

MF



MAIDENFORM®



High Lights
2021

MF



New Shapewear
AW21

Your wardrobe gets a major upgrade with this essential layering cami. Designed with minimal seams and SmoothTec® panels, this cami will comfortably smooth and shape your tummy, waist and sides.



Power Players Cami
DMS086

Features/benefits:

- Scoop neckline
- Gripper at hem for our Stay Put Promise™
- Free cut edges for no bulk & no pinch
- One-piece removable foam cup for a customizable fit
- Cooling fabric helps keep you cool and comfortable

Ship date : 25/07/2021



Fiber content : 76% Nylon, 24% Elastane

Sizes : S - 2XL

Basic Colors :



Transparent
IX1



Black
XBK

DMS086

Power Players Cami



**Convertible &
Adjustable Straps**

prest-o change-o



MF

POWER PLAYERS



Firm foundation for your outfit
with more control for a sleek look.

Your wardrobe gets a major upgrade with this essential High Waist girlshort. Designed with minimal seams and SmoothTec® panels, this girlshort will comfortably smooth and shape your tummy, waist, and sides.

NEW



2-ply

2 layers for
shaping & support



Power Players High Waist girlshort
DMS088

Features/Benefits:

- Lightweight, silky fabric and minimal stitching smooths all over
- Comfort waist is folded and fused for a smooth look under clothes
- Free cut leg for a smooth transition to body
- No-slip promise on waist and leg designed to keep garment in place
- Cotton lined, split gusset for convenience
- Cooling fabric helps keep you cool and comfortable

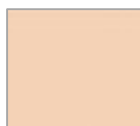
Ship date : 25/07/2021

Fiber content : BODY 76% Nylon, 24% Elastane / GUSSET 95% Cotton,
5% Elastane

Sizes : S - 2XL



Basic Colors :



Transparent
IX1



Beige
436



Black
XBK



SmoothTec®
Targeted Control

targeted control right
where you want it

DMS088

Power Players HW Girlshort

Your wardrobe gets a major upgrade with this essential Bodysuit. Designed with minimal seams and SmoothTec® panels, this Bodysuit will comfortably smooth and shape your tummy, waist and sides.

NEW



Removable Cups

customizable,
cater to any outfit



Convertible & Adjustable Straps

prest-o change-o

Features/Benefits:

- Lightweight, silky fabric smooths all over
- Designed to smooth underarm and back
- Removable foam cups for shaping
- Modern thong silhouette
- Cotton lined gusset
- Cooling fabric helps keep you cool and comfortable

Ship date : 25/07/2021

Fiber content : BODY 76% Nylon, 24% Elastane /
GUSSET 95% Cotton, 5% Elastane

Sizes : S - 2XL



Basic Colors :



Transparent
IX1



Beige
436



Black
XBK



2-ply

2 layers for
shaping & support

Power Players Bodysuit
DMS083



SmoothTec® Targeted Control

targeted control right
where you want it

DMS083

Power Players Bodysuit



COVER YOUR BASES



Your everyday essential for subtle smoothing.

Introducing our new silhouette from the Cover Your Bases collection, made from whisper-like, breathable fabrics. Perfect for those who prefer a little modesty with invisible smoothing support. Featuring close to the body, seamless stretch, these comfy pieces feel like your skin... only better.



Cover Your Bases
Thong
DMS080

Features/Benefits:

- Lightweight, powerful fabric that breathes as it moves with you, to help keep you cool
- Lightweight coverage offers modesty under clothing
- Wide band smooths tummy and hips
- Designed to stay put without digging, and allows for a smooth transition from garment to body
- Cotton lined gusset
- Cooling fabric helps keep you cool and comfortable

Ship date : 25/07/2021

Fiber content : BODY 64% Nylon, 36% Elastane / GUSSET 95% Cotton, 5% Elastane

Sizes : S - 2XL

Basic Colors :



Transparent
R1R



Black
2BL



DMS080

Cover Your Bases Thong

MF



FIRM FOUNDATIONS



Short torso? Long legs? We've got you covered.

Made.For.Me. features soft, smoothing leggings available in multiple lengths so you can choose which length is right for you. This cooling collection is comfortable enough to wear every day - layered or on its own.



Features/Benefits:

- Shapes/Firm Control
- Powerful fabric
- Wide 2-ply waistband designed for support and smoothing
- Hidden pocket inside waistband
- Cool Comfort® all-over cooling fabric helps keep you cool and comfortable
- Custom Fit for you:
- **Regular length:** up to 5'7", 28" inseam
- **Tall length:** longer rise and inseam to accommodate taller consumer up to 5'11", 29 1/2" inseam

Ship date : 25/07/2021

Fiber content : Body: 79% Nylon, 21% Spandex; Gusset: 100% Cotton

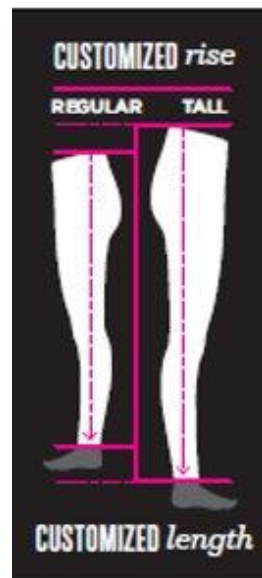
Sizes : S-2XL, ST-2XLT

Basic Color :



Black
XBK

NEW



DMS085

Firm Foundations Legging

MF



MAIDENFORM®



News Bras AW21

MF

PURE COMFORT

NEW

Pure Comfort® is the leisurewear she WANTS to wear!

Modern Silhouettes, comfort obsessed, feminine details, everyday use and versatile



Features/Benefits:

- Comfort never looked so good!
- Wireless comfort
- Sew-in foam cups and faux wire channel help provide shaping
- Longline frame with side boning provide support
- Convertible straps for wardrobe versatility - traditional and crisscross

Ship date : 25/07/2021

Fiber content : BODY 71% Nylon, 29% Elastane / LACE 89% Nylon, 11% Elastane

Sizes : 34-36 A; 34-40 B, C, D

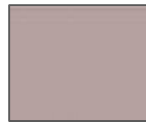
Basic Colors :



Black
XBK



Sandshell
EGV



Evening
Blush
JDQ



White
100



Navy
EGP

Pure Comfort
Convertible Bralette
DM1190



Convertible Straps

classic
criss-cross



Supersoft Cups

soft at
first touch



Longline Design

for added
support



Wirefree

comfort &
support



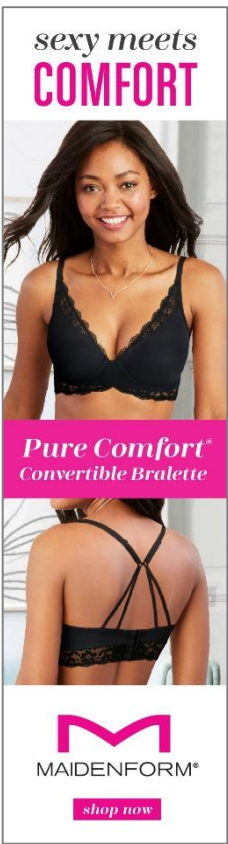
NEW

LAUNCH PACKAGING



M
MAIDENFORM®

TENTATIVE LAUNCH ASSETS



MF

COMFORT DEVOTION

Transcends & Redefines comfort with softness and unparalleled support

Comfort Devotion provides a platform to support multiple silhouettes & needs with a luxe soft sueded fabric and 4-way lightly lined stretch cups providing a comfortable fit



Comfort Devotion
Dream Wire
Back Smoothing UW
DM0070

Features/Benefits:

- No Poke, No Pinch DreamWire® cushioned underwire
- Neo-Knit fabrication provides back and side smoothing
- One-piece foam cup designed to provide added support
- Sleek silhouette for no show under clothes
- Convertible straps for wardrobe versatility - traditional and crisscross

Ship date : 25/07/2021

Basic Sizes : 34-40 B, C, D, DD



Black
XBK



Almond
GD1



Evening
Blush
JDQ



White
100

NEW



Full
Coverage

for support
you can count on



Built Up
Back & Sides

smooth all around



DreamWire®

no pinch, no poke



Convertible
Straps

presto-chango



Neo-Knit
Fabrication

serious shaping with
a lightweight feel



MF

NEW

Launch Packaging



M
MAIDENFORM®



M
MAIDENFORM®



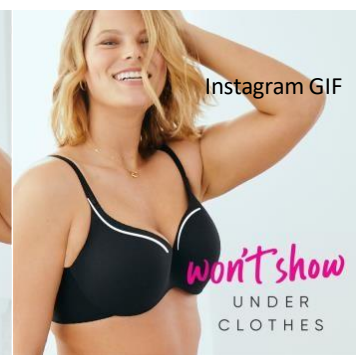
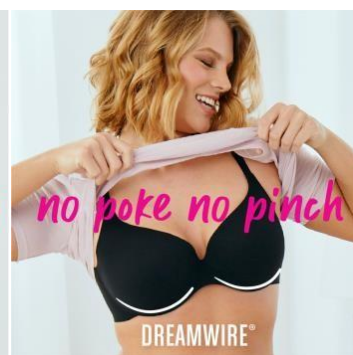
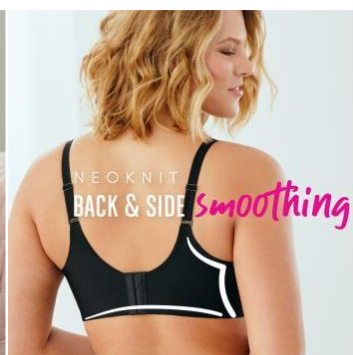
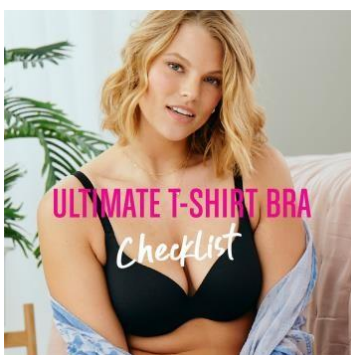
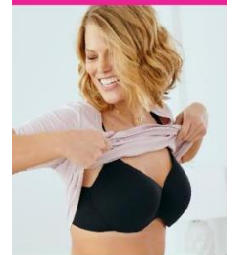
TENTATIVE LAUNCH ASSETS



the Ultimate
T-SHIRT BRA



- ✓ NO POKE
- ✓ NO BULGE
- ✓ NO SHOW



Instagram GIF



MF

COMFORT DEVOTION

Maidenform introduces a new line of superlight weight panties designed with comfort in mind.

*Made with a soft sleek microfiber these panties mold to the body for a superior lift.
The free cut edge ensures no visible panty lines and no pinching or digging at the waist or legs.*

NEW



Comfort Devotion
Cheeky Hipster
DMLCTG



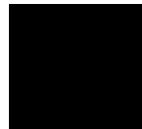
Comfort Devotion
Thong
DMLCHP

Ship date : 25/07/2021

Fiber content : BODY 68% nylon, 32% elastane / CROTCH LINER
100% cotton

Basic Sizes : S - 2XL

Basic Colors :



Black
XBK



Latte Lift
A2Q



Navy Eclipse
29F



**Molds
To The Body**

moves with you



**Free Cut
Edges**

No elastic
for clean look



Lightweight

feels like
nothing at all



NO Panty Lines

invisible look
under clothes

**NO PINCH
NO DIG**

prevents bulges
and marks

MF



BARELY THERE

Your favorite panty is back!

The Barely There invisible look bikini made with soft microfiber that ensures comfort through the day. A classic style with timeless appeal, this panty has you covered day in and day out.

NEW



Barely There
Invisible Look Microfiber Bikini
DMBTBK

Features/Benefits:

- Wireless push-up design provides a comfortable push
- Free cut fabrication for a perfectly smooth finish
- Built up back and sides designed to provide smoothing
- Smooth tailored cups for no-show under clothes
- Plunge neckline for wardrobe versatility
- Convertible straps can be worn traditionally or criss-cross
- Fully adjustable straps provide a personalized fit

Ship date : 25/07/2021

Fiber content : BODY 85% nylon, 15% elastane / CROTCH LINER 100% cotton

Sizes : S - 2XL

Basic colors :



Black
XBK



Sheer Pale
Pink
WN7



Paris Nude
WR9



Navy
Eclipse
29F



Marker
Floral Black
ABZD



Covered
Waistband

for ultimate
comfort



Silky
Smooth

satiny smooth



Fuller
Coverage

for all the coverage
you need



Supersoft
Fabric

love at first touch



NO Panty Lines

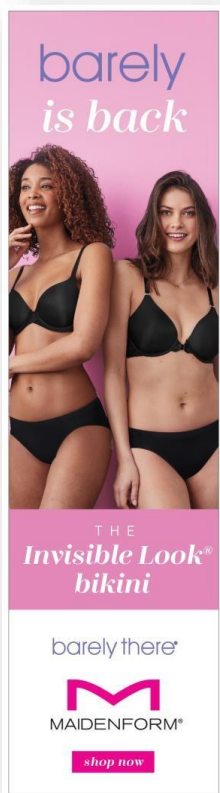
invisible look
under clothes



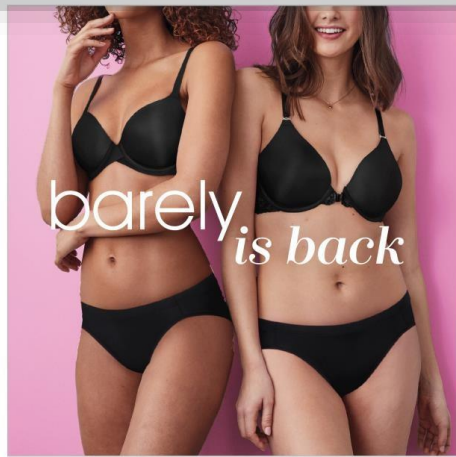
Maidenform® Barely There® Invisible Look® Bikini PACKAGING



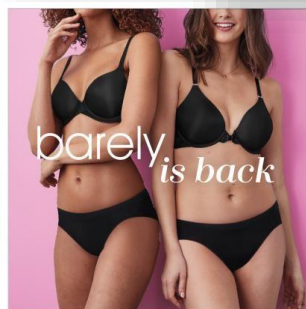
TENTATIVE LAUNCH US ASSETS



Banner ads



Carousel ads



MF



MAIDENFORM®



Shapewear Collection

TAME YOUR TUMMY

Everyday Slimming. Comfort Innovations.

It's our little secret. Keep your fun, flirty style with a hidden, magical touch to tame your tummy! Featuring soft, luxurious fabrics and SmoothTec® waistband that won't roll or dig and provides just the right amount of shaping to keep your tummy in check.



Features/Benefits

- Firm control*
- SmoothTec® no-pinch waistband helps prevent rolling and digging
- All-over cooling technology helps keep you cool and comfortable*
- Lightweight fabric for all-day comfort*
- Designed to provide no pinch leg openings for a smooth transition to the body
- Lace version features breathable stretch lace for a feminine look and comfortable fit*

*Pending legal approval

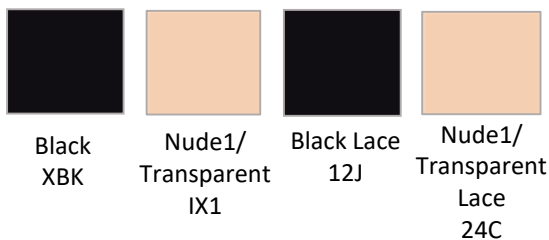
Fiber content : 84% Polyester, 16% Elastane

Sizes : S - 2XL

Basic Colors :



Tame Your Tummy Lace Brief
DM0051



Fashion Colors :



TAME YOUR TUMMY

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Tame Your Tummy Shaping Thong
DM0049

Features/Benefits

- Firm control*
 - SmoothTec® no-pinch waistband helps prevent rolling and digging
 - All-over cooling technology helps keep you cool and comfortable*
 - Lightweight fabric for all-day comfort*
 - Designed to provide no pinch leg openings for a smooth transition to the body
 - Breathable stretch lace for a feminine look and comfortable fit*
- *Pending legal approval

Fiber content : 92% Polyamide, 8% Elastane

Sizes: S - 2XL



Nude 1/
Transparent
Lace
24C



Black
Lace
12J



Tame Your Tummy Half Slip
DM0702

Features/Benefits

- Shapes Firm control
- SmoothTec® no-pinch waist helps prevent rolling and digging
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable
- Stay Put band on bottom hem of garment helps prevent rolling
- Lightweight fabric for all-day comfort
- Cotton lined gusset

Fiber content : 84% Polyester, 16% Elastane

Sizes : S - 2XL

Basic colors :



Nude 1/
Transparent
IX1



Black
XBK



TAME YOUR TUMMY



Firm foundation for your outfit
with more control for a sleek look.

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Tame Your Tummy
High Waist Lace Brief
DMS704

Features/Benefits

- Shapes/Firm Control
- SmoothTec® no-pinch waistband helps prevent rolling and digging
- Cool Comfort® all-over cooling fabric helps keep you cool and comfortable
- Stay Put waistband helps keep garment in place
- Lace details on sides and rear
- Center back seam for shaping
- Cotton lined gusset

Fiber content :

MAIN FABRIC 84% Polyester, 16% Elastane /
LACE 52% Nylon, 37% Polyester, 11% Elastane

Sizes: S - 2XL

Basic Colors :



Nude 1/
Transparent Lace
24C



Black
Lace
12J



Gloss lace
O6O



Tame Your Tummy
High Waist Thong
DMS707

Features/Benefits

- Shapes/Firm Control
- SmoothTec® no-pinch waistband helps prevent rolling and digging
- Cool Comfort® all-over cooling fabric helps keep you cool and comfortable
- Stay Put waistband helps keep garment in place
- Cotton lined gusset

Ship date : 25/07/2021 (436, S54, 697)

Fiber content : 84% Polyester, 16% Elastane

Sizes : S - 2XL

Basic Colors :



Nude 1/Transparent
IX1



Black
XBK



TAME YOUR TUMMY



Firm foundation for your outfit
with more control for a sleek look.

Everyday Slimming. Comfort Innovations.

It's our little secret. Keep your fun, flirty style with a hidden, magical touch to tame your tummy! Featuring soft, luxurious fabrics and SmoothTec® waistband that won't roll or dig and provides just the right amount of shaping to keep your tummy in check.



Tame Your Tummy
Boyshort
DM0050

Features/Benefits

- Firm control*
- SmoothTec® no-pinch waistband helps prevent rolling and digging
- All-over cooling technology helps keep you cool and comfortable
- Lightweight fabric for all-day comfort*
- Designed to provide elastic free, no pinch leg openings
- Lightweight fabric for all-day comfort*
- *Pending legal approval

Fiber content : 84% Polyamide, 16% Elastane

Sizes : S - 2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



Tame Your Tummy
High Waist Boyshort
DM0701

Features/Benefits

- Firm control
- SmoothTec® no-pinch waist helps prevent rolling and digging
- Stay Put feature on waistband
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable
- Lightweight fabric for all-day comfort
- Cotton lined gusset

Fiber content : 84% Elastane, 16% Elastane

Sizes : S - 2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



TAME YOUR TUMMY



Firm foundation for your outfit
with more control for a sleek look.

Everyday Slimming. Comfort Innovations.

It's our little secret. Keep your fun, flirty style with a hidden, magical touch to tame your tummy! Featuring soft, luxurious fabrics and SmoothTec® waistband that won't roll or dig and provides just the right amount of shaping to keep your tummy in check.



Tame Your Tummy Tank
DM0703

Features/Benefits

- Shapes Firm control
- SmoothTec® waist helps provide shaping
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable
- Stay Put band on bottom hem of garment helps prevent rolling
- Lightweight fabric for all-day comfort

Fiber content : 84% Polyester, 16% Elastane

Sizes : S - 3XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



COVER YOUR BASES

Introducing our new silhouette from the Cover Your Bases collection, made from whisper-like, breathable fabrics. Perfect for those who prefer a little modesty with invisible smoothing support. Featuring close to the body, seamless stretch, these comfy pieces feel like your skin... only better.



2
PACK
LIGHT BUT POWERFUL

Cover Your Bases
Girlshort 2-Pack
DMS081

Features/Benefits:

- Smooths/Light Control
- Lightweight, powerful fabric that breathes as it moves with you, to help keep you cool
- Lightweight coverage offers modesty under clothing
- SmoothTec waistband has even stretch and full recovery, designed for no-dig, no pinch
- Designed to stay put without digging, and allows for a smooth transition from garment to body
- Glide technology for easy on, easy off
- Cool Comfort™ all-over cooling fabric helps keep you cool and comfortable
- Cotton lined gusset

Fiber content: 64% Polyamide, 36% Elastane

Sizes: S - 2XL

Basic Colors :



Nude 1/
Transparent
R1R



Black
2BL



Cover Your Bases
Low-Back Bodysuit
DMS084

Features/Benefits:

- Smooths/Light Control
- Lightweight, powerful fabric that breathes as it moves with you
- Lightweight coverage offers modesty under clothing
- Dated, 2-ply cups with removable foam pads for versatility and shaping
- SmoothTec on neckline and back for clean, flat finish with no elastic for no pinch
- No-slip feature at back, our Stay Put Promise™
- Engineered edge at leg is designed to stay put without digging,
- Convertible, adjustable straps with multiple hook-ups for wearing versatility
- Glide technology for easy on, easy off
- Cool Comfort™ all-over cooling fabric helps keep you cool and comfortable
- Cotton lined gusset

Fiber content: 64% Polyamide, 36% Elastane

Sizes: S-2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



COVER YOUR BASES



Your everyday essential for subtle smoothing.

Being on top of your game every day comes easily with the Maidenform Cover Your Bases Collection.. You'll love the ease of the Maidenform signature SmoothTec innovation around the waistband for Stay Put Satisfaction. With minimal seams for a sleek design and cooling fabric to keep you comfortable, you can greet your day with confidence, all day, everyday.



Cover Your Bases Camisole
DM0038

Features/Benefits

- Smooths
- All-around smoothing
- Cool Comfort all-over cooling fabric helps keep you cool and comfortable
- Stay Put band on bottom of garment helps prevent rolling
- Wear your favorite bra for a customized fit
- Convertible and adjustable straps

Fiber content : 81% Polyamide, 19% Elastane

Sizes : S - 2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



White
100



FITSENSE™



Our ultimate in smoothing and control to show off your curves.

New Maidenform LYCRA® FitSense™ features innovative Liquid Lycra application brushed on to the fabric to give you lightweight, but targeted control you need to look and feel your best. Be your own masterpiece!



FitSense™ Thigh Slimmer
DM0071

Features/Benefits

- Sculpts; Ultra Firm control
- Powerful high-Lycra content fabric sculpts the body
- Printed Liquid Lycra pattern provides ultra spot control to flatten tummy, smooth hip and lift rear
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable
- Self-fabric covered waistband sits at the natural waist and is soft against the body
- Free-cut leg opening for comfort and a smooth transition to leg
- Rear seam for shaping
- 18" outseam on the body
- Cotton lined gusset

Fiber content : 64% Polyamide, 36% Elastane

Sizes: S - 2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



FitSense™ High Waist Thigh Slimmer
DM0072

Features/Benefits

- Sculpts; Ultra Firm control
- Powerful high-Lycra content fabric sculpts the body
- Printed Liquid Lycra pattern provides ultra spot control to flatten tummy, smooth hip and lift rear
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable
- Self-fabric covered waistband sits at the natural waist and is soft against the body
- Free-cut leg opening for comfort and a smooth transition to leg
- Rear seam for shaping
- 18" outseam on the body
- Split cotton lined gusset

Fiber content : 64% Polyamide, 36% Elastane

Sizes: S - 2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



FITSSENSE™



Our ultimate in smoothing and control to show off your curves.

New Maidenform LYCRA® FitSense™ features innovative Liquid Lycra application brushed on to the fabric to give you lightweight, but targeted control you need to look and feel your best. Be your own masterpiece!



FitSense High Waist Brief
DM0073

Features/Benefits

- Sculpts; Ultra Firm control
- Powerful high-Lycra content fabric sculpts the body
- Printed Liquid Lycra pattern provides ultra spot control to flatten tummy, smooth hip and lift rear
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable
- Plush elastic waistband has silicone "no slip" feature on back and is soft against the body
- Narrow foldover elastic on leg for comfort
- Rear seam for shaping
- Cotton lined gusset

Fiber content : 64% Polyamide, 36% Elastane

Sizes: S - 2XL

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



SLEEK SMOOTHERS

The Maidenform Sleek Smoothers Hi-Waist Boyshort provides lightweight smoothing all around, with a hi-waist silhouette that helps give your body a sleeker look under clothes



TUMMY SOLUTIONS

Sleek Smoothers
Hi-Waist Boyshort
2059

Features/Benefits

- Everyday light control
- Comfort-stretch material
- Elastic-free legs
- Silicone elastic on top waist
- 2-ply front panel
- Hi Waist Fit helps provide smoothing all round

Fiber content : 68% Nylon, 32% Elastane

Sizes : S - 2XL

Basic Colors :



Black
XBK



Paris Nude
WR9



When it comes to putting the wow in any outfit, it's what underneath that counts. A great choice for any outfit, the Maidenform® Fat Free Dressing® Brief provides everyday, light control and smoothing to the tummy and derriere. Elastic-free legs fit comfortably against the skin while providing a seamless look under clothes. So live each day to the sexiest in the Maidenform® Fat Free Dressing® Brief.



TUMMY SOLUTIONS

Sleek Smoothers
2-Pack Brief
DM1002

Features/Benefits

- Everyday light control
- Lightweight fabric
- Helps provide smoothing to the tummy and derriere
- Flat front seams for smooth look
- Elastic-free legs help provide a smooth look under clothes
- Leg openings designed not to pinch

Fiber content : 69% Nylon, 31% Elastane

Sizes : S - 2XL

Basic Colors :



Black
WWY



Nude
108



SLEEK SMOOTHERS

With light control shaping and elastic-free legs for a smooth look, say hello to a sleek and sexy silhouette with the Maidenform Sleek Smoothers Thigh Slimmer.



BOTTOM SOLUTIONS

 Sleek Smoothers
 Thigh Slimmer
 2060

Features/Benefits

- Everyday light control
- Comfort-stretch material
- Elastic-free legs
- Smooth under clothes
- Perfect under all bottoms

Fiber content : 68% Nylon, 32% Elastane

Sizes : S - 3XL

Basic Colors :


 Black
 XBK

 Paris Nude
 WR9


Unlike most shapewear that squeezes everything in, the Maidenform Sleek Smoothers Hi-Waist Shorty features lightweight yet comfortable smoothing that helps give you a sleek and sexy tummy and bottom, with elastic-free leg bands for a smooth look under clothes.


 Sleek Smoothers Hi-Waist Short
 DM2561

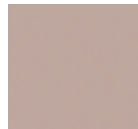
Features/Benefits

- Everyday light control
- Hi-waist helps create an all-around smooth look
- Silicone waistband helps keep the shorty in place
- Elastic-free legs help provide a smooth look under clothes

Fiber content : 68% Nylon, 32% Elastane

Sizes : S - 2XL

Basic Colors :


 Black
 XBK

 Paris Nude
 WR9


SLEEK SMOOTHERS



Nothing turns up the "wow" factor like the Maidenform Sleek Smoothers Wear Your Own Bra Body Briefer which is designed to smooth you all around with elastic-free leg bands for a sleek look and the added versatility of choosing your own bra.



ALL-OVER SOLUTIONS

Sleek Smoothers
Body Briefer
FL2057

Features/Benefits

- Everyday light control
- Comfortable coverage from under your bust to mid-thigh
- Wear Your Own Bra versatility
- Adjustable elastic straps give you a customized fit
- Elastic-free leg bands help keep you looking smooth under clothes

Fiber content : 68% Nylon, 32% Elastane

Sizes : S - 2XL

Basic Colors :



Black
XBK



Paris Nude
WR9



Whether worn as a scoop neck or V-neck, tucked in or un-tucked, the Maidenform Sleek Smoothers 2-Way Tank gives you the versatility to pull off any look with confidence and ease.



Sleek Smoothers
Tank Top
DM2584

Features/Benefits

- Every day light control
- Super thin fabric - 2-ways to wear - wide straps
- Long length can be tucked in or worn out
- Lightweight and comfortable, smooth look under clothes
- Scoop neck or V-neck
- Perfect for hiding bra straps

Fiber content : 68% Nylon, 32% Elastane

Sizes : S - 4XL

Basic Colors :



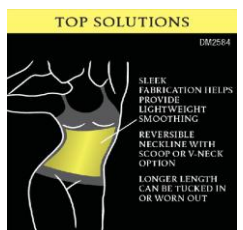
Black
XBK



Paris Nude
WR9



White
100



FIRM FOUNDATIONS



Firm foundation for your outfit
with more control for a sleek look.

The new Maidenform® Firm Foundations Hi-Waist Brief and Hi Waist Thigh Slimmer give you confidence you can count on. Innovative fabric delivers firm control to enhance your hourglass look so you'll shine in a shape that shows the world who's boss. Static-free, cling-free fabric lets your clothes glide on without a hitch. Celebrate your curves!



Firm Foundations
Hi Waist Brief
DM5000

Features/Benefits:

- Anti-static, cling-free fabric helps clothes glide over easily
- Back smoothing
- Firm control, innovative fabric performs with no added bulk
- No pinch, elastic-free comfort leg at front
- Plush waistband with ribbed construction helps provide comfort
- Power-mesh lining designed to provide 360 degrees of shaping
- Rear seam helps provide shaping
- Silicone back elastic helps keep garment in place

Fiber content : 64% Nylon, 36% Elastane

Sizes : S - 2XL

Basic Colors :



Latte Lift
A2Q



Black
XBK



ANTI-STATIC



Firm Foundations
Hi Waist Thigh Slimmer
DM5001

Features/Benefits:

- Anti-static, cling-free fabric helps clothes glide over easily
- Back smoothing
- Firm control, innovative fabric performs with no added bulk
- No pinch, elastic-free comfort leg
- Plush waistband with ribbed construction helps provide comfort
- Power-mesh lining designed to provide 360 degrees of shaping
- Silicone back elastic helps keep garment in place
- Split gusset for convenience

Fiber content : 64% Nylon, 36% Elastane

Sizes : S - 2XL

Basic Colors :



Latte Lift
A2Q



Black
XBK



ANTI-STATIC



FIRM FOUNDATIONS



The new Maidenform® Firm Foundations Wear-Your-Own-Bra Body Briefer and Thigh Slimmer give you confidence you can count on. Innovative fabric delivers firm control to enhance your hourglass look so you'll shine in a shape that shows the world who's boss. Static-free, cling-free fabric lets your clothes glide on without a hitch. Celebrate your curves!



Firm Foundations WYOB Body Briefer
DM5004

Features/Benefits:

- Anti-static, cling-free fabric helps clothes glide over easily
- Back smoothing
- Convertible and adjustable straps for a customized fit
- Firm control, innovative fabric performs with no added bulk
- Hook and eye gusset for convenience
- No pinch, comfort arm feature
- No pinch, elastic-free comfort leg openings at front
- Power-mesh lining helps smooth tummy, hips and back

Fiber content : 64% Nylon, 36% Elastane

Sizes : S - 2XL

Basic Colors :



Latte Lift
A2Q



Black
XBK



Firm Foundations Thigh Slimmer
DM5005

Features/Benefits:

- Anti-static, cling-free fabric helps clothes glide over easily
- Firm control, lightweight fabric performs with no added bulk
- No pinch, elastic-free comfort leg openings
- Plush waistband with ribbed construction helps provide comfort
- Power-mesh lining helps smooth tummy
- Rear seam helps provide shaping

Fiber content : 90% Cotton, 10% Elastane

Sizes : S - 2XL

Basic Colors :



Latte Lift
A2Q



Black
XBK



FIRM FOUNDATIONS

Firm foundation for your outfit
with more control for a sleek look.

The new Maidenform® Firm Foundations Waist Nipper Brief features an alluring, lacy take on your curve control. A combined shaping brief and waist nipper silhouette gives you 360 degrees of smoothing dressed in sassy lace detail. Flaunt a shape that will steal the show!



Features/Benefits:

- All-around mesh panels and boning help provide 360 degrees of shaping
- Anti-static, cling-free fabric helps clothes glide over easily
- Back smoothing
- Firm control, innovative fabric performs with no added bulk
- Hook and eye front closure for convenience
- Hook and eye gusset for convenience
- Modern, flat lace panels provide feminine, yet smooth detail
- Rear seam helps provide shaping

Fiber content : 64% Nylon, 36% Elastane

Sizes : S - 3XL

Basic Colors :



Latte Lift
Combo
DTJ



Black
Combo
K9L



ANTI-STATIC



Firm Foundations Waist Nipper Brief
DM5003

The luxuriously sleek Maidenform Bodyshaper with Foam Cups features firm control to smooth your tummy, waist and back and a low back design and multiple strap options to give you an amazing look under even the most form-fitting dress.



Features/Benefits:

- Shapes/Firm Control
- Helps smooth tummy, waist and back
- Anti-static, cling-free fabric so clothes glide over easily
- Low-back design perfect for wearing under open back tops and dresses
- Multiple strap and strapless options creates versatility
- Extra coverage foam cups provide shaping and modesty
- Thin, powerful fabric helps eliminate added bulk
- Hook and eye gusset closure
- Cool Comfort™ all-over cooling fabric helps keep you cool and comfortable

Fiber content : 64% Polyamide, 36% Elastane

Sizes : 34-38 B; 34-40 C, D

Basic Colors :



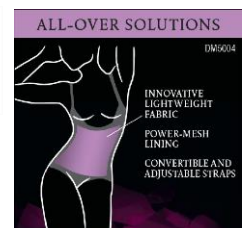
Nude 1/Transparent
IX1



Black
XBK



ANTI-STATIC



Firm Foundations
Bodyshaper
DMS108

MF

FIRM FOUNDATIONS



Our ultimate in smoothing and control to show off your curves.

Enhance your curves with the new Maidenform® built-in bra body shaper with full coverage, unlined bra cups and a power mesh lining for ultimate control and support.



Firm Foundations
Built In Bra Body Shaper
DM5020

Features/Benefits:

- Sculpts/ Ultra Firm control
- Unlined, built-in bra cups offer full coverage and support
- 2-ply underwire cups
- Back smoothing
- Adjustable straps
- Cotton lined hook and eye gusset for convenience
- Anti-static finish so clothes glide over easily
- All-over Cool Comfort™ cooling technology helps keep you cool and comfortable

Fiber content : 64% Polyamide, 36% Elastane

Sizes : 34-38 B; 36-42 C, D, DD

Basic Colors :



Nude 1/
Transparent
IX1



Black
XBK



ANTI-STATIC



COMFORT DEVOTION

Why wear a regular cami when you can wear one that lays flat and smooths in all the right places? Our Maidenform® Comfort Devotion™ Cami gives you everyday control with targeted tummy smoothing for a flattering fit under any outfit. Buttery soft against the skin and comfortable enough to wear every day, our cami features a built-up back that gives you a smoother silhouette and a more seamless look under clothes.



Comfort Devotion Camisole
FL2018

Features/Benefits

- Everyday control
- Super sleek luxurious fabric
- Figure flattering fit with targeted tummy shaping
- Fit flexibility at bust line
- Built-up back for back smoothing
- Lays flat under clothes for a seamless fit

Fiber content : 74% Nylon, 26% Elastane

Sizes: S -2XL

Basic Colors :



Latte Lift
LLF



Black
XBK



White
WH



Turn every day into an everyday indulgence with our Maidenform® Comfort Devotion™ Body Briefer. Soft against the skin with a mesh lining that targets the stomach and back, this all-over smoothing body briefer replaces your ripples with smooth, head-turning curves. With features like adjustable straps for multiple ways to wear and a built-in bra that provides extra coverage, this seamless body briefer is a wardrobe must-have for work and play.



Comfort Devotion Body Briefer
FL1056

Features/Benefits:

- Everyday control - Super sleek and soft luxurious fabric for all-day comfort
- Built-in bra with lightly padded underwire cups provides extra coverage
- Adjustable straps for multiple ways to wear
- Seamless look under clothes
- Super sleek and soft luxurious fabric for all-day comfort

Fiber content : 79% Nylon, 21% Elastane

Sizes : 34-40C, D; 34-38DD

Basic Colors :



Latte Lift/Black
LCK



Black/Body Beige
BKB



MF

TAKE INCHES OFF W.Y.O.B SHAPEWEAR



Firm foundation for your outfit
with more control for a sleek look.

Experience a firm yet comfortable fit with the Maidenform Shaping Brief with firm control. The 2-ply tummy panel helps minimize bumps and bulges while a floral design adds a feminine touch helping to make you feel beautiful.



Take Inches Off® Hi Waist Brief
FL6854

Features/Benefits

- Targeted control
- All-around comfortable shaping
- Feminine aesthetic
- Elegant floral fabric design
- 2-ply panel smooths and controls your tummy

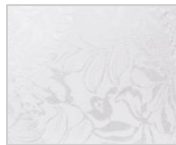
Fiber content : 79% Nylon, 21% Elastane

Sizes : S - 2XL

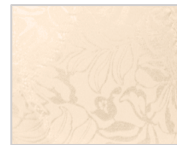
Basic Colors :



Black
XBK



White
WH



Blush
BL



Body Beige
T5F



Constructed of soft fabric that feels smooth against the skin, the Maidenform Waistnipper provides firm control that helps even out and smooth your body, minimizing bumps and bulges for a more natural, sleek and shapely look.



Take Inches Off® Waist Nipper
FL6868

Features/Benefits

- Targeted control
- All-around shaping
- Full coverage
- Elegant floral design
- Helps smooth and shape waist, sides and back
- Front hook-and-eye closure for easy on and off
- Beautifully feminine jacquard fabric

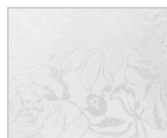
Fiber content : 79% Nylon, 21% Elastane

Sizes : S - 3XL

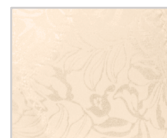
Basic Colors :



Black
XBK



White
WH



Blush
BL



Body Beige
T5F



ENDLESSLY SMOOTH



Firm foundation for your outfit
with more control for a sleek look.

The luxuriously sleek Maidenform Slip with Foam Cups features firm control to smooth your tummy, waist, hips and back and a low back design and multiple strap options to give you an amazing look under even the most form-fitting dress.



Endlessly Smooth Foam Cup Slip
DM1007

Features/Benefits:

- Firm control
- Helps smooth tummy, waist, hips and back
- Anti-static, cling-free fabric so clothes glide over easily
- Low-back design perfect for wearing under open back tops & dresses
- Multiple strap options creates versatility
- Extra coverage foam bra cups provides shaping and opacity
- Thin, powerful fabric helps eliminate added bulk
- Elastic-free hem helps provide a smooth look under clothes
- Sewn-in panty anchor helps keep garment in place

Fiber content : 64% Nylon, 36% Elastane

Sizes : 34-38 B, C, D

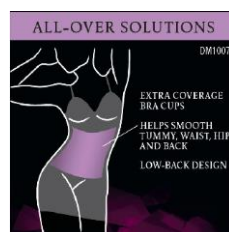
Basic Colors :



Latte Lift
A2Q



Black
XBK



MF

EASY UP



Firm foundation for your outfit
with more control for a sleek look.

Tired of fighting and tugging with your shapewear to get it to behave? Then try our Maidenform® Easy-Up® Waist Nipper -you will love how effortless it comes on and off. This soon-to-be favorite will help smooth and shape your tummy and waist while the flexible boning on the side seams and center back will help the waist nipper stay in place. It also provides firm control to smooth out unsightly bumps and bulges for a beautiful looking and curvier silhouette.



Easy Up Waist Nipper
FL2368

Features/Benefits:

- Firm control
- Helps to smooth and shape tummy and waist
- Flexible boning on the side and at center back help garment stay in place
- Clothes glide easily over garment
- Targeted control helps shape and smooth midsection

Fiber content: 92% Nylon, 8% Elastane

Sizes : S - 2XL

Basic Colors :



Latte Lift
LLF



Black
XBK



ULTIMATE SLIMMER

Ideal for body-hugging garments like cocktail dresses and gowns, the Maidenform Wear Your Own Bra Torsette Body Briefer helps smooth and shape your tummy, waist and back for a smooth, sexy looking appearance. The Wear Your Own Bra feature allows you to wear your favorite bra for any wearing occasion. So move over ho-hum, and let this body briefer help you show off your curves while giving your confidence a well-deserved boost.



Ultimate Slimmer
Body Briefer
FL2656

Features/Benefits

- Firm control
- Wear Your Own Bra feature for fit flexibility
- Helps to smooth and shape tummy, waist and back
- Helps provide all-over smoothing and control
- Convenient hook and eye gusset

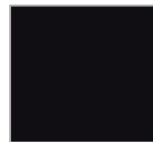
Fiber content : 80% Nylon, 20% Elastane

Sizes: S - 2XL

Basic Colors :



Body Blush
BDB



Black
XBK



MF

TAKE INCHES OFF W.Y.O.B SHAPEWEAR



Firm foundation for your outfit
with more control for a sleek look.

Control and freedom go together beautifully with our Maidenform® Sleek Smoothers™ Wear Your Own Bra Slip. This firm control slip provides 360 degrees of shaping and the Wear Your Own Bra feature gives you the freedom, fit and comfort of wearing your favorite bra. Also, the slip pairs well with many dresses and skirt-blouse ensembles. So let yourself have it all - the firm control you need and the freedom you want with our Maidenform® Sleek Smoothers™ Wear Your Own Bra Slip.



Take Inches Off® Wear Your
Own Bra Full Slip
FL2541

Features/Benefits

- Firm control and shaping
- Wear Your Own Bra for fit flexibility
- 360 degree all-over shaping
- Built-in panty inside
- Hook and eye gusset

Fiber content : 81% Nylon, 19% Elastane

Sizes : S - 2XL

Basic Colors :



Black
XBK



Body Blush
BDB



Feel sexy in our Maidenform® Wear Your Own Bra Singlet. It smooths your silhouette, even under the tightest of dresses. The Wear Your Own Bra feature lets you get the customized fit, lift and support you want across your bustline. With our firm control fabric you will feel comfortable wearing the singlet all day as it shapes and smooths your tummy, waist and back. So get the sexy results you want without compromising on comfort with our Maidenform® Wear Your Own Bra Singlet.



Take Inches Off® Wear Your
Own Bra Singlet
FL2556

Features/Benefits

- Firm control
- 360 degrees of shaping and firm control targets love handles and muffin top
- Wear Your Own Bra feature for fit flexibility
- Helps to smooth from the bra line to mid thigh
- Helps to eliminates bra bulge
- Maximum comfort and freedom of movement
- Hand wash to continue life of the garment

Fiber content : 81% Nylon, 19% Elastane

Sizes : S - 2XL

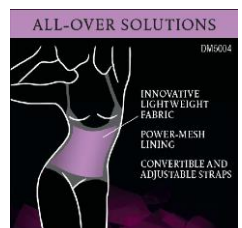
Basic Colors :



Black
XBK



Body Blush
BDB



PRETTY COLLECTION



Firm foundation for your outfit
with more control for a sleek look.

Where fit, comfort, and firmness come together to give you jaw-dropping results, the Maidenform® Body Briefer is a must-have for any wardrobe. Unlike most shapewear that squeezes everything in and makes you feel like your body is trapped, our body briefer has a power mesh lining that is so comfortable - you will forget you have it on. The lacy, lingerie-style fabric around the breast and upper torso is sexy and looks great under a sheer or revealing top.



Body shaper with Built-In Bra
FL1456

Features and Benefits

- Lightweight, powerful fabric that breathes as it moves with you, to help keep you cool
- Lightweight coverage offers modesty under clothing
- Wide band smooths tummy and hips
- Designed to stay put without digging, and allows for a smooth transition from garment to body
- Cotton lined gusset
- Cooling fabric helps keep you cool and comfortable



Ship date : 25/07/2021 (AENB)

Fiber content : 76% Polyamide, 24% Elastane

Sizes: 36-42C, D, DD

Basic Colors :



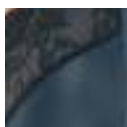
Buttercream
TER



Black
XBK



Paris Nude
WR9



Verglas/Black
AENB



MF



MAIDENFORM®



Bras Collection

MF

LOVE THE LIFT



Love The Lift
Wireless Plunge
Push-Up
DM1192

Features/Benefits:

- Wireless push-up design provides a comfortable push
- Free cut fabrication for a perfectly smooth finish
- Built up back and sides designed to provide smoothing
- Smooth tailored cups for no-show under clothes
- Plunge neckline for wardrobe versatility
- Convertible straps can be worn traditionally or criss-cross
- Fully adjustable straps provide a personalized fit

Ship date : 25/07/2021 (VR3 / OPC)

Fiber content : CUP 71% Nylon, 29% Elastane / BACK 63% Nylon, 37% Elastane

Basic Sizes : 32-36 A; 32-40 B,C; 34-40 D

Fashion Sizes : 34-38 B,C,D

Basic Colors :



Latte Lift
A2Q



Sandshell
EGV



Evening
Blush
JDQ



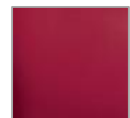
Black
XBK



Chestnut
VR3

NEW

Fashion Color :



Dahlia Pink
OPC

NEW



Plunging
Neckline

geronimo!



Wireless
Push-Up

all the wow
without the wire



Convertible
Straps

prest-o chang-o



Built Up
Back & Sides

smooth all around



Neo-Knit
Fabrication

serious shaping with
a lightweight feel

MF

LOVE THE LIFT

The Love the Lift™ Push Up & In bra offers plunging neckline and push up & in technology to enhance her shape and create that perfect profile. And now features beautiful delicate lace with gold lurex shimmer!



Love the Lift™ Plunge Lace Demi Bra
DM9900

Features/Benefits

- Designed with Wonderbra®, Push Up & In cup technology amplifies your assets
- Plunge front for low-cut necklines
- Tailored neckline with lace detailing on cups

Ship date : 25/07/2021 (BIL / AV5F)

Fiber content : CUP 76% Nylon, 24% Elastane / LACE 88% Nylon, 12% Elastane /BACK 85% Nylon, 15% Elastane

Sizes: 32-36A; 32-38B-C; 34-38D

Basic Color :



Black/Gental
Peach Strappy
KBS

Fashion Color :



Black/Gold
BIL



Pink Limestone
w/Gold
AV5F



Fully
Adjustable
Straps



Plunging
Neckline



Push
Up & In



Side
Smoothing

LOVE THE LIFT

Say goodbye to all the poking and pinching!

The Love the Lift™ DreamWire™ push-up features encased underwire technology that comfortably lays flat against the body for the support you need without the unwanted pain of a traditional underwire. The plush padded cups provides a more natural push-up with fully adjustable straps. This new bra is sure to provide all the perk and none of the poke!



Love the Lift™ DreamWire
Push-Up Bra
DM0066

Features/Benefits:

- DreamWire® cushioned underwire technology designed to prevent poking and pinching
- Plush push-up cups provide natural lift and shape
- Satin smooth fabric for 24/7 comfort
- Convertible straps for wardrobe versatility - traditional and criss-cross

Fiber content : BODY 75% Nylon, 25% Elastane / LACE 91% Nylon, 9% Elastane

Sizes: 32-36 A; 32-40 B, C; 34-40 D

Basic Colors :



White
100



Paris Nude
WR9



Black
XBK



Love The Lift Natural Boost
Convertible Demi Bra
09428

Features/Benefits

- Add-a-Size cups provide profile enhancement
- Plush padding for maximum push
- Plunge front for low-cut necklines
- Convertible straps for wardrobe versatility - traditional, criss-cross, and halter

Fiber content : CUP & BACK 76% Nylon, 24% Elastane /
LACE 84% Nylon, 16% Elastane

Sizes : 34-36 A; 32-38 B,C; 34-38 D

Basic Colors :



Latte Lift
LLF



Sandshell
EGV



Cinnamon
Butter
TXU



Warm Cocoa
Brown
U2T

MF

PURE COMFORT

Mega trendy !

Pure Comfort® is the leisurewear she WANTS to wear! Modern silhouette, feminine details and everyday use for comfort obsessed



Pure Comfort V-Neck
Pullover Lace Back Bra
DM7679

Features/Benefits:

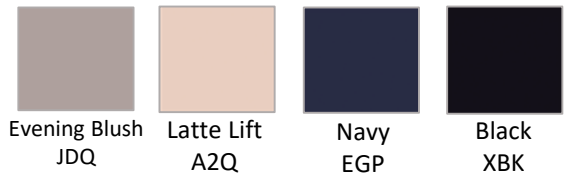
- Modern v-neckline, perfect for layering
- Sleek-smooth fabric against skin for 24/7 comfort
- Smooth tec band with fused edges for a smooth look under clothes
- Targeted support zones for support without a wire
- Removable foam cups provide shaping and support
- Pretty lace back can be worn as meant to be seen
- Adjustable straps for a personalized fit

Ship date : 25/07/2021 (NPE)

Fiber content : BODY 61% Nylon, 39% Elastane / LACE 81% Nylon, 19% Elastane

Basic Sizes : S - 2XL

Basic Colors :



Fashion Colors :



Modern V-Neckline

opens possibilities



Lightweight

feels like nothing at all



SmoothTec® Stay-Put Band

won't roll.
won't ride up.



Invisible Edges

feels like second skin



Targeted Support Zones

lift and shape right where you need it

MF

PURE COMFORT

Mega trendy !

Pure Comfort® is the leisurewear she WANTS to wear! Modern silhouette, feminine details and everyday use for comfort obsessed



Pure Comfort Semi Embellished Lift Wireless Bra
DM7681

Features/Benefits

- Wireless tailored demi cup for a smooth look under clothes
- Pretty lace neckline for a feminine look
- Comfort frame for shaping and support
- Smooth 2-ply back for comfort
- Convertible straps can be worn traditionally or criss-cross
- Fully adjustable straps provide a personalized fit

Ship date : 25/07/2021 (OPC)

Fiber content : BODY 85% Nylon, 15% Elastane /
LACE 81% Nylon, 19% Elastane

Sizes : S - 2XL

Basic Colors :



Black
XBK



Paris Nude
WR9



Navy w/
Black
E6T



Sheer Pale
Pink
WN7

Fashion Colors :



Dahlia
Pink
OPC



**No Show
Under Tees**

forgettah
'bout it



**Natural
Lift**

a little oomph
that shapes you up



**Supersoft
Fabric**

love at first touch



**Convertible
Straps**

prest-o chang-o



**Comfort
Frame**

for shape
& support

MF

PURE COMFORT

Mega trendy !

Pure Comfort® is the leisurewear she WANTS to wear! Modern silhouette, feminine details and everyday use for comfort obsessed



Pure Comfort Modern Scoop Neck Wireless Bra
DM7682

Features/Benefits

- Wireless modern scoop neckline for wardrobe versatility
- Tailored cups for a smooth look under clothes
- Comfort frame for shaping and support
- Smooth 2-ply back for comfort
- Convertible straps can be worn traditionally or criss-cross
- Fully adjustable straps provide a personalized fit

Fiber content : 85% Nylon, 15% Elastane

Sizes : S - 2XL

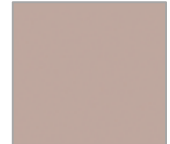
Basic Colors :



Sheer Pale
Pink
WN7



Black
XBK



Paris Nude
WR9



Scoop Neckline

opens possibilities



No Show Under Tees

forgettah 'bout it



Supersoft Fabric

love at first touch



Convertible Straps

prest-o chang-o



Comfort Frame

for shape & support

MF

PURE COMFORT

Mega trendy !

Pure Comfort® is the leisurewear she WANTS to wear! Modern silhouette, feminine details and everyday use for comfort obsessed



Pure Comfort Lace Push Up Wireless Bra
DM7680

Features/Benefits

- Wirefree push-up cups with modern open neckline for wardrobe versatility
- Beautiful geometric all over lace cup and back detail
- Comfort frame for shaping & support
- Convertible straps can be worn traditionally or criss-cross
- Fully adjustable straps provide a personalized fit

Fiber content : CUP 92% Nylon, 8% Elastane / BACK 88% Nylon, 12% Elastane

Sizes : S - 2XL

Basic Colors :



Sheer Pale Pink
WN7



Black
XBK



Navy
EGP



**Modern
Open
Neckline**

opens
possibilities



**All-over
Lace**

full-on filigree



Push-up

a little oomph
that shapes you up



**Convertible
Straps**

prest-o chang-o



**Comfort
Frame**

for shape
& support

MODERN COMFORT

Second skin comfort!

The NEW modern comfort pullover features a sleek, super lightweight fabrication that is virtually invisible under clothes.



Modern Comfort Pullover Bra
DM7676

Features/Benefits:

- Modern scoop neckline
- Sleek-smooth fabric against the skin for 24/7 comfort
- SmoothTec® design with fused edges for a smooth look under clothes
- Targeted support zones for support without a wire
- Removable foam cups provide shaping and support
- Adjustable straps for a custom fit

Fiber content : 61% Nylon, 39% Elastane

Basic Sizes : S - 2XL

Basic Colors :



CASUAL COMFORT

Finally...sexy meets comfort! Unbelievably soft with just enough shaping support for a figure flattering look.
The perfect bras for hanging out, going out, and everything in between!



Casual Comfort
Convertible Halter Bralette
DM1188

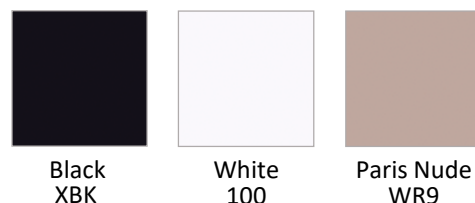
Features/Benefits

- Modern Beauty™ collection
- Lightly lined shaping cups
- Wireless
- Longline frame with all over lace cups and mesh back
- Adjustable convertible straps: halter, criss cross, regular
- Hook and eye back close

Fiber content : 90% Nylon, 10% Elastane

Sizes : 34-36A; 34-38B,C,D

Basic Colors :



MF

COMFORT DEVOTION

Transcends & Redefines comfort with softness and unparalleled support

You'll feel wrapped in softness in this crazy-comfy t-shirt bra.



Comfort Devotion Full Coverage
Underwire Bra
09404

Features/Benefits

- Convertible straps for wardrobe versatility - traditional and criss-cross
- Full coverage cups for a comfortable fit
- Luxe soft sueded fabric
- SmartZone Cups for uplift where you need it

Ship date : 25/07/2021 (AVWF / AV9F / AV2F)

Fiber content : 77% Nylon, 23% Elastane

Sizes : 34-42B-D; 34-40DD

Basic Colors :

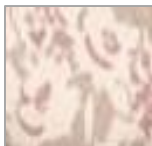


Black/ Body
Beige
BKB



Latte Lift/
Black
LCK

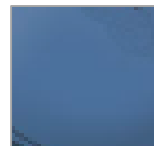
Fashion Color:



Chick Floral Print -
Evening Blush
AVWF



Batik Blossom
Print- Timeless
AV9F



Into the Blue
Yonder w/Navy
AV2F

COMFORT DEVOTION



Comfort Devotion Demi Bra
Wirefree w/lift
09456

Features/Benefits

- Innovative wirefree comfort cups with lift
- Leotard-back style
- Strap support and versatility
- Visible feminine touch
- Signature soft sueded fabric
- Design offers four levels of lift
- Fully adjustable straps
- Sexy lace neckline

Fiber content : BODY 81% Nylon, 19% Elastane LACE 91% Nylon, 9% Elastane

Sizes : 32-36A; 32-40B, C, D

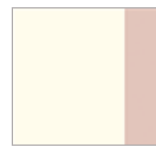
Basic Colors :



Black/
Body Beige
BKB



Latte Lift/
Black
LCK



Pearl/ Shell
Combo
ISC



Comfort Devotion Demi Bra
09402

Features/Benefits

- Signature soft sueded fabric
- Fully convertible straps - traditional and criss-cross
- No-Show cloud foam cups
- Leotard-back style
- Smoothing back and side wings
- Adjust to your personal shape
- Provide support and comfort
- Sleek and smooth under clothes

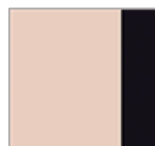
Fiber content : 81% Nylon, 19% Elastane

Sizes : 32-36A; 32-38B, C, D, DD; 40B - D

Basic Colors :



Black/Body
Beige
BKB



Latte
Lift/Black
LCK



Shell W/
Ivory Dot
SVD

COMFORT DEVOTION



Comfort Devotion Strapless Bra
09417

Features/Benefits

- Provides comfort and support
- Strapless bra with 6 ways to wear for wardrobe versatility
- Custom lift and shape for your cup size
- Helps eliminate bra lines
- Signature soft fabric
- No-Show cloud-foam cups
- Custom Lift design offers four levels of lift

Fiber content : 81% Nylon, 19% Elastane

Sizes : 32-36A; 32-38B; 34-38C, D

Basic Colors :



Black
XBK



Latte Lift
LLF



MF

ONE FABULOUS FIT 2.0

More of what she LOVES!

The One Fabulous Fit® 2.0 Modern Demi Underwire recover still features a modern neckline with Smartzone® cups that provide support right where you need it most. And same great satin-soft fabric against the skin but NOW in beautiful lace cups for an update to your everyday favorite.



One Fabulous Fit® 2.0 Tailored
or Embellished Demi Bra
DM7543

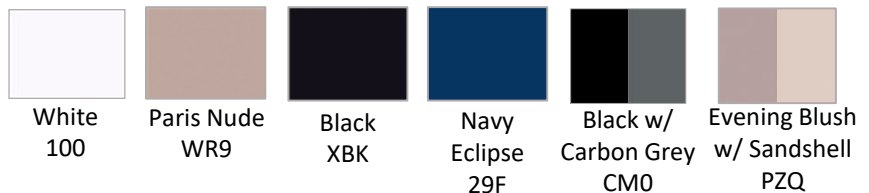
Features/Benefits:

- Modern open neckline for wardrobe versatility
- Smartzone® cups for uplift and support
- Satin-smooth fabric against the skin for 24/7 comfort
- Sleek silhouette for no show under clothes
- Convertible straps can be worn traditionally or criss-cross
- Beautiful lace design

Fiber content : 71% Nylon, 29% Elastane

Basic Sizes : 32-36 A; 32-40 B, C, D, DD (XBK, 29F, WR9, 100)
32-36 A; 32-40 B, C, D; 32-38 DD (CM0, PZQ)

Basic Colors :



One FABULOUS back!!!!

The One Fabulous Fit® Racereback bra features a modern neckline with Smartzone® cups that provide support right where you need it most. This racereback provides a sleek all around smooth look under clothes. When you feel the satin-soft fabric, you'll know that this is the next generation of Fabulous.



One Fabulous Fit® 2.0 Modern Demi Racereback
DM7550

Features/Benefits:

- Side smoothing racereback
- Modern demi with open neckline for wardrobe versatility
- Smartzone® cups for uplift and shaping
- Satin-smooth fabric for 24/7 comfort
- Sleek silhouette for no show under clothes
- Fully adjustable straps for a personalized fit

Fiber content : BODY 71% Nylon, 29% Elastane / MESH 68% Nylon, 32% Elastane

Basic Sizes : 32-36A; 32-42B, C, D

Basic Colors :



MF

ONE FABULOUS FIT 2.0

One FABULOUS back!!!!

The One Fabulous Fit® Racerback bra features a modern neckline with Smartzone® cups that provide support right where you need it most. This racerback provides a sleek all around smooth look under clothes. When you feel the satin-soft fabric, you'll know that this is the next generation of Fabulous.



One Fabulous Fit® 2.0 Modern Demi Racerback
DM7550

Features/Benefits:

- Side smoothing racerback
- Modern demi with open neckline for wardrobe versatility
- Smartzone® cups for uplift and shaping
- Satin-smooth fabric for 24/7 comfort
- Sleek silhouette for no show under clothes
- Fully adjustable straps for a personalized fit

Ship date : 25/07/2021 (AWFF)

Fiber content : BODY 71% Nylon, 29% Elastane / MESH 68% Nylon, 32% Elastane

Sizes : 32-36A; 32-42B, C, D

Basic Colors :



Black
XBK



Paris Nude
WR9



**Modern
Open
Neckline**

opens
possibilities



**No Show
Under Tees**

forgettah
'bout it

Fashion Colors :



Soft Zebra Print
- Sheer Pale
Pink
AWFF



**Smartzone®
Cups**

shaping where
you need it



**Front
Close**

easy on
easy off



**Supersoft
Fabric**

love at first touch



MF

ONE FABULOUS FIT 2.0

More FABULOUS than Ever!

The One Fabulous Fit® 2.0 Full Coverage bra provides the perfect amount of coverage, while the Smartzone® cups provide support right where you need it most. When you feel the satin-soft fabric, you'll know that this is the next generation of Fabulous.



One Fabulous Fit® 2.0 Full Coverage Underwire Bra
DM7549

Features/Benefits:

- Full coverage cups for support
- Beautiful lace details at center gore and back
- Smartzone® cups for uplift and shaping
- Satin-smooth fabric for 24/7 comfort
- Sleek silhouette for no show under clothes
- Convertible straps can be worn traditionally or criss-cross

Ship date : 25/07/2021 (MQH / E6T)

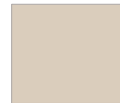
Fiber content : BODY 70% Nylon, 30% Elastane / LACE 88% Nylon, 12% Elastane

Sizes : 34-42B,C,D; 34-40DD

Basic Colors :



Black
XBK



Paris Nude
WR9



White
100

Fashion Colors :



Sandshell/
Evening Blush
MQH



Navy/Black
E6T



Full Coverage

for support
you can count on



Convertible Straps

prest-o chang-o
with a pop of
pretty lace



Smartzone® Cups

uplift where
you need it



No Show Under Tees

forgettah
'bout it



Supersoft Fabric

love at first touch



ONE FABULOUS FIT

This demi t-shirt bra flexes to you for one fabulous fit!



Features/Benefits

- Flexback signature lace and mesh design provides fit flexibility
- Modern open neckline flatters your figure
- 4-way lightly lined stretch cups provides a comfortable fit
- Convertible straps for wardrobe versatility - traditional and criss-cross

Fiber content : CUP 90% Polyester, 10% Elastane /
LACE 87% Nylon, 13% Elastane / BACK 70% Nylon, 30% Elastane

Sizes : 32-36A, 32-38B, C, D, DD

Basic Colors :



Paris Nude
WR9



Black
XBK

One Fab Fit Flexback Lightly Lined Demi Bra
DM0074

MF

SMOOTH LUXE



Smooth Strapless Bra
DM9472

Features/Benefits:

- Cushioned underwire provides all day comfort
- Full coverage lightly lined cups provide a comfortable fit
- Stay Up Power Band reduces shifting, sliding, and slipping
- Strapless bra with 6 ways to wear for wardrobe versatility

Fiber content : 74% Nylon, 26% Elastane

Sizes: 36-38 B; 34-40 C, D; 34-38 DD

Basic Colors :



Latte Lift
A2Q



Black
XBK



5 Ways To Wear



Extra
Coverage

MF



MAIDENFORM®



Sport Collection

MAIDENFORM SPORT



Maidenform Sport Lightweight
Wirefree convertible Bra
DM7997

Features and Benefits

- One piece foam pad with open neckline for wardrobe versatility
- Wider width straps
- Mesh lined perforated back for comfort
- Moisture wicking to stay dry and comfortable
- Convertible straps can be worn traditionally or criss-cross
- Medium impact level
- Fully adjustable straps provide a personalized fit

Fiber content : BODY 82% Nylon, 18% Elastane / MESH 72% Nylon, 28% Elastane / CUP 23% Elastane / BACK 56% Nylon, 44% Elastane

Sizes: 34 - 38B; 34 - 40C; 36 - 40D; 36 - 38DD

Basic Colors :



White
100



Black
XBK



Charcoal
Heather
Print
OWS



Sheer Pale
Pink
WN7



Lightweight

feels like
nothing at all



Breathable Mesh

keeps you cool



Convertible Straps

classic
criss-cross



Moisture Wicking

keeps you
high & dry

MF



MAIDENFORM®



Bottoms Collection

EVERYDAY SMOOTH

1 SMOOTH
 LIGHT ●○○
*Your everyday essential for
 subtle smoothing.*



Everyday Smooth
 Lace Thong
 DMTSTG

Features/Benefits

- High waist silhouette with tummy smoothing panel provides a little extra support to smooth and define
- Lay flat lace details
- Flexible fit for personalized comfort
- No show waistband and leg
- No pinch, no dig
- Lace and tailored options provide solutions for any wardrobe need

Fiber content : 88% Nylon, 12% Elastane

Sizes : S - 2XL

Basic Colors :



Black
 XBK



Paris Nude
 WR9



MF

COMFORT DEVOTION

Maidenform introduces a new line of superlight weight panties designed with comfort in mind.

*Made with a soft sleek microfiber these panties mold to the body for a superior lift.
The free cut edge ensures no visible panty lines and no pinching or digging at the waist or legs.*

NEW



Comfort Devotion
Cheeky Hipster
DMLCTG



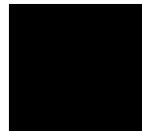
Comfort Devotion
Thong
DMLCHP

Ship date : 25/07/2021

Fiber content : BODY 68% nylon, 32% elastane / CROTCH LINER
100% cotton

Basic Sizes : S - 2XL

Basic Colors :



Black
XBK



Latte Lift
A2Q



Navy Eclipse
29F



**Molds
To The Body**

moves with you



**Free Cut
Edges**

No elastic
for clean look



Lightweight

feels like
nothing at all



NO Panty Lines

invisible look
under clothes

**NO PINCH
NO DIG**

prevents bulges
and marks

MF



BARELY THERE

Your favorite panty is back!

The Barely There invisible look bikini made with soft microfiber that ensures comfort through the day. A classic style with timeless appeal, this panty has you covered day in and day out.

NEW



Features/Benefits:

- Wireless push-up design provides a comfortable push
- Free cut fabrication for a perfectly smooth finish
- Built up back and sides designed to provide smoothing
- Smooth tailored cups for no-show under clothes
- Plunge neckline for wardrobe versatility
- Convertible straps can be worn traditionally or criss-cross
- Fully adjustable straps provide a personalized fit

Ship date : 25/07/2021

Fiber content : BODY 85% nylon, 15% elastane / CROTCH LINER 100% cotton

Barely There
Invisible Look Microfiber Bikini
DMBTBK

Sizes : S - 2XL

Basic colors :



Black
XBK



Sheer Pale
Pink
WN7



Paris Nude
WR9



Navy
Eclipse
29F



Marker
Floral Black
ABZD



Covered
Waistband

for ultimate
comfort



Silky
Smooth

satiny smooth



Fuller
Coverage

for all the coverage
you need



Supersoft
Fabric

love at first touch



NO Panty Lines

invisible look
under clothes

COMFORT DEVOTION

Do you want more coverage than a thong but less than a bikini? This cheeky tanga panty is for you.



Comfort Devotion Lace Back Tanga
40159

Features/Benefits

- Maintain the current #40159 fit and fabric she loves
- Delicate lace trim on the back leg opening for a more tailored look
- Tagless® tanga
- Non-binding, custom fit
- Beautiful floral lace design with lurex thread woven throughout
- Coordinates with Maidenform bra style DM9900

Ship date : 25/07/2021 (A42I / AV5F / AVXF)

Fiber content : 81% Nylon, 19% Elastane

Sizes : S - 2XL

Basic Colors :



Floral
Delight
C7P



Evening
Blush w/shell
CRZ



Black
XBK



White
WH



Camera
Red-Y
EDY

Fashion Colors :



Black/Gold
A42I



Pink
Limestone/Gold
AV5F



Crimson
Sunset/Gold
AVXF

COMFORT DEVOTION

You'll love the way these panties feel. Our Comfort Devotion fabric is incredibly soft.



Comfort Devotion Tailored Bikini with Lace
40046

Features/Benefits

- Luxe soft sueded fabric
- No irritating elastics or binding
- Invisible fabrics lay flat against the skin for a no lines look under clothes

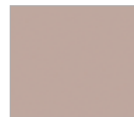
Fiber content : 84% Nylon, 16% Elastane

Sizes : S - XL

Basic Colors :



Black/Body Beige
BKB



Latte Lift
LLF



Ivory/Ivory
XA3



Navy w/ Black
JSH

What's love? This thong is both sexy and comfy-smooth against your skin.



Comfort Devotion Thong
40149

Features/Benefits:

- Luxe soft sueded fabric
- No irritating elastics or binding
- Invisible fabrics lay flat against the skin for a no lines look under clothes
- Fused seams for comfort

Fiber content : 81% Nylon, 19% Elastane

Sizes: S - XL

Basic Colors :



Black/Body Beige
BKB



Latte Lift
LLF

COMFORT DEVOTION

Luxuriously soft where you want softness most. Transcends softness! Our Maidenform® Comfort Devotion Embellished Hipster redefines comfort. So comfortable, you have to feel it to believe it.



Comfort Devotion Hipster
40851

Features/Benefits

- Luxe soft sueded fabric
- No irritating elastics or binding
- Invisible fabrics lay flat against the skin for a no lines look under clothes
- Molds to the body for a comfortable, seamless look
- Fused seams for comfort

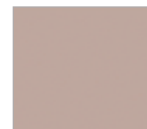
Fiber content : 84% Nylon, 16% Elastane

Sizes : S - XL

Basic Colors :



Black/ Body Beige
BKB



Latte Lift
LLF



Navy/white dots
NVD



Comfort Devotion
Embellished Hipster
40861

Features/Benefits

- Light-weight dot mesh paired with beautiful lace trim for an elevated look and feel
- Invisible fabrics lay flat against the skin for a no lines look under clothes
- Beautiful coordination to new Casual Comfort bras
- Show a little cheek with modern tanga styling

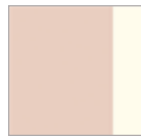
Fiber content : 81% Nylon, 19% Elastane

Sizes : S - XL

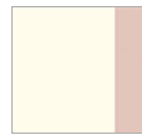
Basic Colors :



Black/
Body Beige
BKB



Latte Lift/
Pearl
LPA



Pearl/ Shell
Combo
ISC



Camera Red-
Y/ Black
EDK



Comfort Devotion Ultra Light Hipster
DMULHP

Features/Benefits

- Luxe soft sueded fabric
- No irritating elastics or binding
- Invisible fabrics lay flat against the skin for a no lines look under clothes
- Double layer waistband
- Seamless seat

Fiber content : 75% Polyamide, 25% Elastane

Sizes : S - 2XL

Basic Colors :



Black
XBK



Sheer Pale Pink
WN7



Latte Pearl Pin Dot
9U7

ONE FABULOUS FIT

You will feel fun, flirty, and fabulous in our Maidenform Microfiber and Lace Boyshort!



Comfort Devotion Micro
Boyshort w/ Lace
40760

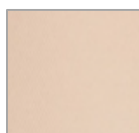
Features/Benefits

- Delicate and feminine styling
- Scalloped lace details
- Soft fabrication
- Comfortable all day wear
- Stretches to move with your body for a flexible fit
- Low rise style

Fiber content : 85% Nylon, 15% Elastane

Sizes : S - 2XL

Basic Colors :



Paris Nude
WR9



Black
XBK



Warm Cocoa
Brown
U2T



Sandshell
EGV



Black/Black
Lace
Q2G



Latte Lift
LLF



Cinnamon Butter
TXU

MAIDENFORM DREAM

Our Maidenform® Dream Lace Boyshort embraces comfort with a new standard..



Dream® Cotton Boyshort with
Lace Waist
40859

Features/Benefits

- Luxuriously soft and lustrous cotton/Elastane fabric caresses the body
- Wide comfortable brushed lace waistband adds a pretty touch
- Hidden features that smooth and support. Rear definition and lift
- Fit flexible for personalized comfort
- No pinch, no dig, no VPL (Visible Panty Lines)
- Lined gusset

Fiber content : 89% Cotton, 11% Elastane

Sizes : S - XL

Basic Colors :



Black
XBK



Latte Lift
LLF

SEXY MUST- HAVES

Fall in love with lace, with Maidenform's new all over lace bikini! Gorgeous lace offers her an on trend update to her favorite silhouette, leaving her feeling sexy, confident, and beautiful.



Sexy Must Have All Over Lace Bikini
DMCLBK

Features/Benefits :

- Sheer floral patterned lace
- Midrise fit
- V-cut, french-style high cut leg
- Center back seam
- Made with Elastane for comfort that moves with you
- Moderate rear coverage
- Soft cotton liner

Fiber content : 89% Polyamide, 11% Elastane

Basic Sizes : S - 2XL

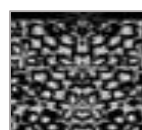
Basic Colors :



White w/ Sheer
Pale Pink Bow
BPD



Paris Nude w/
Pearl Bow
68G



Black
XBK

Your favorite all-over lace thong, now available with a microfiber body. The beautiful lace waistband adds a touch of sexiness while the velvet bow makes this the perfect pant for holiday gifting!



Sexy Must Have Lace Thong
DMESLT

Features/Benefits

- Microfiber body with a touch of shine
- Lace waistband for a touch of sexy
- Velvet bow accent
- Same great fit as the original

Fiber content : 86% Nylon, 14% Elastane

Sizes : S - 2XL

Basic Colors :



Camera Red-Y
B8Y



Black
XBK



White
100



Evening Blush
JDQ



Black Lace/
Microfiber⁴¹
JDQ

Fashion Color :



Unique Animal
Crème
Pink/Maroon Dusk
AW8F



SEXY MUST- HAVES

Boyshorts just got a little cheekier! Maidenform's new all-over lace cheeky boyshort creates a gorgeous sexy look and is perfect for everyday.



Lace Cheeky Boyshort
DMCLBS

Features/Benefits

- Wide lace fabric offers more side and tummy coverage
- Trend-right silhouette combines everyday and sexy
- Beautiful all over crochet lace
- Smooth, no panty lines look
- Coordinates with Maidenform bralette for a gorgeous look head to toe

Fiber content : 89% Nylon, 11% Elastane

Sizes : S - XL

Basic Colors :



White
XWH



Paris Nude
WR9



Navy
EGP



Black
XBK

Cheek peek adds a fun touch to this lacy hipster.



Sexy Must Have Microfiber with Lace
Cheeky Hipster
40823

Features/Benefits

- Same sleek, soft microfiber as the original and lace overlay styles
- On-trend breathable peek-a-boo dot mesh helps keep her comfortable
- Tailored leg and waist styling differentiates from current offerings
- Tagless® hipster

Fiber content : 82% Nylon, 18% Elastane

Sizes : S - 2XL

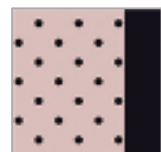
Basic Colors :



Black
XBK



Black/Ivory
H19



Sassy Pearl Blush
Dot/Black
PV7

MF



MAIDENFORM®



Lilyette & Bali

MINIMIZER BRAS

The Lilyette® by Bali® Plunge Into Comfort Minimizer bra has a sexy plunge design providing a V-shape that enhances cleavage while providing a comfortable and secure fit. The underwire support feels good against your skin and helps to give you a natural look under clothes



Full Figure Minimizer Bra
LY0904

Features/Benefits

- The Lily Fit® System gives you a more natural, comfortable fit
- Sexy plunge styling for enhanced cleavage
- Shimmering fabric
- Underwire is designed to provide comfortable support and prevent wire poke-thru
- Reduces projection by up to 1.5 inches

Fiber content : 76% Nylon, 24% Elastane

Sizes : 34-42 C, D, DD, DDD

Basic Colors :



Sailor Blue
AIL



Champagne
Shimmer
CGS



Cream
PLK



Onyx
C6H



Silver Lining
C9V

The Lilyette® by Bali® Enchantment Minimizer bra is the perfect blend of support and beauty. The supportive cups minimize up to one cup size, while the bra looks pretty with its lace detail and feels beautiful against the skin. While it minimizes size, it helps shape for better fitting clothes. You will love the adjustable straps for a customized fit.



Enchantment Underwire Bra
LY0434

Features/Benefits

- Minimizes up to one cup size
- Full cup coverage with sheer lace at the neckline
- Luxuriously soft fabric for comfort
- Cup coverage works for variety of necklines
- Minimizes size, not shape for better fitting clothes
- Wider set straps for comfort
- Adjustable straps for a customized fit
- Underwire

Fiber content : CUP 79% Nylon 21% Elastane / BACK 81% Nylon 19% Elastane / TOP LACE 100% Nylon

Sizes : 34-42 C, D, DD, DDD

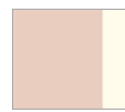
Basic Colors :



Black/ Latte
Lift
BCF



Ivory/ Rum
Raisin Crush
IUR



Latte Lift/
Ivory
LPA



Rum Raisin/
Rose Cream
RRC

MINIMIZER BRAS

This beautiful bra helps to minimize up to 1 1/2 inches. The lace detail at the neckline and the soft, luxurious fabric are comfortable while the cups provide a natural shape. You will love the adjustable straps for a customized fit.



Shaping Minimizer
LY0428

Features/Benefits

- Minimizes up to 1 1/2 inches
- Gorgeous lace detail at neckline
- Soft luxurious fabric for comfort
- Cups minimize size but provide for a natural shape
- Adjustable straps for a customized fit
- Underwire

Fiber content : 90% Nylon, 10% Elastane / BOTTOM CUP 100% Nylon

Sizes : 34-42 C, D, DD; 36-42 DDD

Basic Colors :



Black
XBK



White
100



Cream
PLK

The Lilyette® by Bali® Beautiful Support Lace Minimizer bra minimizes up to 1 1/2 inches for better fitting clothes. Attractive all-over lace cups are beautiful in appearance while providing shape and support. It also features adjustable, wider set straps which help you feel more comfortable with all-day wear.



Beautiful Support Lace
Minimizer Bra
LY0977

Features/Benefits

- Minimizes up to 1 1/2 inches
- Seamless 2-ply cups with coverage that works for variety of necklines
- Built-up back for back smoothing comfort
- All-over lace cups and sides help with shaping and support, giving a beautiful look
- Minimizes size, not shape for better fitting clothes
- Wider set straps for comfort
- Adjustable straps for a customized fit
- Underwire

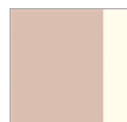
Fiber content : BACK 79% Nylon 21% Elastane / CUP 87% Nylon 13% Elastane

Sizes : 34-42 C, D, DD

Basic Colors :



Black/ Champagne
Shimmer
C3Z



Champagne
Shimmer/ Pearl
HAI

MINIMIZER BRAS

You will fall in love with the Bali® Passion for Comfort® Minimizer Underwire bra when you experience its comfortable everyday support. The hidden underwire is comfortable against your skin for a nice wearing experience



Bali Underwire Bra
DF3385

Features/Benefits

- Underwire
- Minimizes up to 1 1/2 inches
- Hidden underwire helps provide a more comfortable fit
- Pretty lace insets where cups meet straps
- Back adjustable straps for customized fit

Fiber content : 76% Nylon, 24% Elastane

Sizes : 32-44 C, D, DDD; 36-44 G (XBK, GZM)
34-44 C, D, DDD; 36-44 G (100)
32-42 C, D, DDD (40Q)
34-44 C, D, DDD (D9W, X1Z)
34-42 C, D, DD; 36-42 DDD (UN6)

Basic Colors :



We have added freshness to the Lilyette® by Bali minimizer assortment. The new, Ultimate Smoothing minimizer features a stunning, modern lace design that complements the beauty of this minimizer.

She will love the ultimate smoothing and support that she expects and trusts from Lilyette® by Bali.



Ultimate Smoothing
Minimizer Underwire
LY0444

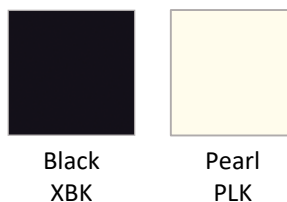
Features/Benefits

- Minimizes projection by up to 1 1"
- Full coverage, seamed cups for extra shaping & support
- Ultimate smoothing and support
- Stunning lace cover
- No slip, fully adjustable, convertible straps designed to stay in place
- Unlined
- Underwire

Fiber content : 77% Nylon, 23% Elastane

Sizes : 34-44 C, D, DD, DDD; 36-42 G

Basic Colors :



SPECIALITY STRAPLESS MINIMIZER

The Lilyette® by Bali® Convertible Strapless With Foam Bra provides a secure fit with the Stay There Power® band while the seamless cups help to shape and support. For wardrobe flexibility you will love the 4-way convertible straps.



Specialty Convertible Strapless With Foam
Underwire Bra
LY0929

Features/Benefits

- Strapless; Stay There Power® band gives a secure fit
- 4-way convertible straps for wardrobe versatility
- Molded, seamless cups provide shaping and support
- Underwire

Fiber content : 76% Nylon, 24% Elastane

Sizes : 34-42 C, D, DD, DDD

Basic Colors :



Black Tailored
V9Q



Body Beige
Tailored
V9R

Stay cool and comfortable with the Lilyette® by Bali® Strapless Minimizer bra with its Coolform® lining. It minimizes up to 1 1/2 inches. The Stay There Power® band gives a secure fit while the 4-way convertible straps provide wardrobe versatility.



Specialty Convertible Strapless Minimizer Bra
LY0939

Features/Benefits

- Minimizes up to 1 1/2 inches
- Coolform® lining to keep you cool and comfortable
- Stay There Power® band gives a secure fit
- 4-way convertible straps for wardrobe versatility
- Underwire

Fiber content : 81% Nylon, 19% Elastane

Sizes : 34-42 C,D, DD, DDD

Basic Colors :



Black
XBK



Body Blush
BDB

WIREFREE BRAS

The Bali® Double Support® Spa Closure® Wirefree bra offers superb comfort and support. You will feel the added comfort with its gel-filled cushioned back closure plus you will love the beauty of the delicate lace print



Bali Wirefree Double Support
Spa Closure
DF3372

Features/Benefits

- Wirefree, Gel Spa Closure® for added comfort
- Signature M-Frame™ cup design provides flexible support
- Front adjustable straps create a personal fit
- Stretch fabric that comfortably moves with you
- Comfort-U® Design for stay-in place straps and back

Fiber content : 80% Nylon, 20% Elastane

Sizes : 34-44 B, C, D, DD; 36-44 DDD

Basic Colors :



Black
XBK



White
100



Soft Taupe
GZM



Comfort-U® Design

Find double support and comfort in our popular Double Support® Wirefree collection. Our signature M-Frame™ technology provides comfortable lift, customized fit and beautiful seamless support. The Bali® signature Comfort-U® Design ensures bra straps and back stay in place.



Bali Passion for Comfort Wirefree
Side Support & Smoothing Bra
DF3820

Features/Benefits

- Signature M-Frame™ cup construction provides flexible support
- Stretch fabric that moves comfortably with you
- Front and fully adjustable straps for a personalized fit
- Comfort-U® Design for stay-in-place straps and back

Fiber content : CUP 91% Nylon, 9% Elastane / BACK 92% Nylon, 8% Elastane

Sizes : 34-48 B, C, D, DD; 36-44 DDD (100)

34-40 B; 34-44 C, D, DD, DDD (XBK)

34-42 B, C, D, DD; 36-42 DDD (FZL)

Basic Colors :



Black
XBK



White
100



Light Beige
FZL

WIREFREE BRAS

The Bali® Double Support® Cotton Wirefree bra provides you all-over stretch cotton comfort while you experience the support you need. The Comfort-U® design for stay-put straps and back will also make you feel confident all day long.



Bali Wirefree Double Support
Cotton Bra
DF3036

Features/Benefits

- All-over stretch cotton for all day comfort
- Signature M-Frame™ cup design provides flexible support
- Front adjustable straps create a personal fit
- Comfort-U® design for stay-put straps and back
- 2-ply fabric gives you double support



Comfort-U® Design

Fiber content : 86% Cotton, 14% Elastane

Sizes : 34-40 B; 34-42 C, D; 36-42 DD, DDD (100)
34-40 B; 34-42 C, DD; 36-42 DD (GCH, GZM)

Basic Colors :



Heather Grey
GCH



White
100



Soft Taupe
GZM

MF



MAIDENFORM®

