



Full Figured Fashion Week Returns To Set The Plus-Size Standard For The 7th Year June 14-20th

Over 24 Designers chosen for the Indie Designer Showcase & Retailers/Boutiques Showcase/Industry Awards Ceremony

NEW YORK CITY, NEW YORK, UNITED STATES, June 10, 2015

[/EINPresswire.com/](http://EINPresswire.com/) -- Over two dozen fabulous designers will join DeVoe Signature Events' widely anticipated Full Figured Fashion Week 2015, with Presenting Sponsor Fit For Me® by Fruit Of The Loom®. "Earlier this year, Fruit of the Loom re-launched Fit for Me, our intimates collection that is specifically designed for women with curves," said Melissa Burgess-Taylor, Senior Vice President of Brand Management at Fruit of the Loom. "We are so excited to be a part of this year's Full Figured Fashion Week and celebrate the beauty of curves with this group of fashionable women."



The return of FFFWeek® is set to run from June 14-20, featuring a full lineup of events, including runway shows, panel discussions, Hawaiian Luau Party, Pop-Up Shopping, and even an exclusive All-White Cruise. This celebration of style and beauty, known in the fashion community as the "Oscars of the Plus-Size Industry", is proudly supported by a diverse array of distinguished sponsors. Major retailer and Gold Sponsor Ashley Stewart, along with PLUS Model Mag, the premiere virtual magazine for plus size fashion and this year's official Media Sponsor, is joined by Cameo de Bore' Clutches, DeVoe Magazine, Xpandasox, Always for Me, ModCloth, The Runway+, Lavender's Jungle, IMPACT Magazine, Smash Shoes, YONA, La Glam Boutique, FullBeauty.com and Premis Cognac in sponsoring the celebration of the return of FFFWeek®.

While Full Figured Fashion Week officially launches on June 15th with its Hawaiian Luau event, hosted by Reveal Lamar, the 2015 FACE of FFFWeek®, the excitement will continue to build throughout the week with the enchanting Curves At Sea White Cruise, featuring an on board fashion show by Ashley Stewart and an explosive musical performance by Dawn Tallman, Queen of Gospel Energy and International House Diva. A Harlem Afternoon Jazz Series, Flawless IMPACT Magazine's "Cocktails and Conversations with Gwen DeVoe", and the Celebrate My Size Expo, presented by FFFWeek® and PLUS Model Magazine.

On June 19th, independent designers get their time in the spotlight, with spellbinding showcases featuring Ask Fashion, Boots By Pamela (BBP), Curves Makes a Woman, Eyani Couture, Hannah Caroline Couture, I'Me, Just Curves, Misty Belvidere, Serita Bell, Soulevant Lingerie, Sue Rock Originals, Tia Lyn Lingerie and Tru Diva Designs, at the Indie Designer Showcase.

Full Figured Fashion Week ends on June 20, with a spectacular Retailers/Boutiques finale. The flashbulbs will be popping, and the cameras will roll for Fit for Me by Fruit of the Loom, Ashley Stewart, Curve Culture Boutique, Christopher & Banks, Fashionable Addictions, MarlaWynne, Hal Rubenstein, Qurvii, Sydney's Closet, The E.G.O. Boutique, The Thiq Boutique, and Your Big Sister's Closet. FFFWeek® is



pleased to welcome top plus-size supermodels Brittany Cordts, Ebonie “Miss Pinky” Bennett, Christina Mendez, Jonquil Newland, Liris Crosse, Nedra Phillips, Ronnie Howard and Michelle Rudan, to the runway this year, as well.

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Brand Management at Fruit of the Loom

Full Figured Fashion Week Industry Award recipients for 2015 are:

1. Retailer of the Year - Sydneys Closet
2. Model of the Year - Jordan Tesfay
3. Designer of the Year - Tru Diva Designs by Veronica L.
4. Boutique of the Year - Your Big Sister's Closet

5. Blogger of the Year - Kelly Augustine

6. Curvy Spirit Award - Tess Munster

The Full Figured Fashion Week Panel Presents The “Small Business Leader's Guide to Business Structure (licensing, trademarks, branding, social media)”:

Ernest Jackson -Celebrity Publicist, MNS Media (Moderator).

Lynn Cooper -Founder/CEO "Socially Ahead" (Panelist)

Tyson Moultrie -CCO of Why Blue Matters® Hybrid Creative Agency + Publications, Media trainer on

Nellyville Season 2, Wild'n'Out Season 7 (Panelist)

Mallorie Carrington -NYC based Fashion Designer/Owner of SmartGlamour (Panelist)

Mani Mahjouri- Expert in trading strategies and managing global hedge funds. Honored with the First Step to Nobel Prize in Physics. (Panelist)

Online & Social Media:

The complete FFFWeek® event schedule can be found at www.fffweek.com.
Find us on Facebook at [facebook.com/fffweek](https://www.facebook.com/fffweek) Instagram and Twitter @fffweek
Official event hashtag: #fitformefffweek

About Fruit of the Loom

Fruit of the Loom® knows the power of positive underwear. That's why we've been helping families pull on a daily pick-me-up for over 160 years. We make colorful, smile-inducing, clothes with fits that won't quit. And we're wallet-friendly too. From hipsters to hoodies, boxers to bras, and sleepwear to socks, our clothes are made so you can grab the world by the waistband and start your day happy. For more information on Fruit of the Loom, visit www.fruit.com.

About Full Figured Fashion Week® (www.fffweek.com)

Full Figured Fashion Week® (FFFWeek) is produced by DeVoe Signature Events (DSE), a boutique events management company with an extensive background in the production of fashion-related events and a strong and effective mix of proven plus industry experience and success. With over 20 years of fashion event production in the plus size industry, Full Figured Fashion Week and DSE continue to receive accolades throughout the plus community and national and international media coverage of the event. Thank you for your support and we look forward to seeing everyone at Full Figured Fashion Week in New York City, June 14 - 20, 2015

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