

PRESS RELEASE



WHAT WOMEN WANT: COMFORTABLE BRAS THAT FIT PERFECTLY

As a leader in lingerie design for 40 years, Amoena knows that women want a pretty bra that makes them feel feminine and confident – but above all, they are looking for the best possible fit, feel and comfort. This was confirmed by research that the company conducted globally in 2015.

In response to that research, this season's lingerie includes two new bras that harness the latest technologies for a wear experience that's second-to-none. The **Gracy Padded Soft Bra** features, for the first time, memory foam cups. This means that the inside of the cup gently shapes to a woman's breast form or natural breast, and feels like a second skin. On the outside, it creates a smooth silhouette and always bounces back, retaining its shape even when packed in her luggage, bumped or crowded in a lingerie drawer.

The **Bianca Padded Soft Bra** is a spacer bra. Its spacer foam cups are made with imperceptible air pockets in the foam, which allows air to flow through for better breathability and less bulk than most other padded bras. The result is a lighter feel that still helps maintain a smooth look under any top or T-shirt.

“Because we know that women will want to purchase these bras again and again, we're making them part of our core collection, available year-round in stores and online,” said Amoena's marketing manager, Rhoda White. “We're also delighted to introduce our first ever dedicated bridal lingerie for SS17. The luxurious **Aurelie** set in off-white is as flirty and romantic as any bride could wish for.”

Ends

Photo captions:

Gracy padded memory foam non-wired bra | 32-42 AA A B C D DD | RRP £45

Bianca spacer non-wired bra | 32-42 AA A B C D | RRP £39

Aurelie underwired bra and brief set | 32-44 A B C D DD | 8-24 | RRP £42/£20



Notes for editors:

About Amoena

Amoena (UK) Ltd is the UK distributor for Amoena, 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. Celebrating its 40th anniversary in 2015, as the industry leader Amoena combines technology with supreme comfort to offer an extensive product line of bras, swimwear and breast symmetry products that fully address the needs of women following breast cancer surgery. The company conducts extensive wear tests for comfort, ease of use and suitability to individual surgery types and lifestyles.

Amoena's world-leading innovation has resulted in a long history of patented materials, products and manufacturing methods. With a global innovation network that draws input from 60 countries, 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, high-res product images and further information, please contact:

Christina Relf – Real Word Communications: 01962 795173/07714 703155
christina@real-word.com

Rhoda White, Marketing Manager – Amoena (UK): 02380 246004
rhoda.white@amoena.com | www.amoena.co.uk