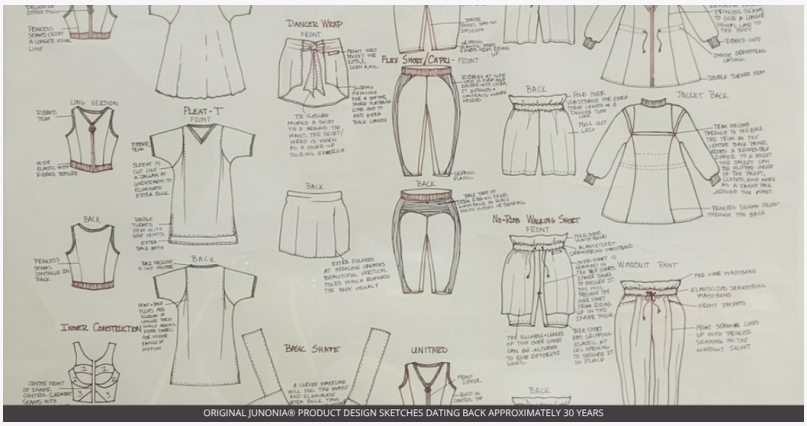
As Small Retailers Battle Rising Costs, JunoActive Stays Focused On Designing for Plus-Size Women

BURNSVILLE, MN, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- In an online retail environment shaped by rising costs, tariffs, and competition from large retailers, JunoActive has stayed true to the niche that has always been its strength: designing apparel specifically for plus-size women. For 30 years, the Minnesota-based company has built a deep understanding of the fit, performance, comfort, and needs of its customers.



Original JunoActive design sketches from approximately 30 years ago reflect the company's long-standing focus on designing apparel specifically for plus size women.

As a small, women-owned apparel company, JunoActive isn't trying to compete with the largest retailers on scale. Its focus is narrower by design: creating thoughtfully designed apparel for plus-size women, with an emphasis on fit, quality, and value.

“Plus-size women deserve more than clothing that has simply been sized up from a standard pattern,” said Jacqueline Mitchell, Co-owner & Director of Sales and Marketing. “We design with plus-size bodies in mind from the beginning. That means paying attention to fit, movement, comfort, support, and the details that can make a real difference in how clothing feels and performs.”

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>
> *Jacqueline Mitchell, Co-owner & Director of Sales and Marketing*

Designing for Plus Size Women First

JunoActive uses plus-size fit models, thoughtful measurements and customer feedback throughout the design process. Its apparel includes activewear, swimwear,

casual clothing and intimates in sizes XL–6X.

That specialization dates back to the company's beginnings. Preliminary design sketches from approximately 30 years ago offer a look at the company's early work and its long-standing focus on designing apparel specifically for plus-size women.

Today, that focus continues to shape product development, from fit and fabric selection to the details incorporated into individual designs.
A customer recently shared:

“I've shopped many brands, and I've never found another with such amazing value. The fabric, the cut, and fit is so comfortable. I always get compliments on how great I look when I wear their clothes.”
— Tamara M.

A Slower Approach to Fashion

JunoActive also takes a slower approach to fashion.

In a retail environment increasingly driven by fast fashion, constant newness, and low prices, the company focuses on thoughtful design and products that are made to be worn and enjoyed for many years.

JunoActive isn't trying to chase every trend or produce clothing simply to keep up with a fast-moving retail cycle. Instead, the company develops apparel around the needs of its customers and carefully selects fabrics based on performance, comfort, and durability.

For JunoActive, that is part of what value means.

“We know our customers have choices,” said Jacqueline. “We want the value of what we make to be about more than finding the lowest price. We want customers to feel comfortable and confident in our clothing, while also feeling that they made a good investment when they choose JunoActive.”

What Small-Business Retail Looks Like Today

Being a small online retailer means JunoActive cannot always offer the same shipping, return, and exchange conveniences as the largest online retailers.

Large retailers operate at a scale that allows them to absorb or distribute costs that are more difficult for a small business to manage. At JunoActive, shipping, returns, exchanges, customer service, inventory, product development, and sourcing all require people and resources.

Rather than trying to replicate the scale of a massive retailer, JunoActive continues to lean into what its size makes possible: staying close to its customer and maintaining a focused product offering designed specifically for plus-size women.

“We may not be able to operate exactly like the biggest retailers,” said Jacqueline, “but we know who we're designing for, and we keep that customer in mind with everything we do.”

30 Years of Staying Focused

With roots dating back to 1995, JunoActive has remained focused on plus-size women for three decades.

That longevity is meaningful to a company operating in an industry where trends, retailers, and customer expectations can change quickly. The goal for JunoActive remains straightforward: create apparel that fits well, performs as intended, and offers lasting value to the women who wear it.

“We're proud to still be here, still designing, and still listening to our customers,” said Jacqueline. “That's what being a small business means to us.”

About JunoActive

JunoActive is a women-owned, Minnesota-based online retailer specializing in plus-size activewear, swimwear, casual clothing and intimates in sizes XL–6X. With roots dating back to 1995, JunoActive has spent 30 years designing apparel specifically for plus-size women, with a focus on thoughtful design.

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This press release can be viewed online at: https://www.einpresswire.com/article/946107036

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