows how clothes aren't made well for all sizes. The measuring tape around her waist shows how thin people often need to tighten or change their clothes to fit right. The words "I WANT IT" on her waist show that many people want to be slim, but being slim doesn't solve all the problems.

Through these visual elements, our photoshoot aims to provoke thought about body image standards in fashion. It questions why we chase certain ideals when even those who embody them struggle to find properly fitting clothes. The image reveals how "Even I Want That" can be a trap we fall into, showing that what we idolize often comes with issues too. The image would plausibly encourage people to consider a more inclusive approach to fashion that appreciates and accommodates diverse body types.



THANK YOU