

IGNORE SIZES. NOT US.

18 Feb 2019



CHAT WITH A STYLIST



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Anyone who works in the apparel industry knows that the sizing system of clothing varies hugely across different vendors. Looking at American-based brands alone, the discrepancies in size are common

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complaints from customers - and that's not even including the whole other set of rules regarding foreign vendors. Add in the brand mix of a typical store, and essentially the sizes of each piece in a given boutique, including ours, are unavailing.

Still, acknowledging that truth alone is no help to the customer. Sizes are a reference point that make shopping easier. But beyond that, to some, sizing has become much more than that - it's become a symbol of worth, a measurement of goals, of happiness, of beauty. Some people consider it part of their identity, even. And that's something we hate to see, because it doesn't just make shopping less convenient, but it can make it *painful*.

One of the biggest things we want to do for our clients is to have them view *size* discrepancies in the same way as *fit* discrepancies. For example, the slim, tapered cut of a Scotch & Soda woven shirt is *meant* to fit differently than the boxier cut of a 7 Diamonds woven. There is a reasonable difference between a shift dress and an A-line dress. Similarly, if a small in one style feels just as amazing on as a large in a different style, trust us: **roll with it**. Looking at each piece individually is the most efficient way to shop anyways - every item is a part of a whole (your wardrobe), and the ONLY thing that should matter *is the way you feel in it*.

Every piece we receive is evaluated on fit and movement and how it will work on different body types. We want to make shopping with us as easy as it is fun, which involves knowing how something will fit *outside* of the size printed on the tag. We strive to provide the most accurate information on fit both online and in-store so that each client can achieve the ultimate goal: to look and feel amazing.

Now and then we have to remind clients of the total mess that is sizing in the apparel industry, and to never put it to a higher significance than the fit and style elements of a piece. Because as inconvenient as it may seem, it forces customers to take a closer look at what they're buying, - this ultimately leads to a more satisfying purchase.

So if the size on that label is saying anything to you, shut it up, and instead, listen to how perfect that shirt fits your shoulders or how rockin' hot your hips look in that dress. You won't regret it.

Jess Henry

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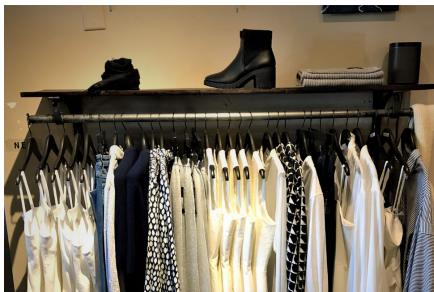
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