A Cross Cultural Study of Women’s Body Image Issues, Appearance Management Strategies and Attitudes toward 3D Technology

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10/09/2014
Objectives

To understand the interaction between clothing and physical body and how does it relate to the mental perception of body.
Methodology

Participants
- 35-55 years old
- Chinese Han people V.S. European Americans

Wardrobe Study
- Survey
- Interview

Reproduced Fitting Room Study
- 3D Body Scan and Real Garments Fitting
- 3D Virtual Fitting
Thank You!