

Industry Legend Nancy Ganz Returns with Luxury Skincare Brand 'Glo By Ganz'

From shapewear pioneer to skincare icon, the visionary founder launches her next chapter in luxury wellness.

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Decades ago, visionary entrepreneur Nancy Ganz permanently changed how women navigate the world by inventing the modern shapewear category and introducing her Bodyslimmers/Nancy Ganz. Now, the trailblazing designer and inventor is embarking on a bold,

highly anticipated second act. Ganz is officially redefining the luxury skincare space with [Glo By Ganz](#), a woman-owned, American-made brand designed to bring the same level of anatomical understanding, comfort, and deep confidence to daily body care.



Nancy Ganz/CEO of Glo By Ganz

The Evolution of an Icon:

Solving Problems from 7th Avenue to the Hamptons

Ganz's career has always been defined by a singular, uncanny knack for identifying what women are missing and engineering a brilliant solution. In the late 1980s, amidst the cultural resurgence of the miniskirt and tight-fitting clothes, Ganz noticed that women lacked undergarments designed to accommodate the new fashions. With that in mind, she engineered the legendary nylon-and-Lycra "Hipslip," single-handedly sparking a multimillion-dollar shapewear revolution that dominated department stores like Bloomingdale's before being acquired by the Warnaco Group.

When the COVID-19 pandemic forced a global pause, Ganz—whose background includes a degree in biology from New York University—turned her sharp, analytical eye toward a completely different frontier: skin health and daily rituals.

"Confidence begins with how we care for ourselves," says Ganz. "With shapewear, my goal was to help women feel secure and empowered in their clothes. With Glo By Ganz, I wanted to create a ritual that honors the skin underneath—offering deep, sensorial nourishment that transforms

how people feel in their own bodies every single day."

Kitchen-Crafted Origins to National Phenomenon

Operating out of the kitchen of her Hamptons home during the pandemic, Ganz combined her scientific curiosity and design background to formulate the brand's crown jewel:

Dreamsicle Body Butter. Frustrated by commercial lotions that left a greasy residue or failed to provide lasting hydration, she developed a cruelty-free, organic-focused formula rich in shea butter, mango seed butter, cocoa seed butter, sweet almond oil, and coconut oil.

What started as a personal quest for ultimate hydration quickly grew into a viral consumer favorite. The line has since expanded to meet diverse consumer lifestyles, introducing:

- Travel-Size Options: On-the-go luxury formulations designed for modern, active lifestyles.
- "Undressed": An unscented, ultra-pure version of her signature body butter engineered specifically for those who prefer a clean, fragrance-free, and sensitive-skin-safe experience.

What's Next: Expanding the Glo Empire

Building on the immense momentum of her debut skincare line, Ganz is thrilled to announce the upcoming September 2026 launch of the brand's very first solid perfume line. Set to debut in three distinct, artisanal scents, this new collection promises to inject the same meticulous luxury, intentionality, and sensory elegance into fine fragrance as her body butters brought to daily skincare.

Availability

- Direct-to-Consumer: Shop the full collection online at www.globyganz.com.
- National Retail: Select items are currently available on [Amazon](https://www.amazon.com), bridging boutique-quality, woman-led innovation with mainstream accessibility.

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