

[sexy costumes cheap](#) which she used to model herself boosted its sales from a few pieces a month to several hundred a day after Cai replaced a slimmer model.

shoot for her own Taobao shop in Guangzhou, Guangdong province, June 20, 2017. Fan Yiyi/Sixth Tone)

fashion business

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Why

Wang says that as brick-and-mortar shops don't carry her size, she relies on Taobao, which boasts hundreds of retailers that sell plus-size clothes. But she only buys from those that use plus-size models, which she says make up a small minority.

Another [cheap ladies underwear](#) model, 22-year-old Wang Lanxi, says she is anxious about the future of her career. Youth is prized in modeling, she tells Sixth Tone. I have this sense of crisis; I feel like I need to constantly improve so I'm not eliminated by this industry.

Plus-size modeling agent [cute black lingerie](#) Huang Fei (right) measures model He Jiahui during a live stream for a Taobao store in Guangzhou, Guangdong province, June 20, 2017. Fan Yiyi/Sixth Tone

Every week, Wang Lanxi presents a two-hour live [hot lingerie women](#) stream for a Taobao store with another model, He Jiahui, also 22. The duo try out a dozen new items in front of some 10,000 viewers, explaining which styles pair best.

Before this weeks broadcast, [big size lingerie](#) He spent nearly eight hours at a lingerie shoot for her own Taobao shop that hasn't officially opened yet. After failing to find any decent plus-size lingerie in Chinese stores, she decided to order 122 sets from a manufacturer in eastern China and start her own shop. She plans to launch by Qixi

Festival known as Chinese Valentines Day which falls at the end of August this year. I believe it'll be a hit she says. I just want people to know that big girls can be sexy as well. Editor: Qian Jinghua. (Header image: Plus-size model He Jiahui poses at a lingerie