



WHO WE ARE

The outdoors is for Every Body. We are fighting for clothing, gear, and representation for larger/plus-size bodies in the outdoors movement in the UK, so Every Body can feel safe and welcome on the hills, trails, lakes, and more.

The situation

There are lots of larger/plus size bodied people who are keen hikers, cyclists, climbers, paddle boarders, swimmers, and more, but it can be a huge struggle. This is partly because we're unable to get appropriate clothing to keep us safe on the hills/lakes as most outdoors clothing stops at a size 16. There are a few brands who stock sizes 18 and 20 but almost nothing in a size 22 or above. It's difficult to get into and stay involved in outdoor activities if you cannot get the clothing you need to stay warm, dry, and safe in your chosen activity.

In addition, we never see larger/plus size bodied people represented in magazines, brand social media accounts, clothing websites etc. It's hard to feel like you belong somewhere when you never see someone who looks like you in these spaces. In short, representation matters.

Our work

We are focusing on two strands of work:

- Building the movement! There are loads of amazing and enthusiastic plus size outdoors people out there and we want to build a space to bring them together and showcase how great they are. Through our @every_body_outdoors instagram page, we are sharing stories and experiences of plus size outdoors people, talking about the kit we have and need, and sharing the realities of trying to buy plus size clothing and kit.
- Working with brands. We're creating a manifesto to encourage brands to work better with plus size people - from sizing charts to representation, we're keen to work with brands and support them to be more inclusive in their approach.

Website: www.everybodyoutdoors.co.uk

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