

2 INCLUSIVE EXCLUSIVITY



Being plus-size shouldn't limit one's fashion choices (Sandrachile, 2018)

PEOPLE WANT LUXURY BRANDS TO CATER TO ALL

Brands like [Jack Wills](#) may have built themselves on exclusivity, but the growing financial might of previously disempowered demographics means that brands are having to expand their offering to [be more inclusive](#). Some are now rewriting the rules that once limited luxury goods to those who wore smaller sizes, were older, and who adhered to traditional ideas of gender.

Various brands are emerging that cater to luxury consumers who have previously been underserved. [Just 0.1%](#) of high-end brands identify as 'plus-size', and considering that 78% of plus-size shoppers would be willing to splash the cash if designer labels catered to their needs, there's a lucrative gap in the market. Aiming to fill that space is online retailer 11 Honoré, which offers up designer clothes in US sizes 10 to 20. And Arab designer [Arwa Al Banawi's](#) 'Suitable Woman' line reflects changing gender roles in the Middle East, mixing fashionable power suits with feminist slogan tees.

Recognising that many young people see gender as a social construct, [Browns East's](#) entire shop floor is gender-fluid – visitors will only find 'Bro' and 'Wns' subtly printed on to labels to assist in finding the right fit. Meanwhile, [Balenciaga](#) is following in the steps of Gucci and Burberry by showcasing its men and women's collections in the same show.

There is much to be gained in meeting the needs of the underserved, and the best way to approach them is by directly asking what they want rather than making assumptions. For example, when Gucci hired an internal '[shadow committee](#)' of Gen Yers to help it better appeal to this generation, it saw sales shoot up 49%, with 55% of those sales made to under-35s.



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OF HIGH-END BRANDS IDENTIFY AS
'PLUS-SIZE'

Edited, 2017

“If you ask any big girl who wants to spend money, she's going to say she spends on bags, shoes or beauty products because we're never given the opportunity to buy clothes that are expensive – although we would do it

Ashley Graham, plus-size model

MUST READS

1. [Balenciaga mixes men's and women's shows](#)
2. [Power suits for the modern woman](#)
3. [11 Honoré: size-inclusive luxe fashion](#)

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