UNIVERSAL STANDARD
All of us. As we are.
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.
Always classic, truly effortless, a universal wardrobe composed of fit-forward elevated essentials that last.
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.

REPRESENTING ALL OF US
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.
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
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.
MOTHERHOOD FEATURING DANIELLE BROOKS BY UNIVERSAL STANDARD - 2019

Fit Liberty, Change, Evolution
NYC SUBWAY BY UNIVERSAL STANDARD - 2019
The World Of Diversity Under Our Feet
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.
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.
L.A. Fashion Brand Rodarte and Universal Standard Launch Size-Inclusive Line

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

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

APRIL 9, 2019 12:30 AM by STEFF YOTMA
Los Angeles Times

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

The Rodarte Collab You’ve Always Dreamed of is Here — And in Sizes 00–40
By Amanda Miller | Updated Apr 09, 2019 @ 3:52 pm

I've followed the evolution of Rodarte, the high-fashion designer label from sisters Linae and Kate Mollaver, 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 so for the price point,
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.
All the Fashion Brands That Have Introduced Plus Sizes in 2019

In the fashion industry, plus size 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.

Adidas Made Its First Size-Inclusive Collection

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

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.
Adidas Launched Its First Size-Inclusive Collection with Universal Standard

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
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.

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
10/22/2018 06:07pm EST

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

It's Happening! J.Crew Is Finally Introducing Plus Sizing
Featuring elegant essentials, infused with goop’s timeless aesthetic, that elevate both everyday and formal occasions.
Goop Launches Size-Inclusive Capsule 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.
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.
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.

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

- GMA
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.
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.
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.
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.
THANK YOU

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