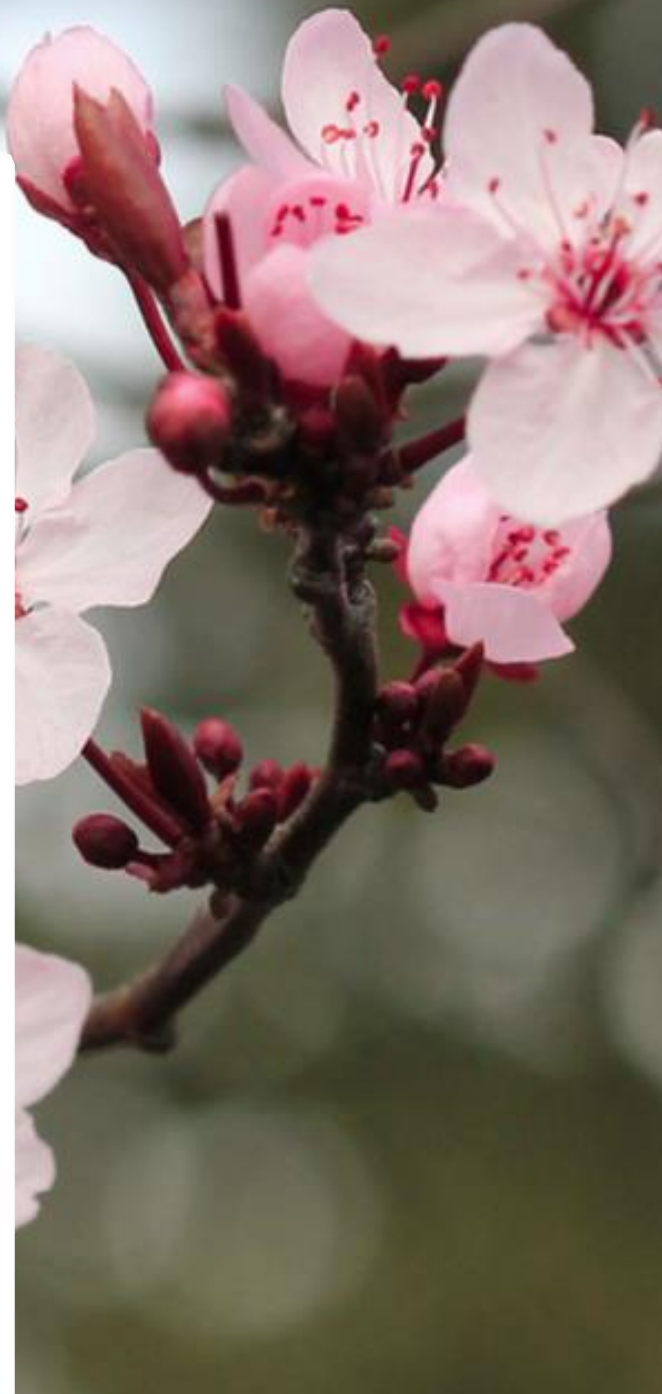


SPRING SUMMER 2021 COLLECTION



Wonderbra®



WONDERBRA *HISTORY*

Before 1993, Wonderbra was owned by Canadelle, a Sara Lee Company and was at that time distributed in Europe by Gossard. The marketing approach was very simple and was highlighting the most important benefit «Push up and plunge» using an innovative advertising «Say goodbye to your feet».

In 1993, the «Hello Boys» campaign enhancing the unknown model Eva Herzigova became one of the most successful campaigns of all time.

Thanks to this powerful campaign Wonderbra became an iconic brand.

Wonderbra has expanded from the single push-up design into a full range of products associated with glamour and sex-appeal.

WONDERBRA *TODAY*

Wonderbra is a real pioneering brand thanks to its relevant products synonymous with glamour and sex-appeal.

The brand is very popular in Europe, with an average awareness of 62%.

Thanks to a large retail network (department stores, independant retailers, mail order and mass market) and its sales website (www.wonderbra.co.uk).

Wonderbra has developed a genuine feeling of empowerment and trustworthiness capturing the core target of the brand.

The brand had always had fruitful TV, press, internet and social networks campaigns through the use of famous and beautiful models like the iconic Eva Herzigova, Adriana Karembeu and Dita Van Teese.



Silky Blossoms

Spring has sprung....
This collection is filled with
colours inspired by Spring.
Blue skies, green grass,
warm sunny days and new
blossoms....

With a sense of adventure
and a free-spirited nature,
the Wonderbra woman is
confident and ready to
explore all the season has
to offer!

FROM THE MOST SUBTLE TO THE MOST WOW!

Bra Shapes - Push-up Bras

From the most subtle to the most Wow !



T-SHIRT BRA

+



MULTIWAY

+



BALCONETTE

++



TRIANGLE

++



ULTIMATE STRAPLESS

++



ULTIMATE PLUNGE

++



ULTIMATE BACKLESS

++



WIRELESS

++



FULL EFFECT

+++



SIZE GUIDE

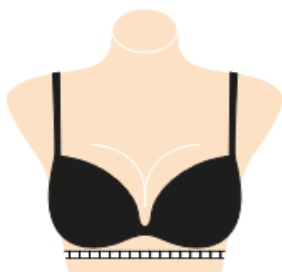
What is my true size ?

To choose the right lingerie,
you must know your measurements!

Wonderbra®

To take your measures, we advise you to stand straight with feet together and wear a non padded bra. Make sure that the measuring tape is parallel with the ground.

1 UNDERBUST MEASUREMENT



Hold the tape measure around your back and measure directly under your bust as shown. This is your under bust measurement. It gives you the equivalent of your size bra.

2 ON BUST MEASUREMENT



Measure completely around the fullest part of your bust (at nipple level). This is your bust measurement. If this measure falls on the 1,5 cm, round up.

MEASUREMENT FOR BRA

SIZES		Euro	65	70	75	80	85	90
	France	80	80	85	90	95	100	105
	UK	30	30	32	34	36	38	40
1	UNDER BUST	cm	63-67	68-72	73-77	78-82	83-87	88-92
2	ON BUST							
	A	cm	77-79	82-84	87-89	92-94	97-99	102-104
	B	cm	79-81	84-86	89-91	94-96	99-101	104-106
	C	cm	81-83	86-88	91-93	96-98	101-103	106-108
	D	cm	83-85	88-90	93-95	98-100	103-105	108-110
	E / DD (UK)	cm	85-87	90-92	95-97	100-102	105-107	110-112
	F / E (UK)	cm	87-89	92-94	97-99	102-104	107-109	112-114
	G / F (UK)	cm	89-91	94-96	99-101	104-106	109-111	114-116
	H / FF (UK)	cm	91-93	96-98	101-103	106-108	111-113	116-118
	I / G (UK)	cm	93-95	98-100	103-105	108-110	113-115	118-120

SS21 COLLECTION STRUCTURE

Ultimate Silhouette Plain

Ultimate Strapless Bra
W032D



P 10

T-Shirt Bra
W9443



Ultimate Plunge Bra
W00J5



P 11

Full Effect Bra
W8144



Multiway Push-
Up Padded Bra
W9243

P 12

T-Shirt Bra
Wireless
W08KY



P 13

Ultimate Backless Bra
W08KZ



Thong
W01P2



P 14

Brazilian
W01OZ



SS21 COLLECTION STRUCTURE

Refined Glamour

Full Effect
Push Up Bra Padded
W03XH



P16

Cleavage DD+
W0A2G



Ultimate Strapless Bra
W031U



P17

Padded Triangle
Bra
W02LN



P18

Shorty
W0A31T





I
Choose
TO BE ME!



Ultimate Silhouette Plain

Ultimate Strapless Bra W032D



Skin
007



Golden
Tan
0BN



Deep
Mocha
0BP



Black
001

EUR SIZE RANGE
70-80 A, 70-85 BC, 65-85 DEFGHI

« This bra will slip effortlessly underneath your favorite sexy evening top or strapless dress »



Triangle Padded Bra W0A87



Skin
007

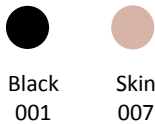
EUR SIZE RANGE
70-80 A, 70-85 BC, 70-80 D, 70-75E, 70F

« Try something different with this sexy modern triangle shape while achieving the famous Wonderbra shape and fullness »



Ultimate Silhouette Plain

Full Effect Push-up Bra
Padded
W8144

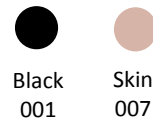


EUR SIZE RANGE
70-85 ABCD

« This bra wil naturally add on two extra sizes thanks to its soft gel and air pads added to the cups »



Ultimate Plunge Bra
W00J5



EUR SIZE RANGE
70-80 A, 70-85 BCD, 70-85 EFG

« With its extra low cut, you can wear all your dresses and tops with plunging necklines »



Ultimate Silhouette Plain

T-Shirt Bra
W9443



Black 001 Skin 007

EUR SIZE RANGE
70-80 A, 70-85 BCDEFGHI

« This must-have bra ensures a rounded & natural looking cleavage and is perfect for everyday wear »



T-Shirt Bra
Wireless
W08KY



Black 001 Skin 007

EUR SIZE RANGE
70-80 A, 70-85 BCDE

« Enjoy impressive cleavage, total freedom & comfort without any wires »



Ultimate Silhouette Plain

Ultimate Padded Backless W08KZ



Black
001



Skin
007



« This amazing Backless bra gives you amazing support & reveal your back entirely. Thanks to the patentend hand-shape technology, this bra will embellish beautifully your neckline. You will be able to wear all backless outfit without any visible bra. Backless is the new neckline ! »

EUR SIZE RANGE
70-80 A, 70-85 BCDE

Ultimate Silhouette Plain



Thong
W01P2



Back



Black * 001 Skin * 007

EUR SIZE RANGE
36,38,40,42,44



Brazilian
W01OZ



Back



Skin
007

Golden
Tan
0BN

Deep
Mocha
0BP

Black
001

EUR SIZE RANGE
36,38,40,42,44



Refined Glamour

Full Effect
Push Up Bra Padded
W03XH



 
Black * Ivory *
001 130



EUR SIZE RANGE
70-85 ABCD

*« This bra will naturally
add on two extra sizes
thanks to its soft gel and
air pads added to the
cups »*



Ultimate Strapless Bra
W031U



 
Black Ivory
001 130

EUR SIZE RANGE
70-80 A, 70-85 BCDEFGHI

*« This bra will slip
effortlessly
underneath your
favorite sexy
evening top or
strapless dress »*



* Upon stock availability

Refined Glamour



Padded Triangle Bra W02LN



Black
001



Ivory
130



Ivory Cloud*
000

EUR SIZE RANGE

70-80 A, 70-85 BCDEFGHI

« Try something different with this sexy modern triangle shape while achieving the famous Wonderbra shape and fullness »



* Upon stock availability & seasonal colour (availability June 2020)

Refined Glamour



« This DD+ bra is perfect to highlight and sublimate any generous breast and to enhance the body's natural curves »

Cleavage DD+
W0A2G



Black
001

EUR SIZE RANGE
65-95 EFGHIJKL



Shorty
W031T



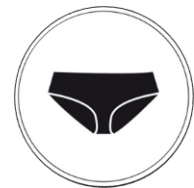
Black
001



Ivory
130



Ivory Cloud*
0D0



EUR SIZE RANGE

36,38,40,42,44, 46,48,50 (new extra sizes in black colour only)

* Upon stock availability



Wonderbra®

We hold a license to manufacture, sell and distribute apparel products under the WONDERBRA trademark in the member states of the European Union, as well as several other European nations and South Africa. 20 years of the brand Wonderbra in Europe. Wonderbra is a registered trademark.