



## **Baby Doll brings out the animal in Bas Bleu**



Bas Bleu's new Baby Doll brand is unleashed onto lingerie lovers this August, the first appearance for this exclusive new line. Cool chicks with a strong sense of style and humour will love Baby Doll, and be thrilled at the affordability – expect to see bras fly off the shelves at prices from £15 and pants at £8 (trade price). And don't think that the drop in price means a drop in design quality: Anna Bingham, Director and Creative Designer, has produced a range of stunning and saucy lingerie that's amusing as well as alluring.

Baby Doll's first collection offers four sassy designs to choose from, all infused with cheeky charm and full of the Bas Bleu spirit. For animal lovers, two special ranges will bring roars of approval.

Bunny features perky pink bra and panties bedecked with bows, and topped (or should that be bottomed...) off with a tweakable squeaky powderpuff bunny tail on the seat of the panties – enough to put the rampant into any rabbit.

Pussy Cat bra, panties and playsuit comprises bold leopard-print trimmed with a choice of raunchy red or gorgeous green ribbon – and finished with slinky detachable tail and saucy pet name-tag. Purrfect when you're feline frisky.

For the pet-free household, there are two more designs that hit the G-spot. Frill Seeker offers pale peach bra and panties with frills in all the right places, complimented by demure bows. Or there's the outrageous, barely-there Powder Puff bra and thong in signature baby pink – a concoction of fluffy puffs, cheeky chain links and ribbon ties to hide your blushes and tickle more fancies. Unleash your claws and prepare to ruffle feathers with Baby Doll this winter.

Ends.

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