



mouth : public relations

**915 broadway ++ suite 1009 ++ new york, new york 10010 ++ 212-260-7576
www.MouthPublicRelations.com**

Contact:

**Justin Loeber, Gina Garza or Abby Cañeda
212-260-7576**

Media@MouthPublicRelations.com

Tipsheet for *Size Sexy* By Stella Ellis

Passionate, fiery, and voluptuous supermodel **Stella Ellis** wants women everywhere to know being overweight doesn't mean you can't be sexy and fabulous. Calling herself a full "hour glass and a half," Stella exudes confidence from every pore of her larger-than-size-6 body! Born in Israel, Stella speaks eight languages, and has worked in the fashion industry, TV, and modeling for years. She's been photographed by world renown photographers Steven Meisel and Paulo Roversi to name a few, and featured in Italian Vogue, French Vogue, Elle, Glamour, O, The Oprah magazine and many others. In her new book, ***Size Sexy: How to Look Good, Feel Good, and Be Happy - At Any Size*** (Adams Media; May 2010; Original Trade Paperback; ISBN 10: 1-60550-355-X; ISBN 13: 978-1-60550-355-4\$16.95), Stella proudly speaks to all women who are not age 22 and a size 2 about embracing their beauty (inside *and* out), and gaining the confidence they need to be happy—at their very own sexy size!

Did you know that...

- Stella Ellis appeared in Madonna's scandalous book *Sex*, modeled for Thierry Mugler, appeared in a version of George Michael's music video "Too Funky," and walked the runway for Jean Paul Gaultier—becoming his long-time muse;
- 60% of American women wear a size 14—the size at which "plus size" begins—but consumers are forced to watch abnormally thin models walk the runways and pose in the pages of the magazines;
- Not many high fashion designers create clothes for plus-size women, but if real women don't think they have a voice—or someone to look up to—Stella Ellis and ***Size Sexy*** will set them straight;
- ***Size Sexy*** is broken down into 10 chapters with specific steps on how to look and feel their best, including lessons involving everything from attitude to body-assets to A-line dresses. The book even features a list of "Shopping Resources," which helpfully lists fashion collections and stores that cater to fabulous ***Size Sexy*** women;
- Voluptuous women have always been admired throughout history; **Stella Ellis** offers tips to help women use their curves confidently by using body language and femininity to be happy in love *and in* the bedroom.
- Stella unlocks the secrets she has gathered throughout her years working in the fashion and beauty industry, and reveals how self-awareness is the key to how others perceive you. She teaches women how to become comfortable in their own skin, relish their size, wear clothing that is flattering, get creative, carry themselves proudly, and finally get happy.

Stella will be available for national and local television, radio and print beginning May 10, 2010. She lives in New York City. Please call us at 212-260-7576 or email us at Media@MouthPublicRelations.com to book media opportunities with you at your earliest convenience.



mouth : public relations

915 broadway ++ suite 1009 ++ new york, new york 10010 ++ 212-260-7576

March 2010

Dear Journalist/Producer:

**Big and Beautiful, Curvaceous and Confident, Trailblazing Supermodel
Stella Ellis
Shares Her Style and Attitude-Adjustment Secrets with Real Women in
SIZE SEXY**

"I love Stella. She is my...muse."
—Jean Paul Gaultier

In her myth-busting, mind-shifting new book, ***Size Sexy: How to Look Good, Feel Good, and Be Happy—At Any Size*** (Adams Media; May 10, 2010; Original Trade Paperback; ISBN 10: 1-60550-355-X; ISBN 13: 978-1-60550-355-4\$16.95), **Stella Ellis** shares her image, outlook, and life-transforming secrets with every woman who has ever longed to be thinner...and every woman who feels the pressure about their body image. Drawing on her amazing experiences in the fashion world—those experiences range from appearing in Madonna's scandalous book *Sex*, modeling for Thierry Mugler, appearing in a version of George Michael's video "Too Funky," and walking the runway for Jean Paul Gaultier—and the enlightening, empowering lessons she has learned about self-love, positive thinking, flaunting your assets, and developing your personal style, Stella can let all the voluptuous, "size-sexy, hour glass and a half" women in your audience in on:

- The power of adopting a "freedom from size" attitude and accepting your genetics;
- How to take control of your body image—and walk, talk, and dress to impress all kinds of people;
- Ways to just say no to size discrimination and derogatory descriptive like *overweight* and *fat*;
- How to determine your body type—from hourglass to brick house—and dress to flaunt your assets;
- Expert fashion tips for developing your own style and building a fit-for-a-goddess wardrobe;
- Hot tips for dressing seductively and a game plan for finding a real-life dream lover;
- The benefits of treasuring, nourishing, exercising, and pampering your body;
- Makeup and skin-care musts, self-esteem boosters, *Size Sexy* role models, and much more!

Stella is swinging the closet doors wide open for interviews, and can spice up a segment with her fashion insight by sharing must-have items for Spring, including the best party and evening wear for fuller figures and the right accessories to accentuate their body type.

Author **Stella Ellis** will be available for national and local television, radio, and print interviews beginning May 10, 2010. We look forward to booking **Size Sexy** time for the women in your audience.

Sincerely,

Justin Loeber
President
Mouth Public Relations
212-260-7576

Gina Garza
Senior Account Executive
Mouth Public Relations

Abby Cañeda
Account Executive
Mouth Public Relations

Media@MouthPublicRelations.com



mouth : public relations

915 broadway ++ suite 1009 ++ new york, new york 10010 ++ 212-260-7576

Contact: Justin Loeber, Gina Garza or Abby Cañeda
Mouth Public Relations
(212) 260-7576

Media@MouthPublicRelations.com

The Vivacious, Curvaceous, Sensuous, Full-Figured Supermodel Shares Her Secrets to Radiant Self-Confidence and Unshakable Self-Acceptance

SIZE SEXY

How to Look Good, Feel Good, and Be Happy—at Any Size

Stella Ellis

Think of the original Rubenesque babes. Think of Marilyn Monroe, Mae West, Jayne Mansfield, and Sophie Loren. Think of Queen Latifah and Mo'nique. Think of **Stella Ellis**. Known for breaking the ultra-skinny supermodel mold, Stella ruled the runway in shows by top fashion designers Jean Paul Gaultier and Thierry Mugler, showing off not only the corset dresses created to accentuate her hourglass-and-a-half figure, but also her big hairdos, her bold red lips, and her dynamic personality.

In ***SIZE SEXY: How to Look Good, Feel Good, and Be Happy—At Any Size*** (Adams Media; May 10, 2010; Original Trade Paperback; \$16.95; ISBN 10: 1-60550-355-X; ISBN 13: 978-1-60550-355-4), Stella Ellis shares the secrets to her style and self-confidence with all the full-figured women who believe in the myth that thinness equals sex appeal, success, and everything satisfying. Stepping up and speaking out for the silent, demeaned majority of real women—statistically, more than half of American women wear a “plus size” 14 or larger—Stella takes on the everyday struggles that come with being more generously shaped than the media’s impossibly trim and tiny ideal. What’s more she shows women of all sizes, shapes, and ages how to bring out their “inner fabulousness” by focusing on developing self-awareness, self-love, and a new attitude about life and weight.

“We are described with all kind of funky adjectives that are not necessarily complimentary to us as women,” Stella says to her full-figured sisters. “I decided to break the mold in more ways than one and come up with a much more seductive and attractive name to describe us voluptuous, curvaceous goddesses: *Size Sexy*, because that is what we are.”

- over -

Throughout **SIZE SEXY**, Stella shares her experiences as a fashion-world insider and the powerful lessons she's learned about making up her own mind about her body image and making a dazzling impression on others. After kicking common misconceptions about full-figured women to the curb, Stella offers practical guidance and ample encouragement to help every *Size Sexy* woman:

- ⌘ Embrace her figure, make peace with her genes, and adopt a “freedom of size” attitude;
- ⌘ Create her own reality, describe herself in glowing terms, and reject size discrimination;
- ⌘ Strut her stuff, look people in the eye, and don't sweat the small-minded;
- ⌘ Celebrate her body and maximize her body type, with a flair for flaunting her assets;
- ⌘ Create her own style—find her inner fashion icon and select an image to project;
- ⌘ Dress for seduction, shamelessly and fearlessly, and find an adoring lover;
- ⌘ Nurture herself with healthful comforting foods and invigorating exercise; pamper herself with professional hairstyling and quality makeup, pedicures, massages and more; and expand herself by daring to follow her dreams and focusing on her inner beauty.

Packed with eye-opening quizzes, expert tips, inspiring examples, and Stella's secrets, **SIZE SEXY** leads the way for all big and beautiful, curvaceous and confident, fierce and fabulous women to walk tall, think bold, dress to dazzle, and stop worrying about her weight.

###

ABOUT THE AUTHOR:

Stella Ellis was “discovered” by famed French fashion designer Jean Paul Gaultier in 1992, while working as a makeup artist. Since then, she has appeared in fashion spreads in *Elle*, *Vanity Fair*, *Glamour*, *French Vogue*, and *Italian Vogue*; worked with visionary designer Thierry Mugler and renowned photographer Steven Meisel; and walked the runway with Naomi Campbell, Linda Evangelista, Kate Moss, Christy Turlington, and other supermodels. She is also featured in Madonna's book *Sex*, and George Michael's music video “Too Funky.” Born in Israel, Stella speaks eight languages in addition to her bodacious body language. She lives in New York City with her second husband, Dov.

Title: **SIZE SEXY**
How to Look Good, Feel Good, and Be Happy—at Any Size
Author: **Stella Ellis**
Publication Date: **May 10, 2010**
Price: **\$16.95; Original Trade Paperback**
ISBN-10: **1-60550-355-X**
ISBN-13: **978-1-60550-355-4**
Publisher: **Adams Media**
www.adamsmedia.com
Publicity: **New York City**

Suggested Interview Questions for

STELLA ELLIS

Author of

Size Sexy

(Contact: Gina Garza and Abby Caneda at 212-260-7576 or Media@MouthPublicRelations.com)

1. What inspired or motivated you to write ***Size Sexy*** (Adams Media; May 10, 2010)? Why did you choose such a seductive title, and what does “size sexy” mean to you?
2. In ***Size Sexy***, you debunk some of the most common and hurtful misconceptions about full-figured women. Would you talk about a few and share a few strategies to help women overcome them?
3. As you attest in ***Size Sexy***, you’re comfortable with going through ups and downs with weight, and don’t care whether your dress size is a 14 or a 22. How can other women adopt your attitude? Why do you urge every full-figured woman to embrace her genetics?
4. The fashion industry has taken a lot of heat from feminists, doctors, and victims of eating disorders for promoting unrealistic and unhealthy images of super-skinny beauties. What was it like to be in the full-figured minority among supermodels like Kate Moss and Christie Turlington? Why do you encourage women of all sizes to keep on reading fashion magazines?
5. Some people might read ***Size Sexy*** as an open invitation to gorge, with no worries about weight. Would you set everyone straight on where you stand on the topic of healthy eating?
6. What do you think of the smash-hit, fat-fighting NBC-TV show, “*The Biggest Loser*”?
7. In ***Size Sexy***, you confront the ugly topic of *sizism*. How can a full-figured woman choose to reject size discrimination?
8. As you note in your book, more men find voluptuous, curvaceous women sexy than most voluptuous, curvaceous women realize. What insights or advice can you offer to help full-figured women find and seduce a wonderful lover?
9. As you explain in ***Size Sexy***, looking fabulous starts with knowing your body type. Would you give us a quick overview of the major types of full-figured bodies?
10. Would you share a few tips to help women who don’t have an hourglass-and-a-half figure like yours camouflage their flaws and flaunt their assets?
11. In ***Size Sexy***, you encourage every full-figured woman to create her own style. Where should a woman who gotten used to neglecting her appearance start?
12. Is it really possible for any woman to project whatever body image she chooses? Would you give us a few tips on what a full-figured woman might wear to stand out as *chic...or bohemian...or all-time sexy*?
13. In ***Size Sexy***, you tell every full-figured woman to pamper herself. What are your favorite self-pampering rituals?
14. Who are your personal “size sexy” role models?
15. You wrap up ***Size Sexy*** by urging every full-figured woman to “expand herself.” What exactly do you mean?
16. What would you most like your readers to learn and gain from ***Size Sexy***?