



Sparkle in Style with Itty Bitty Bra's New Sequined Strapless Bra!



FOR IMMEDIATE RELEASE

(Los Angeles, CA) Sparkle this spring with ITTY BITTY BRA, a line of bras designed for small-busted women that brings stylish and fashionable bras to fit all sizes of bust-challenged women.

The newest addition to the collection, the Sequined Bra in silver and black, is sure to catch attention. This stylish bra is superb underneath a flowing spring dress or a sheer sexy top for those hot nights on the town. Itty Bitty Bra is available in beautiful and elegant prints as well as the necessary basics every woman needs. Manufactured from fine quality fabrics and a design patented cup, Itty Bitty Bra wears like a piece of custom clothing, without the price. Conceived as the superior alternative to pricey brands or labels that don't address proper sizing, Itty Bitty Bra combines comfort and style in one perfect bra to celebrate small, not hide it.

Conceived as the superior alternative to pricey brands or labels with imprecise sizing, Itty Bitty Bra combines comfort and style to deliver a healthy confidence in one's body shape. Since its inception, Itty Bitty Bra has drawn a growing number of devoted followers from career women, homemakers and celebrities including Taylor Swift, Rachel Ray, professional volleyball player Misty May-Treanor, actress Amber Heard, and ABC's "Dancing with the Stars" Cheryl Burke. The Itty Bitty Bra collection also includes Signature looks in essential tones of nude, black, white and pink to more fashion forward Couture pieces in leopard and polka dot prints and rhinestone detailing as well as strapless pieces. Available in a range of sizes 32AAs through 38B as well as matching camisoles, thong panties and boy shorts, Itty Bitty Bra retails – from \$16 to \$65 nationwide in specialty boutiques and stores including Fred Segal in Santa Monica, CA and on the website www.ittybittybra.com

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