



## What's your SHEER personality?

If you're like most women, you have a variety of interests which color your life with many moods & personality changes. Wherever the day takes you...from boardroom, to classroom; health club to dance club...you want to look the part! Luckily, the fashion world presents women with clothing accessories to match the *many* facets of our individual styles.

**CREATING PERSONAL STYLE** is all in the details. Everything from the color on your lips to the shape of your heel is a message to the outside world about who *you are*. Accessories like scarves, handbags, hats & hosiery are some of the subtle jewels that allow us to achieve special looks & express ourselves!

One of the easiest and most inexpensive ways to change your look is with hosiery. And today, legwear *choices* are endless!! You can reinvent yourself as often as you like; creating your own new "sheer personality" every day...just by changing your pantyhose! **THINK OF YOUR HOSIERY AS A COLLECTION...** Update it each season with the latest colors, textures, & patterns. Be adventurous! Experiment with **bold colors**...or a *racy seam* up the back of your legs. Let your pantyhose give your legs a lift, & your outfits a fresh infusion of style!

## what SHEER personality are YOU today?

**SEXU & SASSY:** You're an **extrovert, adventurous, and love showing off your legs!** During the day you wear tinted sheers in bold colors to add contrast to a neutral dress or suit. In the evening, your legs become an extension of your personality in shimmering sheers which sparkle in the light!

**EXECUTIVE CHIC:** You're a *vision of success!* Everything from your classically tailored suit to your fabulous leather bag, matching shoes, & belt say power! *Nude sheers* with a fitted suit lend a touch of femininity & a ton of confidence. In a pants suit, you leave no detail unnoticed...right down to the carefully selected pair of coordinated trouser socks.

**CLEARLY COUTURE...** you're *refined, elegant, & the picture of good taste.* Your designer ensembles reflect the nuances of style & sophistication. Monochromatic dressing in cool undertones creates subtle yet exquisite style with tailored suits. *Sheer hosiery* with a hint of color paired with a closed toe pump finishes your look.

**truly trendy:** if it's the *look du jour*, you're wearing it! You love to have **fun & experiment** with the day's *hottest* trends; keeping up with fashion by changing the look of your legs. You're not afraid to spice up outfits with textured or patterned pantyhose, & have been known on occasion to sport lace or fishnet stockings.

## SHEERSELECTIONS! Part one...The PANTY!

With so many possibilities, selecting pantyhose that complement your wardrobe may be a little confusing. This chart will help you to select from the many panty options available to you in combinations with your favorite leg styling options.. (See Part two...The LEG.)



### ABOUT the Panty

- Provides coverage for tummy, hips, waist & sometimes thighs.
- Adds to the comfort & support of the garment you choose.
- Allows you to control your shape! Push up...hold in...create soft curves & smooth lines under those slim fitting silhouettes.
- Panties are knit to fit all women's sizes...from petite to plus!

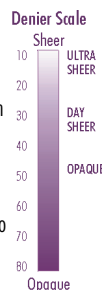
PANTY...	Feature	Benefit	Fashion TIP!
<b>Regular</b>	Made of nylon & available in various style options, including the regular brief panty, & the sexy French-cut or tanga top.	Regular panties provide soft, natural, non-compressed comfort around the tummy & hips.	Regular panty vs. control panty is a personal choice, & for some a more comfortable option under pants & skirts.
<b>Control Top</b>	Made with spandex, the control top panty adds compression which provides you with tummy & hip control. Several levels of control top choices are available.. including light control, control, and girdle tops.	Control Top pantyhose let you create a smoother silhouette under fitted clothing. Firms & smooths your shape & helps you to look your best!	Body-hugging dresses, slim-fitting cigarette pants with a short jacket & fitted suits are all outfits you should consider wearing with control top hosiery to help add a slender overall look.
<b>Bodyshaper</b>	Made with spandex, Bodyshapers offer a longer line control top which covers thighs in addition to tummy & hips. Like control tops, bodyshapers are available in varying levels of control.	Bodyshapers push you up & hold you in where you want it, & help give you the curves you never thought you could have! They also provide a smooth, slim line under body-hugging garments.	If you've been dying to buy that really little black dress, but were afraid you wouldn't fill it out quite right...try it on with a bodyshaper. The longer line control will help you achieve a sleek silhouette, & make sure you're "tucked-in" in all the right places!
<b>Sheer</b>	Knitted from the same fibers as the pantyhose legs, & in the same hosiery shade...the invisible "no-panty" pantyhose.	"Sheer-to-Waist" pantyhose gives you natural, non-compressed comfort in a smooth, continuous tone from toe to tummy.	When you want absolutely no panty line or shading, as under light colored clothing or short skirts..."sheer-to-waist" pantyhose may be the right choice for you.

## HELPFUL HINTS ON HOSIERY:

Everything you need to know to before you make your hosiery selection.

### DURABILITY

There is *no* magic pantyhose that lasts forever...not yet. But hosiery today is better than ever...stronger, sheerer, & more comfortable even than products made just five years ago. One thing to remember: the more sheer a product, the more fragile it is. "Denier" refers to the degree of sheerness of the hosiery.



### FIBERS

**Spandex:** Spandex is the highly elastic fiber that allows hosiery to continuously conform to the body. With spandex, pantyhose can stretch & snap back in place, avoiding the dreaded baggy look. Popular brands of

spandex used in hosiery products today include: Dorlastan®, Glospan®/Cleerspan®, Lycra®, Mactex®

**Nylon vs. Nylon/Spandex:** 100% nylon & nylon/ spandex combinations offer different features. Products which are made of 100% nylon are often very sheer & lightweight. By adding spandex, the product becomes slightly heavier & more elastic. It also retains its shape better. The products with spandex may not be as lightweight as their 100% nylon counterparts, but they are softer on the leg, and more durable.

### Microfibers:

Microfibers are very fine yarn filaments. Because they are so small, they bend easily, helping give that soft, smooth feel & sueded look to opaques. Use is now beginning in sheerer products, as well.

### SIZING

Choosing the correct size is the most important step in making your pantyhose last. It benefits you twice...not only will the pantyhose be more comfortable, they'll last longer with less stress on the garment. Remember:

- Be honest with yourself about size
- Always check the size chart as size info varies from brand to brand
- Always select the larger size if you fall in a borderline area of the size range

### CARE

Gather the legs up with your fingertips & slip on over foot; work up to waist slowly. Make sure skin & nails are smooth, and remove jewelry before handling delicate sheers. Hand wash or machine wash in a bag with delicates. Hang dry.

SHEERSELECTIONS! Part two...The LEG!

Today there are more leg choices than ever. Select your favorites from the chart below, or experiment with new styles! You'll find several brands of hosiery with the panty/leg combinations that you've chosen, so give them a try. With all the possibilities, you can tailor your pantyhose to any need or occasion.



ABOUT the leg

- Provides coverage for legs & thighs
- Is made in a wide range of fiber/fabric weights, knits & shades
- Provides your outfits with an added burst of color, style & texture.

LEG...	Feature	Benefit	Fashion TIP!
<b>Ultrasheer</b>	Made of fine nylon, extremely sheer; requires extra careful handling. Some examples of Ultrasheers packaging descriptions are "Evening Sheers" or a "Hint of Color."	Ultra sheers are the best choice for allowing your natural skin tones to shine through.	For daytime or night, to give your legs a sexy, natural look. Worn with neutral or dark suits & slingback pumps, they lend your look a sophisticated edge.
<b>Daysheer / Business Sheer</b>	Made from stretchy nylon that clings gently to legs. Referred to as "Everyday", "Stretch", "Classic", "Basic". Not as sheer as Ultrasheers; therefore more durable.	Clings & moves with your legs. Great for everyday because of their durability.	Daysheers are the perfect 9-5 legwear. Black or nude with a dress or suit makes a polished office look.
<b>Silken Sheer</b>	Soft, silky hosiery with a smooth, comfortably fitting leg. Made of nylon & spandex (a fiber similar to elastic)	The nylon/spandex combination creates the silky feel, comfort & fit. Garment glides on & moves easily with your body.	The silky look gives your legs a more formal & feminine appearance. Dress up an old suit w/ silken sheers. You'll be surprised at the difference!
<b>Light Support / Support</b>	Knitted from a combination of slightly heavier nylon & spandex yarns. Actually reduces leg fatigue. Among the most durable & longest wearing sheer hosiery.	Just slightly heavier than Silken Sheers, today's Sheer Support hosiery is also fashionable & available in an array of hues.	Wear them at the office, for a day out on the town, or even a cocktail party. Slight "springy" compression keeps legs feeling fresh & alive!
<b>Shimmer / Glimmer</b>	"Shimmer", "glimmer", & similar descriptions refer to pantyhose products that reflect & appear to sparkle in the light.	Just one of many options to choose from when looking for a fresh new leg look. Gleaming surface shows off shape & curves.	Perfect for evening or dressing up your outfits for special occasions. Adds interest & a touch of style to your everyday wardrobe.
<b>Opaques / Tights</b>	Major difference between opaques & tights is the garment weight. Tights are typically heavier, less sheer than opaques. Tights construction is commonly cotton, wool, or nylon/spandex. Opaques are usually nylon/spandex or microfibers.	Both offer complete color coverage. Works for dress or casual. Opaques feature options like matte, shiny, silky...which refer to the look & feel of the garment.	For great fashion options, and a longer, slimmer look, try opaque pantyhose or tights that match your skirt or shoe color.
<b>Run-resistant</b>	Sometimes referred to as no-run pantyhose. Features a heavier stitch configuration to reduce the chance of runs. Will develop holes if snagged, and may even develop runs with wear.	No-run pantyhose are very durable, and as the name suggests, do not run easily.	A good choice for particularly active days, when you don't mind trading the sheerer look of standard hosiery for the extra durability of no-run.

MORE OPTIONS...

	Thigh Highs	Knee Highs / Trouser Socks
<b>Feature</b>	Usually made of nylon or nylon/spandex, thigh highs have evolved into a comfortable, feminine option for every day.	Knit from many different materials. Available in a variety of weights, colors, textures, & patterns.
<b>Benefit</b>	With no panty, thigh highs often feature elastic lace tops for support. A sexy option in legwear.	Versatile. Fashionable. A perfect way to "dress the ankle" without full leg coverage.
<b>When to Wear</b>	Your little secret under a silky skirt. Or... colored opaques & chunky heels are a funky alternative w/ short skirts & A-line minis.	A key coordinating element w/ slacks, pant suits. Try whimsical patterns under tapered cigarette pants.

LEGWEAR FASHION CLUES...

A few DO'S & DON'TS that let your legs set the tone for style!



Wear neutral or nude sheers closest to your skin tone to create the natural yet **sexy & sophisticated** look of bare legs.



Limit your options. **Update** your hosiery collection each season by adding new pairs in the hottest colors & styles!



Create **new looks** out of old favorites by pairing outfits with textured or patterned pantyhose.



Feel confined to "nude" when you think sheers. **Have fun** with the many color options by using tinted sheers to pick up an accent color in an outfit, or **add contrast** to a neutral dress or suit.



Consider **all the options** when you wear pants...**Bodyshapers & Control Tops** give you a long sleek line in trousers.



Forget to **dress the ankle** when wearing pants! **Trouser Socks & Knee Highs** lend a **finished look** to trouser ensembles.

For more information:



If you have additional questions about hosiery, please contact the The Hosiery Association (THA), a voluntary organization of hosiery manufacturers that represents more than 85% of the domestic industry, at: 3623 Latrobe Drive, Suite 130, Charlotte, NC 28211, telephone 704/365-0913, fax 704/362-2056 or e-mail to hosierytha@aol.com. Hosiery manufacturers today make the best products possible, using state of the art technology...providing more options than ever before. We want to hear from you.