

Fitting room and silence body weight

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ABSTRACT

The impact of obesity on health, social care and the economy has long been established. Being obese or overweight increases the risk of developing a range of serious diseases including psychological disturbance, diabetes, heart disease, musculoskeletal disorders such as osteoarthritis and cancers that lead to premature disability and mortality. The good news is that overweight and obesity are largely prevent and /or control-able through losing weight strategies and fitting room can be an option for whom are observant about their surroundings. The fitting room is usually where the consumer makes their final evaluation about the products while assessing personal appearance, and finally deciding whether or not to purchase the garment. For some people, fitting

room it is something to get through without visible or psychic damage and for some others is a horrifying place as they may suddenly realize how overweight or obese they are that could be a challenging start to maintain a healthy body image in a life-changing journey. In fact, the changing room is inspired to provide some people with personal choices toward a desirable weight therapy through engaging in exercise and diet. Hence, fitting room while in shopping even for entertainment purposes is advised as a beneficial life - time decision in weight control and obesity may take place by individual in this way.

Key words: fitting room, body image, weight management, health.

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Obesity and health perspectives

The impact of obesity on health, social care and the economy has long been established. Being obese or overweight increases the risk of developing a range of serious diseases including psychological disturbance, diabetes, heart disease, musculoskeletal disorders such as osteoarthritis and cancers [1] that lead to premature disability and mortality [2]. Worldwide rate of obesity has been increasing since the past decades and the latest World Health Organization's (WHO) (2013) report indicate that at least one in three of the world's adult population is overweight and almost one in 10 is obese. WHO has also announced that over 40 million children under age five are overweight [3]. Obesity costs the global economy \$2 trillion per annum [4]. In the UK the burden is £47 billion per year, while in the US it is £663 billion annually for example [5].

Obesity usually happens as a result of eating too many calories and not doing enough physical activity, but other causes such as genetics or hormonal influences, environment, specific medical conditions and medications, stress, pregnancy, lack of sleep and age are involved [6-8]. More importantly, lack of basic nutritional knowledge contribute to being overweight or obese [9]. Many of people consume variety of foods in daily usage in different meals without knowing how much calorie each food contains, they do not even read or look the nutritional guide that is written on the label of any foods packages, cans or drinks and in fact, they develop poor diets in this way and this means welcoming to many divergent medical issues such as obesity. The good news is that overweight and obesity are largely prevent and /or control- able through losing weight strategies and fitting room can be an option for whom are observant about their surroundings.

The fitting room and psychological and physiological effects

The fitting room is usually where the consumer makes their final evaluation about the products while assessing personal appearance, and finally deciding whether or not to purchase the garment [10].

For some people, shopping is entertainment and for others, it is something to get through without visible or psychic damage [11]. However, some other people regardless of the fitting room's aesthetics while trying an unfit item confront with these questions that "Why doesn't this size fit me? Have I gained weight? Could I

really pull it off? What will people think of me wearing this?" The uncertainty or even the shame they often feel indicate an alarming image of the body reflection that could be a challenging start to maintain a healthy body image although they may suddenly feel depressed [12]. Some people for example, despite these critical feeling about their body in fitting room still may buy an unfit dress and try to lose weight by the time that dress will fit them in perfect way that can be considered a positive process as a personal growth in weight management [13]. An obese woman for instance, using her personal project fitting room – turned -art-exercise- lost incredibly **160lbs** during one year. She drastically changed her lifestyle by stopping eating some foods such as crap, pizza, moving more, counting calories at every single day and recording daily photograph of her body mass alteration in changing room on a life-changing journey [14]. Elsewhere, another women after an embarrassing incident in a shop changing room, in which she was faced with her overweight frame, she became determined to slim down and eventually dropped down to the **9st 5lb**, size eight she is today. In her weighing loss challenge she swiped eating comfort foods such as pizza, burgers, chips and snacks on chocolate bars, like KitKats with grilled meats, vegetables and a lot of fruits during the day and also increased her knowledge about the consumed calories that any food contained. Moreover, she gradually made the gym into her own personal getaway [15].

CONCLUSION

In reality, the changing room is inspired to provide these people with personal choices toward a desirable weight therapy through engaging in exercise and diet. Hence, fitting room while in shopping even for entertainment purposes is advised as a beneficial life – time decision in weight control and obesity may take place by individual in this way.

Conflicts of Interest

None.

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