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The Art of Knits, Haute Off The Loom Goes Big!

American Designer Bucks Import Trends and Adds PLUS SIZES - Proves Size Does MATTER!

/24-7PressRelease/ - NORTH HOLLYWOOD, CA, June 09, 2007 - Fabdesigns, Inc. today announced its' contemporary knitwear brand, Concetta Bruce, one of its kind in better knitwear, has added PLUS SIZES, up to size 20, to dress the larger woman in fine style. The designers pride themselves on their original and chic designs, which are unlike any other brand in the market. Their tag line, 'Sexy, Edgy, Spicy. . . It's not your Momma's sweater!' is welcome news to fashionable plus sized customers. Many women over size 14 don't consider themselves plus sized. But, the fashion industry does. For many ladies, 'real' fashion fades at size 14. Recent statistics from many sources note that 60% of Americans are over weight. Apparel imports from countries with smaller framed people and lower quality imports, which shrink out of sight after one wash have limited the fit expectations of many regular sized consumers. With each shopping season, the Plus Size consumer is growing more frustrated with the limited styles available and how short-lived the quality of those selections are.

Top Complaints for Plus Sized Women as reported by fabdesigns clients

- Underestimated expectations of the plus consumer
- Plus fashion today is one style fits-all - grandmother-mother & daughter
- Poor Fit - Sloppy look (to quote a customer: shapelss bags)
- Hokey Designs - (lace, sequins, craft appliques, ribbons, big flowers)
- 'Styles don't fit my lifestyle' (what can I wear to work, to dinner)
- Limited styles available
- 'Why can Plus also be sexy and sophisticated?'
- Designers are not attune to plus sized needs - problem areas and comfort
- Limited good quality fabrics - too much pajama type fabrics
- Fabrics don't work with my body lines- busy bold fabrics or dull solids

"We already fill a distinctive niche in the specialty store market, supplying exquisite art-to-wear which is high quality, on trend and reasonably priced," says Bruce Huffa, CEO and Director of Production who has decades of experience as a knitwear engineer. "We are completely vertical which means we create everything in house, designs, fabrics, silhouettes and even our trims. We don't stock any finished garments, only quality yarns. Every piece is made to order by in house expert craftsmen and artists. We sell to finer shoppes across the USA, Canada and the Caribbean who want items 'touched by hand'. So, these fuller figured ladies get the 'real' fashion they want with out the frustration of style versus fit." May shipments were a huge hit in the Carolinas and in upscale Fountain Hills, AZ.

How do they do it? Their business model is an extremely flexible mass customization process. The buyer views a collection of 75 to 100 samples, then mixes and matches bodies, fabrics, and colors - what ever they want for their stores. Many companies talk about a seemingly illusive concept called 'mass-customization.' This company lives and breaths it into every order. Achieving successful sell-throughs for boutiques of all sizes has made Concetta Bruce one of the quickest growing "boutique brands" in the industry. Their sales in regular sizes have doubled and tripled over the past few years.

Fabdesigns, privately held since 1988, evolved from a high end R&D firm to design house in 2001. The corporation also operates a division that works exclusively with upscale clients, including 5 star resorts, which demand unique, premium quality items in limited production.

Sexy, edgy, spicy. . .It's not your Momma's sweater!

Concetta Bruce is a unique blend of Italian styling, British quality, and unique California fiber artistry. Our designers have long been known for creating sexy, elegant knitwear - a mix of Hollywood Rock and Roll Goddess infused with New York Power Diva. The signature mix of body slimming cuts, graphic jacquards and strategically engineered transparent fantasy fabrics make for some of the most comfortable and unforgettable knitwear imaginable. The sizes are precisely engineered

to work with the viscose and high lycra content. You may find that you actually take a smaller size than you imagined since the lycra pulls in and accentuates your positives and works well hiding and controlling the areas where we all needed it. The result is pure, beautiful comfort. Wearing one of our garments is a welcome experience.