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### Dia & Co| Find Your Perfect Fit

Are you a plus-size woman who can't find fashionable clothing to wear? Have you ever gone to a clothing store and couldn't find the right size? Well, you're just in luck. Dia & Co will help you with that. They will help you to find your perfect fit and they will encourage you to love your body. This ad helps us to feel confident in what we wear.

The Dia & Co ad sells plus size clothing. This ad was created for plus size women to style their clothing. This ad is also for all shapes and sizes that run from sizes 14-32.

When you first click into the website you see plus size women with a nice fur jacket, with silver earrings, and a black long sleeve shirt, with a black skirt. Her hair is in a top knot bun. Her face



also has a decent amount of make-up. She wears a confident smile in the image. As you scroll down the website you see more plus size women and they all are different nationalities, with different body types, and different styles. In the image, you see three women of different colors and different ages sitting on white stools in different positions. One woman was standing up and had her arm around the other woman who was sitting. They all had different facial expressions in the image which made the advertisement more unique. Also the clothes they were wearing looked unique and fashionable. The styles that they wore looked like something thinner people would wear. I say this because sometimes you would see the styles mostly in the thinner compartment.

In most stores, there aren't a lot of options for the plus-size department. As I'm looking at the website it seems that they have more fashionable clothes for plus-size. I also see that we can't see the outfits on the website because people have to take a quiz.

The quiz determines what outfit would fit your best. When you first click to take the quiz it tells you that they help you find the styles that are the perfect fit for you. There are some questions that the quiz asks you and it shows a picture so you can choose your answer. Some of the questions were: How does your bust compare with your waist? How does your bust compare with your hips? How tall are you? Do you usually wear petite pants? What is your top size, bottom size, and dress size? What is your bra size? Where do you like to shop? When is your birthday? What styles do you wear during a typical week? And more questions. The quiz also gives you some pictures of the styles, so you can pick the ones you like better.

They even ask you how much you are willing to pay for each item. After filling out the quiz you have to provide your full name and email address. Once you fill that out the page would take you the shipping information. On the side of the shipping info, it gives you options about how many times you would like to pay for a box of style clothes. The options are every 2-3 weeks, monthly, every other month, and one-time purchase. These are good options; also you get to return the clothes if you don't like them or if

- they didn't fit. Dia & Co have social media to get their website out there. They have Instagram, Facebook, Pinterest, Youtube, and Twitter.
- I first saw this ad on Instagram. Since I am a plus-size woman I was interested in the ad right away, plus the picture lured me because the women on the ad had some cute clothes on. The woman had light blue denim jeans on with a cute black crop top and a flowered jacket. The style looks so well put together that I wanted to purchase it from the website. I think that's how the ad gets people to buy from their website. They make sure to put a nice outfit that has style on their page to persuade the audience of their nice clothes. They also pick pretty models to wear those clothes.
- Dia & Co also make their website even more interesting because they have a blog. Within that blog, they have community photos, fashion updates, and news. This draws people more in because they get to see that they would not be disappointed when they get a box from Dia & Co.
- I feel that just by looking at the website that Dia & Co is a positive website. They don't discriminate against people's race in all their pictures for their website, including social media. They have all women of different colors. This has a positive impact on today's society. I feel that Dia & Co helps women around the world to feel confident in their size. I say this because Dia & Co have so many styles to choose from, and some of the styles might be a little uncomfortable because a lot of plus - size women don't like to show off their curves, but Dia & Co changed that by putting models on their website that show their curves. This helps the audience to have more confidence in what they wear. Showing your body shouldn't only be for thinner people it should be for everyone.
- Dia & Cole should continue to advertise their website because it will make a plus-size woman love their body.

#### Sources

Instagram/ [like2buy.curalate.com/diaandco](https://www.instagram.com/like2buy.curalate.com/diaandco)

Website: [Dia&Co Official Site](https://www.diaandco.com)| [Stylish Plus-Size Clothing](https://www.stylishplus.com)| [dia.com](https://www.dia.com)

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