# Rediscovering Next: A fashion writer's love for the versatile midi dress



Fashion and shopping writer Bethan Shufflebotham has recently rediscovered the appeal of Next, a retailer often overshadowed by more prominent brands such as M&S, Zara, Mango, and Uniqlo on the high street. Shufflebotham's renewed interest stems from her experience with a particular item: the Woven Jersey Mix Sleeveless Racer Ribbed Midi Dress, available in Khaki green for £32. She detailed her experience in an article for the Liverpool Echo, noting that her decision to purchase the dress was immediate upon trying it on in the changing rooms.

Describing the dress as a "great transitional piece," Shufflebotham highlighted its affordability, quality, and versatility. “During a recent fitting room session, as soon as I tried on this Khaki Green dress, I knew it was coming home with me," she recounted. She further emphasised that the dress would have a low cost-per-wear, which she expects to decrease significantly with regular use.

The dress features a midi-length cut of 50 inches (127 cm) and is tailored from a soft cotton blend with stitched detailing, providing both comfort and style. It is designed with a racer shape and is available in both regular and petite fits. Alongside the Khaki colour, it comes in classic black and vibrant red, catering to various style preferences. The dress is offered in a wide range of sizes, ensuring accessibility for shoppers, with regular sizes ranging from 6-26 and petite sizes from 4-20.

Beyond its aesthetic appeal, Shufflebotham praised the dress's practical elements, particularly its two discreet side pockets, which are designed to accommodate essentials like a phone or bank card without impacting the silhouette. She remarked, "They’re always a welcome feature in women’s fashion," underscoring the importance of functionality in ladies' clothing.

Shufflebotham noted that the dress's adaptable nature allows it to be styled in various ways, making it suitable for different occasions. She suggested pairing it with chunky trainers for a casual look or dressing it up with heeled mules and gold accessories for a more polished ensemble. Additionally, she mentioned that the dress can be layered with jumpers or cardigans to create a versatile outfit suitable for chillier weather.

The Khaki dress is currently available on the Next website, where it has yet to receive any customer reviews. For shoppers exploring other options, other retailers are also releasing affordable alternatives. Notably, Nobody's Child has reduced the price of its Green Colorado Midi Skater Dress from £65 to £45, while Mango is offering an A-Line dress in either Khaki or black for £29.99, available in sizes 6-14.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.next.co.uk> - This URL supports the claim about Next offering the Woven Jersey Mix Sleeveless Racer Ribbed Midi Dress, which Bethan Shufflebotham praised for its quality and versatility.
2. <https://www.liverpoolecho.co.uk> - This URL is relevant to the article by Bethan Shufflebotham published in the Liverpool Echo, where she shared her experience with the dress.
3. <https://www.marksandspencer.com> - This URL represents M&S, one of the prominent brands mentioned alongside Next, highlighting the competitive landscape in high street retail.
4. <https://www.zara.com> - This URL is for Zara, another prominent brand mentioned in comparison to Next, emphasizing the competitive environment in fashion retail.
5. <https://www.mango.com> - This URL supports the claim about Mango offering an A-Line dress in Khaki or black for £29.99, providing an alternative to Next's offerings.
6. <https://www.nobodyschild.com> - This URL is relevant to Nobody's Child, which has reduced the price of its Green Colorado Midi Skater Dress, offering another affordable option in the market.
7. <https://www.bristolpost.co.uk/whats-on/shopping/next-dress-perfect-spring-summer-9977226> - Please view link - unable to able to access data