

Plus Size e-Store Debuts New Designer and Announces Their “Real Woman” Model Search Winner

Stylish and sexy styles from designer C.enne.V are the latest offerings for plus size women who seek curve-flattering designs from popular online retailer Cherished-Woman.com. They are also announcing the next “Real Woman” model search winner.

May 10, 2008 - [PRLog](#) -- Curvy women in search of designer plus size clothing won't be left out in the cold if Nancy Baum has her way. Baum, owner and founder of <http://www.Cherished-Woman.com>, is setting the spring runway ablaze with stylish and **trendy plus size fashion** from contemporary designer, **C.enne.V**, new to her online boutique.

Consumer demand for trendy **plus size clothing** which flatters curves versus flattens or hides them has grown dramatically. One hot designer that caters to curvy women with their fashion forward designs is **C.enne.V**. “I am very pleased to add C.enne.V's new Spring/Summer 2008 collection to my online boutique. Their designs are right on trend with what our thinner sisters are wearing,” explains Baum. “The Ankle Length V-neck Halter Maxi Dress is to die for! The style is right on target for the modern plus size woman who demands top quality and fashion forward designs.”

Curvy women want to look just as trendy and sexy like their thinner counterparts and **C.enne.V's** designs don't disappoint. Their philosophy is that plus size women want to feel good in what they wear, no matter what their size is. **C.enne.V's designs** have been featured in **Glamour Magazine, Real Simple Magazine, Women's Wear Daily, and The Today Show**. This popular plus size designer also has a cult following with plus size celebrities including Mia Tyler, Jill Scott, Nikki Blonsky, Beth Ditto, and Angie Stone.

<http://www.Cherished-Woman.com> was created to deliver sexy and trendy **plus size clothing** specifically designed for plus size women. Their successful e-store runs an innovative advertising campaign where real customers are chosen as models for the **designer plus size clothes** the site sells. Their latest winner, **Aimee Supp**, was chosen from over eight hundred applicants. “As soon as I saw Aimee's picture I knew she was the one,” explains Baum, herself a former plus size model. “Not only is she beautiful on the outside, she is equally as beautiful on the inside. I see a long and successful plus size modeling career ahead for her”. Aimee will appear in their spring and summer campaigns.

Cherished-Woman.com is currently conducting a search for its next plus size model for their fall campaign. Applicants can visit the web site to get all the details and submit their pictures.

About Cherished-Woman.com:

<http://www.Cherished-Woman.com>, an Internet retailer of trendy plus size clothes and sexy plus size lingerie, was founded by Nancy Baum, entrepreneur and former plus size model. The online boutique features high-end, designer plus size fashion aimed at bringing out the natural sex appeal of the modern woman, no matter what her dimensions. Cherished-Woman.com's collection of plus size designer clothes includes, Abby Z, Anna Scholz, C.enne.V, Donna Ricco, Gayla Bentley, Intimate Attitudes, Jessica Svoboda, Maggy London, Monif C., Olivia Harper, Vikki Vi and many more exciting designers lined up for 2008.

About C.enne.V:

C.enne.V is a plus size clothing line catering to the fashion conscious, stylish woman. Cheyenne Valenzuela, president and founder, formed her company out of personal necessity. She was tired of searching endlessly for plus size wear only to be disappointed by the lack of style and selection. She wanted

stylish, high quality clothes that fit well and looked great, hence C.enne.V was born.

<http://www.cennev.com>

Website: www.cherished-woman.com

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