

Abstract

The present study examined the current Chinese ideal female body shape in Hong Kong. BMI (Body Mass Index) and ASR (Agras and Schneider Ratio) were calculated from the height and weight of Miss Hong Kong contestants for 1975 to 1995. Result showed that thirteen out of sixteen Miss Hong Kong title winners had a BMI lower than 18.5. The average BMI of all the contestants lie within the range between 17.65 to 19.13. Moreover, the Miss Hong Kong contestants were becoming slimmer because a negative correlation was found between year and the BMI of the contestants. These findings suggest that the traditional beauty standard such as plumpness and fertility is no longer valued in Hong Kong. Thinness, the western criterion of beauty , starts to prevail in Hong Kong in recent years.