

Britney Spears releases behind the scenes film and second photo of new *The Intimate Britney Spears* Lingerie Line



The collection will launch September 9th at an exclusive event in New York City, with an appearance by Britney, and will be available for sale at www.intimatebritneyspears.com and boutique retailers throughout the United States, Canada and Europe.

"Every woman should feel confident and beautiful in everything she puts on. My vision for *The Intimate Britney Spears* is to create pieces that are sexy, luxurious, and comfortable at the same time. I am excited to introduce this collection because I feel that we accomplished exactly that," said Spears.

The collection exudes sensual luxury and surpasses competitors with A-J cup sizing, allowing the perfect fit for almost every body type. Products are affordably priced from €17- €79.

"We are thrilled to build a global intimate apparel brand with Britney that will offer affordable luxury for every woman. With our expertise in quality and sizing, and Britney's vision for the collection, we are confident there is something for everyone to love," said Claus Walther Jensen, CEO and founder of Change of Scandinavia A/S.

About *The Intimate Britney Spears*

The Intimate Britney Spears is a global line of quality lingerie and loungewear created and designed by pop icon Britney Spears in conjunction with CHANGE Lingerie. The collection features a superior selection of lingerie sets, bustiers, kimonos, and night gowns accompanied with basics, sweats and jersey sleepwear to look and feel your best night after night. For more information, visit www.intimatebritneyspears.com.