

FOR IMMEDIATE RELEASE

Sex & Lingerie Give Women Corporate Power

Riverside, CA



Lingerie, the hidden weapon beneath women's corporate suits, is giving ladies an edge in today's boardrooms. Regardless of how mundane her suit is, underneath, today's working woman is spicing up her routine with exquisite lingerie. Grand lavish fantasy, expressed underneath, gives women confidence and charm needed in today's shark-infested corporate world.

Working women must adopt "Corporate Charm", the ability to genuinely make another coworker's efforts feel valued. Women must wear a "uniform" to be taken seriously and respected in the workplace, usually some safe and sedate outerwear, creating a drab sea of pointless

conservative dress codes. Ladies must adopt confident charm to churn up that bland sea.

According to researchers at Cardiff University in the United Kingdom, women gain more confidence and feel more independent when they can create a fantasy, free from capricious corporate mores, by wearing something underneath those mundane outfits to contradict the image they must portray outwardly. Today women are communicating the values they hold by demanding only the finest lingerie touch their most intimate parts, acting as a barrier between them and the uniform they must wear to collect a paycheck.

Another study conducted jointly between Aalborg University and the University of Southern Denmark, reveals that consumer identity is tied to the products the consumer purchases. The personality that demands luxury lingerie and loungewear is expressing two messages:

To the world, she is a woman of quality who demands the very best; To herself, she desires to express sensual femininity, the ability to generate feelings and longings in another, intensify a sexual experience...when she wants to... it is a symbol of power. Emotion evoking lingerie and charm are a potent combination in the workplace. It projects a smart, suave, sexy, skillful and self-confident personality.



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Luxury lingerie from **www.pure-force.com** pampers a woman with fashionable comfort. Pure-Force responded to overwhelming demand and have documented secrets of harmony with your spouse in a new book, "How To Troubleshoot Your Mate" written for both men and women from a technical troubleshooting perspective.

Pure-force.com sells high-end lingerie. They have recently launched an American designed private label manufactured in the

United States. The company also released a fun new book titled, "**How to Troubleshoot Your Mate**", which addresses relationship issues from our technology saturated society perspective. Staff is available for public speaking events. Please visit www.pure-force.com Contact: G.J. dePillis, Pure-Force President. 312-622-6220 dePillis@yahoo.com or gdp@pure-force.com 877-85-FORCE