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Sommario/riassunto	Average body mass in many Western cultures is getting larger and yet the fashion system seems mostly unchanged. Major fashion houses still limit their output to small sizes and the dominant ideal of the female body in fashion imagery is still thin – dangerously thin according to World Health Organization standards. Why is the industry forfeiting a considerable share of the market in the form of plus-size consumers, seemingly against its commercial interests? Why does the thin ideal reign supreme despite damning evidence of its harm to women? And is there a way out of this system of thin ideals and segregated fat bodies?