

SVOBODA

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SVOBODA Unveils Fashion-Forward Plus-Size Denim Designs at LA Fashion Market

*Hip new brand offers boutique-style denim skirts, jackets and jeans
exclusively for sizes 14 and above*

LOS ANGELES – (June 7, 2005) – SVOBODA, a stylish new clothing line for full figured fashionistas, will showcase 12 of its latest denim designs at LA Fashion Market June 10-14, 2005. Available for viewing at showroom A-367 in the California Market Center, SVOBODA's hip new denim line includes hand-finished jeans, contemporary jackets and kicky skirts crafted to fit and flatter women sizes 14 through 28.

Created to fill the growing demand for quality, fashionable plus-size pieces, SVOBODA's denim offerings are made exclusively from premium denim in unique washes, and will incorporate edgy elements such as contrast piping, raw edges, embroidery and patchwork. Featured show pieces include multiple incarnations of SVOBODA's perfectly worn five-pocket jeans, available in both black and blue washes and complete with design details that take them well beyond the basics. To balance a curvy woman's proportions, the five-pocket cut includes a wide waist band, large buttons, and oversized, low-set back pockets to create a slimming effect and give backsides a visual lift.

Along with the denim, SVOBODA will show complementing tees and knits from its Debut Collection and upcoming Second Collection. Attendees can book a SVOBODA collection viewing by contacting Dan Malsin of The Malsin Group at 213.624.7800.

Rapidly gaining popularity since its February launch, SVOBODA is now available in a growing number of boutiques nationwide, and online at www.plusbydesign.com and www.alight.com. Additionally, the line will soon be carried in select department stores, and a consumer distribution website, www.svobodastyle.com, is scheduled to launch mid-June 2005.

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.plusbydesign.com and www.alight.com.

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