

Female Body Beauty Ideals and Their Impact on Fashion Size Standards: A Comparative Study of Western and South African Perspectives

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Abstract

This research examines evolving perceptions of the ideal female body in Western and African societies. While Western cultures increasingly favor thin-curved body types, African ideals continue to emphasize narrow waists, wide hips, and rounded breasts. However, the definition of the ideal African body has expanded to encompass shapes achieved through padded clothing and technological advancements, driven significantly by influential African female celebrities celebrated for their curvaceous physiques. Employing qualitative and quantitative methods, the study investigates how these celebrity body types influence body transformations among social media followers. Participants from South Africa, Nigeria, Ghana, and Kenya (n=100, aged 25-45) revealed a strong preference for hourglass figures with narrow waists, large busts, and extra-large hips (65%). Celebrity influence was substantial, with 80% of participants expressing readiness to alter their bodies to emulate these figures, predominantly through padded undergarments and grooming techniques rather than plastic surgery. These findings emphasize the need for the fashion industry to adapt sizing systems to accommodate diverse body shapes, natural or transformed, as influenced by social media trends and technological innovations.

Keywords: sizing and fit, ideal body, hourglass.

1. Introduction

From a gender studies and clothing design perspective, the human body is a multidimensional entity, serving as a crucial framework for discussing clothing

design and its inherent proportions (Mastamet-Mason, 2014). In this discourse, the body is explored regarding its shape, contours, and postures, focusing on how societal expectations and norms intersect with these physical attributes. Within Western societies, the notion of an ideal fashion figure prevails as a representation of a perfected human structure, frequently positioned as an authoritative model (Kreber, 2017; Werner, 2019). This idealised body silhouette is envisioned to embody the collective desire for perfection. However, this idealised body image is often unattainable and can negatively affect individuals' self-perception, as it does not align with reality (Lewis, 2007, p. 319). Anthropologically speaking, the 'phenomenological body' assumes a dual role, serving as both an 'objective signifier' and a 'lived body of action' (Turner, 1992, p. 100). In this context, the scrutiny of bodies and their connection to sexuality is subject to external, constraining, and normalising observation by powerful institutions and belief systems (Foucault, 1979a). The intensity of this scrutiny can vary significantly from one individual to another (Foucault, 1979a, 1979b). Those whose bodies deviate from the idealised standards are often categorised as "different," thus reinforcing the dominant position of those who conform.

In African societies, body image holds profound cultural significance, reflecting not only beauty ideals but also social, health, and even spiritual values. Traditionally, fuller and curvier body shapes, particularly for women, have been celebrated as symbols of fertility, health, and wealth. In many African communities, a well-rounded body is associated with affluence and the ability to bear and nurture children, traits highly valued in various cultural contexts (Mastamet-Mason, 2014). The perception of the ideal body in African societies is deeply intertwined with traditional beliefs and social expectations, which differ significantly from Western ideals of thinness. Curvaceous bodies, often with narrow waists and wide hips, remain a central aspect of African aesthetics, reinforcing the notion that beauty is culturally relative and influenced by historical and social factors. However, the rise of modern media and the influence of African female celebrities have redefined these ideals, incorporating elements of Westernised beauty standards alongside traditional values. This evolving perception has had significant implications for how women view their bodies and interact with fashion.

From a feminist and gender studies standpoint, clothing size and fit issues relate to the prevailing concepts of the ideal or perfect body, which serve as the foundational basis for clothing pattern design and development (Mastamet-Mason, 2014). Many sizing systems and industry standards in the apparel industry rely on measurements and proportions taken from fit models that do not necessarily represent the diverse range of body types in the broader consumer base (Schofield in Ashdown, 2007, p. 152). Consequently, only a fraction of individuals can comfortably wear garments designed according to these standardised measurements, while many persist in wearing ill-fitting attire. Pursuing better-fitting clothing for individuals with African hourglass and pear-shaped body types necessitates custom-made solutions (Mastamet-Mason, 2016, p. 393; Tsakalidou, 2017). However, logistical complexities

associated with custom-made clothing frequently render it less accessible than ready-to-wear options (Mastamet-Mason, 2016, p. 394).

Moreover, body shapes exhibit significant variations across different ethnic groups, geographical regions, and lifestyles, underscoring how clothing tailored to one body type inadvertently perpetuates fit issues for another (Sokhetye & Mastamet-Mason, 2021, p. 125). The global clothing industry produces ready-to-wear clothing typically designed for Western body shapes, resulting in size and fit issues for African consumers with unique body types (Sokhetye & Mastamet-Mason, 2021). As the body transformation trend continues to grow among women (Marshal et al., 2012), the clothing industry must adopt new sizing systems that reflect these evolving ideals and body shapes.

This article explores the body ideals of African female celebrities and how such ideals influence their social media followers to undergo body transformations. These transformations, in turn, significantly affect the clothing industry's ongoing challenges in terms of sizing and fit, as it must adapt to a broader range of body shapes shaped by both cultural traditions and modern media influences.

2. Size systems and the fit of clothing

Implementing sizing systems and standards in the garment industry was a notable accomplishment as it simplified the production process and decreased the time required to deliver finished products to consumers. Although the catalogue industry became obsolete later, it also greatly benefited from the introduction of sizing systems in the 19th century (Tamilia, & Reid, 2007). Table I displays a sizing system that uses body measurements and an idealised body shape to cater to a specific target market. By highlighting a single body shape in the table and simplifying body measurements, a wide range of ready-to-wear clothing options became accessible to individuals within the target market despite differences in body shapes (Mastamet-Mason, 2014; Makhaya et al., 2016, p. 78). The standardised size system has become a topic of global discussion, with scholars from various countries exploring size and fit issues and emphasising the need for more comprehensive measurements and body shape representations (Ashdown, 2000; Lloyd & Hopkins, 2015; Muthambi et al., 2016; Shin et al., 2022). In the past two decades, the fashion industry has experienced significant technological advancements, research studies, and innovative solutions to address these challenges (Gill, 2015; Sokhetye & Mastamet-Mason, 2021). In spite of new developments, clothing dissatisfaction is a common issue, as highlighted by research reports, consumer feedback, and lifestyle magazines (Brownbridge et al., 2018; <https://www.powerreviews.com/>; <http://www.bodylabs.com/>).

The Western concept of perfect beauty before 2009 differed from the African perspective, preferring a thin model with slight curves and well-proportioned body parts (Bozsik et al., 2018). However, the popularity of the slim-thick body type has recently increased despite it not being widely accepted (Anjulis et al., 2021).

Table 1 - Western Size chat versus African size chat (Source:Aldrich, 2016:11; Armstrong, 1995:33; Ola-Afolayan & Mastamet-Mason, 2013).

UK SIZE	14	16	18	20	22	24
USA SIZE	10	12	14	16	18	20
South African size chat (Ola-afolayan & Mastamet-Mason, 2013)	14	16	18	20	22	24
Bust in cm (U.K. & USA)	100	106	112	118	124	130
Waist in cm (U.K. & USA)	82	88	94	100	106	112
Hip in cm (U.K. & USA)	108	114	120	126	132	138
Drop values (Hip-Bust) U.K. & USA	8	8	8	8	8	8
Drop Values (Hip-waist) U.K. & USA	26	26	26	26	26	26
Bust in cm (S.A.)	93	98	103	108	113	118
Waist in cm (S.A.)	79	83	87	91	95	99
Hip in cm (S.A.)	123	128	133	138	143	148
Drop values (Hip-Bust) S.A.	30	30	30	30	30	30
Drop Values (Hip-waist) S.A.	44	45	46	47	48	49

There are significant differences in body measurements between Western and South African-African size charts, as shown in Table 1. The hip-to-bust difference, or the drop value, is more than or equal to 30 cm in a curvy South African-African body, while the hip-to-waist ratio is more than or equal to 44 cm. Moreover, as the size increases, the hip-to-waist drop values of an African body increase by 1 cm with each size increase. However, in contrast, the bust-to-hip differences are only 8 cm, and the hip-to-waist differences are 26 cm on the Western body. The differences in the hip-to-bust drop values and the hip-to-waist drop values of African body shapes significantly differ from those of Western females, with 22 cm larger hips than Western females with the same bust size. Similarly, the African female waist measurement is narrower than that of Western females of the same bust size by 18 cm. These discrepancies demonstrate that Western size and fit guidelines do not apply to the African context, as per the findings of Ola-Afolayan & Mastamet-Mason (2013) and Mastamet-Mason (2014).

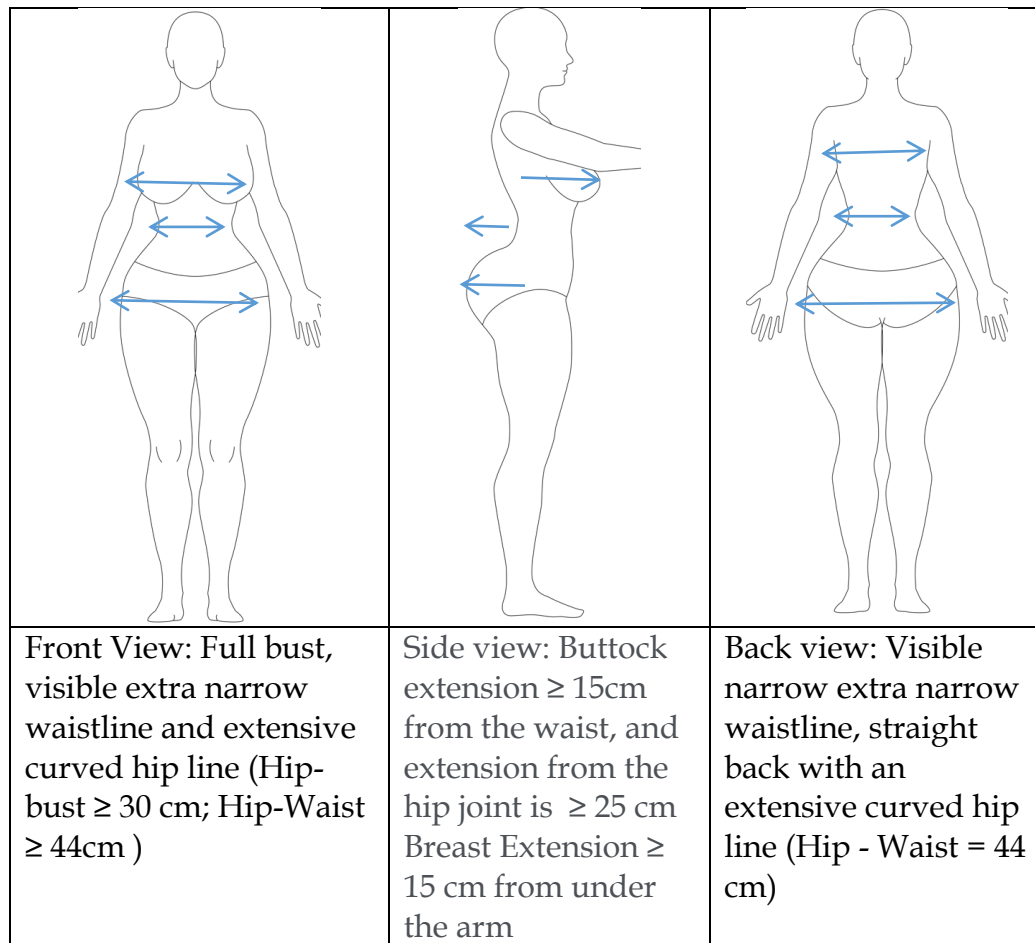


Figure 1 - African Hourglass body shape (Illustration by Karla Tissiman, 2024)

The anatomical features of Western and African female bodies (Figure 1) exhibit noticeable variations, especially in the curvature of the hips, buttocks, waist, thighs, and bust. Research has comprehensively examined the differences in female body shapes across various African ethnicities and concluded that African females shapes were more curvaceous than most Western women, as seen in Figure 1 and 2 (Zwane & Magagula, 2006; Sokhetye, 2019; Ola-Afolayan, Zwane & Mastamet-Mason 2021; Sokhetye & Mastamet-Mason, 2021).

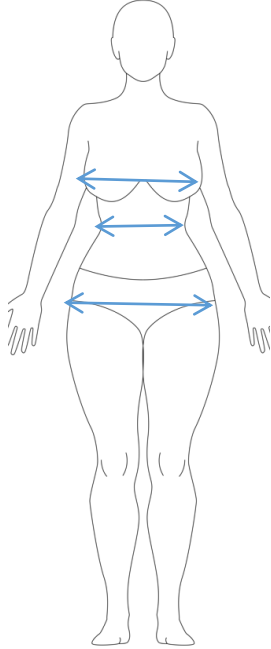
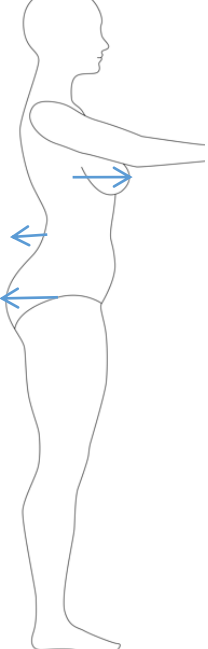
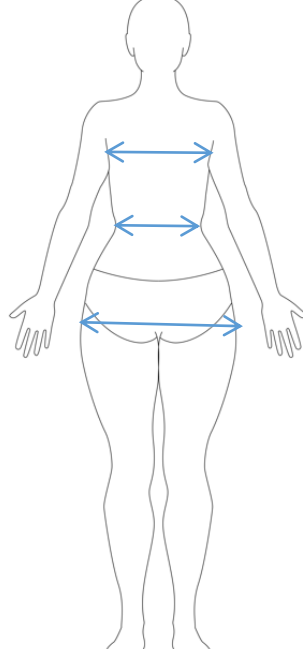
		
<p>Front View: Full bust, narrow waistline and curved hip line (Hip-bust + 8cm; Hip-Waist +26cm)</p>	<p>Side view: Buttock extension ≤ 7 cm from the waist, and extension from the hip joint is ≤ 15 cm Breast Extension ≤ 10 cm from under the arm</p>	<p>Back View: narrow waistline, straight back with curved hip line (Hip-Waist = 26 cm)</p>

Figure 2 - Western Hourglass body shape (Illustration by Karla Tissiman, 2024)

Clothing is not just a functional item; it is a significant reflection of an individual's identity, particularly concerning the female body. Properly fitting clothes can enhance appearance and self-confidence depending on an individual's preferences (Rasband, . In contrast, ill-fitting clothes can cause discomfort and draw attention to areas that do not conform to personal or societal standards. In contemporary times, most customers prefer snug-fitting attire that highlights their physique rather than conceals it. Such body-hugging clothes are particularly relevant for women with wide hips, narrow waistlines, and full busts. The proper fit of clothing can positively impact a woman's self-perception and influence how others view her, thus affecting her overall mental and social well-being. Additionally, the business aspect of clothing highlights the significance of a presentable appearance in attracting customer loyalty and thereby increasing revenue for manufacturers and retailers. Therefore, the intricate relationship between clothing, the female body, and personal identity involves concerns about self-expression, body image, and societal expectations.

Until 2009, the Western concept of ideal beauty differed significantly from the African perspective. The thin model with mild curves and well-proportioned body parts was the perfect body (Bozsik et al., 2018). Contrary to Western views, many Africans have always considered the curvy body with a narrow waist and exaggerated hip line ideal (Figure 1). In their book chapter, Mollel and Mastamet-Mason (2011) found that

women base their clothing purchases on the representations in fashion magazines. Most magazines centre their models on slim figures, where all body parts are proportionally positioned and sized. In their study, Mollet and Mastamet-Mason (2011) observed that women expressed dissatisfaction with their bodies when they purchased clothes that did not look as depicted in fashion magazines. Much has happened in the media since 2011. Social media has replaced fashion magazines, and social sites are taking over fashion markets. Celebrities dominate social media and influence followers' lifestyles in general (De Perthuis & Findlay, 2019; Lang, 2014). The media is a significant conduit for transmitting and reinforcing appearance standards (De Perthuis & Findlay, 2019). With the media dominance of Kim Kardashian's "slim-thick" body shape and other socialites with similar features, the West is now beginning to recognise and appreciate curvaceous bodies, even though the aspect of slimness still prevails. The "slim-thick" body ideal is "a curvier or more full-body type, characterised by a small waist and flat stomach but large hipline, bust, and thighs" (McComb & Mills, 2022, p. 375). Various forms of media, including movies, TV shows, magazines, posters, online forums, and social networking sites, promote societal beauty ideals by showcasing "slim-thick" body types in women (McComb & Mills, 2021, p. 376). The images women see on social media outlets like Facebook, Instagram, and other platforms can reinforce unrealistic ideals that may force them to go after.

Most African women and some celebrities are born curvy, although some have huge hips and narrow waists, while others have moderately large hips and somewhat smaller waists. Some celebrities have undergone cosmetic surgery to increase the size of their hips and breasts. They do it to achieve an extreme pear or hourglass shape, which differs from the Western Hourglass form, as seen in Figure 1 and Figure 2 (Sokhetye & Mastamet-Mason, 2021, p. 125). Online lifestyle magazines, including *talkafricana.com.*, *matookerepublic.com*, *citimuzik.com*, and *the youth village.co.ke.*, report that curvy celebrities attract followers on social media and influence them regarding clothing and grooming. Princess Shyngle, a famous Gambian-born actress with a tiny waist and extremely sculptured broad hipline, has many West African followers on her social media platform. Likewise, Boity Thulo, a South African woman with curves, is a T.V. personality, rapper, actress, businesswoman, model, and social media influencer. East Africa's most influential celebrities with voluptuously well-defined bodies include Kenya's media personality Grace Msalame, Tanzania's socialite Sanchoka, and the famous Ugandan South African-based Zari Hassan, to name a few.

3. Body transformation and the impact on clothing sizing systems

Various African cultures have distinct aesthetic values, including exaggerated hips and buttocks, muscular and solid body shapes, intricate hairstyles, highlighted facial features, and scar patterns (Aishwariya, 2018). Like the increasing demand for colour cosmetics in African markets, people from middle-class to upper-income levels in fast-growing African economies such as Nigeria, South Africa, Ghana and Kenya now desire aesthetic treatments (Happi Magazine, 2022). According to Bieńko (2018), "change has become the song of modernity," most people consider their body a crucial aspect through which they can 'express' this. People can 'recreate the self' by changing

the body and surpassing its perceived inadequacies (ibid.). The body has become a spectacle of possibility and choice (Shilling, 1993, p. 3). Advancements in aesthetic surgery have enabled many people to exercise control over their bodies according to their desires (ibid.). Although most African women have naturally curvy bodies, African celebrities still attempt to augment their breasts and hips to make them extra curvy (Globe Newswire, 2022; Aniulis et al., 2021). Men have also ventured into body transformation for various reasons, including changing their gender (Stein & Matarasso, 2022). Gay men are the most common cosmetic surgery clients, especially for liposuction (Ibid.). The clothing sizing system needs adjustment in response to transformed bodies in society. The constant dynamic changes will challenge the industry to provide well-fitting garments for people whose shapes and measurements change according to their desires. On the other hand, people who prefer to remain natural but admire curves can use padded underwear, as seen in Figure 3, to alter their shapes. These people also need clothes adapted to their new bodies; thus, a unique sizing system is necessary to allow added shapes underneath their clothing.



Figure 3 - Transformative silicon padded pants

4. Methodology

The study utilised **purposeful sampling** and **snowball sampling** techniques, both of which are particularly suited to qualitative research due to their focus on identifying participants who can provide rich, relevant data. Purposeful sampling was chosen to deliberately select four African countries – South Africa, Nigeria, Kenya, and Ghana – based on their rapid economic growth and significance in the fashion industry (McGann, 2018). These countries were also selected because they host annual fashion shows that adhere to Western standards of body image, which contrasts with the prevalent body shapes in these regions (Rovine, 2016; Langevang, 2016). By focusing

on these countries, the study ensures that the sample reflects the regional diversity and the specific cultural context in which body image standards are evolving.

To further enhance the reach of the study, **snowball sampling** was employed. This method allowed the researchers to tap into existing networks by using initial participants to recruit additional respondents. The lead researcher began by using WhatsApp to connect with contact persons from each of the selected countries. These initial contacts, who were affiliated with the Design Education Forum of South Africa (DEFSA) and the South African Association of Family Ecology and Consumer Sciences (SAAFECs), then recruited further participants from their respective countries. The use of snowball sampling was effective in accessing a broader population that would have been difficult to reach through more conventional methods, particularly in different geographical regions. While snowball sampling does not guarantee full representativeness, it ensures that the sample consists of individuals deeply embedded in relevant social and professional networks, making them well-positioned to provide valuable insights into body image perceptions.

The combination of purposeful and snowball sampling allows for the selection of respondents who are both knowledgeable and engaged with the subject matter. Purposeful sampling ensures that key regions and industries are represented, while snowball sampling helps to expand the sample by leveraging the trust and relationships within those communities. Although not statistically representative, this approach allows the researchers to gather an understanding of body ideals in different African countries, capturing a broad spectrum of views while focusing on the most relevant respondents.

Data collection included both qualitative and quantitative methods. For qualitative analysis, the researchers examined the body shapes of curvy female celebrities across the four countries, identified through online searches with terms like "*the curviest women in Africa*" and "*top 10 curvy female celebrities in Nigeria, South Africa, Ghana and Kenya*" and "*the hottest celebrities in Nigeria, South Africa, Ghana and Kenya.*" The analysis considered social media followings, particularly on Instagram, and used descriptive body shape concepts such as "extra-large bust," "large hips," and "narrow waist" to categorise the celebrities into body types like hourglass and pear-shaped.

On the quantitative side, 100 participants aged 25-45 completed a semi-structured questionnaire that explored demographics, body ideals, and body transformation. This mixed-method approach provided a holistic view of how body image is perceived and valued across different African contexts. Sample questions from the questionnaire are presented in *Table 2*, illustrating the range of topics covered in the study.

By combining both sampling techniques and methods of data collection, the study ensures that the selected participants are reflective of the population under study, and the data gathered provides both depth and breadth of insight into the evolving body image standards in African fashion.

Table 2 - Sample questions in a semi-structured questionnaire

	SAMPLE OF QUESTIONS	Type of question
Demographic information	Indicate your age in the provided space.	Open-ended (Nominal)
	Indicate your country of residence.	Open ended (Nominal)
Question relating to the preferred ideal body	<p>Which celebrity in your country do you think has the best body type? Please indicate your level of agreement with the following statements.</p> <ul style="list-style-type: none"> ● I prefer an hourglass figure with a narrow waist, large bust, and extra-large hips. ● I prefer an hourglass figure with an extra slim waist, a colossal (Extra large) bust, and an extra significant hip ● I prefer a pear-shaped body with small breasts, a narrow waist, and extra-large hips. 	Likert type scale
Questions on how the social media influencers affect their followers' decision to change their bodies	<p>Considering your preferred social media celebrity embodied in your preferred ideal body, please respond to the following statements indicating your level of agreement or disagreement</p> <ul style="list-style-type: none"> ● Seeing my preferred social media celebrity's body shape motivates me to consider improving my own by any means ● Seeing my preferred social media celebrity's body shape motivates me to consider improving my own using cosmetic surgery if affordable ● Seeing my preferred social media celebrity's body shape motivates me to consider improving my own using the padded underwear ● Seeing my preferred social media celebrity's body shape motivates me to consider improving my own using cosmetic surgery if I was sure it was safe to do so 	Likert type scale

Participants who responded to the questionnaire consented and were obligated to withdraw their participation at any time. No names were required from the participants to ensure confidentiality. The participants accessed the images of the different celebrities through internet links to their social media platforms. The images of the original people were anonymised using Photoshop Illustrator.

Data was analysed using descriptive statistics for percentages and frequency distribution, while associations between two categorical variables was determined by Chi-Square statistics at 95% confidence level. Chi-Square helped in assessing whether the observed frequency distribution of data differed significantly from what would be expected under a null hypothesis of independence between the two variables. Descriptive allowed easy data presentation and interpretation. The semi-structured questionnaire consisted of straightforward questions designed to produce relevant answers. Pilot testing was conducted on a convenient sample to ensure reliability. Validity was assured by testing the internal consistency of the questions using Cronbach's alpha to assess the extent to which questions in the semi-structured questionnaire measured the underlying constructs. A Cronbach's alpha of 0.78 was obtained, indicating a reasonable level of internal consistency (Wadkar et al., 2016).

5. Results

5.1 Demographics

The research participants were 100 women between the ages of 25 and 45, with equal representation of 25 participants from four countries: South Africa, Nigeria, Ghana and Kenya. The average age was 38 years, while the median age was 35. Most (50%) respondents fell in the 33 to 40 age range. The 25 to 32 age group had the lowest (15%) representation, while ages 41 to 45 accounted for 35%.

The two hypotheses stated that "there is no significant difference in the views on the ideal body among female respondents from different countries (H₀) and "there is a considerable difference in the views on the ideal body among female respondents from different countries (H_a). The findings show no significant difference ($P \leq 0.05$) in the participants' views on the ideal or preferred body between participants from different African countries. Most participants had consenting views on a desired ideal. Therefore accepting the null hypothesis and rejecting the alternative hypothesis.

5.2 Results according to the aims of the research

The first aim is to establish influential African female celebrities in the fast-growing African economies of Nigeria, South Africa, Ghana, and Kenya with curvy body shapes and who command many followers on different social media platforms. Before establishing influential celebrity, it was necessary to understand the number of followers each celebrity commands in order to determine level of influence they have on their followers. The results presented on Figure 3 shows how the superstars feature in terms of social media followers.

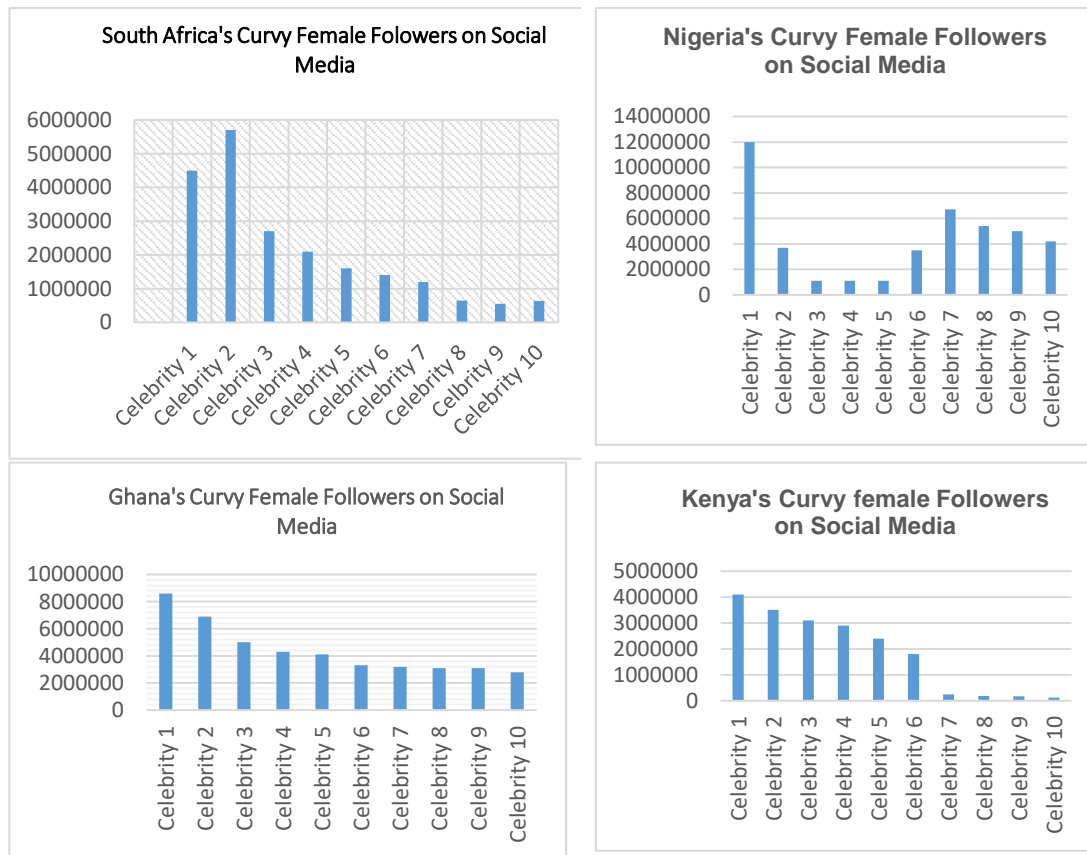


Figure 3 - Curvy women celebrities in selected African countries and their social media followers

According to the results shown in Figure 3, South African personalities had between 634,000 and 5.7 million followers, while Nigerian celebrities had between 1.1 million and 12 million followers. Ghanaian celebrities attracted between 2.8 million and 8.6 million followers, while Kenyan celebrities had between 120,000 and 4.1 million followers. These results suggest that many followers admire the curvy personalities and their lifestyles. According to a study by Motseki and Oyedemi 2017, followers tend to imitate their idols by replicating their skin colour, dressing style, and hairstyles. This paper reveals that women in the four African countries also imitate their favourite celebrities' body types, as confirmed by 65% of the participants strongly agreeing with the statement, "I prefer an hourglass figure with a narrow waist, large bust, and extra-large hips". As per the findings of Popoola et al. (2020) and Liu (2023), social media influencers can play a vital role in creating awareness and promoting women's rights and in setting lifestyle trends. Most participants (80%) of this paper who are celebrity followers report that they will alter their bodies to keep up-to-date with new trends and shapes through various means, such as padded underwear garments, grooming concepts, or even plastic surgery. Aniulis et al. (2021) corroborates these results by stating that "the body you want depends on who else you're looking at". Based on these findings, adjustments to clothing sizing systems are necessary in affected countries to accommodate new body shapes.

Before asking the participants to identify their preferred body, the researchers analysed the body shapes of the top ten celebrities from four different countries, using descriptive concepts such as "extra-large bust," "large bust," "medium bust," "extra-large hips," "large hips," and "medium hips," as well as "extra-narrow waist," "narrow waist," and "moderately narrow waist." The findings in Table 3 revealed that hourglass body shape had three variations based on the degree of curvature, with the curvy hourglass body being the most prevalent, representing 47%, followed by an hourglass-shaped body with a large hipline and a noticeable waistline at 34%. The remaining hourglass variation with extreme curves and the pear-shaped bodies were least represented at 9% and 10%, respectively. According to Sokhetye and Mastamet-Mason (2021), the categorisation of female body shapes extends beyond the commonly known hourglass, pear-shaped, rectangular, apple, and inverted rectangular types. The authors contend that each category contains additional subtypes that can impact the sizing and fit of off-the-rack clothing.

Table 3 - Common curvy body types of the celebrities in Nigeria, South Africa, Ghana and Kenya

	Number of celebrities with the type of body (n=160)
Celebrity has an extra-large bust, an extra tiny waist and an extra significant hip (Extra curvy hourglass body)	16 (10%)
Celebrity has a large bust, a narrow waist and large hips (Curvy Hourglass with less extreme waist indentation)	75(47%)
Celebrity has a medium bust, narrow waist and large hips (Noticeable Hourglass body shape with no exaggerated parts except hipline).	55 (34%)
Celebrity has extra large hips, a small bust extending to the waistline (Pear-Shaped, appearing straight from the bust to the waist)	14 (9%)

This paper further sought to determine which body shapes were preferred by social media users following celebrities. The results showed that 65% of participants desired an hourglass figure with a narrow waist, large bust, and extra-large hips. 20% of the participants preferred an hourglass figure with an extra slim waist, a colossal bust, and an extra significant hip. The remaining 15% of participants favoured a pear-shaped physique with small breasts, narrow waist, and extra-large hips. Interestingly, the findings showed no significant ($P \leq 0.05$) differences in the participants' views on the ideal or preferred body between participants from different African countries. An hourglass figure with a narrow waist, large bust, and extra-large hips was desired equally by the participants of Nigeria, South Africa, Ghana and Kenya. According to McComb & Mills (2022, p. 375) desired body image has shifted towards the "slim-thick" silhouette, with most celebrities transforming their bodies to resemble the African hourglass shape.

According to this paper, the research investigated whether celebrities impacted their followers' desire to alter their physical appearance. According to the statement, "Seeing my preferred social media celebrity's body shape motivates me to consider improving my own by any means", 80% of the respondents would opt for any method of transformation to achieve an hourglass figure. Among those 80%, 30% indicated they would contemplate undergoing plastic surgery if they had the financial means, whereas 70% preferred utilising grooming techniques such as padded undergarments and corsets to emulate the physiques of their beloved celebrities. These findings align with prior research demonstrating the commanding impact of social media presence on the conduct of public followers, encompassing personal image and identity about physical transformation (Motseki & Oyedemi, 2017; Blanes, 2017; Aniulis et al., 2021; McComb & Mills, 2022). Online searches show the availability of numerous padded undergarments for women, underscoring that these garments are trendy and their use will significantly influence clothing sizing systems (Bogovic et al., 2019). Plastic and reconstructive surgery, including aesthetic surgery, is rapidly growing worldwide. South Africa has over 169 qualified plastic surgeons (<https://aprassa.co.za/>; Munn et al., 2016). The contemporary transformation era has engendered significant changes that impact how we conduct ourselves. Historically, sizing systems accommodated slim bodies with proportionate body parts, leaving out individuals whose bodies deviated from the ideal of thinness. As the trend towards body transformation continues to rise, the challenge arises of accommodating changes in clothing fit and sizing systems that correspond with evolving lifestyle trends. It is imperative to adjust clothing sizing systems to accommodate women's changing body shapes.

6. Conclusions

According to this article, female celebrities from Nigeria, South Africa, Ghana, and Kenya tend to have curvy figures that attract significant attention on social media. These curves typically fall into one of two categories: hourglass or pear-shaped bodies. Each category has a range of curves, with some being more subtle and others being more dramatic. However, the study found that the most popular body type is an hourglass shape with a distinct waistline and ample bust and hips, followed closely by an hourglass shape with more extreme curves. Further, the findings of this paper suggest that celebrities exert significant influence over the body alteration preferences of their followers, creating a challenge for the fashion industry in designing well-fitting garments. Many fans of celebrities strive to emulate their idols, resulting in a need for sizing systems that can accommodate the intricacies of modern lifestyles. As a result, the fashion industry must continuously develop size charts that cater to individuals with naturally shaped bodies, alternative body shapes in the market, those with modified body shapes, and any other form of transformation. Furthermore, the expanding role of technology in people's lives has contributed to the complexity of clothing sizing systems. This paper's conclusions are limited due to the smaller sample size utilised during research. As a result, it is recommended to broaden the participant pool to achieve more definitive and noteworthy outcomes. Furthermore, the paper did not establish whether curvy celebrities' figures were natural or resulted from body modifications. It was difficult to discern from online images which celebrities possessed natural curves and had undergone alterations.

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