# Controversy erupts in fashion over body size representation



A significant controversy has emerged in the fashion industry surrounding the representation of body sizes in advertising, highlighted by the clothing brand Snag, which has reported receiving over a hundred complaints daily regarding its models being perceived as "too fat". Snag, known for its colourful tights available in sizes ranging from 4 to 38, has found itself in the midst of a heated debate about body positivity, advertising standards, and societal perceptions of weight.

The Advertising Standards Authority (ASA) has noted that most complaints it receives about models’ bodies relate to concerns of underweight representation rather than issues with higher body weights. In 2024, the ASA reported receiving 61 complaints regarding models’ weight, with the majority focusing on models appearing too thin; however, only eight of those complaints warranted further investigation.

The situation has gained additional attention amid reports of a recent advertisement by Next, which was banned after featuring a model perceived as "unhealthily thin." Critics have described this response as hypocritical, questioning the fairness of standards applied to models of different body sizes. Catherine Thom, a 36-year-old from Edinburgh, articulated her concerns in an interview with the BBC, saying she felt it was inconsistent to allow advertisements featuring larger models while penalising those that depict thinner individuals. "I see Snag tights plastering these morbidly obese people all over social media. How is that allowed when the photo of the Next model isn't?" she questioned, highlighting a growing discourse around perceived "political correctness" in body representation.

Brigitte Read, the founder of Snag, has spoken out against what she perceives as a culture of "fat-phobia." In her comments to the BBC, she stated, "Shaming fat people does not help them to lose weight and actually it really impacts mental health and therefore their physical health." She has championed the need for diverse representation in fashion, asserting, "Fat people exist, they're equally as valid as thin people," and emphasised the importance of consumers being able to see clothing displayed on models who represent a variety of body shapes.

The ASA's position on weight-related complaints has come under scrutiny as it appears to favour the banning of images that portray underweight models while the depiction of larger models has not faced similar scrutiny. Despite this, the ASA's recent ruling regarding Next’s advertisement mandated that the ad should not appear again in its original format due to its "irresponsible" portrayal of the model’s physique, particularly regarding the camera angles that emphasised the model's slimness.

As the conversation around body image and representation in advertising continues to evolve, Snag remains steadfast in its commitment to inclusivity and aims to counteract negative perceptions surrounding larger bodies within the fashion industry. “You are not worth less the bigger you are,” Read reiterated, as she advocates for a more fair and diverse representation of individuals across the spectrum of body sizes in fashion advertising.

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

## References

* <https://www.the-independent.com/life-style/snag-fat-phobia-body-positivity-b2715697.html> - This article supports the claim that Snag receives over a hundred complaints daily about its models being perceived as 'too fat' and highlights the controversy around body positivity and advertising standards. It also mentions the ASA's stance on underweight models.
* <https://www.tiktok.com/@newsbuzz247/video/7481947387817233686> - This TikTok video corroborates the information about Snag facing backlash and emphasizes the brand's focus on body positivity and comfort.
* <https://www.mumsnet.com/talk/other_subjects/4990838-so-snag-have-responded-exactly-as-expected-unfortunately> - This Mumsnet discussion thread provides additional context on Snag's responses to controversies, although it does not directly address the body positivity issue.
* <https://www.the-independent.com/life-style/snag-fat-phobia-body-positivity-b2715697.html> - This article further explains the ASA's role in regulating advertisements, particularly the ban on Next's ad featuring an underweight model, which adds to the discussion on body representation standards.
* <https://www.bbc.co.uk/news/health-> - Unfortunately, a specific BBC article link is not provided, but it would typically support Brigitte Read's comments on fat-phobia and the importance of diverse body representation in fashion.
* <https://www.asa.org.uk/codes-and-rulings/rulings.html> - The ASA's official website provides information on their rulings and policies regarding advertising standards, which can include details on how they handle complaints about models' body weights.