

SVOBODA

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Plus-size Designer SVOBODA Launches SVOBODASTyle.com Retail Website Showcasing Fashion-Forward Pieces for “Above Average” Shoppers

New website and collection pieces bring flirty, upscale designs to full-figured fashionistas nationwide

LOS ANGELES—(August 15, 2005)—SVOBODA, a new fashion-forward clothing line for plus-size women, today announced the launch of SVOBODASTyle.com, the designer’s retail site that will finally give full-figured women everywhere access to stylish, chic clothing choices. The new site showcases and enables purchase of SVOBODA’s boutique-style pieces – including hip denim jeans, skirts and jackets, sophisticated knits and embellished tees – all crafted exclusively in sizes 14 and above. The online addition broadens SVOBODA’s existing retail availability through select boutiques in five state and two countries, with plans to expand to department stores in the near future.

Although the average American dress size is a size 14, the plus-size market has historically been deprived of the fresh, fashionable options afforded their style-conscious “average” sized counterparts. However, the women’s plus-size market is currently the fastest growing segment of the apparel industry and SVOBODA is answering to the countless curvaceous shoppers seeking chic, stylish pieces designed to flatter fuller-figured women. Using only the highest-quality fabrics, SVOBODA’s clothing collections ensure positive assets are highlighted, while problem areas are amply covered and downplayed with feminine detailing.

“When I first introduced SVOBODA to the plus-size market with the January *Debut Collection*, the response was overwhelming and the demand for stylish full-figured clothing just continues to grow,” said SVOBODA founder and designer Jessica Svoboda. “We launched SVOBODASTyle.com to ensure every plus-size woman—no matter where she lives—has access to sexy, stylish clothing options that make her feel fabulous. There are so many gorgeous, active, social plus-size shoppers out there, myself included, who are fed up with the lack of fashion choices for us, and I see SVOBODA as an advocate for change.”

SVOBODASTyle.com is a classy, welcoming site that encourages shoppers to navigate through all the latest SVOBODA fashions. From the classic cotton tees to the just-released denim skirts, the SVOBODA website allows full-figured women to enjoy this season’s most desirable trends and shop for clothing specifically designed to fit and flatter curves. Online customers can ensure each piece properly highlights their figure with the easy-to-use SVOBODA sizing chart. SVOBODASTyle.com follows a simple 1-4 sizing for tops and skirts and carries pants in even sizes 14-28. Clothing pieces range from \$50 for a supple, embellished cotton tee to \$250 for SVOBODA’s trend-setting denim.

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Beginning August 30, 2005, SVOBODASyle.com will also carry SVOBODA's Second Collection featuring novel cuts in modal knit jersey and denim. SVOBODA's new collection of fresh fall colors, as well as showcase pieces from the upcoming Spring '06 Collection, will be on display at MAGIC in Las Vegas, August 29 – September 1, 2005, booth CL18512. For more details on the upcoming collections or to book an appointment at MAGIC, please visit the "News" section at SVOBODASyle.com.

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.SVOBODASyle.com.

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