



UNIVERSAL STANDARD

All of us. As we are.



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Connect With US



WE'RE UNIVERSAL STANDARD

We are the world's most inclusive fashion brand.

When Universal Standard was just an idea, we spoke about the change we wanted to be - not just the brand we wanted to build.

We're on a mission to create unprecedented access, make size irrelevant, and represent all of US, as we are. There's nothing more important to US than making sure all are included and seen, so that while notions of "us" and "them" become extinct, definitions of beauty evolve, and a new normal is established for future generations.

We wanted a size 40 to shop in the same way as a size 00 - using style as her only filter, so we made every piece available in every size. We hope to empower the industry to embrace equality and build the future with partners who see it like we do. Because fashion is for all of US. As we are.

FASHION FREEDOM
All of US. As we are.

ELEVATED ESSENTIALS

Always classic, truly effortless, a universal wardrobe composed of fit-forward elevated essentials that last.





REPRESENTING ALL OF US

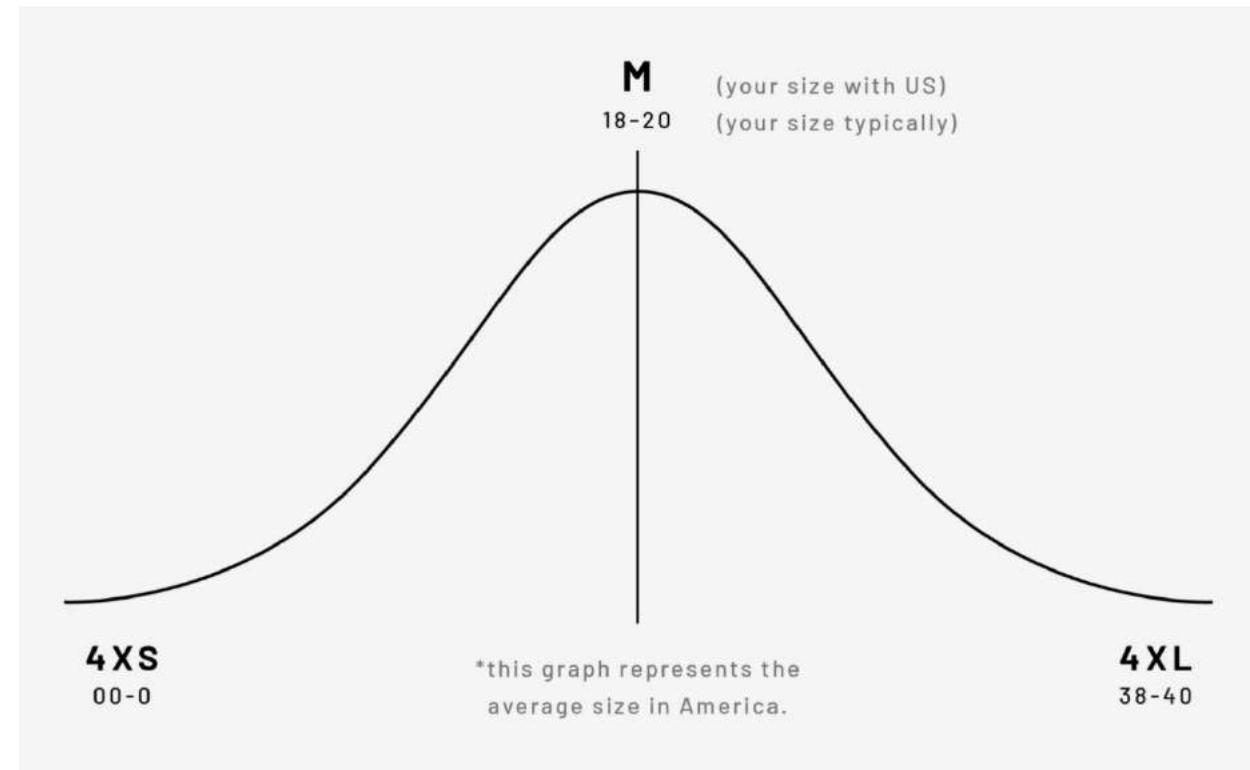
Narrow definitions of beauty have shaped our standards for so long that our perceptions of “normal” have become skewed and a chasm emerged between “us” and “them.” We decided there should only be an all of US.

Being in the world - walking down the street, flipping through our feeds, or riding the subway - shows us the diversity that’s often lacking 50 ft. above, on the billboards we pass and the advertisements we unwittingly acknowledge as aspirational. We see these two worlds coming together, so that what’s around us is reflected right back at us. So that the images we see make us feel seen.

RESETTING THE SIZE CURVE

We thought that conventional sizing seemed a little skewed, so we decided to shift the spotlight to reflect the real bell curve.

If the average woman wears a size 18, then that should be the true Medium.



00	0	2	4	6	8
10	12	14	16	18	20
22	24	26	28	30	32
34	36	38	40	☰	☰



SEE IT IN YOUR SIZE

We've addressed a major downside of the online shopping experience: not being able to see clothing modeled in your actual size.

With the click of a button, the Universal Standard site becomes a bespoke shop for each individual. Instead of relying on their imagination, our revolutionary See It In Your Size tool allows customers to see pieces on a model that looks just like them.

“Knowing how difficult it is to find representation in different sizes, we thought, ‘Wouldn’t it be great to see the full range of sizes and not guess? Wouldn’t it be great to see yourself in that piece of clothing?’”

- Alexandra Waldman

08 CAMPAIGNS

2018-2020

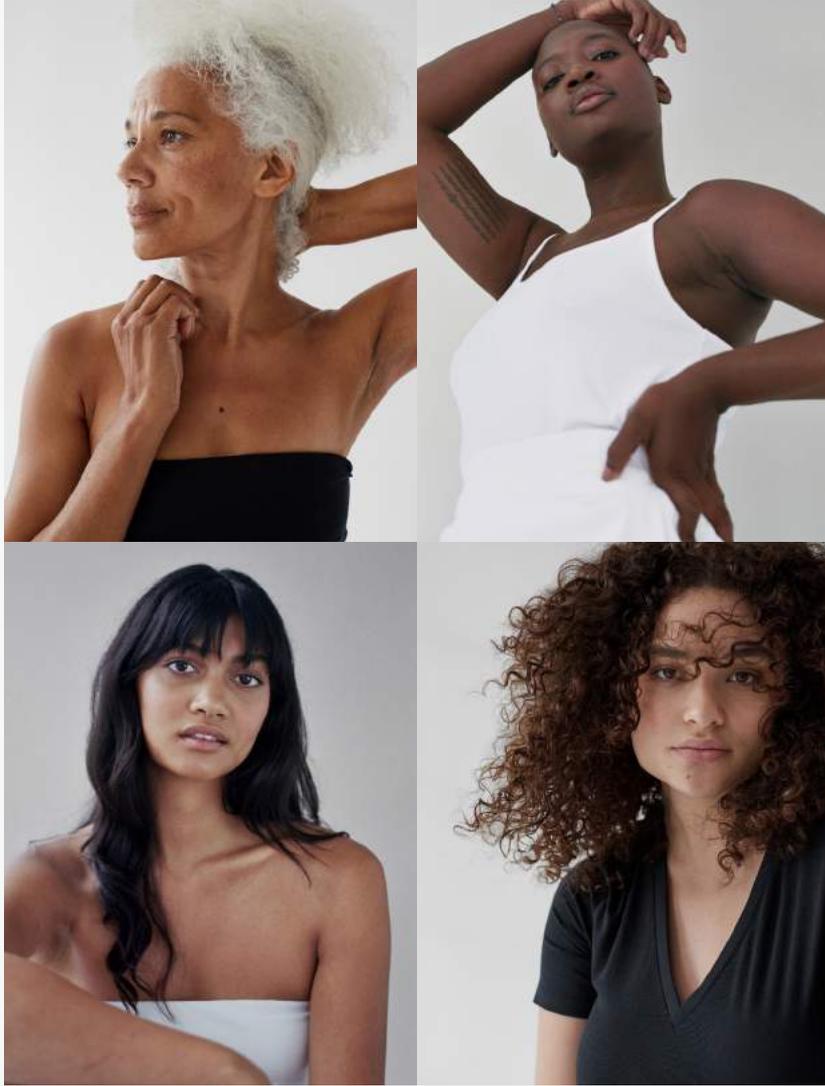
Just as our clothes were made with everyone in mind, our campaigns reflect the diversity in the world we live in.





FOUNDATION BY UNIVERSAL STANDARD - 2018

Race, Sexuality, Age, Size, Ability, Gender. All Of US. As We Are.



FOUNDATION BY UNIVERSAL STANDARD - 2018





DENIM BY (US) - 2019

Fit, Comfort, Quality. For All Of US. As We Are.



DENIM BY (US) - 2019



MOTHERHOOD FEATURING DANIELLE BROOKS BY UNIVERSAL STANDARD - 2019

Fit Liberty, Change, Evolution



MOTHERHOOD FEATURING DANIELLE BROOKS - 2019



NYC SUBWAY BY UNIVERSAL STANDARD - 2019

The World Of Diversity Under Our Feet



NYC SUBWAY - 2018



17

COLLABORATIONS

2018-2019

Access for all shouldn't end with US.

We're working to empower the industry to embrace inclusion and to build the future by partnering with brands who see it like we do.

We wanted to create access in a way that has never been done before - in a way that would show what can happen when visions align and style, not size, is the only focus - in a way that would show what the future of fashion looks like.





RODARTE X
UNIVERSAL STANDARD

A COLLABORATION FOR ALL OF US. AS WE ARE.

SIZES 00-40.



RODARTE X UNIVERSAL STANDARD

A COLLABORATION FOR ALL OF US. AS WE ARE.

SIZES 00-40.

RODARTE X UNIVERSAL STANDARD - 2019

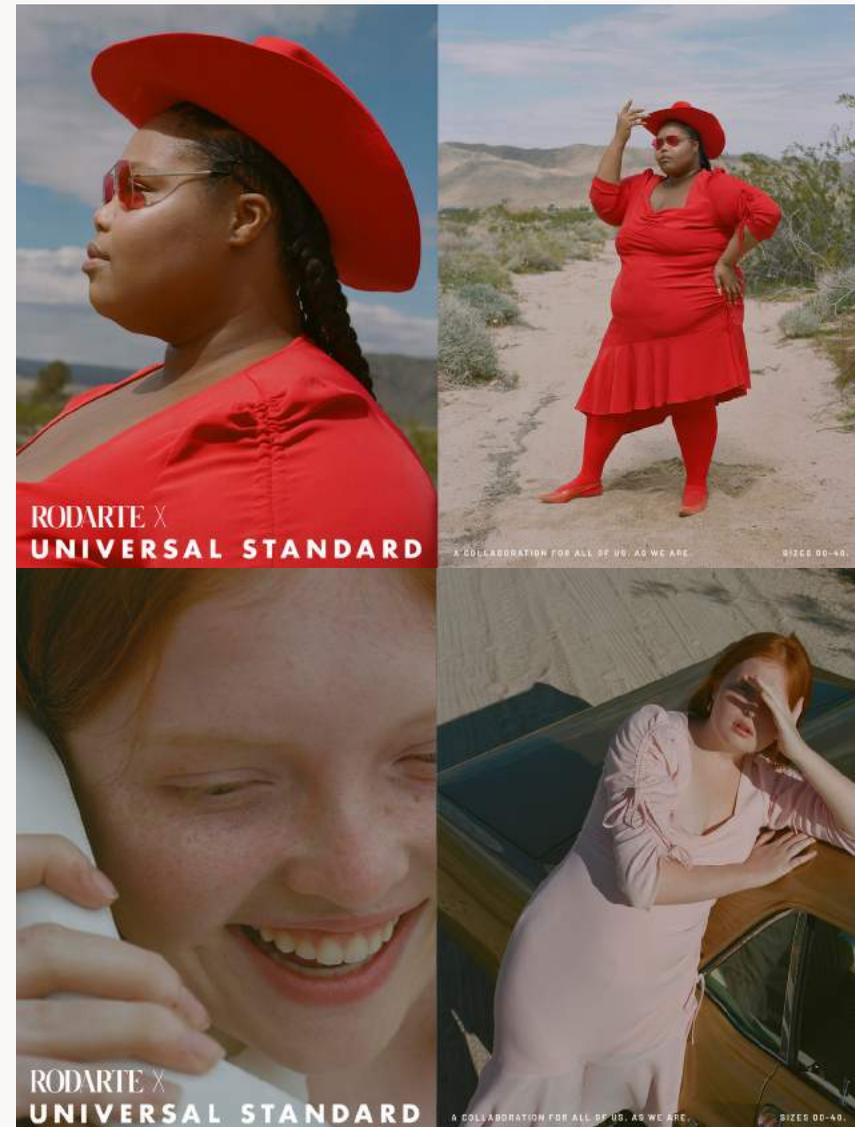
When we made it our mission to extend FASHION FREEDOM across the industry, it meant every part of it. We came together with Rodarte designers Kate and Laura Mulleavy to democratize high fashion across all aspects - from design and price to inclusivity and availability.

Rodarte x Universal Standard brought the future into the present. Bridging the gap between high fashion and elevated essentials, whimsy and wearability, aspiration and inspiration, our two brands came together to create a capsule for all of US. As we are.

Something we can all experience and share for the first time - ever - in sizes 00-40.



RODARTE X UNIVERSAL STANDARD - 2019



WHO WHAT WEAR

FASHION — APR 10, 2019

Rejoice: Rodarte's Affordable New Collaboration Features Sizes 00 to 40

by ERIN FITZPATRICK

Triple-digit prices and limited sizes can often deter customers from investing in designer brands, but Rodarte and Universal Standard want to change that. The dynamic duo has teamed up on an affordable collaboration featuring sizes 00 to 40, and we couldn't be more excited about the romantic ruffles, sweetheart necklines, and beautiful colors.



Celeb-Fave Rodarte Teamed Up with Universal Standard on an Inclusive Ready-to-Wear Collection That Doesn't Break the Bank

After partnerships with J.Crew and Gwyneth Paltrow's lifestyle mecca Goop in 2018, inclusive apparel brand Universal Standard is back with their most high-fashion collaboration yet. The direct-to-consumer retailer has partnered with celeb-fave Rodarte on a four-piece ready-to-wear capsule of spring-ready wardrobe staples that is available in sizes 00 to 40.

"We believe size should be an irrelevant consideration for women when making fashion choices," Universal Standard co-founder and CEO Polina Veksler said in a statement. "Through this collaboration we are taking a step toward giving more women access to designer clothing and we are thrilled to be further expanding our mission by collaborating with a high-fashion brand."



PRESS: RODARTE X UNIVERSAL STANDARD - 2019

VOGUE

RUNWAY



UNIVERSAL STANDARD

With a Universal Standard Collaboration, Rodarte Aims to Dress Every Woman and Every Size

APRIL 9, 2019 12:10 AM
by STEFF YOTKA



1 / 6

THE HOLLYWOOD REPORTER

STYLE

L.A. Fashion Brand Rodarte and Universal Standard Launch Size-Inclusive Line

1:52 PM PDT 4/9/2019 by Ericka Franklin



Los Angeles Times

FASHION

Rodarte teams up with Universal Standard on size-inclusive capsule collection



Los Angeles fashion label Rodarte is continuing to have a busy and buzzy year, after showing its fall/winter 2019 collection in front of a star-studded crowd (not to mention on its home turf for the first time) in February and then dressing lead actress nominee Yalitza Aparicio in a seafoam one-shoulder confection for the Academy Awards later that month.

And the latest? On Tuesday, it was the debut of a fashion collaboration between the L.A. luxury label and Universal Standard, a New York-based, size-inclusive brand started by Alexandra Waldman and Polina Veksler in 2015.

InStyle

HOME > FASHION > CLOTHING

The Rodarte Collab You've Always Dreamed of is Here — And in Sizes 00-40

By Amanda Richards | Updated: Apr 09, 2019 @ 3:32 pm



I've followed the evolution of Rodarte, the high-fashion designer label from sisters Laura and Kate Mulleavy, for years now. The label quickly became a household name after designing the costumes for *Black Swan*, and the *New Yorker* once described Rodarte as "the fashion equivalent of a Basquiat...People in the know really love it, but to everyone else it's inscrutable or a little bit ugly."

In other words, exactly what I'm looking for in my clothing.

As much as I love the brand, though, I never thought that, at a size 22, I'd be able to wear it — the label doesn't offer plus sizes. And as for the price point,

teenVOGUE



Rodarte and Universal Standard Released a Ready-To-Wear Collection

"Size should be an irrelevant consideration for women when making fashion choices."

HUFFPOST

LIFE

STYLE & BEAUTY

What Universal Standard And Rodarte Got Right That Most Collabs Get Wrong

You'll want to wear everything in the collection — and you can.

By Jamie Feldman
04/09/2019 04:44pm ET



When it comes to designer collaborations, we're often left feeling like something is missing, be it a lack of inclusive sizes in stores or — more commonly — a lack of inclusive sizes in general.

That's part of the what makes this new collection from Universal Standard and Rodarte so exciting. The historic and fit-focused brand teamed up with the fashion-focused red-carpet brand — a favorite of celebrities like Kirsten Dunst and Tracee Ellis Ross — on a range of pieces, all available in Universal Standard's legendary range of sizes from 00-40.

Items available from the collection, which launched Tuesday, include a blouse, a skirt, a jumpsuit and a dress that each come in four colors (red, white, black and rose), feature ruffles and matching apertures and range in price from \$130-\$240.

The only thing that could make this whimsical collection better would be if there were more options. But in fact, a typical release for a capsule on Universal Standard features seven items. Alexandra Waldman, co-founder and CEO of Universal Standard, explained what made this one different in an email to HuffPost.

"This was originally meant to be part of our '70s capsule collection in which we introduce three original design items, but Rodarte's designs were so beautiful we had to add a fourth!" she said. "That is how we came up with the dress, the skirt, the blouse and the jumpsuit. It felt like we covered most bases."

A release from Universal Standard states that the two brands coming together is much more than a design collaboration, pointing out the increasing demand for

NEW YORK POST

f t r e s

FASHION

Rodarte unveils 'size-inclusive' fashion line with Universal Standard

By Sarah Conboy

April 9, 2019 | 11:23am | Updated



Rodarte x Universal Standard

MORE ON: RODARTE

Reese Witherspoon's mini-daughter makes modeling debut

Red-carpet mainstay label Rodarte is getting more inclusive.

The high-fashion brand just launched a "size-inclusive" collaboration with Universal Standard.

Since it was founded in 2005 by sisters Kate and



UNIVERSAL STANDARD



ADIDAS X UNIVERSAL STANDARD - 2019

adidas approached US to work together on a high-performance, fit-focused activewear capsule that would pave the way for their more inclusive future.

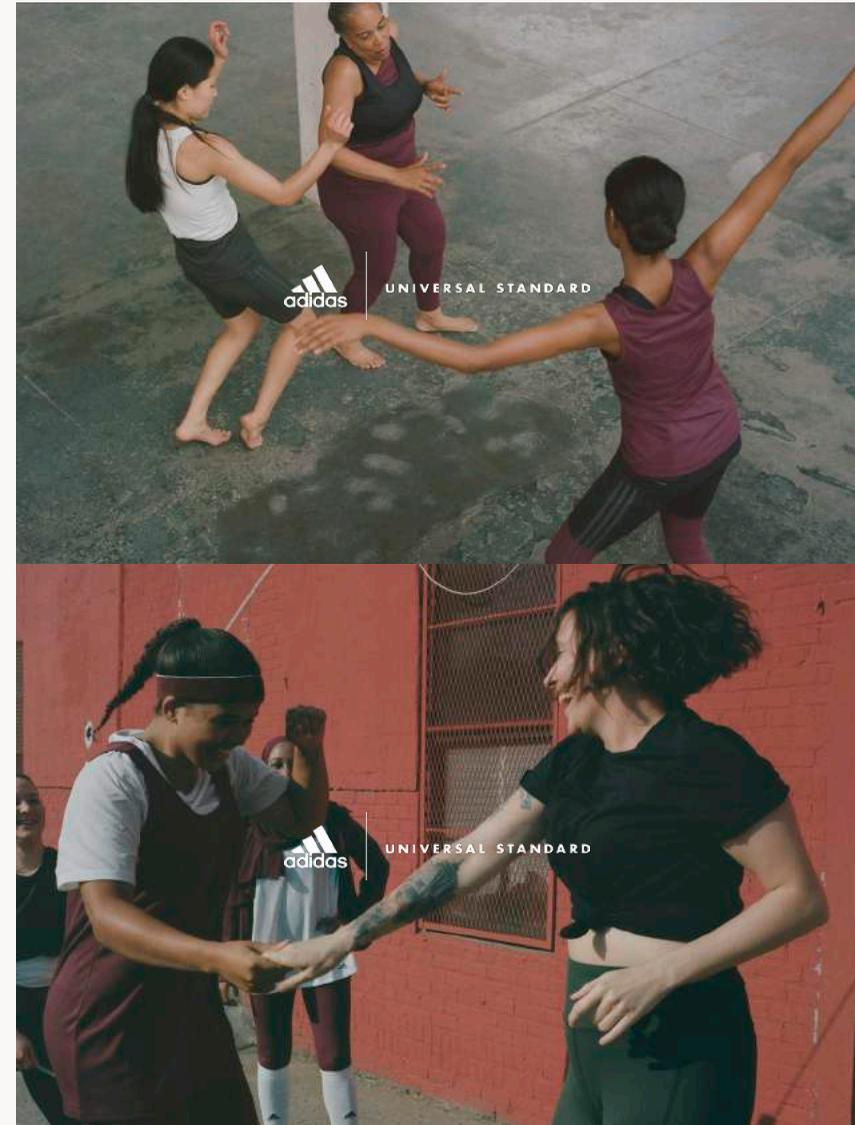
This collection wasn't about asking women to change, it was about meeting them where they are, just as they are. It was about movement - the beauty of movement through dance, the strength of community through double dutch, the belief in potential through basketball, and the power of a woman's body in phases of transition. It was for the athlete, the team, the mom, the anyone and everyone.



UNIVERSAL STANDARD



ADIDAS X UNIVERSAL STANDARD - 2019



GLAMOUR



Shopping

All the Fashion Brands That Have Introduced Plus Sizes in 2019

14 Slides

By Gina Martinelli
October 8, 2019

In the fashion industry, lip service doesn't really go very far. Brands and designers can promise to do better and say they care, but it's the products that do most of the talking. The proof that a brand is listening to its customers, particularly those who wear a size 12 and up, comes from direct action: selling products that fit them—and that look good.

BUSTLE

Universal Standard x Adidas Goes Up To Size 4x

By SHELA SIMMONS | Oct 8, 2019 | f



Courtesy of Universal Standard x Adidas

Plus-size athletic wear and athleisure has come a long way. With major sportswear brands like Nike and streetwear options like Old Navy finally offering plus-friendly pieces, there are some options, but the size range isn't always so inclusive. Enter the [Universal Standard x Adidas collection](#), a major partnership that not only celebrates women of all sizes who participate in sport, but is also pushing the fashion industry

PRESS: ADIDAS X UNIVERSAL STANDARD - 2019

ADWEEK

LEGACY BRANDS



UNIVERSAL STANDARD

Adidas Teams Up With Universal Standard for a Truly Size-Inclusive Collaboration

'We take size out of the conversation'

By Diana Pearl | 2 days ago



Adidas is collaborating with Universal Standard on a size-inclusive collection.

THE CUT

COLLABORATION STATION | OCT. 8, 2019

Adidas Made Its First Size-Inclusive Collection

By Sarah Spellings @sarahjanespellings



Activewear brands have a reputation for failing to carry a wide range of sizes, and sometimes being openly hostile to customers who aren't a size 4 or 6. But Universal Standard is hoping to change that. The size-inclusive brand partnered with Adidas to make a collection that has

teenVOGUE



News

Adidas Launched Its First Size-Inclusive Collection with Universal Standard

But is it too little too late?

BY ERIN NICOLE CELLETTI

OCTOBER 8, 2019

The plus-size fitness fashion world is expanding, with Adidas now launching its first plus-size collection in collaboration with Universal Standard. Back in 2017, Nike launched its own collection sized **up to 3XL**, and in 2018 indie brand Girlfriend Collective expanded its offerings up to a 6XL, according to *NYLON*.

This collection marks Adidas's *first* time making clothes in a wider size range, per the *The Cut*. "We want the industry to keep witnessing that

FASHIONISTA

UNIVERSAL STANDARD AND ADIDAS ARE COLLABORATING ON ACTIVEWEAR

The indie brand applied its size-inclusive mission towards the global athletics company.

MARIA BOBILA · UPDATED: OCT 8, 2019 · ORIGINAL: OCT 8, 2019



GRAZIA

Adidas Has Partnered With Universal Standard To Launch Its Very First Size-Inclusive Collection

The range spans from a size XXS (UK 0-2) to a 4X (UK 38-40)



BY ANANDA BARRA-DELLA | PHOTOGRAPH BY W. JAMES

Just a few months ago, Nike sparked a nationwide debate with its plus-size campaign, unveiled in its flagship store in London. While for many, this was a long time coming, others criticized the move. Making said campaign as "sensible" and "respectful," I would be inclined to argue that this

tfs the FASHION SPOT

NEWS & RUNWAY

Adidas and Universal Standard Team Up for a New Inclusive Sportswear Collection

by BIANCA RODRIGUEZ | October 9th, 2019



elite daily



Where To Get Adidas x Universal Standard Collection For A Chic Fall Look

BY BELLA GERARD | OCT 8, 2019 | f



IMAGE: COURTESY OF UNIVERSAL STANDARD

Universal Standard has done it again. The size-inclusive destination for all things fashion has partnered with sportswear giant Adidas on a new performance collab. The cool collection includes hoodies, tops, tanks, crop mesh tees along with both short and long tights all in sizes XXS to 4XL.

What do you get when you combine iconic branding, inclusive sizing, and



**UNIVERSAL
STANDARD**

for

J.Crew



**UNIVERSAL
STANDARD**
for
J.Crew

UNIVERSAL STANDARD FOR J.CREW - 2018

We partnered with the iconic American brand not just on a capsule, but on helping them to permanently scale their brand to be more inclusive. The fit-focused collaboration combined Universal Standard engineering with iconic J.Crew style (think gingham & stripes) in a collection engineered for the diverse spectrum of American women, allowing millions of women to suddenly shop J.Crew.



UNIVERSAL STANDARD FOR J. CREW - 2018



Fashion

Universal Standard & J.Crew Just Released A Killer Collaboration That Goes Up To Size 32



Courtesy of Universal Standard

By Summer Arlexis
Updated: July 10, 2018

HUFFPOST

Here's A Look At J.Crew's Winter Collab With Universal Standard

The only plus-size capsule wardrobe pieces you need for winter 2018.

By **Danielle Gonzalez**
11/05/2018 06:07pm EST



PRESS: UNIVERSAL STANDARD FOR J. CREW - 2018

PEOPLE.COM > STYLE

J.Crew Just Launched the Most Stylish Size-Inclusive Collection with Universal Standard

J.Crew has teamed up with fashion label Universal Standard on a super stylish size-inclusive collection and you're going to want to get your hands on it ASAP!

By **Kami Phillips** | July 11, 2018 11:23 AM



DISCOVER WATCH SHOP +MORE

It's Happening! J.Crew Is Finally Introducing Plus Sizing





UNIVERSAL
STANDARD
for
goop



**UNIVERSAL
STANDARD**
for
goop

GOOP X UNIVERSAL STANDARD - 2018

Featuring elegant essentials, infused with goop's timeless aesthetic, that elevate both everyday and formal occasions.



GOOP X UNIVERSAL STANDARD - 2018



Shop Goop & Universal Standard's Five-Piece Collection



Goop Launches Size-Inclusive Capsule Collection With Universal Standard

2:01 PM PST 11/27/2018 by Evan Real



Courtesy of Goop Inc.

PRESS: GOOP X UNIVERSAL STANDARD - 2018

How Goop and Universal Standard Are Creating "A New Normal"

By Amanda Richards | Updated Nov 30, 2018 @ 5:00 pm



NEWS BITES Goop Launches Size-Inclusive Collection With Universal Standard

Gwyneth Paltrow's lifestyle brand is dipping a toe into the size-inclusive apparel market with a five-piece limited edition collection, available in sizes 00 to 40.



36

GIVING BACK

Initiatives + Partnerships

To US, giving back doesn't really feel like something extraordinary. It's inherent to who we are and a vital component of our DNA. From our annual Denim Drive with Blue Jeans Go Green recycling program, to our ongoing work with organizations that support women returning to the workforce, we feel that shopping well also means doing good.



“We believe your clothes should always fit, feel and look good. And, women deserve to live their lives without feeling bullied by their size”

*- Alexandra Waldman,
CoFounder & CEO*



“[FIT LIBERTY] encourages women to shop for who they currently see in the mirror without hesitation.”

- GMA



FIT LIBERTY

Our revolutionary shopping program that allows our customers to buy for the size they are in the moment and know that if they change over the course of a year - we'll exchange the items for free.

FIT LIBERTY gives everyone the freedom to change sizes without fear, anxiety, or added expense. Our pieces are made with quality and care that they get a second life. We're proud to donate any pieces returned through FIT LIBERTY to organizations like Dress for Success and First Step who are supporting women returning to the workforce, while keeping these clothes out of landfills.



FOUNDATION GIVEAWAY

In March 2020, we gave out over \$500,000 worth of Foundation, our collection of supremely soft layering essentials, to medical workers on the frontline in the hopes that it would bring some comfort to them during the unsettling COVID-19 pandemic.

GENEVA GIVEAWAY

As a treat for all the moms who had to juggle more than ever before during the COVID-19 pandemic, we gave away 10,000 Geneva dresses to all moms and moms-to-be. It's our hero pieces and we thought that moms deserved it for being real life superheroes.



VOTE WITH US

In advance of the 2020 election, we designed a three-piece logo capsule of best-selling pieces embellished with our logo lockup (US) and brand message of “All of US. As we are.” as a physical reminder that revolutionary inclusivity is about more than our individual values, needs and desires; it’s a reflection of our collective community.

We donated \$10 from the sale of each piece to our partners When We All Vote, a non-profit, nonpartisan organization that is on a mission to close the race and age voting gap, and empower all eligible voters.



WHEN WE ALL **VOTE**

BLUE JEANS GO GREEN

Every year, we give our customers the opportunity to give back... and blue. Our annual Denim Drive allows customers to recycle old denim to get a new pair from US at an attractive discount. We send the denim on to Cotton Incorporated's Blue Jeans Go Green denim recycling program, which uses old denim to create natural cotton fiber insulation for building efforts around the country.



BLACK WOMEN BUILD

We're committed to make significant donations to organizations that support BIPOC. With the help of our customers, we were able to donate funds to Black Women Build-Baltimore, a home ownership and wealth building initiative that trains black women in carpentry, electrical, and plumbing by restoring vacant and deteriorated houses in West Baltimore.



PLANNED PARENTHOOD

As a female-founded company that's synonymous with unprecedented access for all women, Planned Parenthood is an organization we hold dear to our hearts and we've continued to find ways to support them. Our donations so far have enabled them to continue to defend the health and rights of women and people of all gender identities by providing a full-range of sexual and reproductive health care services, including breast exams, cervical cancer screening, wellness exams, and abortion services.



42 THANK YOU

For more information, visit us at www.universalstandard.com or e-mail us at us@universalstandard.net.