

THE
GORGEous
AGENCY

The GORGEous Agency was designed to help brands attain authentic connection, growth and profitability in the \$1 trillion market targeting the plus-size community.

GORGEous Founder

Kara Richardson Whitely, a plus-size adventurer, influencer and advisor, is the author of *Gorge: My Journey Up Kilimanjaro at 300 Pounds*, which is being made into a movie with *This Is Us* actress Chrissy Metz producing and starring as her.

She has been featured in countless media outlets such as *The New York Times*, *Good Morning America*, *The Today Show* and *She Explores*.

Global brands have trusted her to help connect with the plus size audience including:

L.L.Bean

DISCOVER
Puerto Rico

TORRID

KEEN

EATING
Recovery CENTER

Columbia



The Plus-Sized Market:

Trends & Economic Opportunities

\$1 TRILLION

Industry Size

\$40 BILLION

buying power

67%

of U.S. Women size 14 and above

12%

of garments are made in extended sizes.



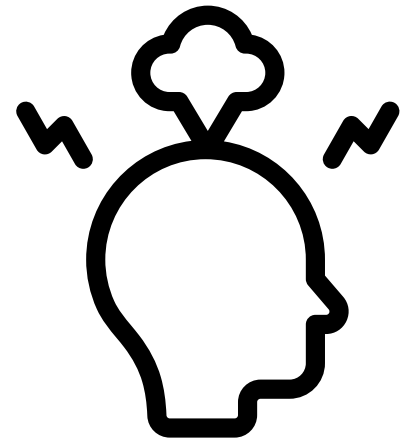
Customer Journey:

Not a One-Size-Fits-All Approach

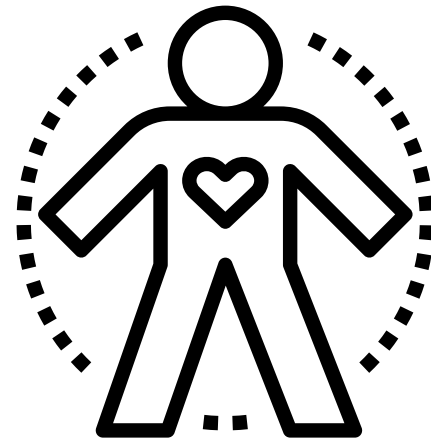
The plus-size audience, who is often not moved by traditional marketing techniques, has long memories and deep pockets. Many face discrimination just for being. So whether it is apparel, goods or services, brands need to take authentic and careful care to create connection and trust with this segment.



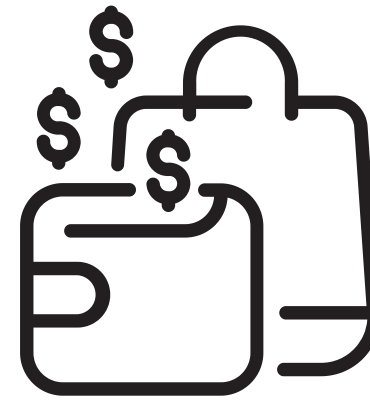
Current Challenges for Brands



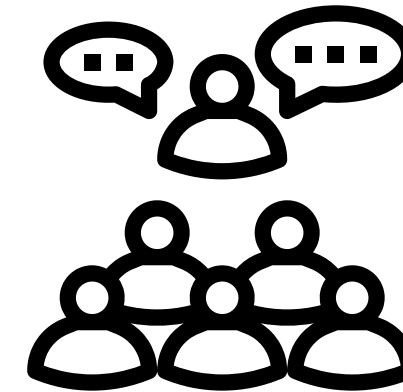
Connecting with an audience that has been traumatized and left out in the marketplace again and again.



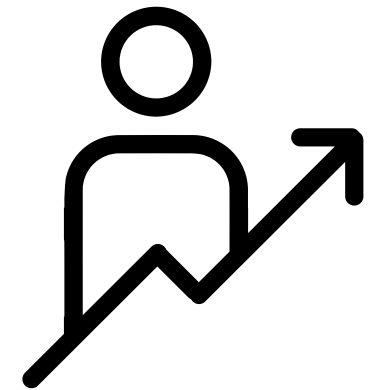
Finding the right words and actions to establish connection, even with those in your own company.



Building out this segment to expand your bottom line without supersizing your expenditures



Creating trust, loyalty in a close-knit community, amplifying your efforts.



Finding new segments and connection. Sustained growth.

Our Expertise



Body Inclusive Audit

We offer a panoramic view of your company's internal and external gaps and opportunities in the plus-size market.

Road Map to Growth

The GORGEous Agency creates a trail guide for your team to forge authentic connection and growth within the plus-size market and rise with the body inclusive economy.

Implementation

We provide ongoing advisory -- with the pulse on the plus-size market and insight -- to help along the way.

Plus-Size Journey Mapping

In addition to lived experience, we bring expertise in PR, journalism, disruptor strategy, influencer marketing, data, and beyond to guide this specialized and delicate customer journey. We combine that with some of the best body-inclusive marketers, content creators, and data-driven strategists to drive results and fun along the way with:

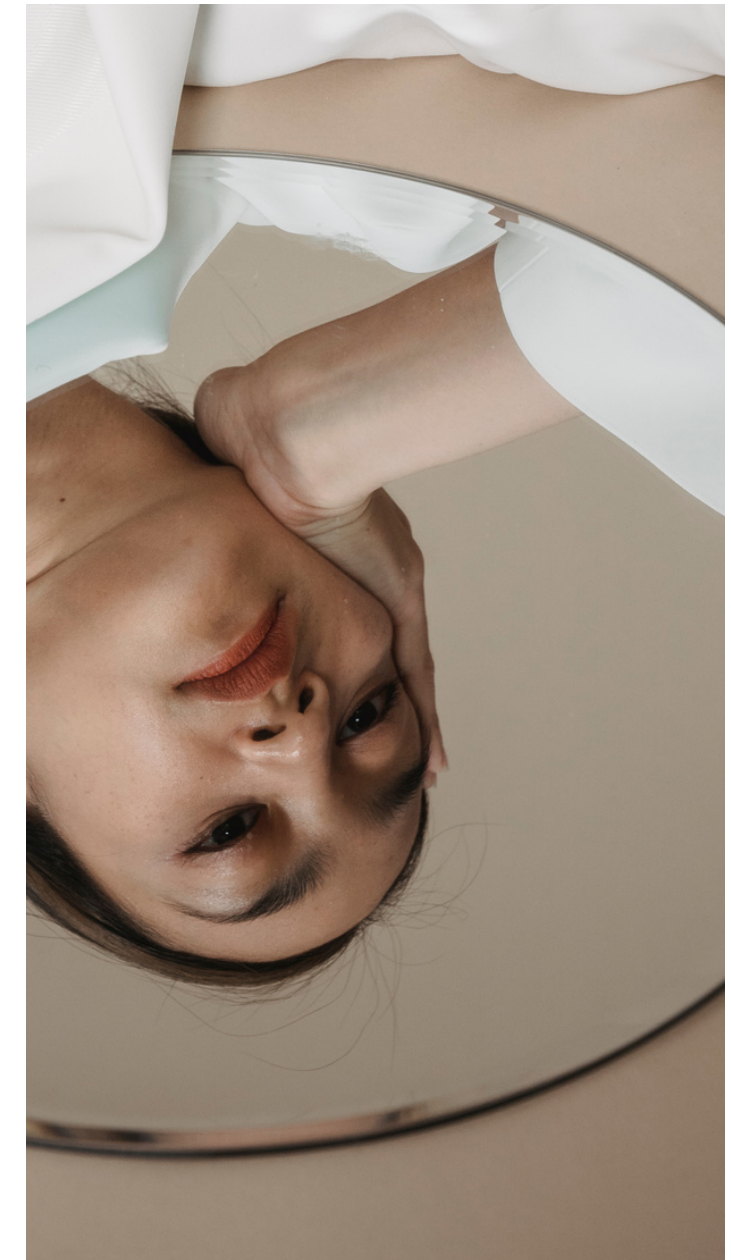
Inclusive Content Strategy

Influencer Platform

Authentic PR Strategy Development

Digital Segmenting / Tactics

Advisory



Healing the Customer Journey



The GORGEous Agency leads opportunity audits, inclusive content strategy with extensions to current advertising programs, influencer platform and matching, authentic PR strategy development, digital segmenting, tactics, data, and most importantly, advisory to keep your team on the pulse of the market and opportunities.

The Beauty of Body Inclusion



Not only will you be on the front-end of the \$1 trillion industry, you will reach decision makers and dedicated fans. Your company will open the door to your brand, you will create opportunities for adventure and joy.

Steps Ahead

Let's set up a conversation:

[Link to Kara Richardson Whitely's calendar](#)

[Email: info@thegorgeousagency.com](mailto:info@thegorgeousagency.com)

Phone:
973-452-7620

