



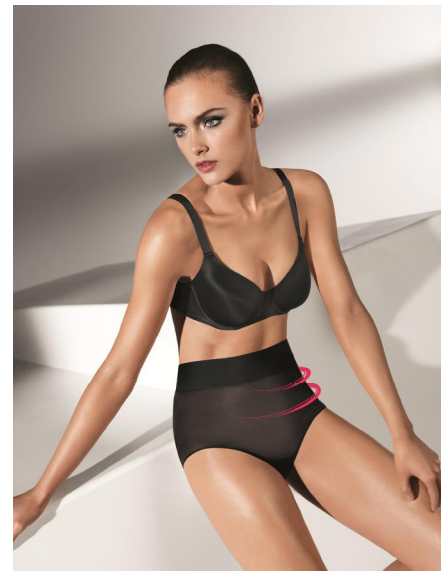
Sheer Touch: modern luxury lingerie from Wolford

- New exclusive Wolford “Sheer Touch” lingerie range
- Medium-shaping designs in a purist, sophisticated look

Bregenz, 7 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.

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.



Modern design beauty

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

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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>

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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.

