Section 2 / Chapter 1: Lingerie Label & Ticket Placement

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LABEL PLACEMENT
LINGERIE - BOTTOMS

**Bottoms A:**

A. MAIN LABEL:
FOLD AND INSERT EDGES INTO CENTER BACK WAISTBAND SEAM

B. SIZE/COO LABEL:
PLACE IN WAISTBAND SEAM 1/2" FROM MAIN LABEL

C. CONTENT/CARE/RN# LABEL:
SEWN INTO WEARER’S LEFT SIDE SEAM

**Bottoms B:**

A. MAIN LABEL:
FOLD AND INSERT EDGES INTO CENTER BACK WAISTBAND SEAM

B. CONTENT/CARE/RN# LABEL:
SEWN INTO WEARER’S LEFT SIDE SEAM
**Bottoms C:**

INSIDE BACK WAISTBAND

A. ALL-IN-ONE LABEL:
INSERT TOP EDGE INTO CENTER BACK WAISTBAND SEAM

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**Bottoms D:**

INSIDE BACK WAISTBAND

A. HEAT TRANSFER LABEL:
PLACE 1/2" BELOW WAISTBAND SEAM AT CB
**Bottoms E:**

A. **MAIN LABEL:**
Fold and insert edges into center back waistband seam

B. **SIZE/COO LABEL:**
Place in waistband seam 1/2" from main label

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**LINGERIE - BRAS**

**Bra A:**

A. **LOGO/SIZE/COO/CARE LABEL:**
Fold label as shown and sew fold end into eye tape at wearer’s left.
**Bra B:**

A. \textbf{HEAT TRANSFER LABEL:} 
PLACE HEAT TRANSFER INSIDE BACK BODY ABOVE BAND, OFFSET TO WEARER’S LEFT SIDE.

**Bra C:**

A. \textbf{LOGO/SIZE/COO HEAT TRANSFER LABEL:} 
PLACE HEAT TRANSFER LABEL INSIDE WEARER’S LEFT WING AS CLOSE TO EYE TAPE AS POSSIBLE.

\textbf{B. CARE/CONTENT TEAR AWAY LABEL:} 
ATTACH INSIDE WEARER’S RIGHT WING HOOK/EYE JOIN SEAM
**LINGERIE - CAMISES**

**Camises A:**

- **A.** HEAT TRANSFER LABEL: PLACE HEAT TRANSFER LOGO INSIDE BACK NECK, 1” DOWN FROM SEAM AND CENTERED.

**Camises B:**

- **A.** HEAT TRANSFER LABEL: PLACE HEAT TRANSFER LOGO ON TWILL FABRIC PATCH, AND APPLY TO INSIDE BACK NECK, 1” DOWN FROM SEAM AND CENTERED.

**B.** PRINTED CONTENT / CARE LABEL: SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM.
Camisoles C:

A. ALL-IN-ONE LOOP LABEL:
INSERT LABEL INTO CENTER BACK BINDING, TRIM, OR SEAM.

Camisoles D:

A. WOVEN LOOP OR ENDFOLD LABEL:
INSERT LABEL INTO CENTER BACK BINDING, TRIM, OR SEAM.

B. PRINTED CONTENT / CARE LABEL:
SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM
Camisoles E:

A. HEAT TRANSFER LABEL:
PLACE HEAT TRANSFER INSIDE BACK BOTTOM HEM/BAND, OFFSET TO WEARER’S LEFT SIDE.

LINGERIE - TOPS

Tops A:

A. HEAT TRANSFER LABEL:
PLACE HEAT TRANSFER LOGO INSIDE BACK NECK, 1” DOWN FROM SEAM AND CENTERED.

B. PRINTED CONTENT / CARE LABEL:
SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM.
**Tops B:**

A. HEAT TRANSFER LABEL:
PLACE HEAT TRANSFER LOGO ON TWILL FABRIC PATCH, AND APPLY TO INSIDE BACK NECK, 1” DOWN FROM SEAM AND CENTERED.

B. PRINTED CONTENT / CARE LABEL:
SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM

**Tops C:**

A. ALL-IN-ONE LOOP LABEL:
INSERT LABEL INTO CENTER BACK BINDING, TRIM, OR SEAM.
**Tops D:**

A. WOVEN LOOP OR ENDFOLD LABEL:
INSERT LABEL INTO CENTER BACK BINDING, TRIM, OR SEAM.

B. PRINTED CONTENT / CARE LABEL:
SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM

**Tops E:**

A. WOVEN LOOP LABEL:
INSERT LABEL INTO BACK NECK BINDING, TRIM, OR SEAM.

B. SIZE/COO FLAG LABEL:
INSERT LABEL INTO BACK NECK
1/4” SPACE FROM WOVEN LOOP LABEL

C. PRINTED CONTENT / CARE LABEL:
SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM
**Tops F:**

![Diagram of Tops F]

**A. MAIN LOGO LABEL:**
Place main label just below back neck seam, and spot tack at each corner.

**B. SIZE / COO LABEL:**
Center top edge of label below main label, and SN/L along edge.

**C. PRINTED CONTENT / CARE LABEL:**
Sew 3" up from hem on inside wearer's left body seam.

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**LINGERIE - ROBES**

**Robes A:**

![Diagram of Robes A]

**A. WOVEN LOOP OR ENDFOLD LABEL:**
Insert label into center back seam neck seam, centered. For styles with locker loops: edges of label should not overlap with ends of locker loop.

**B. PRINTED CONTENT / CARE LABEL:**
Sew 3" up from hem on inside wearer's left body seam.
**Robes B:**

**CB NECK**

A. **HEAT TRANSFER LABEL:**
   PLACE HEAT TRANSFER LOGO ON TWILL FABRIC PATCH, AND APPLY TO INSIDE BACK NECK, 1” DOWN FROM SEAM AND CENTERED.
   TO APPLY PATCH, TURN UNDER RAW EDGES AND 1/16” SN LOCKSTITCH ALONG FOLDED EDGE.

B. **PRINTED CONTENT / CARE LABEL:**
   SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM

**Robes C:**

**CB NECK**

A. **WOVEN LOOP LABEL:**
   INSERT LABEL INTO CENTER BACK SEAM NECK SEAM, CENTERED.

B. **SIZE / COO FLAG LABEL**
   INSERT LABEL INTO CENTER BACK NECK SEAM PLACED NEXT TO WOVEN LOOP MAIN LABEL

C. **PRINTED CONTENT / CARE LABEL:**
   SEW 3” UP FROM HEM ON INSIDE WEARER’S LEFT BODY SEAM

**FOR STYLES WITH LOCKER LOOPS:**
EDGES OF LABEL SHOULD NOT OVERLAP WITH ENDS OF LOCKER LOOP.
LINGERIE - PANTY

Panty A:

A. HEAT TRANSFER LABEL:
PLACE 1/2" BELOW WAISTBAND SEAM AT CB
*FOR STYLES WITH CB RISE SEAM:
PLACE HEAT TRANSFER TO LEFT OF SIDE SEAM, 1/2" BELOW WAISTBAND SEAM

Panty B:

A. ALL-IN-ONE LABEL:
INSERT TOP EDGE INTO CENTER BACK WAISTBAND SEAM

*FOR STYLES WITH CB RISE SEAM:
PLACE LABEL TO LEFT OF SIDE SEAM, 1/2" BELOW WAISTBAND SEAM
**Panty C:**

A. **ALL-IN-ONE LABEL:**

INSERT TOP EDGE OF LABEL INTO INSIDE WEARER'S LEFT SIDE SEAM, CENTERED

**Panty D:**

A. **HEAT TRANSFER LABEL:**

PLACE HEAT TRANSFER INSIDE WAISTBAND, CENTERED AT BACK
TICKET PLACEMENT

Bottoms

**Hangtag & Price Ticket**
Swift tack to wearer’s left waist / side seam intersection. Place price ticket face up behind Sleepwear Hangtag.

Cami

**Hangtag & Price Ticket**
Swift tack to wearer’s left inside sleeve seam through seam allowance. Place price ticket face up behind Sleepwear Hangtag.
Top

**Price Ticket**
Swift tack to wearer’s left inside sleeve seam, through seam allowance.

Robe

**Price Ticket**
Swift tack to wearer’s left inside sleeve seam, through seam allowance.
Panty

Hangtag + Price Ticket
Hangtag is swift tacked through wearer’s left side at waistband seam. Place Price ticket face up behind Hangtag.

Bra

Hangtag + Price Ticket
Hangtag is swift tacked through main/care label