



FASHION SZN

WWW.FASHION-SZN.COM

A BRAND BUILT TO GIVE CURVY GIRLS
A PLACE TO SHOP STYLE BEFORE SIZE.

WE ARE A BRAND THAT WILL DO
BETTER FOR BIGGER BODIES AND A
BRAND THAT CELEBRATES ALL OUR
DIFFERENCES.

WELCOME THE FASHION SZN ERA.
WHERE LOOKING GOOD AND FEELING
FABULOUS IS NEVER NOT IN SZN.

FASHION SZN



FASHION SZN

THE FASHION SZN WAS BORN FROM A NEED, NOT A WANT. STRUCK BY A GAP IN AFFORDABLE, STYLE CENTRIC AND, MOST IMPORTANTLY, SIZE INCLUSIVE FASHION. A DESIRE FOR FASHION TO DO BETTER BECAUSE STYLE IS SIZELESS, AND EVEN THOUGH WE ARE OFTEN TOLD THAT FASHION IS FOR *EVERY* BODY - FOR MANY BODIES THAT IS NOT THE CASE. FASHION STILL REMAINS STUCK IN A SIZE RUT AND VERY MUCH NOT FOR *EVERY* BODY...

IT'S TIME TO SHATTER THAT SIZE CEILING.

IF YOUR BODY DOESN'T FIT INTO THAT STEREOTYPICAL MOULD THEN BREAK IT.

CURVE IS A WORD, AN ADJECTIVE - NOT A CATEGORY. NOT AN ENTIRELY DIFFERENT SECTION, WITH ENTIRELY DIFFERENT STYLES. WE ARE NOT AN AFTER THOUGHT. IT'S TIME TO SHOP STYLE, NOT SIZE.

AND THAT IS WHERE WE COME IN.

WE OFFER STYLE INCLUSIVE OF SIZE, WE ARE CHANGING THE TRADITIONAL "CURVE" SPACE BY SETTING NEW RULES WITH OUR GENUINELY CUSTOMER OBSESSED BRAND, BECAUSE WE KNOW WE CAN'T BE A BRAND FOR EVERY *BODY* - WITHOUT LISTENING TO, WELL... *EVERYBODY*.

WE DON'T JUST WANT YOUR FEEDBACK, WE WANT FEEDBACK TO BE THE FOUNDATION OF FASHION SZN. WE WANT TO CHANGE THE GAME TOGETHER, BECAUSE ONE SIZE VERY MUCH DOES NOT FIT ALL. STYLE IS AS PERSONAL AND AS INDIVIDUAL AS EVERY BODY AND WE WANT TO TAILOR OUR FITS AND OUR FASHION TO WHAT YOU NEED, WHAT YOU WANT AND WHAT YOU FEEL IS MISSING.

SO WELCOME TO THE FASHION SZN ERA - WHERE LOOKING AMAZING AND FEELING EVEN BETTER IS ALWAYS IN SZN.

**Our brand
values...**



Our Brand Values

// 1.0

STYLE IS SIZELESS

// 2.0

ONE SIZE DOES NOT FIT ALL - SO WE WILL ALWAYS AIM TO GIVE YOU AS MUCH INSIGHT, INFO AND ADVICE TO HELP YOU CHOOSE THE PERFECT FIT.

// 3.0

WE SIMPLY WILL NOT GET IT ALL RIGHT ALL OF THE TIME, BUT KNOW THAT WE WILL TRY.

// 4.0

THE FASHION SZN IS FOR REAL WOMEN. YOUR BEST FRIEND AT WORK, THE WOMAN YOU CHAT TO ON THE TUBE IN THE MORNING, YOUR SISTER, NEXT DOOR NEIGHBOUR, THE WOMAN YOU JUST PASSED ON THE STREET. REAL, EVERY DAY, GETTING UP AND SHOWING UP WOMEN. SO IT'S ONLY RIGHT THAT WE ALWAYS BE REAL WITH YOU.

// 5.0

GROWTH IS KEY - WE WILL ALWAYS AIM TO MOVE THE BRAND IN THE DIRECTION OUR CUSTOMERS NEED IT TO GO, TO GROW WITH YOU ALL, TO OFFER THE PRODUCT AND THE FITS YOU NEED. WHATEVER THE SZN.

// 6.0

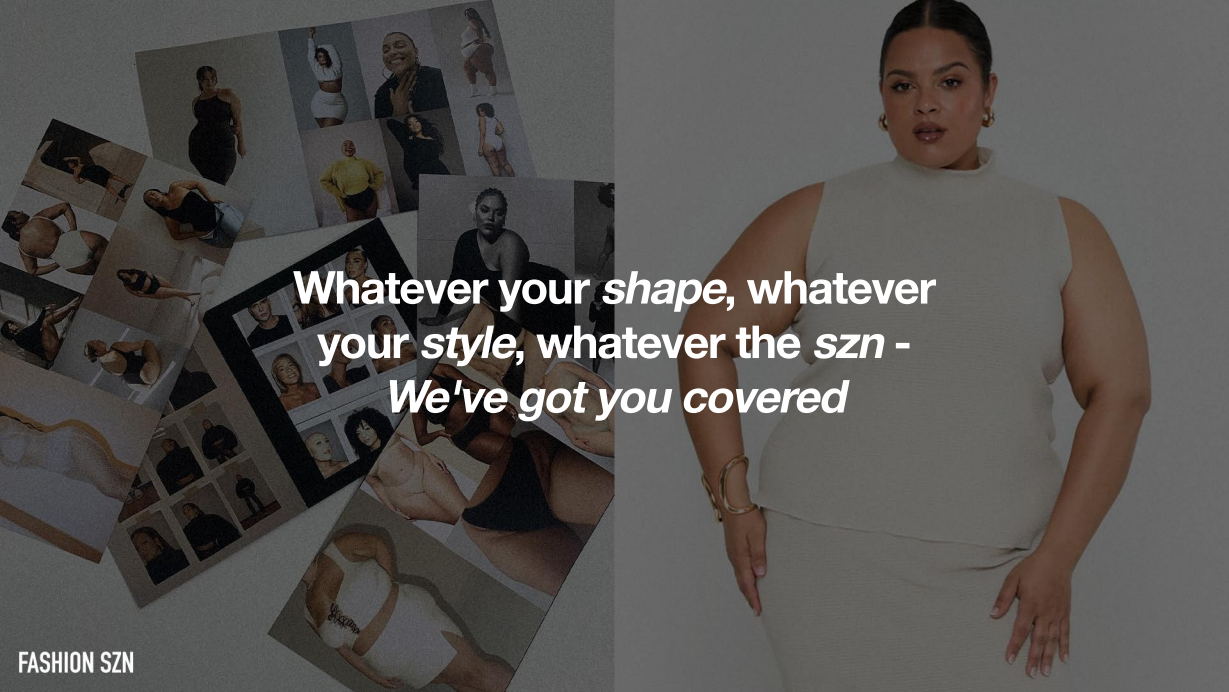
TRUST US WE ARE LISTENING - AS WE SAID, OUR BRAND IS CUSTOMER OBSESSED! SO IF YOU HAVE SOMETHING TO SAY ABOUT THE INDUSTRY, THE PRODUCT, THAT DRESS YOU NEED IN SIZES THAT ACTUALLY ARE FOR *EVERY* BODY, THEN KNOW YOU WILL BE HEARD.

// 7.0

CONFIDENCE IS THE ACCESSORY NO MATTER WHAT THE SZN - SO WE WILL ALWAYS PROMOTE THAT FIRST AND FOREMOST, BECAUSE AS SOON AS YOU FEEL AMAZING, THE REST WILL FOLLOW... INCLUDING FINDING YOUR OWN UNIQUE STYLE.

// 8.0

WE TRULY ARE FOR *EVERY* BODY - THIS IS NOT A MARKETING PLOY OR A NICE CAMPAIGN THAT LAST'S JUST ONE SEASON, WE ARE FOR *EVERY* BODY, ALL OF THE TIME, FOR EVERY SZN. AND THAT'S JUST FACT.



**Whatever your *shape*, whatever
your *style*, whatever the *szn* -
*We've got you covered***

**Your style
solutions
in sizes
16 - 32**





FASHION SZN × *Ashleigh Huish*

WE ARE NOT A BRAND TO SIT BACK AND LET OTHERS TAKE THE LIMELIGHT!

WITHIN OUR FIRST THREE MONTHS OF TRADING WE LAUNCHED OUR FIRST SELL OUT COLLABORATION WITH ASHLEIGH HUISH.

WHICH HAS INCREASED OUR BRAND AWARENESS WITHIN THE CURVE COMMUNITY.

Curve
is the word



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