



## **New Plus Size Label Reveals That True To Size Doesn't Exist**

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Charlie a Go-Go, a plus-sized clothing manufacturer based out of Los Angeles, is trying to break through the 'true to size' myth. They believe that brands who claim their garments are 'true to size' are using meaningless jargon. The worst offenders for these claims can be found in the plus-sized clothing category. Charlie a Go-Go wants to deliver clothes that are the correct fit for a woman with curves, and not media-promoted vanity sizes.

Charlie a Go-Go's Lisa Charles says, "Most clothes are based on the ideal hourglass figure, yet only 8% of the population has this shape! This is where we want to break the mold. Of course, we use size labels on our tops, but our sizes are based on the actual measurements of women aged forty plus. We spent a year researching the female body in order to serve our customers in the best way possible."

All Charlie a Go-Go clothes follow these simple guidelines. They believe that every woman is unique, which is another reason why the term 'true to size' is a contradiction in terms. Who's body is the 'true' size? They know, as most women do, that a size 16 from ?Brand A? is completely different from a size 16 from ?Brand B?, because there is no international standard for clothing size. This is the reason they strongly encourage

women to measure themselves and consult the size charts on their website. Personalized fitting and sizing advice are available over the phone for shoppers wanting a personal touch or just a friendly chat.

Charlie a Go-Go tops are all made in the USA and are designed specifically for 'foxy chicks' over 40. "We've used real 'lady bods' from Australia, Canada, and the USA," adds co-owner Quita Leslie, "not soulless computer software, to create our clothes because it's important to get it right for our ladies. They have been pretty well ignored by the garment industry over the years and we didn't want to add to that in any way."

The company encourages customers to like Charlie a Go-Go on Facebook. The page is an opportunity for a community of women to get together and talk clothes, the fashion industry, and other things that matter to them. It is also filled with music and memories from the '60s and '70s sourced from their eclectic Pinterest boards. The Facebook page is also the only place to find specials, which they exclusively save for their much loved supporters.

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For more information about Charlie a Go-Go, contact the company here: Charlie a Go-Go Lisa Charles (310) 668-1898 [lisa@charlieagogo.com](mailto:lisa@charlieagogo.com) 14601 North Bybee Lake Court Suite SM-2133-0010 Portland, Oregon 97203

## **Charlie a Go-Go**

*Charlie a Go-Go is a fun and funky clothing brand for women 40+ in "in betweenie" sizes 12 to 18.*

*This "Made in USA" fashion line, specializing in tops, is the collaboration of American and Australian best friends, Lisa Charles and Quita Leslie.*

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