

PLIÉ SHAPEWEAR MAKES PARIS PREMIÈRE

Brazilian Shapewear specialists, Plié® make their Paris premiere in 2008 at the Salon International de la Lingerie (Thursday, 24th – Sunday, 27th January) at the Paris Expo, Porte de Versailles. With more than 500 outlets in the UK and Ireland already selling the Plié® seam-free shapewear range, the company have set themselves the ambitious target of making their smooth, sexy slimming lingerie styles available in all the Euro-zone countries. The company have a three-year plan that has earmarked investment into both of the key French events, Lyon *and* Paris, with an eye on expanding dramatically on their portfolio of Euro-zone customers which already includes Spain, France, Finland, Greece, Poland and Portugal.

SEAM-FREE IS THE FUTURE

“Shapewear shouldn’t be an embarrassment in the bedroom.” insists Plié’s European Marketing Director, John Pearce. “It’s no surprise the Brazilian seam-free styles are in such demand. There are no ugly, unsightly seams that can show through because Plié have the technology to achieve the same slimming effect without any lines or red marks? Plié Brazilian shapewear offers women of all shapes and sizes an item of slimming lingerie they will look forward to wearing, and are *not* ashamed of revealing.

SOMETHING FOR EVERY OCCASION.

The Plié Control range has nine seam-free styles that each target specific problem areas. There’s a basic slimming brief (50022) that flattens the tummy, together with a High Waist version (50041) for shaping up to below the bust, both great for every-day wear. Ideal for jeans and skirts, the Bermuda shorts (50029) also have a High-waist version (50069), both offering zero VPL and no leg chaffing. For a complete body shaping and smoothing solution, Plié Control range has the Body (50403), Bodysuit (50415) and Tube/slip-dress (50405). Plié also offer two Bra products, the Control Top (50110) for smooth all-day support ideal for active wear, and the specialist Control Top Fast Front (50142) with three-hook fastening at the front for post-surgery.

MOISTURE MANAGMENT

The Plié concept of wearing shapewear all day was developed in Brazil where the year-round warm weather played an important part in product development. Plié treat every single micro-fibre of the product with their unique moisture-management system which draws perspiration gently away from the surface of the skin and as it evaporates, it naturally keeps you cool. With it’s 10-15% Lycra content, the close fitting garments can be worn all day and she’ll hardly know she’s wearing it at all.

About Plié®

Plié (pronounced plee-ay) is *the* cool lingerie brand from Brazil. Established in 1998 by the Highstil Group in São Paulo, the promise of the brand is smooth, sensual, seam-free lingerie for today’s modern, dynamic women. Plié was introduced to the European market in 2004 in partnership with Pearce Ltd. The Plié brand is a registered trademark in South America, Europe and the USA.

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