**Shapewear Improves Posture**

*Technology #20150007*

**Shapewear Design Features Flexible Bands**

Modifying existing shapewear to provide comfortable postural improvement and postural support, the postural flexible bands along the back provide additional support in the mid-torso, smoothing and shaping the waist, abdomen, and back.

**Comfortable and Flexible**

Women wear shapewear to achieve a smoother appearance, yet these products do little for improving posture and aligning the spine. Good posture also contributes to body appearance and can increase one's feelings of well-being and self-esteem. Improving postural alignment with flexible, comfortable shapewear can enhance body image.

**BENEFITS AND FEATURES OF SHAPEWEAR WITH POSTURAL IMPROVEMENT:**

- Flexible support bands across the back provide postural and body shape improvement
- Different configurations of the bands offer support for different areas of the back and spine
- Soft structural and stretchable materials increase comfort, which may increase usage

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• Offers a psychological boost from a slimmer, smoother body shape as well as a taller, more balanced posture
• Inexpensive to manufacture
• Easy to combine with existing shapewear garment designs

**Phase of Development** Prototype developed

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