

BUSINESS SPOTLIGHT

Curvy Chick

Every woman might not be a size two, but that doesn't mean they can't feel beautiful and stylish and comfortable at the same time.

That's why Jennifer Horton, who relocated to Fort Frances from Dryden in 2009, opened "Curvy Chick" in downtown Fort Frances in May, 2013.

"I knew there was a need for a store like this," she remarked. "There hadn't been lingerie stores in Fort Frances."

"It was definitely something we were missing." She wanted her store to feature lingerie and undergarments for women of all shapes and sizes.

"I wanted to make sure people of all sizes would feel comfortable coming in, and find something that will fit them," Horton reasoned.

While she had management experience, Horton had never owned her own store before and turned to a friend, who owns a similar kind of shop in Dryden, for help. She also contacted the Rainy River Future Development Corp. for assistance.

"They worked with me, and even now they still work with me to help with my business plan and everything associated with that," she said. "They are very helpful."

"I think it's great that we have a place like that in our community."

But Horton didn't just stop at carrying lingerie. Since opening at her original location at 334 Scott St., she has relocated her business twice in order to expand her inventory.

In June, 2014, Horton moved to 306 Scott St. and then in May, 2016 to the store's current location at 256 Scott St. She was able to expand into boots and clothing, as well as swimwear, pajamas, and accessories.

"Curvy Chick" also offers bra fittings, gift registries, gift certificates, and free special gift wrapping. And while her store caters to plus-sized women, she has products for all body types.

She even carries a few items for men, such as an underwear line.

"Things have been going well and I'm excited to be able to offer more products," Horton enthused.



"I think it's great that we have a place like (RRFDC) in our community."

**Jennifer Horton
Curvy Chick**

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