



Press release

## Summer-light lingerie dreams with a big impact

- Character-defining designs: 20s retro, flower power and bohemian chic
- Figure-sculpting shape and control products seduce as summer-light creations

Bregenz, 20 October 2013 – The focus of Wolford's Lingerie Trend designs for summer 14 is the theme of natural femininity, whose diverse style features combine charm with an airy, summer lightness. A 20s feel shines through the medium-support "Muse" set; with its delicate embroidery on particularly fine net lace, you'll be dressed to impress. The past is also revived in the "Mara" range; here, bohemian chic meets jacquard in the form of a decorative, large floral design, with a striking result. The unmistakable 70s influence on the "Alara" range can also be seen in the flirty feminine design made of tulle and elasticated lace.

Delicate seduction in its purest form is provided by the gently shimmering tulle designs of the "Muse" range. Small embroidered flowers give a touch of summery femininity, combined with 20s charm, which will look great in your wardrobe.

The underwired "Muse Bra", the moulded cup version, the "Muse Cup Bra" or the cleavage-boosting "Muse Push-Up Bra" can be combined with the attractively-cut "Muse Tanga", the classic "Muse String" or the waist-high shaping "Muse Control Panty".

For even more sculpting for your stomach, bottom and waist, the "Muse Forming Dress" or the "Muse Forming String Body" are the ideal choices. Whilst the chemise's soft padded half cups emphasise your cleavage, the built-in underwired bra highlights your attributes.

Available in "apricot cream" and "steel", the Muse models offer a little variation for your underwear collection, making a change

from the standard flesh-tone and classic black models.



• Mara Forming Dress



Muse Cup Bra & ControlPanty

The "Mara" range features jacquard material with a large, decorative floral design for a visibly sculpting effect, without having to compromise on lightness or softness.

The perfect symbiosis of function and a touch of bohemian chic can be observed in the "Mara Forming Dress" and the "Mara Forming Body". Both models have a wide-cut neckline, so that you can wear either your own bra or the matching "Mara Bra" underneath. You can choose



between a soft non-wired bra, an underwired bra with moulded cups or a classic cup bra. The range is complemented by the “Mara String Panty”, which is particularly comfortable to wear due to its broad side panels; the “Mara Tanga” is just as comfortable, thanks to its classic cut. Flattering not only the waist, stomach and bottom, but also the thighs, the “Mara Control Shorts” are intelligent summer lingerie, especially under skirts and dresses.

The “Alara” range, gently inspired by 70s design, is made for perfect summer days and brimming with cheerfulness. The secret of its success lies in the combination of a slinky cut, light tulle and delicate lace, which is decorated with a pattern of matt and shimmering flowers.

The underwired “Alara Bra” and the low-cut half-cup “Alara Cup Bra” match the “Alara String” and the wider cut “Alara Tanga” panty style, as well as the sheer “Alara Forming String Body” with its plunging neckline. The body softly caresses the feminine shape of the stomach and waist, so that nothing stands in the way of stepping out in your favourite summer dress. Available in “rose red”, these models are the perfect surprise for

Valentine's Day, and make ideal bridal lingerie in classic white.



*Alara Bra & Tanga*



*Magara Cup Bra & Tanga*

The quartet of on-trend lingerie is completed by the airy light “Magara” range, which feels like a summer breeze on the skin. At the same time, the tender tulle design, underlaid with embroidery reflects a hint of bohemian inspiration.

As well as the “Magara String” and the “Magara Tanga”, the range also includes a non-wired soft “Magara Bustier”, as well as the classic soft cup version, the “Magara Cup Bra”. The models in a soft jasmine colour are the ultimate choice for wearing with your translucent and light summer wardrobe.

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#### Photo downloads:

Muse Bra: <http://service.wolford.com/download/press/ss14/trend/69623.zip>

Muse Push-Up Bra: <http://service.wolford.com/download/press/ss14/trend/69624.zip>

Muse Cup Bra: <http://service.wolford.com/download/press/ss14/trend/69644.zip>

Muse Tanga:

<http://service.wolford.com/download/press/ss14/trend/69626.zip>

Muse String: <http://service.wolford.com/download/press/ss14/trend/69625.zip>



Muse Control Panty: <http://service.wolford.com/download/press/ss14/trend/69627.zip>  
Muse Forming String Body:  
<http://service.wolford.com/download/press/ss14/trend/79073.zip>  
Muse Forming Dress: <http://service.wolford.com/download/press/ss14/trend/59773.zip>

Mara Cup Bra: <http://service.wolford.com/download/press/ss14/trend/69630.zip>  
Mara Bra: <http://service.wolford.com/download/press/ss14/trend/69628.zip>  
Mara Bra: <http://service.wolford.com/download/press/ss14/trend/69629.zip>  
Mara Tanga: <http://service.wolford.com/download/press/ss14/trend/69632.zip>  
Mara String Panty: <http://service.wolford.com/download/press/ss14/trend/69631.zip>  
Mara Control Shorts: <http://service.wolford.com/download/press/ss14/trend/69633.zip>  
Mara Forming Body: <http://service.wolford.com/download/press/ss14/trend/79074.zip>  
Mara Forming Dress: <http://service.wolford.com/download/press/ss14/trend/59774.zip>

Alara Bra: <http://service.wolford.com/download/press/ss14/trend/69634.zip>  
Alara Cup Bra: <http://service.wolford.com/download/press/ss14/trend/69635.zip>  
Alara String: <http://service.wolford.com/download/press/ss14/trend/69636.zip>  
Alara Tanga: <http://service.wolford.com/download/press/ss14/trend/69637.zip>  
Alara Forming String Body: <http://service.wolford.com/download/press/ss14/trend/79075.zip>

Magara Bustier: <http://service.wolford.com/download/press/ss14/trend/69638.zip>  
Magara Cup Bra: <http://service.wolford.com/download/press/ss14/trend/69639.zip>  
Magara String: <http://service.wolford.com/download/press/ss14/trend/69640.zip>  
Magara Tanga: <http://service.wolford.com/download/press/ss14/trend/69641.zip>

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**About Wolford Aktiengesellschaft**

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its Legwear, Ready-to-wear, Lingerie, Swimwear, Accessories and Trading Goods product segments in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012–April 30, 2013), and has about 1,600 employees. Since its founding in 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products. [www.wolford.com](http://www.wolford.com)

