

FASHION FOCUS



Figure-Perfecting Styles Supply Shape

(NAPSA)—Women no longer have to make do with bras that almost make it.

Today's bras offer more effective ways to support, lift and shape the bust, providing innovative solutions to the most common bra ailments.

Here are a few challenges innovative bras can meet:

- **A more youthful appearance.** Age-Defying Lift Erin from Soma Solutions has specially designed foam cups with high apex points that raise the fullest part of the bust for a flattering shape. The bust is enhanced and appears fuller, slimming the torso for a more youthful appearance.

- **A full-busted figure.** If you are full busted and find that some button-down blouses pull tight around the bust, Soma's Minimizer Emma can quickly solve this challenge. Emma's cups are guaranteed to reduce the bustline up to 1 inch, minimizing the bust while maximizing the shape.

- **Strapless support.** Many women avoid wearing a strapless bra for reasons of discomfort and unflattering support. Strapless Eva, the first full-figure strapless, has all-day staying power, keeping the bust lifted like a regular bra. It has a silicone lining along the band and on the wire channeling of the cup, ensuring that the bra locks firmly in place and won't slip down.

- **Straps that fall down.** Front Close No-Slip Strap Erica will prevent straps from falling off the shoulders forever. Erica has an exclusively designed V-shaped back that draws the straps in together to prevent slippage. It also has a plunging neckline with a secure front closure that is perfect for low-cut blouses while still providing full coverage.



Innovative solutions in bra technology ensure a comfortable fit and flawless shape under your favorite fashions.

- **Spillover.** Side-Shaper Elena guarantees no more unsightly spilling over the side of the cup. Features include specially designed slings in each stretch foam cup that keep all breast tissue inside the cup and pointing forward, providing excellent side shaping and support. In addition, the soft microfiber elastic on the bottom band has a thin line of silicone that keeps the back strap from riding up.

These five bra styles have softly padded camisole straps that provide extra support and comfort on the shoulders. They are available in a soft pastel color palette, including lemon chiffon, seascape, lavender ice, cheeky, blue ice, soft tan plus basic black at Soma Intimates stores nationwide and online at soma.com.