

WOMEN'S PLUS-SIZE APPAREL: ASSESSMENT OF CLOTHING SIZE CHARTS
AMONG NATIONAL RETAIL FEDERATION'S 2015 TOP 100 US RETAILERS

By

SUSAN CHRISTINE DUNN

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To the Faculty of Washington State University:

The members of the Committee appointed to examine the thesis of SUSAN CHRISTINE DUNN find it satisfactory and recommend that it be accepted.

Deborah A. Christel, Ph.D., Chair

Carol J. Salusso, Ph.D.

Anne E. Cox, Ph.D.

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Abstract

by Susan Christine Dunn, M.A.
Washington State University
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Chair: Deborah A. Christel

The term Plus-Size is used throughout the apparel industry and our society, but it is a poorly defined term without clear parameters. Women's apparel sizing is varied and non-standardized, which leads to confusion and frustration for consumers.

The purpose of this study is to determine the manner in which the fashion industry currently defines Plus-Sized clothing sizes. This takes two forms in this study: how Plus-Sized clothing is classified within online merchandising categories; and how Plus-Size sizes are parameterized. The retailers chosen for this study are taken from the National Retail Federation's *Top 100 Retailers Chart 2015* (Kantar Retail, n.d.). This study attempts to clarify the measurements used in discussing Plus-Sized apparel and its categorization in a multi-disciplinary manner. The results of this study are discussed in an intersectional feminist, Fat Studies, and merchandising perspective to ultimately advance the well-being of Plus-Sized women and provide a foundation for future research.

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CHAPTER ONE

INTRODUCTION

1.1 Author's Perspective

To provide readers with clear understanding of the author's point of view, the author will first address her perspectives and assumptions. This study is written and conducted from an intersectional feminist, and a Fat Studies perspective. Intersectional feminism is a concept coined by Professor Kimberlé Crenshaw in 1989 (Crenshaw, 1991). The main tenet of intersectional feminism is that topics are not single-faceted, and that there are multiple layers to feminist issues that bisect sex, race, gender identity, and weight, to name a few possible aspects (Crenshaw, 1991). These complex layers affect all topics and experiences, and while not every item will be addressed in this study, the author recognizes their impact. Stemming from feminist research, Fat Studies is an area of study that "has at its core the identification and elimination of bias based on body weight, shape, and size" (Watkins, Farrell, & Hugmeyer, 2012). Within Fat Studies, the term "fat" is not one of deprecation or derogation, but is a simple descriptor of the body, being, and experience. A person may be fat and have had experiences centered on fat, or fatness, without holding character traits which are often attached to the term.

Fat Studies is a field derived from grassroots activist efforts and as more researchers consider the implications of the lived experience of fat people, the academic discipline of Fat Studies is gaining more ground and is being adopted as courses at more universities (Watkins, Farrell, & Hugmeyer, 2012). One need only to spend a moment's time in the life of a woman labeled as fat, whether on the internet or in their daily life, to recognize that the biases and

stigmas surrounding fat female bodies is still flush and alive. Previous research has shown the existence of fat stigma and discrimination as a reality of life within the United States (Wooley, Wooley, & Dyrenforth, 1979; Allison, Basile, & Harold, 1991; Cramer & Steinwert, 1998).

Numerous recent studies have reiterated and added to Fat Studies literature and discourse (Papadopoulos & Brennan, 2015; Vartanian, 2009; Teachman, Gapinski, Brownell, Rawlins, & Jeyaram, 2003).

1.2 Terminology

Terminology used to discuss fat bodies is not universally accepted or seen as holding the same significance. The diversity of language used by various fields and industries to describe or discuss fat humans is broad and wide. For example, within the medical field the term overweight or obese is common (Ogden, Carroll, Kit and Flegal, 2014). In apparel and fashion the term Plus-Size (or Plus Size), Outsize, or Women's, is commonly found (Lee & Steen, 2014, p. 322).

While mainstream America primarily views the word fat as an insult, I use this term as a descriptor within this study and will explain further the reasoning for this decision. The terms "overweight," "obese," and "plus size" are preferred by some and seen as only a descriptor, while others see it is a socially created construct of otherness against a conceived normalcy of size, instead using the term "fat" as a form of word reclamation (Watkins, Farrell, & Hugmeyer, 2009). However, the term "fat" is still seen by many to be not only a form of derisiveness, but a deep source of personal torment. I recognize these broad viewpoints and notes that terms such as overweight and obese are fairly well defined within medical contexts, while the term "Plus-Size" is widely used within and outside the apparel industry without clear consensus on its meaning and use. From the perspective that language can be used to suppress, even oppress, the term Plus-Size will be analyzed and scrutinized from an intersectional feminist perspective within this

study. I have chosen to use the words fat, large, and Plus-Size interchangeably to describe women without attaching character traits upon them.

From a feminist and fat studies perspective, there is no sole cultural producer that defines the ideal aesthetic of women. Beauty and aesthetic ideals consists of many groups which use explicit and implicit messages to either shame or reward women based on how they compare. As my goal is to analyze cultural objects that shape the public perspective on the female body, I think it appropriate to focus on the sizing charts produced by the fashion industry's top apparel selling retailers of 2015. In doing so, this research contributes to a gap of scholarly analysis that investigates body ideals through clothing size.

1.3 Assumptions

- Plus-Sized apparel is not sized, labeled or merchandised consistently.
- The *Top 100 retailers chart of 2015 from the* National Retail Federation's website (Kantar Retail, n.d.) is reflective of apparel purchasing in the United States and will accurately reflect mass produced apparel sizing for Plus-Sized Women's clothing.
- Plus-Sizes will begin at size 14 and end around size 28.
- If a consumer can find clothing that fits them, in style, measurements, and price that the consumer will then be satisfied with them and purchase from the retailer again.

1.4 Purpose of Study

The purpose of this study is to determine the manner in which the fashion industry currently defines Plus-Sized clothing sizes. This takes two forms in this study: how Plus-Sized clothing is classified within merchandising categories; and how Plus-Size size is parameterized. The retailers chosen for this study are taken from the National Retail Federation's *Top 100 Retailers Chart 2015* (Kantar Retail, n.d.). This study attempts to clarify the

terminology used in discussing Plus-Sized apparel and use of categorization in a multi-disciplinary manner. The results of this study will be discussed from a feminist, Fat Studies, and merchandising perspective to ultimately advance the well-being of Plus-Sized women and provide a foundation for future research.

CHAPTER TWO

LITERATURE REVIEW

This section reviews the literature relevant to apparel sizing and apparel sizing categorization, merchandising classification in the retail environment, Plus-Size consumer frustrations and online retail organization and navigation.

2.1 Industry Overview

In order for consumers to make informed clothing purchase decisions, they need to understand sizing and fit. A wide variety of sizes are available for consumers to experiment with as they determine their ideal fit. Many online retailers have sizing charts and fit illustrations to aid the consumer in pre-purchase decisions. This process is somewhat simple for people with bodies that fit within the average range of clothing sizes offered. However, for those who fall outside the norms of body size and shape, shopping for clothing can be difficult (Scaraboto & Fischer, 2012; Peters, 2014). Issues surrounding Plus-Sized apparel and the frustrations of Plus-Sized women are not a new discourse within the United States of America. Within the fashion industry, Plus-Size is a modern term used to describe larger-sized women but the concept of larger apparel has existed for over 100 years (Keist, 2012). In the early Twentieth Century, the term “stout” was commonly used to describe larger women. A stout woman had a figure “with generous bust, back and hip curves that decidedly did not fit in with fashion’s demands for the slim figure” (Keist, 2012, p.9). Another term used to describe fat women was half-sizes. Half-sizing was used to describe fat women of “uncommon proportions” which would be known today as both Plus-Size and Petite (Keist, & Marcketti, 2013).

Historically, Euro-American cultures have viewed the human body as adaptable, moldable, and able to achieve the socially prescribed beauty standards. In the Twenty-first

Century United States, the female body has increasingly become viewed as capable of adapting to spaces constructed to meet needs of business and corporations rather than those of humans (Davis, 1995). In the fashion industry specifically, this is partially achieved through mass production. Mass production of apparel is a process that accommodates manufactures' desires to maintain high profit margins by developing clothing quickly and cheaply (Hounshell, 1985). From this perspective, the manufacturer assumes that the consumer's body is mutable and will alter to fit into pre-constructed spaces, such as that of ready-to-wear clothing rather than historically tailor made.

2.2 Apparel Sizing

Apparel sizing does not only affect the literal physical size of a garment, but many other components of the design, merchandising and use of a garment. Not only that, but it may affect entire decision chains such as how product categories are treated, displayed, and advertised. For instance, all sizes of a garment may be pulled from the shelves if a single size that is deemed a key size of that garment runs out (Caro & Gallien, 2010). A retailer must attempt to increase profits, while reducing costs, and meeting consumer needs (Levy & Weitz, 2012). This means that they are held back by various constraints such as floor space, costs of production, their brand image, and their own target consumers. While consumers may want more choices in colors, styles, or sizes, a retailer cannot appease everyone. However, a consumer who enters a retail space, through brick-and-mortar or online spaces, and fails to find their size in their preferred style may not return to the retailer or convey positive impressions of the retailer to others (Mantrala et al., 2009). When consumers find retailers that offer clothing in their sizes, style, and price range, they are much more likely to become brand or retailer loyal (Levy & Weitz, 2012; Mantrala et al., 2009). This may then result in higher profitability to the retailer.

Within the field of apparel there are several methods of categorizing sizing that are distinct and are dependent on aspects such as: gender, price point, figure type, height, age, company preferences as well as others (Lee & Steen, 2014). These are used, in part and in combination, by companies to create their specific style and sizing.

There are five main sizing methods that will be introduced here: numeric sizing, alpha sizing, vanity sizing, body measurement sizing, and mixed sizing. Numerical sizing is defined simply as “a size range designated with numbers,” (Lee & Steen, 2014, p. 452) and varies in even or odd numbering depending on the target market and merchandising classification. For instance, a Missy’s size chart may have even numerical numbering: 0, 2, 4...14, 16, etc., while a Junior’s size chart may have odd numbering of: 1, 3, 5...13, 15 etc. Numerical sizing in body measurements are seen as 34, 36, 38 etc. which correspond with body measurements in inches and are more commonly found in Men’s sizing (Lee & Steen, 2014, p. 320-324). In Plus-Sizes, the numerical sizing is often even numbers and can be seen as 20, 22, 24, etc. (Lee & Steen, 2014, p. 323).

Alpha sizing is a method most often seen in letters such as S, M, L, XL (Small, Medium, Large, Extra Large), and tends to encompass several numerical sizes within each alpha label; this may be seen as skipping numbers as the labeled size is that of the highest size measurement included (Lee & Steen, 2014, p. 320). For instance, an L may correspond with that company’s 10, and an XL with their 14.

Vanity sizing is a marketing device in which sizes are manipulated in a way to make the apparel and consumer seem smaller than they are (Kennedy, 2009, p. 518). This has occurred within American apparel sizing for women throughout the years, where “a paper pattern from the

1950s would designate the size 8 measurements in our chart to be a size 14” (Lee & Steen, 2014, p. 319).

Lastly, mixed sizing is where two or more of these methods are used together, and can present in multiple expressions. One example of a mixed sizing is numerical and alpha which may take the form of: XXL/14-16 or XXL/16.

Clothing designated for females, categorized as Misses or Women’s, may use numeric sizing, alpha sizing, vanity sizing, body measurement sizing, and mixed sizing and are labeled in an ad hoc manner that differs between sizing charts and companies (Lee & Steen, 2014, p. 320; Betzina, 2003, p. 25-26). Men's clothing typically uses numerical or alpha sizing. For men, these sizing methods typically utilize body measurements. Waist measurements are used to size pants, as well as the inseam measurement (that of the inside of the leg) and are labeled thusly, while shirts may be sized by neck and arm measurements (Lee & Steen, 2014; Diamond & Pintel, 2008, p.152). This is not typically how Women’s apparel is sized, and body measurements may not be found while shopping for a garment.

2.3 Sizing Charts

When shopping, typically a sizing chart is used to help determine the correct size to try on. Sizing charts are a way for companies to organize and communicate their sizes to consumers and allow for them to choose the best size of a garment that would fit them. Sizing charts are not uniform in design, layout, or presented information (Otieno, Harrow, & Lea-Greenwood, 2005, p 4). Usually, but not necessarily, the information within these charts are the bust, waist, and hip measurements that correlate to each of the labeled sizes. Sizing charts both inform and further act to confuse consumers due to the inconsistency between and within retailers, due to information present in the charts may be inaccurate or there “can be a variation of actual measurements in

garments, which are labelled with the same size code” (Otieno, Harrow, & Lea-Greenwood, 2005, p 4).

Sizing is also affected by market segmentation, usually in the form of demographic information. Target demographics are an easy way to group consumers and for a retailer to target these groups (Levy & Weitz, 2012, p 99). For example: a Plus-Sized, middle-class woman with college education is all demographic information. The physical, personal, and social aspects of a target demographic may have an impact to the wants and needs of the consumer as well as the style and fit of the clothing best suited for them (Levy & Weitz, 2012). This is one aspect used to create individual sizing charts by each apparel company.

Sizing charts are not typically displayed in a physical store but rather online. Unless a consumer is shopping online, they may never see a size chart correlating body measurements to a company’s sizes, and must rely on either past knowledge of fit within the company, or trying on the apparel to select a correct fit. The labeling of size on apparel tags, and the corresponding measurements to size, is not required by law within the United States of America, (A guide, 2013).

The separate sizing classifications can have overlap in labeling, while the measurements and silhouette are different. For example: size 14 can be found in both Missy and Plus-Size (ASTM D5585, 2011; ASTM D6960-04, 2004). When this is the case the Plus-Size sizing may be labeled as Women’s and is represented with a W, as in 14W. Within ASTM D5585-11 Misses, there are sizes from 00-20, that are presented in two body proportion types “Curvy” and “Straight” (2012). This was developed through major review of anthropometrical data, and “increases and decreases at different rates in specific areas” was identified (ASTM D5585-11, 2012). This was then modeled into 3D avatars to better express these body proportions.

Conversely, a single chart was developed for Plus figure type with no accompanying avatars (ASTM D6960-04, 2004). This standard is also withdrawn. The Misses Curvy 14 compared to the Plus 14W the Misses Curvy 14 is larger in all three measurements. BWH for Curvy is 40 $\frac{3}{8}$, 32 $\frac{1}{2}$, 43 $\frac{1}{4}$, and BWH for Plus is 39 $\frac{1}{2}$, 31 $\frac{1}{2}$, and 41 $\frac{1}{2}$ (ASTM D5585-11, 2012; ASTM D6960-04, 2004).

There are different merchandising classifications of sizes based on age, gender, height, and girth. These classifications are not uniform throughout the industry, but are often broken down to some iteration of: adult women, adult men, pregnant women or maternity, tall, petite, plus size, junior, and children of various ages, gendered or not (Lee & Steen, 2014; Subcommittee, n.d.). With diversity and no standardization of these merchandising classifications it may be difficult for some consumers to reach their goals of product attainment and self-expression.

Current scholarly literature and industry reports define Plus-Size in the following ways:

- “starting approximately at size 14” (Lee & Steen, 2014, p. 323).
- “a special segment that wears a size 14 or larger- the Plus Size” (Acosta, J.P., 2012, p.97).
- “plus-size refers to a larger figure correlating most commonly with misses’ sizes 14-32 (Ashdown, 1998; ASTM, 2004).
- ASTM International, lists Plus-Size as “14W through 32W” (ASTM D6960-04, 2004)

There is some consensus among the fashion industry and academia that Plus-Size classifies at size 14 and higher, however, as stated above, there are no laws requiring consistency of sizing across apparel companies (A guide, 2013). As a result of this, many women own and wear a range of clothing sizes. There is no clear understanding of what Plus-Size apparel consists of. Assuming that as body weight increases so does clothing size, over 60% of Americans would fit into Plus-Size clothing categories (Garcia, 2015).

2.4 Consumer Frustrations

The lack of uniformed sizing of female clothing creates confusion and dissatisfaction for the consumer, as well as distorting the image that correlates to size as physical representation (Kind, & Hathcote, 2000; Otieno, Harrow, & Lea-Greenwood, 2005). The experiences and frustrations of the female Plus-Size consumer towards apparel has been well recorded and studied in academia (Scaraboto & Ficher, 2012; Otieno, Harrow, & Lea-Greenwood, 2005) as well as discussed in non-academic settings (Bellafante, 2010; Kinzel, n.d.; Harding, n.d.; Levitt, n.d.)

People who blog about these frustrations are sometimes referred to as Fatshionistas (Scaraboto & Fischer, 2009, p. 1234) and the blogs and online grievances are too numerous to fully note. Within these, criticisms of apparel fit, style, and availability are common (Scaraboto & Fischer, 2009; Keist & Marcketti, 2013; Otieno, Harrow, & Lea-Greenwood, 2005). In Keist & Marcketti's (2013) study, major criticisms were found for fit in Plus-Sized Women's clothing. These sentiments are not new however, and can be found through history in United States apparel discourses. The Plus-Sized consumer's dissatisfaction with fit has been expressed as far back as the early 1920s (Keist & Marcketti, 2013, p. 262).

Feeling unrepresented or unwanted within the apparel industry is also not a new or uncommon sentiment. Studies investigating the effects of being exposed to “thin or underweight,” “average” sized models, and “overweight” models have been done through the years to different conclusions (Diedrichs & Lee, 2011; Tiggemann & McGill, 2004). Levels of social comparison or internalized cultural ideals of beauty (Diedrichs & Lee, 2011) and body cathexis appears to be an important factor in how much of an effect these exposures have on people. Body cathexis, is “the degree of feeling of satisfaction or dissatisfaction with the various parts or processes of the body” (Secord & Jourard, 1953, p. 343). Song & Ashdown (2013) found that body cathexis can be affected by people’s self-perception of size. This furthers the point that size matters to women.

Since at least the early Twentieth century large women have been told there is a right way and a wrong way to dress themselves. Advice and criticisms of dressing to “accentuate a Plus-Sized woman’s best features and hide her defects” (Keist & Marcketti, 2013, p. 267) is a sentiment heard still to this day. When Plus-Size consumers express high level of dissatisfaction with available styles (Kin & Hathcote, 2000;) and difficulty in finding clothing in their preferred styles (Otieno, Harrow, & Lea-Greenwood, 2005), it is difficult to dress to current style trends, let alone match clothing to personal style tastes. If a person’s clothing fits, literally and figuratively, then the person does not so much notice them. Clothing “becomes an extension of the body that is like a second skin” (Entwistle, 2000, p. 334), but when clothing does not fit it is noticeable, distracting, and limiting, as Entwistle discusses in relation to Eco’s dialogue (as cited in Entwistle, 2000) regarding too tight jeans. This limitation of expression may take form in size, style, gender expression, combinations of these and beyond.

Consumers may find other ways in which to dress themselves, looking to other merchandising categories such as men's clothing (Peters, 2014), or retailing channels such as catalogues or online retailers (Scaraboto & Fischer, 2012).

2.5 Online Retail Organization

The purchasing of apparel can take place in many locations such as catalog, TV, and virtual or a physical store. A physical store, termed brick and mortar is defined as the traditional method of retailing and is the physical space in which purchases can be made (Diamond, & Pintel, 2008, p.89). An online store is then the online retail space for a company reachable through a website (Diamond, & Pintel, 2008, p.89). These retail spaces are not directly equal in qualities and each offer pros and cons to a consumer. An online retailing space is not dependent on limited floor space within the store, instead merchandise is held within warehouses and distribution centers, and presented to the consumer in an online retail space that is affected by server capacity. However, the online retail space may be hard to navigate due to many more products being available, or be poorly presented to the consumer (Napier et al., 2006). The consumer is also distanced from the apparel and is unable to touch or interact with the products, which does not allow for testing the fit of a product before purchase. There are certain aspects to online shopping that are more attractive to some Plus-Sized consumers.

There is no other presence of human beings, and a shopper is able to take as little or as much time as they wish without judgement or interaction. While frustration at being unable to reach apparel that fits them may still present, this is lessened than being physically within a retail space, as the shopper is able to leave quickly, anonymously, and is given a quicker opportunity to find another apparel retailer than when limited to the physical space (Scaraboto & Fischer, 2012).

As Lesley Kinzel (2015) put it:

“The truth is that brick-and-mortar shopping as a definitively, unquestioningly Plus-Sized person in a store with fully integrated Plus-Sizes can be super frustrating when the whole store doesn’t carry the full range of sizes. Which items come in your size? WHO KNOWS.”

Plus-Sized apparel is often separated to the back of stores or even pushed out of physical retail spaces entirely and is then found only in the online retail space (Scaraboto & Fischer, 2012). Thus, a consumer may never know that a retailer offers apparel in her size if she does not visit the online space. Otieno, Harrow, & Lea-Greenwood (2005) found that Plus-Sized consumers were put off by thin sales representatives, and of the Plus-Sized respondents “60.7 per cent said that they felt frustrated” when unable to find clothing that fit them. This may be a major contributor to Plus-Sized consumers shopping online.

Consumer purchase and satisfaction are the major goals of a retailer. “Satisfaction is a major outcome of marketing activity and serves to link processes culminating in purchase and consumption with post-purchase phenomena such as attitude change, repeat purchase, and brand loyalty” (Churchill & Surprenant, 1982, p. 491). When consumers receive apparel that does not meet expectations, returns are made. “Merchandise returns account for more than \$280 billion in lost sales for US retailers” according to a 2014 report by The Retail Equation (Consumer returns, 2014). Other aspects such as style, price, marketing approach, and others may also affect consumer returns (Consumer returns, 2014). Ensuring that apparel fits the consumer in accordance to measurements in sizing charts is thus critical for retailers to keep returns down.

2.6 Wayfinding in Online Retail Spaces

Wayfinding is a concept known in multiple fields such as design, architecture, and merchandising. It is generally known as the process or cues in which people navigate spaces (Center for Inclusive Design and Environmental Access, n.d). Wayfinding is both the “act of finding your way to a destination” as well as the process in which fields may then help “people find their way” (Berger, 2005, p. 6). Explicit signs or information may be used to do this, as well as implicit language, symbols, or signs (Gibson, 2009, p. 13). This information should communicate information and direction “with accuracy and immediacy” (Gibson, 2009, p. 13).

Each retailer will have design elements specific to their company and brand which communicates their business or brand to the consumer. While the online retail space is not physical, “coordinated symbols, colors, names, signage, architecture, and landscaping together reinforce the institutional identity and express a specific sense of place, of being somewhere in particular” (Harris, 2009).

Certain characteristics of online retail spaces are similar throughout page design. Though sites differ greatly in their use of color, fonts, images, and layouts, they use similar structures to exhibit products, guide consumers, and relay information (Napier et al., 2006). These elements must communicate information to the consumer while reinforcing the brand (Berger, 2005).

Navigation bars are frequently used in online retail spaces, and are often found as an overarching main header near the top of subsequent pages. Navigation bars may use graphics or text to direct users to internal links throughout the rest of the website (Napier et al., 2006, p. 301). The most common form of navigation bar referenced are main headers (Napier et al., 2006). These often offer departments, product categories, or other specific information to better direct consumers to the sections or products they are shopping for. These headers may take the form of

offering direct links or drop-down menus, which may either be hovered over with a cursor, or clicked to show further information, links, or images (CSS, n.d.).

Filtering is another way in which the information can be organized, classified, and delivered. It uses keywords to deliver relevant information or products, to consumers as they shop online (Information, 2012). A consumer may choose keywords presented by the retailer, or enter their own. Filtering is a “selective presentation or deliberate manipulation of information to make it more acceptable or favorable to its recipient” (Filtering, n.d.). This takes different forms in the online retail space, but is commonly seen as a way of presenting and organizing products. A consumer may filter any items by brand, style, or other aspects. The goal of organizing an online retail space is to facilitate traffic in a logical and intuitive manner which allows for consumers and retailers to accomplish their goals (Napier et al., 2006, p. 286). Consumers may find the information or products they are looking for while remaining in the retail space longer and leave with favorable attitudes, and retailers have engaged consumers browsing and potentially making purchases. The filtering and organizational processes of a retailer’s online store is similar but not is not an exact to that of the physical retail space. One main similarity between the brick and mortar and online retail spaces are that a consumer must be able to find what they want if they are to be able to make a purchase.

The process of organizing the information or products into a navigable path the consumer can follow is known as hierarchical navigation, or a breadcrumb trail (Napier et al., 2006, p. 303; Berger, 2005). Thus, one may follow a breadcrumb trail of headers, links, filters, images, word usage, etc. within an online retail space to find and reach products or information.

CHAPTER THREE

METHODOLOGY

This chapter explains the research methodology used in the study. The study includes collection and analysis of secondary data. Secondary data is information already researched, gathered, and presented by others (Neuman, 2011, p 368-392). Sizing charts from top grossing retailers of 2015 offering Plus-Size clothing have been selected as the primary source of secondary data. In this study secondary data will be aggregated, and then disaggregated into summary data charts for analysis. While the evidence presented is solely representative of sizing charts and merchandising classifications, the data selected are analytically representative. I recognize that while clothing, sizing, and merchandising classifications are complex, varied and even contradictory, they do exhibit a general analytical pattern that conveys a message about how the fashion industry approaches the fat body. To achieve the objectives, collection of secondary data, systematic content analysis and manifest coding methods will be used. Each of these methods will be described under the appropriate objective.

3.1 Objectives

Objectives 1, 2, and 3 consist of data collection and objectives 4 and 5 pertain to data analysis. Objectives 1, 2, and 3 involve collection of secondary data through systematic content analysis and manifest coding. Content analysis is a process in which information is systematically recorded from a body of material, in this case: retailers' websites (Neuman, 2011, p. 49). According to Neuman (2011, p. 49) content analysis is a form of nonreactive research in which the parties that the data collected from is unaware of the use of the information in the study. The information gathered for this study is not copyrighted and openly available through retailers' websites. Using the inclusion criteria, manifest coding will be used to document the use

of the term Plus-Size within retailers from the National Retail Federation's (NRF) Top 100 Retailers Chart 2015 (Kantar Retailing, n.d.). Manifest coding is a method of coding in which a list of words, phrases, or symbols are developed and then located within a source; it is explicit and not implicit in the content analysis (Neuman, 2011, p. 374). Thus, while there are other forms of terminology used by the apparel industry to refer to fat women's bodies and apparel, I will focus on the explicit use of the terms: plus, plus size, plus sizes, plus sized with or without hyphenation.

The results and summary tables use a basic binary coding to report the analysis. Binary coding will use a 0 for a negative occurrence, and a 1 for a positive occurrence for tallying and analysis for objectives 1 through 3. Furthermore, tables include bolded retailers to indicate they are either singular retailers or are the name of a parent company, with unbolded names being either sub-brands or sub-retailers. Bolding acts both as distinction for counting and to distinguish sub-brands and sub-retailers. Parent companies are displayed on their own merged and highlighted line. Some information was unobtainable, and is indicated with "NA" in tables.

3.1.a Objective 1.

- Determine and define retailers that offer Plus-Size from the Top 100 American retailers based on U.S. retail sales in 2015.

To accomplish the first objective, information from the National Retail Federation's Top 100 Retailers Chart 2015 (Kantar Retailing, n.d.) were used to determine companies, retailers and brands that sell Plus-Size clothing. Retailers with significant sales are examined for their success in recent sales. I recognize that while the sizing charts examined may not represent of all

the sizing charts in the fashion industry for Plus-Size women, they do represent a discernable amount from successful retailers. The inclusion criteria for this study is outlined in Figure 1.

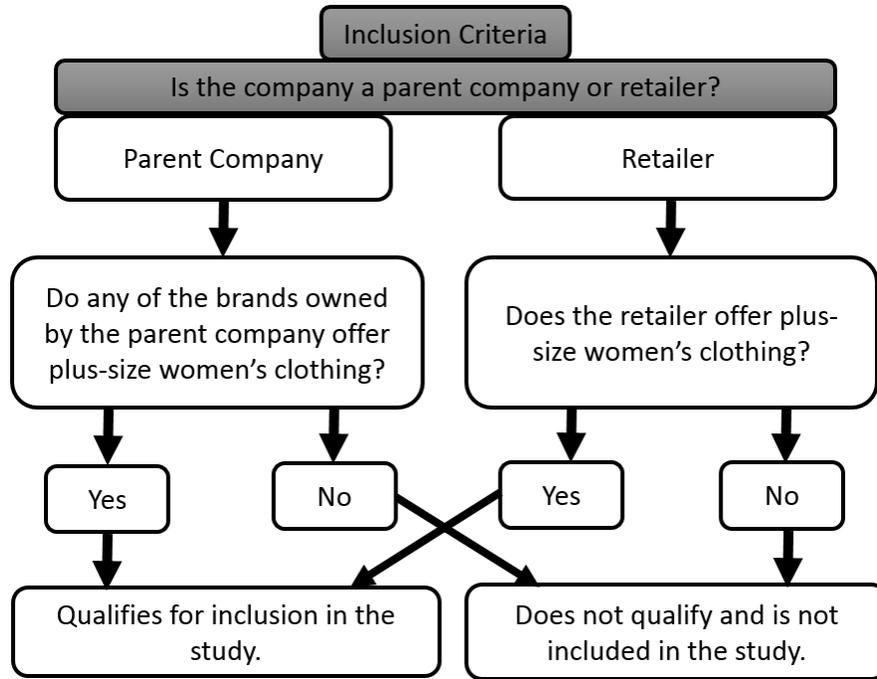


Figure 1. Inclusion Criteria

The first step will be to determine whether a company is a parent company or a retailer. An example of a parent company is L-Brands which owns the brand Victoria's Secret, while an example of a retailer is Nordstrom. All qualifying retailers and brands from the Top 100 Retailers Chart 2015 (Kantar Retail, n.d.) will be included in this study. Each company and retailer will be examined for whether or not it offers Plus-Size clothing. If the company or retailer does, they will be included for further analysis.

3.1.b Objective 2.

- To determine the various techniques leading American apparel retailers use to classify Plus-Size clothing sections in their online retail space through the use of basic wayfinding.

To determine the ways in which leading United States apparel retailers classify the Plus-Size clothing sections in their online retail space, a wayfinding step-by-step process was conducted and recorded through the use of screenshotting. A screenshot is a method of capturing visual information on a computer screen and saving the image as a file. In this study, navigation bars are closely examined, as they direct consumers and categorize Plus-Size apparel. A navigation bar is found on internet web pages, and is a graphic or image to aid visitors in accessing information. Using the words: plus, plus size, plus sizes, plus sized, special sizes, extended sizes as indicators for navigation I will execute the wayfinding process of finding Plus-Size apparel through a three-step process:

1. Visit the main page of the company, or brand.
2. Record a screenshot(s) of the menu organization involved in the step-by-step process of arriving at the Plus-Size section of apparel.
3. Analyze the process, and final classification space of the Plus-Size section.

As the actual process in finding Plus-Size apparel may change based on a retailers website, any deviation from the above steps will be recorded in the results section.

3.1.c Objective 3.

- Find and record the Plus-Size clothing sizing chart for each brand or company.

Once a retailer has been included in the study, and the wayfinding process has been determined, the sizing chart for Plus-Size clothing was found and recorded through the use of screenshotting. This study focused on the term Plus-Size, and specifically will focus on the use of the term within a female gendered clothing parameter. While the term may appear in masculine labeled apparel, it was not be included in this study as body measurements can greatly differ between gendered apparel due to body measurements and difference of styles.

3.2 Data Analysis:

3.2.a Objective 4.

- To determine the differences in Plus-Size sizing charts among leading American apparel retailers in their online retail space.

To determine the differences in Plus-Size sizing charts among leading United States apparel retailers in their online retail spaces, data was compiled in a variety of charts to compare the BWH measurements found from the sizing charts collected in objective 3. Measurements under each size designation was kept consistent throughout the data. Data was organized by size designation and not by measurements. For example, all measurements designated as size 14 wererecorded together. Furthermore, as alpha sizing and numeric sizing are created with differing methods (Lee & Steen, 2014), they will be coded separately. Companies with mixed sizing listed under Plus-Sizes, were divided into the appropriate alpha and numeric sizes. For example, in Figure. 2, mixed sizing may take the form of 2X and be shown to correspond to 18W or 20W.

Size		Bust	Waist	Hip
1X	14W	42	37	46
	16W	44	39	48
2X	18W	46	41	50
	20W	48	43	52
3X	22W	50	45	54
	24W	52	47	56

Figure 2. Sample Size Chart

In instances where mixed sizing is found, both alpha and numeric measurements are recorded as they are listed. Alpha measurements are recorded as the larger of the two numeric measurements, because the alpha size combines the two numbered sizes and will fit up to the larger measurements listed (Lee & Steen, 2014). Using Figure 2. as an example, 2X are recorded with the same measurements as a size 20W, because a consumer who wears 18W or 20W fits into size 2X.

All data were compiled in Microsoft Excel. Descriptive statistics were created for the data sets, including: range, difference of range, frequencies, and averages. The descriptive statistics were organized into tables as well as outlined within the text. Frequency tables were created to convey a visual representation of distributions of measurement discrepancies within each size designation of Plus-Size apparel for BWH.

3.2.b Objective 5.

- The data will be analyzed and discussed from a feminist, Fat Studies, and merchandising perspective.

To accomplish objective 5, the findings of merchandising classification and clarified term Plus-Size were discussed from a feminist, Fat Studies, and merchandising perspective in the Discussion, Conclusion and Further Studies section of this paper.

CHAPTER FOUR

RESULTS

This section provides the results of the study, which includes five parts. Parts one through four describe the first four objectives. The first part presents the inclusion criteria for the top 100 companies and which qualified. The second part explains the wayfinding process of each company that qualified for inclusion. The third part describes the tables and sizing charts collected. The fourth part of the results section displays summary charts of the data collected. Finally, the fifth part of the results includes a short summary of unanticipated findings. Objective five is completed in Chapter Five, the discussion. All data was collected between January and March of 2016.

4.1 Objective 1.

- Determine and define retailers that offer Plus-Size from the National Retail Federation's Top 100 Retailers Chart 2015 (Kantar Retail, n.d.).

Table 1. displays a five step process determining which, among the top 100 US retailers, offers Plus-Size Women's apparel. First, the parent company's name is listed as verbatim from the NRF chart and the second step lists any subsequent brands or sub-retailers owned. After data collection began, several sub-brands were found to be based in foreign countries. Therefore, the methodology was slightly adjusted and the table also displays an additional step indicating whether the retailer or sub-brands' websites are American or otherwise. To achieve the objectives of examining only US retailers, any foreign companies owned by U.S. companies were not included in the study. Using the binary coding system, foreign companies are marked with a "0" in the table. After determining this, the fourth step was to explore the website to

determine whether the retailer carried adult clothing, if they did a “1” was placed in the cell.

Lastly was to discover if Women’s Plus-Size clothing was offered.

Table 1. Summary of Parent Companies, Retailers, and Brands Included				
Top 100 Retailers	Sub Brands	American Website/ Company	Adult Clothing	Women's Plus-Size
Aldi	Serra	1	1	NA
Army & Air Force Exchange	0	1	1	1
Ascena	Anne Taylor	1	0	0
Ascena	Catherines	1	1	1
Ascena	Dressbarn	1	1	1
Ascena	Justice	1	0	0
Ascena	Lane Bryant	1	1	1
Ascena	Loft	1	1	0
Ascena	Lou & Grey	1	1	0
Ascena	Maurices	1	1	1
Bed Bath & Beyond	0	1	1	0
Belk	0	1	1	1
Burlington Coat Factory	0	1	1	1
Costco	0	1	1	1
Dick’s Sporting Goods	0	1	1	1
Dillard's	Gibson & Latimer	1	1	1
Dollar General	0	1	1	1
Family Dollar Store	0	1	1	NA
Gap	Athleta	1	1	1
Gap	Banana Republic	1	1	0
Gap	Gap	1	1	0
Gap	Intermix	1	1	0
Gap	Old Navy	1	1	1
Home Depot	0	1	1	0
Hudson's Bay	Find @ Lord + Taylor	1	1	NA
Hudson's Bay	Galeria	0	0	0
Hudson's Bay	Galeria Inno	0	0	0

Top 100 Retailers	Top 100 Retailers	Top 100 Retailers	Top 100 Retailers	Top 100 Retailers
Hudson's Bay	Gilt	1	1	NA
Hudson's Bay	Home Outfitters	1	0	0
Hudson's Bay	Hudson's Bay	1	1	1
Hudson's Bay	Lord & Taylor	1	1	1
Hudson's Bay	Saks Fifth Avenue	1	1	1
Hudson's Bay	Saks Fifth Avenue Off 5th	1	1	1
Hudson's Bay	Sportarena	0	0	0
JC Penny	0	1	1	1
Kohls	0	1	1	1
L Brands	Bath & Body Works	1	0	0
L Brands	Henri Bendel	1	0	0
L Brands	La Senza	1	1	0
L Brands	Pink	1	1	0
L Brands	Victoria Secret	1	1	0
Lowe's	0	1	1	0
Macy's	Alfani	1	1	1
Macy's	Charter Club	1	1	1
Macy's	Ideology	1	1	1
Macy's	INC	1	1	1
Macy's	Style & Co	1	1	1
Menards	1	1	1	0
Neiman Marcus	0	1	1	1
Nordstrom	1	1	1	1
Office Depot	1	1	1	0
Oreilly	0	1	1	0
QVC	0	1	1	1
Ross	0	1	1	1
Sears Holdings	Craftsman	1	0	0
Sears Holdings	DieHard	1	0	0
Sears Holdings	Kenmore	1	0	0
Sears Holdings	Kmart	1	1	1
Sears Holdings	Sears	1	1	1
Sears Holdings	Sears Auto Center	1	0	0
Sears Holdings	Sears Home Services	1	0	0
Sears Holdings	Shop Your Way	1	1	0

Top 100 Retailers	Top 100 Retailers	Top 100 Retailers	Top 100 Retailers	Top 100 Retailers
Staples	1	1	1	0
Starbucks	0	1	1	0
Target	Adam Lippes for Target	1	1	1
Target	Ava & Viv	1	1	1
Target	Éclair	1	1	1
Target	Knox Rose	1	1	1
Target	Merona	1	1	1
Target	Mossimo	1	1	1
Target	Xhilaration	1	1	1
TJX	Sierra Trading Post	1	1	1
TJX	TjMaxx	1	1	1
TJX	Marshalls	1	1	NA
TJX	Home goods	1	0	0
Toys R Us	1	1	1	1
Tractor Supply	1	1	1	1
Walmart	0	1	1	1
			Totals	42

Table 1. Summary of Parent Companies, Retailers, and Brands Included

As is shown in Table 1, the research and classification process was ordered through a six step process. However, in multiple cases it slightly deviated. Distinctions needed to be further developed between department store retailers, that offer multiple brands, and private label retailers. If a retailer was found to have Women’s Plus-Sized apparel with sizing information in an overarching presentation, then sub-brands was not further explored. For example, Nordstrom owns several private label brands that are classified as Plus-Size. Each of the private label brands has individual sizing information; however Nordstrom offers an overarching sizing chart, and in this instance, the overarching size chart was collected to describe the sizing offered at Nordstrom. On the other hand, Ascena is a parent company which includes Anne Taylor, Catherines, Dressbarn, and several other companies; each of these are separate sub-retailers

which may have private brands and differing size charts and would therefore potentially qualify as sub-brands. Another example is the department store Target which does not have an overarching sizing chart but holds multiple private brands that each offer Plus-Size in different size charts. They are recorded here as sub-brands.

Some retailers display Women's Plus-Size navigation bars but fail to report any other information. As a result, several retailers were unable to be further analyzed past stages where information was not available. In the case of Costco, they carry adult clothing and Women's Plus-Sized apparel, but do not display size ranges or measurements online. Thus, Costco may be included in a total of retailers which offer Women's Plus-Sized apparel but they are not included in further analysis. In another example, the parent retailer TJX includes the department store Marshalls, which is an American discount retail chain offering brand-name clothing, accessories, shoes and housewares. However, based on the online merchandising and format of Marshalls, it was indeterminate if this company carries Women's Plus-Sized clothing and was therefore not included in further analysis.

Another reason for non-inclusion of brands was due to my interpretation of unisex clothing. Some apparel was not directly labeled as Women's or Plus-Size and was not included in the study. For example, Lowes department store has shirts available up to sizes 6XL, which would potentially be included in Plus-Size categorization. However, they are not labeled as Men's, Women's or Plus-Size, and are assumed to be classified as unisex t-shirts. Lastly, Home Depot, was found to carry two items labeled as Plus-Size, including: "Plus Size Flannel Santa Suit for Adults," and "Adult Plus Size Red and Green Elf Tights." These were categorized under "Adult Costumes," and deemed to be unisex and thus not included in the study.

Only companies that labeled adult Women's or female clothing as Plus-Size, whether through the use of category headers, sub-menu headers, product details, sizing details, product titles, or displayed on their front page to indicate all clothing was Plus-Size, were included in the study. The wording included in this criteria is as follows: plus, plus size, plus sizes, plus sized.

Ultimately, 42 parent companies, and sub-brands or sub-retailers were found to carry Women's Plus-Sized apparel. Of these 42 companies, 34 (80.95%) had viewable size charts and corresponding measurements that were included in the study. Of the retailers found to offer Plus-Size, 19.05% did not offer sizing charts. Army & Air Force Exchange, Costco, Dick's Sporting Goods, Dollar General, Macy's Ideology, Ross, Toys R Us, and Tractor Supply did not have size charts for Plus-Size tops and are not included in further size analysis.

4.2 Objective 2.

- To determine the ways leading American apparel retailers classifies the Plus-Size clothing sections in their online retail space through the use of basic wayfinding.

Objective 2 was to determine the ways in which American apparel retailers classified the Plus-Size clothing sections in their online retail spaces through basic wayfinding methods. The website retail space for each retailer was visited, and the process of finding the Women's Plus-Size clothing section was gathered by means of capturing screenshot pictures. This recording of virtual spaces was for referencing, as well as maintaining, the same information as first visit. Basic wayfinding methods were used in the navigation of the online retail space, specifically to the way that written signage was used to subdivide the online retail space. The words: plus, plus

size, plus sizes, plus sized, special sizes, extended sizes were used as indicators in this process of navigation. Using this criteria, Table 2. was created.

<i>Table 2. Summary of Navigation</i>								
Retailers	Main Page	Main Header	Drop Down	Sub-Page	Sub-Page	Sub-Page	Sub-Page	Total (Clicks, Hovers)
Army & Air Force Exchange		Apparel	Women's: See All	Shop By Department: Plus Sizes				3
Ascena								
Catherines	Plus Sizes							1
Catherine's Note: All clothing is designated Plus Size from the top of the main page. "Catherines. We fit you beautifully. Plus Sizes"								
Dressbarn		plus						1
Lane Bryant	Shop: plus size							1
Lane Bryant Note: All clothing is designated Plus Size from the bottom of the main page. "Shop: plus size clothing..."								
Maurices		Plus						1
Belk		Women	Special Sizes: Women's Plus					2
Burlington Coat Factory		Women		Shop by Size: Plus				2
Costco		Clothing & Handbags	Women's Clothing	Shop Related Categories: Plus Size				3
Dick's Sporting Goods		Apparel	Women's Apparel: Plus & Extended Sizes					2

Retailers	Main Page	Main Header	Drop Down	Sub-Page	Sub-Page	Sub-Page	Sub-Page	Total (Clicks, Hovers)
Dillard's		Women's	Specialty Shops: Plus					2
Dollar General								
Dollar General Note: Plus Size Not separated from other garments, in product title. Had to search								
Gap								
Old Navy		Women's Plus						1
Old Navy Note: Through Special sizes in the Main Header OR the clickable image on the front page								
Athleta		Special Sizes		Plus				2
Hudson's Bay								
Hudson's Bay		Women's	Plus Size					2
Lord & Taylor		Women's Clothing	Plus Size					2
Saks Fifth Avenue		Women's Apparel	Plus Size	Plus Size in item titles				3
Saks Fifth Avenue OFF 5th		Women	Sizes 14W-24W	Plus Size in item titles				3
Saks Fifth Avenue OFF 5th Note: Plus Size is denoted through clothing titles								
JC Penny		Women	Specialty Sizes: Plus Size					2
Kohls		Women	Size Range: Plus Size (0X-3X, 14W-26W)					2
Macy's		Women	Special Sizes: Plus Sizes; Trendy Plus Sizes					2
Macy's Note: Plus size and Trendy Plus Size separated.								

Retailers	Main Page	Main Header	Drop Down	Sub-Page	Sub-Page	Sub-Page	Sub-Page	Total (Clicks, Hovers)
Neiman Marcus		Women's Apparel	Special Sizes: Women's					2
Neiman Marcus Note: searching "plus size" reaches same destination. Plus Size is shown in the browser tab								
Nordstrom		Women	Clothing: Plus-Size Clothing					2
QVC		Shop By Category	Fashion: Special Sizes: Plus					2
Ross		Departments	Women	Plus				3
Sears Holdings								
Kmart		Clothing	Specialty Sizes: Plus Size Women's Clothing					2
Sears		Clothing	All Women's Clothing	Women's Clothing	View All	See More	Plus Size Clothing	6
Shop your way		Clothing & Shoes		Clothing	Women's Clothing	Women's Tops	Category : Plus Size Tops	5
Target		clothing, shoes & jewelry	extended sizing: plus size					2
TJX								
Sierra Trading Post		Clothing	Women's Clothing	Women's Shirts & Tops	Special sizes (Petite-Tall): Plus			4
TJMaxx		women	clothing: plus size					2
Tractor Supply		SHOP	CLOTHING & FOOTWEAR	WOMEN'S CLOTHING	WOMEN'S LONG-SLEEVE SHIRTS	FILTER BY: SIZE: 3X	FIT: PLUS	6
Walmart		All Departments	Clothing, Shoes & Jewelry: Women's: Women's Plus					2

						AVERAGE	2.5
						MODE	2.0
						MEDIAN	2.0
						MIN	1
						MAX	6
						DIFF	5

Table 2 displays the retailer’s name, if the retailer includes any sub-retailers or sub-brands, and details the process to find Women’s Plus-Size clothing. Main page is distinguished from main header, as well as a drop down menu, even though all three of these may be available on the front page. This is due to information being found separately in each of these. As with Catherines, the words “Plus Sizes” was found next to the company name in the upper left hand corner, and identifies the products as being within this category from the first moment of visiting their page. Maurices, has “Plus” as a sub-section, identified in its main header. While many other retailers placed Plus-Sized clothing as a sub-section under a main header such as “Women.” Tallied movements, recorded in equal weight as clicks or hovers, are recorded, averaged, and a mode, median, minimum, maximum and difference of these two numbers is provided. Specific notes are provided for retailers as needed and are indicated in a separate cell listed under the retailer’s name. Macy’s and Target both carry private brands and are highlighted as parent retailers, though the brands are not analyzed separately as it takes the same route to reach each of them.

The average number of movements were two, with this also representing the mode and median. The minimum amount was one, and the maximum was six. The number does not

entirely encapsulate the difficulties and ease of navigating these spaces but each step adds to the total time, effort, and complexity for the Plus-Sized consumer to find their apparel. Subpages and other subsequent sub-sections are separated by steps along the process, seen in Table 2. In one case, with Dollar General, the search bar had to be used to find Women’s Plus-Sized apparel, as I could not follow a breadcrumb trail through the website to find the section.

4.3 Objective 3.

Find the Plus-Size clothing sizing chart for each brand or company.

The sizing chart is typically accessible on the same page as the product. However, in some cases it was necessary to use the search bar. When the search bar was used, the following phrases were input; plus-size clothing chart, plus-size clothing. Once the size chart was located, a screenshot of the chart was recorded. A total of 34 size charts were found and located in Appendix A.

Table 3. Sizing Chart per Retailer		
Top 100 Retailers	Sub Brands	Size Chart or Measurements Available
Aldi	Serra	0
Army & Air Force Exchange	0	0
Ascena	Anne Taylor	0
Ascena	Catherines	1
Ascena	Dressbarn	1
Ascena	Justice	0
Ascena	Lane Bryant	1
Ascena	Loft	0
Ascena	Lou & Grey	0
Ascena	Maurices	1
Bed Bath & Beyond	0	0
Belk	0	1
Burlington Coat Factory	0	1

Top 100 Retailers	Sub Brands	Size Chart or Measurements Available
Costco	0	0
Dick's Sporting Goods	0	0
Dillard's	Gibson & Latimer	1
Dollar General	0	0
Family Dollar Store	0	0
Gap	Athleta	1
Gap	Banana Republic	0
Gap	Gap	0
Gap	Intermix	0
Gap	Old Navy	1
Home Depot	0	0
Hudson's Bay	Find @ Lord + Taylor	0
Hudson's Bay	Galeria	0
Hudson's Bay	Galeria Inno	0
Hudson's Bay	Gilt	0
Hudson's Bay	Home Outfitters	0
Hudson's Bay	Hudson's Bay	1
Hudson's Bay	Lord & Taylor	1
Hudson's Bay	Saks Fifth Avenue	1
Hudson's Bay	Saks Fifth Avenue Off 5th	1
Hudson's Bay	Sportarena	0
JC Penny	0	1
Kohls	0	1
L Brands	Bath & Body Works	0
L Brands	Henri Bendel	0
L Brands	La Senza	0
L Brands	Pink	0
L Brands	Victoria Secret	0
Lowe's	0	0
Macy's	Alfani	1
Macy's	Charter Club	1
Macy's	Ideology	0
Macy's	INC	1
Macy's	Style & Co	1
Menards	1	0
Neiman Marcus	0	1

Top 100 Retailers	Sub Brands	Size Chart or Measurements Available
Nordstrom	1	1
Office Depot	1	0
Oreily	0	0
QVC	0	1
Ross	0	0
Sears Holdings	Craftsman	0
Sears Holdings	DieHard	0
Sears Holdings	Kenmore	0
Sears Holdings	Kmart	1
Sears Holdings	Sears	1
Sears Holdings	Sears Auto Center	0
Sears Holdings	Sears Home Services	0
Sears Holdings	Shop Your Way	0
Staples	1	0
Starbucks	0	0
Target	Adam Lippes for Target	1
Target	Ava & Viv	1
Target	Éclair	1
Target	Knox Rose	1
Target	Merona	1
Target	Mossimo	1
Target	Xhilaration	1
TJX	Sierra Trading Post	1
TJX	TjMaxx	1
TJX	Marshalls	0
TJX	Home goods	0
Toys R Us	1	0
Tractor Supply	1	0
Walmart	0	1
Total		34

As anticipated, measurements in sizing charts was not always explicit as to whether they correlated to body measurements or the measurements of the clothing. Many size charts expressed in some way that the measurements were of the consumer and went so far as to give

some form of graphic showing where on the body to take measurements. The majority 30 (88.24%) of the 34 included companies reported mixed sizing. While only one retailer Target's brand Éclair offered Alpha only (2.94%), and 3 retailers Lane Bryant, Nordstrom, and TJX's Sierra Trading Post. offered Numeric only (8.82%).

4.4 Objective 4.

To determine the differences in Plus-Size sizing charts among leading American apparel retailers in their online retail space.

Plus-size sizing charts were found in alpha sizes, numeric sizes, and mixed sizing. Below are Tables 4-15 and Figures 3-6 which display summaries of size ranges offered, averages, and frequencies of sizes offered, of alpha and numeric sizes. The mixed sizing data was coded into the alpha and numeric data charts as necessary.

Table 4. Alpha Size Depth and Breadth								
Retailers and Sub-brands	0X	1X	2X	3X	4X	5X	6X	TOTAL
Ascena								
Catherine	1	1	1	1	1	1	1	7
DressBarn	0	1	1	1	0	0	0	3
Maurices	1	1	1	1	1	0	0	5
Belk	0	1	1	1	0	0	0	3
Burlington	1	1	1	1	1	1	0	6
Dillard's								
Gibson & Latimer	0	1	1	1	0	0	0	3
Gap								
Old Navy	0	1	1	1	1	0	0	4
Athleta	0	1	1	0	0	0	0	2
Hudson's Bay								
Hudson's Bay	0	1	1	1	0	0	0	3
Lord & Taylor	0	1	1	1	0	0	0	3
Saks Fifth Avenue	0	1	1	1	0	0	0	3
Saks Fifth Avenue OFF 5 th	0	1	1	1	0	0	0	3
JCPenny	1	1	1	1	0	0	0	3
Kohls	1	1	1	1	0	0	0	3
Macy's								
Alfani	0	1	1	1	0	0	0	3
Charter Club		1	1	1	0	0	0	3
INC	1	1	1	1	0	0	0	4

Retailers and Sub-brands	0X	1X	2X	3X	4X	5X	6X	TOTAL
Style	0	1	1	1	0	0	0	3
Neiman Marcus	0	1	1	1	0	0	0	3
QVC	0	1	1	1	0	0	0	3
Sears Holdings								
Kmart	1	1	1	1	1	0	0	5
Sears	1	1	1	1	1	0	0	5
Target								
Adam Lippes	1	1	1	1	0	0	0	4
Ava & Viv	1	1	1	1	1	0	0	5
Éclair	0	1	1	1	0	0	0	3
Knox Rose	1	1	1	1	1	0	0	5
Merona	1	1	1	1	1	0	0	5
Mossimo	1	1	1	1	1	0	0	5
Xhilaration	1	1	1	1	1	0	0	5
TJX								
TJMAXX	1	1	1	1	1	0	0	5
WalMart	0	1	1	1	1	1	0	5
Totals (Frequencies)	15	31	31	30	15	4	1	
Percentages	48.39 %	100%	100%	96.77 %	48.39 %	12.9 %	3.23 %	

Table 4. Alpha Size Depth and Breadth

Table 4. displays the depth and breadth of Plus-Size offered in alpha sizes. Alpha sizing included sizes X, 0, 0X, and 1X through 6X. The number of retailers offering each of these sizes is tallied at the bottom of the table. In alpha sizing, the two most commonly offered sizes are 1X

and 2X both at a frequency of 31 retailers with 3X offered at 30 retailers. In other words, 100% of retailers that offer alpha Plus-Size size charts offer sizes 1X and 2X, with 96.77% of retailers offering 3X. 48.39% of retailers offer size 0X and 4X, 12.9% of retailers offer a 5X and, 3.23% offer size 6X. The average range, also known as depth, of Plus-Size clothing offered at retailers is four sizes. Athleta, owned by Gap has the smallest range of sizes with only two and Catherines, owned by Ascena, has the largest range of sizes with seven. It was found in data collection that X, 0, and 0X were used in sizing charts. They appeared to be used in the same manner between charts, each appearing before 1X, and were coded into the size 0X in this study.

Table 5. Numeric Size Depth and Breadth															
Sub Brands	12	14	16	18	20	22	24	26	28	30	32	34	36	38	TOTAL
Ascena															
Catherines	0	1	1	1	1	1	1	1	1	1	1	1	1	1	13
Dressbarn	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
Lane Bryant	0	1	1	1	1	1	1	1	1	1	1	0	0	0	10
Maurices	0	1	1	1	1	1	1	1	1	0	0	0	0	0	8
Belk	0	0	1	1	1	1	1	1	0	0	0	0	0	0	6
Burlington Coat Factory	1	1	1	1	1	1	1	1	1	1	1	0	0	0	11
Dillard's															
Gibson & Latimer	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
Gap															
Old Navy	0	0	1	1	1	1	1	1	1	1	0	0	0	0	8
Athleta	0	0	0	1	1	0	0	0	0	0	0	0	0	0	2
Hudson's Bay															
Hudson's Bay	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
Lord & Taylor	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6

Sub Brands	12	14	16	18	20	22	24	26	28	30	32	34	36	38	TOTAL
SaksFifthAvenue	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
SaksFifthAvenueOFF5th	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
JC Penny	0	1	1	1	1	1	1	1	1	1	1	1	0	0	11
Kohls	0	1	1	1	1	1	1	1	1	1	0	0	0	0	9
Macy's															
Alfani	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
Charter Club	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
INC	1	1	1	1	1	1	1	0	0	0	0	0	0	0	7
Style & Co	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
Neiman Marcus	0	1	1	1	1	1	1	0	0	0	0	0	0	0	6
Nordstrom	1	1	1	1	1	1	1	1	1	0	0	0	0	0	9
QVC	0	0	0	1	1	1	1	1	1	0	0	0	0	0	6
Sears Holdings															
Kmart	0	1	1	1	1	1	1	1	1	1	1	0	0	0	10
Sears	0	1	1	1	1	1	1	1	1	1	1	0	0	0	10
Target															
Adam Lippes for Target	0	1	0	1	0	1	0	1	0	0	0	0	0	0	4
Ava & Viv	0	1	1	1	1	1	1	1	1	1	0	0	0	0	9
Knox Rose	0	1	1	1	1	1	1	1	1	1	0	0	0	0	9
Merona	0	1	1	1	1	1	1	1	1	1	0	0	0	0	9
Mossimo	0	1	1	1	1	1	1	1	1	1	0	0	0	0	9
Xhilaration	0	1	1	1	1	1	1	1	1	1	0	0	0	0	9
TJX															
Sierra Trading Post	0	0	1	1	1	1	1	1	0	0	0	0	0	0	6
TJMaxx	1	1	1	1	1	1	1	1	1	0	0	0	0	0	9
Walmart	0	0	1	1	1	1	1	1	1	1	1	0	0	0	9

Totals (Frequencies)	4	27	30	33	32	32	31	21	18	14	7	2	1	1	
Percentages	12 %	82 %	91 %	100 %	97 %	97 %	94 %	64 %	55 %	42 %	21 %	6 %	3 %	3 %	

Table 5. Numeric Size Depth and Breadth

Table 5. displays the depth and breadth of Plus-Size offered in numeric sizes. Numeric sizing was found to range from 12-38. The frequency of these sizes is tallied in the second to bottom row, and percentages of retailers per the frequency is tallied in the bottom row. In numeric sizing, the most commonly offered size is 18 at a frequency of 33 retailers and at 100%. Athleta, owned by Gap, has the smallest range of Plus-Size offered in only two sizes. On the other hand, Catherines, owned by Ascena, offers the broadest range of 13 Plus-Sizes. The average range of numeric sizes offered is eight.

To disaggregate the size charts, the following tables report summaries of the BWH in alpha and then numeric. Each table displays the size designations, the minimum measurement and largest measurement reported for each size designation and the difference between.

Table 6. Alpha Bust Measurements Summary in Inches							
	0X	1X	2X	3X	4X	5X	6X
MIN	38.00	42.00	45.00	50.00	54.50	58.50	63.00
MAX	43.00	48.00	51.50	56.50	61.50	62.00	63.00
DIFFERENCE RANGE	5.00	6.00	6.50	6.50	7.00	3.50	0.00
FREQUENCY	15	31	31	30	15	4	1
STANDARD DEV	1.18	1.34	1.41	1.31	1.63	1.43	0.00

Table 6. Alpha Bust Measurements Summary in Inches

Table 6. displays the minimum girth measurement in inches, the maximum girth measurement, and the difference of these two numbers of Alpha sizes 0X- 6X for bust measurements. The greatest discrepancy found between alpha busts measurements is under size 4X with a 7” difference. This is closely followed by a 6.5” difference found in sizes 3X and 2X, and a 6” difference found in size 1X. Sizes reported as 0X were found to have a 5” difference. The smallest discrepancies in sizes were found in size 5X, with 3.5”, and 6X with a 0” difference.

Table 7. Alpha Waist Measurements Summary in Inches							
	0X	1X	2X	3X	4X	5X	6X
MIN	33.00	33.00	37.00	42.00	46.00	50.50	60.00
MAX	38.00	42.00	46.00	53.00	54.00	58.00	60.00
DIFFERENCE RANGE	5.00	9.00	9.00	11.00	8.00	7.50	0.00
FREQUENCY	15	30	30	29	14	4	1
STANDARD DEV	1.49	2.48	2.56	2.81	2.62	3.01	0.00

Table 7. Alpha Waist Measurements Summary in Inches

Table 7. displays the minimum girth measurement in inches, the maximum girth measurement, and the difference of these two numbers of Alpha sizes 0X- 6X for waist measurements. The greatest discrepancy found between alpha waists measurements is under size 3X with an 11” difference. This is closely followed by a 9” difference found in sizes 2X and 1X. Size 4X has an 8” difference and sizes reported as 5X were found to have a 7.5” difference. The smallest discrepancies of sizes were found in size 0X, with 5”, and 6X with a 0” difference.

Table 8. Alpha Hip Measurements Summary in Inches							
	0X	1X	2X	3X	4X	5X	6X
MIN	42.00	44.00	47.00	52.50	56.00	60.50	69.00
MAX	47.00	51.00	55.00	59.00	65.50	67.00	69.00
DIFFERENCE RANGE	5.00	7.00	8.00	6.50	9.50	6.50	0.00
FREQUENCY	10	25	25	24	10	4	1
STANDARD DEV	1.52	1.90	1.92	1.66	2.52	2.62	0.00

Table 8. Alpha Hip Measurements Summary in Inches

Table 8. displays the minimum girth measurement in inches, the maximum girth measurement, and the difference of these two numbers of Alpha sizes 0X- 6X for hip measurements. The greatest discrepancy found between alpha hip measurements is under size 4X with a 9.5” difference. This is followed by an 8” difference found in sizes 2X. Size 1X has a 7” difference and sizes reported as 3X and 5X were both found to have a 6.5” difference. The smallest discrepancies of hip measurements was found in size 0X, with 5”.

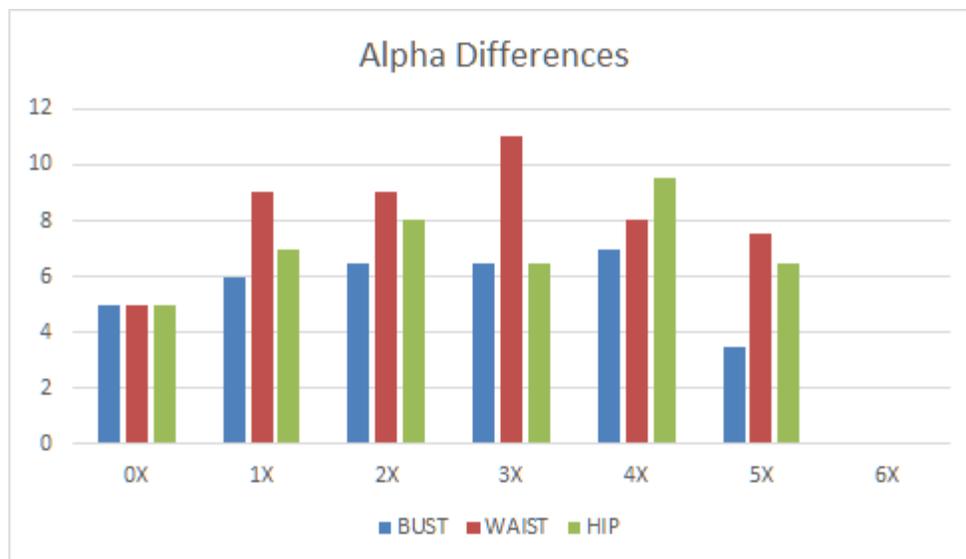


Figure 3. Alpha Size Differences in Inches of BWH

Figure 3. displays the Alpha sizes 0X- 6X and differences in inches found for BWH measurements. The greatest discrepancy in alpha sizing is found among size 3X with an 11” difference in the waist measurements. The next greatest discrepancy in sizes falls under the size 4X hip measurement. Following that, the next greatest difference is under sizes 1X and 2Xs waist measurements. The minimum difference, excluding the zero difference in size 6X, is 3” in the bust measurement for size 5X.

Table 9. Alpha Averages in Inches							
	0X	1X	2X	3X	4X	5X	6X
BUST	41.17	45.03	48.92	53.02	57.33	60.13	63
WAIST	35.63	38.25	42.23	46.78	51.71	54.13	60
HIP	44.20	47.33	51.17	55.30	60.60	63.50	69

Table 9. Alpha Averages in Inches

Table 9. displays the average measurement in inches of Alpha sizes 0X- 6X for BWH measurements. For each size designation, the bust measurements increase between 2.87” and 4.31”, the waist measurements increase between 2.42” and 5.87”, and the hip measurements increase between 2.9” and 5.5”.

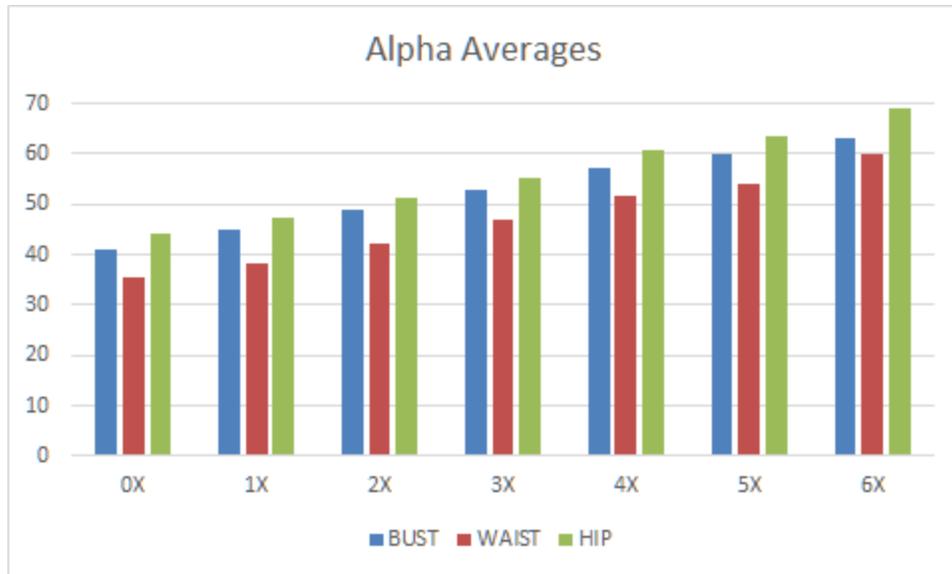


Figure 4. Alpha Averages in Inches

Figure 4. displays the average girth measurement in inches of Alpha sizes 0X- 6X for BWH measurements. The difference between the bust waist and hip for each size indicates an hourglass figure with the waist as the smallest measurement followed by bust and hips as the largest.

	0X	1X	2X	3X	4X	5X	6X
BUST	15	31	31	30	15	4	1
WAIST	15	30	30	29	14	4	1
HIP	10	25	25	24	10	4	1

Table 10. Alpha Frequencies

Table 10. displays the frequencies of sizes offered at retailers of Alpha sizes 0X- 6X for BWH measurements. The three measurements are not found at all retailers, but all retailers

reported bust measurements, thus those are an indication of frequency. The sizes most commonly offered are 1X and 2X both found at 31 retailers, with 3X closely behind at 30 retailers. Both 0X and 4X were found at 15 retailers. Only four retailers offered size 5X and only one retailer offered 6X. Six retailers did not offer hip measurements in 1X, 2X, or 3X, and five did not offer hip measurements in 0X or 4X.

Table 11. Numeric Bust Measurements Summary in Inches														
	12	14	16	18	20	22	24	26	28	30	32	34	36	38
MIN	38	39	41	43	45	47	49	51	53	55	57	59	61	63
MAX	42	44.5	46.5	48.5	50.5	52.5	54.5	56.5	59	61.5	60	62	61	63
DIFFERENCE RANGE	4	5.5	5.5	5.50	5.5	5.5	5.5	5.5	6	6.5	3	3	0	0
FREQUENCY	4	27	30	33	32	32	31	21	18	14	6	2	1	1
STANDARD DEV	1.44	1.30	1.28	1.31	1.30	1.27	1.31	1.25	1.37	1.46	0.93	1.50	0.00	0.00

Table 11. Numeric Bust Measurements Summary in Inches

Table 11 is a summary of bust measurements in inches for Numeric sizes 12-38 including the minimum measurement, the maximum measurement, and the difference. The greatest difference found between numeric bust measurements is under size designation 30 with a 6.5” difference. This is closely followed by a 6” difference found in size 28. Sizes reported as 14, 16, 18, 20, 22, 24, and 26 were all found to have a 5.5” difference with size 12 having a 4” difference. The smallest differences of sizes were found in sizes 32 and 34 with a 3” difference.

Table 12. Numeric Waist Measurements Summary in Inches														
	12	14	16	18	20	22	24	26	28	30	32	34	36	38
MIN	33	31	33	35	37	39.5	42	44	46	48.5	50.5	56	58	60
MAX	36	38	40	42	44	51	53	50	52	53.5	54	56	58	60
DIFFERENCE RANGE	3	7	7	7	7	11.5	11	6	6	5	3.5	0	0	0
FREQUENCY	4	27	29	32	31	31	30	20	17	13	6	2	1	1
STANDARD DEV	1.14	1.56	1.70	1.73	1.78	2.22	2.25	1.76	1.69	1.53	1.22	0.00	0.00	0.00

Table 12. Numeric Waist Measurements Summary in Inches

Table 12. is a summary of waist measurements in inches for Numeric sizes 12-38 including the minimum measurement, the maximum measurement, and the difference. The greatest discrepancy found between numeric waist measurements is under size designated 22 with a 11.5” difference. This is closely followed by an 11” difference found in size 24. Sizes reported as 14, 16, 18, and 20 were found to have a 7” difference in the waist measurements. Sizes 26 and 28 had a 6” difference. Size designated 30 had a 5” difference, and 32 had a 3.5” difference. The smallest discrepancies of sizes were found in size 12 with a 3” difference.

Table 13. Numeric Hip Measurements Summary in Inches														
	12	14	16	18	20	22	24	26	28	30	32	34	36	38
MIN	42	42	43.5	45	46.5	50	52	54	56	58	60	65	67	69
MAX	45	47	49	51	53	55	57	59	61	61.5	63	65	67	69
DIFFERENCE RANGE	3	5	5.5	6	6.5	5	5	5	5	3.5	3	0	0	0
FREQUENCY	3	22	24	27	26	26	25	16	13	9	6	2	1	1
STANDARD DEV	1.25	1.35	1.44	1.45	1.60	1.34	1.39	1.34	1.44	1.20	1.13	0.00	0.00	0.00

Table 13. Numeric Hip Measurements Summary in Inches

Table 13. is a summary of hip measurements in inches for Numeric sizes 12-38 including the minimum measurement, the maximum measurement, and the difference. The greatest difference found between numeric hip measurements is under size designated 20 with a 6.5” difference. This is closely followed by a 6” difference found in size 18. A 5.5” difference was found in size 16, and 5” differences were found in sizes 14, 22, 24, 26, and 28. Size 32 had a 3.5” difference. The smallest discrepancy of sizes were found in sizes 12 and 32 with 3”.

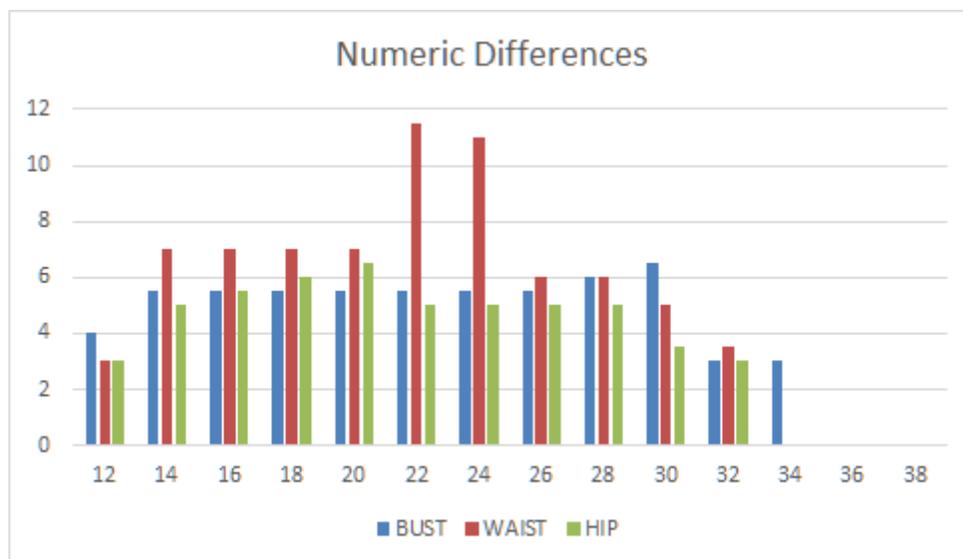


Figure 5. Numeric Size Differences in Inches of BWH

Figure 5. displays numeric sizes 12-38 and differences in inches found among BWH measurements. The greatest difference in measurements falls under size 22 waist measurement. The next greatest discrepancy in sizes falls under size 24 waist measurement. Following that, the next greatest difference is under sizes 14-20 waist measurements. The minimum difference, excluding the zero difference in sizes 36 and 38, is 3” found in: the waist and hip measurement for size 12, the bust and hip measurement for size 32, and the bust of size 34. The greatest discrepancy in numeric sizing is found among size 22 with an 11.5” difference in the waist measurements.

Table 14. Numeric Averages in Inches														
	12	14	16	18	20	22	24	26	28	30	32	34	36	38
BUST	40.15	41.85	43.78	45.58	47.59	49.68	51.71	53.33	55.44	57.36	58.58	60.5	61	63
WAIST	34.13	35.16	36.86	38.81	40.81	43.27	45.29	47.53	49.87	52.08	52.75	56	58	60
HIP	43.33	44.26	46.07	47.97	49.89	52.07	54.05	55.84	57.92	59.89	61.58	65	67	69

Table 14. Numeric Averages in Inches

Table 14. displays the average measurement in inches of numeric sizes 12-38 for BWH measurements. The bust measurements increase between .5” and 2.11” for each size designation, the waist measurements increase between .67” and 3.25”, and the hip measurements increase between .93” and 3.42”.

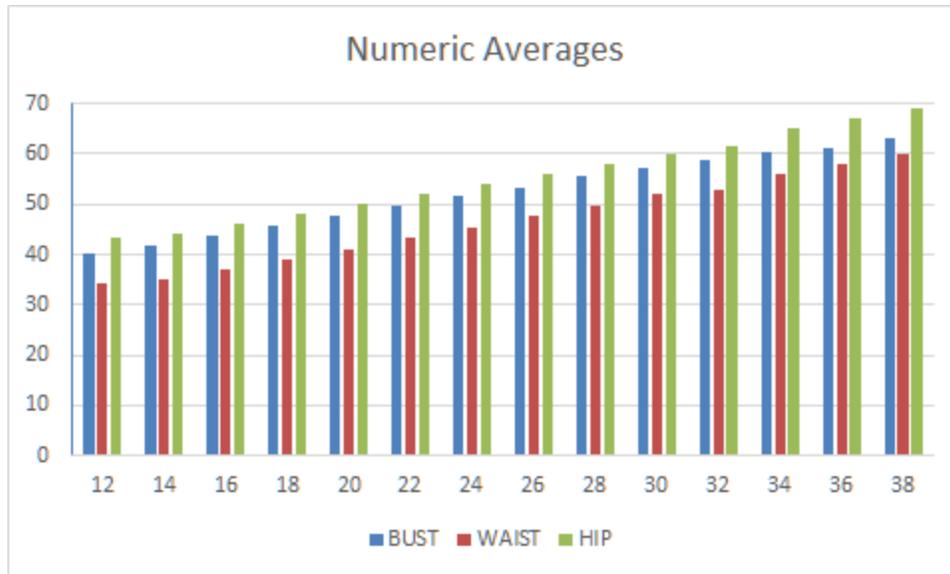


Figure 6. Numeric Averages in Inches

Figure 6. displays the average girth measurement in inches of Numeric sizes 12-38 for BWH measurements. The difference between the bust waist and hip for each size indicates a general hourglass figure with the waist as the smallest measurement followed by bust and hips as the largest. The hip measurement is larger in sizes 36 and 38, with the least amount of difference between bust and waist.

Table 15. Numeric Frequencies														
	12	14	16	18	20	22	24	26	28	30	32	34	36	38
BUST	4	27	30	33	32	32	31	21	18	14	6	2	1	1
WAIST	4	27	29	32	31	31	30	20	17	13	6	2	1	1
HIP	3	22	24	27	26	26	25	16	13	9	6	2	1	1

Table 15. Numeric Frequencies

Tables 15. displays the frequencies of Numeric sizes 12-38 offered at retailers for BWH measurements. The three measurements are not found at all retailers, but all retailers reported

bust measurements, thus those are used as indication of frequency. The size most commonly found at 33 retailers is size designation 18, with sizes 20 and 22 closely behind at 32 retailers. Six retailers did not offer hip measurements in sizes 16, 18, 20, 22, and 24, and five did not offer hip measurements in sizes 14, 26, 28, or 30. Only one retailer offered 36 and 38, representing 3.03% of the 33 retailers.

4.5 Unanticipated Findings

Many unanticipated findings were discovered in this study. Some of them are discussed in this section, while others are discussed in Chapter Five. Unanticipated findings discussed here include: sizing chart data, vanity and body measurement sizing, retailers selling apparel, and a general discussion of data.

It had been thought that sizing chart information would be more specific to the apparel being viewed. The information in sizing charts was at times specific to brands, other times the parent retailer's sizing chart as outlined in the methodology. However, this difference was not always apparent, though some retailers were more careful about conveying information than others. For example, TJX's company Sierra Trading Post state, "please use the following sizing chart for general reference only. Sizes between different vendors and manufacturers do vary. Item sizing is best found in the item description" (TJX Sierra Appendix A). At times the size chart being viewed was not specific to the type of garment being viewed.

It was determined that vanity sizing was not present in the companies that are included in this study. No explicit vanity sizing was present in retailers sampled. It is further hypothesized that this sizing method may be more present in niche markets or at higher price points. Neither

was body measurement sizing found present. This sizing system appears to be more related to men's clothing.

Several retailers sold Plus-Sized apparel that were not expected to, such as Costco and Dollar General. It was unexpected that dollar stores carried apparel and furthermore Plus-Sizes. Other retailers that were unanticipated to carry apparel occasionally sold t-shirts as promotional tools. For example, Starbucks, or as products in the case of Staples' custom shirts. This finding brought awareness to my assumptions about companies that do or don't offer clothing and every listed retailer was closely analyzed. Several retailers such as Lowes carried clothing, but classified them under safety gear. Most of these clothing were listed as male or unisex.

CHAPTER FIVE

DISCUSSION

This section completes Objective 5 and provides an analysis and interpretation of the findings from a feminist, Fat Studies, and merchandising perspective which includes three parts. The first part discusses the difference in size designations for alpha and numeric sizes. The second part discusses how these findings impact the Plus-Size consumer specifically in regards to identity and internalization of self through clothing. The third part discusses the impact and implications within and to the fashion industry.

5.1 Difference in sizes for Alpha and Numeric.

5.1 Alpha:

There are distinctly different patterns in the differences of size of the BWH as seen in Tables 6-9. The bust differences slowly rise and peak at size 4X with 7", and then drop to a 3.5" difference in size 5X. The waist differences sharply rise and peak at size 3X with 11", and then drop to 7.5" difference at size 5X. The hip differences slowly rise and peak at size 2X with 8", drop to a 6.5" difference at size 3X, rise again at size 4X with 9.5" difference, and finally drop back to 6.5" at size 5X.

It is interesting to note that there is less of a discrepancy in smaller sizes. In alpha sizing, both 0X and 4X are offered at 15 retailers. The discrepancy between the 15 retailers for size 0X is 5" in each area of BWH, while size 4X has a difference of 7" at the bust, 8" in the waist and 9.5" at the hip. This is also seen between sizes 1X and 2X, which are both available at 31 retailers. Size 1X has a 6" bust, 9" waist, and 7" hip difference, while size 2X has a 6.5" bust, 9" waist, and 8" hip difference. These differences are slightly smaller but demonstrate that the

larger the size, the greater the difference between the measurements of one size. These differences demonstrate that the smaller you are the more likely you are to find something that is closer to your body as the differences of potential measurements is smaller.

The largest difference in alpha sizing is in size 3X. Size 3X has a waist difference of 11” across 30 retailers that offer the size. 4X has the largest differences in both bust and hip.

Looking at the distribution of BWH in Figure 4. we can see that a silhouette is created that greatly resembles the hourglass figure. It is interesting to note that this is carried through until 6X, which is only offered by Catherines. 6X is more hip heavy, with bust and waist not having as much of a distinction as the other sizes do. It would be interesting to track such distributions throughout these retailers and may be a direction for future study.

5.1 Numeric:

Unlike in alpha sizes, there are only one set of two sizes with the same frequency that can be compared. Sizes 20 and 22 are both found at a frequency of 32 retailers. They both have a bust difference of 5.5”, size 22 has a 11.5” waist difference while 20 has 7”, and size 22 has a hip difference of 5” while 20 has 6.5”.

There are distinctly different patterns between the BWH. The bust differences slowly rise and peak at size 30 with 6.5”, to then drop to 3” in sizes 30 and 32. The waist differences sharply rise and peak at size 22 with 11.5”, to then drop to 3.5” at size 32. The hip differences slowly rise and peak at size 20 with 6.5”, to then drop to 3” at size 32.

In Numeric sizing, the lowest frequencies had the lowest amount of differences. Size 12, which has a frequency of four, a bust difference of 4”, waist of 3”, and hip of 3” has the third lowest differences in numeric sizes. Size 32, which has a frequency of six, has collectively the

second lowest differences in their ranges. With differences of: bust of 3", waist 3.5", and hip 3", size 32 has the most consistency. Size 34 has a frequency of two, and only has a difference of 3" in the bust. Sizes 36 and 38 have no differences in their measurements because they have a frequency of one.

The greatest amount of differences in Numeric sizes are found in sizes 22 and 24, where the waist differences are 11.5" and 11". This huge discrepancy partially comes from the brand Alfani from Macy's, which jumps from a 41" waist at size 20, to a 51" waist at size 22. It is unknown to me if this is truly reflected in their designs, or if it is a clerical error. It does not appear to be, as the next measurement is 53" at size 24 and follows general grading parameters otherwise. As it was determined that these were the measurements from this brand they were not omitted. While they may be an outlier they nevertheless represent a potential garment size and measurements that a consumer could encounter. This potential consumer who is expecting to fit into a size 22 or 24 top is faced with a range of differences in measurements that is nearly a foot large.

5.1.a Frequency

The frequency information for retailers with sizing chart information are discussed here, with Alpha sizing discussed first, and then numeric.

5.1.a Alpha

The frequencies in alpha measurements for BWH vary between 0X-5X, though all reported bust measurements. Some retailers only offer one or two of the three measurements such as only bust, or bust and waist. The greatest amount of this uneven information was six

retailers in sizes 1X-3X, all of which did not offer hip measurements. Five retailers did not offer hip measurements in 0X and 4X. And all retailers in size 5X and 6X offered hip measurements.

The greatest frequency is 31 retailers, at sizes 1X and 2X. Size 3X is found at 30 retailers, and immediately following, size 4X is reduced by half and only offered at 15 retailers (48.38%). The range of sizes offered indicate that there are a lot of options for the Plus-Size consumer. However, looking at the frequency, we see that only four retailers (12.9%) offer 5X and only one retailer (3.22%) offers 6X which is a great limitation for larger consumers in the Plus-Sizes. Expanding to numeric sizing, there is a ten retailer drop alone moving from size 24 to 26. Choices in style, price, and availability, are reduced as one becomes larger. It had been thought that very few retailers would carry sizes above 28, this was somewhat validated. 18 retailers (58.06%) carried size 28, 14 retailers (45.16%) carried size 30, and only 6 retailers (19.65%) carried size 32. Compared to a total of 31 retailers these are drastically different amounts.

5.1.a NUMERIC

As seen in alpha sizes, not all retailers display all three BWH measurements. Six retailers was again the largest number of uneven measurement reporting for hip measurements in sizes 16-24.

The greatest frequency of size offered was size 18 with 33 and 100% of retailers. This was surprising, as 14 is often thought to be the start of Women's Plus-Sized apparel, and was assumed to be the most represented size in this size range whereas only 27 or 81.82% of retailers offered size 14. It is also interesting to see that four retailers began their Plus-Sized clothing at size 12. Thus, while generally, Women's Plus-Sized apparel begins at size 14, they truly begin at size 12. There is a ten retailer drop in frequency from size 24 to 26 with 31 (93.94%) to 21

(63.64%) retailers. At size 32 we are left with only six retailers (21.21%), two at size 34 (6.06), and only one retailer for sizes 36 and 38 (3.03%).

Again, this is a drastic difference when compared to the 33 retailers that offer size 18. Looking further into other components such as styles, user ratings, prices, and return policies would further add to the discussion of availability, consumer confidence, and frustrations.

It may be believed that hip measurements are not necessary information when shopping for shirts or tops, but as I will attest to, it is sometimes crucial. Only having one or two measurements may reduce consumers' confidence in the online shopping experience. Further research into this topic is required to fully answer this possibility.

5.2 Wayfinding & Retailers' Classifications

As per general wayfinding principles of design and navigation, a person should be able to navigate a space easily, with little confusion or frustration, and do so in an engaging way. Based on the methodology, this was a somewhat simple task for this study, though through the process of finding Plus-Size apparel, the wayfinding was often frustrating, confusing, and even contradictory. Per basic wayfinding concepts, as well as e-business merchandising elements, the consumer should be able to navigate an online retail space to find whether what they want is offered, available, and fits their needs so that purchases may occur (Berger, 2005; Napier et al., 2006). Navigation through spaces must facilitate this through use of signs and directions which take the form of headers, key-words, pictures, and sections of the online retail space (Napier et al., 2006). The process of finding Women's Plus-Sized tops or shirts was my task, where I took the role of a hypothetical consumer, and it was found to be not an intuitive task in many cases.

Plus-Sized tops were categorized in many ways such as under Women's clothing, tops, and then by size; clothing, Women's, tops, size; Women's clothing, size, tops; as well as any combination and expansion of these examples. Different styles of tops, such as short sleeve or long sleeve, may or may not then be further filtered or categorized. A consumer must understand basic wayfinding methods of navigating online retail spaces in order to shop online, and furthermore the specific labeling and categorization methods of separate retailers. As an educated consumer who is familiar with technology and herself a Plus-Size consumer, this process was challenging. Without this experience and education, I believe the difficulties of other consumers would be far greater. Research into gender, and age differences in ability, preferences, and concerns in shopping online has had differing results (Hasan, 2010; Pascual-Miguel, Agudo-Peregrina, & Chaparro-Peláez, 2015; Lian, & Yen, 2014). Differences and similarities have been found depending on theory and methodology used (Hasan, 2010), and I did not take gender differences into the process of navigation.

Finding sizing information further complicates this process. This information may be present on a garment's information page, what you are directed to when clicking on a shirt, or it may be present elsewhere on the website, requiring further searching. The sizing chart is not always directly related to the product but instead a template sizing chart is provided by the retailer. For example, Nordstrom offers sizing charts for each brand they have available. This helps the consumer because they can see how one brand will fit differently than another. On the other hand, Burlington Coat Factory appears to only provide one template sizing chart that is intended to represent all of their brands, even though brands may vary in size. Information listed in the sizing chart was often not that of the brand of clothing of the garment, and in most cases was not specific to the garment type.

Consumers may not know the difference in template sizing charts and specific brand sizing charts. They are presented with measurements to a garment they are shopping for and may expect information to be accurate. It was determined that these measurements were often not specific to the viewed garment by checking other shirts of greatly different styles or fit and finding the measurements to be the same. While looking for retailer's sizing, comparisons to brand specific measurements were often made as it was not always apparent which information was from what source.

A consumer shopping for clothing may not know their measurements and thus may not even seek out this information. Such a consumer may rely on their previous knowledge of the company's fit and sizing, or make assumptions based on their wardrobe. An online consumer may purchase several sizes of a single garment with the intention of finding the one that fits and returning those that do not. These returns are unnecessary burdens to the industry.

The findings through my study validate what Plus-Size consumers have been voicing for decades, that sizes are imprecise, confusing and frustrating (Peters, 2014; Keist & Marcketti, 2013; Keist, 2012; Scaraboto & Fischer, 2012; Otieno, Harrow, & Lea-Greenwood, 2005; Bellafante, 2010; Kind, & Hathcote, 2000; Kinzel, n.d.; Harding, n.d.; Levitt, n.d.).

One of the reasons for recording the ways in which online retailers classify Women's Plus-Sized clothing is that it would seem that the category is both a way to classify clothing as well as the women who wear them. In tracking the breadcrumb trail that a potential consumer must follow to find Plus-Sized tops, it also allows for analysis of the categories, words used, and ways that the category is classified-whether by product end use, gender, size, etc. As seen in Table 2., the section for Women's Plus-Size is often categorized within Women's apparel as a separate classification from end use products such as tops or bottoms. At times it is found within

clothing categories as a sizing option, and in two instances the entirety of the online retail space is designated as Plus-Sized clothing as one enters the space. This categorization appears to serve as organization of the apparel and the person (Peters, 2015). A deeper analysis of this data is a potential future study, potentially involving other women attempting the same task.

5.3 Consumer Impact

5.3.a Online Shopping

Many factors contribute to consumers' perceptions, expectations, and experiences with online shopping. Perceptions of risk are one of the greatest concerns for consumers and retailers as it may reduce traffic of consumers as well as purchases (Levy & Weitz, 2012, p.66). Risk, in and of itself, is a complicated concept and takes into consideration concerns for one's privacy and personal information, as well as more tangible subjects such as electronic purchases, theft, or inadequate products (Levy & Weitz, 2012, p.66; Bergstrom, 2015). Studies throughout the years have been done within this topic (Clifford, S. 2009; Bergstrom, 2015; Lian & Yen, 2014) and while these perceptions and beliefs have changed over time, they have not disappeared (Bergstrom, 2015; Lian & Yen, 2014).

It is difficult to discuss the potential for differences in the online shopping experience for Plus-Sized women. The Plus-Size classification spans age, stage of life, race, background, style preferences, as well as a plethora of other demographics and psychographics. This is one of the challenges in discussing the category of Women's Plus-Size, as it takes no other consideration in classification other than apparently gender and size, which is varied and confusing as can be seen in this study. Each retailer may have a more targeted approach to their target market, but it was not apparent with the data collected in this study.

The perceived risks discussed above are not only found in online shopping, many of the same concerns are found in brick-and-mortar shopping as well (Scaraboto & Fischer, 2012). For Plus-Sized women, there are many other concerns beyond privacy and monetary security. When this woman enters a store, she must assess whether the store has clothing in her size, style, and price range; how others in the store may react to her, and how she may react to others (Scaraboto & Fischer, 2012; Colls, 2004; Wang, 2007). Once clothing is found, she must try on clothing to determine whether they fit. The clothing sizes may be labeled, but the measurements are not, and unless she is participating in omnichannel shopping and looking such information up on her phone, she will potentially have to try on several sizes of each garment. Similar assessment is found while shopping online, but there are several key differences: options will likely be greater, as assortments can be broader and deeper online (Levy & Weitz, 2012, p. 63), there is no face to face interactions with other consumers or retail employees, the consumer has access to much more information in the form of user reviews or product information, and she may have a buying history she can draw from to assist in new purchases. Thus, shopping online may be a way for the Plus-Sized consumer to avoid certain stresses associated with shopping for clothing.

This removal from the physical space creates limitations other than being unable to interact with the apparel, it removes the consumer from traditional social shopping. Social shopping can be a leisure activity in which friends may interact and shop together (Levy & Weitz 2012, p. 52). Some stores encourage this and add features to the retail space to encourage consumers to remain in the store longer which in turn may increase sales potential (Levy & Weitz 2012, p. 469). This is most commonly seen in malls, which offer multiple stores, music, seating, eating spaces, as well as other services (Levy & Weitz 2012, p. 82). The online shopping experience can be a social one, but in other ways. Interactions are not so much face to face, but

screen to screen. Social networks are important for this as they connect people, companies, and products outside of the retail space. It is a distinct possibility that Plus-Sized consumers are missing out in social shopping. If they go shopping with friends of differing sizes they may be unable to shop in the same stores, let alone the same sections. Further research into the exact numbers of Plus-Sized women shopping online vs. in-store would greatly inform this topic.

5.3.b Frequency & Style Availability

Style availability is an important component to shopping and self-identity that is often expressed by Plus-Sized consumers (Otieno, Harrow & Lea-Greenwood, 2005; Scaraboto & Fischer, 2012; Peters, 2014). Styles in Plus-Sized clothing may not reflect current trends or fashions, and instead a retailer will often “pick up on a single trend, it will dominate the floor space and that will be that” (Bellafante, 2010). This study did not look at style availability or choices offered by online retailers, but it is noted that as sizes increase the number of retailers offering them dramatically goes down, which is quite likely reducing the style choices available to Plus-Sized consumers in the larger sizes. The fact that there is an end of sizes offered, 38, raises questions and concerns for women outside of the range offered, both in girth and proportions. What do these women do to find clothing? How may these women compromise the ways that they see themselves, express themselves, and see others? It is possible that such consumers are finding other means of dressing themselves, such as finding other specialty sized shops online, through catalogs, or in brick-and-mortar, wearing clothing that is large enough for their bodies but not targeted towards them such as Men’s clothing, or they may be sewing themselves or paying someone to do so for them. As clothing is intrinsically tied to our self-identity, expression, and confidence, (Scaraboto & Fischer, 2012; Holmlund, Hagman & Polsa,

2010; Kennedy, 2009; Wang, 2007; Entwistle, 2000) it is a critical area of future research and understanding.

5.3.c Individual Vs. Systematic:

This consumer may feel frustrated, confused, and even self-loathing, but she may direct these feelings inwards and not outwards, feeling not that the market and clothing industry has failed her, but that she has failed by not fitting in (Scaraboto & Fischer, 2012; Peters, 2014).

Consumers may internalize and feel like second class citizens, segregated and banished to the farthest corner or click in the store. It is evident that this consumer is not a primary target market. It is also evident in the ratio of bust, waist and hip that the expected figure, regardless of size, is hourglass. However, studies suggest that women are larger in the hip, a bottom hourglass or pear shape, that accounts for 40% of women in 2002, and is potentially much higher (Simmons, 2002).

This is an example of how the societal ideals of the US influence the clothing that is available for Plus-Size women. The custom of mass production is rigid and indirectly communicating to Plus-Size women how they should look, not what they are. The majority of Americans are seldom forced by law or rules to modify their clothing. However, our society does influence and govern how we shop, select, and purchase clothing. There is an innate need for humans to feel like they belong to a group and that they are accepted in society. If an individual differs from the group, they risk being criticized or ridiculed by other members and perhaps even be rejected from the group. The constant inconsistencies in apparel sizing contributes to self-

doubt and can lead to “shoppers questioning the accuracy of their body perception” (Seagrove, in Kennedy, 2009).

Plus-Sized women have tolerated this system; they have lived with it their whole lives and don’t know another way. It is the way it is, and it may be difficult to envision another way. But can you imagine being able to go into a store or find clothing online, see its size and measurements and know without having to try it on or purchase multiple sizes that it will fit you? Alternatives sizing systems have been broached, but thus far it appears that none have prevailed.

5.4 Industry Impact

If consumers do not find what they want and need at one retailer they will search elsewhere. If what they buy does not fit their needs they will return them. This results in billions lost to the apparel industry every year. \$264 billion alone in lost sales was estimated in the United States in 2010, with another \$194 billion in returned clothing (Consumer returns, 2012). Producing apparel that does not meet wants and needs does not sell. As estimates have over 60% of Americans fitting into Plus-Size clothing categories (Garcia, 2015), retailers should address the dissatisfactions of the Plus-Size demographic.

Customer loyalty and repatronage is greatly affected by satisfaction (Grace & Cass, 2005). The “confirmation or disconfirmation of expectations regarding all aspects of the service, satisfaction may well be the strongest predictor of behavioral intentions,” and once a consumer is satisfied with a product or retailer the likelihood of repatronage is greatly increased (Grace & O’Cass, 2005). If a consumer has difficulty in finding clothing, then when they find clothing they very well may return for more. The topic of apparel sizing is a long standing one and has no

apparent quick fix. It nevertheless remains an important topic for improvement as the consequences are in the billions.

CHAPTER SIX

CONCLUSION AND IMPLICATIONS

The empirical research on Plus-Size women generally points to higher levels of dissatisfaction and experiences with shopping compared to women of straight sizes (Otieno, Harrow, & Lea-Greenwood, 2005) and estimates have over 60% of Americans fitting into the Plus-Size clothing category (Garcia, 2015). The implications for the fashion industry and academia are vast. However, here are a few that are potentially critical to improving the experiences of shopping and dressing for Plus-Size women.

First, governing bodies that oversee apparel manufacturing and merchandising should consider the pros and cons of implementing a more stringent enforcement of the currently voluntary sizing standards. The size designations in Misses, Women's and or Plus-size clothing are the same. This study shows that the measurements for these designations are clearly different. This is most likely seen in other size and gender categories as shown in some studies (Hauge, Klepp, Laitala, 2014; Otieno, Harrow, & Lea-Greenwood, 2005). This system currently may be easier for retailers to organize and present their clothing, and while consumers are familiar with the current system, it creates a false sense of consistency that is genuinely affecting women. How would consumers react to sizes labeled in accordance to measurements? This is a change that has been proposed throughout apparel history, and it was partially applied to Men's clothing. It would be advantageous to find a way of labeling size beyond a single number.

Second, I propose that sizing continue to be labeled in the current manner, but include BWH measurements on the size tag in a comparable manner to some Men's clothing. A standard sizing system is unfeasible in today's industry, as size, proportions, and fit may be a component

to a brand's product design per their target market. Including BWH measurements on a label would greatly inform consumers while they shop, while not requiring any additional development of sizes or patterns. There are areas of potential issue regarding this and would require further study and market analysis. For instance, would the BWH measurements correspond to clothing or body measurements as styles differ and may be designed to be tighter or looser, and the labeling and means of implementing this system may be too far from the current system to be fully supported by industry or consumers.

The third proposal for improvement is a further evaluation or complete reevaluation of target markets. The Plus-Size consumer is not one demographic or psychographic group and this may be necessary to improve apparel fit and style. Components to a retailer's retail mix that is applicable to non Plus-Size apparel and consumers may not be so with this highly diverse target market. This again is an area requiring further research and market analysis.

Lastly, I propose a potential third sizing category, or a division of the current category of Plus-Size. ASTM designates Plus-Size as 14W-32W (ASTM D6960-04, 2004) but that is not where sizing begins or ends in this category in the industry. Would sizing categories, their definitions, and development benefit by being reevaluated or redefined? This researcher believes so. How this would be implemented is beyond this study or the scope of my current knowledge. There are potentials for multiple body proportions within a size category as seen with Misses' Straight and Curvy (ASTM D5585-1e1, 2011). This may be necessary in the Plus-Size category as body proportions differ, the hourglass and pear body proportions dominate the market (Simmons, 2002) but are potentially non-representative of vast numbers of Plus-Size women.

Future Studies

As outlined in the previous section, there are multiple areas of potential future study with this topic regarding the Plus-Size consumer, sizing standards, size labeling, and market research.

Furthermore, there are potential studies that specifically building upon this thesis that are avenues of future study which are discussed here.

Expanding upon retailers and brands to include smaller businesses specifically catering to the female Plus-Size consumer would greatly inform this topic and allow for comparison between retailing categories. Inclusion for catalogs, other online retailers, specialty boutiques or otherwise would be very informative as to how other segments, and those more directed to this consumer define the sizes and the Plus-Size woman. Further analyzing retailer types, price points, geographic locations would further build upon how sectors of the industry define Plus-Size.

Replication of this study, with pants, is another avenue for future study that would allow for more product categories to be analyzed. This would answer the question if these ranges and discrepancies are happening in other Plus-Size apparel product categories. It would also be interesting to replicate this study with non Plus-Sized apparel and compare the differences in the wayfinding process. Furthermore, this study may be applicable to Men's apparel, and might offer insights across gendered apparel.

Implementing and adding merchandising, economic, and sociological concepts such purchasing intentions, hedonistic vs. utilitarian shoppers, or others would help to inform these topics. Women are assumed to be social shoppers but how does this apply for the Plus-Sized

consumer? Some research into this has been done as outlined in previous sections of this thesis, but further, more targeted studies may be done.

Closing Statements

The primary goal of this study was to explore how the term Plus-Size is classified in sizing charts by the apparel and fashion industry. The term is widely used, and its meaning is not clear. Many of us have heard this term at one point in our lives, but in reality, what constitutes Plus-Sized apparel? I have found and clarified one aspect of this question. In this study I have outlined, summarized, and analyzed how 2015's top retailers presented and parameterized Women's Plus-Sized tops in their online retail stores. The findings quantifiably validate the frustrations experienced by Plus-Sized consumers. Much more research into its uses and definitions throughout industry and society is needed to fully answer this question. I hope that this study may act as a starting point for many more studies and inquiries into the topic.

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Army Air Force Exchange	Website
Ascena	
Catherines	http://catherines.lanebryant.com/
Dressbarn	http://www.dressbarn.com/
Lane Bryant	http://lanebryant.com/
Maurices	www.maurices.com/
Belk	http://www.belk.com/
Burlington Coat Factory	http://burlingtoncoatfactory.com/
Costco	http://www.costco.com/
Dicks Sporting	http://www.dickssportinggoods.com/home/index.jsp
Dillard's	http://www.dillards.com/
Dollar General	http://www.dollargeneral.com/home/index.jsp
Gap	
Old Navy	http://oldnavy.gap.com/
Athleta	http://www.athleta.com/
Hudson's Bay	
Hudson's Bay	http://www.thebay.com/webapp/wcs/stores/servlet/en/thebay
Lord & Taylor	http://www.lordandtaylor.com/webapp/wcs/stores/servlet/en/lord-and-taylor
SaksFifthAvenue	http://www.saksfifthavenue.com/Entry.jsp
SaksFifthAvenueO FF5th	http://www.saksoff5th.com/
JC Penny	http://www.jcpenney.com/
Kohls	http://www.kohls.com/
Macy's	http://www.macys.com/
Neiman Marcus	http://www.neimanmarcus.com/
Nordstrom	http://shop.nordstrom.com/
QVC	http://www.qvc.com/
Ross	http://www.rossstores.com/
Sears Holdings	
Kmart	http://www.kmart.com/
Sears	http://www.sears.com/
Shopyourway	http://www.shopyourway.com/today
Target	http://www.target.com/
TJX	
Sierra Trading Post	http://www.sierratradingpost.com/
TJMaxx	http://tjmaxx.tjx.com/store/index.jsp
ToysRUs	http://www.toysrus.com/shop/index.jsp?categoryId=2255956
Tractor Supply	http://www.tractorsupply.com/
Walmart	http://www.walmart.com/

APPENDIX A Apparel Size Charts

Size charts are presented here in alphabetical order. Parent companies are bolded and underlined, singular retailers are bolded, and sub-retailers are not bolded nor underlined.

Ascena: Catherines

OUR FIT TOPS & BOTTOMS DRESSES & SKIRTS INTIMATES SWIM ACCESSORIES

TOPS

Determine your measurements with the help of our measuring tips, then find your size in the chart below.

SIZES	BUST	WAIST	HIP	
0X	14	39	36	45
	16	41	38	47
1X	18	43	40	49
	20	45	42	51
2X	22	47	44	53
	24	49	46	55
3X	26	51	48	57
	28	53	50	59
4X	30	55	52	61
	32	57	54	63
5X	34	59	56	65
	36	61	58	67
6X	38	63	60	69

BUST
Measure under your arms around the fullest part of your bust

WAIST
Bend to one side to find the natural crease; straighten and measure at this point

HIP
Stand with your legs together and measure around the fullest part of your lower hip

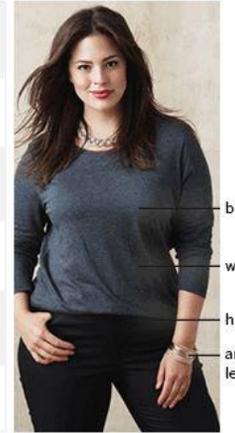
NOTE:
Garment lengths are provided in the product description for every item available.



Dressbarn

PLUS TOPS, SWEATERS & OUTERWEAR

ALPHA SIZE	WOMEN'S SIZE (us)	BUST	NATURAL WAIST	HIP	ARM LENGTH
1X	14W	43"	37"	46½"	32"
	16W	45"	39"	48½"	32¼"
2X	18W	47"	41"	50½"	32½"
	20W	49"	43"	52½"	32¾"
3X	22W	51"	45"	54½"	33"
	24W	53"	47"	56½"	33¼"



HOW TO MEASURE

BUST

Measure the bust circumference horizontally around the body under the arms, at the fullest part.

NATURAL WAIST

Measure the waist circumference horizontally around the body at the smallest part of the torso.

HIP

Measure the hip circumference of the body by standing with heels together and measure at

ARM LENGTH

With arm bent 90 degrees and hand placed on the hip, measure from the center back neck and across the

Lane Bryant

TOPS

SIZE	BUST	WAIST	LOW HIP
14	40	34	42
16	42	36	44
18	44	38	46
20	46	40	48
22	48	42	50
24	50	44	52
26	52	46	54
28	54	48	56
30	56	50	58
32	58	52	60



bust

Measure under your arms and around the fullest part of your bust.

waist

Bend to one side to find the natural crease; straighten and measure at this point.

low hip

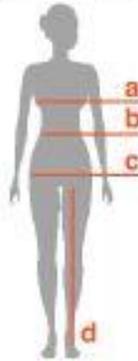
Stand with feet together and measure around fullest part of hip.

Maurices

size chart

plus tops, dresses & outerwear

size	0	1	2	3	4			
	14	16	18	20	22	24	26	28
bust	42	43-1/2	45	47	49	51	53	55
waist	33	34-1/2	36	38	40	42	44	46
hip	43	44-1/2	46	48	50	52	54	56



When measuring to get the right fit, remember these important points:

- a. Bust:** Measure around the fullest part of your chest, under the arms.
- b. Waist:** Measure around your natural waistline.
- c. Hips:** Measure around the fullest part of your body, approx. 7-9" below your natural waistline.
- d. Inseam:** The best way to determine what inseam you should order is to use another pair of pants that fit you well and of which you like the length. After laying them out smoothly, measure the inside seam from crotch to hem.

Belk:

Find your fit

Finding something that looks good is half the battle. Finding something that fits just right is the other half. We're here to help. We have provided sizing charts for the variety of types of clothing that we carry, as well as helpful tips to help you determine your own measurements. Once you know your measurements, you can see what sizes they correspond to on our sizing charts, and find the best fit possible.*

*Please keep in mind that while many manufacturers follow the same standard of measurement, some brands may vary.

Select a category

Women's Women's Apparel - Plus Size

Women's Plus Size Chart (5'4" - 5'7.5")

	1X		2X		3X	
Size	16W	18W	20W	22W	24W	26W
Chest	44.5	45.5	47.5	49.5	51.5	53.5
Waist	36	38	40	42	44	46
Hip	43.5	48.5	50.5	52.5	54.5	56.5

Burlington Coat Factory:

Women - Plus (Body measurements in inches)

Size	0X	1X	1X	2X	2X	3X	3X	4X	4X	5X
Numeric	12W	16W	18W	20W	22W	24W	26W	28W	30W	32W
Bust	36 - 38	42 - 43	44 - 45	46 - 47	48 - 49	50 - 51	52 - 53	54 - 55	56 - 57	58 - 59
Waist	32 - 34	35 - 36	37 - 38	39 - 40	41 - 42	43 - 44	45 - 46	47 - 48	49 - 50	51 - 52
Hip	40 - 43	44 - 45.5	46 - 47.5	48 - 49.5	50 - 51.5	52 - 53.5	54 - 55.5	56 - 57.5	58 - 59.5	60 - 61.5

Gap: Athleta

Athleta Tops & Support Tops

Need some fit advice? Call 877.328.4538

SIZING

FIT GUIDE

SUPPORT TOPS

FEATURES

FABRICS

CARE

SIZE	BUST	WAIST	HIPS
XXS / 00	30-31	23-24	32.5-33.5
XS / 0-2	32-33	25-26	34.5-35.5
S / 4-6	34-35	27-28	36.5-37.5
M / 8-10	36-37	29-30	38.5-39.5
L / 12-14	38-39	31-32	40.5-41.5
XL / 16	40-41	33-34	42.5-43.5
1X / 18	43	36	45
2X / 20	45	38	47

HOW TO MEASURE

Bust/Chest

With arms relaxed down at sides, measure the fullest part of bust/chest, keeping tape parallel to floor.

Waist

Measure around your natural waistline, which is the smallest area of the waist.

Hips

Stand with feet together. Keeping tape straight and parallel to the floor, measure around fullest part.

Inseam

Measure inside length of your leg from the crotch to bottom of ankle.



LENGTHS FOR PETITE AND TALL TOPS

Petite tops are 1 1/2" shorter in length than regular tops.
Tall tops are 1 1/2" longer in length than regular tops.
Petite tunic tops are 2" shorter than regular tunics.
Tall tunic tops are 2" longer than regular tunics.

Old Navy

Women's Plus

Tops & Outerwear

SIZE CHARTS

INCHES

CENTIMETERS

WOMEN'S PLUS SIZE CHART

	1X		2X		3X		4X	
Size	16	18	20	22	24	26	28	30
CHEST	44 ½	46	48	50 ½	53	55 ½	58	60 ½
SLEEVE LENGTH	31 ¼	31 ¾	32	32 ¾	32 ¾	32 ¾	32 ¾	32 ¾

MEASURING TIPS

Measuring Tips

Here are some tips to help you order the correct size. If you don't have a measuring tape, use a piece of string and hold it alongside a ruler.

Chest

With your arms relaxed at your sides, measure around the fullest part of your chest.

Hudson's Bay: Hudson's Bay

DETAILS

SIZING INFO

SHIPPING INFO

CUSTOMER CARE

WOMAN

SIZES

MEASUREMENTS

		CHEST	WAIST	HIP
1X	14W	42 1/2"	35"	44 1/2"
	16W	44"	36 1/2"	46"
2X	18W	46"	38 1/2"	48"
	20W	48"	40 1/2"	50"
3X	22W	50"	42 1/2"	52"
	24W	52"	44 1/2"	54"

Lord & Taylor

L&T WOMEN'S APPAREL			
	1X	2X	3X
SIZE	14-16	18-20	22-24
BUST	43-45"	47-49"	51-53"
WAIST	35-37"	39-41"	43-45"
HIPS	44-46"	48-50"	52-54"

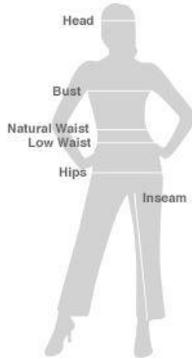
Saks Fifth Avenue

SIZES 14 TO 24 APPAREL SIZING (USA)

	1X		2X		3X	
SIZE	14	16	18	20	22	24
BUST	43 - 44"	45"	46 - 47"	48 - 49"	50 - 51"	52 - 53"
NATURAL WAIST	34 - 35"	36 - 37"	38 - 39"	40 - 41"	42 - 43"	44 - 45"
HIPS	44"	45 - 46"	47 - 48"	49 - 50"	51 - 52"	53 - 54"

Saks Fifth Avenue OFF 5th

Women's Apparel Size Guide



MEASURING TIPS TO ASSURE THE BEST FIT

Bust: With arms at sides, place tape measure under your arms and run it around the fullest part of the bustline and across the shoulder blades.

Natural Waist: Find the natural crease of your waist by bending to one side. Run tape measure around your natural waistline, keeping one finger between the tape and your body for a comfortable fit.

Low Waist: Run tape measure about 2 to 3 inches below your natural waistline, keeping one finger between the tape and your body for a comfortable fit.

Hips: With feet together, run tape measure around the fullest part of your hips/seat, about 7 to 8 inches below your waistline.

Inseam: For full-length pants, run tape measure along the inside of your leg, from just below the crotch to about 1 inch below the ankle.

Sizes 14 to 24 Apparel Sizing (USA)

	1X		2X		3X	
Size	14	16	18	20	22	24
Bust	43-44"	45"	46-47"	48 - 49"	50 - 51"	52 - 53"
Natural Waist	34 - 35"	36 - 37"	38 - 39"	40 - 41"	42 - 43"	44 - 45"
Hips	44"	45 - 46"	47 - 48"	49 - 50"	51 - 52"	53 - 54"

JC Penny:

size chart

print

alpha size	numeric size	bust	waist	hip
0X	14W	42"	36"	45"
1X	16W	44"	38"	47"
1X	18W	46"	40"	49"
2X	20W	48"	42"	51"
2X	22W	50"	44"	53"
3X	24W	52"	46"	55"
3X	26W	54"	48"	57"
4X	28W	56"	50"	59"
4X	30W	58"	52"	61"
5X	32W	60"	54"	63"
5X	34W	62"	56"	65"

Macy's:
Alfani

ALFANI®

ALFANI			
SIZE	BUST	NATURAL WAIST	LOW HIPS
XS (0-2)	32" - 33"	24" - 25"	34" - 35"
S (4-6)	34" - 35"	26" - 27"	36" - 37"
M (8-10)	36" - 37"	28" - 29"	38" - 39"
L (12-14)	38" - 40"	30" - 32"	41" - 42"
XL (16)	41"	33 1/2"	44"

ALFANI WOMAN			
SIZE	BUST	NATURAL WAIST	LOW HIPS
1X (14-16)	43" - 45"	35" - 37"	44" - 46"
2X (18-20)	47" - 49"	39" - 41"	48" - 50"
3X (22-24)	51" - 53"	51" - 53"	52" - 54"

BUST: Measure under arms around fullest part of bust.

WAIST: Measure around natural waistline, keeping the tape comfortably loose.

HIPS: Measure around fullest part of low hip.

CHARTER CLUB

PLUS SIZES

SIZE	BUST	WAIST	HIPS
14-16 / 1X	41"-43"	32"-34"	44"-46"
18-20 / 2X	45"-47"	36"-38"	48"-50"
22-24 / 3X	49"-51"	40"-42"	52"-54"

BUST: Measure under arms around the fullest part of bust.

HIP: Measure around the fullest part of hips.

WAIST: Measure around the natural waistline, keeping the tape comfortably loose.

Pant inseam is approximately 30 inches.



[View International Size Chart](#)



Plus Size Jackets & Tops

Size		Bust (cm.)	Waist (cm.)
0X	12W	103	85
1X	14W	108	90
	16W	113	95
2X	18W	118	100
	20W	123	105½
3X	22W	128½	110½
	24W	133½	115½

Bust: slightly raise your arms and measure around your body, make sure that you measure around your shoulder blades and the fullest part of your chest.

Waist: measure around the natural waistline, keeping the tape comfortably loose.

All measurements are approximate.

Plus sizes for women 12W-24W.

Style & Co



STYLE&CO. WOMAN			
SIZE	1X (14W-16W)	2X (18W-20W)	3X (22W-24W)
BUST	41 1/2"-43 1/2"	45 1/2"-47 1/2"	49 1/2"-51 1/2"
NATURAL WAIST	32"-34"	36"-38"	40"-42"
LOW HIPS	44 1/4"-46 1/4"	48 1/4"-50 1/4"	52 1/4"-54 1/4"

BUST: Measure around chest at fullest part.

WAIST: Measure at natural waistline.

HIPS: Measure around fullest part of low hip.



Neiman Marcus:

WOMEN'S SIZE GUIDE

	1X		2X		3X	
SIZE	14	16	18	20	22	24
BUST	40	42	44	46	48	50
WAIST	31	33	35	37	39½	42
HIP	42	44	46	48	50½	53
CHINA (TOPS)	175/102A	175/106A	175/112A	175/116A	175/122A	175/128A
CHINA (BOTTOMS)	175/80A	175/84A	175/90A	175/94A	175/100A	175/106A

Nordstrom:

[close](#)

NORDSTROM

Floral Print Peasant Top (Plus Size)

[size chart](#)

[video: fit fundamentals](#)

Women's Plus Apparel Size Chart

[Inches](#) | [Centimeters](#)

	12W	14W	16W	18W	20W	22W	24W	26W	28W
Bust	42"	44"	46"	48"	50"	52"	54"	56"	58"
Waist	36"	38"	40"	42"	44"	46"	48"	50"	52"
Hip	45"	47"	49"	51"	53"	55"	57"	59"	61"

The measurements shown on the size chart above are body measurements. Locate your body measurements on the size chart to determine which size you should purchase.

To get an accurate body measurement, always keep the measuring tape parallel to the floor. Wear undergarments only; do not measure over clothing.

QVC:

HEIGHT CHART

Use this chart to determine Petite, Regular, or Tall.

	PETITE	REGULAR	TALL
height	4'11"–5'3"	5'3.5"–5'7.5"	5'8"–5'11"

SIZE CHART

Please note that dimensions in the chart refer to body measurements. For garment specifications, use the link on the product detail page.

	XXS		XS		S	
size	00	0	2	4	6	8
bust	32	33	34	35	36	37
waist	26	27	28	29	30	31
hip	34.5	35.5	36.5	37.5	38.5	39.5

	M		L		XL	
size	10	12	14	16	18	20
bust	38	39.5	41	42.5	44.5	46.5
waist	32	33.5	35	36.5	38.5	40.5
hip	40.5	42	43.5	45	47	49

	1X		2X		3X	
size	18W	20W	22W	24W	26W	28W
bust	44.5	46.5	48.5	50.5	52.5	54.5
waist	39.5	41.5	43.5	45.5	48	51
hip	47	49	51	53	55	57

Sears Holdings: Kmart

Standard Size Chart

SORT BY: [Women](#) [Plus](#) [Plus Size Chart](#) [International chart](#)

Plus Plus Size Chart								inches	centimeters	Measurement Guide
SIZE	SIZE	HEIGHT	BUST	WAIST	HIP	THIGH	TORSO			 Height  Stand in stocking feet, with both feet together and back to a wall. Measure from the floor to the top of the head.
0X	14	5' 4 1/2" - 5' 7"	41"	35"	43 1/2"	25 3/4"	63 1/8"			
0X	16	5' 4 1/2" - 5' 7"	43"	37"	45 1/2"	27"	64 7/8"			
1X	18	5' 4 1/2" - 5' 7"	45"	39"	47 1/2"	28 1/4"	66 1/8"			
1X	20	5' 4 1/2" - 5' 7"	47"	41"	49 1/2"	29 1/2"	67 7/8"			
2X	22	5' 4 1/2" - 5' 7"	49"	43"	51 1/2"	30 3/4"	69 1/8"			
2X	24	5' 4 1/2" - 5' 7"	51"	45"	53 1/2"	32"	70 7/8"			
3X	26	5' 4 1/2" - 5' 7"	53"	47"	55 1/2"	33 1/4"	72 1/8"			
3X	28	5' 4 1/2" - 5' 7"	55"	49"	57 1/2"	34 1/2"	73 7/8"			
4X	30	5' 4 1/2" - 5' 7"	57"	51"	59 1/2"	35 3/4"	75 1/8"			
4X	32	5' 4 1/2" - 5' 7"	59"	53"	61 1/2"	37"	76 7/8"			

Sears

Standard Size Chart

SORT BY:

Women ▾

Plus ▾

Plus Size
Chart ▾

international chart

Plus Plus Size Chart

inches centimeters

Measurement Guide



Height ▾

Stand in stocking feet, with both feet together and back to a wall. Measure from the floor to the top of the head

SIZE	SIZE	HEIGHT	BUST	WAIST	HIP	THIGH	TORSO
0X	14	5' 4 1/2" - 5' 7"	41"	35"	43 1/2"	25 3/4"	63 1/8"
0X	16	5' 4 1/2" - 5' 7"	43"	37"	45 1/2"	27"	64 7/8"
1X	18	5' 4 1/2" - 5' 7"	45"	39"	47 1/2"	28 1/4"	66 1/8"
1X	20	5' 4 1/2" - 5' 7"	47"	41"	49 1/2"	29 1/2"	67 7/8"
2X	22	5' 4 1/2" - 5' 7"	49"	43"	51 1/2"	30 3/4"	69 1/8"
2X	24	5' 4 1/2" - 5' 7"	51"	45"	53 1/2"	32"	70 7/8"
3X	26	5' 4 1/2" - 5' 7"	53"	47"	55 1/2"	33 1/4"	72 1/8"
3X	28	5' 4 1/2" - 5' 7"	55"	49"	57 1/2"	34 1/2"	73 7/8"
4X	30	5' 4 1/2" - 5' 7"	57"	51"	59 1/2"	35 3/4"	75 1/8"
4X	32	5' 4 1/2" - 5' 7"	59"	53"	61 1/2"	37"	76 7/8"

Target: Adam Lippes

women's tops

regular | plus

Adam Lippes for Target | plus sizes

Adam Lippes for Target ▾

size	bust	waist	hip
X	41	36	43
1X	45	40	47
2X	49	44.5	51
3X	53	49	55

all measurements are in inches, unless otherwise noted.

Ava & Viv

women's tops

Ava & Viv | plus sizes

Ava & Viv ▾

size	numeric size	bust	waist
X	14W	41	36
1X	16W	43	38
	18W	45	40
2X	20W	47	42.25
	22W	49	44.5
3X	24W	51	46.75
	26W	53	49
4X	28W	55	51.25
	30W	57	53.5

all measurements are in inches, unless otherwise noted.



Éclair

women's tops

regular | plus

Eclair | plus sizes

Eclair ▾

size	bust	waist	hip
1X	48	42	51
2X	50	44	53
3X	52	46	55

all measurements are in inches, unless otherwise noted.

Knox Rose

women's tops

regular | plus

Knox Rose | plus sizes

Knox Rose ▾

size		bust	waist	hip
X	14W	41	36	43
1X	16W	43	38	45
	18W	45	40	47
2X	20W	47	42.25	49
	22W	49	44.5	51
3X	24W	51	46.75	53
	26W	53	49	55
4X	28W	55	51.25	57
	30W	57	53.5	59

all measurements are in inches, unless otherwise noted.

▾ how to measure

Merona

women's tops

regular | plus

Merona® | plus sizes

Merona ▾

size	numeric size	bust	waist
X	14W	41	36
1X	16W	43	38
	18W	45	40
2X	20W	47	42.25
	22W	49	44.5
3X	24W	51	46.75
	26W	53	49
4X	28W	55	51.25
	30W	57	53.5

all measurements are in inches, unless otherwise noted.

▾ how to measure

Mossimo

Mossimo® | plus sizes

Mossimo ▾

size	numeric size	bust	waist
X	14W	41	36
1X	16W	43	38
	18W	45	40
2X	20W	47	42.25
	22W	49	44.5
3X	24W	51	46.75
	26W	53	49
4X	28W	55	51.25
	30W	57	53.5

all measurements are in inches, unless otherwise noted.

Xhilaration

women's tops

regular | plus

Xhilaration® | plus sizes

Xhilaration ▾

size	numeric size	bust	waist
X	14W	41	36
1X	16W	43	38
	18W	45	40
2X	20W	47	42.25
	22W	49	44.5
3X	24W	51	46.75
	26W	53	49
4X	28W	55	51.25
	30W	57	53.5

all measurements are in inches, unless otherwise noted.

TJX: Sierra Trading Post

Overview | Specs | Sizing | Reviews | Q & A

General Women's Size Chart

For Alpha sizing, hover over "Sizes Available" shown above to determine the Numeric size conversion listed below.

	0	2	4	6	8	10	12	14	16	18	20	22	24
Bust	31.5	32.5	33.5	34.5	35.5	36.5	38	39.5	41	43	45	47	49
Waist	23.5	24.5	25.5	26.5	27.5	28.5	30	31.5	33	35	37	39	41
Hip	33.5	34.5	35.5	36.5	37.5	38.5	40	41.5	43	45	47	49	51

Plus Sizing

	16W	18W	20W	22W	24W	26W
Bust	42	44	46	48	50	52
Waist	34	36	38	40	42	44
Hip	46	48	49	51	53	55

Note: Please use the following sizing chart for general reference only. Sizes between different vendors and manufacturers do vary. Item specific sizing is best found in the item description.

FREQUENTLY BOUGHT TOGETHER

TJMaxx

Since we get new designer fashions every day, we don't have specific sizing information for every item. But these standard size charts can help you find the best fit.



Women Plus

General Size	US Sizing	EU Sizing	Chest/Bust Measurement (inches)	Waist Measurement (inches)	Hips (8" from waist)
0X	12W	42-44	40	33	42
1X	14W	44-46	42	35	44
	16W		44	37	46
2X	18W	48-50	46	39	48
	20W		48	41	50
3X	22W	52-54	50	43	52
	24W		52	45	54
4X	26W	56-58	54	47	56
	28W		56	49	58

WalMart

Explore this item

Specifications

Size Chart:

Regular

Petite

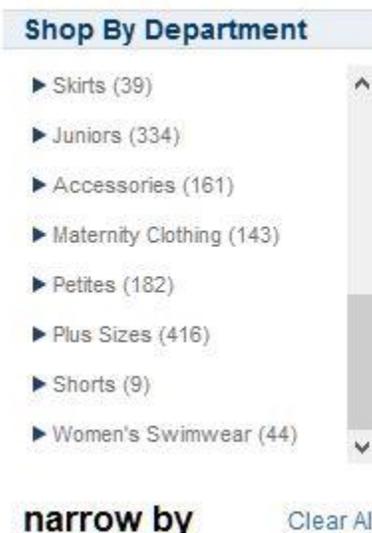
Size	Bust/Chest	Waist	Hip	
XS	2	33½	26½	36½
S	4	34½	27½	37½
	6	35½	28½	38½
M	8	36½	29½	39½
	10	37½	30½	40½
L	12	39	32	42
	14	40½	33½	43½
XL	16	42½	35½	45½
	18	44½	37½	47½
1X	16W	42½	34½	44½
2X	18W	44½	36½	46½
	20W	46½	38½	48½
3X	22W	48½	40½	50½
	24W	50½	42½	52½
4X	26W	52½	44½	54½
	28W	54½	46½	56½
5X	30W	56½	48½	58½
	32W	58½	50½	60½

APPENDIX B

Objective 2 Screenshots

Screenshots are presented here in alphabetical order. Parent companies are bolded and underlined, singular retailers are bolded, and sub-retailers are not bolded nor underlined.

Army & Airforce Exchange



Ascena:

Catherines

CATHERINES PLUS SIZES
We Fit You Beautifully

EARN CATHERINES CASH
FREE \$25 FOR EVERY \$50 YOU SPEND

COLLECTIONS BLACK LABEL TOPS BOTTOMS DRESSES SWIM INTIMATES ACTIVE ACCESSORIES CLEARANCE

TOPS
VIEW ALL

- TEES & KNIT TOPS
- SHIRTS & BLOUSES
- TUNICS & EASY FIT TEES
- EVENING TOPS
- TANK TOPS
- SWEATERS
- SHRUGS & CARDIGANS
- JACKETS & BLAZERS
- OUTERWEAR
- ACTIVEWEAR
- PERFECT PRICE & SUPREMA



Dressbarn

dressbarn
sizes 4-24

SEARCH 

 0 items

DRESSES TOPS PANTS SKIRTS DENIM SUITS OUTERWEAR ACCESSORIES SHOES JEWELRY SALE *misses plus petites*

FREE SHIPPING ON \$99 OR MORE | \$4.95 FLAT RATE SHIPPING — or — FREE SHIPPING TO STORE.

Lane Bryant

LANE BRYANT

SHOP

NEW ARRIVALS APPAREL LIVING ACTIVE DESIGNERS 6TH & LANE SHOES & ACCESSORIES SWIM CAPS

APPAREL

- DRESSES
- TOPS
- SWEATERS
- JEANS
- PANTS
- CAPRIS & SHORTS
- SUITS
- JACKETS & COATS
- SKIRTS
- ONLINE EXCLUSIVE
- BRANDS
- SWIM

- plus size clothing
- plus size tops
- plus size sweaters
- plus size denim
- plus size pants
- plus size dresses
- plus size activewear
- plus size swimwear
- shoes & accessories
- plus size lingerie
- online catalog

Maurices

know clothing jeans **plus** accessories shoes sale

TOPS

- blouses & shirts
- the perfect blouse
- cardigans
- sweaters
- tanks & camis
- layering tops by color
- tees
- graphic tees & tanks
- plaid & boyfriend shirts
- hoodies & sweatshirts
- jackets, blazers & vests
- tunics
- wraps & ponchos
- view all

plus

BOTTOMS

- pants
- leggings & yoga pants
- jeans
- skirts
- capris
- joggers & sweatpants
- shorts
- view all

JEANS

- maurices jeans
- maurices denim flex
- silver jeans co.
- vigoss jeans
- jegging & skinny
- slim boot
- boot
- flare
- view all

DRESSES

- ACTIVE
- DRESSY STYLES
- EVERYDAY ESSENTIALS
- VIEW ALL

Belk

Women Men Juniors Baby & Kids Beauty Shoes Handbags & Accessories Jewelry & Watches Bed & Bath For The Home Clearance

<p>Women's Clothing</p> <ul style="list-style-type: none"> Activewear Dresses Jackets & Blazers Jeans Jumpsuits & Rompers Pants Shorts & Capris Skirts Suits & Separates Tops All Women's Clothing 	<p>Related Categories</p> <ul style="list-style-type: none"> Accessories Bras, Panties & Lingerie Hosiery & Tights Sleep, Lounge & Robes Swimwear <p>Get the Look</p> <ul style="list-style-type: none"> Complete Looks Contemporary Designer Favorites Easter Style Resort Ready 	<p>Special Sizes</p> <ul style="list-style-type: none"> Women's Plus Petites Juniors Juniors' Plus <p>Features</p> <ul style="list-style-type: none"> Meet crown & ivy™ Sports Fan Trends Wedding Shop <p>Spring Gifts for Her</p>	<p>Popular Brands</p> <ul style="list-style-type: none"> crown & ivy™ Under Armour® Kaari Blue™ Lauren Ralph Lauren New Directions® Free People Wacoal Shop by brand <p>Clearance</p> <p>Shop Women's</p>
--	---	--	---

Burlington Coat Factory

Home **Women** Men Shoes Handbags & Accessories Juniors Girls Boys

 Accessories	 Activewear	 Beauty & Fragrance	 Bottoms	 Coats	 Dresses	 Handbags
 Intimates & Sleepwear	 Jewelry & Watches	 Jackets & Blazers	 Scrubs	 Shoes	 Suits & Suit Separates	 Sweaters

FOR MOM AT

[View more categories >](#)

Shop by Size

Plus

Petite

Maternity

Stylish Steals

Create an Outfit Under \$30

Tops Under \$15

Dresses Under \$20

Shop Philosophy

Categories

Dresses

Blouses

Jackets & Blazers

Costco

The screenshot shows the Costco Wholesale website interface. At the top, there are navigation links for Warehouse Locations, Renew Membership, Join Costco, and Email Sign-Up. The Costco logo is prominently displayed on the left. Below the logo is a search bar with the placeholder text "What do you want to find?". To the left of the search bar is a vertical menu titled "SHOP ALL DEPARTMENTS" with various category links such as Appliances, Auto & Tires, Baby, Kids & Toys, Clothing & Handbags, Electronics, Furniture, Grocery, Floral & Pets, Health & Beauty, Holiday, Gifts & Tickets, Home Improvement, Home, Kitchen, Bed & Bath, Jewelry & Watches, Office Products, Patio & Outdoor, Sports & Fitness, and Travel & Luggage. The main content area is divided into four columns of clothing categories: MEN'S CLOTHING, BOY'S CLOTHING, WOMEN'S CLOTHING, and GIRL'S CLOTHING. Each column lists sub-categories like Jackets & Outerwear, Shirts, Sweaters, Footwear, etc. At the bottom, there are promotional banners for "Top Selling Cameras UP TO \$400 OFF" and "WHILE SUPPLIES LAST" for kitchen appliances and laptops.

Category

- Clothing & Handbags
- Women's Clothing
 - Jackets & Outerwear (14)
 - Shirts & Tops (7)
 - Pants & Denim (24)
 - Sweaters & Cardigans (25)
 - Lounge & Activewear (57)
 - Sleepwear (6)
 - Dresses & Skirts (3)
 - Footwear (10)
 - Socks & Underwear (10)
 - Accessories (1)
 - Swim (2)

Price Clear

- Less than \$25 (133)
- \$25 - \$50 (15)
- \$50 - \$100 (7)

Additional Sizes Clear

- Plus Size (47)
- Tall (4)

Brand Clear

- 1 Madison (1)
- 32 Degrees (3)
- 888 (3)
- Adidas (16)
- Andrew Marc (3)
- Avalanche (3)
- BUFFALO (3)

[Show more options >](#)

Color Clear

- Black (34)
- Blue (30)
- Brown (4)
- Gray (30)
- Green (11)
- Multiple (1)
- Multiple (1)

[Show more options >](#)

Women's Size Clear

- X-Small (11)
- Small (67)
- Medium (82)
- Large (85)
- X-Large (88)
- XX-Large (49)
- 9.5 (4)

[Show more options >](#)

Women's Clothing



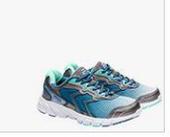
Get Moving!

Shop the latest in Ladies' Activewear



SHOP NOW

CATEGORY

JACKETS & OUTERWEAR	SHIRTS & TOPS	PANTS & DENIM	SWEATERS & CARDIGANS
			
LOUNGE & ACTIVEWEAR	SLEEPWEAR	DRESSES & SKIRTS	FOOTWEAR
			

UNDERWEAR

		
---	---	--

SHOP RELATED CATEGORIES

SHOP ALL WOMEN'S CLOTHING	PLUS SIZES	JEWELRY & WATCHES	HANDBAGS
			
LUGGAGE	COSMETICS		
			

Dick's Sporting Goods



TEAM SPORTS
EXERCISE
FOOTWEAR
APPAREL
GOLF
OUTDOORS
FAN SHOP
CLEARANCE

Men's Apparel

- Hoodies & Sweatshirts
- Jackets & Vests
- Sweaters
- Shirts
- Graphic Tees
- Pants
- Shorts
- Compression
- Underwear
- Hats
- Swimsuits
- Socks & Accessories
- Big & Tall Sizes
- Trend Shop
- [View All »](#)

Women's Apparel

- Hoodies & Sweatshirts
- Jackets & Vests
- Sweaters
- Shirts
- Pants, Tights & Capris
- Shorts
- Sports Bras
- Compression
- Skirts & Dresses
- Underwear
- Swimsuits
- Socks & Accessories
- Plus & Extended Sizes
- Trend Shop
- [View All »](#)

Boys' Apparel

View All

- Hoodies & Sweatshirts
- Jackets
- Shirts
- Pants
- Shorts
- Compression
- [View All »](#)

Girls' Apparel

View All

- Hoodies & Sweatshirts
- Jackets
- Shirts
- Pants & Capris
- Shorts
- Compression
- [View All »](#)

Winter Apparel

- Jackets & Vests
- Snow Pants & Bibs
- Cold Compression
- Baselayer
- [View All »](#)

Accessories

- Backpacks & Duffles
- Activity Trackers
- Electronics
- Socks
- Hats & Headbands
- Sunglasses
- Winter Accessories
- [View All »](#)

Featured Collections

- Nike
- Under Armour
- The North Face
- CALIA by Carrie Underwood
- Polo Sport
- lucy
- Football
- Running
- Basketball
- Baseball & Softball
- Soccer
- Training
- Tennis
- Cycling
- Hunt
- Lacrosse
- [View All »](#)

Dillard's



Earn rewards using your Dillard's credit card. [See details](#)

PRICE REDUCTIONS SHOP BY BRAND LIMITED AVAILABILITY

SEARCH

WOMEN
JUNIORS
SHOES
HANDBAGS
ACCESSORIES
LINGERIE
BEAUTY
MEN
KIDS
HOME

CATEGORIES	DRESSES	SPECIALTY SHOPS	FEATURED BRANDS
Dresses	Plus Size Dresses	Plus	Eileen Fisher
Tops	Petite Dresses	Petite	Antonio Melani
Tunic	Lace Dresses	The Wedding Shop	Gianni Bini
Coats	Cocktail Dresses	Mother of the Bride	MICHAEL Michael Kors
Sweaters	Gowns	The Coat Shop	7 For All Mankind
Ponchos	Beaded Dresses	Contemporary: The EDGE	Vince Camuto
Shrugs & Cardigans	Sweater Dresses	TRENDING NOW	Cremeux
Jackets & Vests	Jacket Dresses	Little Black Dresses	Lauren Ralph Lauren
Jumpsuits & Rompers	Daytime Dresses	Date-Night Dresses	Polo Ralph Lauren
Skirts	Shift Dresses	Gianni Bini Fan Favs	Adrianna Papell
Capris & Cropped Pants	Wrap Dresses	Lace Looks	Tadashi Shoji
Pants	Shirt Dresses	Bell Sleeves	Belle Badgely Mischka
Jeans	Maxi Dresses	Sophisticated Suits	Tahari ASL
Leggings	Bolero Dresses	Tunics	Calvin Klein
Suits	Dressy Wraps & Coverups		Reba
Activewear	SHOP NEW ARRIVALS		NYDJ
Swimwear & Coverups			Preston & York
			Shop All Women's Brands

Dollar General



[VIEW LARGER](#)



Bobbie Brooks Tunic - Red / Gray Stripe - Plus Sizes
Item # 66752666

Free Shipping with \$40 Purchase! Up to \$16 Shipping Credit. [\(Details\)](#)

\$25.00 each

Size: [Select Size](#)

Qty:

Add to [Shopping List](#) **ADD TO CART**

In Stock
Usually leaves warehouse in 1-2 full business days. [Details](#)

Prices and availability may vary between stores and online.

Shipping & Returns
[Shipping & Delivery](#)
[Returns](#)

About this product
100% acrylic

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Recommended For You:


[Bobbie Brooks Tunic - Red / Blue Stripe - Plus Sizes](#)
 Item# 66752656
\$25.00
[View All Women's Tops](#)


[Bobbie Brooks Sweat Top - Camp Print](#)
 Item# 66752656
\$12.50
[View All Women's Tops](#)

Gap:

Athleta

OLD NAVY BANANA REPUBLIC
4 BRANDS, ONE EASY CHECKOUT [details](#)

ATHLETA

WHAT'S NEW
SPORT
BOTTOMS
TOPS
JACKETS
DRESSES
SHOES & ACCESSORIES
SW

SPORT

FEATURES
 Customer Favorites
 Bra & Support Finder
 Unstinkable

ACTIVITIES
 Run
 Yoga & Studio
 Gym & Training
 Travel
 Hike
 Cycle & Spin
 Tennis & Golf

MORE –
 Special Sizes
 Women's Swimwear
 Women's Activewear & Sportswear
 Workout Tops
 Women's Athletic Pants and Bottoms
 Women's Dresses
 Women's Workout Shoes and Accessories
 Outerwear for Women
 Stylish Workout Clothes
 Women's Clothing Sale

MORE SEARCHES –
 Best Workout Clothes for Women
 Support Tops
 Unstinkable
 Women's Running Clothes
 Yoga Clothes for Women
 Workout Clothes for Women
 Travel Clothes
 Hiking Clothes for Women
 Women's Cycling Clothing
 Women's Golf and Tennis Apparel

Shopping Index > Apparel Promotions > Athletica

Athletica Womens Clothes



SPORT



BOTTOMS



TOPS & J



SHOES + ACCESSORIES

Tall, petite and plus sizes for every athlete.



SPECIAL SIZES



SWI

Best Workout Clothes for Women





WHAT'S NEW

SPORT

TOPS

FEATURES

- New Arrivals
- Customer Favorites
- Shop by Collection
- Bra & Support Finder
- UPF 50+ Sun Protection

CATEGORIES

- All Tops
- Sweaters
- Sweatshirts
- Tunics
- Support Tops
- Sport Bras

SPECIAL SIZES

- Petite
- Tall
- Plus

SALE

Old Navy

BANANA REPUBLIC ATHLETA

ONLINE ONLY 30% OFF YOUR ORDER NO CODE NEEDED LIMITED TIME MORE

OLD NAVY FIND A STORE | CREDIT CARD GIFT CARD

New Arrivals Women Women's Plus Maternity Men Girls Boys Toddler Girls Baby

NEW ARRIVALS WOMEN WOMEN'S PLUS MATERNITY MEN GIRLS BOYS TODDLER BABY

Hudson's Bay:

Hudson's Bay

STATE ST | 811 BLOOR ST W | TORONTO, ONT. M5S 1A5

HUDSON'S BAY

WOMEN'S	SHOES	HANDBAGS	JEWELLERY & ACCESSORIES	BEAUTY	MEN'S	KIDS'	HOME
NEW ARRIVALS		SWIMWEAR		FLASH SALE Up to 35% Off All Regular-priced Women's Items		THE WEDDING SHOP	
CONTEMPORARY		SUITING		FASHION X HBC		KLEINFELD	
DESIGNER		COATS & JACKETS		SPRING TRENDS Just Denim New Modernist Canyon Girls Club Culture Relaxed Minimalism		SALE	
DRESSES		LINGERIE & SHAPEWEAR		SHOW ALL		CLEARANCE	
TOPS		SLEEPWEAR & LOUNGE		THE RESORT SHOP			
SWEATERS		HOSIERY & SOCKS		TOPSHOP New Arrivals Jeans Unique by Topshop			
JEANS		PLUS SIZE					
PANTS & LEGGINGS		PETITES					
JUMPSUITS & ROMPERS							
SHORTS							
SKIRTS							
ACTIVEWEAR							
BLAZERS & VESTS							

Lord & Taylor



WOMEN'S CLOTHING	SHOES	HANDBAGS	JEWELRY & ACCESSORIES
NEW ARRIVALS	PANTS		FEATURED E Lauren Ralph Eileen Fisher Michael Mich Tahari Arthur Under Armo SHOW ALL
CONTEMPORARY SHOP	JEANS		
DESIGNER SHOP	JUMPSUITS & ROMPERS		
PLUS SIZE	SKIRTS		
PETITES	SHORTS		FEATURED C Free People French Con BCBGenera Design Lab Miss Selfrid SHOW ALL
DRESSES	LINGERIE & SHAPEWEAR		
ACTIVEWEAR	SLEEPWEAR, LOUNGE & ROBES		
SWIMWEAR	HOSIERY & SOCKS		
TOPS			FEATURED C Wear to Wor Exclusively C Brand Asse Addition Elle Birdcage SHOW ALL
SWEATERS			
COATS			
JACKETS & BLAZERS			
SUITS & SUIT SEPARATES			
SHOP ALL WOMEN'S CLOTHING ▶			

Saks Fifth Avenue

[DESIGNERS](#) | **WOMEN'S APPAREL** | [SHOES](#) | [HANDBAGS](#) | [JEWELRY & ACCESSORIES](#) | [BEAUTY](#) | [MEN](#)

Welcome, Sign In ▾ | Ship To:  | Chat | 1.8

Saks Fifth Avenue

EMAIL-ONLY SALES

WOMEN'S APPAREL	LIFESTYLE BOUTIQUES	TRENDS & EVENTS
Shop All Best Sellers New Arrivals Dresses Formal & Evening Tops Jackets & Vests Jeans Pants & Shorts Jumpsuits Skirts Coats The Fur Salon Sweaters Suits & Separates Swimwear Activewear Lingerie Sleepwear & Loungewear Plus Size Special Offers	Premier Designers Contemporary Modern SALE: Women's Apparel Shop All SHOP BY DESIGNER Women's Apparel Designers	#SaksStyle Bridal Boutique EDITION Trend Watch Jeans Editorial Collection: A Contemporary Series Valentino Resort Editorial Contemporary Designers Editorial Spring Fashion 1: Designer Editorial Spring 2016 Preview Editorial The Trendcaster: Vol. 3 March The Trendcaster: Vol. 2 February Street Style at Fashion Week Activewear Shop



SHOES

Featuring Aquazzura

THE ACTIVEWEAR SHOP
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Saks Fifth Avenue OFF 5th



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Msg&Data Rates May Apply. [Privacy Policy](#)

DESIGNERS WOMEN SHOES & BAGS JEWELRY & ACCESSORIES MEN

APPAREL

- Dresses
- Tops
- Sweaters
- Jackets & Vests
- Jeans
- Coats
- Pants, Shorts & Jumpsuits
- Skirts
- Swimwear & Coverups
- Activewear
- Lingerie & Sleepwear
- Sizes 14W-24W

DESIGNER SPOTLIGHT

- BCBG
- DVF
- Joie
- Vince

BEAUTY

CLEARANCE

NEW & POPULAR

- New Arrivals
- Best Sellers
- Bright Colors
- Getaway Favorites
- Festival Style
- Spring Trends

FEATURED SHOPS

- Wear To Work
- Little Black Dress Shop
- Special Occasion Shop

WOMEN

Women > Apparel > Sizes 14W-24W

Apparel

- Dresses
- Tops
- Sweaters
- Jackets & Vests
- Jeans
- Coats
- Pants, Shorts & Jumpsuits
- Skirts
- Swimwear & Coverups
- Activewear
- Lingerie & Sleepwear

Sizes 14W-24W

Beauty

New & Popular

Featured Shops

Refine by Type >

Refine by Designer >

Refine by Size >

Refine by Color >

Refine by Style >

Refine by Fit >

Refine by Price >



SIZES 14-24
Featuring Eileen Fisher

Sort By New Arrivals

240 Items | View 60 180 | < 1 2 3 4 >



Eileen Fisher, Plus Size
Slub-Knit Open Cardigan
~~\$278.00~~ **\$124.99**
(31% Off)



Calvin Klein, Plus Size
Lace-Up Blouse
~~\$79.00~~ **\$49.99**
(37% Off)



Joan Vass, Plus Size
Cotton Jersey Tank Top
~~\$78.00~~ **\$39.99**
(48% Off)

JC Penny

JCPenney

enter search term or web id



for the home bed & bath window **women** men juniors kids baby shoes handbags & accessories jewelry & watches

FREE SHIPPING OVER
or to stores over \$25 [get details](#)

online c
EXTRA 25%
with your J
OREX
with any ot

SHOP CLOTHING

- new arrivals
- coats & jackets
- activewear
- dresses
- suits & suit separates
- jumpsuits & rompers
- trendy collections
- essentials
- tops
- sweaters & cardigans
- ponchos & kimonos
- blazers
- jeans
- pants
- leggings
- skirts
- shorts & capris
- swimsuits & cover-ups
- bras, panties & lingerie
- pajamas & robes

SPECIALTY SIZING

- plus size
- petites
- tall
- maternity

MORE WAYS TO SHOP

- valentine's gift shop
- outfits you'll love
- vacation shop
- people stylewatch
- fitness shop
- the wedding shop
- sports fan shop
- sephora beauty salon

SHOP SHOES & ACCESSORIES

- shoes
- handbags & accessories
- socks, hosiery & tights
- jewelry & watches

SHOP BRANDS

- alfred dunner
- alyx
- ambrielle
- a.n.a
- belle + sky
- bisou bisou
- black label by evan picone
- gloria vanderbilt
- i heart ronson
- i jeans by buffalo
- lee
- levi's
- liz claiborne
- nicole by nicole miller
- nike
- st. john's bay
- stylus
- workington
- xersion
- view all brands

SHOP SALE & CLEARANCE

- sale
- clearance

Kohls

NO CREDIT CARD
\$598 That's like a month of coffee. Very fancy coffee. [Get a Quote](#)

My Store: Select Store Order Tracking Store Locator Customer Service My Kohl's Charge

FREE STANDARD SHIPPING WITH **\$75 PURCHASE** **BUY ONLINE, PICK UP IN STORE** Get it today, pickup is free. **EVERYONE GETS \$10 CASH** for every \$50 spent. (excludes & excludes) **\$10 OFF** your home purchase of select styles. **PROMO CODE HOMED** **\$50 OR MORE.**

KOHL'S Search Good Afternoon! [SIGN IN](#) [LISTS](#) [REGISTERS](#) [SHOPPING BAG](#) \$0.00 [CHECK OUT](#)

Today's Deals For the Home Bed & Bath Furniture Women Men Juniors Kids Baby Shoes Jewelry & Watches Sports Fan Toys Clearance

<p>Women's Clothing</p> <ul style="list-style-type: none"> Tops Sweaters & Cardigans Dresses Workout Clothes Pants & Leggings Bras, Panties, Lingerie Capris Coats & Jackets Jeans Pajamas & Robes Shorts Skirts & Skorts Swimsuits Wear To Work 	<p>Size Range</p> <ul style="list-style-type: none"> Regular (0-18) Plus-Size (0X-3X, 14W-28W) Petite (5'4" & Under) Maternity (8-3X) Juniors (0-17) <p>Handbags & Accessories</p> <ul style="list-style-type: none"> Handbags Cold-Weather Accessories Scarves & Wraps Socks & Tights <p>Women's Shoes</p> <ul style="list-style-type: none"> Athletic Shoes Boots Heels & Pumps 	<p>Women's Outerwear</p> <ul style="list-style-type: none"> Parkas Puffer Jackets Active Jackets <p>Beauty & Makeup</p> <ul style="list-style-type: none"> Perfume Beauty Gift Sets Bath & Body <p>Trends & Shops</p> <ul style="list-style-type: none"> Dress Shop Long Underwear Outdoor Clothing Sports Fan Trendy Plus-Size Clothing Valentine's Day Gifts 	<p>Women's Brands</p> <ul style="list-style-type: none"> Apt. 9 Chaps Croft & Barrow ELLE Jennifer Lopez Collection Juicy Couture L.C. Lauren Conrad Levi's Nike Rock & Republic Simply Vera Vera Wang SONOMA life + style Tek Gear <p>Women's Clearance</p>	<p>BREAK SHOP ALL Ends February 3.</p> <p>EVERYONE GETS \$10 CASH FOR EVERY \$50 SPENT THROUGH FEBRUARY 7. details & exclusions</p> <p>KITCHEN & DINING BED & BATH</p>
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TOPS & TEES FOR THE FAMILY UNDER \$10

Macy's

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WITH \$99 PURCHASE + FREE RETURNS. U.S. c

the magic of **macy's** Search or enter web ID my I

HOME BED & BATH WOMEN MEN JUNIORS KIDS ACTIVE BEAUTY SHOES HANDBAGS JEWELRY WATCHES

Women's Clothing
Activewear
Bras, Panties & Lingerie
Coats
Dresses
Jackets & Blazers
Jeans
Jumpsuits & Rompers
Leggings
Pajamas & Robes
Pants
Ponchos & Capes
Shorts
Skirts
Suits & Suit Separates
Sweaters
Swimwear
Tops
Wear to Work

Special Sizes
Juniors
Maternity
Petite
Plus Sizes
Trendy Plus Sizes

Accessories & More
Belts
Handbags
Hats, Gloves, & Scarves
Shoes
Sunglasses by Sunglass Hut
Tights, Socks, & Hosiery
Wallets & Wristlets

Shops & Guides
Great Finds You'll Love
Nineteenth Amendment
The Fur Vault
The Red Shop
The Wedding Shop
Wear to Work Essentials

Women's Brands
Alfani
Calvin Klein
Charter Club
Eileen Fisher
G. H. Bass & Co.
INC International Concepts
Lauren Ralph Lauren
Levi's
MICHAEL Michael Kors
Polo Ralph Lauren
Style & Co.
Thalia Sodi
The North Face
Tommy Hilfiger
Vince Camuto
See All Brands

Impulse Contemporary Brands
Shop Impulse Trends
7 For All Mankind
Bar III
Denim & Supply Ralph Lauren
Free People
GUESS?
kensie
Lucky Brand Jeans
Maison Jules
Miss Me
RACHEL Rachel Roy

Active Brands
Ideology
Nike
Under Armour
Extra 40% off Clearance

g/index.ognc?CategoryID=118&cm_sp=us_hdr_-women_-118_women **NING** **FURNITURE** Exclusions apply.

Neiman Marcus

Neiman Marcus **FREE SHIPPING!** PLUS, FREE RETURNS Sign

DESIGNERS WOMEN'S APPAREL SHOES HANDBAGS JEWELRY ACCESSORIES BEAUTY THE MAN'S STORE

SEARCH
Search Results Found 1287 items

REFINE BY:
WOMEN'S APPAREL (49)
SHOES (49)
BEAUTY (130)
THE MAN'S STORE (36)
GIFTS (23)
HANDBAGS (41)
ACCESSORIES (15)
JEWELRY (15)
NM KIDS (12)

ALL DESIGNERS
FEATURED DESIGNERS
Akris
Alice + Olivia
Brunello Cucinelli
Carolina Herrera
Diane von Furstenberg
Eileen Fisher
Jenny Packham
La Petite Robe di Chiara Boni
Lafayette 148 New York
Lela Rose
Moncler
Oscar de la Renta
THE ROW
Theory
Vince

CATEGORIES
All Apparel
Dresses
Evening
Tops
Swimwear & Coverups
Coats
Jackets & Vests
Sweaters
Cashmere
Jeans
Pants & Shorts
Skirts
Jumpsuits
Suiting
Activewear **NEW**
Lingerie
Lounge & Sleepwear

LIFESTYLES
Premier Designer
Contemporary/CUSP
Modern Mix
Relaxed

SPECIAL SIZES
Women's
Petite

CONTEMPORARY/CUSP
Shop All Categories
#OnTheCusp
Ways to Wear
#OOTD

#NMMAKE SOMENOISE
CUSTOMER FAVORITES

NEW THIS WEEK
#ONLYATNM
NM EDITS
Trends
Spring 2016
Street Style
Athleisure
The Visionaries
Ken's Picks
Bloom's Room
Fashion Finds under \$500
New to NM

THE WEDDING SHOP
INSITE
SALE



Nordstrom

Women Men Shoes Handbags Accessories Beauty Trend

Women

CLOTHING >

- Dresses
- Tops
- Jeans
- Sweaters
- Coats
- Jackets
- Pants
- Suits
- Skirts
- Swimsuits & Cover-Ups
- Active, Yoga & Outdoor
- Bras, Panties & Lingerie
- Shapewear
- Sleep, Lounge & Robes
- Hosiery, Leggings & Socks
- Plus-Size Clothing
- Petite-Size Clothing
- Maternity Clothing

SHOES >

HANDBAGS >

ACCESSORIES >

BEAUTY & FRAGRANCE >

CONTEMPORARY >

THE WEDDING SUITE >

DESIGNER COLLECTIONS >

- Designer Clothing
- Designer Handbags
- Designer Shoes
- Jewelry & Accessories
- SPACE: Emerging & Advanced Designers
- Designer Eveningwear Boutique

New Arrivals

Outfits

Women's Brands

Sale

Nordstrom Gift Cards

STYLE WATCH

Dress Spotlight: Spring Dresses

Vacation Destination

Prom Dresses

Lookbooks & Style Features

Our Blog

FEATURED SHOPS

Topshop & Trend

The t.b.d. Shop

Essentials

Workwear

Cashmere

QVC

QVC Search QVC Welcome, Guest

SHOP BY CATEGORY

- Fashion
- Shoes
- Handbags
- Jewelry
- Beauty
- Electronics
- Home & Garden
- Kitchen & Food
- Health & Fitness
- Clearance
- Pro Football Shop

DEPARTMENTS

- Accessories
- Blazers & Jackets
- Blouses & Tops
- Dresses
- Intimates
- Outerwear
- Pants & Shorts
- Sets
- Shapewear
- Skirts
- Sleepwear
- Sweaters & Cardigans
- Swimwear
- Fashion Clearance

SPECIAL SIZES

- Petite
- Plus
- Tall

SPECIALTY SHOPS

- Activewear
- Children's Clothing
- Contemporary
- Junior Clothing
- Loungewear
- Men's Clothing
- Must Haves
- Pro Football Shop

SHOP BY BRAND

- Bob Mackie
- Breezies
- Denim & Co.
- Dennis Basso
- G.I.L.I. got it love it
- H by Halston
- Isaac Mizrahi Live!
- Joan Rivers Classics Collection
- Linea by Louis Dell'Olio
- Lisa Rinna Collection
- Liz Claiborne New York
- LOGO by Lori Goldstein
- Quacker Factory
- Susan Graver
- Women with Control
- See All Brands

Sears Holdings:

KMart

The screenshot shows the Kmart website's navigation bar with a search bar and various category links. The 'Clothing' category is selected, leading to a sub-page with a grid of clothing categories and a detailed list of sub-categories.

Navigation Bar: Clearance, Deals & Coupons, Weekly Ad, Layaway, Gift Cards, Store Locator, Sears.com, Help. Search: Find something great... Sign In Your Account.

Category Links: Appliances, Baby, **Clothing**, Electronics, Grocery, Health & Beauty, Home, Jewelry, Outdoor, Shoes, Sports, Tools, Toys, Val.

Sub-page Content:

- shop all | Sale in Clothing | Clearance in Clothing
- Women's Clothing, Men's Clothing, Girls' Clothing, Boys' Clothing, Baby & Toddler Clothing
- Women's Clothing:** Tops, Dresses, Pants & Leggings, Swimwear, Outerwear, Sweaters, Intimates & Sleepwear, Handbags & Accessories
- Men's Clothing:** Shirts, Jeans, Pants & Joggers, Socks & Underwear, Sweaters, Activewear, Swimwear, Outerwear, Workwear, Fan Shop
- Kids & Baby Clothing:** Girls' Clothing, Boys' Clothing, Baby & Toddler Girls' Clothing, Baby & Toddler Boys' Clothing, Specialty Sizes (Plus Size Women's Clothing, Petite Women's Clothing, Juniors' Clothing, Big & Tall Men's Clothing, Young Men's Clothing)
- Jewelry:** Women's Jewelry & Watches, Wedding & Engagement Jewelry, Men's Jewelry & Watches, Children's Jewelry & Watches
- Shoes:** Women's Shoes, Men's Shoes, Kids & Baby Shoes
- Beauty & Fragrances**

Sears

The screenshot shows the Sears website's navigation bar with a search bar and various category links. The 'Clothing' category is selected, leading to a sub-page with a grid of clothing categories and a detailed list of sub-categories.

Navigation Bar: Store Locator, Gift Cards, Gift Ideas, Credit Card, Kmart.com, My Orders, Help. Search: Find something great... Sign In Your Account.

Category Links: Appliances, Auto, Baby, **Clothing**, Electronics, Fitness, Home, Jewelry, Outdoor, Parts & Services, Shoes, Tools, Toys

Sub-page Content:

- shop all | Deals in Clothing | Clearance in Clothing
- Women's Clothing, Men's Clothing, Girls' Clothing, Boys' Clothing, Baby & Toddler Clothing
- All Women's Clothing:** Dresses, Coats & Jackets, Tops, Jeans, Activewear, Sweaters, Pants & Leggings, Pajamas & Robes, Bras, Panties, & Lingerie, Handbags & Accessories
- All Men's Clothing:** Jeans, Coats & Jackets, Activewear, Pants, Sweaters, Suits & Dresswear, Pajamas & Robes, Underwear, Belts & Accessories, Workwear
- All Girls' Clothing:** Coats & Jackets, Dresses, Activewear, Shirts, Jeans
- All Boy's Clothing:** Coats & Jackets, Activewear, Jeans, Dresswear
- All Baby & Toddler Clothing:** Baby & Toddler Girls' Clothing, Baby & Toddler Boys' Clothing, Bodysuits, Coats & Jackets
- Jewelry:** Women's Jewelry & Watches, Men's Jewelry & Watches, Children's Jewelry & Watches
- Beauty & Fragrances**

Sign Up Section: We... Sign up to... sweet deal... Email Address... Sign Me Up

Shop by Category

- Activewear
- Blazers
- Bras & Panties
- Coats & Jackets
- Dresses
- Jeans
- Jumpsuits & Rompers
- Leggings
- Pants
- Shorts & Capris
- Skirts
- Sleepwear
- Socks & Hosiery
- Suits & Sets
- Swimwear
- Sweaters
- Tops
- Workwear & Uniforms
- View All



Shoes & Accessories

Category

- All Women's Clothing (500+)
- Women's Tops (500+)
- Women's Outerwear (500+)
- Women's Workwear & Uniforms (500+)
- Intimates & Sleepwear (500+)
- Women's Dresses (500+)
- see more

Brand

Price

Discount

Size

- +1 (3)
- +2 (3)
- +3 (1)
- +4 (1)
- 0 (500+)
- 00 (100)
- see more



more colors

~~\$159.99~~
\$79.99

[Metaphor Women's Hooded Puffer Jacket](#)

★★★★★ (7)

Sold by Sears



www.sears.com/metaphor-women-s-hooded-puffer-jacket/p-017VA85001012P?pr

- [All women's clothing](#) (500+)
- [Women's Tops](#) (500+)
- [Women's Outerwear](#) (500+)
- [Women's Workwear & Uniforms](#) (500+)
- [Intimates & Sleepwear](#) (500+)
- [Women's Dresses](#) (500+)
- [Petite Clothing](#) (500+)
- [Women's Pants & Leggings](#) (500+)
- [Women's Skirts](#) (500+)
- [Women's Swimwear](#) (500+)
- [Women's Sweaters](#) (500+)
- [Plus Size Clothing](#) (500+)
- [Women's Shorts & Capris](#) (500+)
- [Maternity & Nursing Clothing](#) (500+)
- [Women's Blazers, Jackets & Vests](#) (500+)
- [Women's Activewear](#) (500+)
- [Women's Jeans](#) (500+)
- [Women's Suits & Sets](#) (500+)
- [Women's Hosiery & Socks](#) (500+)
- [Women's Rompers & Jumpsuits](#) (500+)



more c
~~\$159.99~~
\$79.99

Metaphor Wome
 Puffer Jacket

★★★★☆ (6)
 Sold by Sears



Shop Your Way

Browse Clothing, Shoes & Je

Join today to e
 Already a member? Sit

Categories

- Tools
- Outdoor Liv...
- Lawn & Ga...
- Clothing & ...

Clothing

CATEGORY

5,259 Followers
 1,882,988 Products

Women's Clothing

CATEGORY

2,539 Followers
 733,406 Products



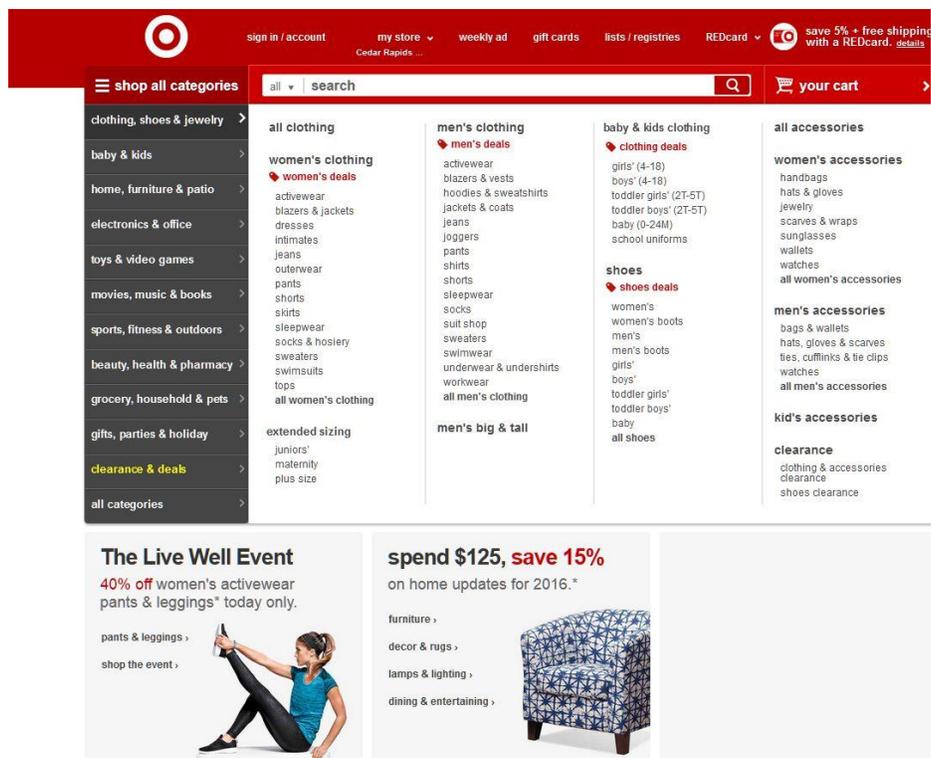
Women's Tops

CATEGORY
533 Followers
241,379 Products

Category

- Women's Regular Tops (44,903)
- Juniors Tops (29,932)
- Petite Tops (6,741)
- Plus Size Tops (5,965)

Target



sign in / account my store weekly ad gift cards lists / registries REDcard save 5% + free shipping with a REDcard

shop all categories all search your cart

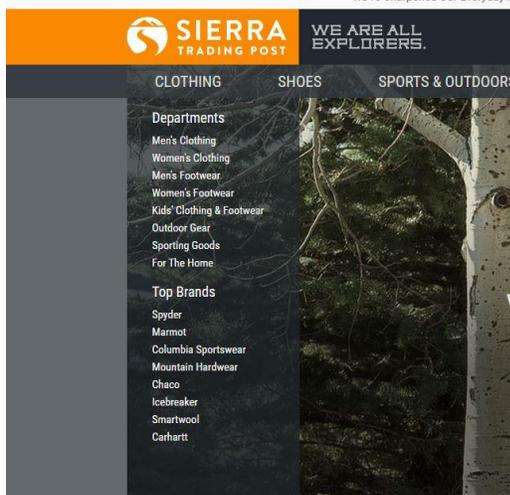
- clothing, shoes & jewelry
 - all clothing
 - men's clothing
 - men's deals
 - activewear
 - blazers & vests
 - hoodies & sweatshirts
 - jackets & coats
 - jeans
 - joggers
 - pants
 - shirts
 - shorts
 - sleepwear
 - socks
 - suit shop
 - sweaters
 - swimwear
 - underwear & undershirts
 - workwear
 - all men's clothing
 - men's big & tall
 - baby & kids clothing
 - clothing deals
 - girls' (4-18)
 - boys' (4-18)
 - toddler girls' (2T-5T)
 - toddler boys' (2T-5T)
 - baby (0-24M)
 - school uniforms
 - shoes
 - shoes deals
 - women's
 - women's boots
 - men's
 - men's boots
 - girls'
 - boys'
 - toddler girls'
 - toddler boys'
 - baby
 - all shoes
 - all accessories
 - women's accessories
 - handbags
 - hats & gloves
 - jewelry
 - scarves & wraps
 - sunglasses
 - wallets
 - watches
 - all women's accessories
 - men's accessories
 - bags & wallets
 - hats, gloves & scarves
 - ties, cufflinks & tie clips
 - watches
 - all men's accessories
 - kid's accessories
 - clearance
 - clothing & accessories
 - clearance
 - shoes clearance
- baby & kids
- home, furniture & patio
- electronics & office
- toys & video games
- movies, music & books
- sports, fitness & outdoors
- beauty, health & pharmacy
- grocery, household & pets
- gifts, parties & holiday
- clearance & deals
- all categories

The Live Well Event
40% off women's activewear pants & leggings* today only.
pants & leggings shop the event

spend \$125, save 15%
on home updates for 2016.*
furniture decor & rugs lamps & lighting dining & entertaining

TJX:

Sierra Trading Post



Women's Clothing

- Women's Shirts & Tops
- Women's Pants & Jeans
- Women's Maternity
- Women's Sweaters & Jackets
- Women's Sweatshirts & Hoodies
- Women's Vests
- Women's Jackets & Coats
- Women's Socks
- Women's Underwear
- Women's Base Layer
- Women's Dresses & Skirts
- Women's Suits & Separates
- Women's Shorts & Capris
- Women's Swimwear
- Women's Jewelry & Accessories
- Women's Sleepwear & Robes
- View All in Women's Clothing

Clothing / Women's Clothing (6,312)



New Items in Women's Clothing



women's clothing

- Women's Shirts & Tops (19)
- Women's Pants & Jeans (14)
- Women's Sweaters & Jackets (7)
- Women's Sweatshirts & Hoodies (1)
- Women's Vests (1)
- Women's Jackets & Coats (20)
- Women's Underwear (4)
- Women's Base Layer (4)
- Women's Dresses & Skirts (2)
- Women's Suits & Separates (3)
- Women's Shorts & Capris (4)
- Women's Swimwear (9)
- Women's Sleepwear & Robes (4)

Sizes

- General (1XL-3X)
- 1XL
 XL
 2XL
 3XL
- 1X
 2X
 3X
- Size (14-28)
- Waist (34-42)

Special sizes (Petite-Tall)

- Plus
- Petite (34)
- Tall (1)

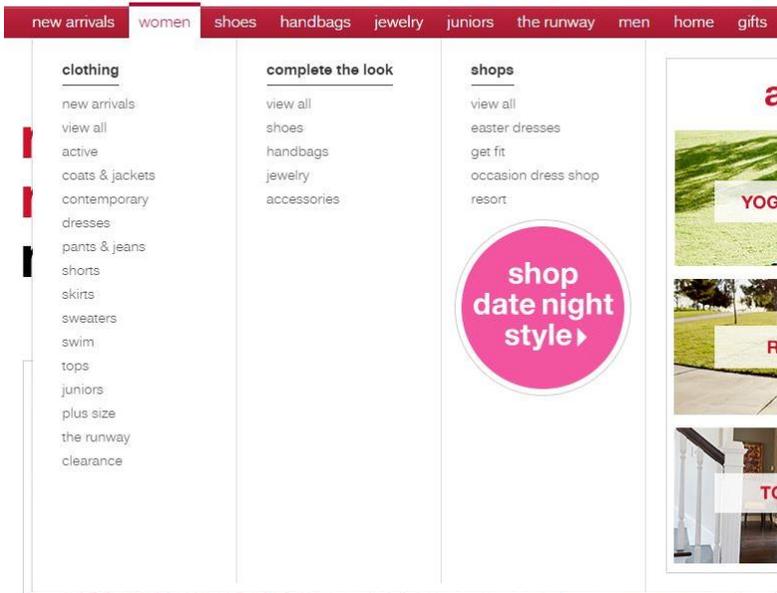
Brands

- Find a brand
- Sort brands by
- Popular
- Columbia Sportswear (15)
 - Longitude (8)
 - Specially made (7)

TjMaxx

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search



Toys R Us

SHOP BY

Boys' Toys
Girls' Toys
Age
Character
Brand
Clearance

Action Figures & Hero Play
Baby & Toddler Toys
Bikes, Scooters & Ride-Ons
Building Blocks, LEGO Toys
Dolls, Dress Up, Toy Pets
Electronics, Movies, Music
Games, Boutique Toys
Outdoor Play
Vehicles, Trains, RC Cars
Video Games
See All Categories ▶

Holiday Shops

Halloween Store
Christmas Store
Hanukkah
Valentine's Day
Easter

Featured Categories

Infant & Baby
Halloween Costumes
Toddler Halloween Costumes
Halloween Costumes for Boys
Halloween Costumes for Girls
Halloween Costumes for Teens
Men's Halloween Costumes
Women's Halloween Costumes
Costume Accessories
Pet Halloween Costumes
Halloween Decorations
More...

Featured Categories



Character



Classics

Featured Categories

Character
Plus Size Halloween Costumes for Women
Couples Halloween Costumes
60s Hippie Costumes

Tractor Supply



- ON SALE
- FARM & RANCH
- HOME & GARDEN
- PETS & LIVESTOCK
- CLOTHING & FOOTWEAR
- HARDWARE & TOOLS
- TRUCK & TRAILER
- OUTDOORS
- TOP BRANDS
- CURRENT ADS

CLOTHING & FOOTWEAR



FOOTWEAR



MEN'S CLOTHING



WOMEN'S CLOTHING



OUTERWEAR



KIDS' CLOTHING

ALL CATEGORIES



WOMEN'S COATS & JACKETS



WOMEN'S SWEATSHIRTS & FLEECE



WOMEN'S LONG-SLEEVE SHIRTS



WOMEN'S VESTS



WOMEN'S JEANS



WOMEN'S PANTS



WOMEN'S OVERALLS & COVERALLS



WOMEN'S WORKWEAR



WOMEN'S SCRUBS



WOMEN'S HATS & CAPS



WOMEN'S INSULATED COVERALLS & OVERALLS



WOMEN'S INSULATED PANTS



SIZE

- Extra Small (4)
- Small (12)
- Medium (13)
- Large (17)
- Extra Large (14)
- 1X Large (2)
- 2X Large (5)
- 3X Large (4)
- 4X Large (1)



WRANGLER WRANCHER WOMEN'S SHORT SLEEVE SHIRT, TEAL PLAID

★★★★★

Be the first to review this product

WRITE A REVIEW

\$19.99

SKU #117153699

Fit

Plus

Size

Select a size



Walmart

All Departments

Mother's Day Gifts

Electronics & Office

Movies, Music & Books

Home, Furniture & Patio

Home Improvement

Clothing, Shoes & Jewelry

Baby & Toddler

Toys & Video Games

Food, Household & Pets

Health, Beauty & Pharmacy

Sports, Fitness & Outdoors

Auto & Tires

Photo, Gifts & Personalized Shop

Crafts & Party Supplies

See All Departments

Daily Savings Center

Shop All Clothing

New Arrivals

Clearance

Women's

Intimates & Sleepwear

Juniors

Women's Plus

Maternity

Men's

Men's Big & Tall

Young Men's

Girls (4-20)

Boys (4-20)