

Plus Size Fashion Editor Forms Brand During Quarantine

NYC-based RCA Public Label Set to Launch in July

RCA Public Label
Convertible Dress
Style#: RCSS21D02
Only in Black Slinky



New York, New York City, Jun 27, 2021 (Issuewire.com) - Fashion Editor Renee Cafaro Built Plus Size Brand Amidst COVID Lockdown to Help Garment Center, Set to Launch July

[RCA Public Label](#) is the debut ready-to-wear brand by Renee Cafaro Atelier. Cafaro is best known to the plus-size fashion world as the US Editor for the premier print media for curvy women, [SLiNK Magazine](#), and as an influencer formerly known as FoxyRoxyFashion on Instagram. As a fashion expert, journalist, and consumer, Renee is all too aware of the pitfalls in the industry which is why she has committed to providing high-quality items with a focus on fit and functionality for sizes 16-32.

In March of 2020, as the world went into quarantine, Renee set out to solve two problems- sudden unemployment in her industry and the need for masks and hospital gowns in New York hospitals. She committed \$25,000 to a project she called “Si Sew Puede” on Facebook, networking sewers with front-line workers in need of PPE before they were readily available. Months later as the magazine and fashion world was still on hold, she enlisted the help of several talented garment makers from her PPE program, to help her develop her designs left on the back burner for years. One of which is a revolutionary patent-pending problem-solving dress that Cafaro dreamt up back in 2009 when she was still in her first successful career in New York politics. This dress is already causing a buzz on social media will be available up to size 5x. Its built-in support for DDD+ cups and versatile styling make strapless bras and overpacking a thing of the past!

Renee creates as she lives – with purpose. RCA Public Label is NYC-made from patterns to production, by her and a collection of BIPOC New Yorkers from materials purchased locally in hopes to revitalize the Garment District one dollar at a time.

Due to the commitment to paying fair wages to local artisans, the prices range from \$200-\$650, but each piece is expertly crafted and rooted in purpose. Cafaro hopes plus-size consumers will start to invest in wardrobe classics instead of fast fashion that can harm the environment and workers. We are putting people above profit selling each outfit nearly at cost and donating a portion of RCA's proceeds to charities benefitting women/POC in business. After a successful first trunk show with couture site, 11Honoré, Rcapubliclabel.com will launch in July 2021. Best selling items will be in limited stock to start and more expensive pieces will be available as pre-sale that delivers in approximately 3 weeks.

Iterational shipping will be available, which is great news for the readers of UK magazine SLiNK for which Cafaro has worked for years. RCA Public Label is a sublabel to her atelier, thus she also looks forward to creating custom couture for plus size people of all genders in need of something special for red carpets to weddings.

Please contact us and Renee would be happy to try to accommodate you.

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Media Contact

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Source : Renee Cafaro Atelier

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