



RITRATTI

Sensation 2.0



Sensation 2.0 by RITRATTI: a new era in intimate apparel
The minimalist elegance of the Sensation line by
RITRATTI - DELMAR meets the
high-tech innovation of the LYCRA® 2.0 tape

Introducing **Sensation 2.0 by RITRATTI**. A revolution in the world of high quality feminine underwear is on its way! This ambitious initiative is the result of a collaboration between RITRATTI and INVISTA, one of the world's largest producers of fibers and owner of the LYCRA® fiber brand.

Sensation 2.0 by RITRATTI is the first collection from a high-end underwear brand, in all Continental Europe, made entirely with the use of LYCRA® 2.0 tape replacing stitching, one of the latest innovative products developed by INVISTA's Research and Development labs.

With its unique stretchable LYCRA® 2.0 tape, INVISTA is bringing a revolution to the market. Compared to other heat-bonding solutions already available, the exclusive stretch and recovery features offered by LYCRA® 2.0 tape enable the creation of ultra-flat seams, sleek garments with smooth finishings invisible beneath the women's clothes. It also offers incredible comfort, as it allows the garments to accompany the body's natural movements. Hems made with LYCRA® 2.0 tape keep their shape and performance wash after wash.

The Sensation 2.0 collection by RITRATTI is composed of two lines – **Basic-Everyday and Shapewear.**

LYCRA® is a trademark of INVISTA



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The first micro-collection comprises of 2 bras and 3 lower garments, creating a refined, elegant line that's perfect for young, dynamic women. They are high quality products made with the latest generation of fabric from Penn Textile Solutions, containing LYCRA® fiber – of course!

The first bra is a re-edition of a RITRATTI icon – **Soft Air**. In this case, it's been redesigned with straps made with LYCRA® 2.0 tape, for a total comfort.

The **Cresse** bra is a soft, preformed model (no wire) that features LYCRA® 2.0 tape in the neckline to shape the cup onto the cleavage without leaving any mark.

The lower garment line comprises products with definite everyday appeal – a slip, a brief and a thong. As soon as the wearer slips in these garments she may immediately understand what “total comfort” means. The LYCRA® 2.0 tape technology is used around the legs and waist to make these garments soft and ultraflat, allowing them to adapt perfectly to every silhouette, creating a gently caressing “second skin” effect.

The Shapewear line is made with a technical fabric from **Piave Maitex**®, also containing LYCRA® fiber. These garments are the latest generation of designs for classics which have been given an ultra-modern revamp – a bodysuit with preformed cups, a high-waist brief and a panty. These are elegant garments for women who seek delicate figure support for a secretly sculpted profile. They are made with LYCRA® 2.0 tape, which means much less stitching and allows entire sections of the garment to be constructed with ultraflat trim.

It's a new concept in Shapewear with clean lines and ultraslim hems and borders, creating a refined product that's perfect for every occasion.

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Sensation 2.0 by RITRATTI with LYCRA® 2.0 tape provides a **new dimension in comfort, creating hi-tech underwear** for everyday. The painstaking construction of each garment means perfect fit and excellent freedom of movement. These garments are invisible under clothes and their light sculpting action brings out the best in the wearer's figure, even the softest shape – that's why they're sure to become a well kept beauty secret!

It took a year of development, numerous testings and the exceptional work of RITRATTI's shaping department to achieve the outstanding quality of this collection, to be presented for the very first time at the upcoming international fairs in Paris and Florence.

FIRST SHOWING:
SALON INTERNATIONAL DE LA LINGERIE HALL 4 STAND D47-C46

INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including, for the Apparel division: LYCRA® fiber, COOLMAX® fabric, THERMOLITE® fabric and insulation, FRESHFX® fabric, SUPPLEX® fabric and TACTEL® fiber. More information on INVISTA can be found at www.INVISTA.com. More information on the LYCRA® fiber brand can be found at www.LYCRA.com.

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