

Study of the Optical Illusion Effects of Color Contrasts on Body Image Perception

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Abstract : The current study aimed to investigate the effect that optical illusion garments have on a woman's self-perception of her own body shape. First, we created different optical illusion garment by using color contrasts. Second, a short survey based on visual perception is addressed to women in order to compare the different optical illusion garments to determine if they met the established 'ideal' body shape. A 'visual analysis method' was used to investigate the clothing models with optical illusions. The theories in relation with the optical illusion were used through this method. The effects of the optical illusion of color contrast on body shape in the fashion sector were tried to be revealed.

Keywords : optical illusion, color contrasts, body image perception, self-esteem

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