

Svoboda Cuts through Plus-Size Stereotypes with Sassy New Styles and Patterns Perfect for Pairing with Warm, Sunny Weather

Trend-setting full-figured designer banishes basic black to the back of the closet and introduces flattering new denim looks for every "body" this spring

SANTA ANA, Calif. —(March 20, 2007)—With a new 2007 Spring Collection full of warm rich tones, flirty polka dots and ultra feminine cuts, SVOBODA, the three year-old style powerhouse for fuller-figures, has once again proven its *above average* fashion sense. Crafted to compliment curves and accentuate a shapely figure in all the right places with attention-grabbing details and accents—from the subtle tie-up sleeves of the raglan style Nancy tee to the bottom-boosting pocket design of the Dina jean and the down-right sultry giant keyhole back of the Julia crop-sleeve shift—the SVOBODA Spring 2007 Collection is bold, brilliant and a summer wardrobe must-have for any fashionista size 10 to 24.

The playful prints, alluring cuts, and eye-catching ruffles and ties introduced in the Spring 2007 Collection turn "traditional" plus-size fashion advice on its head, and that's just fine according to Jessica Svoboda. "Growing up I was always told to 'stick with black.' When I wanted add a bit of color to my wardrobe, I was advised to stick with basic shades and to avoid patterns at all costs," explains Jessica Svoboda, the owner and founder of SVOBODA. "I am so happy to debunk the black/no pattern myth; the final look of a top or a dress has so much more to do with flattering lines and overall cut than with the pattern or color."

In addition to the new set of luxurious knits for warmer weather, SVOBODA is also introducing an easy-to-wear, perfect-for-almost-any-occasion denim jersey for tops and dresses, as well as new styles and seven unique washes for SVOBODA's increasingly popular denim jean line. Ranging from a subtly worn-in true blue jean blue to a deep indigo and black, the seven new washes are available in all of SVOBODA's top-selling styles, which include straight and skinny five pocket jeans, the weighted skinny and the wide legged trouser. Skinny jeans have ruled the runway (and the street) for the past year, however, according to Jessica Svoboda, there is a misconception that curvy figures can't wear skinnys. "Historically, most plus-size women have avoided this style of jean but the skinny cut is one of our most flattering cuts for 2007; when paired with the right top, skinny jeans can slenderize legs and accentuate a woman's best assets."

The new SVOBODA collection is available immediately for pre-sale on www.svobodastyle.com. In addition to direct web sales, the new SVOBODA styles will be available at fine department stores worldwide, including Saks, Nordstrom and Neiman Marcus in the U.S., as well as in Suffrages in the U.K. Interested buyers and individuals are welcome learn more about the upcoming line by visiting SVOBODA online at www.svobodastyle.com. Additional media materials and samples are available upon request; please contact Autumn Best at (206) 957.8305.

About SVOBODA

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 10 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 full-figured clothing and change the face of fashion. SVOBODA Collections are carried in select department stores and clothing retailers nationwide, and are available online at www.SVOBODASTyle.com.

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