



Five Size-Inclusive Brands that Love Us Back

BY BRITTANY MAHER

The problem with fashion as a plus-size shopper is that no matter how much you love fashion; fashion doesn't always love you back.

It's a truth plus-size shoppers have come to know all too well. For decades, the world of fashion has systematically turned its head away from people with larger bodies. When it comes to size availability, fashion is often exclusionary.

Plus-size fashion blogger Sydney Grace Scott of @ohh-hhhhhhhoney, which she describes as “an honest, imperfect journey towards radical self-love and a more sustainable closet,” hones in on the frustrations of navigating the world of plus-size fashion, its high points and its roadblocks.

Scott is our plus-size fashion spirit guide as she takes us through her journey of finding her favorite sustainable and size-inclusive brands. “The thing that frustrates me the most is the idea that fashion is there to change you or that there is this idea that clothing can change you into a different person,” Scott said.

Scott's journey to finding herself in her style didn't

happen overnight. It's been a dedicated process of carefully combing through the limited world of plus-size clothing. “I spent so much of high school and into my freshman year of college just kind of falling into this habit that I think a lot of young girls, especially plus-size girls, are susceptible to, which is you kind of just buy whatever fits,” she said.

Her closet became a mixed bag of multiple identities as she hunted down pieces of clothing in her size — at times it was difficult to curate the style she was going for. Scott made the decision to be proactive in her pursuit of finding more clothing options, so she assessed the pieces she wore most often then took to social media for inspiration. “I decided that I was going to make an effort to follow more women on Instagram who I identified [with] their bodies,” Scott said. “I think there's something special about following someone who you can identify with — your size, your shape, what they look like and how clothes fit on them.”

It wasn't until she started following other plus-size fashion bloggers on Instagram that it all started to come together for her. “Following different women who I identified with



more was like, okay, well, this helps me so much,” Scott said.

Scott isn't just passionate about seeking out stylish size inclusive clothing, she's heavily focused on promoting sustainable clothing and ethical fashion that is more accessible to everyone. “I think that it is very important and vital for the fashion industry to look to plus-size bodies, to look to women of color, to look for more marginalized voices to say ‘this is what we need.’”

For Scott, these are the brands that get it right when it comes to sustainable size inclusivity:

Alice Alexander

“Mary Alice, from Alice Alexander, had a question that she tackled a while back that was: ‘what is the difference between an extended size range and a true plus-size range?’ Scott said. “A true plus-size line has been created with fit models that have that body type that are actually plus-size models.

“I think that that makes a huge difference and how the clothes fit and how they feel, you know?” Scott said. “That is for me the difference between putting on a pair of jeans and putting on a pair of jeans and being like ‘wow’”

Universal Standard

“Universal Standard is one that's really great with having models in all of the sizes that they carry displayed on the website,” Scott said. “And I also appreciate them because sustainably sourced, ethically made, but at pretty accessible price points.”

Sotella

“She just expanded her sizing last spring, she has a kind of a

unique sizing system,” Scott said. “She has a lot of integrity in the imagery in the marketing. You know, showing the consumer ‘this is what you're getting.’”

The Perennial Closet

“A smaller brand I really love is The Perennial Closet, which launched this year.” Scott said.

Madewell

“I appreciate that Madewell has a pretty accessible price point and maintains quality in their clothes,” Scott said. “They tend to steer away from trends, meaning that I get really great life out of the pieces I buy from them. Their plus sizes aren't just a couple pieces thrown at the plus-sized crowd in order to appease us, and I think that's shown in their attempts to diversify the offerings they have for larger sizes in the past couple of years.”

“As far as their jeans go: I like Madewell's jeans because they have so many different washes and styles! Scott said. “My favorite jeans are the Curvy Cali cropped Bootcut jeans — I've been hard pressed to find other jeans in a size 18/20 that fit as well as those.”

Sydney Grace Scott's shopping tips:

1. Don't settle for things that don't make you feel good.
2. Follow fashionable women with a similar body type as yours on social media to get style inspiration.
3. Open a dialogue with women wearing the clothes you want to wear, ask them about details and you'll be surprised at the wealth of helpful responses.