In what ways are women's feelings about, and perceptions of, their bodies linked to their clothing?

**The importance of body image**  
For the participants, body image is important in what items of clothing they wear.

**Physical dissatisfaction**  
Participants are mainly dissatisfied with certain aspects of their bodies.

**Enhanced appearance**  
Participants wear clothing to enhance their visual appearance.

**Concealment or enhancement of physical attributes**  
Clothes are used to conceal or reveal certain aspects of their bodies.

Will not wear clothing that does not suit their body shape.

Cloth choice influences the kind of clothes they wear and buy.

Choose clothes that follow their body outline without showing undesirable aspects.

Uses clothing to emphasize parts of their body they like whilst not drawing attention to those they do not like.