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LACE BACKLESS STRAPLESS BRA
Style # 16538

A GREAT LOOK STARTS WITH
FABULOUS FOUNDATIONS



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Ann Deal

Founder & CEO

For the Hollywood community, the Academy Awards are the highlight of the year. For Ann Deal, they were the start of a multimillion-dollar idea.

Inspired by watching celebrities walk the red carpet in daring ball gowns, Ann saw the need for a lingerie solution that would help women wear plunging necklines, backless dresses and other revealing looks with confidence. She went into business in her garage with a backless, strapless adhesive bra in 1993. It was an immediate hit and the first in a long line of Fashion Forms products to revolutionize the intimate apparel industry.

For the past two decades, Ann has enhanced the lives—and curves—of women around the world. With her signature Southern charm and an understanding of the symbiotic relationship between lingerie and fashion, she has turned Fashion Forms into the leading producer of specialty bras and accessories in the U.S., Canada and Europe. The company holds 14 patents and 18 trademarks for its innovative designs, and its products are sold in more than 9,500 stores worldwide.

Ann's approach to lingerie echoes the words of Christian Dior: "Without foundations there can be no fashion." She is passionate about providing women with the lingerie solutions they need to wear any look, helping them feel shapelier and more physically free in the process. Fashion Forms offerings include trendsetting bras such as The Original Water Push Up Bra® and Go Bare Backless Strapless Bra as well as intimate solutions such as Strap Solutions™, Breast Petals®, fashion tapes and sports bras. The company also produces a variety of push-up pads and enhancers that provide extra cleavage or an extra cup size.

Originally from North Carolina, Ann was born with an entrepreneurial spirit. As a child she made a game of selling the most Girl Scout cookies in her troop, discovering that if she had fun and shared her enthusiasm, she would reach her goal. As a teenager she set her sights on a career in business despite being told that young ladies could be one of three things: a secretary, nurse or teacher. She earned a spot in a top retail training program in Atlanta and began her career as a buyer for Rich's department store, where she perfected the skills of assessing exactly what her customers desired.

By the time she moved to California in the early 1990s and went into business for herself, Ann had a deep sense of what the lingerie industry needed in order to evolve with changing styles—and she met that need with a game-changing product line that continues to set trends. In 2009, she received the Femmy Award for lifetime achievement from the Underfashion Club, a council of lingerie manufacturers, retailers and other industry professionals.

Ann is committed to giving back and actively supports local and international nonprofits in her coastal town of Ventura, California. When she's not on the road working and scouting trends, she enjoys perfecting her golf swing and exploring Southern California's beaches with Pucci, her bichon poodle.



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FUN FACTS

Ann Deal started Fashion Forms in the garage of her home in Calabasas, California. A ping-pong table served as her first distribution center.

Northern California may have Silicon Valley, but Fashion Forms is proud to be part of "Silicone Valley." Thanks to Hollywood, the company sells more silicone push-up bra pads in Southern California than in any other part of the country.



When Ann first introduced the concept of The Original Water Push Up Bra® in 1998, she was met with laughter. The bra went on to become a smash hit and more than 1 million were sold in the first year alone. It worked its way into pop culture, too—David Letterman unsuccessfully tried to run one over with a truck on-air, and sitcom "Will & Grace" featured a parody scene in which the bra sprang a leak and shot water like a fire hose.



Ann holds an astonishing 14 patents and 18 trademarks, more than any other single entrepreneur in the intimate apparel industry.



Banked by strawberry fields and eucalyptus trees, Fashion Forms is headquartered in Ventura, California.

Pucci, Ann's bichon poodle, is the official Fashion Forms ambassador.



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FUN FACTS

You have to kiss a lot of frogs ...
More than 25 varieties of surgical tape were tested for Fashion Forms' Adhesive Body Bra before "the one" was found. The winner had the magic combination of comfort and strength.

In 2011, Ann's philanthropic work was recognized by the Intimate Apparel Square Club (IASC), a New York-based nonprofit. She was presented with IASC's H.U.G. (Help Us Give) Award at a gala benefitting pediatric services at the Rusk Institute of Rehabilitation Medicine at New York University's Langone Medical Center.



While the world of fashion has inspired many Fashion Forms innovations, Ann and her team are equally passionate about new technology. One of their most exciting discoveries is the reusable adhesive silicone used on the U Plunge Backless Strapless Bra, Go Bare Backless Strapless Bra and Body Sculpting Backless Strapless Bra. After being gently hand-washed and aired dry, the adhesives return to their original glory and remain sticky for up to 25 wears.



Ann spends nearly 20 days of each month traveling for business. She has racked up more than 6 million frequent flier miles and is TSA approved.

Ready for their close-ups!
From film sets to the red carpet, celebrities love Fashion Forms. The company has filled intimate apparel requests for everyone from Rachel Zoe to Lady Gaga, Scarlett Johansson, Amy Adams and hit TV shows such as "The Voice" and "Sex and the City."



Fashion Forms expanded to Europe in 2009. Ann now has a successful international operation and regularly brings new lingerie solutions to the UK and Europe.

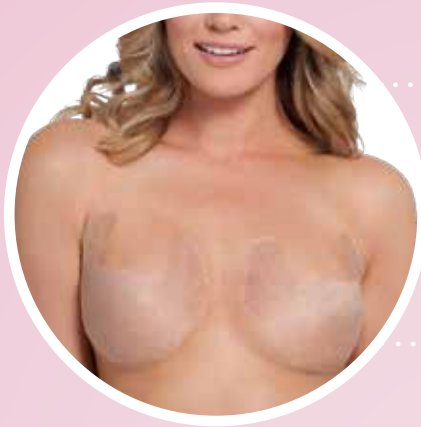


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a history of

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1993



INSPIRATION STRIKES

Ann Deal is watching the Academy Awards when she sees Hollywood sirens wearing backless, strapless dresses that don't have adequate support. Voila! The idea for the Adhesive Body Bra is born.

1993

1995

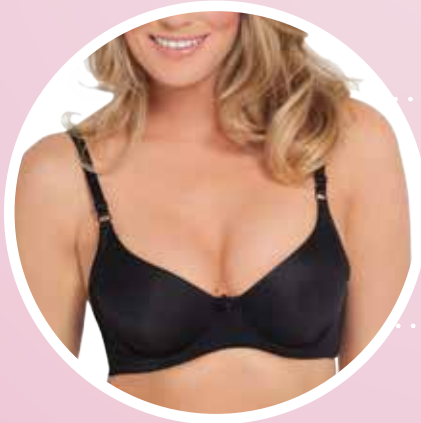
MOVIN' ON UP

Fashion Forms moves from Ann's garage to new digs in Ventura, California, where the company is still headquartered. Today, orders are shipped around the world from two on-site warehouses.



1995

1998



MAKING WAVES

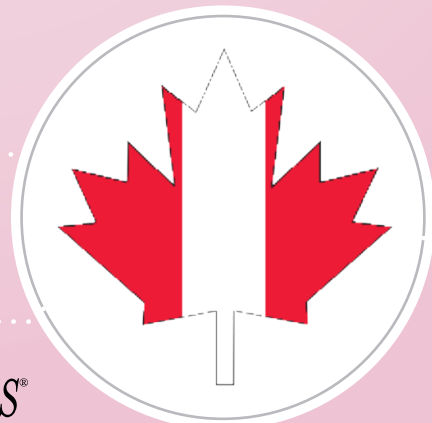
Ann creates The Original Water Push Up Bra®. It is introduced to the world a year later, quickly sells out across the U.S. and revolutionizes the push-up bra.

1998

2008

NORTHERN EXPOSURE

Fashion Forms expands business to Canada.



2008

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BRAVO!

2009

Ann receives one of the intimate apparel industry's highest honors: the Femmy Award for lifetime achievement. The award is presented by the Underfashion Club, a nonprofit organization made up of lingerie manufacturers, suppliers, retailers and other industry professionals.

Fashion Forms opens business in the UK with Selfridges and soon expands into other European countries.



2009

2010



UNDERCOVER

Ann patents Strap Solutions™, a heart-shaped bra-strap clip that conceals straps and lifts the bust.

2010

2011

SILICONE REVOLUTION

Ann receives the patent for the Body Sculpting Backless Strapless Bra. Made entirely of silicone with adhesive applications and a single, continuous underwire, it is a huge innovation in backless, strapless bras.



2011

2013



GOING PLATINUM

As Fashion Forms marks its 20th anniversary, Ann celebrates the incredible team that has helped make the company an international success—the majority of key executives have been with Fashion Forms for eight to 18 years.

2013

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