TITLE: 'How does garment cut influence the perception of attractiveness in the male somatotype? A comparative study of the focus of attraction on specific areas of the male body and its adaptation to inform garment cut in the UK.'

RESEARCH AIMS:

This research focuses on my experience as a designer. It is hoped that through considered experimentation, it will be possible to build upon this foundation which will add a new element to design formation.
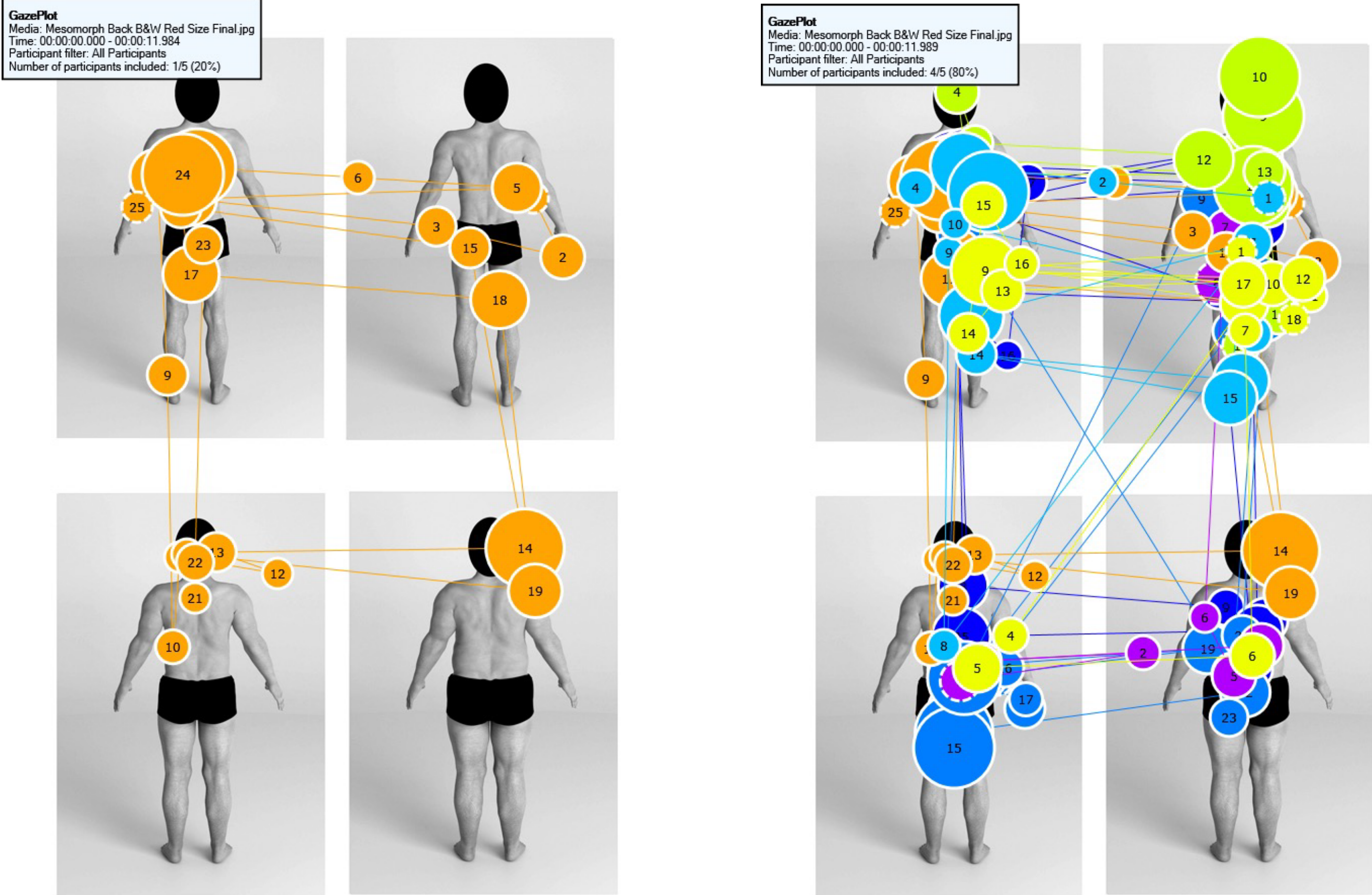
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AIMS & OBJECTIVES:

1) Creation of data and analysis of qualitative test results. Results will be compared to determine if there is parity between UK participants' preference to body areas as a factor influencing attractiveness in men.

2) Research of garments and how they are cut to highlight and enhance areas of the body/ frame

3) Creation of a series of garments based on eye-tracking research and results, garment research and trend research. This will form the basis of which garments are then chosen to develop within the series of final pieces.

4) Creation of a thesis which records all results, to be used by other design professionals as a aresource to cut garments which maximize on the correlation of body attractiveness and ethnicity.

Eye-Tracking Path:

EYE TRACKING METHOD:

1) A series of eye-tracking tests were conducted, using 3 body types of male avatar in various stages of adiposity.

2) Participants completed a questionnaire prior to the test, to define their interpretation of the term 'attractive' in as many words as possible.

They watched a series of slides comprising the avatars, and completed a questionnaire at the end to confirm which area they believed to be most
a) attractive and
b) unattractive,
and furthermore
which areas they believed they looked at most frequently.
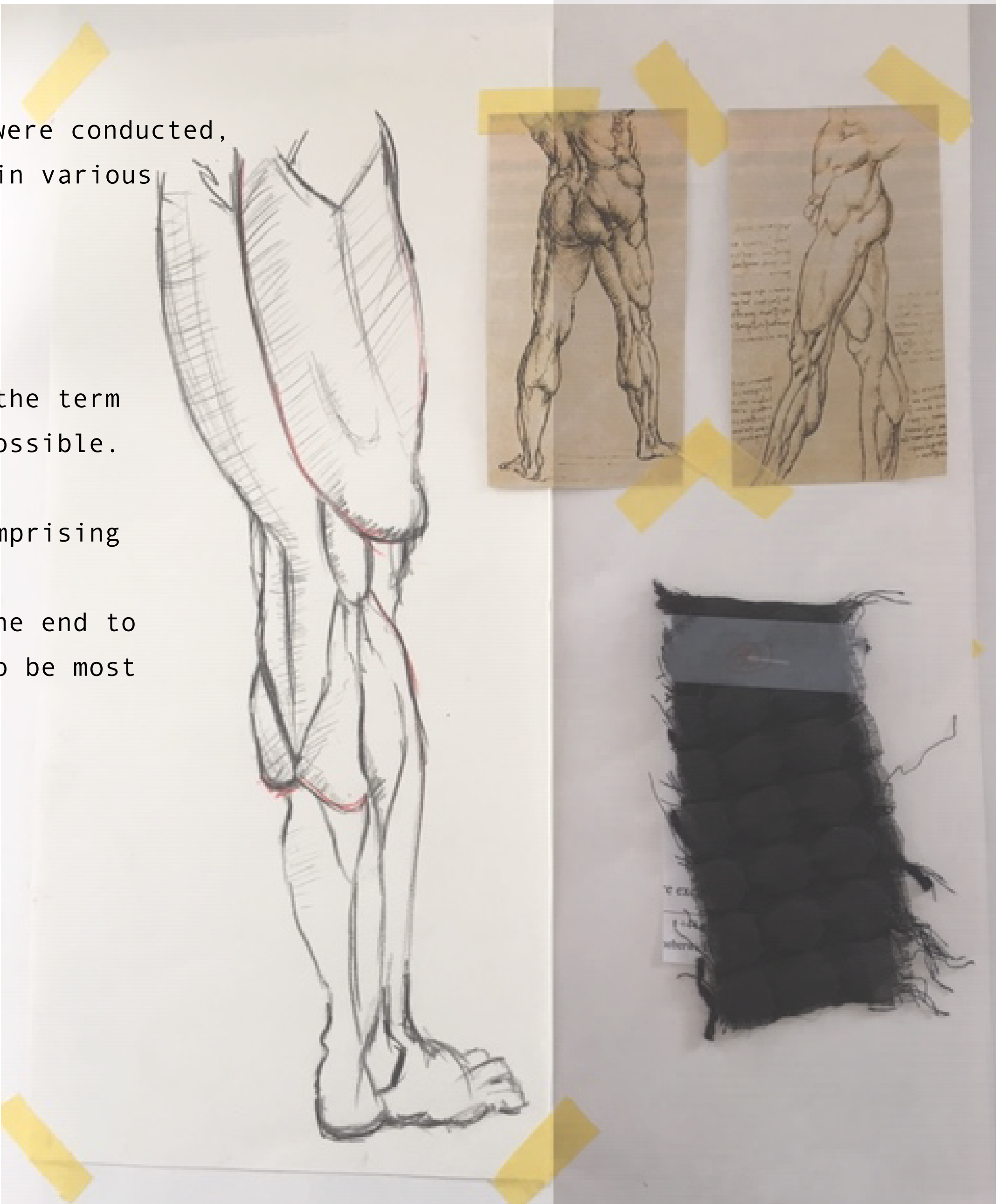
All results are in the process of being analytically studied, comparing the amount of time each area was viewed per participant.

The aim is to find patterns of which areas of the body participants looked at most frequently in terms of its attractiveness; this information will be used to base the garment design element of the study.