



SPRING 2020 MARKET GUIDE

BALI®

Playtex®

M
MAIDENFORM®

Hanes®

BALI



DF6580

One Smooth U[®]
DREAMWIRE[®] UNDERWIRE BRA

Ship Date: 12/15/19
MSRP: \$44.00
Basic Sizes: 34-42 B-DD, Fashion Sizes: 36-42 C-DD

Basic Colors: 100 White, EBV Nude, XBK Black
Seasonal Basic Color: GLO Gloss
Fashion Colors: TOZ Blue Whimsy, WCU Blackberry Jam

100 EBV XBK GLO TOZ WCU

BALI



DF3440

One Smooth U®
ULTRA LITE
SPACER WIREFREE BRA

Ship Date: 12/15/19

MSRP: \$44.00

Basic & Fashion Sizes: 34-42 B-DD

Basic Colors: 100 White, E8V Nude, XBK Black
Seasonal Basic Color: GLO Gloss
Fashion Color: TOZ Blue Whimsy



BALI



DF6583

Comfort Revolution®
MULTIWAY STRAPLESS
WIREFREE BRA

Ship Date: 12/15/19

MSRP: \$44.00

Sizes: Small-3XLarge

Basic Colors: E8V Nude, XBK Black



E8V



XBK



DF3484

Comfort Revolution®
COMFORT FLEX FIT®
WIREFREE BRA

Ship Date: 12/1/19
MSRP: \$40.00
Sizes: S-3XL

NEW Basic Color: TPT Evening Blush Stripe

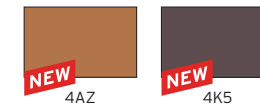


DF3463

Comfort Revolution®
WIREFREE BRA

Ship Date: 12/15/19
MSRP: \$44.00
Sizes: 34 C-D; 36-42 B-DD

NEW Basic Color: 4AZ Cinnamon Butter Swirl,
4K5 Warm Cocoa Brown Swirl



DF6591

Lace Desire®
ALL OVER LACE
WIREFREE BRA

Ship Date: 12/1/19
MSRP: \$40.00
Sizes: S-3XL

NEW Seasonal Basic Color: JDQ Evening Blush

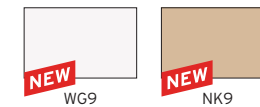


DF3P66

Comfort Revolution®
FRONT-CLOSE
WIREFREE BRA

Ship Date: 12/15/19
MSRP: \$44.00
Sizes: 34-42 B-DD

NEW Seasonal Basic Colors: WG9 White Tailored,
NK9 Nude Tailored





DF3W11

One Smooth U®
SMOOTH & CONCEALING
UNDERWIRE BRA

Ship Date: 3/15/20

MSRP: \$44.00

Sizes: 34-40 B-DDD; 42C-DDD

NEW Basic Color: JDQ Evening Blush



DF0082

Passion for Comfort®
LIFT UNDERWIRE BRA

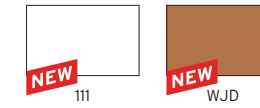
Ship Date: 12/1/19

MSRP: \$44.00

Sizes: 34-44 C-DD

NEW Basic Color: 111 White Lace

NEW Seasonal Basic Color:
WJD Cinnamon Butter/Apricot Squeeze (12/15/19)



DF3439

One Smooth U®
ULTRA LITE
UNDERWIRE BRA

Ship Date: 12/1/19

MSRP: \$44.00

Sizes: 34-42 B-DD

NEW Seasonal Basic Color: 4RL In the Navy 2,
KOW Crystal Grey



DF3372

Double Support®
JACQUARD WIREFREE BRA

Ship Date: 12/1/19

MSRP: \$40.00

Sizes: 34 B-DD; 36-40 B-DDD; 42 C-DDD

NEW Basic Color: GLO Gloss



BALI

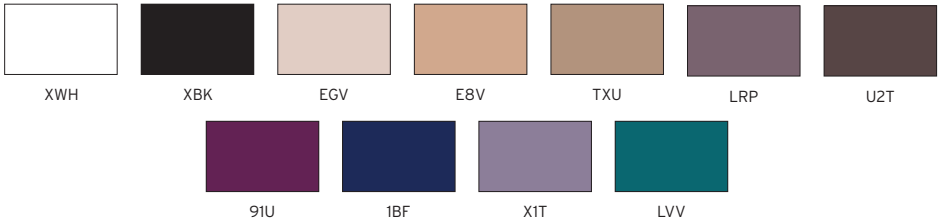


DFEL62, DFEL61

Comfort Revolution® EasyLite
HI-CUT, BRIEF

Ship Date: 11/15/19
MSRP: \$13.00 or 3/\$33.00
Sizes: M/6-2X/9

Basic Colors: XWH White, XBK Black, EGV Sandshell, E8V Nude, TXU Cinnamon Butter, LRP Sparrow Brown, U2T Warm Cocoa Brown
Fashion Colors: 91U Galactic Red, 1BF In The Navy, XIT Plummed Out, LVV Gem Jade



Playtex



US4745

Ultimate LIFT & SUPPORT BRA

Ship Date: 12/15/19

MSRP: \$36.00

Basic Sizes: (100,E8V): 36-42 B; 36-44 C, D; 38-46 DD, DDD, G

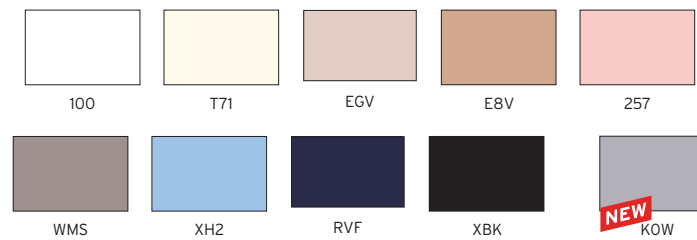
(XBK): 36-40 B; 36-44 C, D; 38-44 DD, DDD, G

(EGV): 36-42 B; 36-44 C, D; 38-44 DD, DDD

(RVF, WMS, XH2, T7J, 257): 36-40 B; 36-44 C, D; 38-44 DD, DDD

Basic Colors: 100 White, T71 Mother of Pearl, EGV Sandshell, E8V Nude,
257 Gentle Peach, WMS Warm Steel, XH2 Zen Blue, RVF Blue Velvet, XBK Black,

NEW Color: KOW Crystal Grey



100 T71 EGV E8V 257
WMS XH2 RVF XBK NEW KOW

Driving The Core with New Basic Colors in Fan Favorites



US4049

SIDE & BACK SMOOTHING BRA

Ship Date: 12/15/19
 MSRP: \$36.00
 Sizes: 36-42B; 36-44 C, D; 38-46 DD, DDD
 36 DD, 44 B, 46 C, 46 D
 Basic Colors: 100 White, EBV Nude
 NEW Color: XBK Black



YYCEUS

Maternity SEAMLESS RACERBACK WIREFREE CROP

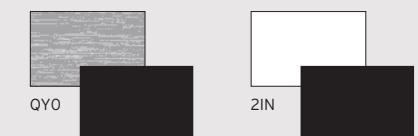
Ship Date: 12/15/19
 MSRP: \$34.00
 Sizes: S-XL
 Basic Colors: XBK Black, RU7 Heather Marle, BZ1 Blush, RK2 Foxy Mama,
 NEW Color: 192 Greenhouse Lavender Heather (12/15/19)



PLMTTT

Maternity ESSENTIAL TANK TOP

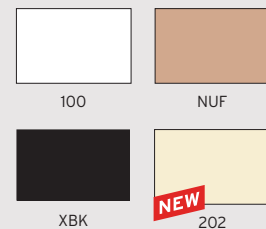
Ship Date: 12/15/19
 MSRP: \$24.00 (2-Pack)
 Sizes: S-2XL
 Basic Colors: QYO Crystal Grey Heather/Black, 2IN White/Black



USE525

Posture Boost FRONT CLOSE BRA

Ship Date: 12/15/19
 MSRP: \$36.00
 Sizes: 36-42 B, C, D; 36-44 C, D; 38-46 DD
 Basic Colors: 100 White, NUF Nude, XBK Black
 NEW Color: 202 Light Beige





DM7543

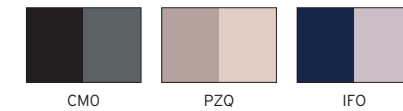
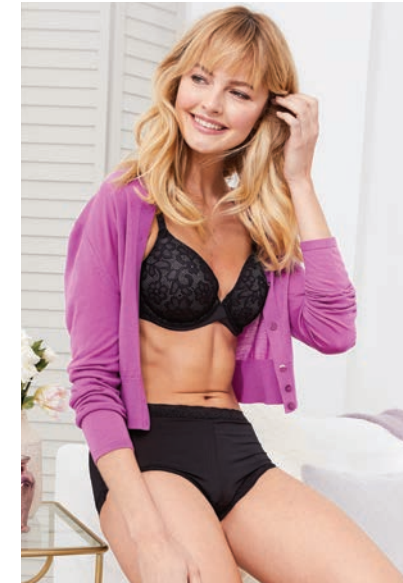
Lace Re-Cover
One Fabulous Fit® 2.0
MODERN DEMI UNDERWIRE

Ship Date: 12/15/19

MSRP: \$42.00

Basic Sizes: 32-36 A; 32-42 B, C, D

Basic Colors: CMO Black w/Carbon Grey,
PZQ Evening Blush w/Sandshell, IFO Navy Eclipse w/Gloss





DM7549

One Fabulous Fit® 2.0 FULL COVERAGE UNDERWIRE

Ship Date: 12/15/19

MSRP: \$42.00

Basic Sizes: 34-42 B, C, D; 34-40 DD

Fashion Sizes: 36-38 B, 34-40 C, 36-40 D

Basic Colors: XBK Black, WR9 Paris Nude, 100 White
Seasonal Basics: DZV Watercolor Camo Print/Soft Pink
Fashion Colors: 5UV Windy Spring Blue (12/15/19),
EG5 Cluster Floral Print/Sweetened Lilac (3/15/20)



XBK



WR9



100



DZV



5UV



EG5



DM7550

One Fabulous Fit® 2.0 MODERN DEMI RACERBACK

Ship Date: 12/15/19

MSRP: \$42.00

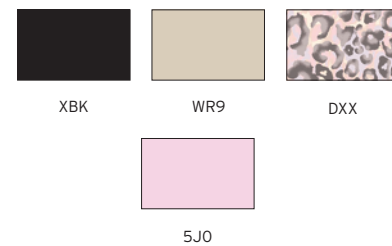
Basic Sizes: 32-36 A; 32-42 B, C, D

Fashion Sizes: 34-38 B, C, D

Basic Colors: XBK Black, WR9 Paris Nude

Seasonal Basics: DXX Washed Leopard Print/Soft Pink

Fashion Colors: 5J0 Raspberry Icing



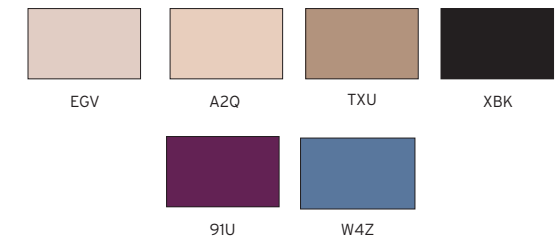
DM7676

Modern Comfort PULLOVER BRA

Ship Date: 12/15/19

MSRP: \$38.00

Basic Sizes: S-2X, Fashion Sizes: S-2X



Basic Colors: EGV Sandshell, A2Q Latte Lift,
TXU Cinnamon Butter, XBK Black

Fashion Colors: 91U Galactic Red, W4Z Magical Blue

DMCLBK

Sexy Must Haves ALL OVER LACE BIKINI

Ship Date: 12/15/19

MSRP: \$12.00 or 3/\$32.00

Basic Sizes: S/5-2XL/9 _ Fashion Sizes: S/5-2XL/9

Basic Colors: BPD White/Sheer Pale Pink Bow, 68G Paris Nude/Pearl Bow, XBK Black, BWU Evening Blush/Sheer Pale Pink, FM9 Navy/Gloss Bow, IKK Pearl/Black,
Fashion Colors: 9YR Turquoise Glaze/Delighted Blue Bow, A13 Peony Parade Pink/Ice Cake, 1Z7 Ciel Blue, 91U Galactic Red



40760

Re-Cover One Fab Fit™ GEOMETRIC LACE BOYSHORT

Ship Date: 12/15/19

MSRP: \$12.00 or 3/\$32.00

Basic Sizes: S/5-2XL/9 – Fashion Sizes: S/5-2XL/9

Basic Colors: Q2G Black, WR9 Paris Nude, OE7 Boho Paisley Print-Sheer Pale Pink/Sheer Pale Pink, 91U Galactic Red, 9U7 Latte Pearl Pin Dot/Pearl, 9U5 Navy Palace Floral/Navy Eclipse
Fashion Colors: E1U Boho Dots Print Ciel Blue/Ciel Blue, EG5 Cluster Floral Sweetened Lilac/Sweetened Lilac, IU9 Windy Lavender Print/Mint Sparkle, IXQ Budding Pink, 1Z7 Ciel Blue, DZV Water Color Camo Soft Pink/Budding Pink, Z6B Paris Pearl Pin Dot/ Paris Nude, DXX Washed Leopard Soft Pink/ Evening Blush





DMULBS, DMULHP, DMULTG, DMULCK

Comfort Devotion® UltraLight
BOYSHORT, HIPSTER, THONG, CHEEKY

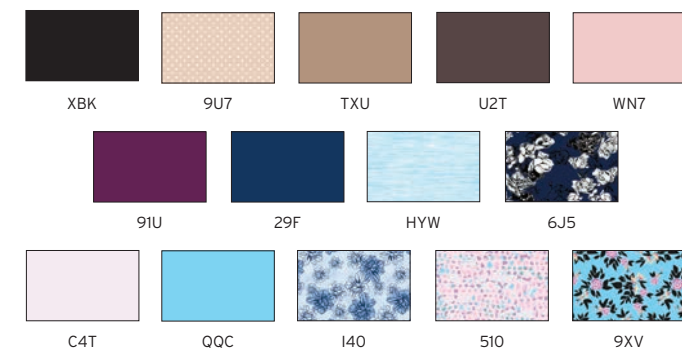
Ship Date: 12/15/19

MSRP: \$12.00 or 3/\$32.00

Basic Sizes: S/5-2XL/9 _ Fashion Sizes: S/5-2XL/9

Basic Colors: XBK Black, 9U7 Latte Pearl Pin Dot, TXU Cinnamon Butter, U2T Warm Cocoa Brown, WN7 Sheer Pale Pink, 9IU Galactic Red, 29F Navy Eclipse, HYW Whimsy Pearl Heather Print, 6J5 Black/Navy Blossoms

Fashion Colors: C4T Purple Parfait, QQC Blue Horizon, I40 Floating Flower Ciel Blue, 510 Mesh Texture Print/Ballerina Slipper, 9XV Cluster Floral Blue Horizon





DHHU36

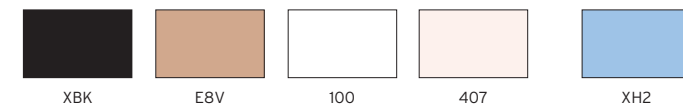
Breathable Comfort UNDERWIRE BRA

Ship Date: 12/1/19

MSRP: \$36.00

Sizes: 34-40 B, C, D; 34-38 DD

Basic Colors: XBK Black, E8V Nude,
100 White, 407 Light Buff
Fashion Colors: XH2 Zen Blue





DHHU37

T-Shirt Soft
PUSH-UP BRA

Ship Date: 12/1/19

MSRP: \$36.00

Sizes: 34-40 B, C, D; 34-38 DD

Basic Colors: XBK Black, E8V Nude



XBK



E8V

BALI



DF0056

Ultra Light Illusion
BODYSHAPER

Ship Date: 12/15/19

MSRP: \$64.00

Sizes: 34-40 B, C, D, DD

Basic Colors: 100 White,
XLO/E8V Nude, XBK Black



100



XLO/E8V



XBK

BALI

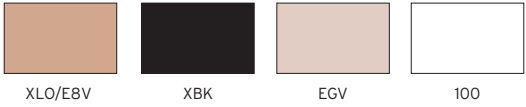


DF0057

Easy Lite TANK

Ship Date: 12/15/19
MSRP: \$44.00
Sizes: S-2XL

Basic Colors: XLO/EBV Nude, XBK Black, EGV Sandshell, 100 White





2-PACK

DMS081

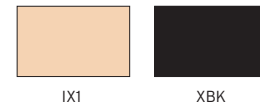
Cover Your Bases
GIRLSHORT

Ship Date: 12/15/19

MSRP: 2/\$35.00

Sizes: S-2XL

Basic Colors: IX1 Nude 1/Transparent,
XBK Black



DMS084

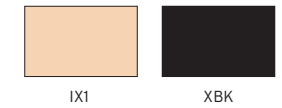
Cover Your Bases
LOW-BACK BODYSUIT

Ship Date: 12/15/19

MSRP: \$46.00

Sizes: S-2XL

Basic Colors: IX1 Nude 1/Transparent,
XBK Black





DMS108

Firm Foundations BODYSHAPERS

Ship Date: 12/15/19

MSRP: \$64.00

Sizes: 34-38 B; 34-40 C, D

Basic Colors: IX1 Nude 1/Transparent,
XBK Black



IX1



XBK



DMS085

Firm Foundations LEGGING

Ship Date: 12/15/19

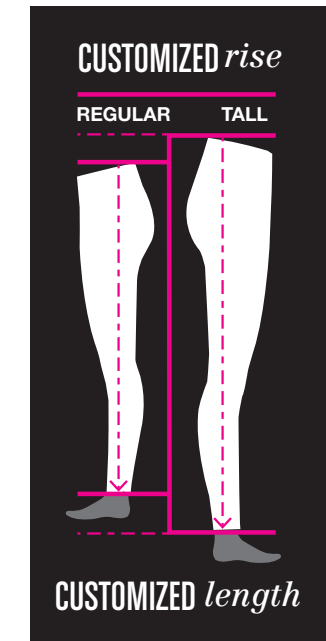
MSRP: \$46.00

Sizes: S-2XL; ST-2XLT

Basic Colors: XBK Black



XBK



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Playtex

M
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