

SPANX®

BY SARA BLAKELY®

The Britch is Back...and Better than Ever!

SPANX Skinny Britches®, the fan and celebrity favorite lightweight sheer shaper, is now available in Super Control. The Skinny Britches Super Collection features Spanx-exclusive Criss-Cross Britch Strips for extra tummy slimming. These even-skinier styles streamline the silhouette with cool control and amped up compression.

“Skinny Britches shapers are a fan favorite because they are so sheer but so strong,” says founder Sara Blakely. “We are excited to launch the super control collection with two of our most popular styles. Now Spanx fans can be as britchy as they want to be...with both medium and super control options!”

New! Skinny Britches® Super Open-Bust Mid-Thigh Body, \$88, S-XL

- Innovative design technique offers super control and a lightweight feel
- Strategically positioned Criss-Cross Britch Strips offer extra slimming, targeting the tummy
- Open-bust style is perfect for plunging necklines
- Laser-cut edges transition seamlessly to skin



New! Skinny Britches® Super Mid-Thigh, \$56, S-XL

- Design offers super slimming technology with a lightweight feel
- Strategically positioned Criss-Cross Britch Strips tame the tummy and hips
- Laser-cut edges prevent leg bulges and look seamless on the skin
- Cool, lightweight design and cotton gusset for comfort

Skinny Britches Super will come in Nude and Black, and will be available on Spanx.com.

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! Headquartered in Atlanta, GA, Spanx is available in more than 50 countries and now offers more than 200 products ranging from slimming apparel and swimsuits, to bras, activewear and men's undershirts and underwear. Spanx is helping women everywhere experience the power of shapewear with ASSETS® by Sara Blakely, 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. In addition to keeping butts covered, SPANX also shapes the world by focusing on their mission: To help women feel great about themselves and their potential.

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