

The Power of Nails

– Investigation using interviews with women who enjoy “nail art” as a way to express themselves –

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In recent years, nail art has been becoming popular among women. The aim of this study is to consider the purpose of nail art for women from sociological and psychological perspectives. For this study, five women that enjoy nail art were interviewed.

Originally, the decoration of the fingernails was a form of body art that was used to represent a status or magical power. Contemporary nail art is also similar to this.

Generally, nail art is often thought to be a way to increase a woman's sex appeal. However, this study reveals that women do their nails for themselves. They use their nails as a place for and as a form of self-expression. Women decorate them, and doing so increases their self-confidence.

Nails are part of the body, but they are also objects that can be separated from the body via the use of nail art decoration.