Mys Tyler's first-of-its-kind body data a "wake-up call" to the fashion industry

New York City, New York Aug 30, 2024 (Issuewire.com**)** - Social-commerce platform Mys Tyler today releases Mys Tyler Insights - US Edition 2024, large-scale data from over 42,000 American women aged 18+. The first-of-its-kind body data from Mys Tyler users provides insights into what American women actually look like. With up-to-date body data for American women hard to come by, Mys Tyler Insights serves as a reference point for industry and media alike and aligns with Mys Tyler's broader mission to champion everybody.

Mys Tyler founder Sarah Neill said, "American women – and women across the globe – feel massively underrepresented by the fashion industry and the release of this data highlights the disparity between the sizing of American women and what they're being advertised and sold. We hope it acts as a "wake-up call" to the fashion industry and helps keep inclusion and diversity at the top of the agenda."

The data suggests that:

- The majority (54.4%) of American women are considered 'plus-size' (wearing a size 14 or above)

- The average American woman wears a size 14 and is 'plus-size'
- The most common dress size in America is size 16
- The average American woman has a height of (5'4")
- The average cup size worn by American women is a D
-And the majority of American women (58.3%) wear a D cup or larger

Only 0.8% of looks at New York Fashion Week AW24 were plus-size, despite the majority of women falling into this category. This is a clear example of just how unrepresentative the fashion industry is.

Mys Tyler's US-based Brand & Community Manager, Brianna Siciliano said, "As a 'plus-size' woman, this data confirms what I've known for years – the majority of American women are being neglected by the fashion industry. Despite making up a significant portion of the population, 'plus-size' women are still overlooked by most brands, and even in 2024, size-inclusive representation is heavily lacking on runways and in advertising. The data shows that this translates to more than half of adult women feeling unseen and excluded. Our community continues to share with us the countless challenges they face when shopping in-store and online."

Neill adds, "Underrepresentation in the fashion industry not only has a negative impact on how women feel about their bodies, but it directly translates to an inefficient shopping experience, poor fit, and high return rates - negatively impacting profits, and environmental sustainability. We hope the industry sees this data and uses it as a call to action to help increase representation and size-inclusivity."

Downloaded by 600,000+ women, Mys Tyler's proprietary FIT Algorithm matches users with like-bodied fashion creators so they can see how clothes look on a body like theirs and can easily shop those looks directly through the app.

Mys Tyler Insights - US Edition 2024 is available via www.mys-tyler.com/insights.

THE DATA

This data is derived from an opt-in sample of over 42,000 American women aged 18+ years, collected between 2020 to 2024. The data below has been depersonalised and is being shared in aggregate form to provide an up-to-date source for the industry.

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Source : Mys Tyler