



## OUR ASKS

### 1) Extend your sizing

Whether you're dipping your toes in the outdoors for the first time or you're an experienced hiker/cyclist/swimmer/climber, we all need clothing and kit that keeps us warm, safe and dry. This is relevant whether you're trying to buy a waterproof coat that fits around your hips for your first hike, or you need a piece of technical clothing or gear for a multi-day adventure.

Plus size people are disproportionately affected by not being able to get the right kit. The current situation is that most technical clothing stops at a size 16 or 18, and almost all outdoors clothing stops at a 20. The clothing that IS available is usually not shaped for plus size bodies either, or the way bodies change shape with increasing size, whether it's trousers that don't cover our bums because the rise is too short, or coats that aren't designed to fit our busts and hips.

It's time for brands to understand that adding a few inches to all of the measurements just doesn't work, and we're asking that brands to properly consider the shape of plus size bodies and make adjustments to ensure that clothing fits the bodies they are designed for.

#### BRAND ASK:

- Increase the size that you offer your clothing in. We know it takes time, but even if you only go up by one size to start with, it's a step in the right direction.

### 2) Provide accurate size charts

As plus size people, we're forced to buy the majority of our clothes online because larger sizes generally are not stocked in shops (and we'll come to that later!). Sizing varies so much - especially in outdoors clothing - with the variation between brands tending to increase as you go up the size

chart. For us to be able to more easily shop online, we need accurate and comprehensive sizing charts to help us to work out if the clothes are going to fit our bodies.

Think about each item of clothing you are selling and what the key measurements would be - it'll be different for each type of garment. Very few of us have an 'average' shape at any size, so please help us to make informed choices about what might fit our individual bodies, by giving us the information we need in a clear and easy-to-find manner.

Many of us are used to buying multiple sizes to try and find something that fits, or buying and returning from multiple shops in the quest for a single new piece of clothing. Whilst online shopping isn't something that only plus size people have to contend with, it is often our only option and makes finding things to fit our bodies disproportionately harder.

#### BRAND ASKS:

- Include comprehensive and relevant measurements - relevant to the garment you are selling. This means, for example, including hip measurements for coats, arm length etc.
- Provide corresponding measurements for the finished garment, especially where this is in a non-stretch fabric.
- Tell us how much ease there is meant to be, and what size your model is so that we can judge the intended fit.

### 3) Show clothes on different body shapes and sizes

Show your clothes on a variety of bodies and represent a diverse range of people on your websites and social media.

This serves several purposes. Firstly it allows us to assess how your clothes might fit on a variety of bodies, and at the same time it shows us that you actually make them in our size. More importantly, it is a vital and powerful signal from the industry to us that we belong in the outdoors, that plus size people deserve to be well clothed in the outdoors and that people with larger bodies are valued customers.

Really think about how the absence of larger bodies screams exclusion and has a negative impact on our confidence and experience of the outdoors, as well as your brand perception.

#### BRAND ASKS:

- Use plus size models in your marketing activities
- Show the clothing on different size models on your website so we can look at how it might fit our bodies before buying it.

## 4) If you have a physical shop, stock all the different sizes available

Many outdoors shops do not stock all the sizes that are available, and this is disproportionately true for plus sizes.

There are several aspects to this:

- Shops do not stock all the sizes in-store that are available online. This makes it difficult for plus size people to try-on outdoors clothing to see if it fits.
- Shops do not stock all the sizes that brands make either online or in shops. This means that it's really hard for plus size people to find the clothes that are made in their size.

What do we want? Shops to value their plus size customers and help support us to access the clothes we need. It's not just down to the brands to make the clothes - we need shops to stock our sizes, both in store as well as online. Finding clothes that fit our bodies is really challenging and being able to go to a shop to try on the options is integral to this.

BRAND ASK:

- Stock all the available sizes in your shops - both physical and online

## 5) Use plus size sizing standards and fit models

Most plus size outdoors clothing is simply graded up from smaller sizes, without taking into account the way bodies change with size. While not all bodies are the same shape, and we encourage every brand to think critically about who they are serving and who they are excluding when they make grading decisions, there are common themes.

Plus size women tend to have a full bust, a more prominent tummy, and a bigger bottom. They are more likely to have a hip circumference that is significantly bigger than their bust circumference. And our bodies are squishy, and this needs to be designed for. There are simple and well documented drafting techniques that can be made to accommodate this.

It's no secret that most clothes are designed to fit a B-cup bust, with the hips 7.5 cm bigger than the bust. But is that really appropriate if you want to address the needs of many plus size women? Why not increase the rise on your trousers and incorporate adjustments for a sway back and a full tummy? This would provide better fit and greater comfort, with trousers sitting on our natural waists instead of digging in uncomfortably at the front and gaping at the back. Why not include a full bust adjustment and increase the hip size in your waterproof coats? This would allow more of us to wear a coat that doesn't drown our shoulders just to fit our hips.

BRAND ASKS

- Account for plus size body shape when making larger size clothes
- Utilise plus-size standards and resources about plus-size grading
- Fit your samples on plus size outdoorsy people and listen to their feedback

## 6) Engage with plus size outdoors people

We're here and we're part of the outdoors community too. Work with us to improve your clothing for plus size outdoors people and understand our needs. If you work with brand ambassadors make sure you include some of the amazing plus sized outdoors people out there too.

### BRAND ASKS:

- Talk to us about the clothing we need and the fit we want.
- If you work with brand ambassadors, include plus size ambassadors.
- Work with plus size models to show your clothing on different bodies.
- Use your platforms to amplify and showcase some of the amazing things plus size people are doing in the outdoors.