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P E T I T E S T U D I O
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One major issue in the fashion industry is the impacts of cruelty on animals and on the environment and in the business. Fashion should bring positivity to the world not negatively. Clothes should be made with raw materials not by harming animals. Sustainable fashion is a movement and process of bringing a change to the fashion system for greater ecological integrity and social justice. Some small businesses like petite are trying to make clothes that would long last and could be comfortable for any season and occasion.

“To make investment pieces just for Petites that last you through the years,” mission statement given by the Petites Studio. The company Petites Studio, creates high-quality, stylish, and ethically made clothes just for especially for women. The CEO of Petite Studio is Jenny Wang who is a self- taught fashion talent and the co-founder is Matt Howell, Wang’s husband. The headquarters of the store is located in New York’s SoHo district at 34 Howard St 2nd Floor, New York, 10013. They also have an online store, where petite models get to show off their classic, feminine, and vintage-inspired clothing. There are many stores where it’s challenging to find clothes that fit people or don’t Jane their size at all. Petite Studio has every size for any woman. “Knowing that I have a pretty standard “petite” frame, I was curious as to how Petite

Studio is able to accommodate a diversity of petite bodies in its designs” (Petite Studio, 2020).

Petite Studio apparel is made in Jenny’s hometown China, Jiangshan. The employees are locally from Jiangshan and they also return home every day after work. Many of them have worked in the company for more than 10 years and value long-term career stability. The good part is that the factory is owned by Jenny’s family- a friend of many decades. The employees are provided with benefits such as health insurance, vacation time, 40- hour work weeks, hour-long lunch breaks, and a mandatory 30- minute midday nap. The American clothing business named Petite Studio is an example of bringing a change to the fashion industry and showing them that fashion could be made with sustainability’s designs have a good effect on the environment and ecosystem. The brand products are eco-friendly. The garments are made by the employees and it takes about 20 hours to construct a single piece and 4 hours at a typical fast fashion production line. One piece is touched by a few people to give good quality and details. The details are hand-stitched because the binding on the seams for longevity and also has an interior lining for protection. “We consider our collections to be investment pieces because they take more time and effort to make but are made to really last you for years” (The Style Line, 2020). Petite has a perspective by thinking smaller is a guiding principle in how they run a company. They don’t take investment money from big investment firms because they don’t want it to be all about profit. “World domination is not our goal. We are perfectly fine being an indie brand that is really great at doing what we set out to do, which is catering to the petite community” (CNN, 2020).

They turned their office into a showroom to invite shoppers for interaction and get to chat with them on a personal basis. The products they sell are outerwear like coats around \$300, tops/pants/skirts/cardigans/dress/blazers are around \$50-200, and accessories around \$8-100, and finally jewelry is around \$60. The customer demographics are mostly women who are around

\$20-50. It's for the middle class who have a disposable income. For any race and color. The garments are designed for all seasons and are long-lasting. The garments are sophisticated, comfortable, and elegant. The products are very nice and all but I would not spend my money on it because it's quite pricey.

The economic issues and the industry improvements are bringing a good change to the fashion world. In my opinion, I think these small companies that are bringing a change in the world with positivity and benefits for us people. They should continue to do so and keep up with great innovation and development. "One of the things we wanted to embrace with Petite Studio is the idea that if you are petite, you don't have to pretend to be something else" (WhoWhatWear, 2020). Petite Studio sets that example and its creation of the products is unique and long-lasting.

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