Body Size

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Abstract

In this Research I will be focusing on Body size In the Fashion Industry,and how fashion has a big impact to consumers.That is the reason why I am focusing specifically on Body Sizing it is something that is very important because people around the world have different type of bodies and shapes, however the fashion industry have failed to address and promote all types of bodies. The fashion industry only focuses on one type of body which skinny bodies and have this have been affecting people that are not skinny because they do not see themselves celebrated in T.V's , Newspapers, Magazines,Advertisements etc… This lead to people being insecure and not being happy to the way they are. Body size does not only affect consumers but it also affects the Fashion industry because majority of the population in the world are not skinny and if what they advertise and sell does not favor the majority of their target market then how would they be able to make money? Another reason why I am focusing on Body size is because I want everybody to feel welcome, celebrated and beautiful. Every body Size is fashionable it does not matter if you are a size 0 or 20.

Diversity Issue

Fashion is something that connects the world and make the world go around, however they are a lot major diversity issues in the fashion industry.In this paper I am only focusing on one major diversity issue in the fashion industry which is Body Size. The reason why I chose Body size is because the fashion industry had brainwashed people to make them believe that they need to be skinny with flat stomach and small waist to look and feel beautiful when we all know that the world is full of people with different sizes and different shapes. I personally chose this issue because I have had a lot people come up to me asking me if I would like to be a model or tell me I could be a model but I just have to lose a little bit of weight because I have the height and all but I need to lose weight and every time somebody say that to me it makes me feel uncomfortable and make me hate my body,but I have come think of it and I like the way I am and I know a lot of people who like me so why would I change myself for something that I am not.

I personally chose this issue and because it is very important to me and others because I believe that I am not the only going through these struggles. Whenever I go shopping for clothing at any store H&M, Forever 21 ect.. I see a lot clothes that I like but when I try them it never fit for exam I am a size 12,but in these stores size 12 is really a 10 and shirts I am usually a medium but sometimes I have to try on size Large. And I feel like all of this is to make people feel bad about themselves because if you go shopping and see that your true sizes don't fit you anymore, a lot of things could run through your mind such as I need to start losing weight as soon as possible. And most of these stores biggest sizes are 12 or 14.According to an article that I was reading "before fashion can fix its size inclusivity problem, we all need to understand what's causing the

issue" in this article it stated that most designers still top out at size 12 or 14 and while the average American Woman size is 16-18 so why aren't designers making clothes that fit all consumers."Samples are an issue," White says. Most designers produce a single sample of each garment in size 2 or 4. So, for example, even if a magazine wishes to cast a curve model for an editorial, designers have few options for dressing her. "This will preclude many of the curvy models from key editorial and campaign shoots," White says. More availability of samples, she says, is the only way people will constantly see diversity. Even in this article you can see how body is major issue in the fashion industry because designers think their clothes will look nicer on a skinny person and an overweight person when they are a lot overweight people than skinny people.

Impact on Fashion Industries

Body size is important to me because it is something that people should be proud and celebrate, however the fashion industry have made it difficult for people to feel confident in their sizes. When you take it a look at magazines, T.V shows, and Advertisement all these industries use skinny fit models to promote their sells and this is what make many people around the world to feel left out because they do not see themselves to be celebrated and it brings down self esteem. Even going to stores shopping there are issues with body sizing a lot of clothing stores biggest sizes are 12-14 and a lot of those sizes are not even true to size because they make the clothes so small and will make people feel bad about themselves when they go shopping and nothing fits them. I went shopping once at topshop and I really wanted some new pair of jeans in my opinion they have the best jeans I tried their biggest size in store which was a 36 I believe I tried about 5 different jeans and none of it fit and that really made feel sad and upset about myself and I started telling myself it is time for me lose some weight, but then again I came to a realization that I know I am not a size 40 or 42 , so I asked myself a question what is going ?is it the industry trying to give people message that they need be in certain sizes? I am west African I grew up in Guinea and back home too people who are heavy weighted especially if you are young are very looked down too, people will be making fun of you and telling to lose weight and you will also be called ugly. They see people who are not skinny ugly especially if you are a young girl and you are still not married they will tell you that it is going to be very hard for you to find a husband because guys prefer skinny girls so that they can feel comfortable and it make them look good. I remembered when I was in Guinea and this guy didn't wanted to marry his girlfriend because she was fat, he told her the only way he will marry her is when she lose weight

because he feels like whenever he is around her she looks older than him so he was basically embarrassed of her and his reasons were that he couldn't carry his girlfriend like normal people do and made his girlfriend feel really bad about herself she stopped eating and started exercising, but they broke thankfully she found someone who are appreciated her. When I went to visit Guinea last summer everybody was telling me that I needed to lose weight asap because I was starting to look ugly and it will be very hard for me to find a husband and that l looked prettier when I was skinny, but I didn't pay attention to all the talks because I felt before and confident with my body and that is all that matters to me.

This issue will manifest in the fashion industries by bringing models from different shapes and sizes in the fashion industries it bring bring positive energy to the world and also to the industries. For example if people start seeing themselves in magazines, advertisements etc, fashion runways etc…. It will bring awareness of self confidence and it will also be good to the industries because they will be making more money .

The impact that body sizing have on the fashion industry is that the average size of an American Woman is a size 16 and the fashion industries hires models who are size 0 to 6 and clothing stores biggest size is mostly a 14. This is a big impact on the industries since they are not even manufacturing and selling to their most highly target market which will mean that they will not be able to make enough profit as if they were hiring plus size people since those are the average consumers and they are one that should be focused on the most. I read an article from Forbes insights "Global Taxation is Going Digital" it stated that one size does not fit all and how the Fashion Industry is Nearly Missing $300 Billion on Global opportunity. This article was talking about how the fashion industry is missing all this amount of the money because they

failed to include real people in the fashion world they want to show the world perfect when the world is full of imperfect.

Same Size, Different Shape

Suggestion For Change

Body size has a huge impact on consumers because people will began to be insecure of themselves , people will start to think that there is something wrong with them. Imagine going to store and trying on bunch of clothes, but then none of the clothes you tried on fit, it will make you feel some type way about your body, and will start to think that it is time to lose weight. I work at retail and when I am in the fitting room some customers will come with 20 or more clothes and try them on ,and they will put everything back because nothing actually fit them. I see a lot of people leaving very unhappy and that does not look good on the business because they are losing money. I have also observed people taking like 5 same pair of jeans but different sizes to try because they sizes that are been made are really not true to size anymore. I read this article called One Size fits None and in that article it said that "a women's size 12 in 1958 is now a size 6. Those numbers are even more confusing given that a pair of size-6 jeans can vary in the waistband by as much as 6 in., according to one estimate. They're also discriminatory: 67% of American women wear a size 14 or above, and most stores don't carry those numbers, however arbitrary they may be". This is a huge impact because people start to convince themselves that they need to lose weight and be on diet.The fashion industry is teaching society to be skinny even if they are not happy about being skinny because that is the only way to be accepted.

My suggestion to the fashion industry would be to include people with all types of body size in the Runways, Magazines, Advertisements and Fashion shows. And also for the retail stores to start including sizes for everybody not only size 0 to 12 and also to make their sizes true so that it will fit everybody and not just specific consumers, by doing this it will bring a positive

awareness about accepting your size to the world and also the fashion industry and most importantly it will bring money to the fashion industry it will be a win win for everybody because right now the fashion industry is missing out a lot of money.

Conclusion

Fashion is something that is very important to everybody and it is something that everybody deals everyday in their day to day basis,which means that everybody is not same and does not have the same body size. The fashion industries should start being more diverse about about size and start targeting all groups of people.

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