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How To

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Zimmermann Dresses: Sizing, Fit and Styling Guide

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In Sydney, Australia in the early 90s, two sisters – Simone and Nicky – founded ready-to-wear womenswear label [Zimmermann](#). Initially, Nicky was responsible for designing dresses in their family home (in the garage, to be specific) and selling them at Sydney's Paddington markets. After securing a two-page spot in an issue of *Vogue Australia*, the duo earned enough funds to open their first store in hip Eastern suburb, Darlinghurst. Fast forward to 2021, Zimmermann is a world-renowned, multi-million pound resortwear and swimwear label that boasts a vast following which includes public figures such as Kate Middleton, Beyoncé, Naomi Harris and Paris Jackson.

So what's the appeal? Zimmermann dresses are defined by their bohemian aesthetic, arty details, free-flowing cuts and breathable fabrics – they're the kind of dress one dreams of wearing on the beach of a far-flung island. To better understand the experience of purchasing, owning and wearing a [Zimmermann dress](#), we recently caught up with Emilia Taneva, Gina Jackson, Josie Fear, Nnenna Echem and Zeena Shah – five style buffs who know the brand like the back of their hands. Discover what they said about Zimmermann dress sizing, fit and styling below.



Zimmermann Dresses: Sizing, Fit and Styling Guide

Emilia Taneva ([@bubbly.moments](#))Lifestyle and travel [blogger](#) based in Chicago, USA, wearing the [palm print maxi dress](#)

I'm obsessed with Zimmermann, the female-founded brand renowned for its feminine flair, intricate detailing and use of high-end materials. Thanks to their use of conspicuous prints and resortwear silhouettes, the Australian label is popular worldwide. I, for one, always have Zimmermann pieces in my closet and my suitcase.

I bought my first Zimmermann piece way back in 2017: it was the Corsair Iris corset playsuit. I made the purchase for a long weekend in Malibu with my girlfriends, and I'm so glad I did; it's a light, whimsical piece that encapsulates the spirit of a getaway. Today, I'm wearing Zimmermann's palm print maxi dress which I feel is ideal for beach vacations.

How does your Zimmermann dress fit?

Some find that Zimmermann pieces run small, so it's certainly worth trying one size up if your usual size feels too snug. But, in my experience, I've always been happy with my usual size, so it may just be a matter of finding what silhouettes work best for your body.

How do you style a Zimmermann dress?

Zimmermann dresses are statement pieces, and I love adding to the playfulness of the look by wearing them with dramatic earrings and stack bracelets. I usually avoid wearing a necklace with a Zimmermann dress so that the neckline can speak for itself.

How comfortable do you find your Zimmermann dress?

The Zimmermann palm print maxi dress is so comfortable, I could live in it! Thanks to the brand's commitment to constructing 90% of its line from natural fibers (e.g. silk, cotton and linen), each piece is light, breathable and luxurious.

How do you care for your Zimmermann dress?

When it comes to caring for my Zimmermann dresses, I pay attention to each piece's material mix. Focusing on my linen and linen-blend pieces, I steam them and then lay them out on a flat towel to prevent them wrinkling and stretching. However, if they pick up any stains, I take them to my trusty dry cleaners who know how to properly care for delicate materials.

Once my Zimmermann dress is washed, I hang it on a non-slip felt hanger of a suitable size. These hangers may be slightly more expensive than wood or plastic hangers, but they keep each piece looking its best which makes the extra cost worthwhile.



Zimmermann Dresses: Sizing, Fit and Styling Guide

Gina Jackson (@ginagoesto) (She/Her)

Content creator and blogger based in London, UK, wearing the Mae tiered pleated dress

Zimmermann is famed for its super feminine, delicate looks; each of the brand's pieces is a carefully crafted statement designed with intricate details. Zimmermann dresses are so pretty and versatile, and I love wearing my Zimmermann dresses to special occasions, such as weddings, parties and holidays. Every time I wear one of mine, I receive a ton of compliments from friends, family and strangers.

How does your Zimmermann dress fit?

I've always found Zimmermann dresses to fit true to size. Here, I'm wearing a UK 6 which is a size I'd usually wear. What I love about the fit of this dress is that it features adjustable cords around the neck and waist, meaning you can adjust the dress to your preferences.

How do you style a Zimmermann dress?

I love wearing Zimmermann dresses to special events and on holiday. Today, I'm wearing the dress on a staycation at Babington House in Somerset. As it's a rainy day, I've decided to style the dress with darker accessories – a Bottega Veneta mini Jodie bag and a pair of Salvatore Ferragamo loafers. If the weather was warmer, I'd pair the dress with wedges and my Shrimps pearl Antonia bag.

How comfortable do you find your Zimmermann dress?

This Zimmermann dress is super soft and comfortable to wear, which is hardly surprising when you realise it's designed with chiffon layers. I love how light it feels in the hot weather; it really is ideal for warm vacations.

How do you care for your Zimmermann dress?

The material of this Zimmermann dress is fairly delicate; so I take it to the dry cleaners when it needs a clean, and then I store it in its clothes bag once it looks brand new.





Zimmermann Dresses: Sizing, Fit and Styling Guide

Josie Fear (@josieldn) (She/Her)

Content Creator based in the Cotswolds, UK, wearing the floral tiered maxi dress

I've been investing in Zimmermann pieces for a few years, and although it's designed with a bohemian Australian vibe in mind, I believe it suits my quintessential British wardrobe.

Each piece that Zimmermann creates transcends trends and seasons, which is why I wear my oldest Zimmermann pieces as much as my old ones – they're ageless! Because I keep such a variety of Zimmermann dresses in my home, I've allocated a special section for them in my fabulous walk-in wardrobe.

I believe my first Zimmermann dress was a gorgeous silk georgette dress which I treated myself to ahead of a short vacation – a romantic weekend in Sorrento on the Amalfi coast, to be specific. I think it's essential to follow your heart when making sartorial purchases: invest in clothes that suit your style.

How does your Zimmermann dress fit?

How do they fit? Well, that all depends on the style of dress. A loose, billowing Zimmermann dress will fit true to size, or even a little oversized, especially if it features smocking. A Zimmermann dress featuring a tight-fitted waist (think corset-inspired dresses) is likely to fit small, so I'd recommend sizing up if that's the kind of style you're interested in. I know all of this from experience.

How do you style a Zimmermann dress?

As I write these words, I'm wearing my Zimmermann dress on a train home from London; throughout the day, I've received compliments about the dress and my outfit as a whole. Sometimes I wear this maxi dress with heels and other times I'll pair it with flats and a cardigan for a more relaxed look. Zimmermann is unlike any brand I know as each piece works well with every event in my diary.

How comfortable do you find your Zimmermann dress?

Zimmermann dresses are ultra-comfortable and can be worn throughout an entire day. If you're seeking maximum comfort, I suggest you follow in my footsteps and look for silhouettes that fit tight around the chest and flare out towards the bottom.

How do you care for your Zimmermann dress?

Aside from those that feature lavish adornments (e.g. tassels), most Zimmermann dresses can be appropriately washed in a machine on a delicate setting. Oh, and I always steam these dresses before wearing them which makes a huge difference to the overall finish.



Zimmermann Dresses: Sizing, Fit and Styling Guide

Nnenna Echem (@nnennaechem) (She/Her)

Content creator based in Oslo, Norway, wearing the paisley-print puff-sleeve dress

The Zimmermann brand is all about power dressing – for this reason, it's my go-to brand for special occasions. I love how feminine and perfectly cut each piece is, and how versatile they are. In summary, they're a reliable wardrobe cornerstone!

How does your Zimmermann dress fit?

All of the Zimmermann dresses I've ever tried on fit true to size; so I suggest that anyone looking to purchase one opts for their regular size.

How do you style a Zimmermann dress?

During summer, the Zimmermann dress is an outfit all by itself, especially if you're wearing jewelry. When temperatures decrease, I like to style the dress with a blazer and heels, or sneakers if you're hoping to look a little more laid back.

How comfortable do you find your Zimmermann dress?

This Zimmermann dress is very comfortable, and although it's on the shorter side, I do not feel exposed.

How do you care for your Zimmermann dress?

I store my Zimmermann dress in a clothing bag inside my closet, and when it's time to clean it, I take it to the dry cleaners. Better safe than sorry!





Zimmermann Dresses: Sizing, Fit and Styling Guide

Zeena Shah (@heartzeena) (She/Her)

Art director and stylist based in London, UK, wearing the [polka dot print off-shoulder dress](#)

I've been lusting after Zimmermann for years and years; after first discovering their beautiful pieces in a boutique in Australia (many moons ago), I immediately fell in love with the label. Each and every collection makes an impression with its striking prints and intricate details, and I have a particular appreciation for their beachwear which is so sensitively designed.

Recently, I've been tempted by the brand's collection of rainbow-striped dresses – I've added a slew of them to my wishlist as I know they'd be pieces I'd wear over and over again. But, right now, I'm considering some more subtle Zimmermann pieces to wear around (and potentially on) my wedding day.

How does your Zimmermann dress fit?

The Zimmermann dress should fit perfectly if you opt for your true size. Each dress is available in a range of sizes and is roomy enough to accommodate every body shape. This dress in particular comes with adjustable straps which you can choose to use or not to use, giving you more flexibility in terms of the way it sits on your physique.

How do you style a Zimmermann dress?

I'm a firm believer that you should wear pieces that bring you joy; life's far too short, which is why I wear clothes that put a smile on my face. I see my clothes as an extension of myself – a way to express myself and spread joy. This dress, in particular, is a timeless beauty. I plan to wear it everywhere: to the supermarket with a pair of sneakers; on a picnic in the park; to a wedding with a pair of my favorite heels.

Today, I decided to style the dress with a pair of summery block heels, gold jewelry and a yellow hair accessory. I think simple accessories offset the fullness of the dress' ruffles.

How comfortable do you find your Zimmermann dress?

I was pleasantly surprised to discover that this Zimmermann dress – the brand's polka dot pink off-shoulder dress – is super comfortable.

How do you care for your Zimmermann dress?

I always check the dress' label to find out if there are instructions on how to properly wash the garment before I make any decisions. More often than not, you can air Zimmermann dresses and refresh them using a steamer. I would only recommend using a washing machine to clean your Zimmermann dress if there's a spill or stain on them.

In terms of storing my Zimmermann dress, I carefully hang them in my wardrobe where you can also find plenty of my homemade lavender and cedar bags. I wouldn't recommend keeping these on a rail as the sunlight could cause the colors of the dress to fade.



[Palm Print Maxi Dress](#) | [Mae Tiered Pleated Dress](#) | [Floral Tiered Maxi Dress](#) | [Paisley Print Puff Sleeve Dress](#)

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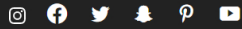
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