

BrylaneHome®, Home & Lifestyle Brand, Successfully Launches ‘Plus Size Living’ Collection

Source: Redcats USA

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BrylaneHome® kicked off the summer season with the successful launch of the Plus Size Living Collection, which specializes in “hard-to-find” products at affordable prices that add comfort to the plus size customer’s lifestyle.

New York, NY – BrylaneHome®, a leading home and lifestyles brand in the portfolio of Redcats USA, kicked off the summer season with the successful launch of the Plus Size Living Collection, which specializes in unique, “hard-to-find” products at affordable prices that improve and add comfort to the plus size customer’s overall lifestyle.

Since the initial Plus Size Living launch in early June, Redcats USA customers are enthusiastic about this product line and feel the company is filling a special niche of providing everyday products that are specially designed for plus size customers. Items from the merchandise offering include:

[http://](http://www.brylanehome.com/decor/King-Kong-Chair.aspx?PfId=170549&DeptId=19828&ProductTypeId=1&PurchaseType=0)

www.brylanehome.com/decor/King-Kong-Chair.aspx?PfId=170549&DeptId=19828&ProductTypeId=1&PurchaseType=0 - Sturdy and strong, the King Kong chair holds up to 800 pounds and offers maximum comfort, including an extra-wide 38" seat, high backrest and side pocket cooler. Powder-coated steel frame and cushioned polyester khaki canvas compact design folds quickly and fits in an easy-to-carry 7"x41" bag. (\$99.99)

[http://](http://www.brylanehome.com/decor/XL-Desk-Chair.aspx?PfId=174174&DeptId=19828&ProductTypeId=1&PurchaseType=0)

www.brylanehome.com/decor/XL-Desk-Chair.aspx?PfId=174174&DeptId=19828&ProductTypeId=1&PurchaseType=0 – This ergonomically designed chair has a 29” cushioned seat, lumbar-support back, five legs with smooth-rolling casters and a weight capacity of up to 500 pounds. Arms adjust from 7"-10" in height; durable metal frame adjusts seat height from 16" to 21". (\$199.99)

5-Piece Beach Set - This “must have” beach set features two 24"Wx38"H chairs that support up to 500 pounds each, a 64"Hx57"Diameter beach umbrella and center table with insulated cooler. Even more convenient, the steel frame folds into a 2-wheel tote with handle. (\$69.99)

Big C.A.T. Chair – This lawn chair is extra-large with a patented, heavy-duty powder-coated steel frame that holds up to 500 pounds. However, it is still compact and has a folding design that fits easily in the 7"x38" shoulder bag. (\$49.99)

Contour CPAP Compliance Pillow - This sleep apnea pillow promotes proper support and contact free CPAP use and has a 100% urethane foam fleece cover. Benefits include: neck support for back and side sleeping; shoulder naturally rests in the curve for proper position and neck support; pressure-free mask zone; head support area; ear comfort depression; and inclined forehead support to keep face from rotating downward. (\$59.99)

The Plus Size Living Collection falls into four categories: Outdoors; Healthy Living; Indoors; and Accessories. Specifically, health related products such as the electronic remote weight monitor scale, sleep apnea pillow and blood pressure monitor are seen by consumers as a tremendous value.

“Customer reviews regarding this new Plus Size Living collection have been overwhelmingly positive,”

said Kevin McGrain, SVP and General Brand Manager for BrylaneHome®. “Men and women have shared personal testimonials about how some of these quality products have really made certain aspects of their life easier, yet the prices are still affordable. This was BrylaneHome’s objective when designing this exclusive product line.”

Check out <http://www.brylanehome.com/Home-Plus-Size-Living.aspx?DeptId=19828&12PerPage=1> at BrylaneHome.com, KingSizeDirect.com or OneStopPlus.com.

About Redcats USA

Redcats USA is a dynamic, multi-channel, web-driven home-shopping leader, with numerous well-known brands in its portfolio: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome® and BrylaneHome® Kitchen sold on OneStopPlus.com®, The Sportsman's Guide® and The Golf Warehouse®. Redcats USA offers a wide range of value and quality driven merchandise categories, including men's and women's plus-size apparel, home and lifestyle products, and sporting goods/outdoor gear.

About Redcats Group

In apparel, home furnishing and leisure, Redcats Group brings together 14 brands in home shopping: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, La maison de Valérie, Vertbaudet, Cyrillus, Somewhere, Daxon and Ellos, present in 30 countries. Redcats Group generated 3.69 billion euros of sales in 2008, including 42.2% on Internet and employs approximately 20,000 associates. Redcats Group is based on a multichannel distribution network combining e-commerce, catalogues and stores. Redcats Group is a PPR Company. For any further information: www.redcats.com.

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Category	Lifestyle, Consumer, Health
Tags	plus size, home and lifestyle products
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