

SVOBODA Featured as Exclusive Plus-Size Designer at the 3rd Annual Fashion On The Square

San Francisco/Oakland, CA (PRWEB) July 20, 2006 – Fashion On The Square, taking place in Union Square Park in San Francisco on July 29, 2006 is proud to feature SVOBODA as the exclusive plus-size designer to hit the show's 60-foot runway.

SVOBODA is an Orange County-based boutique clothing design company that delivers flattering style and chic taste to the discerning, full-figured fashionista. Crafted exclusively for women size 12 - 28, SVOBODA compliments curves and underscores an individual's personality with smart detailing, easy comfort and sophisticated yet fun styling. For the Fashion on the Square show, SVOBODA will feature popular clothing from the 2006 denim and knit lines, as well as the soon-to-launch fall line of sweaters, jackets, and dresses.

Svoboda recently launched a national retail partnership with Lord + Taylor department stores, the second such national department store to snap up Jessica Svoboda's signature styles; Nordstrom has carried the SVOBODA Denim Collection since mid 2005. However, Lord + Taylor will be the first to offer the SVOBODA line in the new size 12 styles. The new sizing reflects the increasing demand for a true-to-life fit from premium designers, a trend SVOBODA has led since the company's first appearance on the fashion scene in late 2004.

SVOBODA was founded in 2004 by Jessica Svoboda to combat the lack of stylish full-figured clothing and change the face of fashion. SVOBODA Collections are carried in select boutiques and clothing retailers nationwide and are available online.

About FOTS 2006

The FOTS 2006 Celebrity Hosts for this event include Stacie J (The Apprentice), Actor Janelle (MTV's The Real World), Celebrity Fashion Stylist Leisel "Q" Quamie and TV Talent and Host Anthony Cooper (aka Mr. Cooper) from Oakland, CA. The entertainment platform will be graced by the dynamic female group Sorella and the industry's hottest emerging male R&B group ENTITY, who just released their album debut entitled "Locked Doors". Joining the runway with SVOBODA will be collections from Randy Moss, The Children's Place, Just Glam, Jennifer Blue, Speedo, Azzure, Indigo Red, Ann Georgio, Evarize, LaToya Skinner, Revelation and many more.

For more information about SVOBODA visit www.svobodastyle.com

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