

# WWDMARKETS

## Tres Sleek in Deal with Von Maur Stores

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The Veston by Tres Sleek features an all-in-one shrug with support sleeves.

Tres Sleek has entered into a partnership with Von Maur stores to sell a shapewear line for the arms.

Designed to smooth and compress the biceps and triceps of sagging arms, or what Tres Sleek founder Lee Ann Stevenson describes as the “bingo wing,” the nylon and spandex line will consist of three styles: a short-sleeve called De Quart that will retail for \$32, a long-sleeve called Pleine Sleeve that will sell for \$35, and The Veston, an all-in-one style that combines a shrug with long or short sleeves. Prices for The Veston will be \$45.95 to \$51.95, depending on the size, running from S through 4X. Colors will be black, nude, navy, chocolate and bone.

The specialty shapers will be sold at 24 Von Maur units beginning Wednesday and be merchandised in intimate apparel departments next to shapewear, said Cara Miller, buyer of foundations, daywear and shapewear for the Davenport, Iowa-based chain.

“For us, a product has to be unique and we know it will be a good fit for our stores and our customers,” Miller said.

Stevenson created the product idea in 2008 under the name Flabuleless. The products were launched on tressleek.com and Stevenson estimated online sales will exceed \$400,000 by the end of 2009. A sales projection from Von Maur was not available.

“The idea simply came from being a woman,” Stevenson said. “I grew up in a family that was fit and ate well, and the issue was always about their arms. I just kept hearing about it.”