PLUS SIZE FASHION RELATED HOME-BASED BUSINESS IDEA
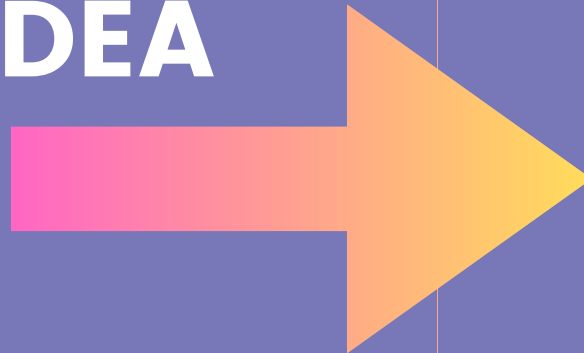
Travel Essentials for Plus Size

THE GOAL

Help them change the narrative by making their life easier from packing to when they're up there in the air and until they get to their dream destination. Like their straight size counterparts, they want to feel comfortable every time and everywhere.

01

A notebook that lists all their travel essentials with tick boxes to refer from as they go along. People have different needs so create a space for "other" essentials which they can add on. In addition, you may create an app for tech savvy individuals.

02

A luggage with multiple compartments and/or with another cubed layer for their teeny tiny necessities, rather than sealing it in pouches or ziplocks. This cubed layer could be detachable. Ask us to give you more features. Create them in 2 versions: with or without zipper.

03

Customized Plus size robes and towels. We all know that hotels do not provide these necessities for them. Why not create a site to collect their body measurement and let them order in bulk?

04

Anti-chafing underwear. There are so many options already in the market. If you can't make an extraordinary one, why not be a supplier from different brands? A website dedicated to selling only ant-chafing undies would help them save time.

05

Premium quality swimwear that is intricately designed just for plus size. Based on our survey, plus size women need something that can keep their perky girls and tummy layers intact. As for men, they only have one request, and that is no internal restrictions. You could also offer a bespoke service.

06

The magic footwear. Offer a custom fitting service. You may have to outsource materials and manufacturing on this. Collaborate with designers and podiatrists to come up with the most comfortable, ergonomic and travel friendly footwear for plus size.