

Mimi's Curvy Corner Changes Name To Just For Curves

Source: just for curves

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Leader in Plus Size Fashion Industry Unveils Its New Identity

Mimi's Curvy Corner, a leader in women's plus size fashions, today announced that it has changed its official name to Just For Curves, and unveiled its new identity and Web site, www.JustForCurves.com.

www.JustForCurves.com was born in an effort to provide an updated, streamlined look while continuing to offer the same products and service its customers have enjoyed from the exclusively curvy company for years. The company, who has built a solid reputation in the plus size clothing industry, wanted to ensure that its identity accurately reflected its advancement toward an even better shopping experience for its customers.

"We're extremely happy with our new identity, and the response has been overwhelmingly positive," said Michelle Ayal, Vice President of Just For Curves. "Our customers are thankful for the changes; it's not just a new name, it's a whole new shopping experience."

What is new at Just For Curves?

- * A great new way to shop. You can now have your choice of each size available on each item's product page.
- * Each individual item includes a unique size chart. Just For Curves's goal is to take the guesswork out of shopping.
- * An optional membership allows each customer to manage their accounts online, including order history, address book, wish lists, favorites, preferences, and more.

"The upgrades are great," said Jenny Walsh, a long-time customer. "The site is easy to navigate and I can personalize it to my liking. And, best of all, I get the same great service and products."

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About Just for Curves:

Just for Curves specializes in trendy women's plus size clothing and plus size lingerie sizes 14-36. Their plus size fashions have catered exclusively to curvy women with styles from sexy to classic since 2003. www.JustForCurves.com features today's trendy styles in plus size tops, dresses, jeans, lingerie, and more. Just For Curves serves customers worldwide.

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