

# The History of Plus-Size in Lingerie



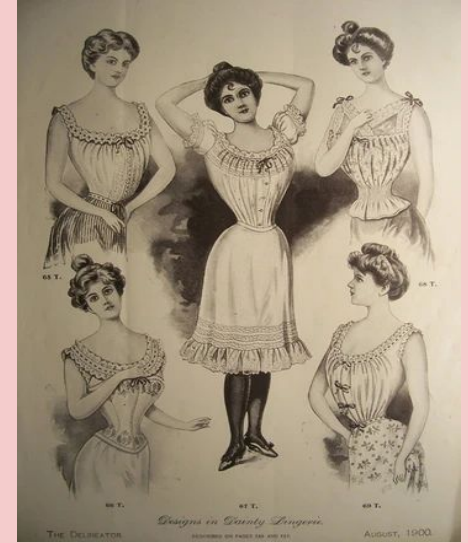
Victorian Era 1800s



1920s



1950s



Edwardian Era 1900s



1800s-1900s

Plus-Size never mentioned, but ideal shape was curvy, “S” figure



Gibson Girls

The word “Lingerie” appears in 1900s, less corsets

1920s

Drastic change in  
body image for women

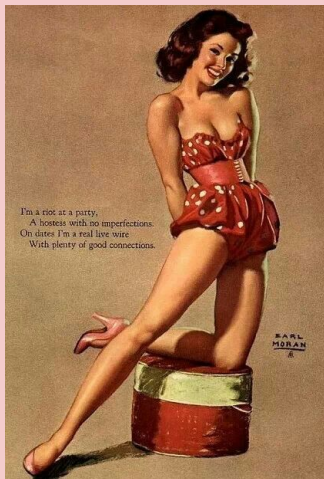
Flapper Era

Plus-Size word appears

Lingerie is more sex  
appealing, no plus-size  
women are shown



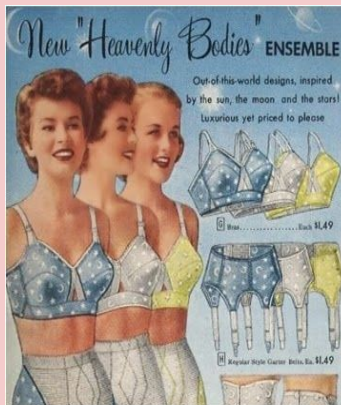




1950's

No plus-size women are shown.

Bullet like bras where in, a fuller bust with a thin body was ideal



Pin-up girls



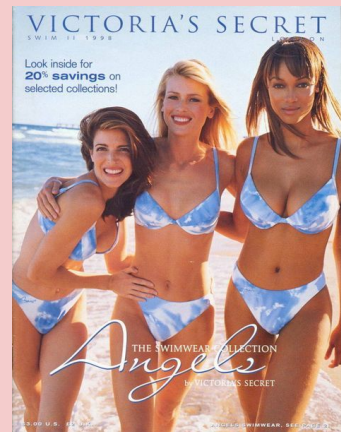
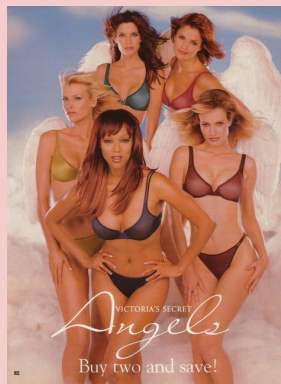
## 1970's - Early 2000's

No plus-size women are modeling or mentioned

Free the nipple became popular, women went braless



Victoria secrets opens in 1970



From 1970's to Early 2000's new designs, sets, and material is used for lingerie but plus-sizes is not shown in public







THE GRAMLIST

## RUNWAY SHOWDOWN

VICTORIA'S SECRET	VS.	SAVAGE FENTY
62,956,121	<b>FOLLOWERS</b>	1,201,316
3.42 million	<b>FOLLOWER GROWTH (#)</b>	426,400
5.42%	<b>FOLLOWER GROWTH (%)</b>	55.25%
3x	<b>FASHION SHOW INTERACTIONS</b>	5x
.39%	<b>ENGAGEMENT RATE</b>	2.87%
0.65%	<b>MOST FOLLOWERS GAINED (7 DAYS)</b>	14.86%

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