

# SPANX®

BY SARA BLAKELY®

## SPANX® Hears Cheers Beyond Rears with the Launch of Boostie-Yay! Comfortable Corsetry

SPANX® the global shapewear giant known for boosting rears for more than 12 years continues to expand its reach with the launch of Boostie-Yay! The new collection offers comfortable spot-control corsetry and a bustier for the first time ever.

“For years, fans have been asking us to create a product that offers the comfort and innovation of Spanx with the waist-cinching power of a corset,” says Spanx founder Sara Blakely. “With Boostie-Yay, women can have that hourglass figure without discomfort – no strings attached.”

The new collection offers two waist-whittling styles: a below-the-bust corset that hugs the mid-section and a bodysuit with a molded bra top for more complete coverage.



### Boostie-Yay! Comfy Corset, \$84, XS-XL

- Retro-inspired design meets new innovation thanks to flexible boning throughout
- The super-duper compression provides targeted tummy taming and its structured fit perfects posture
- An invisible hook and eye closure in back makes for easy on and off
- Smart release at the hips provides a comfortable, flattering fit

### Boostie-Yay! Slimming Body Suit with Bra Top, \$118, XS- XL

- Supportive built-in cups give the girls a lift
- All-over power mesh plus targeted tummy control panel features super-duper shaping
- Ruched center seam at seat creates butt pockets to prevent uni-butt
- Innovative design features like a hook & eye gusset and convertible, removable straps offer convenience and versatility



### 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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