

THE EVOLUTION OF WOMEN'S BODY STANDARDS

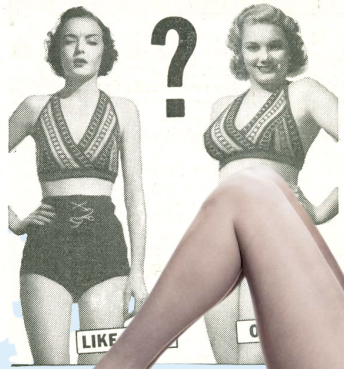
1920s

The 1920's were dominated by the "flapper girl." The ideal body was petite with straight hips, thin legs, and a small chest - often referred to at the time as a "boyish" figure.



1930s - 1940s

HOW DO YOU LOOK IN YOUR BATHING SUIT ?



1950s

In the 1950s, curvy women continued to be the ideal body type; however, even more accentuated curves were desired. Women such as Marilyn Monroe, who would be considered "plus-sized" today, dominated this era.

From the 1930s to the 1940s, the ideal female body became a curvier figure with large breasts, hips, and a small waist. Ads that demonstrated ways for women to gain weight were prominent. The Great Depression made thin undesirable.



1960s - 1970s

The ideal body for women shifted greatly in the 1960s to the 1970s; models had very lean arms & legs with no curves. A renowned model, "Twiggy" Lawson was nicknamed for her thinness.



1980s

In the 1980s, the ideal body shifted from very lean to an athletic figure. There was a surge of interest in workout videos and a desire to be toned, especially in the arms and legs. Fitness models like Jane Fonda were popular.



1990s - 2000s

The 1990s reinstated very thin as the ideal body type, emulated by Victoria's Secret models. The desired body was very tall and lean with a "thigh gap," small or average breasts, and narrow hips. The figure was described as "waifish" in the 90s and became increasingly toned in the 2000s.



2010s - 2020s

From the 2010s to the 2020s, exaggerated curves have been emphasized as preferred; an hourglass figure with a slim waist, flat abdomen, large breasts and a very pronounced buttocks is sought-after.

