

# Claire Pettibone Releases Butterflies



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**Press Release Summary:** Los Angeles designer **Claire Pettibone** launches a new daywear collection of exclusive print panties, camis and slips called **Butterflies** by **Claire Pettibone**.

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The perfect fit thong was given a sneak peak to the A-

list guests of the **Chrysalis Butterfly Ball** on **May 30th in Los Angeles**. Guests such as Demi Moore, Katherine Heigl, Eva Mendes, Kate Walsh, Anna Getty and Chrysalis charity founder Rebecca Gayheart received the **Butterfly thong**. *"We heard about the **Butterfly Ball**, and thought there couldn't be a more perfect venue to introduce our **Butterflies!**"* said **company president Guy Toley**.

The collection consists of four panty styles: low rise thong, regular rise thong, bikini and hipster boyshort. A camisole, tank, babydoll and chemise round out the collection. What makes **Butterflies** so special is the patent-pending technique in which the garments are seamlessly printed on the fabric and lace trimmings in a continuous design. *"We perfected the fit first, and then created beautiful prints, so it's almost like wearing a little piece of art"*, says **designer Claire Pettibone**. Retail prices range from \$24.00 for the thongs, \$38 for boyshorts, \$68 for camisoles, and \$110 for chemises. They also offer basic solid colors with the signature Butterfly logo applied in crystals. For the finishing touch, the panties can be ordered in a **"Butterfly Roll"** in which the panty is rolled and tied with a net bow resembling a butterfly.



The collection debuts at **16 Neiman Marcus** doors for a soft launch this month, and then rolls out to all doors for the fall season beginning in August. In addition to department stores, the collection is being offered to specialty boutiques across the country, and was just picked up by **Fred Segal**. The collection will make it's official launch at the **CurveNY Designer Lingerie & Swim Show in New York at the Jacob Javitz Center August 3-5**.

**Web Site:** <http://www.clairepettibone.com/butterflies>

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