

# WE ARE BIGGER THAN SMALL

Results:

CAMPAIGN CREATED USING REAL-LIFE MODELS  
LAUNCH COLLECTION SOLD OUT IN 1 HOUR  
7,000-PERSON WAITLIST

As a petite-focused womenswear brand, Edited Pieces was already facing an uphill battle combatting preconceived notions about sizing, and carrying the baggage of dowdy petite fashion lines from the 1990s.

We wanted to show people that ‘petite’ comes in all shapes and sizes, ages and races. “Bigger Than Small” was about changing the perception of what it means to be petite. And it was the driving idea behind the Edited Pieces launch campaign. As a new brand that makes clothes for a segment of women traditionally ignored by the fashion industry, we decided the best way to do that was to embrace the people the fashion industry traditionally doesn’t show—the people who actually buy and wear the clothes. Real people diverse in body type, age, and race, and sharing their real measurements and sizes.

All studio models and ‘fit models’ for the brand’s launch were non-professionals, cast via social media callouts. Just people, as they are.

The campaign was a success in that it provided a rare mirror in the fashion industry for our diverse audience. And in turn, it was a success for business—the launch collection sold out in less than 1 hour and amassed a 7,000-person waitlist.