



Light Up Cultural Spaces

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Artificial Beauty

‘Generation Self-Improvement - The Ideals in Media and Their Influence on the Perception of Beauty and on Fashion Design’ is the final thesis of the Master study ‘Textile Products’ with a major in Design. As the title reveals, the aim of the thesis was to study what influence the ideals of mass media and social media exert on the perception of beauty and the consequential obsession with it. Based on the results the fashion collection ‘Artificial Beauty’ has been designed as a protest against the cult of beauty - with focus on young girls and women who undergo aesthetic plastic surgery to meet a certain beauty standard. Due to a collaboration with Epson Deutschland GmbH, the collection has been imprinted with subject related prints by means of a sublimation printing technique. For this purpose the fabrics have been contributed by Premier Textiles Ltd. Currently prevalent beauty ideals and trends therefore served as inspiration for an illustrative or painted realization of the print designs.



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