



Press release

Summer Secrets from Wolford

- Wolford offers a broad range of skin tones to create a make-up effect for your legs
- Effective shaping and support functions for the stomach, legs and bottom

Bregenz, 20 October 2013 – **Invisible but not insignificant: that’s the secret behind many of the items in the Wolford tights collection. Whilst the styles from the Shape & Control line aim to support and shape, they also always come in a wide range of flesh tones to make for a flawless appearance. Items like the airy summer shorts for more comfort, toeless tights for open-toed shoes or light stay-ups complete the wide selection of attractive summer secrets.**

The slightly transparent “Individual 20 Shorts” are an essential companion to your summer and can be found in the Basics section. They are ideal for particularly warm days, reaching the centre of the thigh and featuring a discrete panty section to prevent friction, keeping you feeling great. In high temperatures they are perfect for maintaining comfort when worn with skirts or dresses.



Luxe 9
Toeless

The comfortable “Luxe 9 Toeless Tights” feature an integrated thong to ensure the perfect fit and look especially chic with peep-toes and other open-toed footwear. Additionally, they are light and airy thanks to the highly transparent material from

the toes right up to the comfortable waistband. There are five skin tones to choose from, which give the legs a flawless finish in the same way cosmetics enhance the



Individual 20 Shorts

skin.

Make-up for your legs

There are nine tones of summery “Luxe 9 Tights” to choose from, available all year round to add a splash of summer to your day even in the winter months.

The extensive array of skin tones and concealing-effect tights continues in the basics range with the “Individual 20 Tights” and the almost invisible “Sheer Tights 15”. Particularly suitable for wearing under close-fitting clothing are the seamless “Fatal 15 Seamless Stay-Ups”, available in a range of pastel colours.



Individual 20 Tights



Tights lovers can experience the make-up effect of the matte “Eyla Stay-Up” in the current summer collection. Bordered with a narrow red satin band, the summery Wolford lightness of this style is especially attractive.

Another summer alternative to the classic tights design is offered by the “Delia Stay-Ups”, featuring blossom and small polka dots in a two-tone style. For the perfect look, pair with floaty skirts and dresses or brighten up more ordinary outfits to create a sassy and feminine style.



Shape & Control – for a wonderful summer silhouette

Discover 22 products in the Wolford Shape & Control section which all feature support zones and range from 10 to 100 denier. In addition to supporting the legs Wolford offer shape and control tights for the stomach, hips, thighs and bottom, categorised by “light”, “medium” and “strong”. Subtle support to enhance a summer silhouette is one of the key aim of Wolford tights.



The “Synergy 20 Push-Up Tights” focus primarily on the bottom, which is supported by means of an integrated panty section and has a push-up effect. The stomach, as well as the hips and thighs, are also firmly shaped.

The “Satin Touch 20 Leg Support Tights” add a touch of luxury to your outfit. They not only shape the legs to perfection, but their feminine detailing also creates an incredibly stylish appearance.

If you're searching for matte and transparent tights to slightly support the stomach and bottom, look no further than the “Individual 10 Leg Support Tights” which are perfect for wearing underneath tight-fitting clothing.

The “Individual 10 Complete Support Tights” ensure an all-round casual appearance with medium-support effect on

the hips, stomach and thighs as well as a push-up effect for the bottom. With all this in mind you'll be ready for summer.

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Photo downloads:

Individual 20 Shorts: <http://service.wolford.com/download/press/essentials/18876.zip>

Luxe 9 Toeless Tights: <http://service.wolford.com/download/press/ss14/trend/17055.zip>

Luxe 9 Tights: <http://service.wolford.com/download/press/ss14/trend/17028.zip>

Individual 20 Tights: <http://service.wolford.com/download/press/essentials/18267.zip>

Sheer 15 Tights: <http://service.wolford.com/download/press/ss14/trend/18381.zip>

Fatal 15 Seamless Stay-Up: <http://service.wolford.com/download/press/ss14/trend/28045.zip>

Eyla Stay-Up: <http://service.wolford.com/download/press/ss14/trend/28068.zip>

Delia Stay-Up: <http://service.wolford.com/download/press/ss14/trend/28065.zip>

Synergy 20 Push-Up Tights: <http://service.wolford.com/download/press/essentials/18394.zip>



Satin Touch 20 Leg Support Tights: <http://service.wolford.com/download/press/essentials/18934.zip>

Individual 10 Control Top Tights: <http://service.wolford.com/download/press/essentials/18163.zip>

Individual10 Complete Support Tights: <http://service.wolford.com/download/press/essentials/11218.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 the year 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products.

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