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Introducing C.enne.V... forward fashion that fits

Los Angeles, CA July 2006 - Women are generally known for their ever present obsession with shopping. Whether it's part of our DNA or a creative skill we have developed, shopping is a necessity, therapy and a hobby for most women. However, for the majority of the population, it's also a daunting task that requires scouring racks of clothing only to find they are outdated, dowdy and far from flattering.

The plus size market, sizes 12 and up, encompasses 60% of American woman. In 1985 the average American woman was a size 8; today that number has grown to size 14. When only 5% of retail space is designated to this burgeoning market, what is a girl to do? C.enne.V, launching August 15, 2006, is the answer to this debilitating problem. C.enne.V is a fashion brand for sizes 12 to 24 that is designed to flatter a fuller figure while giving plus size women trendy, fashion forward options comparable to their smaller counterparts. C.enne.V is the answer to the age-old adage "I have nothing to wear".

Cheyenne Valenzuela, President and Founder of C.enne.V, formed her company out of personal necessity. She was tired of searching endlessly for plus size wear only to be disappointed by the lack of style and selection. She wanted stylish, high quality clothes that fit well and looked great, hence C.enne.V was born. C.enne.V's designer Johanna Levi has designed for such innovative lines as Juicy Couture and Frederick's of Hollywood. Her inspiration comes from the late Coco Chanel and her creation of beautiful garments contoured to fit the curves and shape of the female form. "This line is about classic style and great fit" remarks Levi.

The collection's first products are denim based; however, the line is currently merging into a full apparel line including tweed and corduroy pants, tops and other figure flattering garments. The line's main goal is proper fit and offers two fit options for bottoms - one catering to the pear shaped body and the other to the apple. The bottom line is that women deserve to feel good in what they wear no matter what size they are.

C.enne.V is a plus size clothing line catering to the fashion conscious, stylish woman. For more information please call 310-601-3016 or log onto www.cennev.com