

Monif C. Plus Sizes Announces their New trendy, contemporary plus size swimwear line

Source: Monif C. Plus Sizes

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Monif C. changes the way plus size fashionistas shop for plus size swim suits by creating the first contemporary, designer swim suit collection catering to curvy, confident, and stylish plus size women. Featuring 5 new swim suit designs, Monif C. is bringing a fresh perspective on swimwear for plus size women. Monif C. Plus Sizes is a contemporary, designer clothing line that was launched in September 2005. Co-owned by mother/daughter team, Monif and Elaine Clarke, Monif C. was conceived to reaffirm every woman's desire for an inspired life, luxury, and unadulterated sex appeal.

Known for her debut during Olympus Fashion Week Fall 2005, and features on The View, BET's Rip The Runway, the Tyra Banks Show, Essence, 10 Years Younger, Glamour, and TLC's What Not To Wear, among others, Monif C. is bringing fashion to plus size consumers who would otherwise have no outlet to get their contemporary fashion fix. And now for 2008, the designer brings to the market a line of sexy, trendy, designer plus size swim suits for all confident curvy women.

Monif Clarke created Monif C. as a result of her own frustrations with the fashion industry's view of the plus-size market. "There is a new perspective amongst plus size women that says, "I can be sophisticated, sexy, and I want to show off my curves. I wanted to create plus sized clothing that even "skinny" women would want to buy." Who says plus sizes can't be sexy, luxurious, and feminine? I have been craving the opportunity to design a plus size swimsuit collection. As an avid traveler and unabashed sun and sea worshipper, I needed a swimsuit that reflected my style and need to feel as sexy and feminine as other women on the beach!"

The Monif C. Swimsuit collection showcases well constructed swim suits that are as functional as they are stylish. High quality swim fabric that lifts, shapes, and contours, padded bra cups, and adjustable leg ties are some of the great features on this swim wear collection. Gold toned hardware and exotic beads add fantastic fashion touches to this fashion swim wear line.

Monif C.'s plus size clothing collection and her new swimwear line can be purchased online at www.monifc.com, in specialty boutiques worldwide and in their flagship Manhattan store.

Monif C. Plus Sizes
New York Plus Size Boutique Store
325 W. 38th Street (bet. 8/9th aves.)
Suite 1007
New York, NY 10018
Open Monday – Saturday, call 212-842-1641 for hours

About the company:

Monif C. Plus Sizes is a contemporary, designer plus size clothing collection for women size 14+ that debuted in 2005. With beautiful fabrics, couture details, and garments even the "skinny" women can't find in the stores, Monif C. has garnered praise from the likes of TLC's What Not to Wear, Glamour Magazine, The View, the Tyra Banks Show, Women's Wear Daily, and many others.

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