

# newsworthy trends

## Taking An Intimate Look At Lingerie

(NAPSA)—A look at men's and women's feelings about lingerie is very revealing, says a new survey.

What consumers want and why was the topic of "An Intimate Look Under There" survey, commissioned by Maidenform, experts in lingerie for over 80 years.

What is sexy now? Differences in gender choices were noteworthy. Asked to choose the sexiest undergarment, most men chose the thong (29 percent) and women chose the bra (24 percent).

While most men believe that women wear lingerie to appeal to them (54 percent), women say, "No way!" with only seven percent citing that as their main reason. However, the numbers were more compatible when asked which bra style was the sexiest. Both men and women voted for the all lace.

Does size matter? Close to half (44 percent) of men and 47 percent of women agree that a C cup is ideal, with B cups taking second place.

Women are comfort seekers: that attribute ranked most important for 50 percent of women when choosing lingerie, with another 27 percent ranking fit as the number one criteria. When asked what bra they would not live without, 79 percent of women chose their



**Today's bras are reinvented for comfort with modern technology and innovations.**

everyday comfortable bra.

This in particular was noted with interest and enthusiasm by Maidenform, makers of One Fabulous Fit, a bra designed for comfort without sacrificing sleek styling, and currently the #1 selling bra in department stores nationwide.

To find out more about the One Fabulous Fit bra, and the history of other firsts from Maidenform, log on to [maidenform.com](http://maidenform.com).