

Beat: Vips

## **CURVY SWIMWEAR LEADER SWIMSUITFLORAL SIGNS WITH SUPERMODEL ASHLEY GRAHAM**

### **SIGNS EXCLUSIVE PARTNERSHIP**

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**USPA NEWS** - Leading curvy swimwear retailer swimsuitsforall announce on December 15, that they are partnering with supermodel Ashley Graham as the face of the brand. swimsuitsforall and Ashley Graham challenged fashion industry standards when the brand's #CurvesInBikinis campaign, starring the...

Leading curvy swimwear retailer swimsuitsforall announce on December 15, that they are partnering with supermodel Ashley Graham as the face of the brand. swimsuitsforall and Ashley Graham challenged fashion industry standards when the brand's #CurvesInBikinis campaign, starring the supermodel, hit stands in the 2015 Sports Illustrated Swim Issue. Not only was it the first time in history that a plus size model graced the pages of the iconic glossy, but it was also a historic breakthrough for the industry at large and one of the most widely discussed campaigns of the year.

This official partnership agreement with Ashley is no exception. Very few curvy models have been signed to exclusive deals by fashion brands, and swimsuitsforall is happy to be changing this tendency within the industry. As part of her exclusive partnership with swimsuitsforall, Ashley will be immersed in the overall presentation of brand "" modeling product, editorial photography, videos, campaigns and more.

She will also be responsible for designing three annual swimsuit capsule collections, with the first one launching in May 2016. This will be Ashley's first-ever swimsuit line and, like Ashley herself, 'Ashley Graham x swimsuitsforall' will have a very sophisticated, high-fashion aesthetic.

Source : swimsuitsforall

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