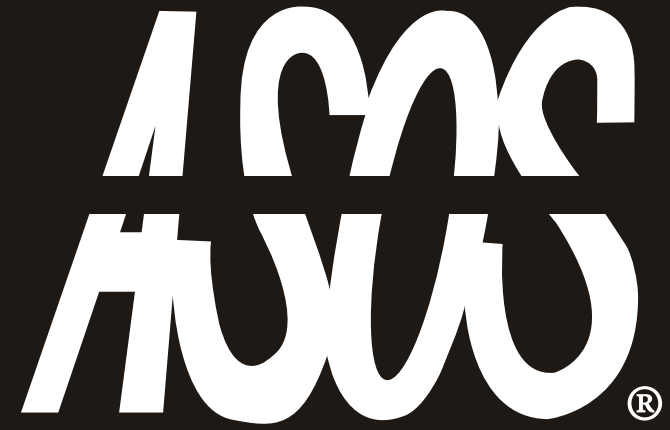


- 😊 Eco-friendly
- 😊 Body positive
- 😊 Human conscious

Greater London House
Hampstead Rd
London NW1 7FB, UK



ASOS is an e-commerce fashion platform based in London, England that stresses inclusivity for people of all backgrounds and body types. They are constantly developing new methods to incorporate a range of body types and sizes in their products, and even have specific categories of clothing such as petite, tall, and curvy. They've quickly developed a huge customer base in the past ten years because of their all-around human-friendly approach to



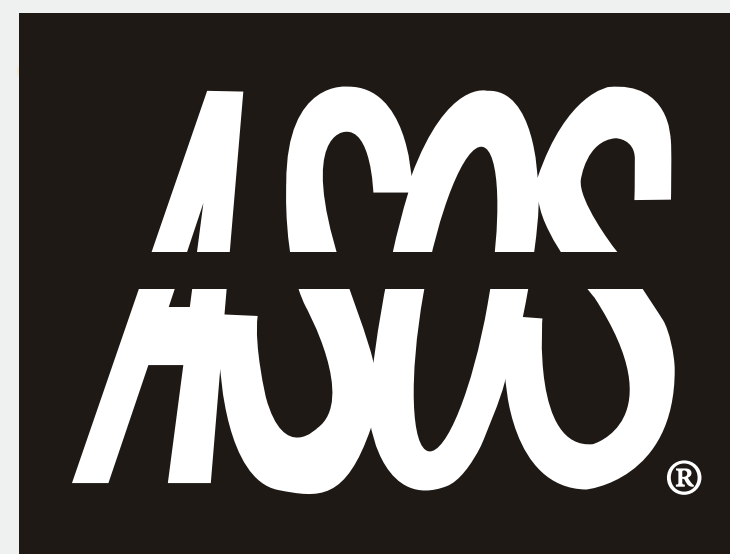
selling fashion and are continuing to improve as they grow. The company brings together many popular brands such as Nike, Adidas, Dr. Marten's and more to create a single convenient site for buyers to browse. ASOS is most known for supporting body positivity, LGBTQ+ inclusivity, and

Edgware

High Barnet



maintaining ethically high standards when it comes to sourcing their brands and clothing. They are partners with GLAAD, one of the biggest voices in LGBTQ activism, and have developed several strategies to protect human welfare and reducing the carbon footprint of their business overall. ASOS also does not digitally alter their models, support the dreams of young creatives, and set up an ASOS foundation to create sustainable, long term change in the United Kingdom where they are centered. Their biggest competitors at the moment include Misguided, Boohoo, and Pretty Little Thing. ASOS has a target audience of fashion-conscious individuals aged in their teens to mid-adulthood who like to stay up to date with the current



Willes Junction

Paddington

Notting Hill

Earls Court

Wimbledon

St. James's Cross

Victoria Cross

London Bridge

Stratford

Lewisham

< 1 standing

1 - 2 standing

