

AMOENA LAUNCHES AW17 COLLECTION

Amoena's autumn/winter 2017 capsule collection offers plenty of excuses to snuggle up as the nights draw in.

Everyday nightwear includes a pyjama set with fresh dark blue top with integral bra and matching blue and white long pants, as well as a relaxed, T-shirt style nightdress in blue and white print. For those who prefer a cheeky sleep set, Romy in light plum with black lace trim pairs a strappy camisole with hipster briefs.

Amping up the 'oomph' factor is a cute black chemise-style nightie with spaghetti straps and sexy lace insert – again with hidden support for comfort and good looks.

Taking the sizzle setting up another notch still is a gorgeous satin nuisette from the Parisian-inspired Seduction range. Influenced by burlesque themes, the Marilyn soft bra nuisette has gentle support and comes in mouth-watering light plum with black skinny straps and black eyelash lace trim. Gold sliders on the straps and a cheeky centre tassel complete the showgirl tease.

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.

For interviews, product images and further information, please contact:

Christina Relf - Real Word Communications

Tel 01962 795 173 | Mobile 07714 703 155
christina@real-word.com

Rhoda White, Marketing Manager – Amoena UK

Tel: 023 8024 6004
rhoda.white@amoena.com



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)