

APPAREL AND ACCESSORIES

Jason Wu teams up with QVC for size-inclusive collection

November 12, 2020



Jason Wu designs size-inclusive collection exclusively for QVC. Image credit: QVC

By LUXURY DAILY NEWS SERVICE

New York-based fashion designer Jason Wu is collaborating with QVC, a long-time pioneer in size-inclusive fashion, accessories and footwear, to create a size-inclusive collection.

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

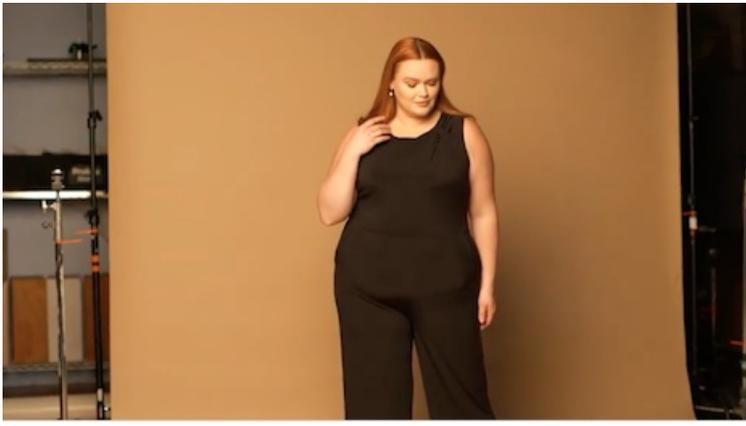
The J Jason Wu collection launched Nov. 11 at QVC.com and on the QVC apps and features all items in sizes 5X through XXS. The Taiwanese-Canadian designer will make his first-ever live QVC appearance on Nov. 13 and will share the inspiration for his collection, giving viewers and fans an inside look at how it all came together.

"We are ecstatic to have Jason Wu and his first full collection, J Jason Wu, launch exclusively at QVC," said Rachel Ungaro, vice president and general merchandise of apparel for QVC and HSN, in a statement. "Jason understands how to dress and style women of all sizes; his aesthetic aligns with our goal of celebrating all body-types through chic and affordable fashion for every body."

Inclusive fashion

For over a decade, Mr. Wu has been creating clothes that make women feel powerful and feminine and has embraced inclusive sizing throughout his career in fashion.

Merging classic American sportswear essentials with a sophisticated couture sensibility, Mr. Wu is bringing his talent to QVC, introducing fashionable everyday pieces in his new collection. The J Jason Wu collection features modern and sophisticated mix-and-match staples as well as everyday jumpsuits and dresses.



The J Jason Wu collection is now available on QVC.com. Image credit: QVC

Since 1986, QVC has offered sizing from XXS to 3X and has committed to providing all apparel to include 5X as well as inseams of regular, tall or petite. QVC offers the same pricing regardless of size.

The J Jason Wu collection is now available on QVC.com with prices ranging from \$44 to \$120.

Mr. Wu has previously collaborated with 11 Honor on a plus-size collection. Other designers that have partnered with the luxury ecommerce platform include Christopher Kane, Diane von Furstenberg , Marc Jacobs and Zac Posen ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.