

**BY
LABEL**

SLEGS[®]
SELF STANDING STOCKING

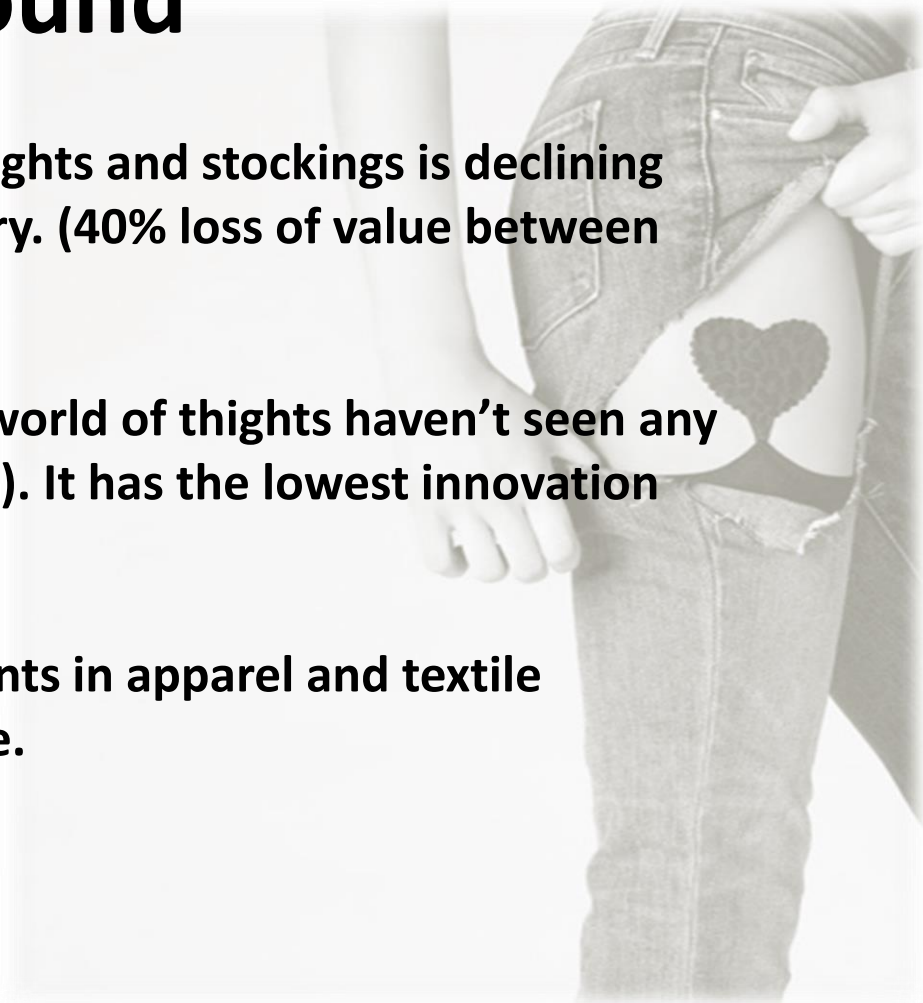
The perfect line for every leg!

Background

Since 2002 the world wide market for tights and stockings is declining and doesn't show any signs of a recovery. (40% loss of value between 2002 and 2012)

Like in other underwear segments the world of tights haven't seen any innovations since 2000 (seamless panty). It has the lowest innovation rate of FMCG.

The recent recession puts the investments in apparel and textile industry more and more under pressure.



Background

The reasons for this decline:

- **Quality of materials**
- **Changes in the segment**
- **Fashion trends**

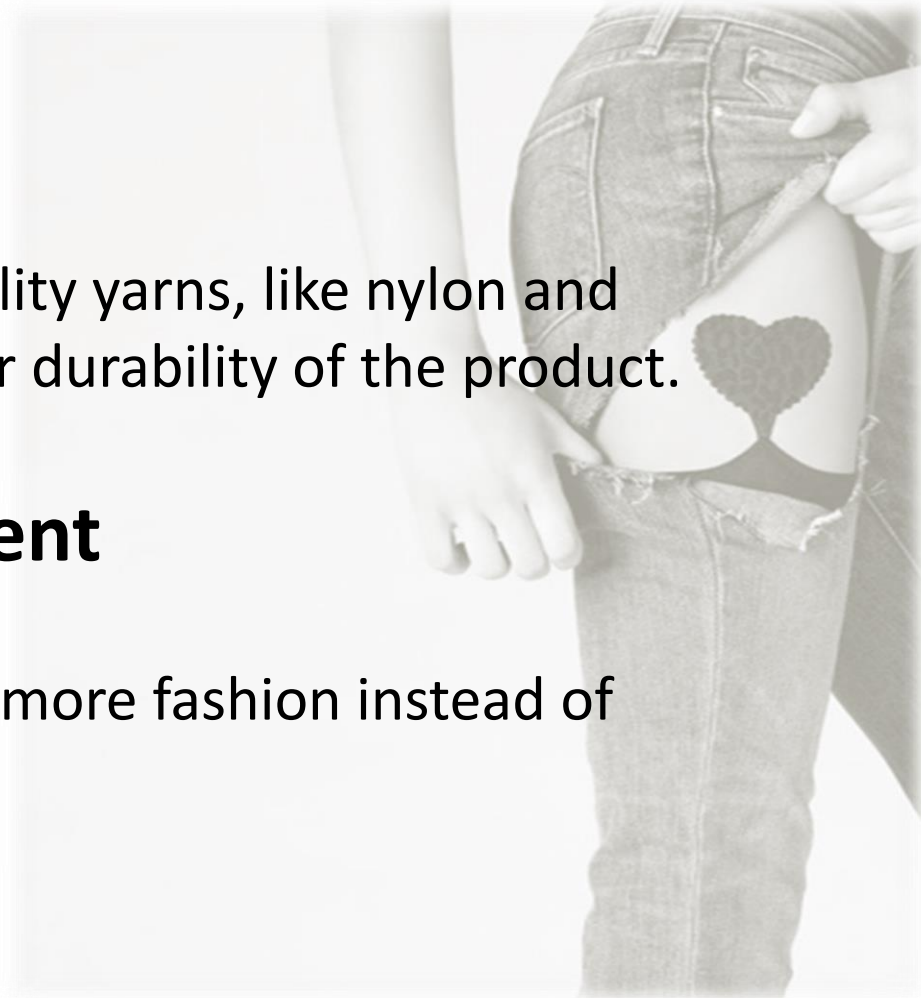


Quality of materials

The introduction of high quality yarns, like nylon and lycra, have provoked a longer durability of the product.

Changes in the segment

Opaque tights have become more fashion instead of transparent ones.



Fashion trends



The traditional tights don't correspond with an on going trend of a well formed and skinny body.

Even stockings aren't seen to be sexy anymore.



Fashion trends

Self standing stockings would be the ideal alternative but they show 3 weak points:



1. Comfort: Just 7% of all women have the perfect size of leg to wear them
2. Visibility: you can't wear them under skinny trousers
3. Benefit: due to being uncomfortable and unesthetic – the perfect stocking has not been found yet



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2012 Bylabel launches the first and only strapless panty world wide, **STANGA**, with a revolutionary technique:
Washable and reusable silicone gel

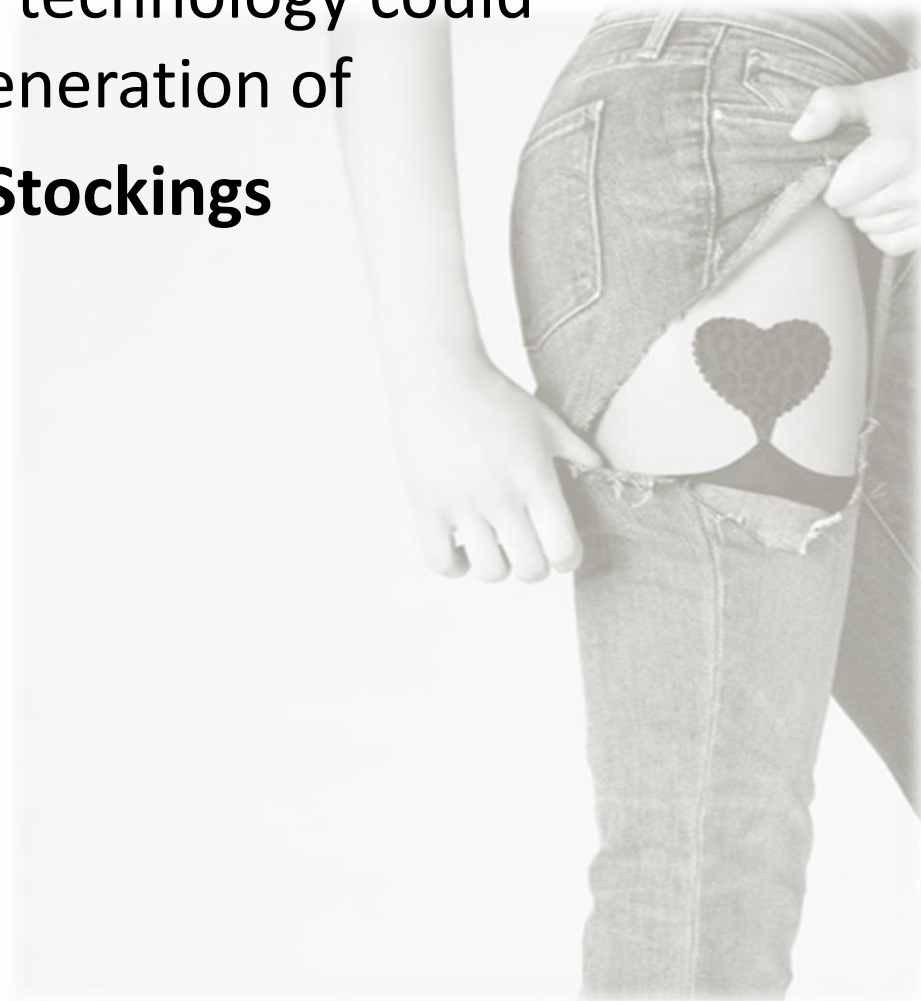


The same patent protected technology could allow to introduce a new generation of

Self Standing Stockings

Benefits

- **Extrem comfort**
- **Invisibility**
- **Sexy**
- **Accessible**



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THE MISSION



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TOTALLY MADE IN ITALY



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The Product

Slegs Hold-up

2 different Den – 20/40

4 sizes – S/M/L/XL

Color black



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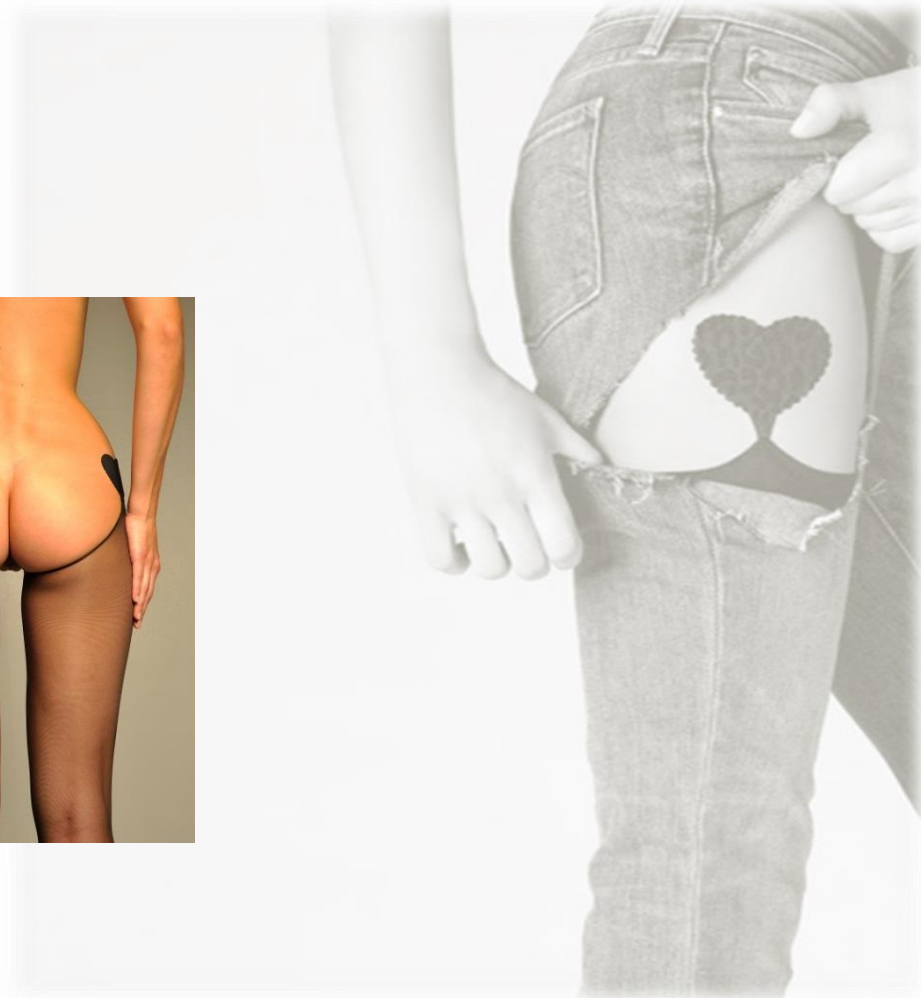
The Product

Slegs Long Hold-up

2 different Den – 20/40

3 sizes – S/M/L

Color black



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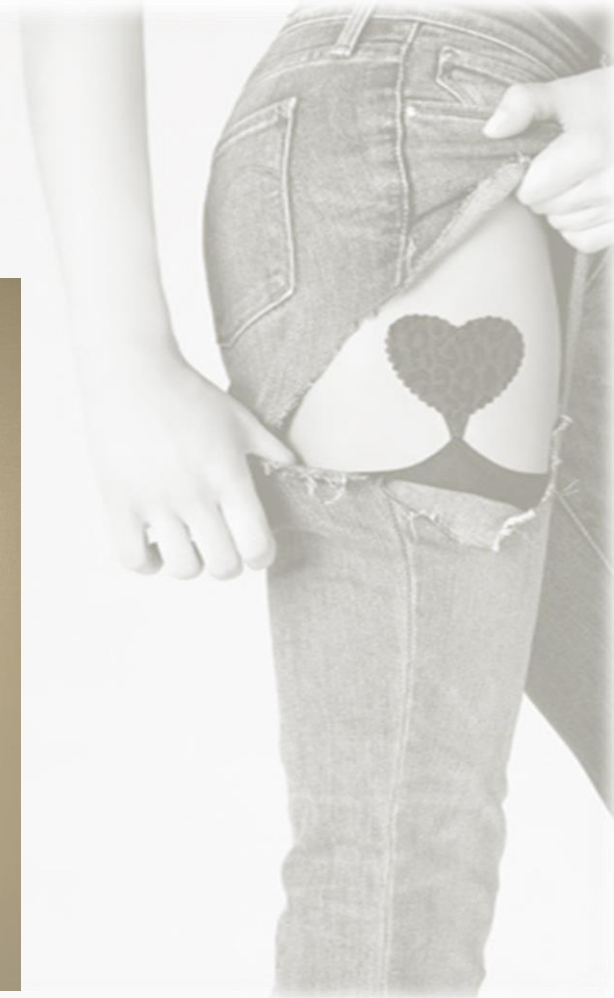
The Product

Slegs Collant

2 different Den – 20/40

3 sizes – S/M/L

Color black



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Benefits

- **COMFORT** **DOES NOT Constrict**
- **INVISIBLE** **DOES NOT Show lines**
- **ELEGANT/SEXY** **NOT Vulgar**



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SLEGS[®]
SELF STANDING STOCKING

Branding

SLEGS[®]
SELF STANDING STOCKING

STANGA
STRAPLESS PANTY

Trademark registered all around the world
The red **S** creates a new family branding around
Stanga[®]



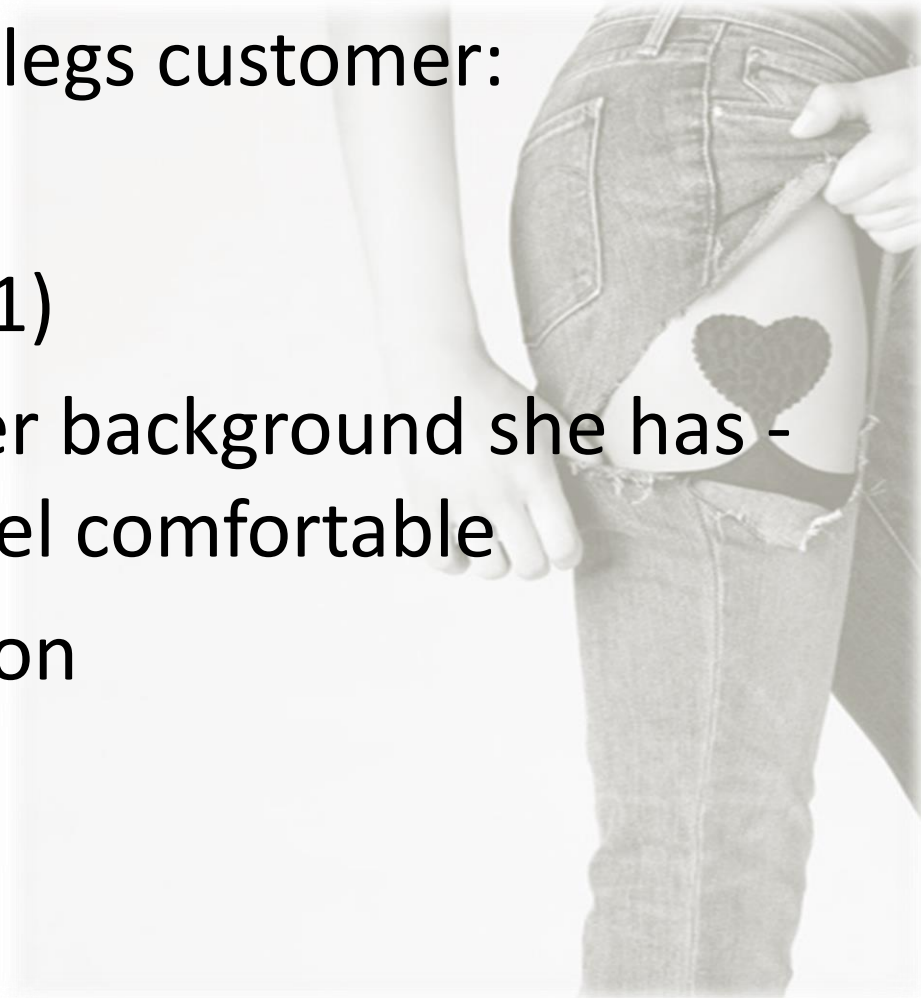
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Target

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All women are potential Slegs customer:

- Every age (from 16 to 61)
- Every woman - whatever background she has - wants to be sexy and feel comfortable
- No regional segmentation



The package



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POS Material



ESPOSITORE DA BANCO

- **9 pezzi (una sola denaratura)**
misure 20 x 17 x 16h (con crowner 34h)
cod. 040
- **18 pezzi**
misure 20 x 33 x 16h (con crowner 34h)
cod. 030
- **36 pezzi**
misure 42 x 33 x 23h (con crowner 46h)
cod. 020

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Display

9 pieces

*Una sola denaratura

Sizes S-M-L-XL

2/3/3/1

18 pieces

Sizes S-M-L-XL

2/3/3/1

2/3/3/1

36 pieces

Sizes S-M-L-XL

4/6/6/2

4/6/6/2

