



FOR IMMEDIATE RELEASE

## **maurices Launches Intimate Apparel Collection**

**Women's retailer expands category offering with comfort and feminine styles**

**October 21, 2021 - Duluth, MN** – maurices is excited to announce the launch of a new wireless and size inclusive intimate apparel collection.

The new line includes three collections of bralettes – cozy comfort, soft stretch and vintage lace – and two collections of undies, including stretch cotton in thong, hipster and bikini styles and stretch jersey in thong and hipster styles.

“We saw an opportunity in the market where the customer was not being met with extended sizes and comfortable, feminine styles,” says David Kornberg, Chief Executive Officer. “Feel good fashion starts with your first layer, and we are excited to offer our customers a new intimate apparel line for her every day wardrobe needs.”

maurices' new intimate apparel line includes a variety of bralettes and undie styles in sizes XS-3X and will range in price from \$6.90-\$19.90. Styles are launching in stores and online at [maurices.com](http://maurices.com) 10/24.

Additionally, maurices is launching an exclusive sleepwear collection online at [maurices.com](http://maurices.com). The exclusive collection includes 18 holiday pajama sets and two cozy robes and will range in price from \$34.90-\$44.90.

Learn more about maurices and the new intimate apparel and sleepwear collections at [www.maurices.com](http://www.maurices.com).

### ***About maurices***

*maurices is a women's apparel retailer that celebrates feel good fashion for real life. It's committed to its service with style promise and offering affordable fashion that take women from workday to weekend and all of life's adventures in between. With inclusive sizing from 0-24, maurices is famous for its versatile styles including key categories such as denim, dresses, tops, and more. Established in 1931, maurices operates 900 stores in communities across North America. Discover even more fashion at [maurices.com](http://maurices.com).*

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