

SPANX®

BY SARA BLAKELY®

Equality for the Sexes! SPANX® for Men Levels the Playing Field

Now men everywhere can expect more from their undershirt! Industry leader Spanx is re-shaping men's abs and expectations with COTTON compression undershirts designed for everyday wear that are guaranteed to perform every time.



In 2000, Spanx founder Sara Blakely launched Footless Pantyhose and revolutionized the way women look and feel in their clothes. Now, she is doing the same for men with the introduction of a cotton compression undershirt designed to comfortably firm the chest, flatten the stomach, improve posture, and eliminate bulk under clothes. Combining the look and feel of every man's favorite classic undershirt with state-of-the-art cotton compression, the revolutionary construction has set a new standard for men.

"Men's undershirts have been underperforming for as long as they've been around, with stretched out necks and bulky cuts that do nothing for the male physique," said Spanx founder Sara Blakely. "The men in my life (and in Hollywood) have been asking me to make SPANX for men for years, so I was inspired to create comfortable and powerful undershirts that provide instant gratification without gimmicks. It's your favorite t-shirt without your least favorite part...love handles."

Now available on Spanx.com and launching exclusively at Neiman Marcus stores on March 15, the SPANX Cotton Compression Undershirt is available in three classic styles that have every man covered: Crew Neck (\$58), V-Neck (\$58), and Tank (\$55) in sizes S-XXL and colors white (at launch on spanx.com) and black (available 3/15 for Neiman Marcus launch and 4/1 on spanx.com).

Cool. Classic. Contained...The SPANX Cotton Compression Undershirt is man's new best friend with benefits:

- It sucks to suck in, and now you don't have to thanks to high-stretch cotton for maximum comfort and containment.
- Lose the love handles with an ergonomic, tapered shape that provides powerful body control.
- Stay cool with high-quality, soft cotton that allows for ultimate breathability and moisture absorption.
- Go all day and night with 36 gauge stitching that provides fabric longevity and durability.
- Fuhget about it. With flat-lock side seams that remain invisible under clothing, you'll forget you have it on.



Crew (Style # 607) \$58



V-Neck (Style # 610) \$58



Tank (Style # 611) \$55



ABOUT SPANX

Ten years ago, Sara Blakely began her mission to make the world a better place, one butt at a time. A frustrated (yet fashionable) consumer-turned-entrepreneur, Sara reinvented shapewear with innovative designs and smart features and won the hearts of fashion-loving women, from Oprah Winfrey to Gwyneth Paltrow. Obsessed with creating comfortable garments that minimize figure flaws, Sara has helped create more than 150 problem-solving products and recently entered the bra business with the ground-breaking Bra-llelujah! In 2006 Sara brought her shapewear know-how to more women with the national launch of ASSETS®, a new collection of shapewear and legwear designed to help women achieve their own red carpet look for less. Continuing to raise the bar with innovative products women want, in 2009 Sara launched Haute Contour®, a lingerie-inspired collection known as the dessert of shapewear™. Today, after many years of demand, Spanx brings their industry expertise to the pool and the beach with swimwear and to men with a redefined cotton compression undershirt.



FOR MORE INFORMATION, HIGH-RESOLUTION PHOTOS AND SAMPLES, CONTACT:

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