

Availability and Representation of Plus-Size Female Fashion in Florianópolis: A Comparative Study of Physical and Online Stores

Authors : Gisele Ghanem Cardoso, Sandra Rech

Abstract : Despite recent advancements, the plus-size market still faces significant gaps, as individuals with larger bodies struggle to find clothing that fits well and meets their needs. Addressing this issue, this research aims to investigate the availability of fashion products for plus-size women in both physical and online stores in Florianópolis, as well as the quantity of products available in each size. The study employs content analysis based on Bardin's framework, examining data on store locations, size ranges, and target audiences of various brands alongside observations of visual elements such as hanger sizes and the branding of specialized labels. The findings reveal a concentration of plus-size stores in peripheral areas and a limited selection of diverse, high-quality products, contrasting sharply with the access standard-sized bodies have to more prestigious fashion hubs. These results highlight how the current market structure perpetuates social exclusion, underscoring the urgent need for inclusive policies and an expanded plus-size market to promote greater equity and representation in fashion consumption.

Keywords : plus size fashion, representation, consumption, Florianópolis, product availability, social exclusion

Conference Title : ICTF 2025 : International Conference on Textiles and Fashion

Conference Location : San Francisco, United States

Conference Dates : September 27-28, 2025