

Anna Scholz Launches Plus Size Clothing Collection & New Online Shop

By Anna Scholz Ltd

Dated: Apr 03, 2009

Spring/ Summer '09 is especially exciting for Anna Scholz, celebrated designer of plus size womenswear. Her new collection has received numerous accolades and media attention. The company also has launched a brand new webshop for sizes 12-28.

THE NEW ANNA SCHOLZ WEBSITE

The new transactional website (www.annascholz.com) is updated, fresh and stylish. On the “About Anna” page, shoppers can learn about Anna’s life, her design inspirations, and her favourite pieces in the collection. They also can read her personal blog and find out the latest on the busy designer and her studio. Other valuable features on the site include a trend discussion and a “Complete the Look” service which offers suggestions as to which garments complement each other for the perfect plus size look.

THE ANNA SCHOLZ LOOK

The Spring Summer 09 collection features all the easy glamour and effortless sex appeal that fans have come to expect from Anna Scholz’s plus size designs.

As ever, prints and colour abound in the new collection. Giant chrysanthemums run riot on a hot pink ground. An ethnic-flavoured floral print in muted gold overlay makes for sophisticated boho looks. The “Tropical” and “Blue Swirl” prints on smooth silk and silk satin fabric are right in step with the bright, graphic prints gracing this season’s catwalks.

Her fabulous, flirty designer dresses are in full bloom this season. Wrap dresses in hot new prints are embellished with sequins for a touch of old Hollywood glamour. Bandeau-topped silk maxi dresses impart the grace of a Greek goddess. The bold orange and black floral printed viscose jersey knot front maxi dress combines the comfort of a t-shirt with the elegance of a more formal piece. Other new styles for sizes 12-28 include a sexy-but-sweet cotton sundress with shell shaped cut-outs and vampy halterneck dresses.

Anna’s reinvented classics add polish and pizzazz to any warm weather wardrobe. A pink and black modernist print gives an edge to summery linen staples. A 60s inspired metallic print on heavy cotton punches up a classic summer dress and jests with the structured lines of a trench coat. Sophisticated tailoring pieces go glam with a metallic shimmer.

For casual but sharp looks, Anna’s sparkly light-gauge silk lurex plus size knitwear is both sleek and funky. And every season includes whimsical tees such as this season’s zebra print in a roomy, fashionable slash neck style.

THE PERFECT PLUS SIZE LOOK

The use of luxury fabrics to create an elongated, elegant silhouette is a hallmark of Anna’s plus size designs & curvy women’s clothing. Crepe jersey pieces skim the curves and fall in graceful folds. Sumptuous double silk caresses the skin. Printed viscose jersey pieces have a surprisingly weighty,

expensive look and feel.

Attention to detail and the perfect fit are always a priority with Anna. Her empire waist and wrap dresses slenderize the plus size figure and emphasize the waist. Knot fronts, cross fronts, and lowered necklines flatter the bust. Expertly placed ruching or gathering details hug and compliment curves. Sheer sleeves or bare shoulders allow just the right amount of reveal and conceal. Anna always incorporates these flattering “tricks” into sexy, contemporary plus size fashions.

WHAT'S THAT BUZZ?

There has been much media buzz about Anna lately. She was interviewed in the Drapers Record (March 21, 2009). Her plus size fashions also will be featured in a make-over in an upcoming episode of Gok's Fashion Fix with top fashion guru, Gok Wan. Further, Anna's tropical print silk shirred sundress will appear in one of the iconic underwater photos of acclaimed photographer Candice Farmer, who has snapped celebs from Keira Knightly to Lily Cole.

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Anna Scholz is a designer of stylish designer clothing for plus size women. She offers designer dresses, tops, coats, trousers, and more in luxury fabrics for sizes 12-28. Her clothing is available on her webshop and through fine retailers.

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