

## **A Study of Parameters That Have an Influence on Fabric Prints in Judging the Attractiveness of a Female Body Shape**

**Authors :** Man N. M. Cheung

**Abstract :** In judging the attractiveness of female body shape, visual sense is one of the important means. The ratio and proportion of body shape influence the perception of female physical attractiveness. This study aims to examine visual perception of digital textile prints on a virtual 3D model in judging the attractiveness of the body shape. Also, investigate the influences when using different shape parameters and their relationships. Participants were asked to conduct a set of questionnaires with images to rank the attractiveness of the female body shape. Results showed that morphing the fabric prints with a certain ratio and combination of shape parameters - waist and hip, can enhance the attractiveness of the female body shape.

**Keywords :** digital printing, 3D body modeling, fashion print design, body shape attractiveness

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