



# SVOBODA

FOR IMMEDIATE RELEASE

## Bringing Sexy Styles to New York Curves, the Dulce Traveling Boutique Reshapes Plus-Size Retail in the Big Apple

*Featuring this season's "must have" fashions, this three-day event is full of designer offerings, expert styling tips and personalized plus-size shopping*

**New York—November 30, 2005**—Reshaping retail, the Dulce Traveling Boutique is bringing the latest in plus-size fashion to New York for three full days, December 2-4, 2005. Partnering with the hottest designers in plus – such as SVOBODA, the favorite choice in premium denim and lush – the Dulce event will provide attendees of the personalized, appointment-only shopping experience with wardrobe tips, designer fashion advice, and this season's most sought-after styles and accessories.

Women's plus-size fashion is the fastest growing segment of the apparel market, and yet many women size 14–28 struggle to find flattering jeans, let alone denim with a premium wash or a flirty asset-flaunting top. Plus-size themselves, SVOBODA and Dulce founders, Jessica Svoboda and Michelle Martinez respectively, are dedicated to eliminating “drab” and “baggy” from the plus-size vocab. The Dulce Traveling Boutique provides access to the signature styles of today's hottest plus-size designers—SVOBODA, Abby Z, Darren Trentacosta and Dulce's own designer lines—to full-figured fashionistas in locations from New York to LA, and everywhere in-between.

On the heels of a successful October launch, the latest Dulce Traveling Boutique event will be held in the Penthouse at 13 E. 17<sup>th</sup> Street between 5<sup>th</sup> and Broadway. Hours vary per day:

- Friday December 2, 10-6 p.m.
- Saturday December 3, 9:30-5:30 p.m.
- Sunday December 4, 10-4 p.m.

All attendees must book appointments in advance by visiting either [www.dulcestyle.com](http://www.dulcestyle.com) or [www.svobodastyle.com](http://www.svobodastyle.com). **Additionally, all media are invited to a special brunch event from 10 a.m. -12 p.m. on Friday, December 2.** The style preview will feature an informal fashion show, designer interview opportunities and a chance to mingle with plus-size consumers for real, off-the-street dialogue on the challenges of shopping for a curvy figure.

### About SVOBODA

SVOBODA is an Orange County-based boutique clothing design company that delivers flattering style and chic taste to the discerning, plus-size fashionista. Crafted exclusively for women size 14 and above, SVOBODA compliments curves and underscores an individual's personality with smart detailing, easy comfort and sophisticated yet fun styling. SVOBODA was founded in 2004 by Jessica Svoboda to combat the lack of stylish plus-size clothing and change the face of fashion. SVOBODA's clothing lines are carried in select boutiques and clothing retailers nationwide and are now available at [www.SVOBODAstyle.com](http://www.SVOBODAstyle.com).

(more)

**About Dulce**

Dulce, “sweet” in Spanish, was started by Michelle Martinez when she became frustrated with the lack of contemporary design choices for curvy women. The Dulce Traveling Boutique brings a collection of carefully edited plus-size pieces by top designers catering to curvy women, as well as Dulce’s own signature label lines, to curvy divas nationwide. The Traveling Boutique also highlights the latest in handbag and accessory fashion from hot Indy designers, allowing boutique clients to recreate and personalize their own runway-worthy looks. By adapting both classic and seasonal fashion trends to a curvier plus-size silhouette, Dulce’s pieces are always on par with contemporary “skinny” fashions and strive to provide real women with what they crave—gorgeous clothes that accentuate curves in all the right places. The Dulce Traveling Boutique event calendar and all of Dulce’s featured plus-size fashions are available at [www.dulcestyle.com](http://www.dulcestyle.com).

# # #

**Media Contact:**

Rebecca Holmes, Duo PR for SVOBODA, 206.706.0508, [rebecca@duopr.com](mailto:rebecca@duopr.com)