

# When you look at fashion campaigns, can you see yourself?

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ELVI (<https://www.elvi.co.uk/>), the online fashion label, have recently taken great strides towards inclusivity by expanding its size range to sizes UK 8-28. In an exciting development for the brand, they've also implemented product images of the same item on models of different body types, a strong move towards inclusivity.

Originally a pioneer of plus size fashion, ELVI made the move into a wider range of sizes at the start of the year. With ALL designs available in all size options, Elvi hope to bring body positivity to all, giving every woman the opportunity to express themselves through fashionable clothing.

Jess Archer, Brand Director at ELVI, said: "Whether you're a size 8 or a 28 everybody can wear the same clothes. We're really excited with this development and being able to offer women of all shapes and sizes the chance to wear ELVI".

And it doesn't stop there, ELVI have taken an assertive step towards furthering the inclusivity of women in fashion, by introducing images (<https://www.elvi.co.uk/pave-twist-front-bodycon-dress-p5634>) of the same clothing, modelled on women of different body types and sizes.

We're all unique, people come in different shapes and sizes, from different backgrounds, with different beliefs and different personalities, which makes it extremely difficult to imagine how a piece of clothing may look on you, if you are not represented by the model. Through introducing these changes, ELVI hope to inspire a positive shopping experience for everybody.

Individuality should be championed, our differences celebrated. ELVI's mission is to encourage everybody to express themselves, whatever shape or size.

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