

## **Svoboda Stamps Out Plus-Size Stereotypes with Chic New Fall '07 Styles**

Trend-intuitive full-figured designer defies contemporary fashion myths with flattering knits and hip denim, a perfect fit for style-savvy fashionistas

**SANTA ANA, Calif. —(August 24, 2007)**—Launching a new 2007 Fall Collection full of crisp, cool tones and feminine cuts, SVOBODA, the three-year-old style powerhouse for fuller-figured women, has once again proven its fashion sense. SVOBODA's styles compliment curves and highlight a body's best assets with casual but luxurious fabrics, feminine details and non traditional tailored looks, from the daring v-necked "Robin" top to the fitted waist of the "Alison" jacket and slimming seams of the "Donna" double-knit trousers. And with shades ranging from cherry cola to chalky green and ink blue, the fall colors are as unique as the styles, making the SVOBODA Fall 2007 Collection an autumn wardrobe essential for any fashionista size 10 to 24.

The rich colors, tailored cuts and feminine styles re-introduced in the Fall 2007 Collection turn traditional plus-size fashion rules on their head by banishing baggy and black, and accentuating curves with eye-catching stitching, fabric and accents. Owner and founder Jessica Svoboda's passion for fashion steams from her philosophy that every body is and *deserves* to feel beautiful. "Shape is sexy and while you may not like every curve on your body, dressing like a tent is not going to make you feel any better about what's underneath. Slim, tailored pieces create a shapely silhouette for curvy figures and offer a more thoughtful, sophisticated and put together look," reminds Svoboda.

In addition to the new set of double knits for fall weather, SVOBODA is also introducing an easy-to-wear, perfect-for-almost-any-occasion array of chic new styles in her jersey knits and premium denim lines. Ranging from a subtly worn "true blue" blue jean to deep indigo or black, the new denim washes are available in all of SVOBODA's top-selling styles, which include the Basic 5-Pocket straight leg, Wide Leg Trouser and new for fall a funky 70s inspired wide leg Sailor Trouser. SVOBODA also carries a variety of Skinny jeans. Jessica Svoboda created this season's styles with inspiration from the hottest runway hits, modifying the cuts to flatter a plus-size figure with larger pockets, higher waistlines and added stretch for comfort.

The new SVOBODA collection is available early September on [www.svobodastyle.com](http://www.svobodastyle.com). In addition to direct web sales, the new SVOBODA styles will be available at select boutiques and fine department stores worldwide, including Nordstrom, Bloomingdales, Neiman Marcus and Saks Fifth Avenue. Interested buyers and individuals are encouraged to learn more about the upcoming collection by visiting SVOBODA online at [www.svobodastyle.com](http://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](http://www.SVOBODASTyle.com).

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