

## 2003 SHAPING BODYSUIT

- Black, Blush Pink
- Level 3 Light Support & Compression
- 32-50
- \$98



## DESCRIPTION

**Introducing the first-ever Ruby Ribbon Bodysuit.**

- Combines 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.

It's a Cami and Brief in one! A single garment to simplify your routine.

- 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. Features the same versatile scoop neckline shape as the Sleek Shape Tank.

## KEY FEATURES

**Revolutionary comfort meets 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.
- Full back coverage to prevent gaps and bulges.
- Wicking, antimicrobial open gusset for easy access.
- Silicone edge inside back of leg opening.
- Adjustable straps to customize your fit—not all bodysuits offer this.

## MARKETING STRATEGY

- **NYDB - Not Your Daughter's Bodysuit** SKIMS and other sculpting bodysuits we see trending on TikTok are VERY constricting. Yes, they suck you in, but they're miserable to wear. Ruby Ribbon's new bodysuit lets you keep your curves, but smooths them out—giving you smoothing AND comfort. On those days when you need a little extra help, it's a "cinch" to fit into your jeans!
- **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.
- **All-Day Wear** The perfect piece to transition from warmer summer days to cooler nights.
- **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 the Bodysuit is a great tool to target younger customers and introduce them to Ruby Ribbon.
- 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).
- Larger-busted women who need the bra-worthy breast support most bodysuits don't offer.

## 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.

**The Muffin Top** The Bodysuit smooths out the waist area and doesn't constrict or bulge. Perfect when you just need a little help to get your jeans buttoned!