

## Lands' End Offers Swimsuit Fit Solutions for Every Body

From ways to minimize the middle and lengthening legs to toning the tummy and bringing out the bust area, swimsuit shoppers are always looking for ways to solve swimsuit dilemmas. In fact, a recent survey of women by Lands' End found almost eight out of ten (78 percent) survey respondents want a swimsuit to flatten the tummy area, while almost half would like a swimsuit that enhances the bust area (49 percent), slims hips (48 percent) or helps to conceal thighs (48 percent).

"At Lands' End we know it is important to offer fit solutions when it comes to swimsuits," said Erin McCormick, swimwear merchandise manager, Lands' End. "Rather than searching through hundreds of styles to find a swimsuit to fit and flatter, at Lands' End women are able to shop by fit solutions to find a flattering swimsuit silhouette."

McCormick, offers the following swimsuit fit solutions and suggestions for the coming season:

### **Flatten Tummy:**

*Strategy: Look for swimsuits with shirring to camouflage the tummy area. Turn to prints that help to distract the eye. Discover swimsuits with targeted tummy control.*

*Lands' End Suits to consider include:*

- **Shape & Enhance Halter One-Piece Swimsuit** - Exclusive technology (hidden on the inside) targets areas you want to refine or enhance. The fabric is specially knit with varying levels of control throughout to offer more control at certain points of the body, such as the tummy area. This swimsuit also features beautiful shirring to camouflage the tummy area.
- **Beach Living SwimMini with Tummy Control** - Look confident at the pool or beach with the Beach Living® SwimMini™ with tummy control. The attached panty has a control lining to smooth and flatter while the color options offer endless Beach Living swimwear mix and match possibilities.
- **Shape & Enhance Ultra High Rise SwimMini** – This SwimMini is the hit of the season. Designed to be worn higher (just below the bra line) to smooth the entire middle and the attached panty underneath provides comfort and coverage. Mix with Shape & Enhance Tops to create unique look.

### **Slim Hips and Conceal Thighs:**

*Strategy: Go for coverage. Seek out Swim skirts, women's board shorts or swim dresses.*

*Suits to consider include:*

- **Squareneck Slender Suit Swimdress** – This slimming Slendertex® fabric Swimdress smooths and shapes all over, It's a suit and cover-up in one, providing maximum coverage over hips and thighs. While the shirring in front and across the bodice adds a touch of elegance.
- **Paisley Tunic One Piece Slender Suit** – The Tunic Slender Suit® instantly slims while complimenting natural curves. Reminiscent of old Hollywood, this flattering silhouette has a beautiful neckline and back. Plus, the drapey overlay provides coverage and minimizes hips without a full skirt.

### **Enhance Bust Area:**

*Strategy: Look for bra innovations to provide needed support. Design detail at the bust: draping, shirring, hardware at the center of the bust can create an illusion that helps balance your figure.*

*Suits to consider include:*

- **SwimMates Underwire Bikini Top** – This bikini top is part of the SwimMates collection of coordinated swim layers to mix and match in, out of and around the water. The true bra sizing to help you get a just-right fit while the Eye-catching twist in front and supportive underwire bra with molded cups accentuates the bust.
- **Isla Vista Lace V-neck Tankini Top** - The flattering halter neckline, deep v-neck and hardware accent at the bustline helps to enhance the bust area of the Isla Vista Tankini Top. The soft cup bra offers extra support and the beautiful lace overlay adds a touch of elegance.

### **Minimize Bust Area:**

*Strategy: Make sure you have the right support: Underwire and Anti-side spill. More coverage is not necessarily better, find the perfect flattering coverage. Draw the eye away from the bust, try a ruffle or printed bottom.*

*Suits to consider include:*

- **Plus Size Beach Living Tahiti Paisley Squareneck Tankini Top** - This Beach Living® Tankini top offers coverage and support with horizontal pleats for shape definition and to minimize the bust area. This tankini top is offered exclusively in plus sizes and offers an underwire bra with soft, sewn-in cups and comfortable adjustable straps.
- **Sport Tankini Scoopneck Tankini Top** – This high-neck Tankini Top has a secure hook closure at the neck and a powermesh bra providing support and minimizing the bust area.

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