



WEBOUTIQUE FOR CURVY WOMEN LAUNCHES IN CANADA

LolaandGigi.com Offers Boutique-Quality Selection and Individual Styling Advice for Women Sizes 12 to 24

TORONTO, October 9 – Curvy Canadian women no longer need to grow frustrated shopping for clothes that fit and flatter only to return home dissatisfied or empty handed. With the launch this week of LolaandGigi.com a unique Canadian, online fashion boutique, featuring a carefully edited selection of pieces that showcase the curvy figure, along with styling tips for different body types, women, size 12 and up, can now easily purchase clothing that celebrates their individuality.

“I refer to LolaandGigi.com as a weboutique because it provides women all the benefits of boutique shopping – designer clothing, individual styling advice, customized fitting, extensive choice – in one location,” says Laura Caravaggio, Founder, LolaandGigi.com. “LolaandGigi.com is a blend of an online catalogue and a fashion magazine. Women can get advice on how to put shoes, clothing and accessories together for maximum impact.”

Caravaggio believes when women are curvier, quality and craftsmanship become even more important and for that reason each piece at LolaandGigi.com has been individually selected for its beauty, quality and style from designers who understand the weight, the drape and the cut needed to make the curvier body look and feel great.

- more -

While traditional stores for curvier women tend to primarily carry career styles, Lola & Gigi's collection was designed to provide curvy women with choice for all aspects of life. LolaandGigi.com features designer pieces for business casual, sportswear, active wear, evening wear and outerwear. From **Abby Z's** sexy, sophisticated, fun dresses to **Diane Kennedy's** flattering, eco-friendly designs made from wonderfully soft fabrics such as soy and bamboo to **SVOBODA's** jeans and flirty boutique-style pieces to **Go Figure's** lightweight, washable active wear. Also available are styles by **Bodacious**, **Momo** and **Tummy Tuck Jeans™ by Not Your Daughter's Jeans**.

A size 14/16 for most of her adult life, Caravaggio launched LolaandGigi.com out of the frustration she experienced trying to find clothing that reflected her individuality. She was also encouraged by friends to set up shop because of her ability to understand different body types and how different fabrics work with each type.

"Contrary to what is currently offered by many mainstream clothing stores, many women size 12 and up are comfortable in their skin. For years I looked to purchase hip, trendy clothing that flattered my body and showcased my style, but I couldn't find it. It got to the point that I was only shopping in two stores."

Targeted to women 25 to 45-years-old, the emphasis at LolaandGigi.com is on individuality - an understanding of individual body types, and suggestions on how to celebrate one's personality through clothing and styling. LolaandGigi.com shows its collection using four different models with four different bodies. Accompanying styling editorial explains why certain clothing works better for certain women's shapes.

In addition to offering styling advice, LolaandGigi.com provides soft measuring tapes for free and features fit sizing charts for each designer to ensure women order the right size for them in each particular brand. Customers who are not satisfied with their purchases simply have to return them for a full refund. "All designers' sizing is different - even in straight sizes," says Caravaggio. Forget what it says on the label. Go with what fits your body and you will always look your best."

While a number of online retail stores for women size 12 and up exist in the United States, LolaandGigi.com is unique because it features Canadian designers who are not currently offered online along with American designers who have not been offered online in Canada. It also offers Canadian women the opportunity to buy beautiful clothes, online and hassle free.

To view the selection and purchase clothes, please visit www.LolaandGigi.com

- 30 -

Media Contact:

Katherine Clark
(416) 453-3288
ktclark@sympatico.ca