

Fashion TRENDS

Fashion For The Full-Figured Woman ㊦

(NAPSA)—Curves are something that should be celebrated. That's the rationale behind a new line of clothing designed for the 52 percent of women in the U.S. who are considered plus size.

Full-figured bodies aren't just bigger. They're curvier, so styles can't just be enlarged from smaller sizes.

"The plus is not just the size but the four most important things I look for when styling my celeb clients no matter what their size: fit, function, flattery and flow," said Phillip Bloch, celebrity fashion stylist. "The four F's will give you an A+ in style."

1) Fit is crucial. If clothes fit well, you'll look great, and if you look great, you'll feel great.

2) Function and comfort are key. Let your wardrobe be functional as well as comfortable and stylish.

3) Flattering styles are a must.

4) Fabric should flow beautifully over the body. This is especially true for plus size women as they have more curves.

Most plus-size women (84 percent) want lingerie that fits well and is comfortable.

Women are also looking for quality at a reasonable price (76 percent) and pleasing up-to-date

style (68 percent). Another big plus, found a recent Fashion-world Executive Summary, is being able to shop for lingerie at home.

Companies such as Avon have done extensive research to give plus size women what they want, which starts with attaining the right fit for the plus size lines.

For their Style Plus line, each garment is designed starting with a full figure and is fitted on plus-sized models.

"It's extra attention to small details that will give extra attention to your new Avon Style Plus wardrobe made from the newest stretch laces and fabrics for comfort. As well as adjustable straps and ties for function and fit, strategically-shaped garments that are designed for you are all part of the new line," said Bloch.

The line includes a Terry Sport Set with drawstring pants made of breathable cotton fabric; a slinky, sequin chemise with stretch silk and sheer cups; thongs in hard-to-find sizes and even shoes in wider styles.

The extra attention to detail lavished on this plus-sized line helps full-figured women feel that they're getting what they deserve in clothing and a little extra.