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Is that a curve or a muffin top?

Tuesday, May 14, 2013

It depends on your perspective, doesn't it?

For the record: It doesn't matter to me what anyone wears. I would never even notice unless you show up in ripped jeans and a tube top at a formal wedding.

Then I read about this - H & M using a "plus size" model in swim suit campaign.

This "event" has been highlighted in many segments of the press. It interested me not so much because of the article's substance but because of the comments it generated.

For example:

1) Size 12 isn't "plus size" Marilyn Monroe was a size 12.

Reality: In today's sizing Marilyn would wear a size 4 or 6 at most.

In the 1960s regular sizes were 8 - 18 after that you were a "plus size"

Going by measurements, today those sizes correspond to 0-10 so for some manufacturers 12 and up is "plus size."

For a reality check, look at Simplicity patterns which held the line against sizing creep.

2) Finally, they are featuring "real women" in advertising.

Hey - we're all REAL WOMEN! Tall, short, fat, slim, buxom or flat chested.

3) Finally, they are featuring "normal" weight women in advertising.

"Normal" is being redefined as we continue to gain weight. Does that mean we just accept it? Our perception of normal is becoming skewed as our entire society becomes larger. We are redesigning our infrastructure to accommodate this change - clothing sizes, larger furniture, reinforced hospital equipment, buses with stronger undercarriages etc. How far can we go with this?

You can google many articles about this event. I'm sure that H & M is thrilled with the publicity. They are in business to sell clothes after all.

Here's one of them

style.time.com/2013/05/08/hm-praised-for-using-size-12-model-in-swimwear-campaign/

This comment to the article makes a different, very significant point.

"underweight is too passe, it's all about being overweight now!

It's quite hilarious people get outraged when brands use skinny underweight models but applaud when plus size models are used, because the former aren't normal or good as role models, but the latter totally are. what a double standard!

Unhealthy is not gorgeous! whether is it underweight or overweight! and if you want to say 'real' women are gorgeous, then it should apply to every woman"

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That comment did make me wonder why there are no models between underweight and plus size. Can't they find any size 2 – 10s?

Now back to those bathing suits. I wear a "2 piece" all the time (also called a "tankini") for the same reason I no longer buy a "jumpsuit. It simplifies bathroom visits.

For me clothing choice is also age related. I don't think I'll ever hear "Wouldn't those booty shorts look great on you Grandma?" even though a regular size would fit just fine.

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CD13886868

I think you brought up an excellent point here--how far are we to go with this? Making amends because most of us are overweight, seems counterproductive to actually 'fixing' the problem of society being overweight. If that makes any sense. And 'fixing' is not the right word, but I can't find another suitable one.

2952 days ago



CD12146214

As I workout everyday, I am always in workout clothes and I find them most comfortable ie. Nike capris etc.

2952 days ago



GINIEMIE

When I was grossly overweight, I resented them marketing plus sizes on tiny models. It just didn't seem right. Like you, I think they should choose from the gamut of standard sized people and show plus sizes on plus size people. The healthy look should rule, not emaciated models nor all overweight people. We come in all shapes and sizes, petites shouldn't be modeled by someone 5'5 either. If you sell petites, show some petite models wearing those sizes. OOO! I think you struck a nerve my friend. When I was in high school-a long time ago-I was embarrassed because I wore 16 Misses. After I graduated high school and lived overseas for a year, where I walked daily, I came home a size 9/10.

I like two piece bathing suits too, not bikinis, I guess they are what you call tankinis and I wouldn't get caught dead in booty shorts. I think they are disgusting on young people, why would I show my old body in those?

Your opinionated friend.



2952 days ago



HAYBURNER1969

I had my own experience with "the new normal" this morning at a regional church meeting. An older woman came up to me and said, "Are you sick? You've lost weight!" I told her that no, if anything, I've gained weight since she's seen me. Her response, "Oh good! Gain more! You are too skinny." I said, "There is a wide range of 'healthy' for my height. I can weigh between 108 and 140 pounds. I'm almost slam in the middle at 119." Not that it was any of her business.

Maybe I should have responded that she hasn't changed a bit; she's as rude as ever.

2952 days ago



JAHINTZY

yes on all counts that you pointed out :) I would like to see some models who are those in between sizes, what do we have to do to get a little variety eh?

2953 days ago



WILSONWR

Definitely a double standard when it comes to modeling. As you've said before, the new "normal" appears to be overweight...

2953 days ago



BOILHAM

My DW was blessed with an hour glass figure. She still has a va va voom shape at the age of





65, and although she could easily wear one, she would not wear a bikini, or even a two piece. For her, clothing choice (and hairstyle) is clearly age related as you say. Yes, we are redefining 'normal' with the creeping numbers in sizing for women. So many good points in this blog, thanks.

2953 days ago



CD13629552

I have a really wide back and really wide feet so I get a couple plus sized catalogs, even though I otherwise buy normal clothes or clothes at thrift stores. The plus catalogs REALLY annoy me. How can they say a woman is plus sized when she has such skinny legs? So far as I can tell the only thing plus sized about her is she has a D cup bra.

Plus size in America, according to most ADVERTISERS, is about SEX, just like regular sizes are. Plus sizes according to most American WOMEN is about whatever their tushes or waistlines or whatever else needs covering. Grrrrrr....

I would like to see advertisers recognize that people are as varied as the landscape. Some of us are mountains, some of us are valleys, some of us are plains. We are America the Beautiful, damn it! (Insert National Hymn here!)

2953 days ago

Comment edited on: 5/14/2013 11:19:51 AM



CD13227574

Back in "western" times all the bars had a painting hanging over them. The lovely, attractive (naked) model in them looked more like a 14, than a 4 to me! And the painter Reuben painted

many a "healthy" woman. We're all just living in the wrong time period right now! 😊

2953 days ago



MISCHAKEO

Yes, I would like to see models in the range between healthy weight and plus size. The new normal of being overweight is not healthy. I am not getting booty short ether. Interesting article. Thanks.

2953 days ago



WATERMELLEN

Apparently the average woman waist size is no 38" and average man waist size 40": which explains (according to an article in the paper this morning) why airplane seats are so uncomfortable.

Tankinis are a wonderful bathing suit style --

And: I'm not wearing booty shorts any time soon either: ewwwwww!!

2953 days ago



NANNABLACK



2953 days ago



WUMPASTAR

"Can't they find any size 2 - 10s?"

I SO agree. Tired of what people call the "skinny bashing" - girls saying that only women with curves, or "larger" women are "real" women. Excuse the words but - if you have a vagina, a pair of boobs and the XX chromosome, you're a woman. It's not defined by physical appearance or weight. I think it's great that H&M is using a size 12 model, but as great as it'd be for them to use other sizes. I think all brands should just use a variety of size models, not real skinny and plus-size only.

2953 days ago



ONEKIDSMOM

I gave up on being "fashionable" years ago... and since dropping the pounds and maintaining, have never really bought in, either. For me clothing is about modesty, function, and comfort. I need to be able to DO what I need to DO in it, whatever my size.

Often, the difference between a "curve" and a "muffin top" is a proper fit of the garment. Interesting



post!
2953 days ago



BELLAMEMAW

There have been many times I've seen women of all ages wearing garments that inspire me to

think "just because they make it in your size doesn't mean you should be wearing it". 😊 I'm certainly not a fashion plate; I think there is WAY too much importance put on clothing by women. Thank goodness everyone doesn't think like me or the economy would tank!

2953 days ago

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