

Speedo Launches Shapeline - Swimwear Made By Real Women For Real Women

Speedo, the world's leading swimwear brand, launches Shapeline, a revolution in women's swimwear that provides the nearest thing to the made-to-measure swimsuit.

March 1, 2010 - [PRLog](#) -- Recognising that women are never 100% happy with their figures- whether they are a size 10 or 20, and that one size (or shape) does not fit all, Speedo's global R&D Aqualab team conducted extensive research into the body shapes of *5,400 women, to design the ultimate swimwear collection. The team included three female lingerie experts who have combined experience of over 60 years within the industry, resulting in a range that enables women to feel confident and comfortable in their swimwear- at a time when they feel most exposed and vulnerable.

The same technological innovation and extensive research and development that Speedo is renowned for in performance swimming has been applied in the creation of Shapeline, without compromise. The body scanning of 5,400 women resulted in Speedo reclassifying female body shapes into three categories - Bottom Hourglass, Hourglass and Top Hourglass. 95% of the women scanned fell into these categories. Speedo developed three swimsuit styles to complement and accommodate individual body shapes in line with the findings:

Bust Shaper (Natasha) - created for the fuller busted woman, flattering the bust area and balancing the silhouette.

Waist Shaper (Madeline) - for women with a straight or hourglass figure - to complement natural curves and shape the waist.

Tummy and Hip Sculptor (Maria) - designed to complement the 'pear shaped' woman.

All styles feature double-layered stomach panels to provide maximum support, nipping in at the waist to accentuate curves and visual signposting to direct eyes to certain areas of the body, to help re-balance the proportions.

Ultra soft, high performing fabric ensures a smooth, flat appearance and the multi-way strap positions promise comfort, flexibility and a more personalised fit. Speedo is the first brand in the world to offer such new innovation in dual cup sizes, this method of sizing combines cup capacity for the most accurate fit. The bra sizes range from size 30B to 34G and the suits are available in sizes 10-20 in a range of styles and colours.

*Based on 5,400 women whose bodies were scanned during the UK Size Survey

NOTES TO EDITOR:

The following supporting information is also available:

- Dr. Linda Papadopoulos - biog and series of motivational Vodcasts available. Dr.Linda is Speedo's Shapeline ambassador who was appointed to help address body image fears of women.
- Photographer Mary McCartney – biog and behind the scenes photoshoot Vodcast. Mary was the photographer commissioned to shoot the Shapeline Real Women campaign

- Real Women – three women appointed to front the Speedo Shapeline marketing campaign. They represent the reclassified body shapes
- Speedo Experts - the team behind the development of Shapeline – biogs and interviews available
- Shapeline Silhouettes – detailed information and a breakdown of the Shapeline styles
- The changing shape of women – Speedo Updates 60 year old grading system

For further press information, please visit www.pressinformation.co.uk or contact Isobel or Laura at Brandnation:

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