



ON THE PLUS SIDE

+PLUSize

Trendsetters - Style Bloggers

The advent of social media has spawned a wave of personal style blogs for women that fall in the sample-size category. **Plus-size fashionistas** have also ventured into the uncharted territory of the internet, creating a platform for self-expression and body acceptance – free from judgment. With fewer fashion resources available, these pioneers scour the internet to seek the newest and trendiest looks available in their sizes, often relying on word of mouth and international shipping to build their wardrobes.

A **full-figured renaissance** is in full motion. Recently, plus super models including Lizzie Miller and Crystal Renn, have proudly bared their bodies in mainstream publications, while curvaceous celebrities including Christina Hendricks, Jennifer Hudson, Nikki Blonsky and Adele have become poster children for plus-sized fashion. The fashion industry took notice in February of this year when *Vogue Curvy* launched, a fashion website that celebrates the curvy woman as a muse rather than ignoring her. Stylesight presents nine of the most compelling plus-size style bloggers – ingénues in the global style scene who are dispelling the stigma of larger body types and claiming their equal rights to fashion.



Stephanie Zwicky

Le Blog de Big Beauty, France

Swiss Model/Actress/Fashion Coach/Designer, **Stephanie Zwicky**, shows no signs of slowing down. She recently designed a Spring/Summer plus size collection for La Redoute, the largest mail order retailer in France. In an impromptu shoot after a V.V. Brown concert, she posed à la Marion Cotillard underneath the Eiffel Tower. Famous for her sophisticated and well-edited looks, Zwicky channels the vibrancy and energy of *La Ville-Lumière* (Paris), her home for the past six years.

leblogdebigbeauty.com



San Francisco, the land of the eternal fog, steams with pride for homegrown fashion residents like **J**. She believes that one can be fat and fashionable, hence the combination of the two words as the name of her blog. With an incurable appetite for collecting shoes and accessories, she seamlessly combines high and low-end pieces and non-plus designers into her wardrobe. She was featured in the June 2010 issue of French Glamour along with other plus size fashion bloggers, ushering her into the major leagues.

J

Fatshionable, United States

fatshionable.com



Alegra

Dollface is Candysweet, Germany

Alegra refers to her blog as her gimmick, a way to make up for her society-labeled deficit — being fat or overweight. According to the spunky 24-year-old English and French Philosophy student from Mainz, Germany, “When you're big, people feel they need to point out that you are clever, hilariously funny, or that you have a beautiful face.” Her tongue-in-cheek attitude, music and art inspirations, and fashionable plus-size clothes from non-plus-size retailers keep her followers entertained.

dollface-is-candysweet.blogspot.com



Lilli Hingee

Frocks and Frou Frou, Australia

Lille Hingee of Melbourne, Australia is a certified girly girl with no excuses. Her full skirts, floral brooches, tailored dresses, and retro pumps add the perfect dose of feminine mystique against the growing tide of fashion androgyny. She cultivated her taste for skirts as a young girl visiting Sydney's famed Paddington Markets during the weekends. Her outfits serve as her own personal billboard, proclaiming to the world how wonderful it is to be a woman with curves.

frocksandfroufrou.blogspot.com



Jennifer

Jasifer Lions Club, Sweden

Jennifer's Jasiferlionsclub Blog used to be about her adventures with boyfriend, Jason. Somewhere along the way, instead of musing about love and romance, she discovered a natural tendency to showcase her youthful, fun, and eclectic outfits, truly fit for a 20-something sauntering along the riverbanks of Uppsala, Sweden. With a knack for mixing different prints and obsession with leggings, Jennifer continues to conquer fashion barriers for the plus woman one outfit at a time.

jasiferlionsclub.blogspot.com

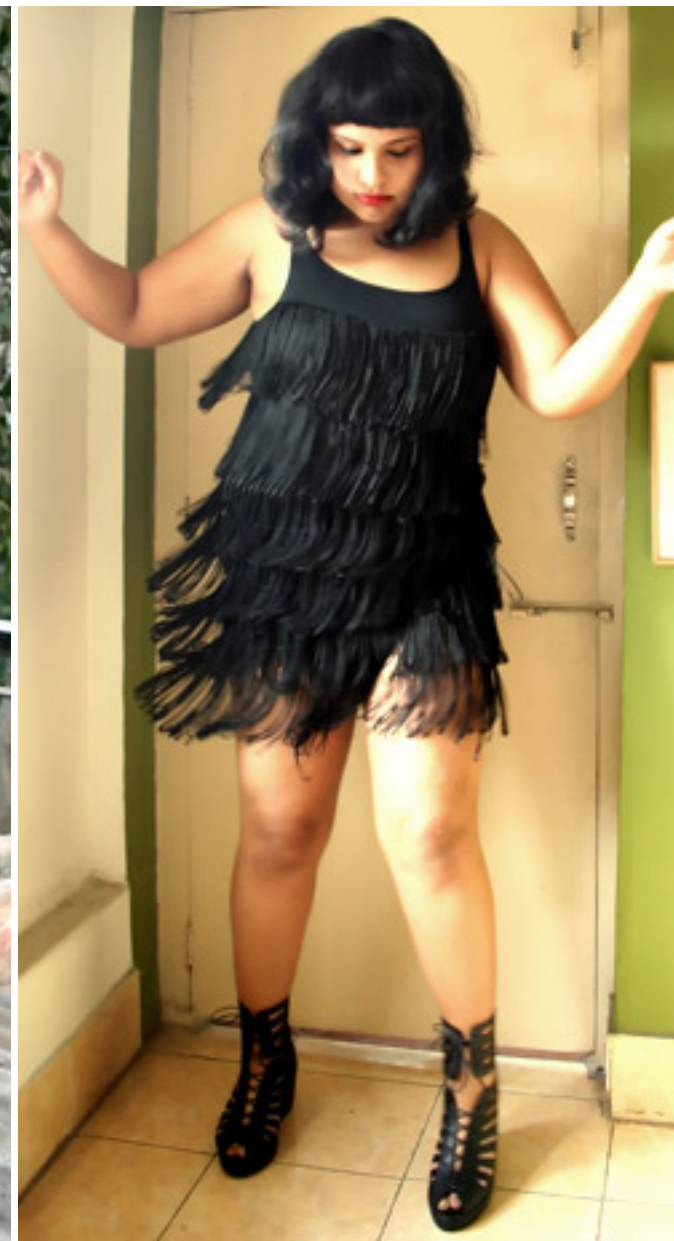


Sakina

Saks in the City, France

Sakina hopes to inspire other women to release themselves from the burden of fashion rules for the plus-sized and embrace the current trends. The 27-year-old Parisian freelance advertising manager states, "You must have more than one trick up your wardrobe's sleeve to be trendy, when you are curvy." Aside from her blog, *Saks in the City*, she sashays into mainstream stores and pulls plus size outfits together as a "vblogger" for *Vogue Italia*. She has been featured in *Grazia India*, *the Style Papers* (France), *Loulou Magazine* (Canada), *Glamour Paris*, *MarieClaire.com* (US), and *TheObserver.com* (UK).

saksinthecity.blogspot.com



Ragini Nag Rao
Forays in Fatshion, India

The impact of the Internet has enhanced the global pool for fashion muses. Case in point: the discovery of budding fashionista **Ragini Nag Rao** from Kolkata, India. As a student of literature, who will be returning to academics this fall after a two-year hiatus, she draws her style inspiration from literature, including children's book illustrations from the Victorians to WWII. She diagnoses her affinity for character dressing as a mild case of life imitating art. With her style in constant evolution, she keeps followers curious to see the next stop in the fashion train.

foraysinfatshion.com



Ulrika

The Red Rosette, Finland

Ulrika must have internalized the lines of famous nursery rhyme, *What are Little Girls Made Of*, while growing up in Helsinki, Finland. Sugar and spice and all that's nice define her sweet vintage Lolita-look re-mixed with a pinch of rocker edge influenced by her travels around Europe and her three-year study abroad in Canterbury, England. Wind, snow, rain, or shine, you'll see this 24-year-old strutting the outdoors to inspire others come and play dress up.

ulrikahblog.blogspot.com



Gabi

Young Fat and Fabulous, United States

Gabrielle “Gabi” Gregg from Chicago, IL believes in loving your body, even if that body is bigger than societal standard. She started the site because she was encouraged by the style compliments she was receiving from other people and she sought to fill the void in fashionable plus size blogging. YFF’s following has grown so much that other bloggers compete to be honored as the "YFF Girl of the Moment". Her latest venture, styling for *V Curvy*’s video blog section appears alongside fellow plus size blogger, Sakina, on *Vogue Italia*’s Website.

youngfatandfabulous.com