

**Research centers *Vestechpro* and *ÉCOBES* will be attending the Fashion and Design Festival as part of a research project.**

**Montréal, August 18th 2014** – As part of the study examining body image perception and self-esteem, we will be at the Fashion and Design Festival from August 20<sup>th</sup> to the 23<sup>rd</sup>. We are looking for men and women aged 18 to 35 who would like to be scanned and obtain a 3D image of themselves.

The Ministry of Higher Education, Research and Science of Quebec (MESRS) awarded a \$200 000.00 grant to *Vestechpro* and *ÉCOBES* for an applied research project entitled: “Perceived body image and reality: how to distinguish between them”. The grant was obtained through the *Programme d’aide à la recherche et au transfert (PART), volet innovation sociale – Project Multicentre* (Research and Transfer Support Program – Multicenter project – social innovation).

Two partners are also involved in the research project: *ÉquiLibre*, an expert on weight issues and body image, and *l’Université du Québec à Chicoutimi (UQAC)*.

The goal of the project is to develop and analyze a database of body measurements and body image perceptions of women and men, aged 18 to 35. This database will be used to develop campaigns which will promote and facilitate the development of a positive body image and the adoption of a healthy life style among young Quebec adults.

Our participation at the Fashion and Design Festival is the first step in a study that will take place over a period of 24 months. Our booth will be located in the Brand-X area of the Festival and will be open from 4 PM to 11 PM, Wednesday to Friday, and from 2 PM to 11 PM on Saturday. We are expecting many visitors, as last year over 1,000 people visited our booth.

The way that body image is portrayed by the fashion industry is too often idealistic and disconnected from reality. This has important implications for self-esteem and satisfaction with one’s body image. This project therefore focuses on the impact of these practices on the perception of one’s image. Moreover, the Canadian standards pertaining to body measurement were established in 1958 and are now obsolete. They were based on an American study that was conducted two decades earlier. Businesses in the apparel industry must be ingenious and resourceful when conveying information on clothing sizes to consumers (e.g. vanity sizing, plus size garments, etc.).

*To be continued ...*

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#### **About Vestechpro**

Vestechpro, a College Centre for the Transfer of Technologies (CCTT) affiliated to Cégep Marie-Victorin, is the only Quebec CCTT specializing in apparel. Their mission is to support companies in the apparel industry through applied research, technical support, training, information and technology transfer.

#### **About ÉCOBES**

ÉCOBES is a College Centre for the Transfer of Technologies specializing in innovative social practices (CCTT-PSN) and is affiliated to Cégep de Jonquière. They study socio-organizational development in health and education, including the living conditions and needs of the population.

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#### **Source :**

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