



Perfect luxury on the skin

- **New exclusive Wolford 'Sheer Touch' lingerie range**
- **Triple trend temptation with design, colour and functionality**

Bregenz, 4 April 2014 – The exclusive 'Sheer Touch' lingerie range is a first for the autumn/winter 14/15 Basics collection from Wolford. These puristic models boast an especially thin and extremely slinky material which also effectively shapes the feminine figure. In the trend lingerie, too, the models seduce equally through design, colour and functionality, whether it's with delicate tulle, sheer polka dots, floral lace or a touch of art deco.

The highlights of the new Basics collection are the medium-shaping Shape & Control styles 'Sheer Touch' control shorts, 'Sheer Touch' forming skirt and 'Sheer Touch' control panty. The fine, gently shimmering material effectively shapes the waist and thighs and feels like a second skin. Thanks to the seamless finish – which makes these items invisible under tight clothing – their exquisitely comfortable feeling is enhanced. The wide comfort waistband guarantees an all-round comfortable fit without cutting in.

The 'Sheer Touch' items are also visually attractive – as well as the shaping effect they have a purist, classic overall look, which is rounded off when they are combined with matching bras and panties from the same range.



At your best: with the lingerie trend trio from Wolford

The secret of the lingerie trend trio lies in the decoratively shaping material and the almost invisible finish, which effectively flatters the feminine figure.

Fine tulle featuring a sheer polka dot design creates a discreet yet charming and fresh design for the 'Joyce' models. The highlight is how wonderfully soft the material feels on your skin and how effectively it shapes – as with the 'Joyce' control panty', which effectively shapes the stomach, waist and bottom.

A pure look, soft feel and airy light comfort; the classic underwired 'Joyce' bra and the 'Joyce' push-up bra gently caress the feminine shape. The seamless finish of the matching 'Joyce' tanga' and 'Joyce' string guarantee a smooth silhouette. The seductive, classically cut 'Joyce' top adds a sophisticated finishing touch, especially under blazers, pullovers or cardigans.



Flore Forming String Body

These styles can also be combined well with the 'Tulle' range from the Wolford Basics collection.

Extraordinarily soft tulle featuring a powerful shaping effect creates the focus of the 'Flore' models. The material is combined with floral lace in an on-trend berry red or classic black. The decorative design of large flowers and leaves has an especially attractive effect with the 'Flore' forming string body and the 'Flore' forming dress. Whilst the body has an integrated underwired bra, the slip features an extra low-cut neckline which can be worn with your own bra or a matching item from the collection if desired, such as the classic 'Flore' bra or the full 'Flore' cup bra. Additional bonus: both bras feature extra wide straps for even more comfort.

The trend trio is completed with the medium-shaping 'Linea' models, which add a touch of art deco and shimmer combined with a deep cobalt blue.

The 'Linea' control panty and 'Linea' forming body are the perfect choices for feminine curves, whilst their seamless finishes at the sides and the backs of the legs make these models almost invisible. The 'Linea' skirt is another enticing undergarment which conjures up the perfect silhouette – you won't just feel the shaping effect of the thin fabric on your stomach, hips, thighs and bottom, you'll feel it too.

The 'Linea' bra and the 'Linea' cup bra, as well as the matching tanga and string panties, are impressive both visually and haptically thanks to their fine, skin-caressing material and the beautiful geometric design. The on-trend blue colour stylishly accentuates and provides an attractive alternative to classic black.



Linea Forming Body

Photo downloads:

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Sheer Touch Control Panty: 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

Sheer Touch Forming Skirt: http://service.wolford.com/download/press/shape_and_control/59716.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>

Joyce Control Panty: <http://service.wolford.com/download/press/aw1415/trend/69651.zip>

Joyce Top: <http://service.wolford.com/download/press/aw1415/trend/59818.zip>

Joyce Bra: <http://service.wolford.com/download/press/aw1415/trend/69647.zip>

Joyce Push-Up Bra: <http://service.wolford.com/download/press/aw1415/trend/69648.zip>

Flore Forming String Body: <http://service.wolford.com/download/press/aw1415/trend/79081.zip>

Flore Forming Dress: <http://service.wolford.com/download/press/aw1415/trend/59819.zip>

Flore Bra: <http://service.wolford.com/download/press/aw1415/trend/69652.zip>

Flore Cup Bra: <http://service.wolford.com/download/press/aw1415/trend/69694.zip>

Linea Control Panty: <http://service.wolford.com/download/press/aw1415/trend/69661.zip>

Linea Forming Body: <http://service.wolford.com/download/press/aw1415/trend/79082.zip>

Linea Bra: <http://service.wolford.com/download/press/aw1415/trend/69657.zip>

Linea Cup Bra: <http://service.wolford.com/download/press/aw1415/trend/69658.zip>

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About Wolford Aktiengesellschaft

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its products 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.

