

## 2011 LEG SMOOTHER & SHAPER

- Black, Fawn
- Level 3 Light Support & Compression
- S - 3XL
- \$98



## DESCRIPTION

**Introducing the first-ever Ruby Ribbon full-leg shaper**

- Expands on the fit and fabrication of the Sleek Shape Tank and Shaping Short. This is luxe, sleek fabric that feels amazing against the skin and virtually disappears under clothing.
- All edges are laser cut, just like the Sleek Shape Tank and Shaping Short. These clean, smooth lines won't irritate the skin like traditional stitching can.

## KEY FEATURES

- No body panels—the innovative fabric is doing all the shaping and smoothing.
- The waistline is lined with a stay-put silicone edge so it can be worn wherever it's most comfortable.
- Offers the same smooth, seamless support as our Shaping Shorts.
- Wicking, antimicrobial gusset for maximum comfort.
- Leg length is just below the calf.
- 21" Inseam length

## MARKETING STRATEGY

**Invisible Inside** The Leg Smoother and Shaper is meant to disappear under tight, thin, or light-colored pants.

**Nicely Naked** Thanks to luxury fabric and laser-cut fabrication, this piece wears like air.

**Double Duty** Place the waist wherever you want for additional smoothing at the tummy. The silicone edge means it will stay put!

**2-in-1 Function** There's no visible gusset, so the Leg Smoother and Shaper can be worn as a foundation piece or as a leggings, paired with a longer top.

## WHO IS IT FOR?

- Everyone! But especially those who need a little smoothing at the waist and leg.
- If your pants are a little tight, this will help you get them on!
- Anyone with lumps and bumps they'd like to wrangle. Women of all shapes and sizes have cellulite, and the Leg Smoother and Shaper evens things out under tight, thin or light-colored pants.
- Movers & shakers who have a little "jiggle" when they walk. The Leg Smoother and Shaper keeps you feeling steady, strong and put-together.

## WHAT PROBLEMS DOES IT SOLVE?

### Cottage Cheese Legs + Muffin Tops

The Leg Smoother and Shaper evens out lumps and bumps under fitted or clingy pants, and it's perfect when you need a little help to get your bottoms buttoned!

**Cost Barrier** This innovative item can be worn as a leggings or under a favorite pant. It's underwear, shapewear and a stylish stand-alone fashion piece, all in one.

**The Confidence Gap** There's no need to be shy about your cellulite, because the Leg Smoother and Shaper keeps it perfectly camouflaged. Stride with pride!