



Stef and the City's

Monday Morning **JOLT**

vive la femme!

Womanly curves and cute clothes are often mutually exclusive. Shapeless sacks and frumpy frocks proliferate season after season, making shopping a total drag for gals above a size 10. Sometimes, it seems as if every style that is fresh and fun only exist for those of us who are naturally leaner with nary an option for the full-figured. Cheap fabrics, indifferent salespeople, and an apologetic color palette of black, dark black, and even darker black conspire to suffocate the flame of vibrant personal expression through a beautifully curated wardrobe that showcases rather than smothers shape.

Enter vive la femme, Chicago's only independent boutique created by and for stylish women of size! Since 2002, vive la femme has offered Chicago's full-figured shoppers the latest looks and trends exclusively in sizes 12-24. We are delighted to be headed toward a decade of making plus-size fashion history and are thrilled to offer an exceptional range of plus-size fashion for the confidently curvaceous woman! vive la femme's signature looks focus on classy and sassy options with a twist of whimsical flair that translates perfectly to creative workplaces, weekend adventures, and swanky events. Scrumptious comfort, modern versatility, and a flattering fit are also hallmarks of vive la femme's favorite designers.

vive la femme has dressed thousands of women from all over the world in clothes that reflect a youthful and urbane outlook as espoused by Stephanie Sack, vive la femme's voluptuous visionary. She truly believes that clothes can and should be comfortable first and foremost without sacrificing one iota of style. Over the years, she has handpicked a small range of labels and designers who understand the nuts and bolts of dressing the female form to highlight its natural state of gorgeousness. From denim to dresses, metro to retro, professional to play, vive la femme's clothes have transformed many women's wardrobes from a battleground to a springboard into all of life's wonderful adventures!

If you wear a size 12-24, please come see Stephanie and her awesome staff for a personal shopping experience unlike any other. **As a thank you to Stef and the City, you are invited to take \$25 off your purchase of \$100 or more, and this offer is also good at vive la femme, sister store, violette!** violette's cheap and cheerful shoes and accessories range from \$12 to \$99 with street-chic footwear available in sizes 7-12 starting at \$29 and fabulous jewelry for about \$25. We're so excited to meet you, so come in soon!