

# FASHION FOCUS



## It's What's Underneath That Counts

(NAPSA)—What you wear can impact how you feel and how others perceive you on any given day—even if no one else can see what you're wearing.

That's the finding of a recent survey conducted by *barely there*, a popular lingerie line.

According to Brenda Cooper, fashion stylist and former co-host of E! Fashion Emergency, women are more demanding than ever of their bras.

"When choosing a bra, women want comfort and support. In the past, that meant giving up style for a stiff, unattractive bra. Now technology has allowed bras to deliver comfort while providing great colors and style," said Cooper.

### *Bra 'Blahs'*

Find yourself sulking? Blame it on your bra—65 percent of women reported that an uncomfortable bra could make for an all-around bad day.

### *What Women Want*


Not even Mel Gibson could read women's minds on this one—three-fourths of the women surveyed (75 percent) said they were willing to compromise style to find a bra that is supportive and makes them feel good.

### *You Sexy Thing...*

Save the cleavage, Erin Brockovich! While seven in ten women admit to occasionally wearing a sexy bra just to attract the attention of men (probably because 60 percent of women think that's

Almost 70 percent of women categorize a sexy bra as one that looks natural and feels comfortable.

An estimated 65 percent of women surveyed report that an uncomfortable bra impacts how they feel about their day.

When asked what makes for a "good bra day," nearly 80 percent said that support and comfort are the most important. 

what men consider a 'sexy bra'), a robust 87 percent of men polled think that a natural-looking and classy bra is more of a turn-on.

### *Big Faux Pas*

Patricia Lee made it okay to spill out of the front of your bra, but spilling out of the back doesn't have the same effect. When women were asked how they feel about "back fat"—the pinching and puckering that can accompany a "too tight" bra, women said: it shows that a woman doesn't care about her appearance (30 percent), is unstylish (26 percent) and looks trashy (12 percent).

"If it doesn't feel right, it probably doesn't look right and you won't be at your best," said Cooper. To always be at your best look for *barely there* intimates at better department stores near you.

For more information about *barely there* bras, shapewear, panties or tops, visit [www.barelythere.com](http://www.barelythere.com).