

Disney Themed Leggings Company Celebrates Positive Body Image

The curvy collection offers plus size Disney themed leggings for curvy girls



Orlando, Apr 17, 2019 ([Issuewire.com](http://www.Issuewire.com)) - Curvy girls are dominating the fashion market.

The world of fashion is constantly changing and the plus size market is no exception. The demand in recent years for plus size options is on the rise. In 2019 a study was done showing [68% of American Women Wear a Size 14 or Above](#). So why are the majority of companies still using 0-2 size models in

their advertising? We are still scratching our heads over this one. Especially when, according to the most recent figures available from market research firm NPD, US sales of women's plus-size apparel reached \$21.4 billion in 2016.

By the numbers, retailers are not meeting the need.

The retail analytics firm looked at 25 of the largest multi-brand retailers. Their research found that *just 2.3 percent of their women's apparel assortment is plus-size*. The [plus size leggings](#) market is even worse when it comes to availability of fitness apparel for curvy girls. Yet when 68% of women are in need of these items, only a handful of companies are attempting to meet the demand.

Whimsical leggings for plus size women?

We did our own research and found that only a few companies are actually providing plus size options. However, most of these companies don't have a large selection of plus size fitness leggings. At **Main Street Bella** we want to celebrate plus size women with some of the most beautiful and comfortable leggings we can create. We call it our Curvy Collection, and our inspiration for our designs are Disney characters! Each pair of leggings is themed after a character. We've made sure the leggings are premium quality, buttery soft, 4-way stretch and stay in place no matter what your activity.

You can find the full line of fitness apparel including shoes, leggings, sports bras and running tops at mainstreetbella.com



Main Street Bella

kit@mainstreetbella.com

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