

Body Size In The Fashion Industry:

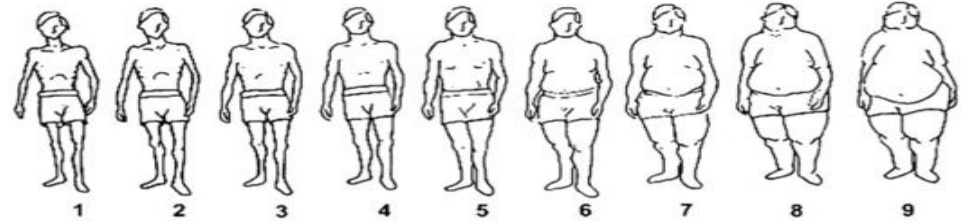
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What is body size?

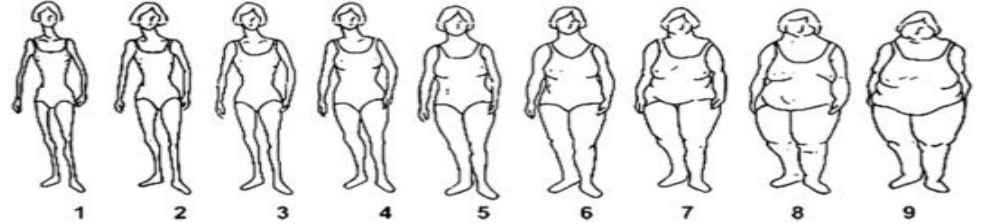
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- **Different shapes & sizes**
- **Sizes from a x-small to 3x & up**
- **Arm, Chest, Waist, Legs and Back**
- **Short or Tall**
 - **Being too short or very tall, can lead to the clothing being altered/tailor**

Men



Women



Savage X Fenty vs Victoria Secret



- Diversity is involved
- All models are seen with different sizes representing the brand
- Sizes aren't exclusive



- Beautiful and sexy lingerie but exclusive to the sizing
- Only thin models represent their designs
- Diversity not being included



What clothing companies should do?

- When consumers go shopping there should be labels for everyone's body size and body type.
- A label could let us know which pair of jeans is for someone who is curvy, tall, short and so on.
- Online clothing stores like Pretty Little Thing have labels where you can find the right pair of jeans that would fit you properly.



Why labeling clothes can be helpful?

- Avoids tall consumers from getting “high waters”
- Avoids curvy consumers from wearing jeans that fit them too tight
- Short consumers can get the right pair of jeans that would show off their shape properly
- This can help consumers know what they are buying
- This can help retail stores avoid angry consumers exchanging/returning

