

The women's plus-size apparel market generated about \$20.4 billion in sales in 2016 In the U.S. alone



"Plus size" is the common descriptor for sizes 14 and up. The average woman in the U.S. wears a size between a size 16 and 18, according to the International Journal of Fashion Design, Technology and Education.

In fact, 64% of American women are plus-sized

Vikki Vi in the era of size inclusivity

The current global womenswear market has sales of \$643B annually, and in the U.S. womens' and girls' apparel markets generate \$116.9B per year.

Forecast for 2019

Sales of the U.S. womens' plus-size apparel market

\$20.4 Billion

Sales growth of the U.S. womens' plus-size apparel market

3%

Womens' plus size average yearly clothing expenditure

\$637 Billion

Most common complaints from plus sized customers about the industry



Brands are not size inclusive



There are virtually no plus size runway models



Designers don't care to dress the plus size woman



Plus size clothing is not fashionable

How Vikki Vi is changing the game



Designs and fabric that compliments womens' bodies



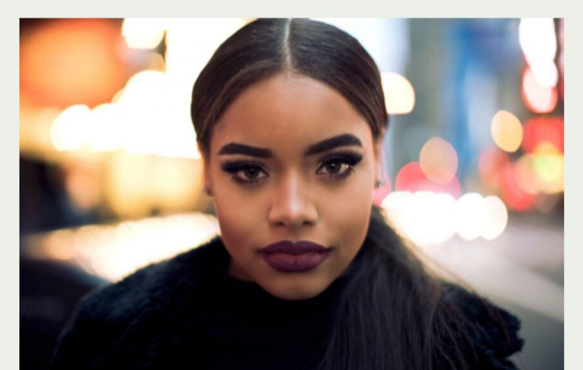
Raw materials dyed in the USA



All garments manufactured in the USA



Customer education about plus size fashion



Size and body type inclusivity



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