

none-derwear

Nundies provide the latest solution to an age-old fashion faux pas.

By Rusty Williamson

Panty lines aren't a problem with Nundies, a new single-use disposable panty that adheres to the inseam of pants.

Designed as an alternative to underwear, thongs, or G-strings, Nundies are shaped like a small tulip, made of nylon and Lycra spandex, and feature a proprietary medical-grade adhesive tape to avoid allergic reactions or skin rashes. Sold in packages of five for \$15 each, Nundies are available in black, buff and a range of fashion colors.

The Nundies brand is owned by Dallas-based Advanced Materials Inc., a \$10 million publicly traded company that makes a range of medical-related products, including diet patches, mammography pads, single-use ice packs and wound-care products.

Nundies was launched last September in a small test after researchers and chemical engineers at Advanced Materials realized that the company's proprietary adhesive might have uses beyond medicine.

Consumer marketing research yielded some interesting data—specifically, that most women hate panty lines, but want to maintain a degree of protection while going commando.

"We think we'll have great success with Nundies, thanks to its composition of 92 percent nylon and 8 percent Lycra, which makes the product comfortable and easy for all women to wear. Nundies are easy to peel, place, wear once and then toss," said William Mortensen, President and Chief Financial Officer at Advanced Materials.



Nundies are the latest entry in the adhesive liner market.



As a marketing test, Nundies were part of the gift bags given to women attending Dallas' posh Cattle Barons Ball last September, and the response was overwhelmingly positive, according to Jan Strimple, the Dallas-based international model and fashion event producer who has also worked as a consultant for Advanced Materials in fashion outreach, including the marketing and retail program for Nundies.

"Panty lines are the ultimate faux pas," says Strimple. "New technology has enabled textile manufacturers to create the finest of lingerie fabrics, but even the slimmest G-string can't compete with Nundies. It's also all about freedom and the fact that Nundies are disposable. Looking your best without visible innerwear lines is ultimately part of the whole drive toward fitness, body image and women taking better care of themselves. And age is no issue: We're targeting women ages 15 and beyond."

Strimple added that Nundies were expected to be sold at wholesale in Dallas and Atlanta markets this spring and rolled out to other wholesale marketplaces, possibly including New York, though no timetable was given.

Nundies already are sold at select Neiman Marcus stores, which plans to stock the product in its new Cusp chain beginning in March. In addition, Nundies are available at smaller specialty innerwear stores such as Sheers: the Body Wear Bar in Dallas and Barker-Phillips Lingerie stores in Nashville and Knoxville, Tenn., and online at herroom.com and mynundies.com. Nundies officials said the product also would be sold starting this spring in Bliss Spa catalogues and at blissworld.com, among other retailers.

my Nundies

So-long-thong! Bye-bye-briefs!

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