

Real Talk: Should Retailers Model Clothes Realistically?

We recently discovered this [article](#) about a British department store called Debenhams that came out with a catalog depicting their clothes on real sized, everyday women and men. Instead of filling their pages with photoshopped, stick thin models, they have chosen to embrace diversity in order to break the stereotypical model type. The pictures feature models from a myriad of different age groups, body types, and ethnicities. So why don't other stores use models like this more often? The answer ranges from store to store, but it's mainly because stores want to maintain an image that their clothes are desirable, and not just something that anyone could wear. These pictures clearly tell a different story and depict diverse people that don't feel the need to be a size 0 to be beautiful and confident.











So what's your take? Should all stores start selling their clothes this way?

[Original Source](#)