

Contact:
Kirstie Donohue
877-822-7726
sales@cassandco.com

FOR IMMEDIATE RELEASE

June 1, 2007

CASS LAUNCHES SLIMMING SWIMWEAR LINE

CASS luxury shapewear, best known for its luxury slimming tops and bottoms and anti-aging shapewear (WEAR REPAIR), is launching a line of swimwear in Bliss World's JUNE catalogue.

CASS swimwear introduces 4 styles which combine fashion sense with exquisite fabric and signature stitching (invisupport) for support and slimming: 1 piece halter and scoop, 2 piece tankini, and a UVA/UVB 50 strapless cover up. CASS UVA/UVB 50 swimwear is designed and woven with nylon, spandex and coconut fibers that allow the pieces to have quick dry capabilities. Like all CASS pieces, the swimwear collection is light, breathable and functional.

Founder Susan Ledyard describes her new swimwear line: "Clean lines, rich indigo and brown slimming hues – styles for any age who want a little bit of control without looking like a "magic" suit. I envision our suits and cover ups to be worn throughout the day from swimming and lunch at the club to a cocktail party in the evening."

In 2004 Ledyard created the first luxury shapewear line CASS INVISIBELLAS to answer the need in the market to support a woman's top half while slimming and smoothing the back areas. 5 different necklines were launched to work with all pieces in a woman's wardrobe. Through request from customers, CASS for the lower half with anti-aging fabric wear REPAIR was created in 2006. In 2007 CASS steps in again with its fashion forward approach to slimming with the new swimwear line.

The swimsuit line is the latest addition to the CASS shapewear line. Founded in 2004 by designer Susan Ledyard, CASS is currently sold in 1500 upscale boutiques, Lane Crawford, Bloomingdales, Bliss World catalog and online via www.cassandco.com. For more information visit the website, email sales@cassandco.com, or call 302-652-6303.

###