

# FASHION FOCUS

## Simple And Soft—Unmentionables Worth Mentioning

(NAPSA)—Sleek, soothing fabrics in perfect harmony with simple, understated styling. That is how many are describing a new intimates collection. They say it's Pure Bliss, which is also its name. The collection can be put on the list of life's simple pleasures—great feeling, great looking bras and panties that pamper and soothe the skin.

A spokesperson for Hanes Her Way, the company that created the collection, says the softest microfibers and cottons were used for the bras including two new fabrics for the panties—a sueded microfiber and a cotton-rich microstretch. With these fabrics, the company designed simple but modern silhouettes for a wardrobe of comfort—boy shorts, thongs, bikini and hi-cut bottoms paired with seamless-cup bras and camisoles in a palette of muted, spa-inspired colors.

“Pure Bliss is modern and clean—not complicated or showy,” said Becky Folds, director of brand strategy for Hanes Her Way. “The silhouettes and colors are designed to be simple and understated so a woman can fully enjoy the amazing feel of the fabric and the perfect fit against her skin.”

The collection includes two distinct lines—one based on the sleekness and drape of microfiber, the other rich in cotton for the ultimate in pampering and comfort. Each line features three styles of bras—an unlined underwire, soft cup and foam underwire—in a full range of sizes from 34A to 38D varying by style. The cotton-based line also includes a string camisole.



**Understated Comfort—Women can now soothe and pamper their skin with a new collection of intimate apparel designed with simplicity and style in mind.**

Coordinating with both the bras and camisole is a complete selection of panties in sizes S-XL in a variety of current and classic cuts. The microfiber-based panties are made from a new sueded microfiber fabric in thong, string bikini and hi-cut silhouettes; the cotton-rich microstretch line includes string thong, boy brief, bikini and hi-cut styles.

The collection launches in early 2004 at mass retailers including Target, Wal-Mart and Kmart. Bras will retail for less than \$10 and the panties, sold in two-packs and camisoles will be priced less than \$8.

For more information, tips on relaxation and stress-free living as well as special promotions, visit [www.purebliss.com](http://www.purebliss.com).

Hanes Her Way is a leading brand of intimate apparel, underwear, sleepwear, socks, shoes and casual apparel.