

## **Something Happened in Paris - Sharing Shibue® with the World**

*Shibue® Couture brought their European line Stanga to the 50th Anniversary of Salon International De La Lingerie in Paris. The world's one and only strapless panty has taken both France and fashion by storm.*

Los Angeles, CA ([PRWEB](#)) February 19, 2013 -- In the City of Lights, a bright new bulb lit up the atmosphere in Paris at the 50th Anniversary of Salon International De La Lingerie. That spark came from The Shibue® Strapless Panty by Shibue® Couture. Salon International De La Lingerie is the largest lingerie show in the world, opening doors for new designers in the industry. For Shibue® Couture, this was the launching pad into the European Market for Shibue® Couture's European line Stanga.

Although its slender shape and size does have a hint of sex appeal, The Shibue® Strapless Panty was not created just to charm the eye but rather for its design and functionality. The concept captured the attention of every passerby, designer, and exhibitor at Salon International De La Lingerie, as inquiries were made left and right regarding the revolutionary Shibue® Strapless Panty.

The one and only no-line strapless panty has truly made its mark in France thanks to European distributors Bylabel and Roberto Veneziani, but has also peaked curiosity across other parts of the globe, including Greece, Brazil, Germany, and Africa. As one of the exclusive exhibitors at Salon International De La Lingerie, Stanga by Shibue® Couture not only stole the spotlight, but created its own.

Designer and Founder Jenny Buettner pinpointed what the average woman has been looking for, to keep her from committing the famous panty-line faux pas. As women flocked to The Shibue® Couture exhibit, the smallest piece of fabric in the room made the biggest impact.

“The opportunity to present at such a prestigious event was incredible for Shibue® Couture and Stanga, especially for our Strapless Panty. So many women were eager to walk up to us so they could see and feel our products. The excitement that spread across their faces was priceless. A solution they had been searching for was sitting right there in front of them for the first time...ever,” said Buettner.

The buzz surrounding Shibue® Couture has been just as present in New York during Mercedes-Benz Fashion Week. The newest outfit solution for women everywhere is also a runway dream for both models and designers. To create a flawless look, discover the beauty of the The Shibue® Strapless Panty and other undergarment solutions from Shibue® Couture at [www.ShibueCouture.com](http://www.ShibueCouture.com).

About Shibue® Couture ([www.ShibueCouture.com](http://www.ShibueCouture.com)): Shibue® Couture, created by Designer Jenny Buettne, is a line of solution-based products to cure undergarment needs, including a variety of discrete bra shapewear. Shibue® Couture's most innovative product is the first and only strapless panty on the market. The reusable Shibue® Strapless Panty erases panty line worries for any outfit and any occasion. Their taglines are: “We Didn't Cross The Line... We Erased It!” and “She Shoulda Shibued!”

About TLK Fusion ([www.TLKfusion.com](http://www.TLKfusion.com)): TLK Fusion is one of the leading Hollywood marketing firms in Los Angeles. TLK Fusion's innovative campaigns, strong celebrity relationships and worldwide distribution connections can take you and your brand to the next level. In today's society, celebrities are walking brands. With an A list roster of celebrity relationships, TLK Fusion is able to leverage their network to gain maximum



exposure for their clients. Through these top-tier, powerful alignments, TLK Fusion can effectively enhance the public's perception of your brand. TLK Fusion's out-of-the-box thinking and 360 degree service mix has proven successful time and time again.



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