

CLASSIC SHAPEWEAR

The Secret Lies Beneath!

Spanx 101: Instant Slimming Shapewear Essentials

Spanx has been shaping stars' figures for years and continues to be a great slimming solution and a must have for woman everywhere. From innovative tights and leggings to comfy bras and seamless shapers, women around the world are giving up on fad diets or expensive surgery and slipping on their favorite Spanx for a slimmer, trimmer figure, instantly.

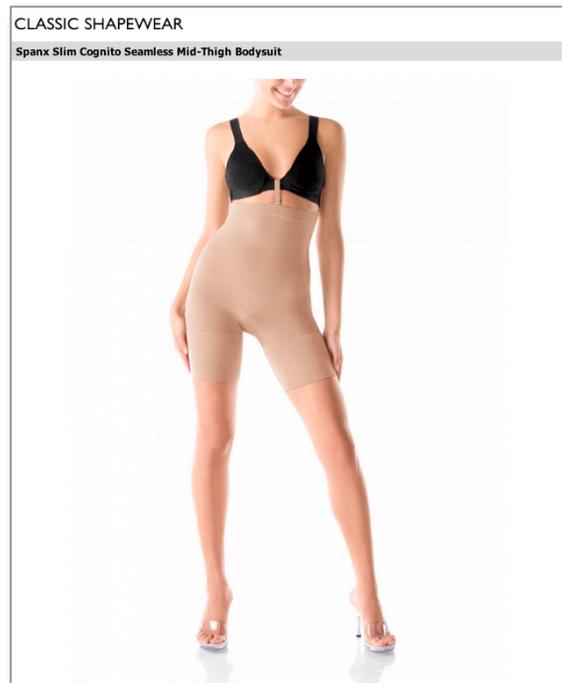
New York, New York (April 15, 2011): After kick-starting a shapewear revolution in 2000, Spanx now makes more than 200 figure-fixing products – from back-fat busting bras to bum-boosting bodysuits. Spanx's meteoric rise to undergarment fame culminated when Oprah declared she'd "given up panties" and only wore Spanx. Though the history of shapewear spans centuries, no other brand has ever achieved household name status like Spanx. With the range of products encompassing everything from control shorts through to full coverage shaping bodysuits, Spanx shapewear offers everything women need for an instant slimming effect. The style experts at Classic Shapewear, a leading online retailer offering the best brands of shapewear, have rounded up a few Spanx shaping essentials to meet the needs of women everywhere:

Every woman must own a great fitting bra that is super comfy and compliments her figure. **The Spanx Bra-llelujah! The All-Hosiery Comfort Bra (\$36)** (metal-free!) reduces VBL (Visible Bra Lines), gives a smooth, sexy back and provides extraordinary comfort! The soft, wide straps distribute weight evenly and stay where they belong. Complement the results of the bra with the **Spanx Slim Cognito Seamless Shaping Bodysuit (\$62)**. This great body shaper will comfortably shape problem areas, accentuate the waistline, minimize the tummy, lift the rear and makes inches seem to disappear!

In addition to shaping innovations such as the Bra-llelujah! and Slim Cognito body shaper, the **Spanx Power Panty (\$30)** is the first performance underwear that combines the comfort of regular underwear, the feel of hosiery and the power of a shaper. Eliminating the legband creates body-shaping control that's both comfortable and flattering.

A favorite on the red carpet, the **Spanx Hide & Sleek Hi-Rise Body Smoother (\$68)** creates a longer, smoother, tighter tummy and bottom. With cool, soft seamless fabric and no legband design, this shaper is the perfect compliment under a sheer or clingy garment.

The search for the perfect undershirt is over! The **Hide & Sleek Cami (\$42)** offers coverage for sheer fabrics and tummy slimming in one! The cool, slick fabric won't cling to clothes, has a light compression that starts just below the bra line and a bottom hem that tucks into pants and skirts. Get that sleek look without bulges at the waistline!

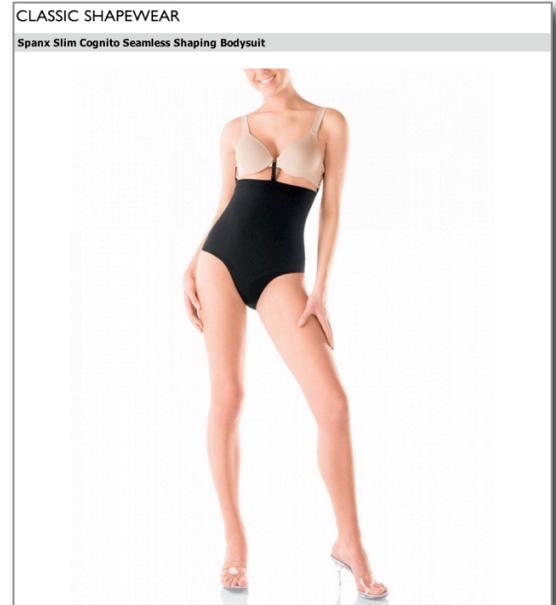


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Spanx has proven that women can have it all! The incredible **Spanx All The Way Up! Full Length Pantyhose (\$28)** is ultra-sheer, high-waisted, body-shaping pantyhose that extends up to the bra line and whittles the entire middle, from front to back! Get the combination of the same comfortable, soft waistband and slimming features as Higher Power paired with the slick yarns and the targeted tummy control. For the woman who wants options, there is the **Spanx Tight-End Tights Convertible Leggings (\$28)**. Worn at the ankle or under the heel, these stylish opaque leggings feature luxurious legs and unique body-shaping control that slims the tummy, hips, thighs and rear! Designed with matte yarns (available in solids, patterns or reversible colors) to flatter the leg and add a fashionable look to any outfit. A superbly soft, non-binding waistband alleviates a pinched look at the waist. Plus, a medium control panel flattens the tummy while the extended control top smoothes and shapes the rear, hips and thighs.



The popular **Spanx Maternity Power Panty (\$32)** is made especially for mamas-to-be! Soft Lycra and nylon yarns stretch with a growing belly and provides lower back support to give mama and baby a break! This little miracle shapes the rear and thighs as they expand along with a growing tummy.

Celebs such as Gwyneth Paltrow, Eva Longoria, Beyonce, Victoria Beckham and Sienna Miller rely on Spanx shapewear to hold everything in place and smooth out the bumps and bulges for a streamlined silhouette. With so many great Spanx shapewear solutions, it has never been easier to create a trimmer, slimmer figure. Need to know, **'where to buy Spanx?'** Visit: www.classicshapewear.com for all of your Spanx shapewear essentials.

About Classic Shapewear:

Classic Shapewear is the industry's leading online shapewear retailer offering the highest quality, latest trends, and best named brands to fit and shape women of every size. Specializing in shapewear, the buyer's at Classic Shapewear are selective about which brands they carry. From the material, to design and the importance of a seamless garment, Classic Shapewear knows how shapewear should be made. For more information, please visit: www.ClassicShapewear.com. "Like" us on Facebook for exclusive discounts and promotions: www.facebook.com/classicshapewear