

# SVOBODA

For Immediate Release

## **SVOBODA Launches Hip Plus-Size Clothing Collection as Fashion's Answer to Sizeable Problem**

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***Chic new line offers stylish options to full-figured fashionistas***

**SANTA ANA, CALI. – (Feb. 11, 2005)** – SVOBODA arrives on the fashion scene with the launch of its sophisticated, flirty plus-size apparel that transcends the typically “narrow” minded approach to style. Available in sizes 14 through 28, SVOBODA's high-quality collections were created to fill the need for fashion-forward, everyday options designed exclusively to fit and flatter fuller-figures.

The 2005 “Debut Collection,” which includes a line of tees, denim, knits and wovens, premieres Feb. 14 at MAGIC Marketplace in Las Vegas, booth 17733, and will soon be available online at [www.svobodastyle.com](http://www.svobodastyle.com), [light.com](http://light.com), as well as in select boutiques and department stores nationwide. SVOBODA's fresh new styles ditch boring colors and elastic waistbands for form flattering silhouettes in bold colors and urban styles.

“I've been plus-size most of my life and was frustrated by the lack of options for young, full figured women who wanted to feel stylish, confident and sexy,” said SVOBODA founder and designer Jessica Svoboda. “Most plus-size garments were out of date, bland or had an unflattering ‘just add fabric’ approach for bigger sizes. At SVOBODA, we highlight a curvy womens' assets, downplay problem areas and incorporate the fun and flair these young, fashion-conscious women desperately desire.”

SVOBODA's detail-oriented separates compliment any wardrobe as everyday staples with a stand-out, stylish kick. The “Debut Collection” will update seasonally and includes:

- **Knits and Woven** – Features fashionable tops and tanks in basic and jewel tones, as well as sleek jackets, blouses, skirts and slacks. The knit line is primarily rayon, while the woven pieces are 100 percent silk. Sixteen pieces are included in the line.
- **Tees** – SVOBODA's fitted tees feature colorful sketches, hand beading and embroidery that will seasonally rotate. This season's designs feature 10 graphic options, such as “Floral,” “Hummingbird” and “Birds of Paradise.”

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- **Denim** – Featuring flattering cuts, premium denim and updated washes, SVOBODA's perfectly worn-in jeans are poised to be a plus-size favorite. Each pair includes fun style elements like raw edges, or made-to-order hand beading.

"SVOBODA is amazing – they bring new style to the largely overlooked full-figured market," said prominent plus-size model Jill Ragee. "More than half of the women in America wear a size 14 or higher and a women's size shouldn't limit her fashion options. SVOBODA delivers comfort and more importantly, confidence."

#### **About SVOBODA**

SVOBODA is a 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 also available online at [www.svobodastyle.com](http://www.svobodastyle.com).

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**Editor's Note:** To arrange an interview with Jessica Svoboda at MAGIC, or for clothing images and samples, please contact Amanda Foley at 206.696.1244.

#### **Media Contact:**

Amanda Foley  
Duo PR, for SVOBODA  
206.696.1244 (cell)  
206.706.0508 (office)  
amanda@duopr.com