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GIRD YOUR LOINS

Forget the gym. Throw out the Ab-bench. Move over Hydroxycut.

By John Jones



American men are sculpting a leaner physique the old-fashioned way—with support garments. Equmen, a relatively new venture out of Australia, has already sold Saks, Fresh Pair and Neiman Marcus Direct on the concept, as well as Selfridges in the United Kingdom and Holt Renfrew in Canada. And they won't take the market unchallenged—Rip't Fusion, a product developed by a women's shapewear designer, is also just hitting the market. While Rip't is only available, currently, as a basic white V-neck or crew (with plans to introduce it in black and gray), Equmen features a collection of tops (retailing at \$89 to \$109) and knit bottoms (\$35 to \$45) in four colors.

Equmen includes temperature control, with mesh areas for ventilation. But how to convince men to try the product, particularly at that pricepoint? "We are targeting a more affluent customer," says company director Corie Chung. "Strong customer service by the sales staff is key, so we do conduct training sessions."

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Underwear giant Jockey premieres its Sport and Elance Cotton Stretch collections for spring 2010. Sport being an "active-oriented, functional performance platform that is 'comfortable' in every sense," says Jockey spokesperson Paula Barnes. The collections incorporate synthetic, lightweight fabrics for moisture management and support. The Elance collection features cotton spandex with contouring con-

2(X)IST FORM COLLECTION