

Flamingo Launches Plus-Size Collection For Curvy Women

Los Angeles, California Sep 4, 2023 ([IssueWire.com](https://www.issuewire.com)) - Flamingo is a women's fashion brand founded on the principle of inclusive self-expression. Flamingo set out to provide stylish, curve-hugging essentials made specifically for plus-sized ladies of all backgrounds. True to its name, the brand embraces colorful, vibrant silhouettes designed to help women not only feel beautiful, but boldly stand out.

Campaign imagery and models spotlight diverse women of all shades proudly wearing Flamingo from head-to-toe. Through representation, Flamingo strives to normalize embracing larger frames in fashion and shift perception of plus size as positively powerful.

Women's clothing brand Flamingo is thrilled to announce the launch of their highly anticipated first [plus-size collection](#). Flamingo's size-inclusive collection ranges from sizes XS to 4XL, ensuring comfort and support where all bodies need it most. Fabrics are stretch-infused for optimal fit and movement without compromising on premium materials.

A Customer Inspired Launch

"We started Flamingo because we noticed a lack of fashion options for plus-size brown and black women that celebrate our curves instead of hiding them," says founder Julie Chen. "Our customers have been requesting larger sizes for years, and we're so excited to finally deliver."

Styles for Every Body

The new plus-size collection includes many customer favorites reimaged in extended sizing, such as the [best-selling Jumpsuit](#) and the [figure-flattering Dress](#). All styles are cut generously through the hips and thighs with stretch-infused fabrics for a smooth, non-constricting fit.

Focus on Representation

"As plus-size women, we face unique body-image challenges. Our designs empower customers to show off their assets with confidence," says Chen. Flamingo enlists plus-size models of diverse backgrounds for campaigns and styles women of all shades.

Accessibility and Quality

Accessibility was top priority in the line's creation. Curvy customers can expect inclusive size ranges up to size 20, with additional lengths and fits for different body types. Flamingo also ensures ethical and sustainable production through fair trade partnerships.

Celebrating Diversity

"Representation in fashion really matters. It's so meaningful to see ourselves celebrated on runways and in stores. We want all women to feel seen in our clothes," states Chen. The inaugural plus-size drop boasts over 40 new styles each priced under \$100.

A Note From the Founder

"We know firsthand the struggle to find fashion that makes us feel both beautiful and comfortable in our own skin," says Chen. "It's incredibly fulfilling to provide that for so many lovely ladies. This is just the beginning – we can't wait to keep expanding our size offerings."

Quality Materials

Flamingo is committed to using only the highest quality, plus-size friendly fabrics. All items are made with premium stretch mixes like nylon and spandex to move with curves. "Our customers deserve clothing that feels as fabulous as they are. Comfort is so important and we want them living in leather lux too," says Chen.

Customer Fit Feedback

To ensure designs continuously meet customer needs, Flamingo actively solicits fit and style feedback. Through online surveys and in-person focus groups, they gain insights into what's working well and areas for improvement. "Our customers are our best teachers. We want to listen to their real experiences and adjust to serve them better over time," Chen notes.

Design Details

Extra care was taken with design elements that matter most to plus bodies. Seams hit in all the right places for tummy control without digging in. Armholes are generously cut to avoid bulging. Clothes retain their shape wash after wash through strong construction. Flamingo proves fashion can celebrate curves without compromise on quality.

Social Impact Initiatives

Giving back is woven into Flamingo's ethos. They implement fair trade practices and donate portions of proceeds to organizations advocating body positivity. Internship programs also help train the next generation of plus designers and merchandisers. "We want our success to lift others up too. Fashion is a conduit for empowering Changemakers," says Chen.

Philanthropic Initiatives

Giving back is a core value for the brand. Flamingo partners with non-profits promoting body positivity, donating a percentage of sales each season. They also run an annual scholarship program that puts funds towards the education of women studying fashion design or merchandising. "Our mission is about more than clothes - it's about empowering women at every stage," says Chen.

International Growth

Due to high demand, Flamingo is expanding their global footprint. Later this year they will launch online shopping for customers in the Australia, and parts of Asia. Chen notes, "Curvy women everywhere deserve to feel proud in their attire, not just in the US. Taking Flamingo global is an important next step in our mission."

Continued Evolution

Chen plans quarterly collections supplemented by trend-based capsule drops, keeping the assortment fresh. Emerging categories from active to maternity to sleep will further appeal to women at all stages.

Customers can expect Flamingo's progressive vision and commitment to plus empowerment for many years ahead.

A Sustainable Future

Looking ahead, Flamingo plans expansions like affordable activewear lines, maternity collections, and larger stock for hard-to-find sizes. Their mission remains constant - normalizing plus fashion through accessible, size-celebratory design. Says Chen, "Our greatest joy is helping ladies worldwide feel the confidence and beauty I always knew was inside them." Flamingo is only just getting started.

Contact:

Email: support@flamingo.shop

Tel: 5126689771

Julie Chen

Media Contact

Flamingo

support@flamingo.shop

Source : Flamingo

[See on IssueWire](#)