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A photograph of three women in black athletic wear laughing and embracing on a beach at sunset. The background shows the ocean and a warm, golden light from the setting sun. The text is overlaid in white, serif font.

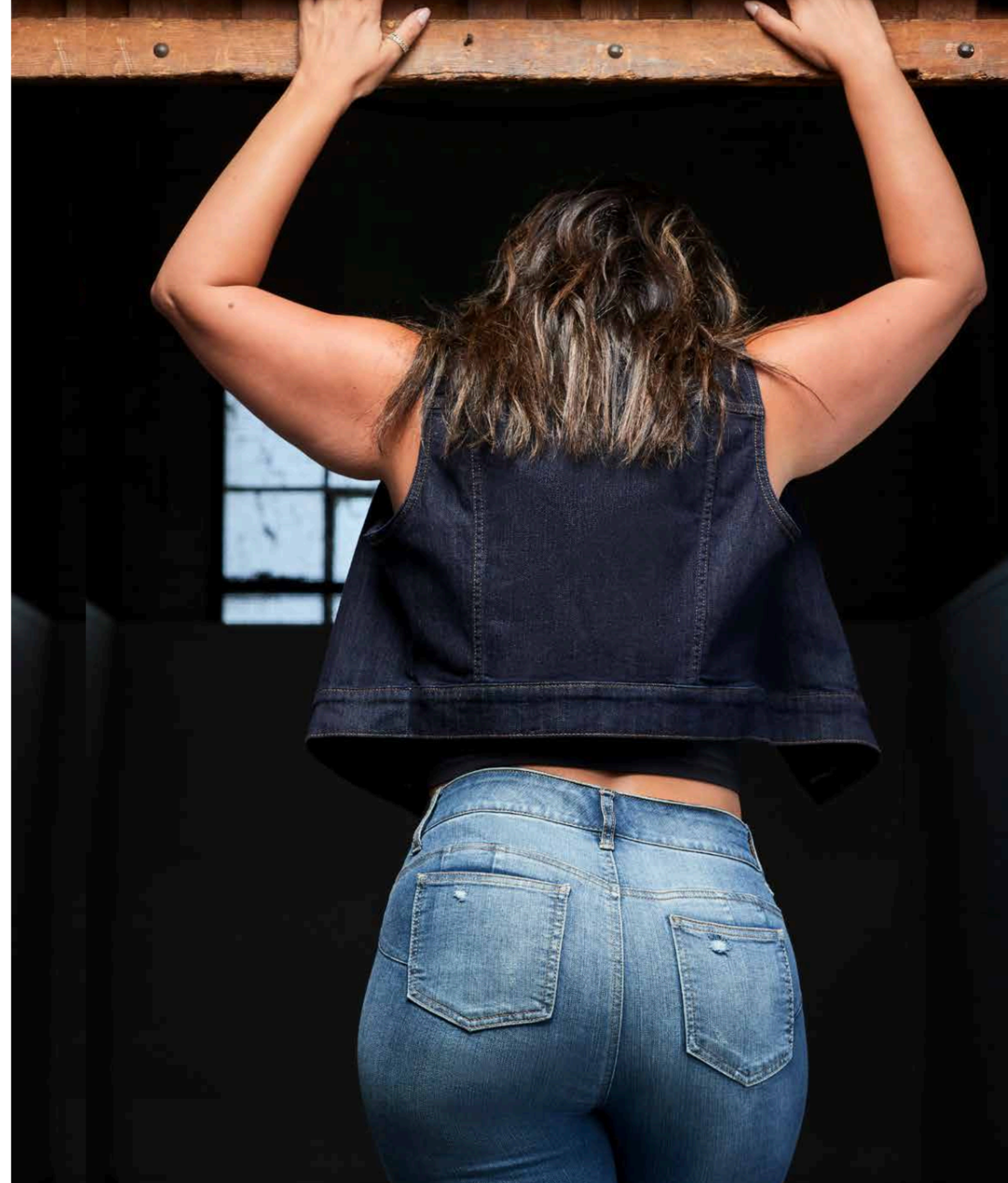
“Our product empowers
and motivates you to live the
life you should be living.”

LIZ MUÑOZ, CEO



Our customers wear the fit... but they also **wear the feeling.**

Our purpose is to
make every woman,
especially those
with curves, feel
**confident, sexy and
beautiful.**



Fit Matters

We stand behind the pursuit of the perfect fit —
it's our core brand belief, part of our DNA, and infused
in everything we do.

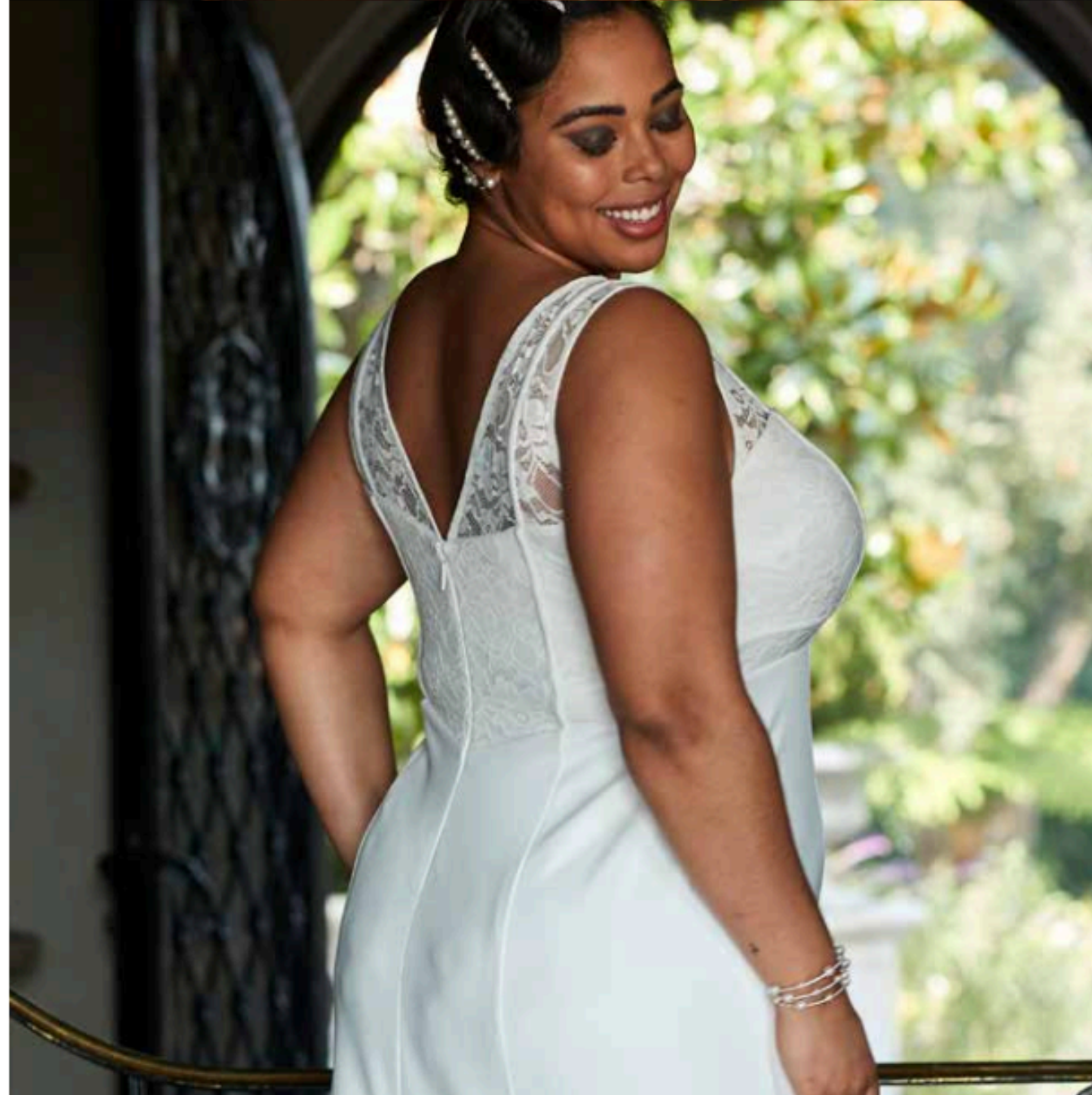
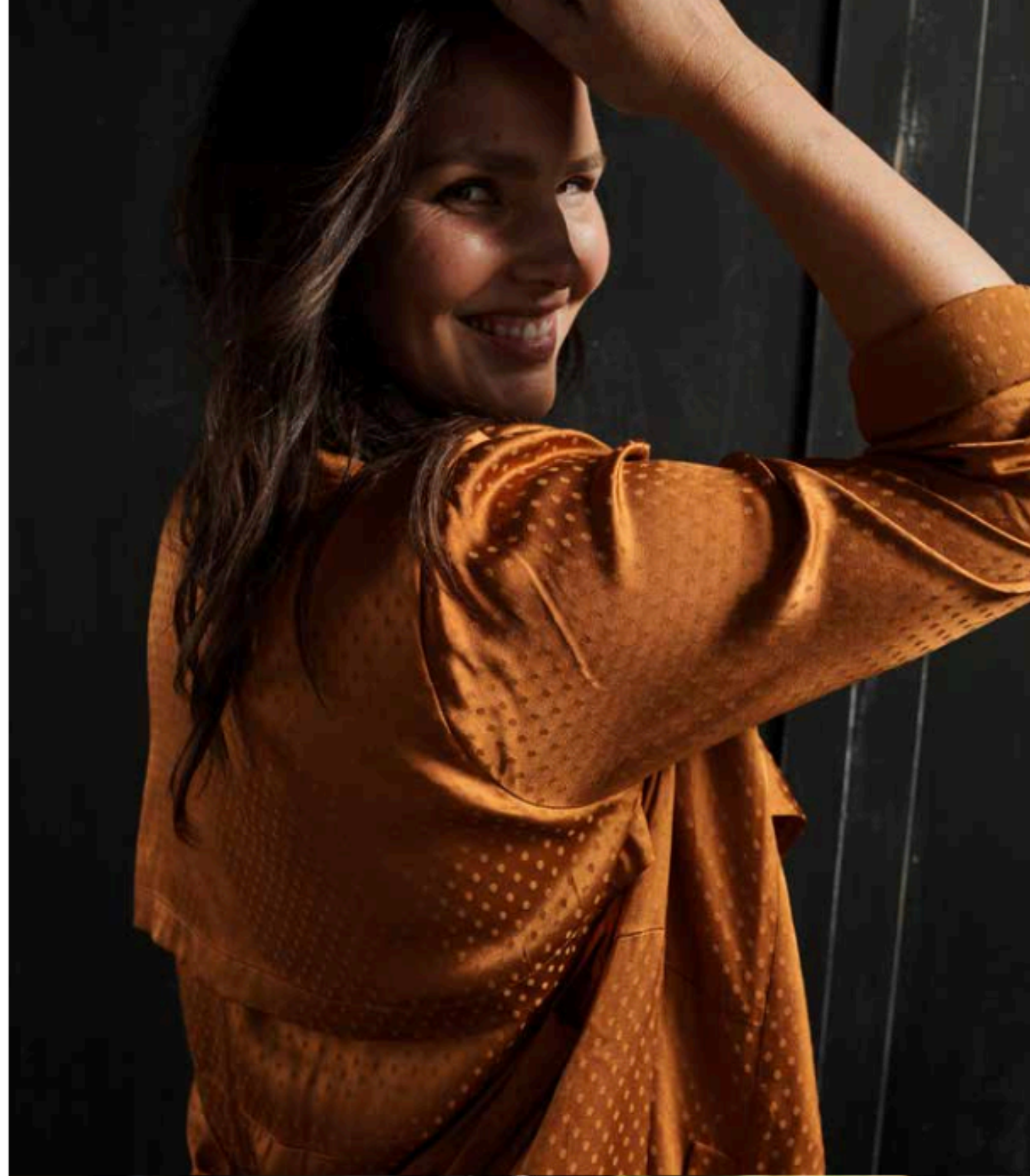
BRAND IMAGE / STYLING, HAIR, & MAKEUP

Styling Guidelines

We are not about fashion. We are about style. Enduring style.

Styling should complement our women's individual styles and personalities. Our clothing always accentuates everyone's best assets, never hiding her natural curves.

We want to showcase a wide range of looks and product styles for every occasion of our women's lives: from work and casual hangouts to date nights and bridal. We have a look for every angle, from day to evening, casual to dressed up. Each outfit should feel authentic to the occasion.



Makeup Guidelines

As we are casting so many different types of women, there is not one rule around makeup—except that makeup should feel natural to the woman herself.

It should never feel contrived or out of character. Each look should match the woman's personality and her outfit to tell a cohesive story.

Pops of color, such as a bold lip, a statement eye and fun nail can be explored if this suits the look or the current season.

