



AMOENA LAUNCHES AW17 COLLECTION

For Autumn/Winter 2017, Amoena brings together sumptuous designs and supportive features in a range that celebrates women's strength with comfort and style.

In the company's fifth autumn fashion release, Amoena has fully embraced its identity as a design leader, getting introspective with colour and mood, while showcasing lingerie, active wear and tops that are bold and eye-catching.

"Above all, we aim to design products that offer superior support to the beautiful, brave women who need them," says senior designer Melanie Zimmer. "But being able to create a line that tells a lovely story makes us incredibly proud, while giving our customers a more enjoyable shopping experience."

Design inspiration this year begins with the world's different types of dance. "Classical ballet, colourful Asian traditions, and even a little show-girl bravura can be seen woven through the various styles, with the deeply rich colour palettes that are trending this year," continues Zimmer. Other influences include nature's complexity, with different shades of the same tone, for example.

The comprehensive collection, as always, includes everything a woman needs for her complex life: pocketed bras, daywear, workout clothing, comfy home wear and a cruise swim mini-collection. Amoena's signature built-in pockets hold her breast forms if she needs them, but don't hinder anyone from enjoying the pure fashion.

An expert in bra design, Amoena has several AW 17 standouts in lingerie. Popular favourites like the wire-free Mona bra reappear in a unique steel blue, while Lara Satin adopts a delicate light rose tone. Meanwhile, intense black lace and nuances of two-tone luxury characterise the Seduction line.

The AW 17 collection is available for pre-order now. Visit amoena.co.uk for more information.

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ABOUT AMOENA: LEADING THE WAY IN BREAST CARE

Amoena GmbH is the world's leading breast care brand. Headquartered in Raubling, Germany, Amoena was established in 1975 and was the first company to introduce a silicone breast prosthesis.

As the industry pioneer, Amoena combines technology with supreme comfort, offering an extensive product line of bras, swimwear and breast symmetry products. Serving women worldwide, Amoena fully supports the needs of women following breast cancer surgery. The company conducts extensive wear tests for comfort, ease of use and suitability to respond to individual surgery types and lifestyles.

Amoena's ongoing commitment to innovation has resulted in four decades of patented materials, products and manufacturing methods. With the help of a global innovation network, Amoena's research and development team collaborates with universities and scientists across many disciplines. The company's in-house experts incorporate this knowledge into their constant search for new ways to transfer the latest scientific developments into breast form technology.

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FAST FACTS: AT-A-GLANCE

About Amoena

- World's leading supplier of products for women following breast cancer surgery
- Established in 1975
- World's leading breast care brand in innovation and technological advancements
- Industry pioneer of the silicone breast form
- Headquarters – Amoena Medizin-Orthopädie-Technik GmbH, Kapellenweg 36, 83064 Raubling, Germany | Tel: +49 (0) 8035 / 871-0 | Fax: +49 (0) 8035 / 871-560
amoena@amoena.com | amoena.com
- 16 subsidiaries
- More than 80 countries
- 24/7 product portfolio: recovery care, breast forms, lingerie, active, leisure, nightwear and swimwear
- Designed to support women with or without breast cancer
- Available at select retailers and department stores, online and via mail order

About Breast Cancer*

- Breast cancer is the most common cancer in the UK
- In 2011, 49,900 women were diagnosed with cancer in the UK – that's more than 130 women every day
- Around 80% of cases are diagnosed in women over the age of 50
- Breast cancer incidence in the UK increased by 7% in the last 10 years
- 8 out of 10 women now survive the disease beyond ten years

* Source: Cancer Research UK (Nov 2014)