June 22, 1965 E. SCHLANGER 3,190,435

GARMENT RETAINING PACKAGES

Filed March 16, 1962 2 Sheets-Sheet 1

Fig. 1.

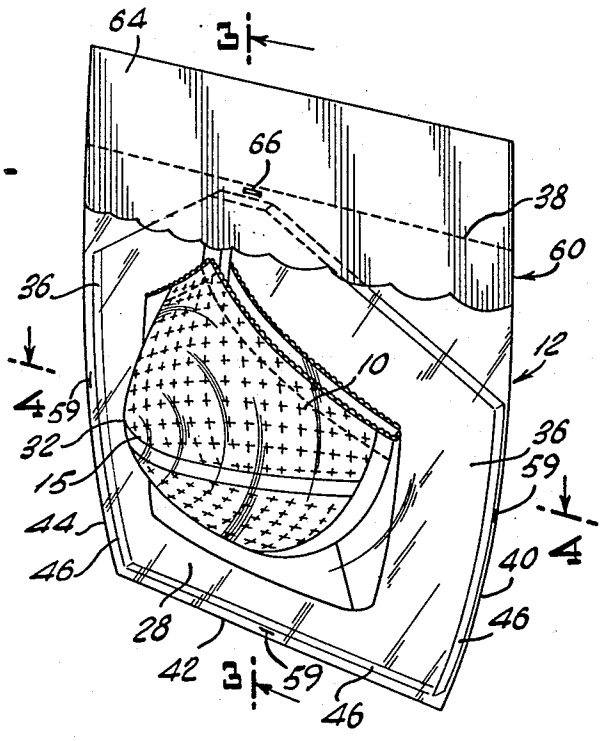
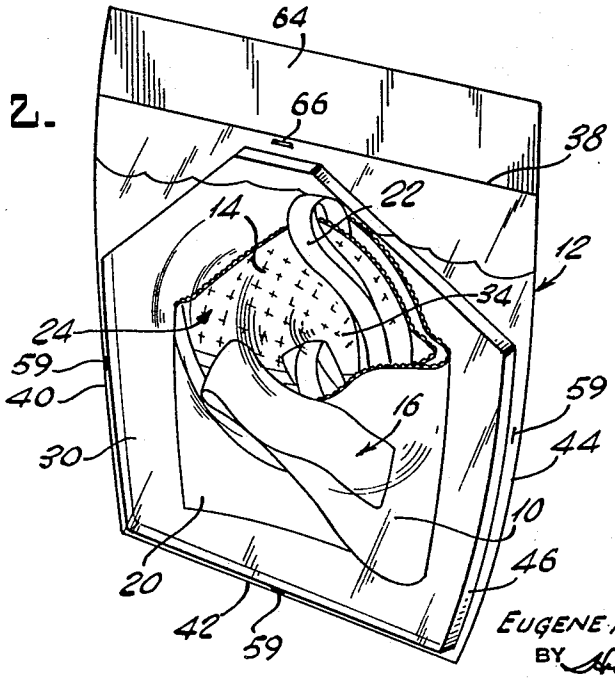


Fig. 2.



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Fig. 3.

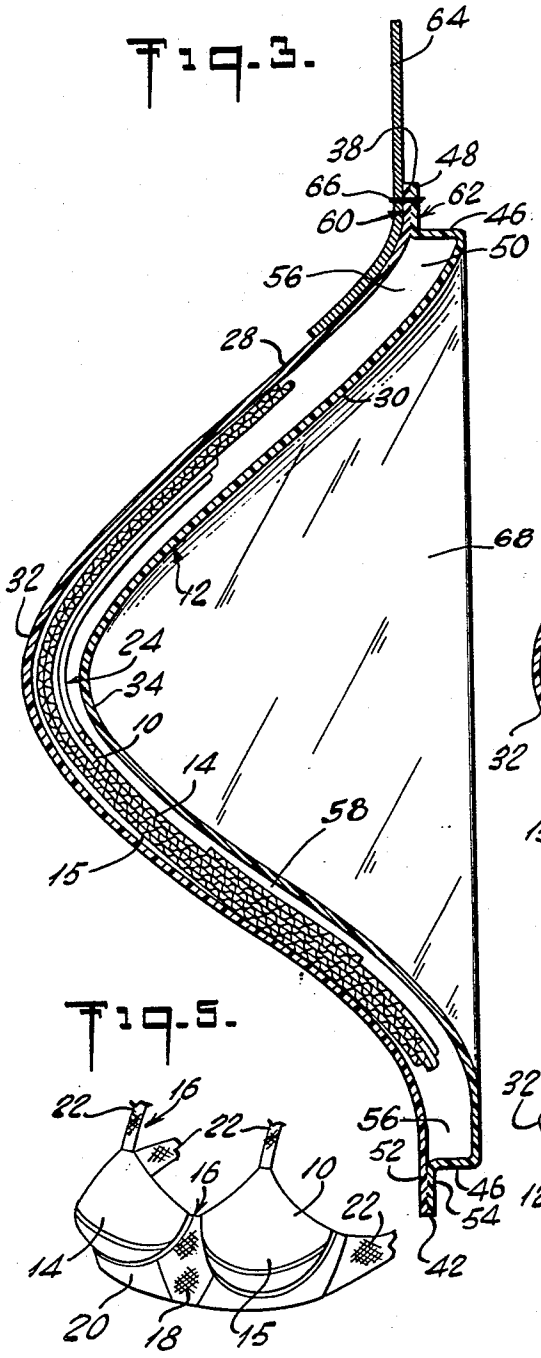


Fig. 4.

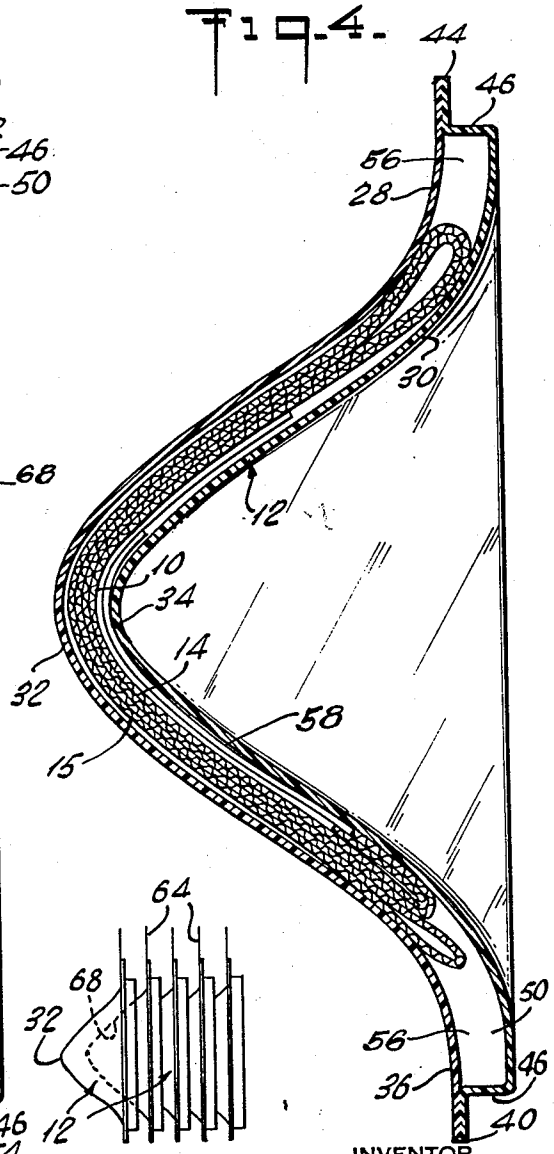


Fig. 5.

Fig. 6.

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3,190,435

GARMENT RETAINING PACKAGES

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This invention relates to garment retaining packages.

Particular reference is made in this description as to merchandising, shipping and packaging of articles such as brassieres. However, the structures here described may have application in the packaging and display of other articles of merchandise. As is well known, articles such as brassieres are shaped to conform to and fit upon the bust of a woman. Such articles are displayed for sale purposes; in such displays, it is desirable that the articles have as pleasing a form as possible in order that the prospective purchaser may visualize the exact shaping the article will assume when put to use. In the case of such articles, it also is necessary to consider proper packaging for shipment, so that the article may be protected so completely as not to be deformed from the shape by which it will have a pleasing impact for merchandising purposes, as well as for use.

Since a brassiere has two members, if such an article be packaged in the form it assumes when in use, the package would require a large amount of cubic space both for shipment and display, and for storage before the article would be placed on display for sale.

It is an object of the invention to provide a structure for packaging, shipping, displaying and storing articles so that a single article, such as a brassiere, may be stored in a minimum space until actually sold for use, and also so that the packaging permits producing a pleasing effect when the article is placed on display, wherein this is effected without deformation or change of the article from its packaged form at any time throughout its movement from the factory to the hands of the buyer.

It is an object of the invention to provide a simple structure which provides for simple assembly of the package itself, as well as the positioning within the package of the article to be housed within the package, as well as the assembly of advertising matter with the package.

It is an object of the invention so to package an article as fragile and distortable as a brassiere or the like in a manner that a prospective buyer may handle the article and inspect it closely without producing any distortion of the article itself, and without any possibility of discoloration or other marring of the sales appeal of the article.

It is an object of the invention to provide a structure capable of accommodating itself for the reception of articles of different sizes, within limits, and yet of permitting substantially the same method of display for articles of different sizes within a single structure.

It is an object of the invention to provide a housing for an article, such as a brassiere, so that in the movement of such an article from its place of manufacture to its sale finally to a consumer, different diverse, many sized articles may be stored compactly readily within a small space by stacking one upon the other, and yet without interfering with or distorting the general structure of the brassiere itself.

The structures of brassieres are well known. Some are stiffened to retain their shaping by the use of various devices or materials, or both, including the use of fabrics which themselves tend to retain an imparted form. Some,

although properly patterned, are so soft that only when worn do they actually assume the shaping of the bust to which they are to be fitted. Different methods are used in order to arrive at a desired dimensional shaping. The final desired result is that the desired shaping of the article be as close as possible to that of the bust of a woman who wears the brassiere, and this result should be attainable immediately that the article is purchased as well as throughout the life of the brassiere.

In manufacture, in storage, and in sale, the protuberances defined by the shaped cups of a brassiere present factors which must be considered both in connection with the volumetric dimensions of the space required for storage as well as during shipment. Thus, it is desirable that the brassiere be given a finally determined shaping before it is packaged and shipped. In such cases, it is desirable that such articles thereafter be protected against deformation at the various stages of movement from factory, through shipment, through storage, through display, and finally through delivery at the time of sale.

Brassieres, in their various sizes for the different busts to which they are to be fitted, otherwise might create a complex problem as to the provision of suitable devices for housing, transporting and displaying their every different size, thickness of material, and the like.

It is an object of the invention to provide a packaging device which is effective for the reception of brassieres of various sizes, and made of apparently any kind of material, and to retain such brassieres, so made, so that they may be shipped, stored, and displayed, readily, before and at the time of delivery to the customer, and all while the article to be sold substantially is shown in an undisturbed form.

It is an object of the invention to provide a shipping or retaining device for a brassiere in which may be housed the cups or like members of brassieres, the cups then being positioned one upon the other, and certain loose parts of the brassiere carried by the cups being disposed simply and easily in association with the superposed cups, all without distorting the cups. Yet a single size of device of this construction is capable of receiving and housing brassieres within a range of sizes, thus eliminating the necessity of matching different sizes of brassieres to different sizes of housings.

It is an object of the invention to provide a device in which a brassiere may be stored, by means of which the brassiere itself may be placed on display when the storage device with its retained brassiere is removed from its mass shipment container, so that the brassiere so packaged becomes an instantaneous selling device, as well as serving as a storage device.

It is an object of the invention to provide a device for retaining a brassiere in such form that it may easily be displayed for sale purposes, but wherein the article itself is protected, during handling by a customer, against soiling, or against distortion from the condition in which the brassiere was set up at the time of its manufacture and packaging, so that such condition may continue until such time as when the device and the brassiere housed therein are sold to a consumer.

It is an object of the invention to provide a simple housing device capable of production by a very simple operation, which operation may also be used for the purpose of assembling elements in association with the housing device for displaying advertising.

Other objects of the invention will be set forth hereinafter, or will be apparent from the description and the drawings, in which is illustrated an embodiment exemplifying the invention.

The invention, however, is not intended to be restricted to any particular construction, or any particular arrangement of parts, or any particular application of any such construction or arrangement of parts, or any specific method of operation or use, or any of the various details thereof, even where specifically shown and described herein, as the same may be modified in various particulars, or may be applied in many varied relations, without departing from the spirit and scope of the claimed invention, of which the exemplifying embodiment, herein shown and described, is intended only to be illustrative, and only for the purpose of complying with the requirements of the Statutes for disclosure of an operative embodiment, but not to show all the various forms and modifications in which the invention might be embodied.

On the drawings, in which the same reference characters refer to the same parts throughout, and in which is disclosed such a practical construction,

FIG. 1 is a front perspective view of a display storage device embodying features of the invention, and illustrating the manner in which a brassiere may be associated therein;

FIG. 2 is a rear view, similar to FIG. 1, of the display storage device, with the brassiere shown nested on itself in the container;

FIG. 3 is a vertical cross-sectional view, substantially on the line 3—3 of FIG. 1, and to enlarged scale;

FIG. 4 is a transverse, horizontal cross-sectional view, substantially on the line 4—4 of FIG. 1, and to enlarged scale;

FIG. 5 is a perspective view, to reduced scale, of a brassiere of the type to be housed in such display storage device; and

FIG. 6 is a diagrammatic view to illustrate the manner of stacking of finished and assembled devices for storage and shipment.

On the drawing, a brassiere **10** is shown housed within a display storage device **12** in a manner so that it may be placed on display for sale. Brassiere **10** may consist of the usual cups **14** and **15** and the attendant fabric portions **16** including the intermediate connecting member **18**, flaps **20**, and straps **22**, all of which are conventional. In FIG. 1, cups **14** and **15** have been nested, one upon the other; the attendant fabric, consisting of connecting member **18**, flaps **20** and straps **22**, has all been folded to be housed within cavity **24** of bottommost cup **14**.

Device **12**, as here shown, may be made of translucent material, as, for instance, any one of the plastics, particularly those which may be formed by pressing sheet material in a suitably shaped mold. Device **12** may comprise two members **28** and **30**. Topmost member **28** and bottommost member **30** are formed with projecting, substantially conical protuberances **32** and **34** so dimensioned as substantially to match each other when nested as shown, although, in the instances here shown, they are not contoured exactly alike.

For member **28**, a sheet of translucent material is shaped, as, for instance, by pressing in a mold, so that, except for protuberance **32**, and the shaping of the sheet from its normal flat shape to flow from edges **36** of that flat shape to the shaping of the protuberance, the flat plane disposition of the sheet retains its substantially uniform flat contouring in member **28**. Any desired shaping may be imparted to side edges **36** of the sheet beyond protuberance **32**. A top edge **38** is provided as an outermost boundary at the top of the device.

Member **30** may have a different form in that, close to its edges **40**, **42** and **44**, the molding of its flat sheet is such as to produce an offset **46**. Likewise, extending angularly away from portions of edges **40** and **44**, and spaced downwardly from top edge **48** of member, this offset is continued. While, in the structure shown, offset **46** takes a geometrical form, such specific shaping is not essential. The purpose of the offset is to provide a cavity **50** which, for structural reasons, is spaced inwardly from edges **40**, **42**, **44** and **48**.

When members **28** and **30** are disposed with boundary faces **52** and **54** in contact, face **52** being the inside face of member **28**, that portion of the sheet left substantially planar by the molding operation, and face **54** being the inside face of member **30** which is not a part of offset **46** and is substantially planar, cavity **50** will provide sufficient space to receive and house brassiere **10** in a collapsed form such as shown.

Cups **14** and **15** are retained firmly between protuberances **32** and **34**, while the attendant fabric, including connecting member **18**, flaps **20** and straps **22**, may be caught within cavity **24** of bottommost cup **14**, as shown in FIG. 2, and be pressed by the association of protuberances **32** and **34** to sustain the cups in their assembled relationship. In addition, some of the attendant fabric may extend beyond the collapsed brassiere, and even into those portions **56** of cavity **50** beyond portion **58** of the cavity determined by the nested protuberances **32** and **34**.

Members **38** and **30** may be secured to each other in any desired manner. Faces **52** and **54** are secured to each other by a suitable method; for instance, heat sealing, or a suitable cement, or the reaction of a suitable common solvent, may be utilized. Also, as shown, suitable devices, such as staples **59**, may be used at different locations, along edges **40**, **42** and **44**, to secure the members together in the associated relationship.

An advertising piece **64** may be assembled with the associated members **28** and **30**. Such an advertising piece may be associated with top portions **60** and **62** of members **28** and **30**, beyond offset **46**. Piece **64** may be used to provide an additional securing means for holding members **28** and **30** together. If desired, suitable staples **66** may be used to fasten advertising piece **64** to top portions **60** and **62**, and at the same time to secure the members **28** and **30** to each other and to the advertising piece.

In storing, in shipping, and even on the open counter, a plurality of display storage devices **12** may be assembled with each other. Thus, one device **12** may be stacked upon another, as shown in FIG. 6, the cavity **68** formed within the protuberance **34** of a member **30** serving to receive the protuberance **32** of the next associated device **12**. Thus it is possible to stack a large number of members one upon the other, in the same area, either for packaging, for storage, or for display, or the like.

Obviously, although a customer may not handle the brassiere itself in the sense of making direct contact with the fabric because of the protection of the housing, still she may pick up the whole package, inspect what she wants to inspect and then return the package to the counter, without having affected the brassiere itself which will retain its appearance and shaping, and remain unsoiled, for further display.

Also, by reason of the space provided by cavity **50**, the same size of device may be utilized for many different sizes of brassieres, and all of these different sizes may be stacked, with proper notations upon their advertising pieces **64** of size and other information, so that the customer may pick, from such a stack, the one she desires.

Many other changes could be effected in the particular constructions, and in the methods of use and construction, and in specific details thereof, hereinbefore set forth, without substantially departing from the invention intended to be defined herein, the specific description being merely of an embodiment capable of illustrating certain principles of the invention.

What is claimed as new and useful is:

1. A package for retaining a brassiere comprising a

pair of bust-receiving cups and other material for holding the cups assembled and for holding the brassiere on the body of a wearer, the package providing means for displaying the brassiere with its cups distended to their bust-receiving shape, the brassiere being made of materials the cross-section of which is substantially uniformly thin, each distended cup defining a substantially convex exterior and a substantially complementary concave interior, the cups being nested upon one another with the convex exterior of the inner cup seated in the concave interior of the outer cup, and with the other material housed in the concave interior of the inner cup, the cups so nested forming a cup-shaped article to be packaged, the package comprising a plurality of translucent members made of relatively stiff material capable of retaining its shape, each member having a mid-section shaped to a form substantially conforming to the shape of the cup-shaped article and having boundary portions outside of said mid-section merging substantially into a common plane, the boundary portions of one member having a boundary section off-set from the common plane of those portions, one mid-section providing a convex exterior shape substantially complementary to and received in the concave interior of said inner cup of the cup-shaped article with the other material housed in said concave interior of the inner cup seated on said one mid-section, and the other mid-section having a concave interior shape complementary to the convex exterior of said one mid-section and also to and received over the convex exterior of said outer cup of the cup-shaped article received over the one mid-section, means for retaining the boundary portion of the other member and the boundary section seated against each other to space the mid-sections from each other and provide between them a cavity substantially having the shape of and receiving and housing the cup-shaped article.

2. A package for retaining a brassiere including a pair of bust-receiving cups, the package providing means for displaying the brassiere with its cups distended to their bust-receiving shape, the brassiere being made of materials the cross-section of which is substantially uniformly thin, each distended cup defining a substantially convex exterior and a substantially complementary concave interior, the cups being nested upon one another with the convex exterior of the inner cup seated in the concave interior of the outer cup, the cups so nested forming a cup-shaped article to be packaged, the package comprising a plurality of translucent members made of relatively stiff material capable of retaining its shape, each member having a mid-section shaped to a form substantially conforming to the shape of the cup-shaped article and having boundary portions outside of said mid-section merging substantially into a common plane, the boundary portions of one member having a boundary section off-set from the common plane of those portions, one mid-section providing a convex exterior shape substantially complementary to and received in the concave interior of said inner cup of the cup-shaped article seated on said one mid-section, and the other mid-section having a concave interior shape complementary to the convex exterior of said one mid-section and also to and received over the convex exterior of said outer cup of the cup-shaped article received over the one mid-section, means for retaining the boundary portion of the other member and the boundary section seated against each other to space the mid-sections from each other and provide between them a cavity substantially having the shape of and receiving and housing the cup-shaped article.

3. A package for retaining an article including a pair of cup-shaped portions made from material which is thin in cross-section and capable of being deformed readily from a desired shape, the package providing means for displaying the cup-shaped portions in their distended cup-shaped form, each distended cup-shape portion defining a substantially convex exterior and a substantially complementary concave interior, the cup-shaped portions being nested upon one another with the convex exterior of the inner cup-shaped portion seated in the concave interior of the outer cup-shaped portion, the cup-shaped portions so nested forming a cup-shaped article to be packaged, the package comprising a plurality of translucent members made of relatively stiff material capable of retaining its shape, each member having a mid-section shaped to a form substantially conforming to the shape of the cup-shaped article and having boundary portions outside of said mid-section merging substantially into a common plane, the boundary portions of one member having a boundary section off-set from the common plane of those portions, one mid-section providing a convex exterior shape substantially complementary to and received in the concave interior of said inner cup-shaped portion of the cup-shaped article seated on said one mid-section, and the other mid-section having a concave interior shape complementary to the convex exterior of said one mid-section and also to and received over the convex exterior of said outer cup-shaped portion of the cup-shaped article received over the one mid-section, means for retaining the boundary portion of the other member and the boundary section seated against each other to space the mid-sections from each other and provide between them a cavity substantially having the shape of and receiving and housing the cup-shaped article.

4. A package for retaining a cup-shaped article made from material which is thin in cross-section and capable of being deformed readily from a desired shape, the package providing means for displaying the article in its distended cup-shaped form, the article having a substantially convex exterior and a substantially complementary concave interior the package comprising a plurality of translucent members made of relatively stiff material capable of retaining its shape, each member having a mid-section shaped to a form substantially conforming to the shape of the article and having boundary portions outside of said mid-section merging substantially into a common plane, the boundary portions of one member having a boundary section off-set from the common plane of those portions, one mid-section providing a convex exterior shape substantially complementary to and received in the concave interior of the article seated on said one mid-section, and the other mid-section having a concave interior shape complementary to the convex exterior of said one mid-section and also to and received over the convex exterior of the article received over the one mid-section, means for retaining the boundary portion of the other member and the boundary section seated against each other to space the mid-sections from each other and provide between them a cavity substantially having the shape of and receiving and housing the article.

5. A package for retaining a brassiere including a pair of bust-receiving cups, the package providing means for displaying the brassiere with its cups distended to their bust-receiving shape, the brassiere being made of materials the cross-section of which is substantially uniformly thin, each distended cup defining a substantially convex exterior and a substantially complementary concave interior, the cups being nested upon one another with the convex exterior of the inner cup seated in the concave interior of the outer cup, the cups so nested forming a cup-shaped article to be packaged, the package comprising a plurality of translucent members made of relatively stiff material capable of retaining its shape, each member having a mid-section shaped to a form substantially conforming to the shape of the cup-shaped article and having boundary portions outside of said mid-section merging substantially into a common plane, one mid-section providing a convex exterior shape substan-

tially complementary to and received in the concave interior of said inner cup of the cup-shaped article seated on said one mid-section, and the other mid-section having a concave interior shape complementary to the convex exterior of said one mid-section and also to and received over the convex exterior of said outer cup of the cup-shaped article received over the one mid-section, means integral with the boundary portions to be engaged and thereupon to space the mid-sections from each other to provide between them a cavity substantially having the shape of and receiving and housing the cup-shaped article, and means for retaining the boundary portions of the members engaged with each other.

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