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**LB Briefs**



**Invista Collaborates With Italian Lingerie Brand Ritratti**

Invista, owner of the Lycra brand, has announced a new commercial programme with Italian lingerie specialist Ritratti to create an entire collection using Lycra 2.0 tape - one of Invista's latest innovations.

Sensation 2.0 by Ritratti uses Lycra 2.0 tape to replace stitching within the garments, enabling flat seams and smooth finishings that fit the body's natural movements.

The new Sensation 2.0 collection comprises two lines: Basic-Everyday and Shapewear. Basic-Everyday is made up of bras and briefs whilst the Shapewear range includes a bodysuit with performed cups, a high waist and a pant.

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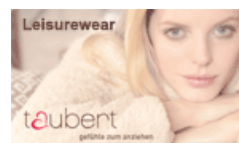
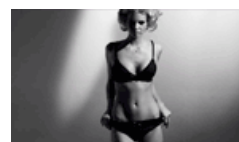
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