

Fashion TRENDS

Increased Plus Size Lingerie Sales Reveals The Naked Truth About What's Really Sexy

(NAPSA)—A lingerie model may look great traipsing down the catwalk, but is this the body type most men want to snuggle up with?

Not according to polls or a recent issue of *Glamour* magazine, which purports men fancy Kate Winslet's full figured frame to waifs. And male film reviewers repeatedly noted they preferred the "Bridget Jones" Renee Zellweger to her other, "smaller" roles.

In fact, Marilyn Monroe was a bombshell size 14 and no one ever suggested putting her on a starvation diet. And Queen Latifah's queen-size body and zest for life are considered far more vital than the scrawny chic of her pint-sized counterparts.

It's clear from top to bottom, the well endowed are big business (think J Lo). Who has more to offer in this department than full figured women? Judging from the skyrocketing sales of plus size sexy undies, there's plenty of oomph in the Size 14 and over market.

The undercover revolution seems to have started with a line of "Cheeky" boy short-style panties and the bare-all, cleavage enhancing Dream Curves Bras by AVENUE BODY®. These unabashedly sexy panties and bras flew out of stores so fast, it was obvious the plus size market was bristling with women longing for sensuous undies in sizes that featured full figures.

While looking zaftig in bras and panties may be a "plus" when the clothes are off, under a suit, you'll want a sleek silhouette that keeps outsize splendor all business. So the next step is lingerie that shapes and slims, playing up the best parts and keeping the rest undercover.



Plus size models wearing Avenue "Cheeky" panties.

Terri Meichner, Senior Vice President of AVENUE BODY®, puts it this way, "We saw a major need in the marketplace. So we designed a line of Shapewear that hides what needs hiding and showcases your best assets."

His company's Sexy Secrets™—a Shapewear collection that flatters the plus size frame under clothes, yet is comfortable enough to wear all day—can be a great way to keep the in and out in sync. Nine styles of slimming shape-shifters were designed to accentuate the positive and eliminate the negative, using cutting-edge fabric technology that allows serious control to be combined with serious comfort. Thigh Shapers, Waist Shapers and Tummy Trimmers with moderate to firm control offer hidden power. Microfiber netting makes possible control panties that smooth tummy, hips and bottom simultaneously. Body suits that stretch like a second skin provide sleek sensual lines all over. Shape-conscious waist cinchers help assure an hourglass figure. This wardrobe of everyday sensuality has been created to answer every shapely need and desire.

To find an Avenue store nearby, call, toll free, 1-888-AVENUE1 or go online to www.avenue.com.