

FASHION

Veda's Extended Size Collaboration With Nicolette Mason Is Fashion at Its Most Fearless

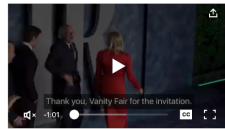
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Nicolette Mason. Photo: Courtesy 11 Honoré

When it comes to getting dressed in the morning, Nicolette Mason has her fashion uniform all figured out. "My go-to formula has always been a dress with a leather jacket," says Mason, speaking over the phone from Los Angeles. As an O.G. plus-size content creator, Mason commands a social media following in the hundreds of thousands, but she's more than an influencer. A former contributor to *Teen Vogue* and entrepreneur, she's dedicated her career to leading the way for inclusivity within fashion—and that makes her latest project all the more meaningful. Together with Veda founder Lyndsey Butler, Mason has curated a capsule exclusively for [11 Honoré](#), the luxury shopping site, that features a trend focused assortment of Butler-designed pieces now offered up to size 20. For Mason, a longtime friend of Butler and 11 Honoré's CEO Patrick Herring, the project was the perfect confluence of events. "I had been in touch with Lyndsey for a while because she was very interested in extending her sizes, so it just naturally came together," she says. "I loved how organic it was, nothing about [our collaboration] was forced."

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Photo: Courtesy 11 Honoré

The pieces represent a cross-section of wardrobe must-haves; there is the ideal color-blocked day dress in a minty shade of green accented by black panels; a wear-with-everything alpaca sweater with sleeves in contrasting pastel shades; a pale purple leather jacket for a final jolt of whimsy. "There was a strong lilac color story on the runways and high street that wasn't really being introduced for women who wear size 12 and up," says Mason. "I felt like it was an of the moment color that wasn't so seasonal that you couldn't wear it well into spring or on summer nights." Playful, on trend, and most importantly elevated, the clothes bring something fresh to the larger size market—exactly what Mason and Butler were going for. "They're really fun mix and match pieces or statements that stand on their own, but aren't unrelatable or inaccessible," she says.

In the ten years since she started [her eponymous site](#), Mason has seen the shift in the way fashion approaches size firsthand and from multiple perspectives. A designer in her own right—she launched Premme, an affordable line of size-inclusive basics, with her friend and fellow blogger, Gabi Gregg last summer—Mason knows there is still plenty of work to be done before fashion achieves true inclusivity. "It's interesting because I do sometimes feel like, "Wow, we've come so far", but the conversation is still in its infancy," she says. "When it comes to having a real cultural tipping point, I don't think we've reached that yet. Even the terminology of size inclusivity and body positivity are new to the fashion vernacular." While catering to a wider audience can require a bit more work—thinking beyond the traditional sample sizing when it comes to cutting patterns takes thought and care, just for starters—Mason feels many brands are primarily holding back for fear of failure. "People are so scared of making a mistake that they avoid jumping in at all," she says. "With this capsule there's a reason why we started small and with a slightly limited range, it's because we have to start somewhere. One of the things I love about Patrick, Lyndsey, and 11 Honoré is that they're just jumping in and pushing things forward."