

Plus-size luxury fashion advertising: Benefits and pitfalls

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Abstract

This research contrasts consumer reactions to luxury versus nonluxury fashion advertisements that employ plus-size versus slim-size models. Counterintuitively, three experimental studies show that consumers form more positive attitudes toward ads and brands when luxury (nonluxury) fashion brands employ plus-size (slim-size) models. The effects are robust for ads that feature model silhouettes (Study 1), both silhouettes and photos (Study 2), and photos alone (Study 3). Moderated mediation analyses reveal that stereotypicality is a mechanism underlying the effect. The findings indicate that luxury fashion brand advertisers should proactively embrace plus-size models for practical reasons regarding reactions to stereotyping and for ethical reasons regarding diversity and inclusion.

Subject Areas: *Advertising, Attitude, Consumer Behaviour*

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