

New Stylish and Sexy Plus Size Dresses for Summer Fuels Hot Fashion Trend for Curvy Fashionistas

What good is a fashion trend if it doesn't come in your size? This season's hottest fashion craze is the maxi dress. Thanks to contemporary plus size designer Monif C. curvy women have options when it comes to dressing on trend this summer.

May 12, 2008 - [PRLog](#) -- With the click of a mouse, plus size shoppers worldwide can find the most important fashion item this season, the **maxi dress**, at popular online boutique <http://www.Cherished-Woman.com>, an Internet retailer specializing in stylish and trendy plus size clothing. The popular e-store recently added new dresses from **contemporary plus size fashion designer, Monif C.**, to their summer 2008 collection.

Founded by former plus size model Nancy Baum, who makes it her mission to seek out the hottest **plus size designers** for her trendy online boutique so that she and other curvy women can dress just as stylish and fashion forward as their thinner peers. Following fashion forecast reports that indicate maxi dresses are the hottest fashion item for 2008 Baum knew she needed to add the **Monif C.** label to her collection. "Monif's dresses are right on trend for this season," says Baum, "Her flirty and feminine designs combined with superior craftsmanship are a must have for the woman who demands style without compromise."

In addition to Monif's **sexy plus size dresses**, Cherished-Woman.com is also featuring Monif C.'s new collection of designer **plus size swimwear**. The **Monif C. swimsuit collection** showcases well constructed swimsuits that are as functional as they are stylish. High quality swim fabric **lifts, shapes, and contours**. In addition, padded bra cups and adjustable leg ties compliment the fashion forward styles on this sexy swimwear collection. Gold tone hardware and exotic beads add fantastic fashion touches. Monif says, "I have been craving the opportunity to design a plus size swimsuit collection. As an avid traveler and unabashed sun and sea worshipper, I needed a swimsuit that reflected my style and need to feel as sexy and feminine as other women on the beach!"

Monif C.'s popular collection is flying off <http://www.Cherished-Woman.com>'s shelves as the demand for contemporary and stylish plus size clothing increases. 62% of women in the US are size 14 or larger. Plus size consumers spent over \$60B in apparel last year with the number looking to grow to over \$80B this year. Contemporary designers like **Monif C** are helping full-figured women achieve their goal of looking sexy and trendy in a market place that is still promoting muumuus and tent dresses despite customer demand for trendier and more curve-conscious options.

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 Monif C. Plus Sizes:

Monif C. Plus Sizes is a contemporary, designer plus size clothing collection for women size 14+ that debuted in 2005. With beautiful fabrics, couture details, and garments even the "skinny" women can't find in the stores, Monif C. has garnered praise from the likes of TLC's What Not to Wear, Glamour Magazine,

The View, the Tyra Banks Show, Women's Wear Daily, and many others.

Website: www.cherished-woman.com

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