

Fashion Industry Trend Petite Models Demand Market Identity

Source: BellaPetite.com

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Fashion industry heights standards will change as demand is created for petite models. Petite women need to join BellaPetite.com an organization that advocates their look. A new fashion, entertainment & lifestyle magazine and online community .

There is no mystery about how to become a model, it's not brain surgery, but for petite women 5'5" and under you need to know how to market yourself. This is essential in attempting any kind of career in the "modeling industry," though you need to realize that it doesn't matter how beautiful you are as a petite model. No single face is going to change the industry modeling standard of 5'9"+. Unless you are a brand recognizable petite actress, you'll never get the big time campaigns and magazine covers as it stands today.

HOW TO CREATE CHANGE FOR PETITE WOMEN

The fashion industry standards will change as demand is created for petite models. For instance, a petite women's web community, petite model searches, petite fashion runway shows, trade events, nationally televised USA Petite Model Shows, and Bella Petite Fashion Magazine! Petite women need to join BellaPetite.com the only organization in the world that advocates their look.

INDUSTRY NEWS

Recently, V Magazine actually declared "2010 as the year of the curvy woman!" This seemed like great news until we realized that "size" only meant 5'9" amazons at either size 14 plus or extremely thin. I'm sorry, but neither look is acceptable. Nothing seems to be on the horizon for petites, and we are still persona non grata in fashion and beauty. We are not an illusion, in fact, 70% of all women are 5'5" and under fit and full figured, while only 3% of all women fall into the prescribed look of fashion (5'9"+).

DECEPTIVE ADVERTISEMENTS

Consider this: when you see a so-called petite clothing advertisement, the clothing is not featured on a petite model ever! It's false advertising! Obviously, we need to see how clothing will look on a petite model to accurately see the look and fit on our frame. Now is your time, ladies, to become members and join in the petite women's fashion movement for acceptance. The full figured women have kicked and screamed their way into the industry and they've arrived!

"Curvy's happened, stick thin's happened, super tall's happened, plus size's happened...and petite, you better believe, is just around the corner."

Complete story here

<http://bellapetite.com/petite-model-industry-insight.html>

Bella Petite Magazine fashion, entertainment and lifestyle for women 5'5" and under! Free magazine subscription and petite model search! <http://www.BellaPetite.com>

Written by: Ann Lauren

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BellaPetite.com mission is to create fashion acceptance of petite women 5'5" & under. We are a web community, produce a weekly radio show and a digital fashion magazine. BellaPetite.com is taking on the

discriminatory fashion industry height standards.

Category Fashion, Entertainment, Lifestyle
Tags Fashion, Entertainment, trends, height discrimination, petite model, petite clothing, petite, ann lauren, bellapetite c
Email [Click to contact author](#)
Phone 9498738483
Address 870 Research Drive Suite 2
City/Town Palm Springs
State/Province California
Zip 92262
Country United States
Link <http://prlog.org/10515214>



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