

House of Fraser is now stocking the brand new Wonderbra by Dita Von Teese collection

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House of Fraser is now stocking the brand new Wonderbra by Dita Von Teese collection.

Based on the success of the last collection the iconic burlesque dancer Dita Von Teese has returned to the drawing board to create a second line for Wonderbra, and House of Fraser was the first online retailer to stock the collection.

The designer bras (<http://www.houseoffraser.co.uk/Bras/3150,default,sc.html&cgid=315>) collection launched at House of Fraser on 11 September and is titled the 'Party Edition'.

Speaking about her inspiration for the line, Dita said: "I wanted to re-invent the existing collection for a few reasons, one being that I love it so much myself, and I was so happy with the execution of the new bra shapes Wonderbra

(<http://www.houseoffraser.co.uk/on/demandware.store/Sites-hof-Site/default/Search-ShowBrand?brand=Wonderbra&fromBrand=Wonderbra>) made for me, that I kept fantasizing about having it in other colours and fabrics."

The Sparkle Teese lingerie is sure to excite customers, with its combination of sequins, tulle and ruby red tassles. Designed to provide sexy yet sophisticated styling, the Sparkle Teese is available in a cleavage and balcony bra, brief and thong bottoms and matching suspender belt.

The Satine Teese lingerie has been created to provide pure silver screen glamour. The line comes in two shades of a fiery red satin and a delicate mauve with a sensual lace trim. The Satine Teese introduces the shaping high suspender to exaggerate curves and sits alongside a matching cleavage bra, thong and brief.

Wonderbra lingerie continues to have a strong following, thanks to its range of designs, in particular their bestselling Wonderbra Strapless bra as well as a variety of different underwired bras (<http://www.houseoffraser.co.uk/Underwired/31509,default,sc.html&cgid=3150>). From one icon to another, Wonderbra by Dita Von Teese is a fabulous addition to the House of Fraser lingerie collections. Both in store and online shoppers can find a whole host of brands including Elle MacPherson intimates, Freya, Calvin Klein and DKNY.

Dita Von Teese's 'Party Edition' Wonderbra range can be purchased from House of Fraser stores and online.

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Notes to Editors

About House of Fraser

House of Fraser is a department store group with 62 locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, for womens clothing

(<http://www.houseoffraser.co.uk/Women+s+Designer+Clothing/03,default,sc.html>) and more House of Fraser has presented customers with a nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning a new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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