

## CURVETECH TECHNOLOGY: To Enhance All Body Shapes!

The invisible technology that  
really makes a visible difference!



CURVETECH has been specifically designed by L'ÉQUIPEUR to improve the overall fit and look of women's clothing, while catering to each person's unique sense of style.

And since each woman has specific requirements, CURVETECH answers these needs by creating clothing that:

- Supports
- Controls
- Shapes
- Lifts

### INCREDIBLE RESULTS!

CURVETECH, the invisible technology that makes a visible difference, really works to enhance the silhouette of sleep camisoles, dresses, tanks, pants, capris and shorts, as well as underwear. Here's how it does it:

- Hidden mesh panels, built-in bras and bust enhancing inserts.
- Enhances natural curves by slimming, flattening and smoothing.
- Instantly improves overall fit and appearance of the garment.

WITHOUT  
CURVETECH



WITH  
CURVETECH



DH3D0509-719  
\$69.99

For photos, samples or any additional information, please contact:



## SLIMMING PANTS

To dramatically enhance the silhouette, **CURVETECH** pants by L'ÉQUIPEUR use exclusive firm mesh panels that are built in the garment to create a more youthful, slimmer silhouette.

Amongst the three types of support offered, the Butt Lifter's built-in mesh support system provide a shapelier look and also hides unsightly panty lines.

The tummy control stitched-in mesh panel flattens the tummy for a slimmer and trimmer appearance. It's ideal for all those who wish to conceal a tummy, while flaunting fashionable clothes.

And for those who want the ultimate in control, L'ÉQUIPEUR introduces Total Control **CURVETECH** pants, which combines the two technologies for a seamless, toned silhouette with tummy control and butt lifter.

Pants in the **CURVETECH** line are available in a wide range of cuts, styles and colours, from jeans to capris.

## BRA TANKS AND DRESSES THAT LIFT AND SUPPORT

**CURVETECH** bra tanks and dresses are all designed with stretch panels and real support bras, which are slightly padded and adjustable. These built-in bras, which lift and separate, deliver shape-enhancing support for smooth lines and super comfort.

WITHOUT  
CURVETECH



WITH  
CURVETECH

ES3A0209-179C  
\$24.99



DH3E0206-150A  
\$49.99

WITH  
CURVETECH



DH3D0S09-701  
\$59.99

For photos, samples or any additional information, please contact:



## HÉLÈNE-MANON POUDRETTE TESTED CURVETECH

A busy working mom with a tight schedule, as well as a curvy post-baby body, Hélène-Manon is a professional makeup artist who needs clothes that are comfortable and smooth-out her figure, while providing loads of style. And that's exactly what **CURVETECH** offers!

Hélène-Manon Poudrette has been working in the beauty industry for 17 years.

### Here are her top 3 summer beauty tips:

1. Invest in a great bronzer. Apply it with a wide brush on forehead, cheeks and chin, and sparingly on the nose. Then fool everyone into thinking you just got back from the beach!
2. Heat can turn foundation sticky and heavy. To create a lighter, more transparent version of your favourite foundation, mix one part foundation with one part of your favourite moisturiser with SPF.
3. Does your eyeshadow starts melting once the mercury goes up? First, apply foundation on the lid, and follow with loose powder. Now your eyeshadow should stay put all day long.

Hélène-Manon Poudrette's blog: [www.poudrettemakeup.com/blog](http://www.poudrettemakeup.com/blog)

## ABOUT L'ÉQUIPEUR

L'ÉQUIPEUR is a division of Mark's Work Wearhouse, a part of the Canadian Tire Company. From 1977, Mark's Work Wearhouse has evolved from one small store in Calgary, Alberta to over 370 stores across Canada, including 43 L'ÉQUIPEUR stores in Quebec. In every store, Mark's goal is to provide customers with "Clothes That Work" for their lifestyle 24 hours a day, 7 days a week. With one-stop convenience, they offer customers exclusive private labels including Denver Hayes, Windriver and Dakota, and Canada's best sellers in quality casual and business wear, outdoor apparel for men and women, workwear, and safety footwear.



Photograph: Nicolas Dupéré [www.nico-world.com](http://www.nico-world.com) Photo styling: Joël Gagné

For photos, samples or any additional information, please contact: