

SPANX®

BY SARA BLAKELY®

SPANX® Shows a Softer Side this Spring

Global shapewear leader SPANX® is showing its softer side this Spring, with its comfiest creations ever. From oh-so-sumptuous smoothing panties to winning bras that are sure to be a favorite, Spanx has expanded its soft spot for shaping and support.

A flexible Bra-ssortment:

Bra-llelujah!® Soft Touch Underwire Contour, \$68, Sizes 32-36 A-D; 38 B-D

- The most comfortable bra ever...now with soft-touch modal fabric inside and outside the cup
- All-hosiery back eliminates backfat
- Self-adjusting comfort straps won't dig
- Hooks up perfectly with SPANX Heaven Panties!



All-Around Bandeau, \$62, S-XL

- The all-around winner in comfort and versatility
- This seamless style offers bust support, a sleek, contouring fit and torso-trimming to boot
- Molded removable cups offer full coverage, while versatile straps allow for strapless, one-shoulder and racerback options—all in one!

All-Around Racerback, \$62, S-XL

- Bare your shoulders and keep straps hidden in tanks thanks to racerback style
- Molded, removable cups provide full coverage, while center-bust gathering pockets flatter the chest best
- Gorgeous satin trim secures the bottom, while the long-line slimming design offers modesty, making this the perfect solution to sheer or showy styles!

Panties from Heaven:

SPANX Heaven Brief, \$34, Sizes S-XL

- Sumptuous modal makes these the softest smoothing panties yet!
- Double-layer tummy control firms and feels divine
- Wrap-around seams anchor panties in place for a smooth silhouette



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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