

	MeUndies	Victoria's Secret	TomboyX	Knix	Lively	Aerie (American Eagle)	Lonely Label	Everlane
PRODUCT DETAILS								
sizing options	W: xs - 2xl M: s - 3xl	xs-xl	items not separated by gender xs - 2xl for bikini xs - 4xl for boxers	underwear: s - xxl bras: size 1 -5 other items: s - xxl	underwear: s - xl bras: size 1-3; 32A - 38DD	W: xxxs - xxl M: xs - xxxl	W: xs - xl	W: xxxs - xl M: xs - xl
color options	Y	Y	Y	Y	Y	Y	N for the same product	Y
fabric choices	N Micromodal only	5+ options including leather and cotton	N Micromodal only	N 77% nylon, 23% lycra	Y	N	N	N
images of product on model	Y	Y	Not on product page	Y	Y	N on product page	Y	Y
image of product by itself (close up)	Y	Y	Y	N	Y	Y	Y	Y
zoomed image of fabric or stich detail	N	Y	N	Y in highlighted section below	N	Y	N	Y
video	N		N	N	N	N		Y
price point	W: \$16 - 20 for undies \$28 - 32 for bras M: \$20 for undies	From \$10- \$100+	boy shorts \$23 bikini \$20 9" boxer briefs \$29	underwear \$18 - \$24 bras \$55 - \$85 other items \$48 - up	underwear \$10 bras: \$35 other items: \$45 and up	W: \$9.50 and up M: \$7.77 and up	W: \$28.99 and up for undies \$48.32 and up for bras	W: \$12 for undies \$22 for bras M: \$18 for undies
DIVERSITY / REPRESENTATION								
products available for men, women or both	Y	N, only women	Y	N; only women	N; only women	Y	N	Y
women								
different body type models?	N	N	Y	Y	Y; on landing page and bra page	N	Y	Y
various ethnicities represented?	N (all Caucasian)	Y	Y	Y	Y	Y	Y	Y
various age groups represented?	N	N	Y	Y	N	N	Y	N
various sexual orientation represented?	hard to tell	N	Y	hard to tell	N; most likely not			
men								
different body type models?	N	N/A	Y	N/A	Y; on bra page mostly	Y	N/A	N
various ethnicities represented?	N (one model, African Am)	N/A	Y	N/A	Y; on bra page mostly	Y	N/A	N (one model, non white African Am?)
various age groups represented?	N	N/A	Y	N/A	N	N	N/A	N
FEATURES TO ANSWER QUESTIONS REGARDING PRODUCT SIZING								
fit guide	Y	Y	Y	N	Not always	N	Y	N
size chart	Y (consolidated into 1 chart)	Y	Y (consolidated into 1 chart)	Y	Y (sometimes consolidated with fit	Y	Y	Y
is there a way to compare between products on one page?	N	N	N	N	N	N	N	N
can you change the body type product is displayed on?	N	N	N	N	N	N	N	N
do the reviews show reviewer's height/weight/purchase size/standard size?	height, weight, size ordered	N	N	N	N	height, weight, size ordered	N	Y