



Comparative Analysis of Clothing Characteristics of 20-45 Years Old Tehrani Women with the Aphrodite Archetype from the Perspective of "Jean Shinoda Bolen" Theory

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Abstract

The aim of the present research was comparative analysis of the clothing characteristics of 20-45-years-old Tehrani women with the Aphrodite archetype personality identity from the perspective of Jane Shinoda-Bolen's theory. The research universe encompassed all psychoanalysis texts based on Yonge theory and his followers particularly Jane Shinoda-Bolen's theory. The sample subsumed texts related to mythology, Aphrodite archetype and women contemporary characters. To collect data library procedure of the note taking on index cards from the published references related to Yonge's psychoanalysis was implemented. A descriptive analytical method was applied to analyze the data. The results revealed that personality identity played an important role in women's clothing patterns. Women with the Aphrodite archetype, according to Jane Shinoda Bolen's theory, tended to favor styles that highlighted femininity due to cultural and historical influences. The Aphrodite archetype, which represented the aesthetic. These features included the use of feminine items and innovative designs. aspects and feminine charms, subconsciously (according to Jung's theory) influences women's clothing choices. Women in the 20-45 age group sought social approval and boosted their self-confidence through clothing and jewelry. Women were looking for clothing that best reflected their individual and social identity. These choices were usually influenced by the need to feel attractive, socially accepted, and validated. Aphrodite women wore a variety of combinations of clothing that were related to their individual characteristics. Overall, a deep understanding of women's psychology and culture could lead to more effective design in the field of fashion and clothing.



Extended abstract

Introduction: With different clothing choices, people can display their beliefs, values and roles and communicate with others. Clothing style can be seen as a source of identity claim, containing symbols and signs that reflect a person's identity (Naumann et al, 2009:35). Archetypes are symbols that have profound effects on people's behaviors, choices, and experiences and play a prominent role in creating identity. Each person not only inherits the physical characteristics of his ancestors, but also acquires their acquired experiences through heredity (Yung, 2019: 93); When a woman becomes aware of the goddesses or dominant forces within her, she can gain self-knowledge about the power of some of her instincts, priorities, abilities, and potential possibilities (Bolen, 2009: 30). Aphrodite archetype symbolizes creativity, charm and love. These women have a covering style that highlights their charm and natural beauty. Accordingly, the aim of the present research was comparative analysis of the clothing characteristics of 20-45-years-old Tehrani women with the Aphrodite archetype personality identity from the perspective of Jane Shinoda-Bolen's theory.

Methods: The research universe encompassed all psychoanalysis texts based on Yonge theory and his followers particularly Jane Shinoda-Bolen's theory. The sample subsumed texts related to mythology, Aphrodite archetype and women contemporary characters. To collect data library procedure of the note taking on index cards from the published references related to Yonge's psychoanalysis was implemented. A descriptive analytical method was applied to analyze the data.

Results: The results revealed that personality identity played an important role in women's clothing patterns. Women with the Aphrodite archetype, according to Jane Shinoda Bolen's theory, tended to favor styles that highlighted femininity due to cultural and historical influences. The Aphrodite archetype, which represented the aesthetic. These features included the use of feminine items and innovative designs. aspects and feminine charms, subconsciously (according to Jung's theory) influences women's clothing choices. Women in the 20-45 age group sought social approval and boosted their self-confidence through clothing and jewelry. Women were looking for clothing that best reflected their individual and social identity. These choices were usually influenced by the need to feel attractive, socially accepted, and validated. Aphrodite women wore a variety of combinations of clothing that were related to their individual characteristics.

Conclusions: Archetypes have external characteristics that are indicative of women behavior, psychological traits, and inherent characteristics. The appearance and clothing in myths revealed information about type of thinking, goals, and personality traits. Statues and symbolic images of the Aphrodite archetype, the goddess of love and beauty in Greek mythology, have specific characteristics that reflect different aspects of her personality and power. Aphrodite is often depicted in thin and transparent clothes, which in a way indicates her endless beauty and charm. The clothing choices of contemporary women are strongly influenced by the culture of society, such as social norms, fashion, and the media. Also, psychological factors such as the need for social approval, sense of beauty, and self-image playing a significant role in shaping their clothing style. They are more inclined to follow current fashion and innovate in their clothing style. Given the extensive effects of



culture and psychology on individual behaviors and choices, study on such context could contribute to a better understanding of social and individual dynamics in the formation of clothing patterns and the recognition of individuals. The findings indicated the importance of paying attention to multiple factors in analyzing clothing style and the necessity of applying a comprehensive approach in examining women's clothing in different societies. It could be concluded that a deeper understanding of women's psychoanalysis and culture could lead to the design of more effective policies and programs in the field of fashion and clothing. Policymakers could provide programs to promote adequate and diverse coverage according to the needs and preferences of women in different age groups.

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