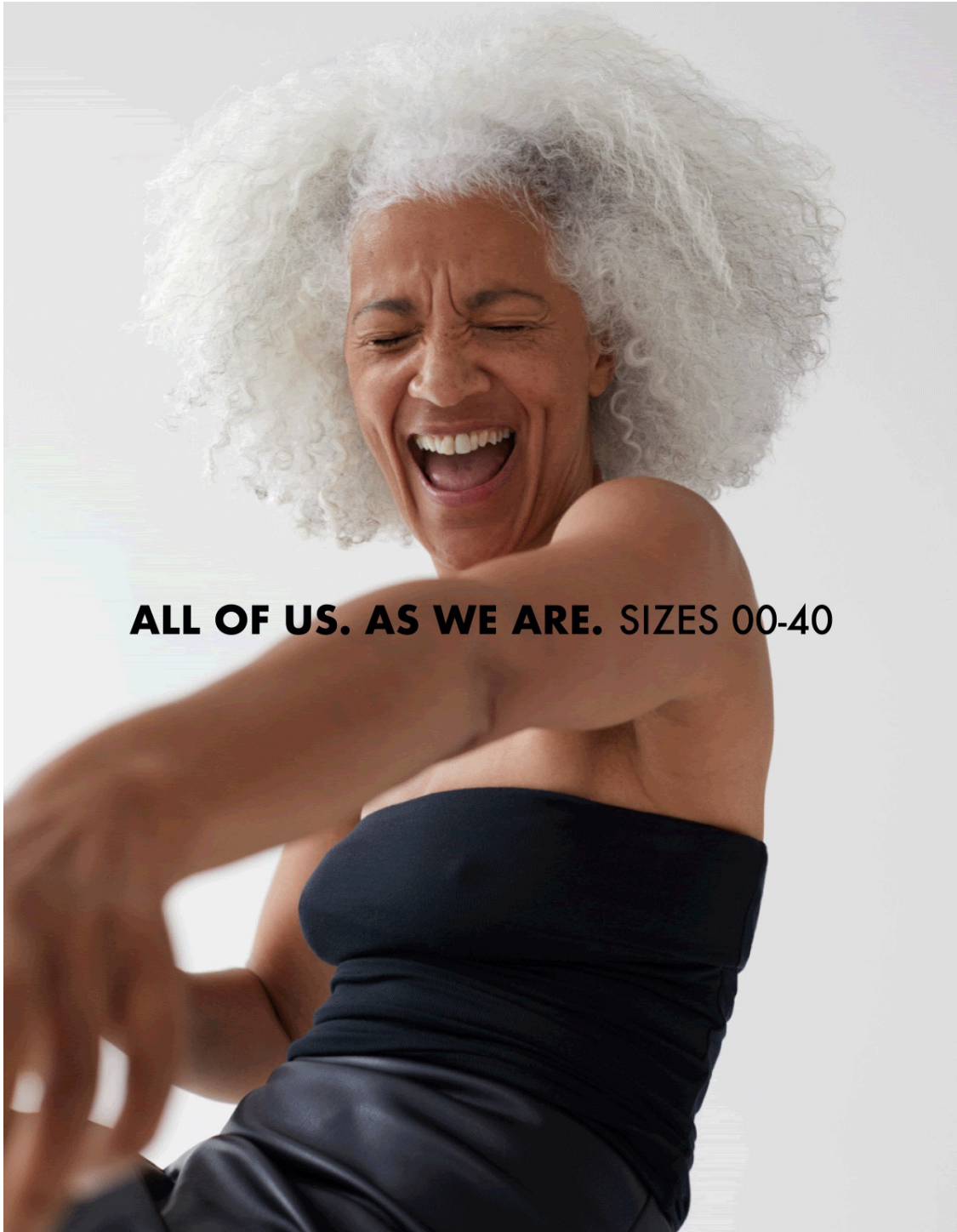


Welcome to Universal Standard

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UNIVERSAL STANDARD

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ALL OF US. AS WE ARE. SIZES 00-40

Universal Standard started because we wanted to create a brand that was size agnostic - a brand that allows a size 40 to shop in the same way as a size 00 - using style as her only filter.

Welcome to FASHION FREEDOM - where size is irrelevant, quality and fit lead, and fashion is created with all of us in mind.

discover us ▶



We decided that we wouldn't compromise on quality, that our obsession with fit was justified, and that modern essentials would be our style uniform. We decided to break down existing barriers and make dressing all of us a modern, beautiful, and above all, universal idea.

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