

RETAIL

## Nordstrom offers more size-inclusive shopping options in body positivity campaign

October 3, 2017



*Nordstrom will include more varied sizes and differently sized mannequins in its new store. Image credit: Nordstrom*

By DANNY PARISI

Department store chain Nordstrom is working to make its women's clothing section more inclusive by asking brands to expand their sizing options to include women outside of the "standard" and "plus-size" categories.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The new sizing options will be available at the retailer's Century City location in Los Angeles opening this week. Top brands have already signed on and Nordstrom hopes to extend this campaign to other locations around the country in the future.

"Our customers have been asking for a broader range of sizes on both sides of the spectrum the zeros and 2's and beyond size 12," said Tricia Smith, executive vice president and general merchandise manager for designer, women's and kids apparel at **Nordstrom**, Seattle. "We recognize the opportunity to serve customers better by having more sizes. Style and fashion apply to everyone.

"They're not created for a limited group of sizes. We don't view being size inclusive any differently that the need to be more inclusive across the board whether it's ethnicity, size or body type. In our opinion, petite and plus sizes shouldn't be considered special categories; they're just sizes."

### Body positivity

The world of high fashion tends to be dominated by one body-type, but in recent years there has been more of an effort to reduce the stigma for women who do not look like supermodels and to make shopping for a wide range of shapes and sizes easy and painless.

But for many retailers, this is still a problem. Nordstrom is responding by making its new Century City location more friendly to women of all sizes by asking all brands to expand the variety of sizes they carry at the store.

Typically, women's clothing in stores starts at a size 2 and goes to size 12, while plus-size women's clothing ranges from 18 to 24.



*Nordstrom wants to make shopping more inclusive. Image credit: Nordstrom*

This leaves out many women who are below the lowest threshold or in between the two categories.

Nordstrom is stocking its new location with more 0s, 12s, 14s and 16s as a means of making women of all sizes feel more comfortable shopping and so that they can find the things they need easily without having to shop in special sections or stores to find it.

The retailer will be supporting this effort through the introduction of mannequins in varying sizes outside of the standard size 2 seen in most stores.

Brands such as Rag & Bone and Madewell have already signed on to this project, as well as Nordstrom's internal brands. The company expects more brands to join in in the future as well.

#### Size options

The adoption of size-inclusive shopping by Nordstrom should put some pressure on the fashion industry and other retailers to become more conscious of the way their stores are set up and what kinds of products they stock.

If this campaign is a success, it is possible that other retailers will follow suit and introduce their own size-inclusive shopping models.

Some other retailers have already introduced their own body-positive initiatives, such as London retailer Selfridges.



*Selfridges Body Studio. Image credit: Selfridges*

Selfridges showed its love for EveryBODY with the opening of a wellness destination.

The Body Studio is the largest department in the store at 37,000 square feet and offers clothing and accessories that will satisfy women's demand for more sophisticated and inclusive bodywear. A consciously inclusive shopping destination will hold appeal for a broad base of consumers, particularly those who are younger and more health-conscious ([see story](#)).

With multiple brands already signed up for Nordstrom's new project, the retailer will likely be able to recreate the plethora of sizing options at many of its other locations around the country.