



21 February 2007

Pants Are Getting Bigger At Bonmarché



From Bridget Jones, to Katie Holmes, to Sienna Miller, it seems ladies can't get enough of big pants! Bonmarché, the UK's leading value fashion store for real women, has recognised a growing demand for underwear that gives support and leaves a smoother silhouette under eveningwear; essential for those attending award nights!

This season the retailer has introduced four styles of control briefs and so far has seen sales soar, with this plain style proving the most popular - a trend which is attributed to the 'Sienna-effect'. Two styles are available; one plain in either black or white; and an embossed lace design in pink or white, both offering medium control with stretchy elastane fabric which flattens the stomach.

With more ranges being added at the end of March, featuring firmer control thanks to a denser fabric and an additional front panel, woman everywhere can breathe a sigh of relief knowing that their waistlines will be kept in check over the coming summer social calendar months.

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For further information, products or images, please contact Lucy O'Brien at ZPR on 020 7896 3404, or e-mail lucy.obrien@z-pr.com

Editor's notes:

- Founded in 1982, bonmarché is a subsidiary of the Peacock Group PLC
- Bonmarché operates from over 360 stores throughout the UK;
- Bonmarché currently employs over 4000 team members;
- Bonmarché has over 2.3 million bonus club members;
- Bonmarché is an established value retailer focused on selling affordable quality womenswear to women over 45 years in age. It aims to provide everyday great value.
- For more information visit www.bonmarche.co.uk