

# THE PLUS-SIZE CUSTOMER JOURNEY

## Why Compliance with New Legislation is Your Key to Authentic Connection with a \$1 Trillion Market

- Can you demonstrate that people in larger bodies are treated the same as your other customers?
- Does your team (and especially your leadership team) include people of all sizes?
- Do you know what to do if someone on your team makes a joke about someone's size?

If you answered “no” to any of these questions, it's likely your company is violating new legislation aimed at preventing discrimination based on body size — and failure to act could result in significant fines and damage to your brand reputation.

As of November 2023, NYC mandates strict adherence to laws banning size discrimination, and other cities and states are following suit — but most people are unaware of their own biases against people in diverse bodies, making it difficult to know what changes must be made to prevent discrimination.

Beyond mere compliance lies an opportunity to revolutionize your approach, unlocking authentic connections with the 65% of Americans are in extended sizes.

To protect your company and create a brand where all bodies are welcome, it is imperative to build awareness and understanding of body inclusivity.

Don't let size discrimination laws catch you off guard. This is your opportunity to transform your business practices and thrive in an increasingly diverse marketplace.

### Retail Fast Track: Body Inclusivity Workshop

In this 1-hour interactive workshop, your team will learn not only how to avoid legal pitfalls, but also how to:

- Tap into a lucrative market segment often overlooked by competitors
- Implement actionable steps to ensure compliance while maximizing market reach
- Enhance your brand's authenticity and inclusivity, fostering deeper connections with customers of all sizes
- Adopt best practices to combat weight stigma and integrate inclusivity into marketing and product offerings
- Craft a welcoming brand experience that resonates with individuals of all body shapes and sizes

#### Next Steps

- Customer Journey Workshop
- Marketing Audit & Roadmap

#### SPECIAL PRICING FOR NYC-BASED COMPANIES

With the urgent need to ensure compliance and build awareness about weight stigma in relation to the new law, we are offering preferred pricing to NYC-based companies booking by April 15th.

For pricing and to request your workshop date,  
contact The Gorgeous Agency by email at [info@thegorgeousagency.com](mailto:info@thegorgeousagency.com)



“Following our working session, the entire team was newly **equipped with awareness, confidence, and the tools** to authentically connect with folks and ensure they feel seen, appreciated and welcome. CEO Kara Richardson Whitely's authority in this domain, grounded in both lived experience and expertise in body inclusion and weight stigma, is unparalleled.”

Ben Boyd, Peloton Interactive, SVP Global Communications