



## **Fashion meets function: Wolford presents two innovations for Autumn-Winter 2014/15**

- **Première for the first hosiery models worldwide with glued seams: “Pure 50 Tights”**
- **Forming luxury on the skin: exclusive lingerie series “Sheer Touch”**

Bregenz, February 2014 - In its new collection for Autumn-Winter 2014/15 the luxury fashion manufacturer Wolford presents in both the legwear and lingerie segments an innovation highlight: while seams on the “Pure 50 Tights” are thinly welded together with an adhesive film, the appeal of models in the lingerie range “Sheer Touch” lies in the fine, delicate material which wears like a second skin.

The optimal manufacturing symbiosis of innovative technology and first-class fabrics is reflected in Autumn/Winter 14/15 by the new “Pure 50 Tights”: thanks to special technology the panty seams are “welded” together, flat and smooth, thus becoming virtually invisible beneath tightly-fitting garments. In addition to a soft, wide waistband that does not cut in, the innovative material-mix also has a particularly even, mat look as well as a very soft haptic.

### **Trendsetter for the sector**

As a trendsetter in its sector the Wolford Group has set milestones in its over sixty-year history with countless product innovations. With “Pure 50 Tights” a new innovative generation of hosiery now follows which is also about to make history

### **Forming luxury on the skin**

The special appeal of models in the new lingerie range „Sheer Touch“ lies in the delicate and extremely soft, smooth material used which produces a subtly shimmering effect and is like a second skin to wear. In addition, this wonderful wearing comfort is increased by the seamless manufacturing process which ensures that each model is virtually invisible under close-fitting clothing. Highlights in this range are the Shape & Control-Styles with medium-control effect

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### **Photo Downloads:**

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Pure 50 Tights – Pic 1: [http://service.wolford.com/download/nehe/14434\\_001.zip](http://service.wolford.com/download/nehe/14434_001.zip)

Pure 50 Tights – Pic 2: [http://service.wolford.com/download/nehe/14434\\_002.zip](http://service.wolford.com/download/nehe/14434_002.zip)

Pure 50 Tights – Pic 3: [http://service.wolford.com/download/nehe/14434\\_005.zip](http://service.wolford.com/download/nehe/14434_005.zip)

Sheer Touch Bra: <http://service.wolford.com/download/press/essentials/69615.zip>  
Sheer Touch Soft Cup Bra: <http://service.wolford.com/download/press/essentials/69642.zip>  
Sheer Touch Push-Up Bra: <http://service.wolford.com/download/press/essentials/69621.zip>  
Sheer Touch String: <http://service.wolford.com/download/press/essentials/69622.zip>  
Sheer Touch Tanga: <http://service.wolford.com/download/press/essentials/69643.zip>  
Sheer Touch Control Panty: [http://service.wolford.com/download/press/shape\\_and\\_control/69662.zip](http://service.wolford.com/download/press/shape_and_control/69662.zip)  
Sheer Touch Control Shorts: [http://service.wolford.com/download/press/shape\\_and\\_control/69620.zip](http://service.wolford.com/download/press/shape_and_control/69620.zip)  
Sheer Touch Forming Skirt: [http://service.wolford.com/download/press/shape\\_and\\_control/59716.zip](http://service.wolford.com/download/press/shape_and_control/59716.zip)

More information about the main collection are available online:

<http://www.wolford.com/en/fashion-aw-14/15/collection-preview-aw-14-15>

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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)

