

Invista partners Ritratti in new era intimate apparel

9 March 2010, Geneva – Invista, owner of the Lycra fibre brand, has announced a new commercial programme with Italian lingerie specialist Ritratti, which has created an entire collection for the high-end intimate apparel segment using Lycra 2.0 tape, one of Invista's latest innovations. Invista says the collection called Sensation 2.0 by Ritratti, is a revolution in the world of high quality feminine underwear and has been made with Lycra 2.0 tape to replace stitching within the garments.

With its stretchable Lycra 2.0 tape, Invista says it is revolutionising the market and that compared to other heat-bonding solutions already available, its exclusive stretch and recovery features enable the creation of ultra-flat seams and sleek garments with smooth finishing. The company claims that lingerie garments made with Lycra 2.0 tape offer outstanding comfort, allowing them to accompany the body's natural movements and hems made with Lycra 2.0 tape keep their shape and performance even after repeated washes.

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

"The first micro-collection comprises of bras and three lower garments, creating a refined, elegant line that suits the lifestyle of young, dynamic women. They are high quality products made with the latest generation of fabric from Penn Textile Solutions, containing Lycra fibre. The first bra is a redesign of a Ritratti icon, Soft Air and now has straps made with Lycra 2.0 tape for improved comfort," says Invista.

The Caresse bra is said to be a soft, preformed model (without wire) that features Lycra 2.0 tape in the neckline to shape the cup onto the cleavage without leaving marks. The lower garment line comprises of pieces with definite everyday appeal, a slip, a brief and a thong. The Lycra 2.0 tape is used around the legs and waist to make these garments soft and ultra-flat, allowing them to adapt perfectly to every silhouette, creating a gently caressing "second skin" effect, the company adds.

The Shapewear line is made with a technical fabric from Piave Maitex, also containing Lycra fibre. 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 which allows entire sections of the garment to be constructed with ultra-flat trim," Invista adds.

Invista says Sensation 2.0 by Ritratti with Lycra 2.0 tape provides a new dimension in comfort, creating hi-tech underwear for everyday. "The construction of each garment means excellent fit and freedom of movement and the garments are barely visible under clothes and their light sculpting action brings out the best in the wearer's figure," the company adds.

Lycra 2.0 tape is a patented polyurethane-urea (PUU) elastic film which is said to have outstanding stretch and recovery power, made by Invista. In substitution of the traditional seams, it enables the creation of heat activated bonded hems, bands and seams that stretch and recover in response to the fabric they are applied to, perfectly following the body's movements and providing new levels of comfort, the company says.

Available in different specifications to match various needs, Invista is offering this innovative technology in a family of three distinct products:

Lycra 2.0 tape T070 is designed with power and recovery suitable to replace narrow elastics and thanks to its thickness, it offers outstanding comfort, Invista says. It bonds at low activation temperatures and is produced in different widths, 6, 8, 10, 12 mm and wide film 1524 mm.

Lycra 2.0 tape B040 is designed with power and recovery for smooth, non-buckling seams which are said to perfectly follow the body's movements. It bonds at low activation temperatures and is produced in different widths: 6, 8, 10, 12 mm and wide film 1524 mm.

Lycra 2.0 tape H020 is designed for a wide range of applications and is the thinnest tape of the family. Invista says it allows stitch free aesthetics without blocking the fabric performance it is applied to. It is produced in 1524 mm width.

