



## **ASSETS® Red Hot Label™ by SPANX® Heats Up This Spring**

This season, ASSETS® Red Hot Label™ by SPANX® is serving up new, innovative ideas and fashion-inspired silhouettes. From cheetah print neutrals to reversible shapers, Red Hot Label makes the mercury rise with concepts and features that only the Spanx shaping experts can provide.

“Women everywhere love ASSETS for its value, but also for its comfortable results. With ASSETS Red Hot Label, we’ve given them even more innovative ways to look their absolute best in their clothes,” said Spanx Founder Sara Blakely.

### **NEW COLLECTION!**

#### **Flipside Firmers**

Twice as nice: These reversible super compression shapers offer two colors, Black and Very Bare, all-in-one!

##### **4-Way Tank**

- Four real: Four tops in one!
- Flip to change the color, turn around for a new neckline
- Targets tummy and love handles

##### **Mid-Thigh**

- Two shapers in one! Flip to change the color.
- Lightweight, double-layer fabric looks sleek under clothes
- Wear as underwear to vanish VPL

### **NEW ADDITIONS!**

#### **Sleek Slimmers**

These medium compression shapers are anything but mundane, thanks to cheeky animal prints. Take a walk on the wild side with these fierce foundations.

##### **Cheetah Body Tunic**

- Retro-inspired silhouette with vintage cut on the legs for hip coverage
- Inner power mesh panel firms the tummy and flattens love handles
- Removable bra loops keep tunic in place

##### **Cheetah Slip**

- Sleek microfiber slims all around and streamlines the silhouette
- Inner power mesh panel firms the tummy

- Creates a smooth look under dresses

#### Cheetah Body Shaper

- Bodysuit style keeps tops tucked
- Cotton gusset with hook and eye closure offers comfort and convenience

Sleek microfiber offers comfortable shaping

#### **ABOUT SPANX**

Spanx founder Sara Blakely was getting ready for a party when she realized she didn't have the right undergarment to provide a blemish-free look under white pants. Armed with scissors and sheer genius, she cut the feet off her control top pantyhose and the Spanx revolution began! The Spanx brand now houses more than 200 products ranging from slimming apparel and swimsuits, to bras, activewear and men's undershirts. To help women everywhere experience the power of shapewear, Sara launched ASSETS®, a focused range of body-shapers and ASSETS® Red Hot Label™ by SPANX®, a luxe extension of ASSETS that offers a wider assortment of slimmers, bras and panties. With an array of problem-solving products for every body type and budget, Spanx has secured its place in women's hearts and in pop-culture with daily mentions everywhere from CNN to SNL. In March of 2012, Founder Sara was named the world's youngest, self-made female billionaire by Forbes Magazine and one of TIME's 100 Most Influential People. Headquartered in Atlanta, GA and opening retail shops across the United States, Spanx can now be found worldwide in more than 50 countries. In addition to keeping butts covered from Savannah to Singapore, SPANX also shapes the world by focusing on their mission: To help women feel great about themselves and their potential.

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