

Dia&Co's First #MoveFashionForward Collection Comes From The Mind Of Plus Size Blogger Tanesha Awasthi



SOURCE: Dia&Co

By JAMES LOKE HALE

Sept 6 2017

f SHARE

Personal styling subscription box company Dia&Co kicked off 2017 with the announcement of its [#movefashionforward](#) campaign, an open call offering financial and practical support to designers who want to create clothes for plus size women. Now, just six months later, Dia&Co is set to debut the first [#movefashionforward](#) collection, designed by fashion blogger Tanesha Awasthi, at [theCURVYcon](#) on Sept. 8.

Awasthi, who founded the style blog [Girl With Curves](#) in 2011 and has since grown the site to a full-time business for herself and her husband, tells Bustle that as soon as she saw the February [#movefashionforward](#) spread in *The New York Times*, she was "on board immediately."

The official, exclusive [Girl With Curves](#) line, which Dia&Co founder and CEO Nadia Boujarwah says is quintessential Awasthi — aka sleek, sophisticated, and reflective of her strong, unapologetic design voice — is comprised of 11 looks and will be available in a special edition of Dia&Co's subscription box.

