"A Girl Resembles A Bunny"  
A Feminist Re-Analysis of Representations of Women in Playboy  
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Methodologies that will be used include:
1) In-depth textual analysis of images in Playboy throughout its publication history (1953-2020) as well as across other media Playboy has produced. I will be analysing these images and media in relation to feminist theory, in doing so this thesis will reflect on the impact women in Playboy have had on how feminine sexualities are portrayed, consumed and co-opted.

2) Throughout its history Playboy has often claimed that its Playmates are diverse and come from all backgrounds, shapes and sizes. For example this quote from a Playboy Playmate casting form from 2017: “A Playmate is beautiful both inside and out... She is of all shapes and sizes, backgrounds and ethnicities. One thing we favor above all else is REAL.” I hypothesise that this is statistically untrue. Through data analysis sourced from Playboy magazine online archives, I will calculate the average waist size of a Playmate, and exactly how many POC, trans and disabled Playmates Playboy has published. I feel it is important to do so as it will demonstrate how Playboy has contributed to the western beauty standards of white, skinny, blonde, able-bodied, cisgendered, femme and straight. I believe it is vital to study Playboy’s narrow framework of desirability, in hopes of dismantling it.

3) Interdisciplinary art marking across mediums of Fiber, Video and Photography, with a particular focus on self portrait. As an artist and researcher I very much believe in the power art making has and how much it can bring to academic research. I will develop a body of work, predominately in relation to the imagery I consume and analyse during this thesis. Through making these art works I will better understand and play with the specific beauty standards and tropes that feature throughout Playboy’s history. I want to know what it feels like to put own body into the image. Can I reclaim Playboy? Can I reflect back the male gaze? Can I find personal empowerment through making these works?

*Hugh Hefner: I Am in the Centre of the World. Interview by Olivia Falbo, Cosm. January 10, 1945*  
Image: Self Portrait as Bunny. Daisy McManaman, 2018