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# PRESS RELEASE

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curves • lifestyle • fashion • beauty  
The Ultimate Elite Lifestyle Fashion Catalog

## **Justine Dejor Launches New Luxury Plus-Size Fashion Catalog**

*Providing a more elite lifestyle resource in apparel, accessories, and beauty, Justine Dejor is a glamorous, upscale, contemporary catalog that showcases independent designer brands that cater to the curvy, plus size, big and tall niche market*

**New York, NY, 2/21/2012:** In response to the growing demand for quality and stylish fashions that compliment and accentuate the array of beautiful shapes and sizes of the curvier and big and tall legged consumer, SuJen, founder and publisher, announced the launch of her new lifestyle fashion catalog production company today, Justine Dejor!

Justine Dejor's new quarterly multi-page catalog has the feel of a magazine and represents the convergence of vibrant colors, stylish fashions, luxurious jewelry, exclusive restaurants, and glamorous lifestyles, while helping to bring a revolutionary branded interest and revenue to independent designers who get an opportunity to reach millions of brand loyal plus-size consumers. Though thousands of consumers shop online annually, many are still interested in a visually appealing catalog that is a tangible print booklet that has the feel of a magazine. Justine Dejor would be the first of its kind for the plus-size community.

"Designers want a service that will assist them in branding their designer line, increase sales growth, expose new collections, improve a consistent product marketing tool that will reach a broader worldwide consumer base at a cost effective rate," said SuJen.

Scheduled for release in spring 2012, designers aren't the only ones who can get in on the action as Justine Dejor will offer sponsorship opportunities for interested parties, quarterly model calls and makeover contests, featuring the Hottest Newlyweds of the Season, the Best "Millennium Curves" and the "FACE" of Justine Dejor. In addition, Justine Dejor will participate in other public events and fundraisers that will kick-off later this year.



To learn more about Justine Dejour,  
**visit:** [www.justinedejor.com](http://www.justinedejor.com).  
To sign up for their newsletter or for general inquiries,  
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## **ABOUT THE PUBLISHER**

Having an extensive education in business, marketing, advertising, print production, and visual communications at Pratt Institute, Fashion Institute of Technology, Westwood College, and Full Sail University, Suzieanna Jennings, a.k.a. "SuJen" a powerful, innovative entrepreneur is now bringing her expertise and acquired taste for fashion to retail catalog publishing. With over eighteen years of experience working with companies such as DEF JAM Recordings, McGraw-Hill Publishing, JIVE Records, ESSENCE Magazine, LeAnn's Bridal, Network Communications, Rooms-to-Go, and Morgan Stanley Dean Witter, as professionally prepared and fueled her passion in developing her best and latest creation, "**Justine Dejour**" – pronounced [juh-steen, dé-zhoor].

Founded in 2008, SuJen created Justine Dejour, a full service fashion catalog production company. Justine Dejour is one of the best retail catalogs in the plus size industry. Her brand caters to elite fashion designers, featuring their seasonal collections for the curvier consumer, sizes 10 to 24 throughout the nation. Her vision is to showcase luxurious brands that cater to the curvaceous, plus-size, and tall consumer market. In addition, SuJen's catalog specializes in supplementing what most independent fashion designer brands need to gain global exposure and sales revenue through mass production such as, print distribution, direct marketing, and product branding. SuJen thrives on revolutionizing the way the world views plus-size fashion in the global, retail, and beauty industries through celebrated content.

"When savvy consumers want to know where to find the best trendy plus-size clothing, professional attire, casual wear, enticing lingerie, men's apparel, elegant couture gowns, and lifestyle brands – They go to **JUSTINE DEJOR**, "***WHERE LIFESTYLE MEETS FASHION.***"

Justine Dejour curvy lifestyle fashion catalog is one of the top recommended fashion production marketers, and fashion catalog distributors in the United States. SuJen's goal is to expose the thousands of unknown independent fashion, accessory designers, boutiques, and fashion resellers around the world. Her catalog exudes the opulent feel of stylish fashions, luxurious taste, glamorous lifestyles, upscale living, contemporary home decor, modern accessories, and sweet alluring fragrances.

With hard work and diligence, SuJen's looks forward to building her well respected and trusted direct mail services to the curvy, plus size fashion industry for years to come.

**JUSTINE DEJOR**  
Designs For The Curvier You

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