



itty bitty and proud!

## news release

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### **IBB DESIGNS, LLC DEBUTS "ITTY BITTY BRA" LINE OF BRAS**

*Fashion, Style and Comfort Drive New Line of Bras for "Bust-Challenged" Women*

IRVINE, California. Winter08—IBB Designs, today announced the new Itty Bitty Bra, a line of bras designed for bust-challenged women who want a stylish and fashionable bra made for women the WonderBra™ has left behind. The new Itty Bitty Bra® is available in nude, black, white, and pink, directly via the IBB website at [www.ittybittybra.com](http://www.ittybittybra.com).

The concept behind Itty Bitty Bra® is simple. Many whom nature "blessed" with less than a "C" cup size bust are underserved by today's bra choices. According to Jane Hodgdon, IBB Designs president and CEO, these women need a bra that not only provides support, but also is stylish and comfortable. The Itty Bitty Bra® does all of that and more.

"Most bra manufacturers use a "B" cup as the basis for all of its smaller bra sizes, adjusting for other sizes by increasing the width of the straps or widening the band," said Hodgdon. "IBB has developed a patented cup design for smaller cup sizes, giving both a great fit and comfort at an affordable price."

IBB bras are underwired, but because of the patented cup design, the underwire is comfortable and provides support. Even smaller sized traditional bras use the same amount of underwire for the smaller bras found in larger "C" sizes, which is both unnecessary and uncomfortable.

IBB designs its bras with the less-than-ample bust in mind to make sure all Itty Bitty Bras® offer women comfortable support and style.

"Currently, we are selling the staples—nude, black, white, and pink, but in the near future we will have other fun fabrics as well as matching camisoles, panties, and thongs," said Hodgdon. "Today, consumers can only find better fitted bras at the high end of the price range of \$175 or more, but IBB is dedicated to providing a less costly, but just as high quality bra that all women and developing girls can afford and will love."

### **About IBB Designs, LLC**

A leader in the design and development of women's clothing for specific body types, IBB Designs LLC is privately held and is based in Irvine, California. IBB Designs LLC is led by Jane Hodgdon and has manufacturing capabilities in Southern California and the Asia/Pac Rim. For more information or inquiries, contact IBB Designs at [www.ittybittybra.com](http://www.ittybittybra.com) or send email to [jane@ittybittybra.com](mailto:jane@ittybittybra.com)

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