Christine Alt, well-known plus-size model is new Woman Within spokesperson

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Woman Within, the new name of Lane Bryant Catalog, has enlisted Christine Alt, a noted plus-size model, to serve as the face and voice for its brand. Woman Within, a Redcats USA brand, offers a wide assortment of apparel for the plus-size woman, including sportswear, suiting, lingerie and special occasion wear, plus accessories.

Christine Alt is the new spokesperson for 'Woman Within', formerly called the Lane Bryant catalog This new initiative by Woman Within to feature Christine Alt as its spokesperson is intended to promote the brand among its target audience while also strengthening its connection to its customer community. As Woman Within evolves to provide its loyal customers and new shoppers with clothing that exudes comfort, fit and value-Christine will serve as the familiar face and voice that can continually relate to the customer.

Christine's career as a prominent plus-size model in the 1990s provides her with a unique understanding of the Woman Within customer's motivations and needs. She has appeared in many of today's top magazines, catalogs and commercials, including Vogue, People and Ladies Home Journal.

"I am thrilled to be working with Woman Within," said Christine Alt. "The clothing and accessories that the brand offers are dedicated to making women feel confident and strong-no matter their size, shape or age. I am looking forward to sharing my life experiences with the Woman Within community and learning more from this loyal customer base."

"We are so excited to have someone of Christine's caliber and charitable passions working with us," said Stephanie Sobel, executive vice president, special sizes group. "Christine is a true role model to the plus-size community. We know she will easily relate to and inspire the Woman Within community."

Beginning this month, Christine will be featured on the Woman Within Web site at www.womanwithincommunity.com to share her experiences, comments and tips on fashion, beauty and lifestyle.