

2

PLUS SIZE FASHION RELATED HOME-BASED BUSINESS IDEA

PARTNERING WITH BIG BRANDS FOR YOUR DESIGN

Whether you are a budding or experienced fashion designer (the latter who is already serving a few plus size customers), you may want to consider approaching big brands by showcasing your portfolio.

2

The BIG Story: Nowadays, big brands are trying to be size inclusive. On the other hand, plus size customers are looking forward to wearing something that is of high quality: well-designed, well-made and comfortable. Also, they won't hesitate to drop their big \$\$\$ for anything that flatters their curve.

2

Back It Up. Don't be Intimidated. First, polish your portfolio. This could be online like an IG or Pinterest. Or it could be saved as a zipped file. Second, have a meeting with the company's Marketing or PR Team. Remember, you must be able to showcase what makes your designs better than anybody, including those that are already on the market.

2

Last Words:

Ensure you do not design another clothing that plus size consumers aren't happy to wear.

Only approach a company if you think that their branding, mission and values align with your designs.

