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J. Crew faces backlash over new size 000

The popular retailer said the XXXS clothes, which are designed for customers with a 23-inch natural waist, were introduced in response to growing demand from customers in Asia. Some New Yorkers argue that the brand is setting a bad example by offering an even smaller size, but others see the 000 as a fitting option for petite women.

BY [CHELSEA HIRSCH](#), [VICTORIA TAYLOR](#) / NEW YORK DAILY NEWS / Published: Wednesday, July 9, 2014, 11:49 AM

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PAUL SAKUMA/AP

J. Crew has introduced a new teeny tiny size — the 000, the equivalent of an XXXS.

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The introduction of extra-extra-extra-small clothes has generated a big backlash for J. Crew.

The global retailer, which started offering size 000 threads in May, [has been slammed by some fashion bloggers](#) and consumers for taking vanity sizing — an industry trick where brands or manufacturer label larger clothing a smaller size — to the next level.

Size triple-zero, which is the equivalent of an XXXS, is designed for people with a 23-inch natural waist.

While J. Crew denied that the XXXS size has anything to do with vanity sizing, news of the 000 cinched some New Yorkers the wrong way.

"We live in a country that promotes anorexia and shame for women's body types," Jennifer Appel, a 40-year-old learning specialist from Old Brookville, Long Island, told the Daily News during a trip to the J. Crew store in Midtown's Rockefeller Center.

"J. Crew is a really powerful brand because Michelle Obama likes it, so they are making a national and international statement," she added.

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MEASUREMENTS

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REGULAR SIZES			
SIZE (US)	NUMERIC SIZE (US)	BUST	NATURAL WAIST
XXXS	000	30.5	23
XXS	00	31.5	24
XS	0	32.5	25
XS	2	33.5	26
S	4	34.5	27
S	6	35.5	28
M	8	36.5	29
M	10	37.5	30
L	12	39	31.5
L	14	40.5	33
XL	16	42	34.5
XXL	18	43.5	36

A J. Crew size chart shows that a size 000 is the equivalent of an XXXS. The retailer has denied that the addition has anything to do with vanity sizing.

JCREW.COM

Kara Goldberg of Syracuse agreed.

"It's setting a bad example of 'how small do you have to be,'" the 20-year-old NBC intern fumed.

Other shoppers think the argument nothing but fabrication.

"I'm glad they are that low because I'm petite and it's hard to find clothes that fit," 21-year-old student and retail worker Joanne Mariscal of the Upper East Side said.

Janine Heidt, 32, also of the Upper East Side, applauded the introduction of the XXXS, saying that tiny women sometimes have to turn to the children's section for items.

"It's ridiculous when you see a 40- or 50-year-old woman asking for kids' clothing in a store because that's what fits."

J. Crew said the 000 size was released in response to growing demands from customers in Asia.

The retailer noted that the XXXS clothes account for the smallest percentage of the overall sizing assortment and are only available on JCrew.com and in its Hong Kong store.

The tiny size is comparable to a 0 in the UK and Australia, and a 1 in Japan.

J. Crew does offer tall and petite sizes as well. In fact, a petite 00, which is sold online and through the brand's catalog, is designed to fit someone under 5'4" who has a 23-inch natural waist.

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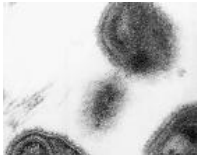
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The six glass vials were intact and sealed, and scientists have yet to establish whether the virus



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A club drug and aphrodisiac since the

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J.CREW

SIZE CONVERSIONS

All conversions are approximate. Fits may vary by style or personal preference; sizes may vary by manufacturer.

SIZE (US)	NUMERIC SIZE (US)	UK	GERMANY	FRANCE	ITALY	
XXXS	000	0	24	28	32	2
XXS	00	2	26	30	34	2
XS	0	4	28	32	36	3
XS	2	6	30	34	38	3
S	4	8	32	36	40	3
S	6	10	34	38	42	3
M	8	12	36	40	44	3
M	10	14	38	42	46	4
L	12	16	40	44	48	4
L	14	18	42	46	50	4
XL	16	20	44	48	52	4
XL	18	22	46	50	54	4
XXL	20	24	48	52	56	5

1970s, inhaled “poppers” are increasingly linked to eye damage - possibly due to a new formulation - accordina to a short report

Ellen DeGeneres sells home to Napster co-founder, makes \$15M profit

Ellen DeGeneres is dancing the happy real estate dance. The daytime



The triple-X-S clothes are available online and in J. Crews' store in Hong Kong.

JCREW.COM

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According to the chart, a size 0 in the U.S. is equivalent to ta size 4 in the U.K.!! Vanity sizing at its finest!!

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I would bet the waist band is elastic so that people wear a 23 when they're really a 28.

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**Saturday, July 12, 2014 at 11 a.m. at
Newtown High School in Elmhurst**

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