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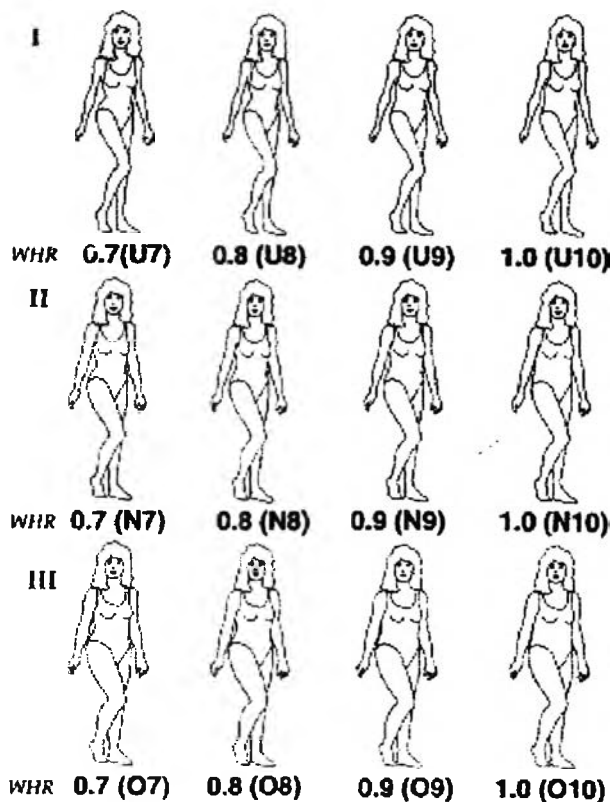
ภาคผนวก ก

List of the Fashion, Beauty and Advertising Experts

1. Chayen Kumnaun (Fashion Tycoon: Prew Magazine & Chic Channel)
2. Chatcharin Suwannarut (Fashion Stylish: Prew Magazine)
3. Denko Thatchaichawalit (Creative Director: Creative Juice\G1)
4. Huan Kosolwutthikun (Commercial Photographer: Huan Stu)
5. Manode Boonkew (Freelance Choreographer)
6. Nuttapong Junjumrus (Director of Casting: Odd Casting Studio)
7. Pongsakorn Jumpatong (Freelance Producer)
8. Sunard Taotong (Freelance Costume Designer)
9. Supod Koondee (Freelance Commercial Director)
10. Wichan Sriamornsatjakul (Freelance Art Director)

ภาคผนวก ๗

Contour Drawing of Female Body Shape



Copyright 1993 by the American Psychological Association, Inc.

Source: Devendra Singh. (1993). Adaptive Significance of Female Physical Attractiveness: Role of Waist-to-hip Ratio. *Journal of Personality and Psychology*, 65(2), p. 298. Retrieved online from <http://www.plantpath.wisc.edu>

Note* All Figures Present 5'5" Tall Female

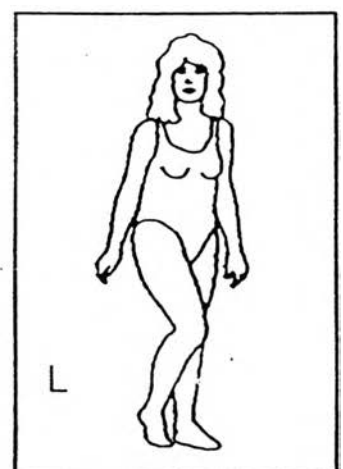
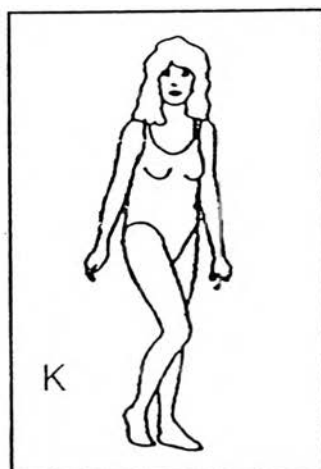
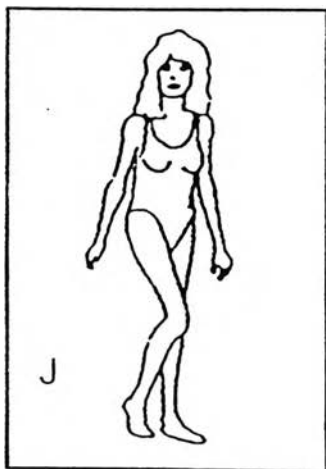
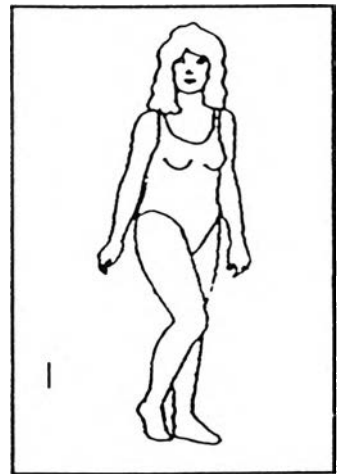
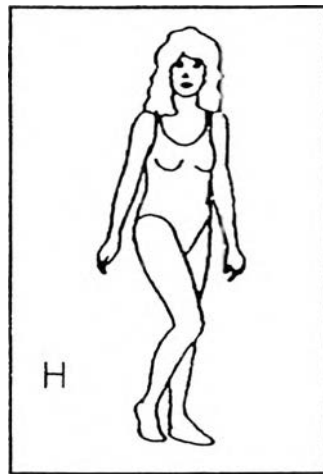
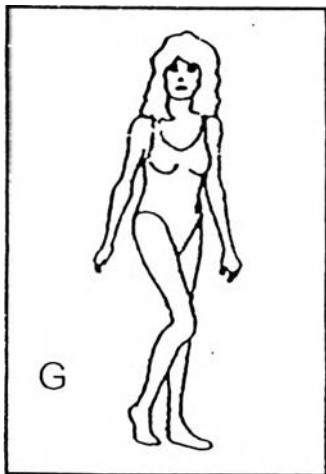
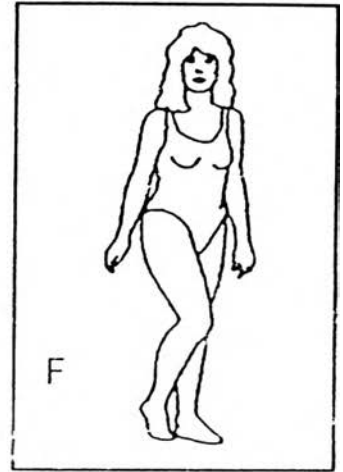
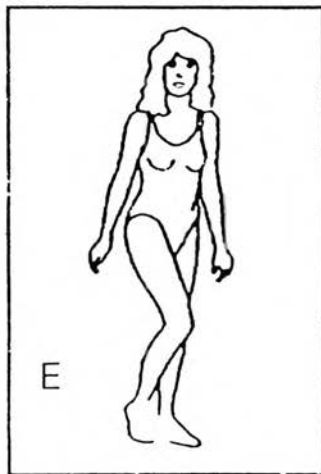
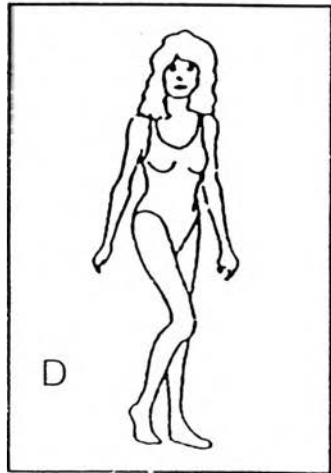
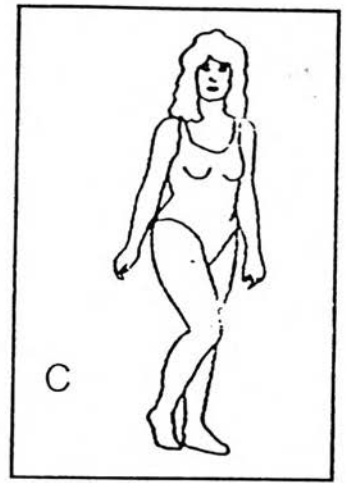
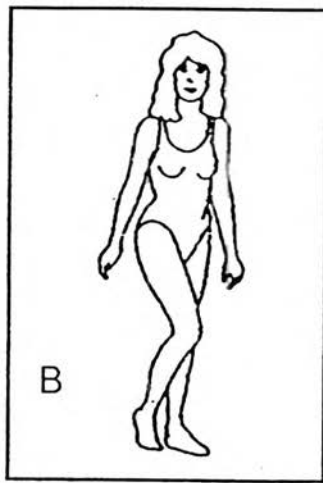
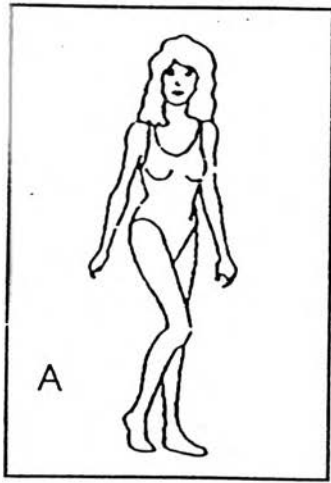
U: Underweight (90lbs; BMI < 18.5), N: Normal Weight (120lbs; BMI 20), O: Overweight (150lbs; BMI 25)

BMI: Body Mass Index Weight [in pounds] X 704.5 divided by (Height [in inches] X Height [in inches])

BMI < 18.5 Underweight, 18.5-24.9 Healthy Weight, 25-29.9 Overweight and ≥ 30 Obese

WHR: Waist-to-hip Ratio Ratio = Waist Divided by Hip

WHR: 0.7 (Pear-shaped), WHR: ≥ 0.8 (Apple-shaped)



ภาคผนวก ค

Advertisements

1. Rosie the Riveter

"Doing the Job He Left Behind"

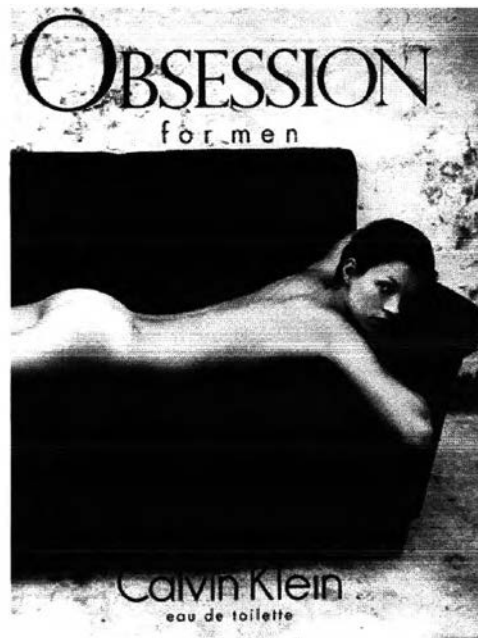
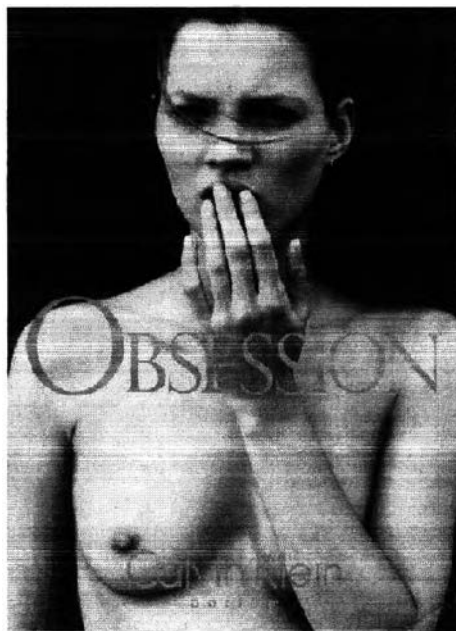
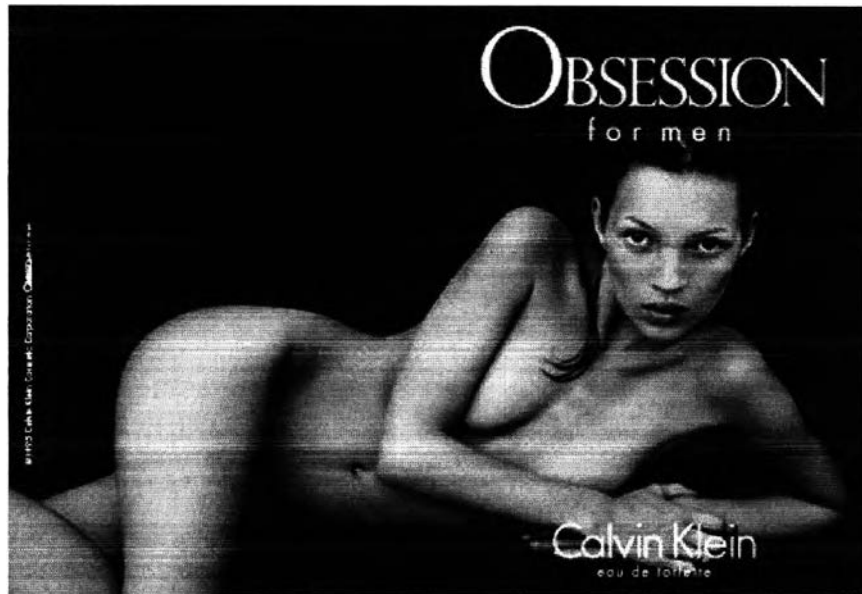


The Fictional Character that Created for Encouraging Women
to Enter Workplace during WWII

Source: "*Be the Women behind the Man behind the Gun*": *Be a Rosie*. (n.d.). Retrieved from
http://www.province.edu/polisci/project/rosie_riveter

2. Obsession

Calvin Klein's Controversial Advertising Campaign



Source: *Calvin Klein Ads.* (n.d.). Retrieved from <http://www.davidtoc.com/ck/ckmodel.cfm?>

Model_ID=13

ภาคผนวก ง

Icons of Beauty

1. Lillian Russell (Pre 20th Century)

An Ideal of Beauty at Around 200 Pounds



Source: *Timeless Beauty*. (n.d.). Retrieved from <http://www.judgmentofparis.com/image/Lil01.jpg>

2. Gibson Girl (Early 20th Century)

The Image of Feminine Beauty in Victorian Era



Source: Allan Mazur. (1986). U.S. Trends in Feminine Beauty and Overadaptation. *Journal of Sex Research*, 22(2), p.287. Retrieved from <http://www.ejournals.ebsco.com>, taken from Charles Dana Gibson. (1901). *Gibson Picture Collection*. New York Public Library.

3. Theda Bara (1920s)

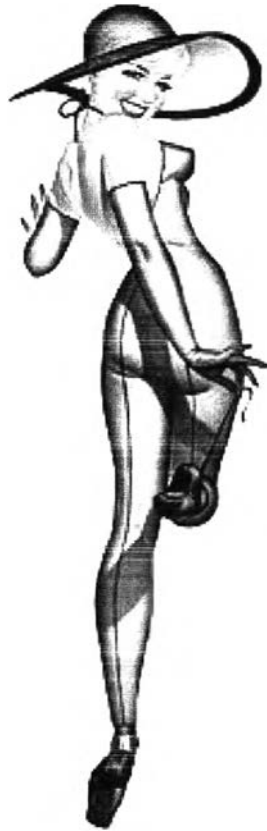
The First Hollywood Manufactured "Sex Goddess"



Source: Phill Hall. (2002). *Film Threat's Top 10 Lcst Films*. Retrieved from <http://www.filmthreat.com>

4. Petty Girl (1930s)

The Gibson Girl of 30s



Source: Ronald Fledman Fine Arts, Inc. (n.d.). *George Petty: The Petty Girl, 1927-1973*. Retrieved from http://www.fledmangallery.com/media/petty/petty_drawings_01.jpg

5. Vargas Girl (1940s)
An Erotic Ideal during WWII



© 1943, 1987 Hearst

Source: San Francisco Art Exchange. (2004). *The 1940s: The Birth of "Varga Girl" as American Enters World War II*. Retrieved from http://www.sfae.com/artists/vargas/exhibit2/art_2-05.html

6. Betty Grable (1940s)

"The Million Dollar Legs"



Source: *Classic Black and White Photo: Betty Grable*. (n.d.) Retrieved from

<http://www.photosmoviestars.com/044.jpg>

7. Jane Russell (1940s)

One of the Most Popular Pin-ups during WWII



Source: Brian J. Walker. (2003). *The Jane Russell Gallery*. Retrieved from
<http://www.briandriveintheater.com/janerussell2.html>

8. Lana Turner (1940s)

"The Sweater Girl"



Source: Sean Axmaker. (n.d.). *Lana Turner: Noir Filmography*. Retrieved from http://www.noirtexas.com/lana_turner.htm



9. Marilyn Monroe (1950s)

The Sensual Blonde Girl with Hourglass Body Shape



Source: Retro Film Media International. (2004). *Marilyn Monroe*. Retrieved from
<http://www.retrofilm.com/monroe/marilyn.jpg>

10. Audrey Hepburn (1950s)

The Sophisticated Brunette Girl



Source: *Breakfast at Tiffany's* - Audrey Hepburn (n.d.). Retrieved from <http://www.images.art.com/.../regular/10056000/10056615.jpg>

11. Grace Kelly (1950s)

A. Real Princess



Source: *Princess Grace of Monaco Photo Gallery*. (2003). Retrieved from
<http://www.hem.passagen.se/byskogen/index.grace.html>

12. Bettina Graziani (1950s)
The Supermodel for High Fashion



Source: *The 1950s Supermodel in Opera Gloves*. (n.d.). Retrieved from <http://www.operagloves.com/Classic/50sModels/Bettina>

13. Twiggy (1960s)
"Youthquake" of Swinging 60s



Source: Anita Hunter. (n.d.). *Fashion Photography – A Historical Perspective*. Retrieved from
<http://www.photography.about.com>

14. Farrah Fawcett (1970s)

An Angel of Disco Age



Source: *Blond Island: Farrah Fawcett*. (2004). Retrieved from http://www.celebritywonder.com/html/farahfawcett_gallery1.html

15. Elle MacPherson (1980s)
The Supermodel with Superbody



Source: *Elle MacPherson Special*. (2003). Retrieved from <http://www.robokopp.de/romantik/elle1.htm>

16. Kate Moss (1990s)
'Heroin Chic'



Source: *Nice Petite*. (n.d.). Retrieved from <http://www.modelheadquarters.com/katemoss.htm>



ประวัติผู้เขียนวิทยานิพนธ์

ผกามาศ ชุ่มสำราญ สำเร็จการศึกษาระดับปริญญาบัณฑิต จากคณะนิเทศศาสตร์
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มหาวิทยาลัย ในปีการศึกษา 2545 และสำเร็จการศึกษาในปีการศึกษา 2546