



Sexy French lingerie is held together with magnets; \$100 bras and panties sold online

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Talk about magnetism!

A new line of high-end lingerie from the Parisian underwear designer [Lingerie Dement](#) includes bras, panties and other undergarments held together with teensy magnets that are practically invisible, according to

Stylelite.

Style watchers say the \$100 panties and bras could be a fun – if expensive - and alternative to regular lingerie.

The frilly garments, created by [Laetitia Schlumberger](#) of [Lingerie Dement](#), a former costume designer, come in delicate fabrics and resemble top of the line French lingerie. They're sold online – though the website is in French.

But will consumers obey the the laws of attraction and buy these pricey panties and bras?

Celebrity stylist and fashion expert [Sam Saboura](#), who's based in [Los Angeles](#), says he sees it as a novelty that most likely won't go mainstream.

"It brings a little bit of theatrics

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into the bedroom," he says.
"There's kind of a fun quality to undressing someone in an intimate way, and this would give that tear-away effect."

"At first thought, it seems kind of gimmicky," says [Elayne Rapping](#), a pop-culture analyst and professor emerita of sociology at the [University at Buffalo](#). "But there may be women who'll buy it thinking it will make them sexier. It's really geared to that demographic of young women. They will buy it thinking that it will get their lovers more excited."

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