

**InnovateHer Cover Page June 22, 2017**

1. Award Winner Information

Award Winner: Camille Newman, CEO & Founder

Company Name: Pop Up Plus Inc.

Company Product: Trendy apparel for curvy women ages 25-44.

Company Address: 702 Bristol Street, Brooklyn, NY 11236

Incorporation: NY State

Website: [www.popupplusonline.com](http://www.popupplusonline.com)

E-mail Address: [popupplusny@gmail.com](mailto:popupplusny@gmail.com)

Phone Numbers: (646) 379-7604

1. Host Organization Information

Host Organization: Women’s Enterprise Development Center (WEDC)

Address: 1133 Westchester Avenue, White Plains, NY 10604

Host Contact Name: Sylvia Herzog, Program Director

Host E-mail: [sherzog@wedcbiz.org](mailto:sherzog@wedcbiz.org)

Host Phone: (914) 948-6098 ext. 13

1. Product Description

Pop Up Plus Inc. is an online and pop-up shop offering trendy apparel for curvy women ages 25-44. In spring 2018, the company will be launching an additional service – special occasion rental for sizes 14-32. The goal of Pop Up Plus is to challenge our customer perceptions of what curvy women wear and encourage confidence in our customers at any size.