



Being Fat & Fashionable in 2026

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02.26.2026

I'm going to say "fat" a lot, and it may bring up feelings for you.

That's OK! Everyone is different.

This is just the vernacular I prefer.

Personal Lore

My experience loving fashion + being fat in the early 2000's-now.

Being Fat & Fashionable In 2026

Fatphobia + how it impacts plus size fashion.

What We Can Do

Our power + responsibility as advertisers to advocate for body diversity.

Personal Lore

Fat Camp

Some of you might remember a special that aired on MTV in 2006 called Fat Camp.

It was filmed over the summer of 2005, at Camp Pocono Trails. I was there, but too young to be on camera.

Yes, I did know the Oshry sisters, way back when (iykyk).

CPT is still open and accepting new campers.

- 01, Me, age 11, in front of CPT Cabin I-2
- 02, Recent CPT Logo
- 03, MTV Fat Camp Intro
- 04, CPT alums Claudia & Jackie Oshry





Growing up fat, I knew I'd never be able to buy my size in most of the clothes I coveted on dog-eared pages of *Seventeen*, but I used the unattainable looks as inspiration and got creative with what was available.

In other words: nevertheless, I put that shit on.

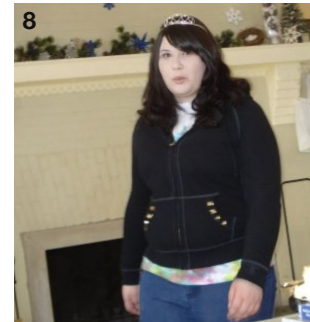
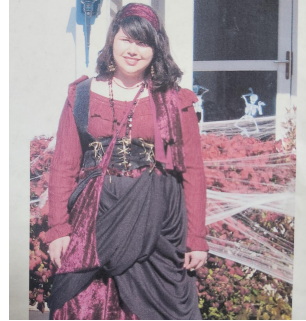
2000's Fashion

As a fashion-obsessed tween, my options were limited but I was heavily influenced by pop culture icons of the time like Gwen Stefani + Avril Lavigne.

I loved (and still love) a signature accessory- whether that be leopard print sunglasses, a red lip, a clip-on tie, jewelry I made myself, a tiara or a hair bow.

At the time, I mostly shopped whatever I could fit into at Delia*s, Kohl's, Old Navy, Gap, Zumiez, and the Macy's women's section. I remember being so excited when a Torrid store opened in my local mall. I even applied to work there when I was 15. I didn't get the job, but coincidentally I ended up working for Lane Bryant- another plus size store- in my early 20's.

You might be looking at these photos and thinking "she doesn't even look that fat" but it was a different time with different beauty standards.



These days, I still love to throw on a fun leopard print accessory and I try to get the majority of my clothes from ethical sources (ie. avoiding fast fashion).

I would describe my style as classic with a funky edge. Fashion brings me joy and a way to express myself without saying a word. I love wearing unique, handmade, or thrifted pieces that invite conversation.



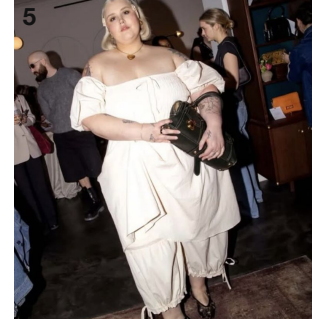
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Serving, Regardless

I rely on inspo from fat creators, inclusive or plus size-centric online stores, occasional plus size thrift markets, and inclusive brick and mortar retailers.

As long as fashion exists, there will be fat people putting together sick fits.

- 01. @maiandouglas
- 02. Fashion Brand Company
- 03. @bibb.lettuce
- 04. Orchard NYC
- 05. @theabbybible
- 06. Laila Textiles
- 07. @aspencristi
- 08. Luvsick Plus
- 09. @emma.arletta



There was a brief window of time where the number of places I could shop in person actually increased.

We are seeing a swift rollback of progress. Torrid stores are closing. SkinnyTok is thriving. Brands that stocked plus sizes for years have recalled them from their stores. Vanity sizing is rampant and excludes more women as they age. Mid and plus size models are disappearing from runways, with >1% representation in the SS26 season.

This is happening despite increasing consumer demand for inclusive fashion.

Top shows of New York SS26 based on size inclusivity



Fatphobia

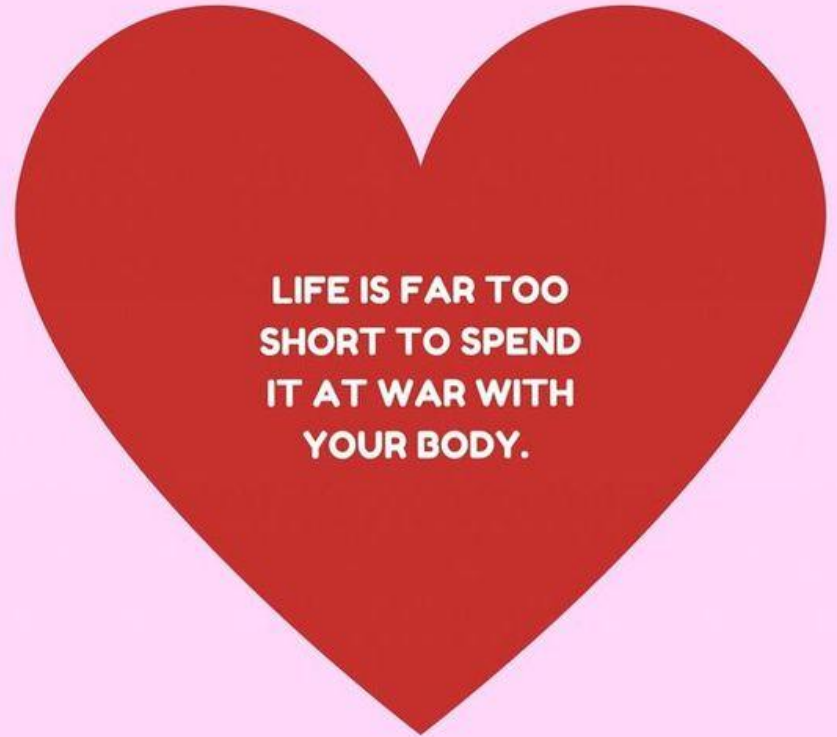
So, why is this all happening? Fatphobia or **anti-fat bias** is “the cultural, systemic, and individual fear, dislike, and discrimination against fat people, often rooted in the harmful, false belief that weight equals moral failing or laziness”.

Fatphobia is a complex topic, with deep ties to race.

We all have a little fatphobia in us but, being self-aware and practicing **radical body acceptance** [the intentional, total, and non-judgmental acceptance of one’s body as it exists in the present moment] or **body neutrality**- viewing one’s body with neither love or hate, but rather just allowing it to ‘be’, generally thinking less about the appearance of one’s body and/or shifting focus to what the body allows us to do- can help.

It helps me!

For most of my life, I hated my body. I don’t anymore, and it feels really nice.



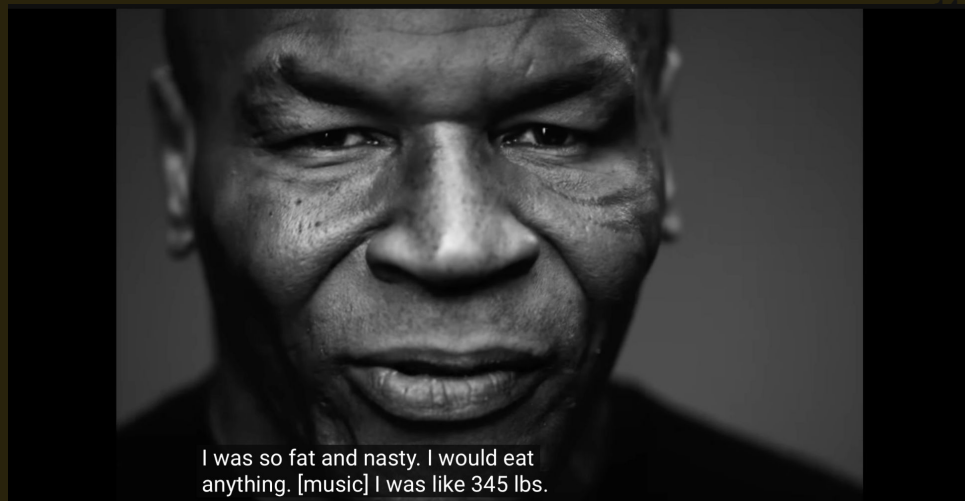
What We Can Do

Fat People in Ads

We all saw that Mike Tyson MAHA commercial during the Super Bowl.

Anti-fat attitudes have never gone away, but there was a time not so long ago where we saw major brands at least seemingly getting on board.

Now, it feels like the only time I see a fat person in an ad is if it's for a GLP-1.



Here's the truth:

Fat people spend money.

Fat people buy pizza.

Fat people use banks.

Fat people buy granola.

Fat people buy vitamins.

Fat people buy dog food.

Fat people buy groceries.

Fat people buy cigarettes.

Fat people buy insurance.

Fat people go on vacations.

Fat people buy plane tickets.

Fat people buy diapers for their children.

Fat people deserve to see themselves represented in ads.

Our Power

We are uniquely positioned to instigate change.

People in this room make Super Bowl commercials and work with CEOs & celebrities.

We have influence, and we can and should be using it to advocate for diversity of all kinds- including body diversity.

What We Can Do

01, Include larger bodies in casting specs.

02, Actually cast fat people in ads.

03, Talk to our clients about why body diversity matters for their business.



Thank You

This is a big conversation and there's a lot that I didn't have time to talk about.

I am always available if you need a larger person's perspective, resources, or just want to talk fashion.

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