

The World of Photoshop in the Fashion Industry

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Biography

In the fashion industry there are many issues going on. Issues going on like the misuse of photoshop. Which is why I would like to become a fashion marketer and designer in order to create many unique ways of selling and promoting clothing items. I would like to create unique clothing items that are available for all body types and that is promoted in a way other than photos. The reason I chose the major business technology and fashion is because it shows both sides of the fashion world. The marketing side and the fashion side are two things that you need in order to become successful in the fashion industry. There are many ways you can promote something which is why I would like to promote it. I would like to promote my clothing line through ways other than photos, for example promote them through videos. I love to film videos and edit videos. Since through videos it's hard to edit one's body it can show the clothing in its original state and the actual way the product would be promoted. There's not enough

representation for all body types which is why I hope to create a unique piece that suits everyone's body type.

A. The Issue with Photoshop

In today's digital age its quite common to see photoshop being used in fashion industry in the United States and worldwide. But when is it right to say that digitally altered images have gone too far? In the fashion industry, worldwide brands use digitally altered images to promote their products or brand. Photoshop is creating many issues in society today. For example, the use of photoshop in magazines or social media networks like Instagram all create an ideal body type. The ideal body type is often portrayed through models like Bella Hadid, Kendall Jenner and Gigi Hadid. They all have something in common which is that they are all thin girls with wide hips and a small waist. To many of them may just be models but to many young girls they are idols. And what do many young girls want to do? They want to look like their idols. But the ways that young girls are achieving to look them is by doing life threatening practices.

B. The Importance of the Misuse of Photoshop

The issue with digital altered imaging is important because it contributes to many of the eating disorders going on in America and other countries. The use of photoshop is risking people's lives. In India people are trying dangerous products on their face to look lighten their skin. In the United States many young girls are risking their lives by not eating correctly in order to look thinner. In the media there's constant representation of women with hourglass figure body and smooth skin. Most of the things represented in the media aren't achievable. And that's the common thing that is represented when photoshop is being used that many things aren't realistically achievable. If you think the purpose of photoshop is to alter an image into something

unrealistic. A photo editor can photoshop someone into an unrealistic utopian world. A photo editor can also change the lighting of an image to make it look more futuristic. The point is that photoshop is an app created to make unrealistic things. And that should already be known in society but many fall into the traps of advertisers and see it as normal and realistic. Which is why many of these problems are being caused because of the lack of warnings on images and the use of photoshop on body images. I am not saying we should ban photoshop, but we should at least put warnings on images so that consumers are informed of these false advertising going on in the fashion industry. If companies and brands don't agree with this then that's their problem that company should find other ways to either improve their product or to promote their product.

C. Photoshop on the Fashion Industry.

The use of photoshop is portrayed in the fashion industry throughout the use of advertising a campaign or line of fashion. The use of models with a normal body type in the fashion industry isn't common. There was once this one incident back in 2013 where the company ralph Lauren photoshopped a model Fillippa Hamilton into looking extremely slender. The director of ralph Lauren also fired Fillipa Hamilton because she was too fat which is why their reason for having to photoshop hers. It affects the fashion industry because I wouldn't support a brand that's saying you are too fat for our clothes and only ones who look like our models fit into it. The way the fashion industry is affected is that they must market and put out fashion that fits into society's standards of the ideal body type, if they don't do that, they are losing customers. For example, if someone sees the image like the one below on the right and they look like the image on the left they would perceive themselves as looking fat because the image on the left is clearly skinnier than the one on the right.



D. The impact Photoshop has on the Fashion Industry

The impact that this issue has on the fashion industry is that there are many companies wanting to resolve this issue by creating campaigns that are always going to be slim looking models in magazines. It can also impact the fashion industry by giving a certain brand or company a negative reputation or a positive reputation. For example, companies that are not using photoshop in their campaigns include American eagle. American eagle promotes all body types in their advertising and promotes the idea that all body types and sizes can fit into their clothing, especially their jeans. And they are surely against photoshopping in their advertising by not altering their photos. Going back to the incident that occurred with ralph Lauren it may cause a bad reputation for them. Since customers don't want to support a company that doesn't like people who look like them. Since a picture speaks louder than a word the image says we only like people who look like this. The issue of photoshopping on models creates an enormous impact for society since it creates a standard of the ideal body image. Therefore, companies only hire models that look closest to the ideal body image.

E. Misuse of Photoshop in the Fashion Industry

The impact that digital altered images have on consumers is that they are constantly being lied too and it creates a negative impact on young adults. photoshop is also used to promote products .For example in the skin-lightening industry, widespread in the Global South and a \$200 million industry in India alone, frequently relies on photo retouching to sell the illusion that light skin equals beauty, success, and social mobility.(McBride, C., Costello, N., Ambwani, S., Wilhite, B., & Austin, S. B. (2019, Spring). The way that these dangerous creams are advertised is through the use of photoshop. Another impact that the digitally altered images have on consumers is that it can create body image related problems. The main issue it causes is body image issues. Since media sources, such as television, the Internet, and magazines, often portray people closer to the commonly accepted ideal body type than the average body type in order to sell their products and services. (Davidson, T., AM, & Cataldo, L. J., RN, EdD. (2019). Which can then lead to being self-consciousness and having a negative body image. Medical studies show decreases in self-esteem, increases in dieting and eating disorders. Which include anorexia nervosa, binge eating disorder, and bulimia. Bulimia is an eating disorder marked by episodes of binge eating followed by one or more behaviors to control weight, most commonly self-induced vomiting, laxative abuse, fasting, or excessive exercise. It is estimated to occur in between 1%–3%of high school–and college-aged women in the United States.

F. The Negative use of Photoshop

There are many ways we can resolve the issue of photoshop. The first reason being that it creates unrealistic expectations of a women's body when altered. In Israeli they have banned photoshoping and the use of thin models. The law bans the use of models with a Body Mass

Index (BMI) of less than 18.5 and requires labeling of photoshopped images. After this law was put into place researchers examined the outcome. And the outcome was that participants who viewed images with a warning label reported lower levels of body dissatisfaction than participants who viewed the images without a warning label, irrespective of the degree of the internalization of the thin-ideal. (Becker, C. B., Plasencia, M., Kilpela, L. S., Briggs, M., & Stewart, T. (2014). These are the types of warnings that we need in many of the magazines or any image because then it would create the mentality that the image is not normal and then people won't try to use that photo as their goal to look that way. The same solution would also work when it comes to the issue of false advertising when someone sees a products advertising and they realize that the image is photoshopped then a consumer won't buy the product. It's also important to make young adults. The only way we can stop a person from doing personal harm to themselves is by being educated and learning to accept one's selves' body because many of the images out there aren't realistic and achievable.

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