Boohoo.com signs up Kylie Jenner's bestie Jordyn Woods for size-inclusive fashion collection

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She might be Kylie Jenner's best friend, but model Jordyn Woods is about to make a name for herself in the fashion industry after being signed up to design a fashion collection with Boohoo.com.

The curvy star will work on a fall collection for the online retailer, with her designs for all body shapes set to sell in sizes 2-22. She will also work on a special winter holiday collection for the brand.

"This has been an incredible opportunity to design a collection that embraces all body types," says the model, who is signed to Wilhelmina New York's curve division, in a statement. "There were points in my life growing up when I wanted to dress like other girls my age, but I couldn't find clothes in my size that were as cute as theirs. With boohoo.com, I have been supported and encouraged to create something that all women can have access to and that I am proud of."

Woods, who boasts 1.4 million followers on Instagram, has made a name for herself as a vocal spokesperson for self-confidence when it comes to body image, as well as an astute trendsetter. UK company Boohoo.com is clearly hoping to benefit from her loyal online presence as part of its recent strategy to break into the US market, with CEOs Carol Kane and Mahmud Kamani stating: "The synergy between cultural influencers and fashion grows stronger daily and at boohoo.com, we are excited to help further bridge this gap and bring some amazing fashion to all of our customers at very affordable prices."

Boohoo is the latest major brand to use bloggers and influencers to cultivate a more inclusive and approachable approach to the fashion industry, in what is becoming something of an advertising trend. Last month Amazon Fashion teamed up with several fashion influencers on its #SaySomethingNice campaign, designed to inspire positive body attitudes among fashion lovers.

Woods's collection will launch this September on booho.com