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WBM Summer Series: Real Talk With Liz Sellassie—Designer Loft NYC Is In The Business Of Providing Great Customer Service

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“**A**merican women have long been told that the average size is 14. Wrong! It’s actually a size 16, reveals a study in the [International Journal of Fashion Design, Technology and Education](http://www.tandfonline.com/doi/abs/10.1080/17543266.2016.1214291?journalCode=tfdt20) (<http://www.tandfonline.com/doi/abs/10.1080/17543266.2016.1214291?journalCode=tfdt20>) that sheds a major light on how retailers view the term “average.” According to an article written by [Today Show](https://www.today.com/style/what-s-average-size-16-new-normal-us-women-t103315) (<https://www.today.com/style/what-s-average-size-16-new-normal-us-women-t103315>)blog platform.

For some, this may be shocking but if we all take a look around, women have curves, and they are also getting married. As they start the process of dress shopping the challenge begins and for many of them, the stress begins.



The owner [Liz Sallessie](https://www.instagram.com/elizabethsellassie/?hl=en) (<https://www.instagram.com/elizabethsellassie/?hl=en>) has made it her mission to encourage all her designers to please include dress sizes above a 14. She makes it her point to have gowns in her boutique that range from 2 to 22. This enables the brides the comfortability to know they can at least try a few options to get an idea of fit while they decide on style and fabric explains Sellassie.



Designer Lofts works with international designers that are committed to serving all women.



Some of Designer Lofts real brides wearing their beautiful gowns to fit their curves.

Join us and listen to the conversation with Liz Sellassie and then book your appointment and tell them World Bride Magazine (<https://www.instagram.com/worldbridemagazine/?hl=en>) sent you. No pressure, no disappointment in not being able to at least try on a few dresses.