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For immediate release:

Avenue Launches the Biggest Simultaneous Multi-Site Fashion Show in United States

Avenue stores across America will be part of something spectacular as the brand has designated April 14, 2018 for a unique fashion event for every store in the nation. With more women choosing to celebrate themselves every day, The Fashion Bash will highlight real bodies and real women by turning the spotlight onto the customer on this date. Stores all over the country will kick off the show at 2PM, with over 3,000 plus size models walking simultaneously.

This fashion show will feature Avenue's summer collection and highlight the most popular pieces the brand has to offer - as well as customer favorites. Both as models and viewers, the customers will get an up-close-and-personal first look at the newest items. This includes the VIP Collection, which is an easy wear, easy care capsule collection that's perfect for weekends away; athleisure favorites for comfortable Saturdays of summer; as well as outfits with a tropical flair for vacation inspiration. In addition to debuting the summer collection, Avenue's sister brand, Loralette, will be featured to correspond with its launch in over 100 stores. With the tagline *Let me be me*, this trendy brand is inspired by the energy of curvy young women who are confident in themselves and aren't afraid to show it. "This fashion show has so much meaning behind it," says Liz Williams, CEO of Avenue Stores. "By featuring customers as models in the show, we are celebrating the confidence of real women across the nation together." She adds, "We are truly excited to unify our stores all over America with this exciting event."

No one knows the plus size customer better than Avenue. Since its start in 1987, Avenue has focused on sizes 14-32. With over 30 years of experience, Avenue has become an expert on the topic of plus size fashion, growing to become the 3rd largest national plus size retailer. The brand continues to thrive and offer new styles each year with a focus on fit, comfort and on-trend fashion. With the launch of Loralette, Avenue has expanded to include a younger demographic of plus size customers who seek the same qualities with a more trend-focused mindset. The Fashion Bash is a way to connect with customers and create a feel-good event to celebrate plus size fashion nationwide.

For more information on Avenue Stores, Loralette or The Fashion Bash please email socialcontacts@avenue.com.

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