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Shaping the Future: Igniting Change in Fashion Advertising through Graphic Design

Jessica Laudati

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Shaping the Future: Igniting Change in Fashion Advertising through Graphic Design

Jessica Laudati

Submitted in Partial Completion of the
Requirements for Commonwealth Honors in Art

Bridgewater State University

May 12, 2015

Prof. Mary Dondero, Thesis Director
Prof. Leigh Craven, Committee Member
There is no wrong way to have a body. Embrace and love your body, it's not your shape. If someone has a problem with your body, it's their problem. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape. If someone has a problem with their body, it's their problem. It's not your shape.
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Commonwealth Honors in Art Thesis Project
By Jessica Laudati, ‘15
HOURGLASS

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that needs to change,
its how you see it
there is no WRONG way to have a body.
Embrace and love your body,

It's the most amazing thing you will ever own.

Pear
You are so much more than a number on a scale.
IF SOMEONE HAS A PROBLEM WITH YOUR BODY, IT’S THEIR PROBLEM NOT YOURS
Let’s change how society perceives the perfect body.

Will you start the conversation about body confidence?
Click the link to visit dove.us/our-mission
Let's change how society talks about the perfect body.

Will you start the conversation?
Visit dove.us/our-mission

- Women sent *5.3 million* negative beauty/body image tweets in 2014
- Only *4%* of women around the world consider themselves beautiful
- *72%* of girls feel tremendous pressure to be beautiful
- *6 out of 10* girls are so concerned with the way they look, that they actually opt out of participating fully in daily life activities
- *80%* of women agree that every woman has something about her that is beautiful but don't see their own beauty

Facts from Dove's “The Real Truth About Beauty”, global report 2004