

HEIST IS DISRUPTING THE SHAPEWEAR MARKET

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UK – **Heist**, a brand known for its **inclusive range of hosiery**, is using a performance fabric to advance the shapewear sector.

The Outer Body is a shaping bodysuit that removes the struggle, sweat and squeeze that many women experience when wearing traditional shapewear. In a bid to enhance both comfort and shape, the product takes cues from the body's natural support system of connective tissue, known as the fascia. The resulting product is made with a laser-perforated fabric never before used in underwear, which is breathable and lightweight, only applying pressure to the areas where the body needs it.

The product was developed by Heist's vice president of innovation Fiona Fairhurst, a performance-wear innovator who is renowned for designing the Olympic-medal winning Speedo Fastskin swimsuits. 'We wanted to give women freedom by giving them something better – bodywear that's designed to move with the body, not against it,' Fairhurst explains.

By creating underwear focused on efficacy and comfort over the male gaze, Heist is also championing the concept of **Bare-it-all Branding**.