A 1909 COMPARISON COMPANY

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Goodbye, Girdle: Curvy Stars Spark A Raid on Padded Panties

'Booty Pop' Rounds a Derrière in Jeans, But Egg-Shaped Foam Shows Under Silk

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Goodbye, Girdle: Curvy Stars Spark a Raid on Padded Panties

Continued from Page One jumped on the Booty Pop band-wagon in April, is carrying the product at 1,000 of its 7,541 stores and mulling an expansion. Earlier this month. started carrying Booty Pop on-

line.

Booty Pop projects it will sell close to I million pairs of padded underwear this year.

"I want one," the famously skinny reality TV star Nicole Richie wrote this month on Twitter, after which she posted a link to a "black licorice" cotton-spandex pair, on sale for \$19.95. Through her publicist, Ms. Richie declined to comment.
Booty Pop isn't the only com-

Booty Pop isn't the only company seeking a boost from behind. Early next year, Maidenform Brands plans to introduce a "Jean Collection"—internally called "Project Injeanious"—containing bottom shapers.

"There are a lot of similarities between what you can do for the rear and breast—you can lift it, round it and shape it," says Maurice Reznik, Maidenform's chief executive.

At lingerie retailer Frederick's of Hollywood, the \$28 'Booty Boy Short' (they're for women, despite the name) is currently the No. 2 top-selling Booty Pop isn't the only com

shaping item online. Victoria's Secret introduced the "bum booster" in January in some out-lets, and a spokeswoman says it

is selling well.

"It's not so hot to have a pan-"It's not so not to have a pan-cake a—these days," says Azar Jazestani, a 26-year-old wedding planner in Montreal, who wears Booty Pop panties with jeans. But the garments do have complications. Holly Homer, a 40-year-old stay-at-home mom

from Dallas, recently tested a pair and called the look "ridicu-lous."

"If you wear anything less than a really heavy denim with it, you can see where those ovalit, you can see where those oval-shaped things stick out," says Ms. Homer. She dubbed the situ-ation "VBPL," for "Visible Booty Pop Line," riffing off the faux pas of VPL, "visible panty line." Ms. Benson, the music-indus-try assistant, concurs: "I wouldn't wear a silky-nighty type thing with it." The backside has a compli-

The backside has a compli-The backside has a compli-cated back story. Large behinds historically have been celebrated as sexy in Latin American and African cultures, even as they were viewed with suspicion fur-

ther north. In the 19th century, pronounced posteriors were as



A model wears Booty Pop panties (on right) to plump her posterior

ated "with having a smaller brain, less intellect, but being more sexually promiscuous," ac-cording to Myra Mendible, a professor of English at the Florida

curves. It wasn't until about 10 years ago, when the shapely Jen-nifer Lopez became a mega-star, that the current round of rump fascination really began.

wonders of being "Bootylicious." Footwear manufacturers, includ-ing Reebok and Skechers, have sold thousands of sneakers that promise to perk up the posterior. Booty Pop was the brainchild of Swep, Bloomstone, a former

of Susan Bloomstone, a former

of Susan Bloomstone, a former television producer, and Lisa Reisler, a fashion merchandiser. The two women, who met in college, were on vacation with their families in Miami in 2008 when Ms. Bloomstone read a newspaper article about the popularity of the Brazilian but lift—a surgical procedure that injects fat between the buttock muscles.

injects fat between the buttock muscles.

According to the American Society for Aesthetic Plastic Sur-gery, there were nearly 5,000 butt lifts performed in the U.S.

butt ints performed in the U.S.
last year, a 37% increase over
2008. Such procedures can cost
from \$8,000 to \$15,000.
Ms. Bloomstone recalls thinking there had to be a cheaper solution. "What do you think
about a pair of panties that refessor of English at the Florida
Gulf Coast University and author
of "From Bananas to Buttocks:
The Latina Body in Popular Film
and Culture."

In the 20th century, Latin
American stars like Carmen
Miranda and Lupe Vélez became
known for their signature

fascination really began.

If Jennifer Lopez can cross obut for your booty?" Ms. Bloombutt, then women think, Well,
who in response "just looked at
me and said, 'Oh, my gosh! Yes!"

Back home in Montreal, Ms.
Beisler removed foam inserts
from one of her padded brasefrom one of her padded brasefrom one of her padded brasefrom one of her padded braseabout a pair of panties that re-places what a padded bra does, but for your booty?" Ms. Bloom-stone recalls asking Ms. Reisler, who in response "just looked at me and said, 'Oh, my gosh! Yes!" Back home in Montreal, Ms.

sieres and glued them into the backside of a pair of panties. She sent the sample to a manufac-turer in China and tested itera-tions on a friend. She eventually hit upon a prototype that had the just right amount of puff.

The first major retailer to bet on Booty Pop was Kitson, a Los Angeles boutique known for ce-lebrity clients. "We saw the product and two words came into my head: Kim Kardashian," saws Frager Pops the store's

into my head: Kim Kardashian," says Fraser Ross, the store's owner, referencing the voluptuous reality television star. Ms. Kardashian had no comment.

Both founders say their brand name wasn't inspired by "Pop That Booty," a 2003 hit song by Marques Houston.

Mr. Houston isn't so sure. "Let's just spread the wealth," says Mr. Houston isn't so sure. "Let's just spread the wealth," says Mr. Houston. "If my song can inspire some nice booty pads for some women to get their whole thing goin', then I am fine with that."

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