

INSIGNIA
BY SIGVARIS

For Immediate Release:
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SIGVARIS Launches New Online Shop Concept Featuring its INSIGNIA™ Graduated Compression Brand

SIGVARIS launches new online boutique featuring its new INSIGNIA compression concept.

PEACHTREE CITY, GA (March 9, 2016) – SIGVARIS in the United States is proud to announce that its newest compression brand, INSIGNIA, is now available via a new e-shop for online consumers living in the U.S. This innovative compression concept makes it easy for men and women to take on the day with confidence, style and a focus on their well being.

Prior to the launch of this new online shop, INSIGNIA products were only available at Nordstrom.com and through the Destination Maternity retail brand. The addition of the INSIGNIA online boutique will make it easy for men and women to learn about this fashion-forward compression line featuring the added power of clinically proven graduated compression.

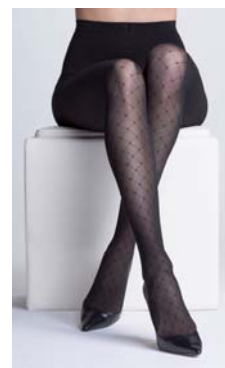
“This new online boutique has been several years in the making,” says Scot Dubé, president and CEO for SIGVARIS North America. “As we strive to take a step further every day, this new online shop gives SIGVARIS an opportunity to introduce new and first time users to the health benefits of graduated compression.”

INSIGNIA™ Trend Setting Sock & Hosiery Styles Include:



HEADLINER: Headliner luxuriously soft hosiery is both fashionable and functional giving your legs a flawless look all day long. Designed with microfiber softness this opaque hosiery line provides the highest level of breathability and comfort, giving you the energy to steal the show any day of the week. *Available in knee-highs, thigh-highs and pantyhose. Colors: Black, Graphite, and Midnight Blue*

STARLET: Starlet hosiery features a beautiful diamond-dot pattern embedded in silky, smooth hosiery letting your legs be the star. The perfect hosiery to dress up or dress down, Starlet is a comfortable hosiery line that gives you the energy to be the star of your day. *Available in thigh-highs and pantyhose. Color: Black*



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BABY YOUR LEGS: INSIGNIA Maternity tights were designed to comfort every step of your pregnancy and beyond. From a supportive top band to cradle your growing baby bump, to the clinically proven graduated compression designed to revitalize legs and help prevent pregnancy related varicose and spider veins, this unique hosiery leaves you feeling great, so you can focus on your little one. *Available in tights. Color: Black*

KEYNOTE: Find the energy to stand tall from 9 to 5 and beyond with the ultimate comfort of microfiber. These socks work behind the scenes to increase circulation and revitalize tired, achy legs. *Available in steel gray, tan-khaki and black socks.*



VENTURIST: Made from the finest Merino wool, these socks give legs the energy to take on any adventure. Plus, wool fibers are naturally thermoregulating to keep feet cool or warm, depending on the season. *Available in black, navy and brown socks.*

Note: All INSIGNIA products are perfect to wear during travel to improve circulation and reduce travel-related leg swelling!

Graduated Compression – Why legs love it!

The upward motion of blood flow reduces swelling in feet, ankles and legs. Graduated compression is greatest at the ankle and gradually decreases up the leg to improve blood flow in the lower legs. Wear them daily or when traveling to improve circulation and overall leg health.

Improving circulation helps: revitalize legs, prevent varicose and spider veins and keep legs energized all day long.

Learn More

For more information about INSIGNIA™ or to purchase products, visit shop-us.sigvaris.com.

The logo for INSIGNIA BY SIGVARIS is presented within a dark blue square. The word "INSIGNIA" is written in a large, white, sans-serif font, with "BY SIGVARIS" in a smaller, white, sans-serif font directly beneath it.

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About INSIGNIA

INSIGNIA™ by SIGVARIS is a new innovative hosiery concept designed to help improve leg health without compromising style. All the products in the INSIGNIA™ line feature clinically proven graduated compression and are manufactured in Peachtree City, Ga. SIGVARIS® North America is part of an internationally active medical device group headquartered in Winterthur, Switzerland that focuses on the development, production and distribution of medical compression garments, including hosiery and socks. With distribution in more than 60 countries on six continents, SIGVARIS is recognized as a global industry leader in the area of compression therapy for healthy legs. Learn more at: shop-us.sigvaris.com.