



NEWS RELEASE

**Outlast Technologies Partners with Vanity Fair Brands,LP**

*VANITY FAIR® Shapewear Features Proactive Comfort Solution*

April 24, 2012 - Boulder, CO. - Outlast Technologies, a leader in proactive heat management, has partnered with Vanity Fair Brands, LP to introduce a new line of VANITY FAIR® women's shapewear with Outlast® technology. The VANITY FAIR® Self Control Shapewear includes a camisole, torsette, brief and long leg brief. Garments with Outlast® technology interact with the microclimate next to the skin to buffer changes in temperature and humidity to help the wearer stay more comfortable.

The Self Control Shapewear has been paired with Outlast® technology for balanced temperature control so consumers feel "just right." It features breathable inserts that allow for airflow. The VANITY FAIR® Self Control Shapewear slims and defines the stomach, waist, and back while providing a seamless fit with no visible lines under clothes.

"We want to show consumers the benefits of our technology, which provide extra sensory comfort to help mitigate heat before the wearer becomes uncomfortable," said Heather Manuel, Outlast North America sales and marketing director. "Our partnership with Vanity Fair Brands is a great example of the versatile applications of the technology that can be used to enhance everyday living."



**VANITY FAIR®**  
*Self Control Shapewear*

Additional VANITY FAIR® products details:

- **Camisole:** Available in sizes M-2XL in Damask Neutral, Midnight Black and Blonde Giraffe Print with a suggested retail price of \$32.00.
- **Torsette:** Available in sizes M-2XL in Damask Neutral, Midnight Black with a suggested retail price of \$32.00.
- **Brief:** Available in sizes M-2XL in Damask Neutral, Midnight Black and Blonde Giraffe Print with a suggested retail price of \$22.00.
- **Long Brief:** Available in sizes M-2XL in Damask Neutral, Midnight Black with a suggested retail price of \$22.00.

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“Our goal is to offer products for women that deliver a superior fit and provide support through styles that are beautiful, elegant and timeless,” said Lis Cravens, marketing vice president, Vanity Fair Brands. “Using Outlast® technology in our shapewear is an innovative way to offer women beautiful shapewear that is also comfortable.”

As a proactive moisture management solution, Outlast® products continually absorb excess body heat and release it to maintain constant body temperature. This differentiates from passive technologies, such as wicking or quick-drying, which provide benefits only after the body has started to overheat and sweat.

For more information and to locate a retailer, visit [www.vanityfairlingerie.com](http://www.vanityfairlingerie.com).

#### **ABOUT VANITY FAIR BRANDS, LP**

Vanity Fair Brands, LP manufactures and distributes lingerie under the VANITY FAIR®, LILY OF FRANCE®, BESTFORM®, VASSARETTE®, and CURVATION® trademarks, which are owned by Vanity Fair, Inc., a subsidiary of Vanity Fair Brands, LP. For almost a century, the VANITY FAIR® brand has embodied the sophistication and elegance of generations, with extensive collections of bras, panties and shapewear that bring her innovative, comfortable and trend-right wardrobe solutions to women throughout North America and Europe. Utilizing the latest technology, finest fabrics, attention to detail, and superior craftsmanship, Vanity Fair Brands offers intimates that make women feel beautiful and elegant every day. For more information about the company and its collections, please visit [vanityfairlingerie.com](http://vanityfairlingerie.com)

#### **ABOUT OUTLAST TECHNOLOGIES LLC**

Outlast Technologies LLC is a privately held U.S. corporation, is the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables any textile to absorb, store and release heat. Outlast® technology pro-actively responds to changes in skin temperature to manage heat and reduce moisture for everyday comfort. For over 20 years, Outlast has been committed to the development of new fibers, fabrics and coatings incorporating phase change materials, expanding the use of Outlast® technology across more than 200 brands and a multitude of products in apparel, footwear, bedding, packaging and labels and accessories. For more information, please visit [www.outlast.com](http://www.outlast.com). Like us at [facebook.com/OutlastTech](https://facebook.com/OutlastTech) and follow us at [Twitter.com/OutlastTech](https://Twitter.com/OutlastTech).

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