

## Press release

### Spring lingerie

Amsterdam, 5 March 2015 - This year's HEMA spring lingerie collection once again offers a wide range of options. Lace and sweet, and fluorescent colours set the tone of the collection, but if you prefer sporty or modest then HEMA is also the place to go. This season you can buy a pair of knickers from the HEMA bonded underwear collection - they wear like a second skin. HEMA also has a girl's collection and a superb collection of sports bras. The entire range is already available at all HEMA stores and online at [hema.nl](http://hema.nl).

#### Discreet

New at HEMA this season are the knickers from the bonded underwear collection. Of course you don't want everyone to see your lingerie through your clothes. These knickers solve that problem completely. The knickers are produced using a special adhesive technique, which renders any elastic or seams invisible under your clothes. They feel like a second skin, which makes them wonderfully comfortable to wear. Perfect for under that sleek summer dress.



#### Must-have of the season

A real must-have for this season is the bra with a higher lace trim. This is a new model in the HEMA lingerie collection. You have a choice of fluorescent pink, red-pink, lilac and green. Each bra comes with a matching pair of hipsters.



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## Lace

Lace is a major feature in this season's HEMA lingerie collection. One pair of knickers is made completely of lace, while the other is partly covered in lace. This makes each set a little more special and more exciting.



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### Prints

Flowers are the sign of spring. A fun, colourful print with a seductive touch of lace. Flowers not your thing? Then go for the pink with white polka dots.



### Sports bra

You now have absolutely no excuse for not getting in some exercise. The padded Heavy sports bra in blue or black provides the right amount of support for larger cup sizes and is suitable for high impact exercise such as volleyball, handball, running and horse riding. And you can look fashionable in the push-up sports bra with a lace back or the medium sports top with print.



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## Underwear for girls

HEMA has certainly not forgotten the girls. This spring, the girls' underwear collection includes trendy bras and knickers. They come in colours such as grey, blue, white and black and the various patterns means there is plenty of choice for everyone.



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### Note for the editor:

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### about HEMA

Ever since 1926, HEMA has been making daily life easier and more enjoyable for its customers. With products that stand out because of their good quality, attractive design and affordable prices. HEMA has nearly 700 stores in 7 countries, 11,000 employees and around 32,000 products and services. HEMA makes the ordinary extraordinary.