

2002 MID THIGH SHAPING BODYSUIT

- Black, Fawn
- Level 3 Light Support & Compression
- 32-50
- \$105



DESCRIPTION

Introducing the first-ever Ruby Ribbon Mid Thigh Shaping Bodysuit

- Combines the fit and fabrication of the Sleek Shape Tank and High Waist 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 High Waist Shaping Short. These clean, smooth lines won't irritate the skin like traditional stitching can.

KEY FEATURES

Revolutionary comfort meets full-profile smoothing support.

- No body panels—the innovative fabric is doing all the shaping and smoothing.
- Under-bust bonded sling for lift, with petal pockets for cup inserts.
- Adjustable straps let you customize the fit.
- Features the same versatile scoop neckline shape as the Sleek Shape Tank.
- Wicking, antimicrobial open gusset makes bathroom trips easier.
- Leg length is 6 ½", just like our popular Shaping Shorts.
- A silicone edge encircles the entire leg opening to hold hem securely in place.

MARKETING STRATEGY

The Mid-Thigh Shaping Bodysuit is similar to the Shaping Bodysuit, with the added benefit of extra thigh shaping.

- Bodysuit–But Better: Because your legs deserve a little love too!
- Your Undercover Bestie: It's great under dresses and skirts because it provides extra support, alleviates "chub rub" and lends a longer, smoother look.
- Triple-Threat Styling: Wear under your top in place of a bra, wear as a standalone top, or layer with a button-down shirt or light sweater.
- 3-in-1 Function: The Bodysuit is breast support, a fashion top and brief, all in one product.
- One & Done: Take the guesswork out when you're rushing to get ready for work, errands, brunch or date night!
- A Travel Essential: This do-it-all foundation piece means less to pack and less stress on the road.

WHO IS IT FOR?

- Everyone! But especially those who need a little extra thigh support.
- Older customers who may not be familiar with modern bodysuits.
- Women who like the idea of a bodysuit but feel the current options are too "young" (due to fabric that's too constricting, thong bottoms, or thin straps with no support).
- Younger customers who keep up with shapewear trends and need an introduction to RR.
- Larger-busted women who need the bra-worthy breast support most bodysuits don't offer.
- Pear-shaped and thick-thighed women who want to avoid the leg bulge they may experience in a traditional body suit

WHAT PROBLEMS DOES IT SOLVE?

Slip-Sliding Some women hesitate to try our Camis due to fear of them riding or rolling up. The Bodysuit stays put for everyone!

Bodysuit Fear Some older customers may think bodysuits are too "young" for them, don't offer support, or aren't practical. They love RR and trust our fabric and support, so they will love this Bodysuit!

Cost Barrier The Bodysuit is a true bargain because it offers breast support, fashion and a brief all in one!

Outfit Fatigue This one-piece adds so many options to your wardrobe. Wear it as a top on its own or as a layering piece.

Cottage Cheese Legs + Muffin Tops

The Bodysuit smooths out the waist area and thighs without bulging or constricting. Perfect to even out lumps and bumps under fitted skirts and dresses, and absolute magic when you just need a little help to get your jeans buttoned!