

PLUS

MAGAZINE

Volume # 1

August

\$4.99

The Fashion Industry and Social Media

Insiders get a look at how the Industry is bias to women above a size 10

The Changing Times

Society is changing. The plus size revolution is here.

#BodyPositivity

Bloggers you should be following

Marielle Elizabeth

Tiffany Nicole

Stephanie Yeboah

Dani Carbonari

Destiny Hash

The Guide

Front

Body Image Part 1- Page 3

Body Image Part 2- Page 5

Inspiration- Page 7

What's Happening- Page 9

#BodyPositivity- Page 11

The Fashion Industry and media- Page 13

Quote of the Month- Page 15

Photo Spread- Page 17

The Changing Times - Page 19

The Changing Times part 2 - Page 21

Places to Eat - Page 23

Inside Look, the New Collection by Spyce - Page 25

Black-Owned Brands That Sell Plus Sizes - Page 27

26 Size-Inclusive Fashion Brands You Deserve- Page 33

Photo Spread part 2- Page 31

We can Work It out - Page 29

Interview with the Top Model winner- Page 35

The Plus size Market- Page 37

Best Hair Styles for the Outfit- Page 39

Styles for the Working Womaen- Page 41

Photo Spread part 2- Page 43

Places to Visit - Page 45

Back cover

Body Image

Have you ever looked at yourself in the mirror and didn't like what you saw? I guarantee you are not alone. Millions of people feel like this because of the beauty standards created by our society. A majority of them being women and many of them are teens who struggle with such thoughts. Due to the images publicized by multifaceted areas of the media, which include television, social media, and print, like magazines, an unspoken standard has been conceived that most cannot possibly meet.

Women are shown as tall, skinny, or very curvy as if they were supposed to look like an 's'. As a result, of these standards, for both young women and adults, there has been an increased level of concern for the negative self-image or body image. Body image negatively affects women because of the exposure from the media and mental stability.

Over the last 20+ years, social media has become our main source of information and the most popular way to communicate. That unspoken standard has been pushed and advertised on television like America's Next Top model, print magazines like People, Vogue, and Cosmopolitan, and apps like Instagram, Snapchat, and Twitter. Those are the biggest offenders of negative body image. Instagram is a platform where you can share photos and videos, it was launched in October 2010.

According to Statista, as of May 2020, Instagram users are 56.4% female. Young adolescents are impressionable and it is easy for their minds to be molded and shaped to believe that they must meet the perceived standards set by society and, most especially, by the people they look up to and admire.





Celebrities use social media to show off and to promote. Nine times out of ten female celebrities have had something cosmetic done and young girls think it is okay. Which for 10-18 year-olds, it's upsetting to think that they want to change the best parts of themselves when they are still growing just because the Kardashian-Jenner family gets something different and posts about it.

This can lead to women wanting to change themselves affecting their mentality. The concern for the phenomena of negative body image has also sprung the creation of organizations like the National Eating Disorders Association (NEDA) which publishes articles about the impacts negative body image has on young people and the eating disorders that can result. As explained in the Body Image and Eating Disorders section of the NEDA website, one's perception of their body can have a profound impact on their mental health and self-worth. NEDA suggests that; "Body positivity (or body satisfaction) involves feeling comfortable and confident in your body, accepting your natural body shape and size, and recognizing that physical appearances say very little about one's character and value as a person.

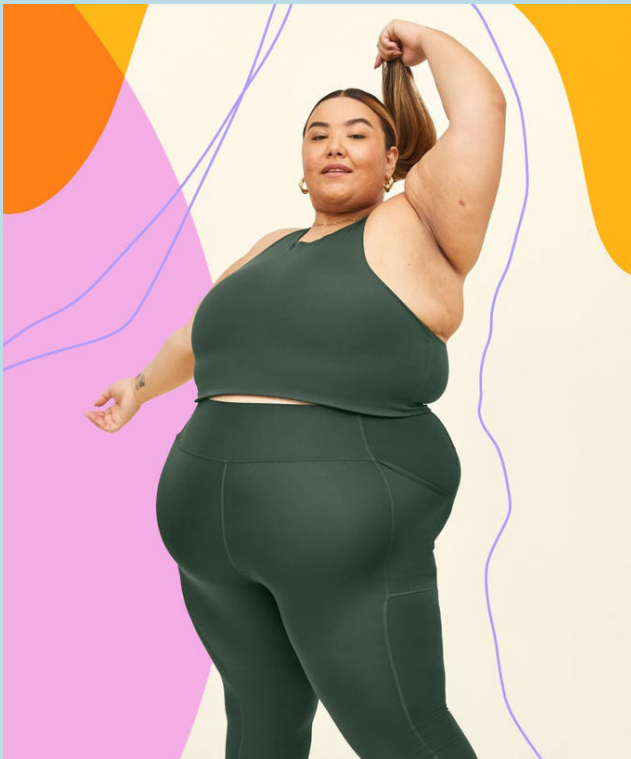


A negative body image, on the other hand, involves a distorted perception of one's shape. Negative body image (or body dissatisfaction) involves feelings of shame, anxiety, and self-consciousness".

Body Image

The negative feelings of self-worth, as a result, will often lead to low self-esteem, depression, and potentially eating disorders, such as anorexia nervosa and bulimia nervosa. NEDA promotes positive body image and promotes diversity and body acceptance which can lead to a healthier lifestyle, both physically and mentally.

Going back to social media, NEDA has also helped to expose the problems that social media pose regarding eating disorders by featuring in their blog real accounts from people who have been negatively affected by social media posts, most particularly Facebook Under the topic 'Fantasy, Reality and Painful Comparisons', teenage girls point out that people often post electronically altered pictures of themselves that make them appear almost perfect.



As one young lady puts it in the blog; “People create a fake self.” (NEDABlog) This results in particularly teenage girls developing a negative self-image because they can’t possibly measure up to the fake pictures posted on other people’s Facebook pages. The blog goes on to point out that online communities can also be a problem or support, depending on the content. Some sites post pictures of people that others wish they were but can’t compare, but others offer support for those suffering from a negative self-image and eating disorders. Those sites can provide needed support and reinforce that people are not alone with their problems and can help in recovery from eating disorders.

Also, there is evidence that depression and body image issues can begin as early as adolescence and females tend to suffer to a greater extent from these due to their placing a higher value on body appearance than males do. There is evidence that negative body image, depression, and eating disorders are linked together and feed off each other. The ultimate danger in these connections is the eating disorders that occur when people with poor body image resort to unhealthy ways to try and correct what they perceive as their shortcomings.

The three primary forms of eating disorders are Anorexia nervosa, Bulimia nervosa, and Binge-eating disorder. Because eating disorders tend to occur in the teenage or early adult years of life, intervention and education are essential in early childhood to stem the cause of these conditions from the outset.

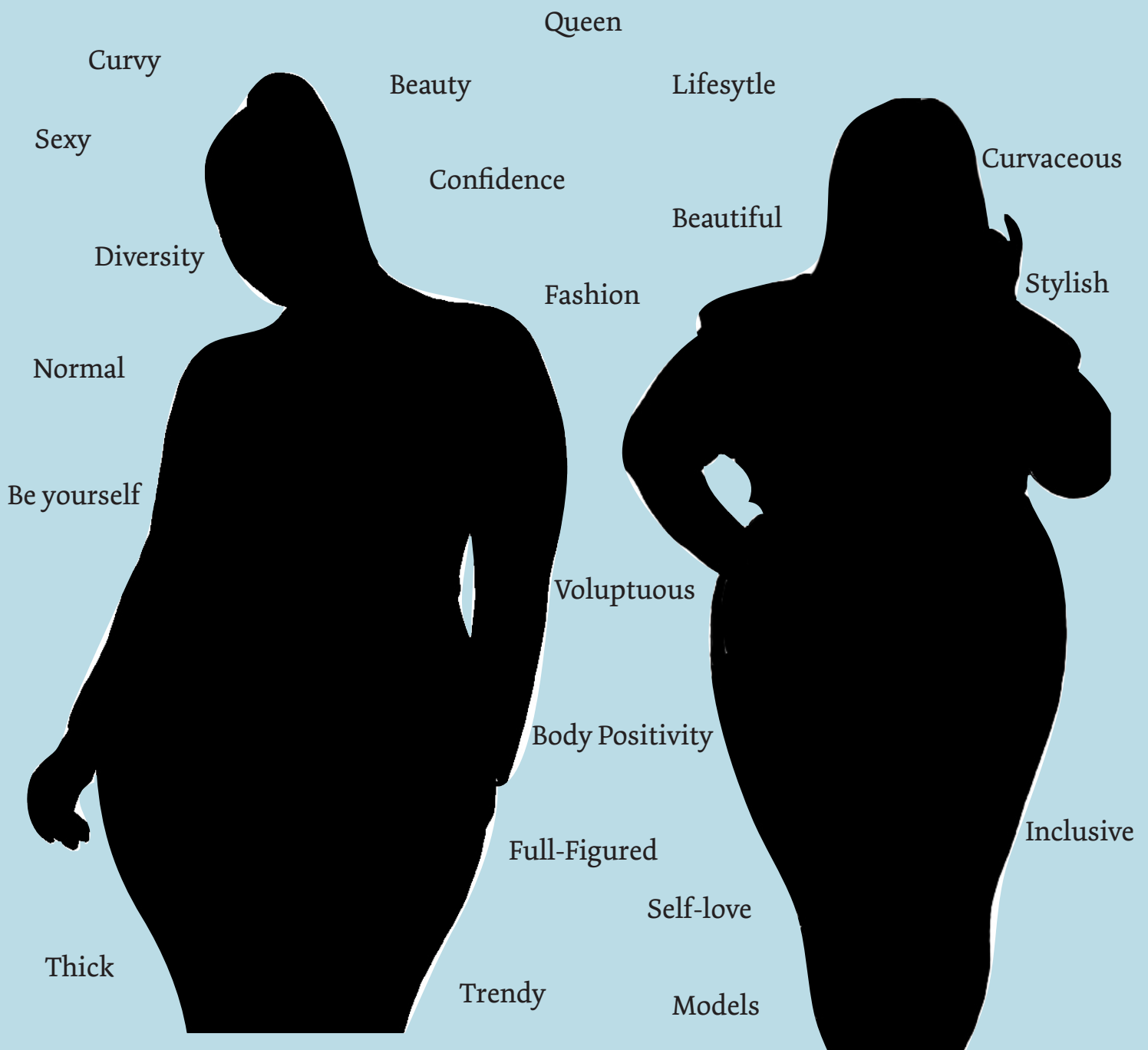
Enjoy your body



Negative body image is the beginning of a downward spiral and the causes of those feelings require the greatest attention. As stated in the CNN article “Fat is the new ugly on the playground”, it is important to “Teach your children that everyone deserves to be treated well, no matter size, shape, skin color or how expensive their shoes are! We come in a diversity of shapes and sizes.

Enjoy your body, enjoy physical movement, eat tasty and good- for-you food, and celebrate the fact that you are alive”(Hetter). These are words to live by and the negative forces, like social media and peer pressure, must be stemmed from an early age to try and prevent another generation from suffering from the sometimes horrible effects that can result from negative body image.





Plus-sized women shouldn't think of themselves as a size. They should think of themselves as women with rich goals in life. Size doesn't mean, really, anything. You can carry your size with pride and dress in a way that you like. - Donatella Versace



This is one of my beautiful friends. She was part of my inspiration for me to create this magazine and without her, I wouldn't have the product you see in front of you.

What's Happening

OLD NAVY

DEAR WOMEN EVERYWHERE,
Let's start a fashion revolution. Now in all stores, online, wherever you find us, you'll find all styles, all sizes, same price. (That's right — the same style is the same price, no matter the size!) Because you deserve it, and your friends do too.

That's what Old Navy put on their site to announce the arrival of their newest and greatest campaign yet, "Bodequality." This new initiative promises that every garment in the Old Navy women's section will be available online and in store in sizes 0-28 (with size 30 being available exclusively online) in the same styles, for the same price, completely integrated into the existing women's section. The feat will make Old Navy the first business of this scale to guarantee true size-inclusivity across its 1200 stores (and yes, that includes international stores as well).



"After intensive research where we spent time listening, learning, and walking in our customers' shoes, it was clear there was an opportunity to do more to meet their needs and make sure that every woman saw herself in our brand...We saw an opportunity to meaningfully change the women's shopping experience by making it more inclusive regardless of size," said Nancy Green, the president and CEO of Old Navy



BODEQUALITY represents a complete transformation in how Old Navy is changing the business from the design and production process, to their shopping experience across stores and online, and how they engage with their customers across all brand touchpoints.

From the product development standpoint, Old Navy has redeveloped all of their existing plus size grading with the use of 3D avatars made with 389 body scans of real women in partnership with the University of Oregon.

Alison Partridge Stickney, head of Women's and Maternity Merchandising at Old Navy, assures that this fit direction will be familiar to their existing customers (their size should still be the same), however the fit will just be better and, based on early feedback, more comfortable.

#BodyPositivity

Beautiful Influencers and Bloggers
you should be following.



Marielle Elizabeth is a Content Creator and Blogger who writes articles for Vogue and The Cut.



Stephanie Yeboah is an Author, Content Creator, Blogger, Body Image & Self Love Advocate and Freelance Journalist



Tiffany Cole aka thediaryofacurvygirl is a New York based Style/ Fashion Influencer. She has her own small business of rhinestoning items.



Destiny Hash is a Digital Creator who has modeled for brands like SavagexFenty and other smaller brands.



Dani Carbonari aka Dani DMC is a youtuber, model, confidence activist, and Influencer. Her Social media is filled with videos on how to be confident with who you are.



Barbie Ferreira, 24-year-old American model and actress. She's known for her role as Kat in the hit HBO series, Euphoria.



Tara Lynn is most often shooting lingerie and swimwear campaigns, but she has also graced the cover of international fashion magazines.



La'Tecia Thomas aka lateciat Is a YouTube or and Social media influencer. She blogs about her beauty routines and fashion finds.

The Fashion Industry and Media

“When life gives you curves, flaunt them!” This quote encompasses what the fashion industry should make women feel in their skin. The plus-size fashion industry has been around since the early 1900s. Plus size women are just recently becoming more illustrated in the media.

Plus-size models have been around but were not favored. The treatment of plus size women has not been the greatest. In the last 10 years, we are getting the recognition we deserved. Women like Melissa McCarthy, Aretha Franklin, Queen Latifah, Danielle Brooks and so many more beautiful and brave women created a path for women with larger body types, curvaceous body types, plumper body types, voluptuous body types whatever you call it so that women like Ashley Graham, Tabria Majors, Tess Holliday, Lizzo and many others could flourish. You can say plus size fashion started with the company, Lane Bryant, a well known plus-size retailer. They had the category “stout” women, but the items were slimming. The business that was built to help women embrace her size was telling her that you need to look smaller.

But it is now focusing on promoting plus size women and advertising “you are who you are and you do not need to change.”

The plus-size fashion industry has become a billion-dollar market. Because of brick and mortar stores like Torrid, Rainbow, Catherine, and a few others, as we see more and more women being about to buy the correct clothes. Some companies over the last few years have expanded their size ranges to include what’s deemed as plus size. Plus sizes for women usually start from between size 10 or 14. Nowadays, the average U.S. women’s dress size is between 14 and 16, meaning that plus-size is the new normal.

The popular online companies like FashionNova, Forever 21, ASOS, Eloquii, and a few smaller companies have added plus size fashion, which they call “curve”. It is becoming a trend, as time passes, to include plus-size into a company’s sizes. Even some fashion companies created by celebrities have a plus-size section like Rihanna’s Savage x Fenty collection and Beyoncé’s Ivy Park.

The only problems with all these companies are one of about four things. One, they have a limited selection of plus size items compared to the “regular” sizes. Two, the number of sizes they carry, for example, a store might only carry up to a 1x, which is roughly a size 14 to 16 and at another with a similar product might go up to a 4x, which is roughly a size 26 to 28. Three, the difference in sizing from store to store can be a bit of a challenge when searching for clothes.

Last but not least, pricing for some companies they price plus size items higher than “regular” sized items. That puts women at a disadvantage because it discourages them from purchasing items they find fashionable and are forced to go to a more undesirable styles.

Social media plays a big role in the plus-size fashion industry. Brands are taking to popular networks, like Instagram and Twitter, and they use celebrities and influences to help promote. In our society, being plus size is not always accepted. Influencers who use social media to advocate for plus-size women and the plus-size community are Inspiring and brave. Using platforms like Instagram and Twitter are great ways to help empower people to embrace their size. Since everybody has access to these platforms, young children who are embarrassed about their size have role models to look up to other than the people who fit that “unspoken standard.” The message that everyone should know is, “No matter what you look like, bigger or small, tall or short, black or white we are all beautiful. The way you are makes you something special.”



Quote of the Month





Body confidence
doesn't come from
trying to achieve
the "perfect" body.
It comes from em-
bracing the one
you've already got.

Be Your Best Self

