

GRAND OPENING WEEKEND CAKE PLUS-SIZE RESALE

5155 BLOOMINGTON AVENUE, MINNEAPOLIS MN 55417

FRIDAY, OCT 6 2 - 8PM / SATURDAY, OCT 7 10AM - 8PM / SUNDAY, OCT 8 10AM - 4PM

Minneapolis, MN (October 4, 2017) Plus-size shoppers in the metro area can finally have the plus-size thrifting options they've been craving! **Cake Plus-Size Resale** opens its doors at 2 pm on Friday, October 6th at 5155 Bloomington Avenue in Minneapolis.

Following a very successful summertime crowdfunding campaign, the formerly online only business has grown to a storefront to better serve the plus-size community. Thrift and resale shopping is becoming increasingly popular but less than 10% of clothing inventory at most resale shops is plus-sized. **Cake Plus-Size Resale** fills this void in the retail market.

Cat Polivoda, owner and creator of **Cake Plus-Size Resale**, has grown her business over the past few years from pop up shops and web sales to this one of a kind shopping experience. "Cake is a space where plus-sizes are unapologetically celebrated! At Cake, everyone who wears sizes XL and up has access to unique, affordable, and stylish fashion," says Polivoda. It's about more than just the clothes! Polivoda is dedicated to fostering a community where everyone can feel comfortable in their own skin. "While I love plus-size fashion," she says, "what I'm really passionate about is helping others feel more comfortable and confident in their bodies."

In the weeks leading up to **Cake Plus-Size Resale's** grand opening, the shop has been buying great additions to the store's stock. Fall looks await as our weather continues to change! Cake buys clothing outright offering cash or store credit in exchange for gently used plus-size clothing items, shoes, and accessories. Visit their website for more info on selling clothes to Cake. (During their upcoming opening weekend, sellers are welcome to drop off clothes to sell at Cake and pick them up next week. Normal first-come-first-serve, drop-in buying will start on October 11th.)

Regular store hours begin on Friday, October 6th. In addition to growth to brick-and-mortar, Cake is including more masculine and androgynous styles, enhancing their website for more online options, curating a small selection jewelry and goods from local makers, and hosting events focused on plus-size fashion, body positivity & fat positivity, intersectional feminism, & social justice.

Contact Cat Polivoda with questions or inquires at contact@cakeplussize.com.

www.cakeplussize.com



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