

APPAREL AND ACCESSORIES

## Diane von Furstenberg partners with 11 Honor for inclusive designs

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*Diane von Furstenberg wrap dresses have arrived at 11 Honor. Image credit: 11 Honor*

By STAFF REPORTS

U.S. fashion label Diane von Furstenberg is teaming with luxury online retailer 11 Honor on a size-inclusive partnership.

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11 Honor works with more than 65 luxury designers, but this is the first time DVF is partnering with another brand for size-inclusive products. The market for plus-size clothing is booming, opening up opportunities for luxury brands and retailers that cater to the demand for a wider range of sizes.

### Inclusive luxury

Launched Oct. 1 on the 11 Honor Web site, DVF will retail the New Julian Two Silk-Jersey Wrap Dress in sizes 14 to 24 for \$568.

The dresses are available in three bold prints from the DVF archives, including "leopard sand," which debuted with the original wrap dress in 1974. The other prints are classic houndstooth and the Camellias black and pink floral.



*As part of the collaboration, wrap dresses are available in three prints. Image credit: 11 Honor*

Today in the United States, 67 percent of women wear a size 16 or above, but this significant portion of the population has typically been underserved by the fashion industry. A number of players are looking to change this, putting pressure on the broader industry to change.

According to NPD Group, U.S. consumers spent \$21 billion on plus-size fashion in 2016, and the market is growing faster than the overall apparel business with a CAGR of 4 percent through 2020 ([see story](#)).

Other designers offering plus-size clothing in partnership with 11 Honor include Christopher Kane, Jason Wu, Marc Jacobs and Zac Posen.

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