

# SHAPE Teams With Lane Bryant On "Love My SHAPE" Body Confidence Campaign

## Program Includes 24 Pieces of Custom Editorial Content on Shape.com; 360-Degree Social Media Campaign; and New In-Book Features to Support Brand's Body-Positive Platform

NEW YORK, April 12, 2016 /PRNewswire/ -- **SHAPE**, the leading millennial women's active lifestyle brand with an audience of more than 27 million, today announced the launch of a cross-platform **Love My SHAPE** body confidence campaign devoted to encouraging readers to embrace their unique physique, spread body positivity and change the body image conversation. The campaign, which will be supported in *SHAPE* magazine, on Shape.com and across *SHAPE*'s social media platforms, provides readers with inspiration, information and advice on how to value their bodies as a source of pride, while also helping them stay motivated and excited about being strong and healthy.

Lane Bryant is serving as the presenting sponsor of the Love MySHAPE program, in conjunction with Lane Bryant's 2016 spring campaign This Body. *SHAPE* is partnering with Lane Bryant through August to create more than 24 pieces of body-positive editorial content – including in-depth trend reports, compelling first-person stories, custom videos featuring celebrities and influencers, user-generated photo galleries and videos, and more – all curated on Shape.com's **Love My SHAPE hub**. The content will be promoted across *SHAPE*'s social media platforms, and *SHAPE* will tap into its extensive following to encourage users to flood social media with body positivity and share their #LoveMyShape stories.

"*SHAPE* is excited to continue to be part of the body positive dialogue with this campaign," says Amanda Wolfe, Senior Digital Director of Shape.com. "Lane Bryant is the perfect partner in our mission, and we're thrilled to work together to showcase and celebrate all of the amazing things our bodies can do, because feeling strong, healthy and confident is for everyone."

Lane Bryant is also serving as a sponsor of the 2016 **MORE/SHAPE Women's Half-Marathon**, hosted by *SHAPE* and New York Road Runners. The race is one of the largest women's-only half-marathons in the country, and will welcome thousands of runners and walkers of all ages and backgrounds to New York's Central Park on Sunday, April 17.

Actress Danielle Brooks, who stars in the hit television series *Orange is the New Black* as well as *The Color Purple* on Broadway, will represent Lane Bryant in the first-ever **Women Run the World™ Relay & Mentorship Program**, which celebrates the 13<sup>th</sup> anniversary of the 13.1-mile race by honoring 13 notable female leaders and highlighting the importance of supporting, inspiring and empowering the next generation of women. Lane Bryant will also distribute branded t-shirts supporting the This Body campaign to runners on race day, and provide a branded photo booth for the Race Day Festival.

"Since the debut of This Body earlier this year, Lane Bryant has continued to revolutionize the way society views women who identify as plus size," says Lane Bryant CEO and President Linda Heasley. "This opportunity is perfectly aligned with our campaign messaging – to define women beyond the shape and size that they are. It is our goal to spread the message to not only our target customer, but to the industry and the world, that all women are beautiful and capable of achieving anything they set their mind to."

The Love My *SHAPE* campaign kicks off in *SHAPE* magazine with the May 2016 issue, on newsstands April 19, featuring cover star Khloe Kardashian, who opens up in her cover profile about

feeling body-confident regardless of her size: "I love my shape because I've earned every curve. I work hard in the gym to get it. But I also loved my shape before, when I was even curvier. I was always incredibly comfortable in my skin. Everybody else saw me in a different way, but I didn't see myself that way. I still wore bodycon dresses back then; I didn't cover up with a muumuu."

As an ongoing campaign and platform for the brand, the Love My*SHAPE* message will be incorporated into every issue of the magazine moving forward, and body-positive content – including the new inspirational and practical back page, titled "Be the Boss of Your Body," which leaves the reader with one easy and specific tip to boost her wellbeing and sense of empowerment – across print and digital will be tagged with the Love My *SHAPE* logo.

"We equip our readers with a lot of smart advice and strategies, but we stop short of ever trying to define how you view you – *that* power is in your hands," says *SHAPE* Editor-in-Chief Elizabeth Goodman Artis in her May **editor's letter**. "You're in charge of how shape pride manifests in your mind. We don't dictate the on-trend words to use or to lose because as long as your endgame – and the route you take to get to it – is healthy, you need to go with the terms that best speak to you."

To further support body positive initiatives that make an impact, *SHAPE* is partnering with the **Movemeant Foundation** – a nonprofit, community-powered organization that inspires young women to be confident in their bodies through mentorship, engaging content about health, nutrition and well-being, and financial grants that make fitness and physical movement a reality – on the Love My *SHAPE* campaign and on additional events throughout the year.

### **ABOUT SHAPE**

Launched in 1981, *SHAPE* helps women achieve the best versions of themselves while understanding that healthy living is more than an endgame—it's a source of personal joy and lasting reward. *SHAPE* magazine is published 10 times a year with a rate base of 2.5 million and an audience of 27 million, reaching women across all platforms, including the 8.5 million users on **Shape.com** and **Fitnessmagazine.com**, and through award-winning consumer events and innovative brand extensions. Visit us online at: <http://www.shape.com/> | Facebook: <https://www.facebook.com/SHAPEmagazine> | Twitter: [@Shape\\_Magazine](https://twitter.com/Shape_Magazine) | Instagram: [@Shape\\_Magazine](https://www.instagram.com/Shape_Magazine) | Snapchat: @Shape\_Magazine

### **ABOUT LANE BRYANT®**

Lane Bryant® is the nation's leading women's special size apparel retailer, providing stylish and high-quality fashion in sizes 14-28. The Lane Bryant collection includes a wide selection of career to fashion conscious apparel as well as accessories, footwear, hosiery and Cacique® intimate apparel. Lane Bryant® fashions are available nationwide at its 762 Lane Bryant stores, and online. Lane Bryant is a wholly-owned subsidiary of Ascena Retail Group, Inc. Please visit [lanebryant.com](http://lanebryant.com) and [cacique.com](http://cacique.com) for store locations and the latest fashion trend information.

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