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Yummie Launches Revolutionary 360Sculpt™ Cotton Shapewear Collection: The Perfect Blend of Cotton, Comfort, and Contour



360Sculpt™ Cotton Rosie Slip Short

[New York, NY] – [January 9, 2025] – Yummie, a leader in modern shapewear innovation, is proud to introduce its latest groundbreaking collection: **360Sculpt™ Cotton Shapewear** that combines breathable cotton with the powerful shaping benefits Yummie is known for. This game-changing collection elevates shapewear by blending targeted compression and seamless support with the natural comfort of cotton. Featuring shaping tees, tanks, and tummy control underwear, the collection also includes options for plus size shapewear, with each piece being designed to smooth, sculpt, and lift for all-day confidence.

With growing consumer interest in alternatives to synthetic fabrics, Yummie's **360Sculpt™ Cotton Shapewear** delivers a natural, breathable option without compromising on shaping power. This collection provides the perfect solution for those who want the benefits of shapewear with the softness and breathability of cotton.



360Sculpt™ Cotton Holly Tee

“360Sculpt™ Cotton Shapewear is a revolution in comfort, contour, *and* cotton,” says Alicia Burns, VP of Design at Yummie. “These pieces are unlike anything else in the market—they’re the best shapewear essentials. They offer the smoothing and shaping our customers love, with the unparalleled softness and breathability of cotton. There’s truly nothing else like it in the shapewear space.”

At the heart of the collection are key shapewear pieces—including the Holly Cotton Shaping Tee, Anna Scoop Neck Tank, and Rosie Cotton Slip Short—each designed to smooth, sculpt, and lift with seamless construction, 360-degree contour, and the comfort of 360Sculpt™ Cotton.

These shapewear essentials join Yummie’s collection, which features best-selling shapewear bodysuits, leggings, tanks, and camis. Together, these pieces offer a complete wardrobe solution for women seeking a natural alternative to synthetic fabrics without sacrificing effortless style, comfort, or contour.

The 360Sculpt™ Cotton Shapewear Collection is perfect for women seeking elevated essentials that work as hard as they do. With pieces designed to keep up with life’s demands while enhancing your natural shape, this collection is the ultimate combination of form and function.

The collection is now available at [Yummie.com](https://www.yummie.com) and select retailers nationwide.

About Yummie

Yummie is a women’s lifestyle brand dedicated to creating comfortable and stylish shapewear clothing and intimates that empower confidence. Known for its innovative fabrics, functional design, and attention to detail, Yummie combines high-quality shapewear solutions with an accessible price point—making comfort, style, and confidence available to all women.

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360Sculpt™ Cotton Anna Tank