

Fashion Secrets

The Beauty Beneath

(NAPSA)—It's no secret that a fabulous look can quickly become a flop without the appropriate foundation.

Approximately 60 million women in the U.S. are a size 14 or above and many are dressing to flatter and fit their bodies, rather than covering up. While embracing their curves in more flattering wardrobes, intimates options have remained purely functional, lacking fashion-forward elements available to missy sizes.

Plus-size women have expressed their frustration and companies such as JMS took note, designing both casual wear and intimate apparel that not only fits their curves, but also is on-trend. The new JMS Just Gorgeous collection was created based on insight directly from plus-size women who indicated they want great-looking bras that provide support and are affordable.

The colorful new collection incorporates details such as embroidery, lace and scalloped necklines, as well as great fit to give natural lift and shape. The collection offers the "date night" bra look and the "wear-me-all-day-long" support plus-size women have requested.

Just Gorgeous styles include:

- Embroidered Underwire with Satin Straps: Available in white, black and pink, this style features delicate floral embroidery, satin ribbon straps and seamed cups for extra lift and support.



Now, plus-size women can have bras that offer style and support.

- Lightly Lined Satin and Lace Underwire: Lace-accented straps combine with slightly lined cups for shaping and smoothness, available in white, black and red.

- Comfort Lace: This style is available in a wire-free and underwire option. A scalloped neckline and lace combined with special side seams offer both style and support in white, black and pink lilac.

"Plus-size women need to love and embrace our curves and feel sexy, starting from the inside out," said Mo'Nique, plus-size actress, comedienne, author and spokesperson for JMS. "JMS realizes we need bras specifically made for us that really fit. The Just Gorgeous collection delivers style and function that haven't been accessible to us in the past."

The Just Gorgeous collection is available at Wal*Mart and jms.com.