



AUUA

Body Positivity Movement: Through the Lenses of Beauty Standards

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Introduction

The Body Positive movement came from the early 1960s. However, to its greatest popularity it reached during the last ten years all over the world. The main idea behind The Body Positive movement is to liberate individuals torturing themselves because of some unrealistic beauty standards and artificial beauty ideals created by people. The movement gave the impression of being a potentially life-saving escape route from those damaging beauty standards, yet the result was not the one that everyone had anticipated.

First of all, there is broad confusion about a more general rejection of unrealistic media-generated “beauty standards” and a “fat-acceptance” movement. Even though both are for body positivity and rejection of some standards originated by society, rejection of specifically beauty standards is a comprehensive idea, including a massive range of body types by challenging the discrimination against people for their imperfections. While the “fat-acceptance” movement is mostly concentrated on the discrimination against fat/obese people because of their weight. As Sutley (2020) mentions, “The fat acceptance movement has been another way for people who are overweight or obese to cope and find a community that they feel welcome in” (p. 2). Such a welcoming note for the fat acceptance brings forward the behavior of neglecting health and doing the bare minimum to be the healthier version of oneself. The latter shadows the body positivity movement which is about self-acceptance rather than health neglection. The effects that the movement had on people eventually became a topic of discussion among medical professionals, psychologists, and regular people alike.

So, the effects that the movement had on people eventually became a topic of discussion among medical professionals, psychologists, and regular people. There are several different opinions; however, the ones that are the most discussed are two. The first opinion is that the movement helps people to love and accept their bodies as they are by reducing body

shaming and helping to increase self-esteem. On the other hand, another group of people, which mostly consists of medical professionals like Gemma Sharp, Maria Bilal, and others who look into this topic mostly from the perspective of global health, saw a risk on the road to achieving that loved body and high self-esteem, as they claim that the obtained results are by leading an unhealthy lifestyle and by the time the movement became propaganda to unhealthy lifestyles and obesity (Sharp, et al., 2023). However, even today, it is impossible to claim with 100% truth whether the outcome of the movement was good or bad, as every single thing in the world has two sides of the coin, and Body Positivity is not an exception.

However, in recent years, multiple popular brands have started to use the concept of body positivity as their marketing tool by building their campaigns based on the idea of the movement. This attitude of brands' of course, can be because of humanitarian reasons; however, it is also logical that it is a strategic step in order to involve and attract more customers and, as a result, get a rise in sales. However, this kind of marketing strategy has a risk of not achieving success because of low familiarity with some cultures, so this way of attracting customers will be a little difficult.

Armenia, which has a rich cultural history, has always had a problem with adopting global trends by keeping its traditional and national attitude. However, during the past years, Armenia has been trying to move simultaneously with the world's developments and doing its best to get involved with global activities, of course, as much as possible. But is Armenian society actually ready for these changes? Even though it is the 21st century, Armenia still keeps to its national and traditional stereotypical cultural perspectives, showing a conservative attitude to everything new. However, we can not talk from the voices of the whole population, but we can surely say that one part of them still tends to maintain a conservative attitude towards global trends. Now, another question arises: What connection does the Body Positive movement have with the conservative attitude of the Armenian

population? The thing is that in past decades, Armenian people have hardened "beauty standards," which are deeply tattooed in their national opinion. Here, it is worth mentioning that a part of those standards came from Russia and Russian media, as Armenia is a post-Soviet country, but the bond between Russia and the Armenian population (especially the older generation) is still intact. So, it is not a secret that the beauty image, which was adopted by Armenia and had Russian motives, is far from, for example, the US beauty image (from where the movement started and is the most popular). That is why the conservative Armenian population has some difficulties with meeting new concepts of beauty by breaking all global standards.

However, another part of the population, which consists mostly of the younger generation, is more "open-minded" and flexible in their perspectives. So, getting rid of hardened standards and facing new concepts of beauty is easier for them. Moreover, recently, different Armenian influencers and brands started to use the concept of body positivity by preaching that we should love ourselves, our bodies, and our imperfections. So, this research aims to understand how the global body positivity movement is manifested worldwide and to what extent the concept of body positivity is present in Armenia.

Literature Review

Gen-Z turned out missing on the component of self-love that brought up the issue of feeling worthy to be loved by others. Multiple reasons could have stood behind the notion of not feeling worthy; however, being influenced by social media platforms the most, people dig into so-called body positivity movement. According to researcher Chiat (2020), “The body positivity movement celebrates an individual’s physique by changing the discussion from insecurities and scrutinizing one’s appearance to focusing on radical self-love.” Yet, what body positivity movement can be missing is that the extent of people being hypnotized by its positive nature usually miss out on the fact that people just go after accepting obesity and overweight as normal (McWhorter, 2021). Subsequently, they tend to be coming back to increasing the risk factors like heart attack, diabetes, stroke, and more.

People align towards body positivity movement regardless of the fact their appearance compiles a base of health issues or the other way round. Of course, not everyone involved in body positivity movement behave unhealthy or promote unhealthy; however, the majority of people who have health issues align it with body positivity movement not to take responsibility for oneself. In Armenia, for instance, multiple social media influencers, including Elen Kandaryan (@elenchs_blog), being overweight and claiming to have health problems while sharing day-to-day stories with their followers, align themselves with the body positivity movement and claim that there is no need to change as they love the way they are. These people, indeed, get the brands to cooperate with them in the context of influencer marketing. In fact, body positivity movement is less about being unhealthy and more about loving oneself and becoming the better version of oneself (McWhorter, 2021). On top of that, this conception on social media platforms is not limited to Armenia. Worldwide, influencers like Candice Huffine (@candicehuffine) go after promoting being overweight as a trait that can be used for plus-size modeling. In fact, the downside of doing so stands the phenomenon

of making women not care after their health and embracing the health issues being overweight might bring. Yet, can body positivity movement be solely about being overweight? Of course not. There comes the stage for those influencers who promote sticking to healthy schedule beyond the norms and following up the diet/exercise schedule beyond the required amount.

This section aims to collect scholarly data to investigate further the extent of genuine positivity of Body Positive Movement, and the essence of it becoming inadvertently a form of manifestation for an unhealthy lifestyle worldwide and in Armenia. Also, this research aims to dig further and understand how the Body Positivity Movement impacts brand marketing, and whether the way it impacts brand marketing can be an effective phenomenon in the context of Armenia.

Body Positivity Movement and Health: The Connection

Beauty standards are in a constant motion of evolving, being criticized, fading, and then again coming back even stronger and more evident. From Black Lives Matter to Black fat activism and more, people have been struggling with attempting to accept themselves as they are. What Body Positivity Movement should have attempted doing is “challenge body-related oppressions, such as exclusivity within physical cultures, fitness industries and popular culture have appropriated and commodified the body positive movement, and have excluded older people, people from diverse races, individuals with physical disabilities, and gender non-conforming people” (Griffin, et al., 2022). Still, critics brought forward the perspective that Body Positivity Movement is the representation of positive body images that still frame people within the norms of the beauty standards. From Marilyn Monroe to Kim Kardashian always attempting to integrate beauty standards into the society has suddenly begun changing towards letting shame go away and pride to come (Leboeuf, 2019). With

Body Positivity Movement people started looking at themselves and embrace the way their bodies are without feeling ashamed.

Yet, what the society worldwide probably missed out on is the health consequences that Body Positivity Movement could bring forth. Suddenly important factors like the follow-up on body mass index (BMI) with an aim to assess the health of the organism with regard to excess body fat started fading away (McWhorter, 2021). Body Positivity Movement started rooting the ideology that however one looks is normal and everyone is normal regardless of health they attain. Is Body Positivity Movement equal to fat activism or is it just the wrong perception that the public spread and there is no interconnection between Body Positivity Movement and unhealthy lifestyle that people lead? According to Bahr (2018), social media has an important role in shaping the perception of Body Positivity Movement among people and associating the movement with the phenomenon of considering unhealthy lifestyle the new normal.

Once, when social media impacted the perception of people by putting people into the framework of being correspondent to the thin body image because of 'the ideal.' With the start of Body Positivity Movement, the perception that it is okay to be the way one is and there is just the need to become better and healthier every day should have come (Leboeuf, 2019). Instead, what people saw within the movement turned out to be pushing one's personality forward due to the movement and promote the laziness for working on oneself and crafting the best version of oneself (McWhorter, 2021). Accordingly, exactly that approach towards Body Positivity Movement that being the way one is and there is no need for becoming better crafted the perception that the movement is directly connected to leading unhealthy lifestyle. Nonetheless, there is the phenomenon of hypothesizing that the perception that crafted the wrong interconnection, and Body Positivity Movement has, indeed, genuine positive impact on people when perceived right.

Body Positivity Movement and Brand Marketing

Not only did individuals get impacted by Body Positivity Movement but so did the brands considering that Body Positivity Movement can be a great way of promoting the brand. Different industries, especially the mothercare-related and underwear-selling brands, actively started engaging in body positivity campaigns to promote the idea that women are perfect in every body shape (Tiron & Elsharabasy, 2022). Worldwide famous brands embarked on launching body positivity campaigns with an aim to increase brand awareness and engage consumers in active purchasing behavior. Of course, brands should have been careful with copywriting they conducted with an aim to reach the target audience alongside visual representation of the movement because even the slightest mistake of neglecting one body image could have resulted in a negative wave. Yet, that negative wave, still, worked as a brand marketing component raising awareness in a negative light. For instance, what Dove did is construct “Real Women Real Beauty” campaign with an aim to trigger emotional branding strategy and attract women who urge to see body positivity appraisal among the women (Arindita, 2020). Instead of promoting the unhealthy form of beauty, Dove embarked on showing how standard women look beautiful and deserve the world similar to women who are within the frames of all-time-dominant beauty standards. The campaign that Dove implemented successfully aided the brand awareness raise strengthening the consumer-brand connection and driving active purchasing behavior.

Nonetheless, an important factor in engaging in body positivity movement is not deviating from the brand image when becoming a part of body positivity movement. Feminist critic Caputova (2020), “Upon being exposed to an advertisement of a brand that employs thin and attractive female models, the women commence to treat and view themselves as mere objects to be looked at and evaluated, i.e., they adopt the observer’s perspective of looking at themselves.” Of course, until the Body Positivity Movement gained popularity,

brands struggled with promoting only one type of body image; however, after the paradigm shift, the way they commenced conducting brand marketing also changed. Even brands who claimed not even considering plus-size models in the show, ended up inviting them to the show. It has been the Victoria's Secret, whose chief marketing officer, Ed Razek, claimed not even considering plus-size models on the show as it is a fantasy, and later welcoming plus-size models to the show (Chiat, 2021). The step of Ed Razek towards raising brand awareness and improving consumer-brand relationship has been a topic of debate due to the phenomenon that brand marketing should always consider the brand image that consumer is tied to.

Yet, research shows (2021) that being inclusive has been the choice for Victoria's Secret as it has been at risk of losing the lingerie crown because of not being inclusive (Bardey, 2021). Still, the correlation between brand marketing and the way brand image is imprinted on consumer mind is important to follow. By going after the wave of Body Positivity Movement, Victoria's Secret delivered a deviation from the lifestyle it promoted for decades. The call-to-actions for everyone to work out, eat healthy, do self-care, look after oneself started going away with the representation of every type of body images on the show. Not only did this harm the consumer-brand relationship but also contributed to contradicting the brand itself. Still, what the brand did is using the strategy of female empowerment advertising to gather together all the women worldwide (Tiron & Elsharabasy, 2022). Of course, the brand promoted inclusivity; however, it largely impacted the brand image that consumers knew for decades. Still, telling that the brand had its positive stake at hand from that approach would not be considered falsifying as a wave of debates and press release articles flooded the social media and the Internet which gave the brand its fame.

When looking at the correlation of brand marketing and Body Positivity Movement in Armenia, it turns out brands praise it as an effective tool in advertising. Yet, what Armenian

market highlights is not going after fat activism but rather going after inclusivity – a notion that Body Positivity Movement promotes (Bardey, 2021). Instead of promoting that being overweight with health problems leading to obesity is an inclusive part of Body Positivity Movement, Armenian brands go for promoting that being healthy and loving oneself the way one looks is the right way to be. Obesity, being the foundation of multiple chronic diseases, including diabetes, should never be praised and associated with Body Positivity Movement (McWhorter, 2021). Brands like Oriflame (@oriflame_am_official) never praise being unhealthy rather they go after praising self-love and self-care no matter the appearance.

Methodology

As my main research question consists of two sub-questions, the way the thesis has been derived constitutes two parts, and accordingly, the forms of research that helped me to get answers to my questions, varied from each other.

The primary research method that have been used in my capstone project, which helped me to understand better the background, current situation, and other details about my topic, is desk research, also known as secondary study. Desk study is the examination and analysis of the already existing literature on the chosen topic, which can include academic articles, journals, papers, books, and reports. The initial phase of my study involved understanding the body positivity movement in every aspect, including its origins, the underlying motivations for its emergence, the factors contributing to its current surge in popularity, its original objectives, and the ensuing impacts and influence it has had. Gaining a comprehensive understanding of every detail related to the subject matter is crucial for enhancing image comprehension. In order to conduct a thorough examination of the historical aspect of the article, it has been essential to consider the literature that is related to the history of the movement and the underlying causes for its existence. To get comprehensive information, I conducted an analysis of fashion publications and academic literature. This section aimed to display any challenges in the research process since it just provides a narrative that offers fundamental facts about the movement. Therefore, even readers who are unfamiliar with the movement will gain a comprehensive understanding of its purpose and primary objectives.

Continuously, by having all the basic information about the movement, the next goal in the first stage has been to understand how the movement is manifested worldwide. Today, a lot of global brands use the movement as a tool for their marketing and advertising campaigns. Moreover, in recent years, multiple influencers have started to build their content

based on the concept of the movement. So, in order to better understand the recent development of the "Body Positive" movement in the world, it has been crucial to analyze some global brand campaigns that include elements of body positivity. Some of the brands are Oriflame, Dove, and Aerie. Here, my main goal has been to understand the possible reasons behind the strategies that brands use. Of course, at first glance, the main motive of using the movement as a basement of the marketing and advertising strategies included only humanitarian motives; however, my goal has been to understand if this was the only reason or whether the brand's main goal is to involve more sales, by enlarging the range of consumers. In order to get an answer to this question, I interviewed the graphic design team lead of Marog creative agency (*didn't want to be named*), also a professional specialist in the field of Marketing and Advertising.

Here are some of the questions that have been asked to the graphic design team lead of Marog creative agency during the interview:

1. I hope that you have heard about the Body positive movement - just very briefly - can you define what body positivity means according to you.
2. Many international brands use the concept of body positivity to build their marketing and advertising campaigns and strategies - what do you think is the main reason behind this: Humanitarian motives or just a business?
3. I hope that you have heard about the Body positive movement - just very briefly - can you define what body positivity means according to you.
4. Many international brands use the concept of body positivity to build their marketing and advertising campaigns and strategies - what do you think is the main reason behind this: Humanitarian motives or just a business?
5. Does the use of the concept of body positivity in advertising and marketing campaigns have on the behavior of customers and their purchase frequency?

6. Are there any challenges that brands and organizations can face by building their advertising and marketing campaigns based on the concept of Body Positivity?
7. What are the possible gains of brands to use the concept of body positivity?
8. How do you think cultural differences might affect the effectiveness of body positivity advertisements in different regions?
9. Do clients in Armenia generally have a positive reception towards the body positivity movement?
10. What are your views on the future trajectory of body-positive advertising in Armenia and globally?

The aim behind asking particularly these questions have been to gain deeper understanding of how each professional perceived the body positivity movement wave. Knowing the specialty these two interviewees held, it has been of utmost effectiveness to understand how they observed the phenomenon having the occupancy directly related to marketing and advertising – fields where body positivity movement and similar ones dominate.

Continuously, in this part of the research, the final step has been to analyze the content of some prominent US influencers (in order to compare and contrast with Armenian influencers in a later stage).

Here is the list of the US influencers that have been analyzed:

1. Kayla Itsines
2. Candice Huggine
3. Spencer Barbosa

The main reason behind the choice of the bloggers is that they are the most popular ones supporting the movement, not only in USA, but also internationally.

Then, I also analyzed content of Armenian influencers who support body positivity, and compared the results with the results of the US bloggers' analyses.

Here is the list of Armenian influencers that should be analyzed:

1. Yeva Gharibyan
2. Zara Ghazaryan
3. Tereza Panchoyan

So, the second and fundamental part of my thesis has been to understand whether the movement actually present in Armenia, or maybe the movement have some development during the last years and to understand whether Armenian society is ready to see more “body positivity” in their routine. In order to get the answers to these questions an online survey have been conducted. As my survey was going to be online, the participants could not be only from Yerevan, but also from all the regions of Armenia. In this case I needed to get a sample size of almost 100 participants to get 95% confidence level with a 5% margin of error.

Here are some of the questions that have been included in the online survey:

1. First name
2. Last name
3. Your age group?
4. What is your gender?
5. What is your level of education?
6. What is your occupation
7. Do you think that Armenia is considered to be a developed country?
8. Have you ever heard about the “Body Positive” movement?
9. If yes, just with one sentence define what Body Positivity means according to you?
10. What do you think; Is the concept of Body Positivity present in Armenia?
11. Is Armenian Society ready for the concept of Body Positivity?

12. Evaluate how much the appearance of the model is important to you in the process of doing online shopping.
13. Do you know any brands that use Body Positive Movement as their marketing tool?
14. Will that strategy attract your opinion? If yes please explain why?
15. Will the image of the models have any impact on your decision on purchasing from the particular brand or not?

In the next question, there was included different advertisements and participants should have evaluated which advertisement has been more attractive to them and make them buy the product that has been advertised (*See Appendices*).

16. Will this advertisement make you buy the product that it advertises?

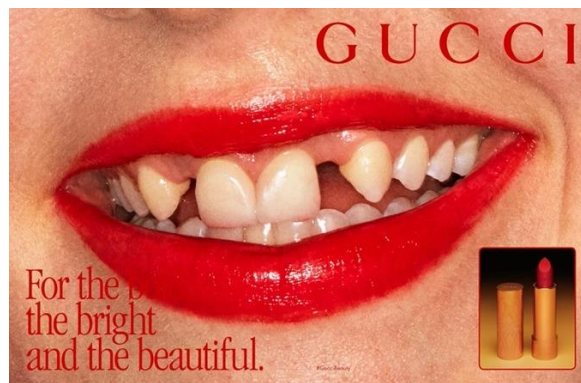


Image 1: Gucci Beauty Campaign (See Appendices)

17. Will this advertisement make you buy the product that it advertises?

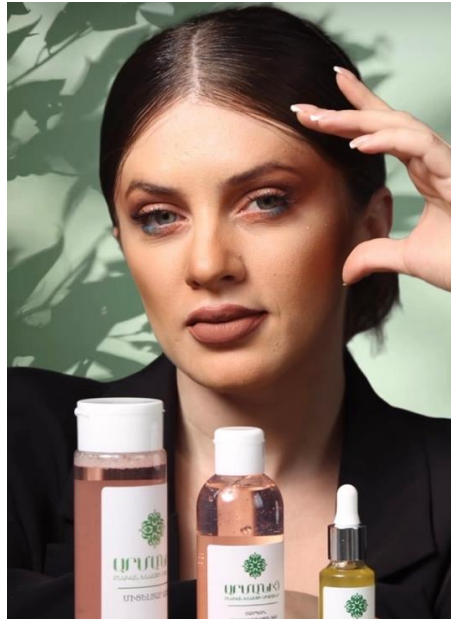


Image 2: Arman natural Cosmetics (See Appendices)

18. Will this advertisement make you buy the product that it advertises?



Image 3: By Thomas Concordia / Ashley Graham's NYFW Lingerie show (See Appendices)

One part of these questions has been multiple choice ones, however, besides the options suggested by me, there have been a line, where the participants could freely express their thoughts related to the question. There have been questions which have been only open-

ended, where the participants needed to compose their opinion and thoughts. In the case of the questions, where the participants should have evaluated within the scale of 0-5, every number had its specific descriptions, such as 0 - horrible, 1- do not like it, 2- neither like nor dislike, 3 - this is more attractive rather disattractive, 4 - I like this, and 5-this is very attractive for me. Important factor of the survey have been the part that all the questions would have been required to be answered by the participants, which means that they did not have an opportunity to skip one of the questions. This helped me to have answers for all the questions by all the participants.

So, all of the answers, collected by online surveys. Face-to-face interviews with different professionals and all the information collected from other sources have been carefully examined and analyzed in further sections, in order to finalize the image of the situation.

Beauty Standards

Beauty standards have always been present in human history even from very ancient times. They are considered to be artificial norms about what is beautiful, originated by people and are “responsible” for attractiveness, which in its turn has a direct connection to self-esteem and well-being. However, the most important aspect of beauty standards is that they are not constant and have a tendency to change through time. They vary across cultures and societies and are constantly changing. Evolutionary biology is also a source of the subjective and culturally shaped idea of beauty. The characteristics we find beautiful have been greatly shaped by evolutionary factors, even though societal norms still influence how we see beauty. One of the interesting things about the perception of beauty is that there is an idea that beautiful people are treated differently rather than the ones with less beautiful features. According to D. Federick, M. Forbes, B. Gentle, T. Reynolds, and A. T. Walters, in job interviews, those with more beauty tend to be treated better. When two applicants are equally competent, physical appearance may be the decisive factor in who gets employed, and handsome people are paid much more than less attractive people. "Physically attractive politicians are perceived to be more competent and are viewed more favorably than attractive politicians." (D. Federick, M. Forbes, B. Gentle, T. Reynolds, A. T. Walters, 2014).

Evolutionary Biology of Beauty

According to the National Library of Medicine, the fundamental tenet of evolutionary biology implies that the trait with the greatest improvement will naturally be selected over other forms and become more common within the population when there is genetic variation within a population of that characteristic that increases the individual's chance of survival and reproduction (sending its genes into several succeeding generations). Thus, two major

variables, cultural impact and evolutionary biology, can underpin the notion of human beauty. Because cultural norms and expectations are dynamic and may shift over time, people's ideas about what constitutes physical attractiveness can and do shift. However, we cannot say the same for evolutionary biology, as it stays constant and continues to transfer from generation to generation. A good example here can be the shape of the body. In one culture, overweight girls with round figures are perceived as the icons of beauty, while in other cultures, beauty standards dictate having a fit body. This is a result of societal and cultural influence, which, as was mentioned already, is a subject of change. However, now let's understand what evolutionary biology includes. For instance, the symmetry of the face and clear skin stand as a component of the evolution of beauty, which will not change over time and will always be a sign of beauty.

Beauty in Different Eras

The concept of beauty standards was present even in very ancient times and again had a tendency to change throughout time. For example, According to Maryana Selezneva, starting from the 14th century, The Renaissance involves reviving the idea that the human body and face are divine gifts, emphasizing their beauty. Wide hips and protruding breasts were valued aspects of feminine attractiveness. Artists started to paint bare female bodies. France set the fashion trends throughout the Baroque era. Nonetheless, the trend for voluptuous silhouettes has endured, characterized by a slender waist and swan neck. Corsets were popular because they narrowed the waist and pushed up the breast. Women seldom bathed their bodies and wore wigs and voluminous skirts with rings. Strong fragrance alleviated the stench of an unclean body.

The fashions for beauty shifted once more throughout the Rococo era. Rather than lush shapes, there is fragility, lightness, and elegance. It was fashionable to have a porcelain

doll with contrasting hips and waist. Women wore voluminous skirts to conform to the new norm. There has been a rise in the neckline, and attractive undergarments and stockings are now in style.

The variations of the models of beauty are radical across different cultures and societies. For example, According to Molly Elizabeth Agnew, the ideal male appearance in ancient Greece was comparable to what it is today: strong and manly. Because of toxic masculinity, men have always tried to exploit their appearance to demonstrate their strength. According to Agnew, this might be achieved with an enormous codpiece, pricey attire, or enormous muscles. In ancient Greece, a man was considered lovely if he had a chiseled face and big lips. "Men wanted to be seen as athletic and physically strong, with many spending all their free time at the gymnasium, working on their gains, and they did it without protein shakes! One stark difference from today's standards, however, is ancient Greece's desire to have small penises. Ancient Greek playwright Aristophanes wrote that the ideal traits of males were "a gleaming chest, bright skin, broad shoulders, tiny tongue, strong buttocks, and a little prick." Big penises were seen as vulgar and a sign of stupidity. This is also visible in ancient Egypt. To put it plainly, a small, flaccid penis represented self-control and good morals. This is also a factor in why many male statues are shown in the nude, the penis showing character" (Molly Elizabeth Agnew, 2022.) Moreover, Molly Elizabeth Agnew also stated Greek women also had idealized bodies to aspire to: round buttocks, long, curly hair, and a kind face. In an era when a great deal of people were impoverished, being bigger and having more body fat indicated that you were wealthy and could afford to eat anything you wanted. Aphrodite was portrayed by women as having a round face, protruding breasts, and a pear-shaped figure. She was the goddess of love and fertility. Thus, she was perceived as the symbol of beauty for Greeks.

On the other hand, rather than being slender with a strong torso, narrow hips, and long legs, the ideal of beauty in ancient Egypt was seen to be a tall, slender brunette with a tiny chest and wide shoulders. Old paintings show women with silky skin and bare heads of hair. When it comes to Ancient Rome, beauty standards were again transformed according to their cultural norms. "In ancient Rome, a portly figure with curvaceous forms, especially prominent hips, was considered the ideal of female beauty. Facial features were supposed to be large. A hump on the nose was considered a sign of aristocracy. The figures (bodies) of women «were created for childbirth.» Blonde hair was perceived as an ideal, and due to the fact that nature rarely gave such a gift to the Romans, women bleached their hair. Their hair was wiped with a sponge dipped in goat milk oil and beech ash. Then, the hair was bleached in the sun. Against dry skin, wrinkles, and freckles, Roman women actively used dairy products" (Maryana Selezneva, 2021).

Beauty Standards and Social Media

Technological development did not pass any field without change. So The beauty industry is not an exception. If in the ancient world we could without any doubt say that the great proportion of impact on shaping beauty norms had society and their artificially created norms, today, the vast proportion of influence took it upon itself social media and social platforms. In the 20th century, the dictators of beauty standards were Hollywood actors and actresses, supermodels, singers, and different popular stars from different spheres. However, starting in the middle of the 21st century, influencers and influencers were also added to the list mentioned above.

Today, one of the fundamental influences that technologies and social media have on the beauty sphere is making the beauty standards that have always existed unrealistic. The "perfect" body images on social media become a source of torture for a lot of people,

especially women. Women started to aspire to be like the ones on social media without realizing the visual cheat created by photoshops and filters. Thus, this results in low self-esteem, body image dissatisfaction, psychological problems, and finally, depression. A huge amount of women resulted in eating disorders, which in turn resulted in other serious health problems. The majority of women wanted to have little noses, thick lips, and fit bodies with big breasts and butts through surgeries and drugs, which destroyed their health. At one point, all of this started to become uncontrollable.

So, to decrease social media's negative influence on beauty standards, some actions should be implemented that would increase self-love and self-esteem in the population. So, as a result, multiple movements rose. However, the most effective one turned out to be the Body Positivity movement.

Body Positivity Worldwide

Body positivity movement has turned into a worldwide development, rising above social limits and testing cultural standards with respect to excellence and self-esteem. As of late, its perceivability and effect have flooded, to a great extent because of the coming of online entertainment stages like Instagram, Twitter, and TikTok. These stages have given people the necessary resources to share their accounts, battles, and wins transparently, igniting discussions and encouraging a feeling of fortitude among different networks. The foundations of the body inspiration development can be followed back to the mid-twentieth hundred years, where early trailblazers like Marilyn Wann and Susie Orbach laid the basis for contemporary talk on body acknowledgment and confidence (Cohen, et al., 2019). In any case, it was only after the advanced age that the development built up some decent momentum. Today, it fills in as a stage for people to challenge customary magnificence guidelines and backer for inclusivity and strengthening.

Origins and Evolution of the Body Positivity Movement

The foundations of the body inspiration development can be followed back to the mid-twentieth 100 years, where early supporters started testing cultural standards and advancing acknowledgment of different body types. Aligned towards body positivity, the writer Marilyn Wann has a book called “Fat! So?” in cooperation with Susie Orbach. The latter also is the author of the book “Fat is a Feminist Issue.” These women fill in the lines of game-changers who bring forth contemporary conversations on the topic of body positivity and the corresponding movement. These women alongside others got the gist of emphasizing the importance of neglecting diet culture and empowering women to be proud of the body they own regardless of shape and size. They featured the unsafe impacts of cultural strain to adjust to limit magnificence guidelines, upholding rather for self-acknowledgment and self esteem.

Nonetheless, solely after social media platforms like Instagram has become popular the body positivity movement development started moving forward. Platforms, such as Instagram, Twitter, TikTok and similar ones provided people with the opportunity to share their personal journey and raising voices that support the movement towards inclusivity and body positivity movement. The use of hashtags like ‘#bodypositivity,’ ‘#effyourbeautystandards,’ and similar ones aided the proceedings of the movement towards being inclusive for different women. The development's advancement from its initial roots to its ongoing worldwide peculiarity mirrors society's developing attention to the need to commend variety and challenge harsh excellence principles.

Major Body Positivity Campaigns Worldwide

A few remarkable missions have arisen as banner conveyors of the body positivity movement development, supporting inclusivity, variety, and strengthening on a worldwide scale. These missions use different methodologies to advance confidence and positive self-perception among assorted crowds. One of the spearheading efforts in this domain are campaigns that get launched from well-known brands, including Dove and AEO (American Eagle Outfitters).

Dove: Dove Self-Esteem Project

Dove, being a brand that supports natural beauty as a worldwide-known brand that leads the beauty industry, it could not touch upon the topic of body positivity. The brand did so through its campaign called *The Selfie Talk: Social Media & Self-Esteem* (Unilever, 2023)). What the campaign did is explain how digital distortion to images people post on social media platforms make people less self-accepted and self-confident. It should have changed the perspective towards body positivity being the fake representation of reality. Through

strengthening the bond between consumer and the brand, Dove aimed to make people *feel* beautiful no matter their body size, age, race, and more.



Image 4: Dove Campaign (See Appendices)

The campaign also aimed at educating people on the importance of self-acceptance and self-confidence that goes far from unrealistic beauty standards. To make the educational purpose of the campaign more empowered, Dove launched two different media kits, including Parents Kit and Teacher's Kit to make everyone capable of transferring knowledge. What Dove achieved is empowering over 94,500,000 people around the idea that no digital distortion is needed to be confident, young, and body-positive.



Image 5: Dove Campaign (See Appendices)

AEO: #AerieREAL

The brand AEO (American Eagle Outfitters) conducted body-positivity awareness campaign with its co-brands Aerie that mainly concentrates on apparel. The campaign focused on the ideology of emphasize that women feel good with any body type and size they have. The aim has been to showcase Aerie on every body type to make women feel that not only models can wear the swimwear but also every realistic body can. Women got empowered to discover clothing that makes particularly them look sexy and comfortable.



Image 6: Aerie Campaign (See Appendices)

What the brand achieved is generate UGC content that talks from the side of consumers. This gave the campaign the real breath that campaign creators have been looking for providing women with the right to promote body positivity and empower one another. At the end of the day, this campaign made women become the changemakers of how body positivity movement can be perceived.

Key Strategies and Messages of Body Positivity Campaigns

Inclusive Representation

Integral to body positivity movement crusades is the advancement of comprehensive portrayal. By highlighting models of different sizes, shapes, nationalities, ages, and capacities, brands like Dove and Aerie send a strong message that excellence comes in all structures. This approach difficulties the thought that magnificence is restricted to a limited ideal and commends the variety of human bodies. Inclusivity comes within Aerie more than Dove campaign. The aspect lies within the phenomenon of showcasing Dove's campaign solely on similar girls with brunette hair and Asian face features. While Aerie campaign

features, in fact, a variety of body types, hair styles, face features, and even personalities displayed through facial expressions (*See Appendices*).

Realistic Portrayals

Body positivity movement crusades frequently focus on credibility and authenticity in their depictions of people. Brands like Aerie have acquired acclaim for abstaining from modifying their models in commercials, selecting rather to feature unfiltered pictures that mirror the regular variety of bodies. This accentuation on credibility assists with testing ridiculous excellence norms and advance a more reasonable and comprehensive vision of magnificence.

Empowering Messaging

Enabling informing is a foundation of body positivity movement crusades. Subjects of self-acknowledgment, confidence, and strengthening are vital to these missions, empowering people to embrace their bodies genuinely and reject cultural tensions to adjust to unreasonable excellence principles. By advancing messages of self-assurance and strengthening, efforts rouse people to praise their extraordinary properties and develop a positive self-perception. In the case of Dove, empowerment through messaging comes strong with the usage of words like ‘#NoDigitalDistortion,’ ‘unrealistic beauty standards,’ ‘boost confidence,’ and more. Even though the campaign lacked inclusivity with images, it definitely touched the focal point of the consumer mind with chosen messaging. Aerie, similarly, did a great job in messaging without missing on the component of inclusivity. This is accompanied by a video message included within the campaign alongside a slogan that incorporates words like ‘build confidence in women,’ ‘foster an inclusive community,’ and more.

Community Engagement

Body inspiration crusades frequently focus on local area commitment as a vital methodology for encouraging association and fortitude among their crowd. Through web-based entertainment stages, occasions, and associations with powerhouses, brands make spaces for people to share their accounts, battles, and wins. By building a steady local area where everybody's voice is esteemed, crusades engage people to feel seen, heard, and acknowledged.

Education and Awareness

Many body positivity movement crusades likewise center around instruction and mindfulness as a component of their technique. By giving assets, studios, and instructive materials, brands intend to bring issues to light about the unsafe impacts of body disgracing and advance a more comprehensive and tolerating society.

Influencers in the Body Positivity Movement

Kayla Itsines: @kayla_itsines

Personal trainer and health enthusiast Kayla not only provides motivation to stay health and confident with the body one has but also programmed Sweat app that helps people progress in their self-confidence and self-love. This is being done through making people get to their best shape possible without tension and depression. Her social media posts inspire people to take their time to love themselves, accept themselves, and make themselves the best version they can be.

Rest is a right,
not a reward.

@kayla_itsines

Image 7: Kayla Itsines Post (See Appendices)

This post that she has done comes with the following caption:

“Rest is a RIGHT. Not a reward. Read that again. You don’t have to EARN rest. You don’t have to earn food. You also don’t have to punish yourself for taking a few days off whenever you need to. Creating healthy habits INCLUDES properly scheduling your recovery and rest days. Remember...we only get one body, make sure you treat it with the love and respect it deserves. *heart emoji* #SweatWithKayla #SweatApp #PersonalTrainer #TrainingAdvice”

(Itsines, 2024).

Even though this caption’s hashtags do not relate to body positivity movement, each chosen word for the caption reflects the dedication Kayla has towards making people love themselves the way they are and make themselves better from that point on. What she gains from her followers are engagement results that thank her for being this open and body positive despite the perfect body she has herself.

Candice Huggine: @candicehuffine

Candice, model and designer, is not just a beautiful woman who is progressing as an influencer and model. She is an entrepreneur, an owner of inclusive activewear YourDayWon that is all about body positivity and self-acceptance. Her whole page is about accepting oneself, going for the dream no matter the appearance, and loving the appearance one has without any limitations.

FASHION · FASHION INTERVIEW
Candice Huffine: "Size Does Not Equal Health, and Weight Does Not Equal Worth"
 By **Mekita Rivas**
 Published on 3/12/2024 at 7:00 PM



Image 8: Candice Huffine Post (See Appendices)

Her post features an article that has been written about herself accompanied with multiple real and natural shots that showcase her true self. She accompanies the post with a caption: “Sometimes a highlighted quote plucked from a lengthily convo can feel clickbait-y or out of context to the story that follows but this one, now this one...let me just say if this were the only sentence attached to my name that summed up my life’s work, I’d be very, very proud of what I took the stage to say. Thank you @popsugar, @luvlette and @rivasraves for giving me this platform to encourage people to feel love and be loved for exactly who they are. Link in bio *butterfly emoji*” (Huffine, 2024). This caption showcases the importance she gives to her endeavor and her passion towards educating people to be themselves.

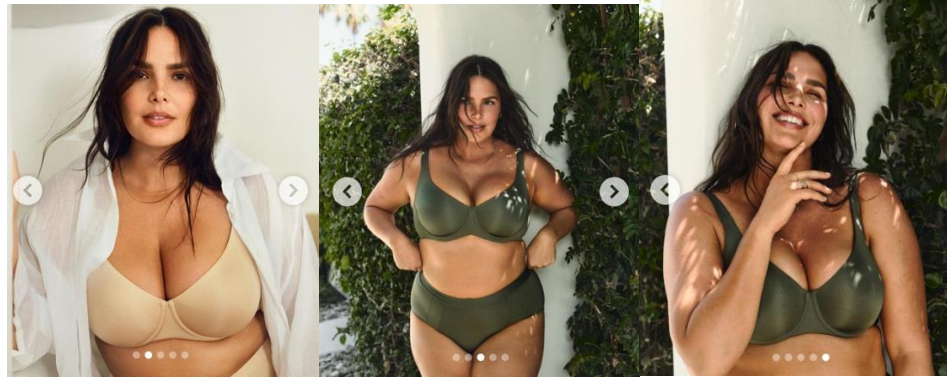


Image 9: Candice Huffine Post Sequence (See Appendices)

Spencer Barbosa: @spencer.barbosa

Being famous on TikTok platform rather than Instagram, Spencer is a woman that is being herself inspiring others to love them and be empowered by who they are, no matter the looks they wear. All her videos feature herself in her beautiful appearance regardless of the way she looks. She can look the way that is represented below.

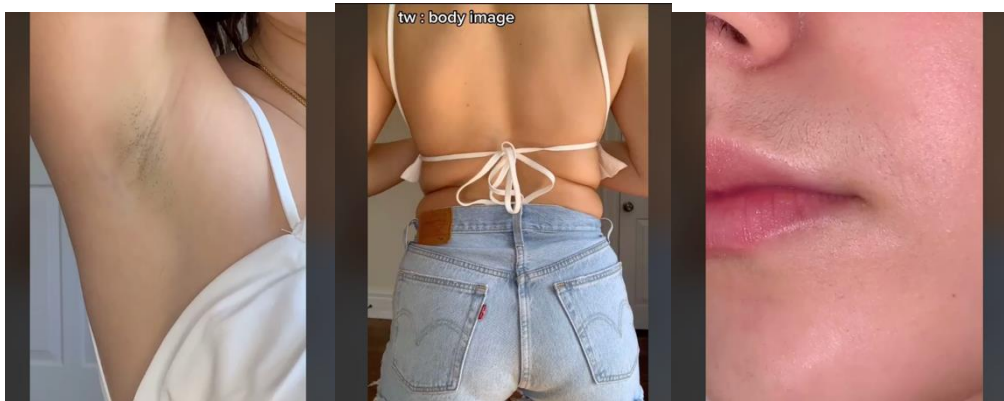


Image 10: Spencer Barbosa Post (See Appendices)

Also, she can look the way she is represented below.



Image 11: Spencer Barbosa Post (See Appendices)

What she does is showing both sides of the coin to her followers and motivating them to love them in all possible ways. The different strategy that she takes is being beyond honest in her captions. Once she wrote:

“one of the magazine covers literally says “you can never be too thin” WTF *distorted emoji* #bodyimage #insecurity #media #confidence #relatable” (Barbosa, 2024).

Her strategy is being honest from the bottom of her heart and showcase her support to body positivity with hashtags that concretely relate to that movement.

Role of Influencers in the Body Positivity Movement

Authenticity and Relatability

Influencers frequently impact their own encounters and excursions to credibility to interface with their supporters on a more profound level. By imparting their own battles to self-perception and self-acknowledgment, they show weakness and legitimacy, making them

appealing to their crowd. This legitimacy assists with separating boundaries and make a feeling of fortitude among people who might be battling with comparative issues.

Promotion of Confidence and Acceptance

Forces to be reckoned with and influencers effectively advance messages of self esteem, acknowledgment, and body inspiration through their substance. By displaying their own bodies gladly and proudly, they challenge cultural standards and rouse others to embrace their bodies precisely as they are. Still, giving the confidence and acceptance, these influencers might not notice but they occasionally transmit signals of inconfidence and unacceptance of their own appearances. In fact, the way they represent it usually gets summed up to being promoted as ups and downs of a personal journey that stands a part of coming to the focal point of self-confidence and self-acceptance. One such example is Kayla Itsines's post-pregnancy period (*See Appendices*), when she shared her physical transformation throughout the pregnancy period and put the focus on how her program helped her be in fit right after the pregnancy.



Image 12: Kayla Itsines Post (See Appendices)

Even though it empowered people to being aware of the possibility, such a representation runs the risk of making people feel unconfident and not aiming for further actions considering that such a result is far from them especially when it touches upon the theme of pregnancy.

Advocacy for Variety and Inclusivity

Influencers advocate for more noteworthy variety and inclusivity in the media and style ventures. Many effectively team up with brands to guarantee that portrayal is more comprehensive and intelligent of the different scope of bodies in the public eye. By utilizing their foundation to enhance the voices of minimized networks and challenge generalizations, forces to be reckoned with add to an additional comprehensive and delegate media scene.

Community Building and Support

Influencers assume a key part in building strong networks based on body positivity movement and self-acknowledgment. Through online amusement stages, they make spaces for individuals to share their records, offer assistance, and partner with comparative individuals. These social class give a sensation of having a spot and endorsement for individuals who could feel underrated or misconceived by standard society.

Instruction and Promotion

Forces to be reckoned with and influencers every now and again use their establishment to show their allies body positivity movement, dealing with oneself, and close to home prosperity. They share resources, tips, and direction for fostering a positive self-insight and investigating social pressures. Likewise, many gain by their influence to advocate for system changes and social drives that advance body motivation and fight body shaming.

Conclusion

The body inspiration development has arisen as a strong power reshaping cultural view of excellence and self-esteem on a worldwide scale. Not only did body positivity movement maintain its broad inclusivity since twentieth hundred years ago but also developed itself into customary excellence advocating variety, strength, confidence, acceptance, and more. Campaigns like *The Selfie Talk: Social Media and Self-Esteem*, accompanied with #AerieREAL campaign comprise examples as campaign impacting the development of body positivity movement signifying broad portrayal of various appearances, leading people towards self-acceptance and boosted confidence. By including models of different sizes, shapes, identities, and capacities, these missions have tested the thought that magnificence is restricted to a limited ideal and commended the variety of human bodies. Influencers have additionally been instrumental in enhancing the effect of the body positivity movement development, filling in as appealing good examples and promoters for self esteem and acknowledgment. Through their credibility, weakness, and support, these people have roused millions to embrace their bodies and reject cultural tensions to adjust to ridiculous excellence norms.

Body Positivity in Armenia

With its area in the Caucasus and rich verifiable and social history, Armenia is an entrancing spot to check out at excellence norms and the advancing body positivity movement development. Despite the fact that conventional thoughts of magnificence put a ton of weight on lowliness and similarity, Armenia is at present going through a colossal change towards lauding distinction and body acknowledgment.

Cultural Perceptions and Beauty Standards in Armenia

Armenia's way of life resembles a texture made of customs that return millennia and are impacted by a blend of strict practices, political recollections, and societies from different times. Conventional Armenian thoughts of excellence have long commended characteristics like external beauty and appeal. Armenian ladies have forever been appreciated for how well they act and how well they look. This is on the grounds that their way of life is profoundly situated in thoughts of excellence and regard.

The spread of globalization and Western media, then again, has changed Armenia's delightful view in unobtrusive ways. There is a ton of intricacy in individuals' opinion on magnificence and self-perception due to how outside factors communicate with local culture rules. Certain individuals in Armenian culture stick to customary thoughts, however another gathering is taking on a more extensive and more fluctuated perspective on excellence, which conflicts with conventional thoughts and empowers acknowledgment of contrasts.

Major Body Positivity Campaigns in Armenia

In the beyond couple of years, there has been a tremendous ascent in body positivity movement in Armenia. There have been numerous endeavors to address accepted practices and support understanding and regard of all body types. Customary thoughts of excellence

and the broad effect of media depictions have prompted the ascent of these endeavors. All of the body-positivity-related endeavors have been accessed via campaigns that beauty industry leaders like Avanta and Oriflame run.

Avanta: #PerfectHuman Campaign

Avanta represents one of the leading and innovative medical institutions in Armenia that take up the responsibility of making people feel more beautiful. What the medical institution usually does is change people's appearances and give them the details they want to have on themselves. In fact, one of the recent campaigns, #PerfectHuman, changed the way this medical institution is perceived. The aim of the campaign has been to showcase that every human is perfect and flawless. They posted a video where different people try to recognize themselves as natural as they are without any adjustments. At the end of the day, Avanta showcases itself as a medical institution that helps people recognize their true beauty without faking anything.

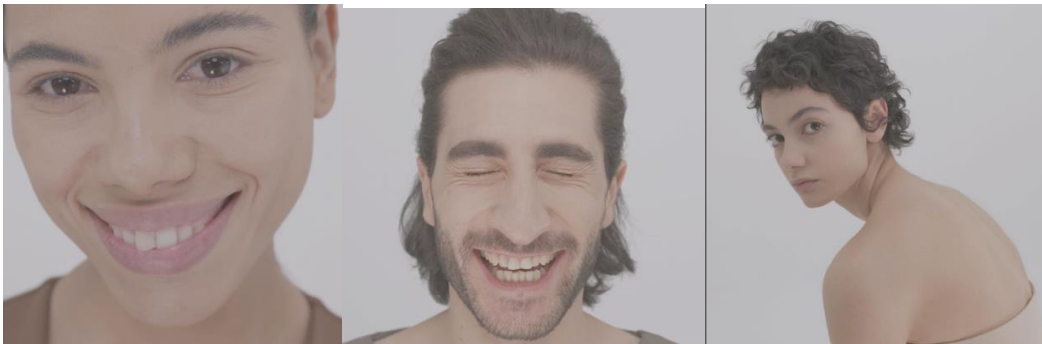


Image 13: Avanta Post (See Appendices)

What Avanta implied with featuring different appearance-wise people throughout the advertising campaign is making the audience see how different yet beautiful every person can be. The caption, translated into English, says “It’s a human being, s/he is perfect.” Such a caption with correspondingly chosen images and visuals impacted the audience and gave a boost to brand awareness campaign in Armenia.

Oriflame: #Ugly Standards

Oriflame, being a leading cosmetics brand in Armenia, got represented with a similar campaign called #UglyStandards. In comparison to Avanta's campaign, people clicked with the campaign more because the nature of Oriflame is different and touching upon body positivity and beauty is more of Oriflame's style. What the brand aimed to do is showcase that features which people can have are beautiful on their own ways. Whether it is asymmetry, freckles, facial hair, baldness, gray hair, stretch marks, folds, or more, everything is beautiful because people are beautiful.

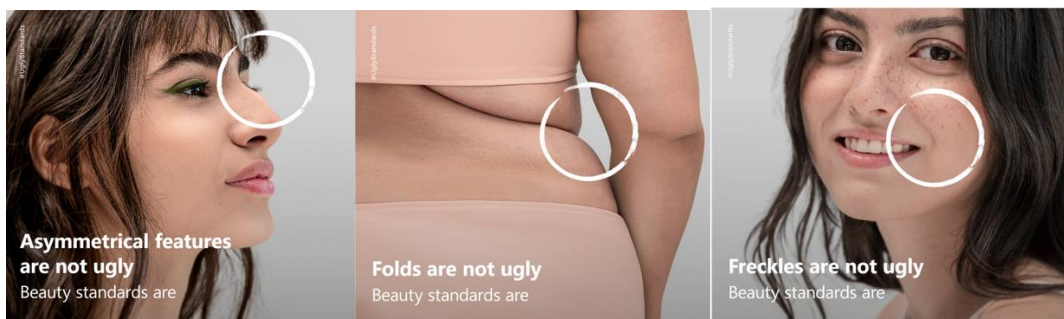


Image 14: Oriflame Post (See Appendices)

This campaign, being both digital and outdoors with such phrases written on different spots in Yerevan, affected people a lot. It even generated UGC content which indicates the success of the campaign in raising awareness about body positivity movement.

Main Thoughts and Techniques of Lobbies for Body Positivity Movement in Armenia

How well body acknowledgment programs work in Armenia relies on how well they fit with individuals' way of life and beliefs. Messages that help self-acknowledgment, assortment, and opportunity are at the core of these advertisements. They question the possibility that magnificence must be characterized by a couple of tight guidelines (Yegyan, 2018). Crusades like Oriflame and Avanta attempt to make Armenian media and publicizing

more comprehensive and delegate by showing a scope of models of various races, body types, and ages.

Moreover, by utilizing widespread developments and pictures that individuals share, brands fabricate a more grounded bond with their clients, causing them to feel like they can connect with and resound with the brand.

Influencers in the Armenian Body Positivity Movement

In Armenia, the body positivity movement development has been essentially pushed by persuasive people who utilize their foundation to challenge ordinary excellence guidelines and advance self-acknowledgment. These powerhouses and influencers play had a significant impact in cultivating a culture of body positivity movement and enabling people to embrace their novel physical make-ups without judgment or disgrace (Antonyan, 2012).

One such figure is Yeva Gharibyan, whose open discussions about self-insight and confidence have reverberated with swarms across Armenia. Through her internet based amusement channels, Yeva shares her own journey towards enduring her body, propelling others to do moreover. With an accentuation on realness and shortcoming, she encourages her allies to recognize their bodies and spotlight on mental flourishing over social presumptions. She not only promotes natural beauty but also encourages people to be real with emotions for the outer world. Her sincere nature attracts her followers despite the fact that she does not promote body positivity movement directly like the influencers of the US did. The difference lies in the fact that US influencers usually craft apps/programs/promotional offers to push followers to become body-positvie; while Yeva just lives her life influencing people to think body-positive.



Image 15: Yeva Gharibyan's Post (See Appendices)

Zara Ghazaryan, a body-positivity influencer, like Yeva Gharibyan, also committed herself to developing the body positivity movement in Armenia. What she does is using her Instagram profile to transmit body-positivity-related messages to her audience emphasizing notions like confidence, acceptance of bodies of every size and type. On top of that, she brings forth herself as an individual who wants to treasure everyone with the feeling of empowerment, confidence, and acceptance. Even her bio on Instagram shares her motivation to run the blog. It says “mind&bodypositive.” In comparison to Yeva, Zara goes beyond the limits and directly shares her thoughts with regard to topics that hinder natural beauty, self-confidence, and self-acceptance.

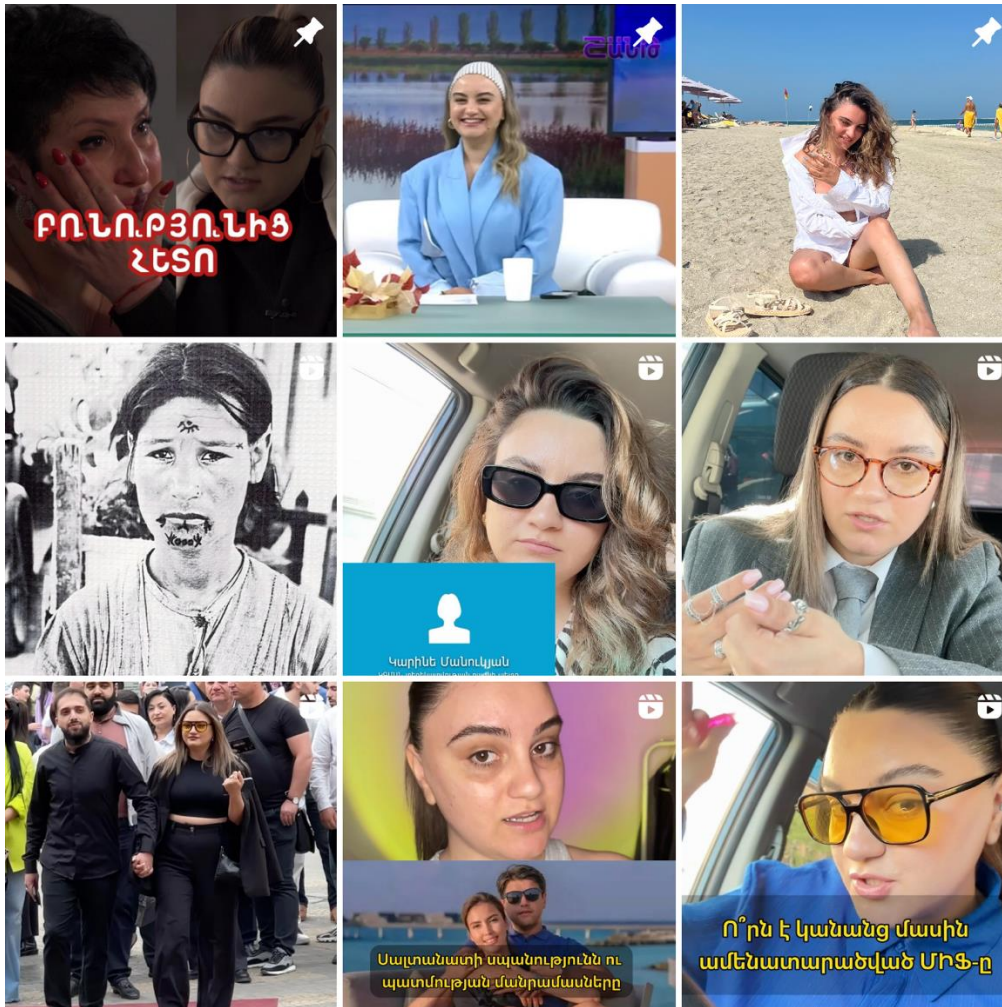


Image 16: Zara Ghazaryan's Post (See Appendices)

Despite these forces to be reckoned with, influencers, for instance, Tereza, have used their establishment to upgrade the voices of limited networks inside the body positivity movement advancement. Tereza revolves around issues of self-discernment and certainty among Armenian women, including the variety of grandness standards and character. Through her arrangement and sponsorship work, she challenges standard stories and advertisers for more unmistakable depiction of various bodies in media and style. She, yet, touches upon the sexual side of women by discussing sex-related themes and educating people on sexual life – encouraging to accept themselves, to be open, and to know everything to be safe.

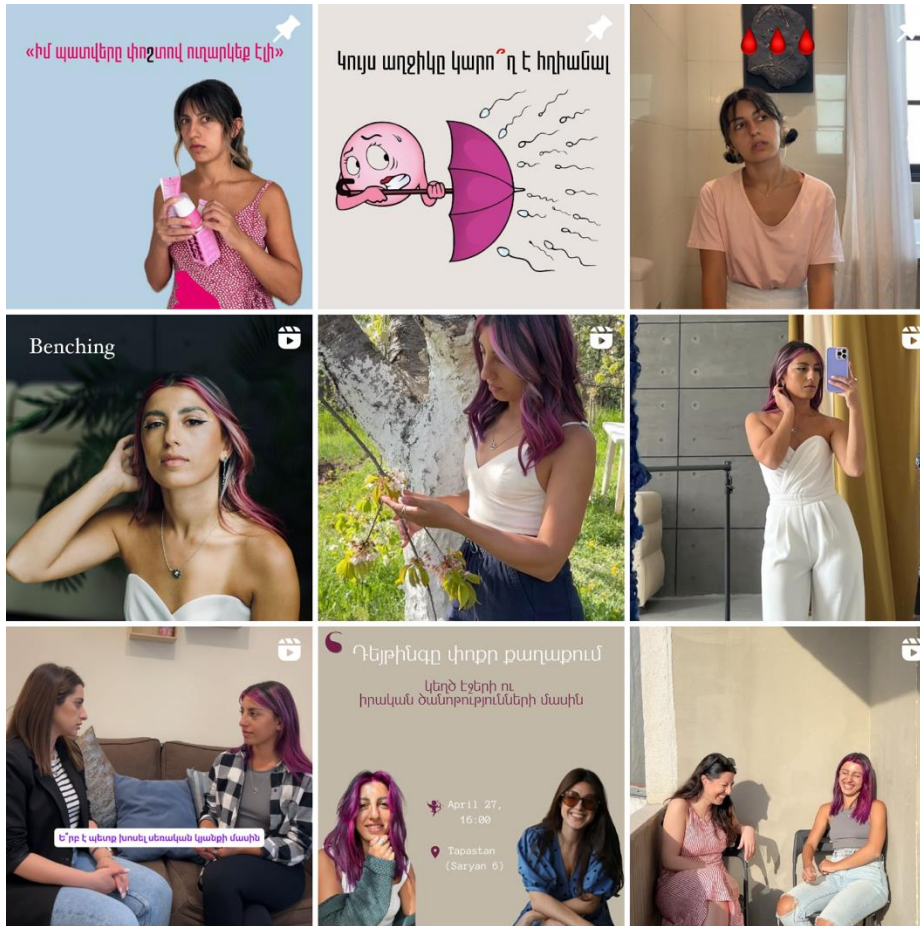


Image 17: Tereza's Post (See Appendices)

On the whole, these influencers play had a significant impact in forming the story around body positivity movement in Armenia. By sharing their own encounters and advancing messages of self esteem and acknowledgment, they have assisted with making a more comprehensive and strong local area where people feel engaged to embrace their bodies unafraid of judgment. Pushing ahead, their proceeded with backing will be fundamental in driving significant change and advancing a culture of body positivity movement for a long time into the future.

Interview Results

Even the interview results gained from an interview with Marog agency's graphic designer team lead showcase the reality that have been displayed via comparison. According to the expert, throughout her career, she notices that Armenian body positivity movement

campaigns gradually gain momentum; however, beauty standards still maintain their position making it hard for people to move forward towards the natural and the real. Regarding the question whether international brands use the concept in comparison to Armenian ones, the expert confirms that wider audience gets connected with international brands which allows them to raise awareness of inclusivity. However, Armenian market is smaller and doing so is almost impossible. To boost body positivity movement everywhere, there should be authenticity, sincerity, and clear messaging. When all of it would be there, brands would be capable of committing their audiences to diversity, inclusivity, and empowerment leading consumer to being loyal to the brand and brands gain higher retention rates. Despite all of it, cultural differences play a huge role in raising awareness for body positivity movement. This is the main reason behind worldwide impact being larger than local Armenian one. In fact, the future for Armenian body positivity movement and worldwide can be looked as equal because even influencers go for international trends which gives the chance of taking an advanced development rate and become equal with others.

Survey Results

The survey that has been constructed from 16 questions showcase that the audience mostly reside within the age group of 18-21 and 22-25. Even though most of them (approximately 73%) emphasize Armenia as a middle-developed country to some extent, body positive movement is well-known to the participants. Some of the respondents (36%) clarified that body positivity movement is all about health-conscious society, while the other part (approximately 64%) made claims that body positivity movement is just about looking the way one is without thinking about the health component. Participants clarify that body positivity movement is being developed in Armenia and most of the influencers talk about concepts that surround the topic. Luckily for the paper, most of the people, who consists

almost 89% of participants, named either Avanta or Oriflame as companies that emphasize the body positivity movement throughout their social media marketing campaigns.

Nonetheless, one notion that gained momentum from the survey is the fact that even though they like the idea of body positivity movement, they do not go after advertised products where models do not look the way everyone is ready to see them – photoshopped, unrealistic. The comparison image-question declared the previous statement as most of the participants wanted to buy the beautifully advertised product rather than the naturally advertised one (*See Appendices*). On top of that, most of the participants chose that plus-size model advertising lingerie will not navigate them to buying the lingerie.

So, the survey results revealed that the major part of Armenian population is familiar with the concept of Body Positivity, but do not have a precise understanding of the movement. The major part of them believe that the movement is not sufficiently advanced in Armenia, yet, they express a desire to see its rapid development in the near future. However, even though, majority of the participants claim that they want to see some development of the movement, actually they not quite prepared to see the real Body Positivity. This is mostly due to their dislike of the less aesthetically pleasing ads. Therefore, it may be inferred that a significant portion of Armenian society is only partially prepared to see certain advancements within the Armenian cause.

Comparative Analysis: Worldwide and Armenia

In Armenia, conventional orientation jobs and moderate cultural qualities have generally impacted view of self-perception. There is much of the time strain to adjust to customary principles of magnificence, which focus on slenderness for ladies and strength for men. Besides, Armenia's homogenous populace can prompt an absence of portrayal and

perceivability for people with different body types, fueling sensations of seclusion and insufficiency among the individuals who don't fit cultural standards.

On the other hand, the US wrestles with own arrangement of accepted practices influence the body positivity movement development. While there is more noteworthy variety and portrayal in American media, there is likewise unavoidable strain to accomplish a glorified body type, sustained by the style, excellence, and media outlets (Rose & Mackenzie, 1991). Moreover, the US has a long history of industrialism and private enterprise, with ventures benefitting from weaknesses around self-perception through items and administrations promising to assist people with accomplishing the "great" body.

When reviewing how bloggers interact with influencers worldwide and in Armenia, there rises a sequence of similarities, including active responses in a form of likes, share, comments, increase in different subscription forms like YouTube channel or apps, as well as fan page content. In fact, when looking at the way influencers worldwide and in Armenia go after promotions, there arise differences even in the way they approach the topic. For instance, if Kayla Itsines represents strictly gym-related content to drive motivation and make people work on themselves, Yeva Gharibyan, on the other hand, goes for promoting body positivity movement without giving the breadth of improvement. The way the social media pages of these influencers is structured differ, as well. While Kayla Itsines goes for the structured content marketing with one theme being prevalent, Yeva Gharibyan touches upon different topics that interests her. There comes the main difference between worldwide and Armenian influencers who embark on the journey of influencing body positivity movement locally. While worldwide influencers structure their content, Armenian influencers lead a lifestyle that encourages open-minded approach and automatically makes people engage with themselves naturally without faking or changing themselves.

In fact, what is similar among these influencers showcasing body positivity movement and advancing the ideology of natural looks is their way of showcasing themselves as the main character central to the movement. Whether it is Candice Huffine or Tereza Panchoyan (@girlunmuted), all of them showcase their true nature and add details that would catch the audience, engage them with the content, and make an impact on the way they see themselves. Still, the best indicator of how differently people perceive the body positivity movement in Armenia stands the follower base influencers have. When it touches upon worldwide influencers, they have a base of more than 200k followers, sometimes going beyond million. While in the case of Armenian influencers, the number starts from 30k+. These numbers show the spread of importance of body positivity movement for cultures in Armenia and worldwide. Survey results above and interview discussion would prove the point of such a difference in importance between Armenian market and worldwide.

Conclusion

The Body Positivity Movement is a widespread one that multiple social groups follow both worldwide and in Armenia. What the movement does is supporting the ideas of self-love and self-acceptance with an emphasis on boosting self-confidence. To comprehend the overall framework of the movement, this study concentrated on Armenia to look at views that proceeded from the national point of view alongside brand marketing strategies, and beauty standards. This study aimed to give a comprehensive picture of the Body Positivity Movement in Armenia and worldwide by looking at secondary research, the survey results, and content analysis coupled with an interview with the graphic designer team lead of Marog.

A big part of the Body Positivity Movement is encouraging people to accept themselves and others as they are. The Body Positivity movement, in general, being a positive initiative within the world of social media has a duality in itself. While a group of people, influenced by social media personas, might move towards becoming confident within their own bodies, another group of people might feel triggered and not even consider following up on the trends within the framework of the movement. Yet, with an influence from the side of the brands using body positivity in their ads more and more frequently, people start becoming capable of supporting acceptance and diversity; meanwhile, making money off of how people feel. The study shows that there are signs of progress, especially among young and influential people like Yeva Gharibyan, Zara Ghazaryan, and others who even lead marketing campaigns with beauty brands like Avanta and Oriflame. Still, the Body Positivity movement in Armenia stands as challenging because of old ideas about beauty and deep-seated cultural conservatism.

Some people are worried about the unusual effects of the movement on health and the normalisation of unhealthy habits. The movement has helped people accept themselves and question traditional ideas of beauty rather than fear it. Social media and influencers shape

many people's ideas about body acceptance. This can be a good and a bad thing at a time. People, especially younger people, have been helped a lot by influencers to love and accept themselves. Still, some people are worried about how these effects could spread unhealthy lifestyles and unrealistic beauty standards.

People in Armenia, because of their strong cultural beliefs about what is beautiful, make the Body Positivity Movement face unique challenges. The phenomenon lies in them being unwilling to accept themselves and change the idea of beauty they have in mind. However, brands and influencers have started to use body positivity in their ads to reflect a desire for acceptance and diversity while also making money off of how people feel. In Armenia, it is hard for brands that support body acceptance to do their jobs because of all the rules.

The movements to accept bodies as they are constitute multiple perspectives, as shown by the results. That is also why it is important to keep talking about it and really thinking about it. So that the movement helps everyone feel accepted and stay healthy, people who are interested in it should be careful and thoughtful about how it is used from now on.

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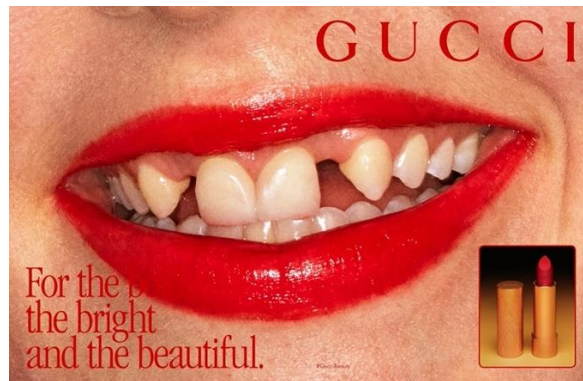
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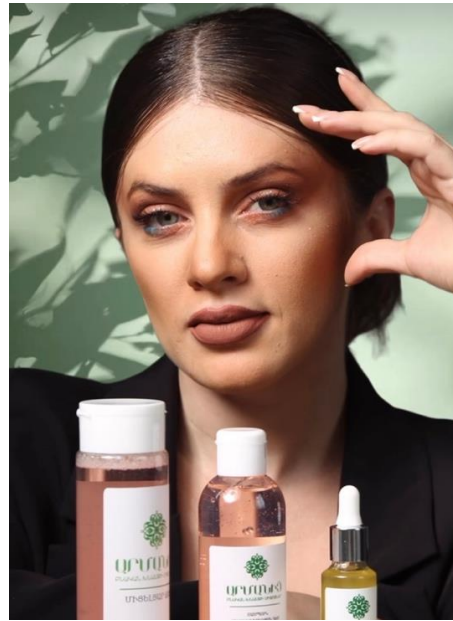
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Appendices

Appendix 1 - Image 1: Gucci Beauty Campaign



Appendix 2: Image 2: Arman natural Cosmetics



Appendix 3 - Image 3: By Thomas Concordia / Ashley Graham's NYFW Lingerie show



Appendix 4 - Image 4: Dove Campaign



Appendix 5 - Image 5: Dove Campaign



Appendix 6 - Image 6: Aerie Campaign



Appendix 7 - Image 7: Kayla Itsines Post

Rest is a right,
not a reward.

@kayla_itsines

Appendix 8 - Image 8: Candice Huffine Post (See Appendices)

FASHION - FASHION INTERVIEW

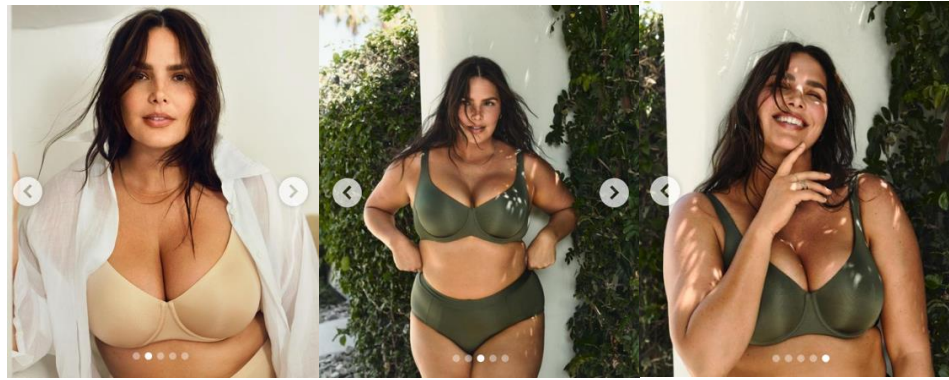
Candice Huffine: "Size Does Not Equal Health, and Weight Does Not Equal Worth"

By **Mekita Rivas**

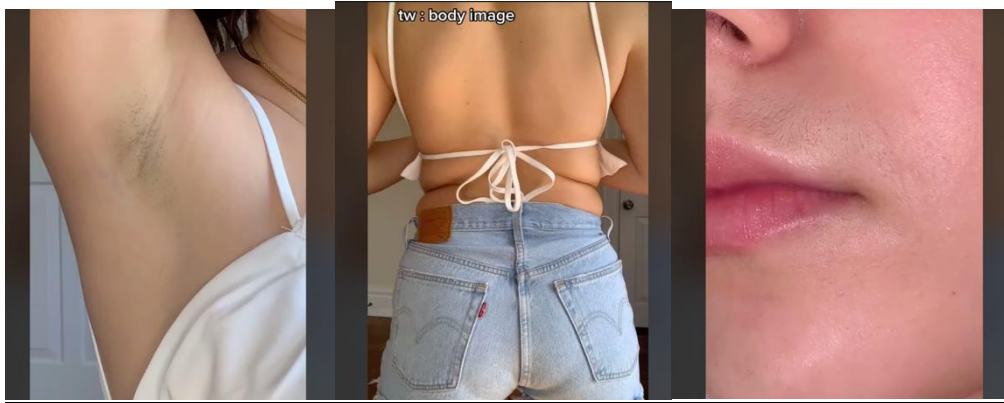
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Appendix 9 - Image 9: Candice Huffine Post Sequence



Appendix 10 - Image 10: Spencer Barbosa Post



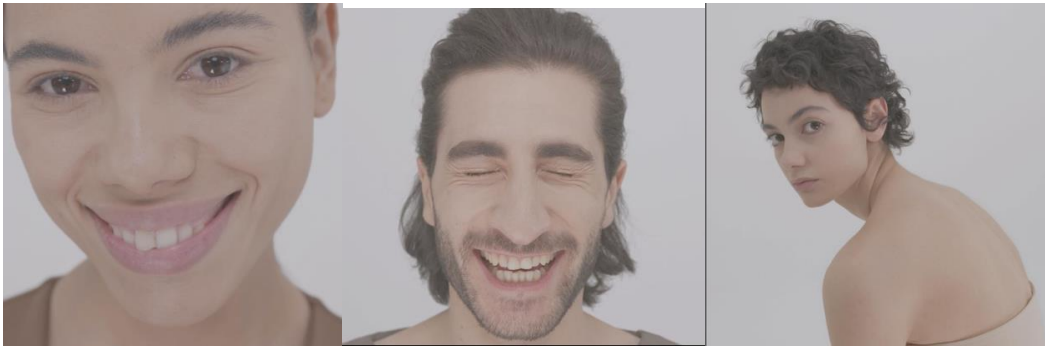
Appendix 11 - Image 11: Spencer Barbosa Post



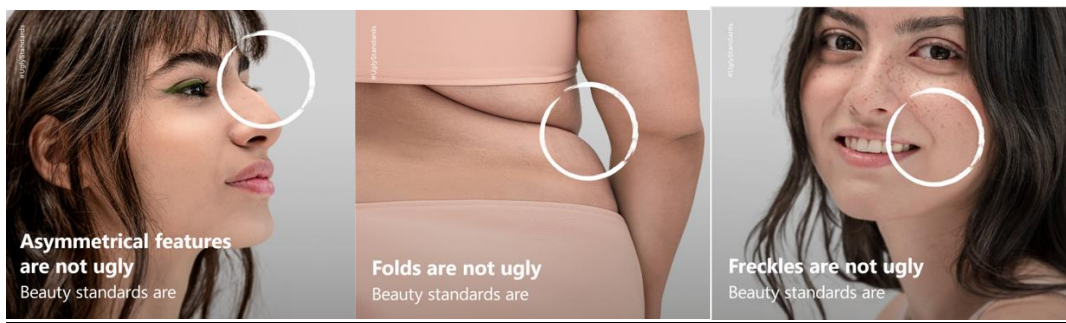
Appendix 12 - Image 12: Kayla Itsines Post



Appendix 13 - Image 13: Avanta Post



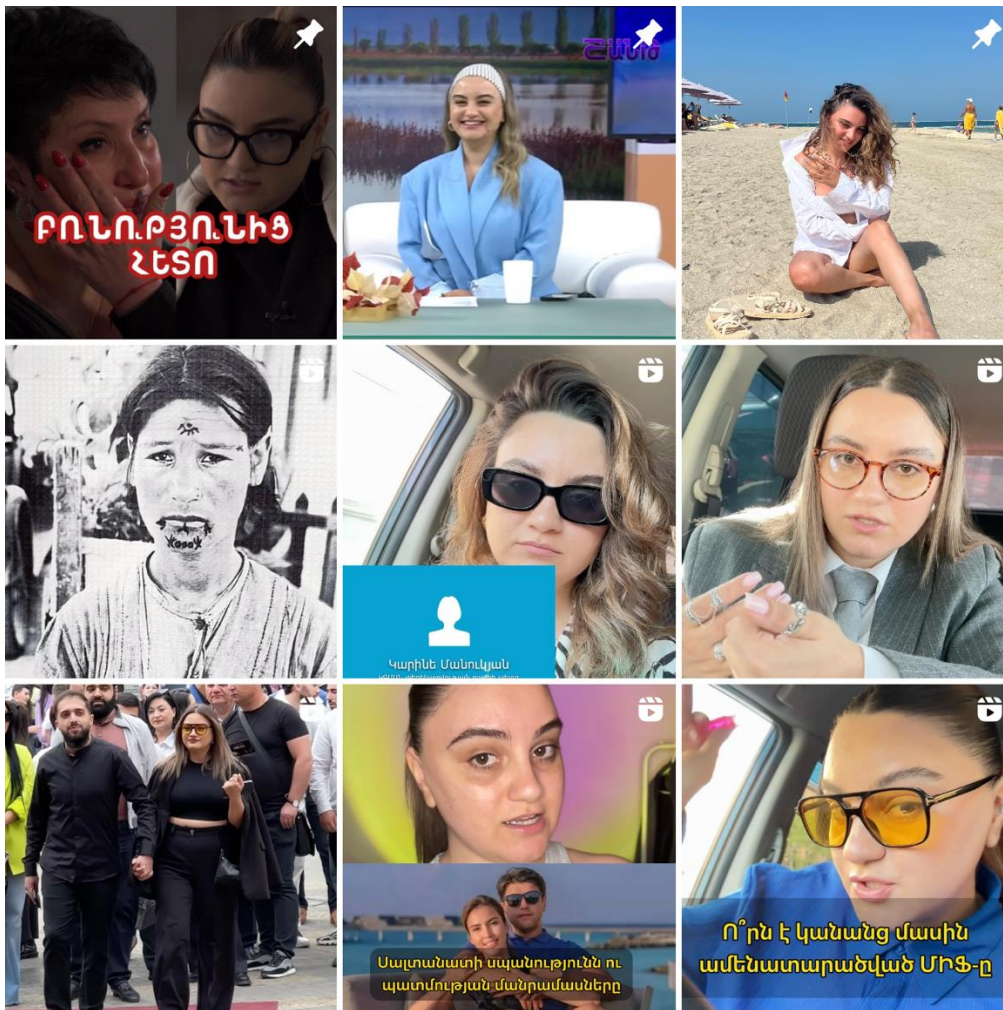
Appendix 14 - Image 14: Oriflame Post



Appendix 15 - Image 15: Yeva Gharibyan's Post



Appendix 16 - Image 16: Zara Ghazaryan's Post



Appendix 17 - Image 17: Tereza's Post

