



# Casual Bra

for today's lifestyle

*a concept by the LYCRA® brand*



*for*

liebaert  
Finest quality fabrics made in Belgium  
Since 1887

# REDEFINING

*the casual bra market*



Let's talk about things women can't live without. The bra has evolved and changed through the decades. Cup shapes and materials have changed dramatically, based on a woman's lifestyle. The industry has adapted accordingly, to meet consumer needs.

*Today, bralettes and wire-free bras are on the hotlist.*

Women have spoken. They want comfortable, casual bras that allow for a natural look. They love natural silhouettes. As a result, the traditional bra market is in transition. This change speaks to women of all ages who want to be a better version of themselves.

## **A significant market opportunity**

Not only are these new comfortable bras a big seller today, but the category is forecasted to grow by 50% by 2021\*. This is not a passing fad. It's an evolution that responds to the movement towards a more casual lifestyle.

\*Source: NPD market projections, Spring 2017



*Why compromise*

# SUPPORT *for* COMFORT?

—  
Wire-free bras – especially bralettes – are taking over. They are young at heart, easy-to-wear and comfortable. Many are meant to be seen under tops and dresses. They have become a key item in today's wardrobe. More and more brands have quickly jumped into this trend, by including bralettes in their assortment.

*This is a threat for intimate apparel specialists, whose market-share and profit margin can be under pressure.*

## **So, what's the good news?**

Being a leader in the intimate apparel industry, INVISTA is constantly monitoring the market. We discovered that while these new bras are a fast-growing category, there are also significant signs of dissatisfaction among consumers. Women, especially the curvy and those wearing C+ cups, have unmet needs: they feel disappointed when their new bralettes... let them down! (literally).

They have compromised shape and support for comfort. What's more important: they are willing to pay for more quality. Quality can only be offered by expert bra producers. With the help of the LYCRA® brand.

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INVISTA is ready to lead the industry through this major change by introducing a new concept:

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which has been designed to meet consumer needs by offering quality and performance to this market evolution.

Garment design remains crucial, and INVISTA knows that fabric selection is equally critical to bra performance. That's why we can help producers capitalize on this opportunity by highlighting the most up-to-date technologies and quality standards that make the perfect casual bra come true.

*Introducing the LYCRA® Bra Fabric Finder™.*

The LYCRA® Bra Fabric Finder™ is a new proprietary tool designed to help identify and optimize the right fabric construction for any casual bra collection. By utilizing this innovative platform, designers can deliver the exact shape, support and comfort women want. No more compromise.



How does the

# LYCRA® BRA FABRIC FINDER™

work?



## 1 Designers choose the desired Comfort and Support level

- *Active fabrics* are meant for high support and medium comfort. Ideal for a more dynamic look or for light physical activities such as yoga.
- *Everyday fabrics* grant a mix between comfort and support. Perfect for all-day, from morning to evening.
- *Leisure fabrics* provide high comfort and medium support. Great for lingering at home.

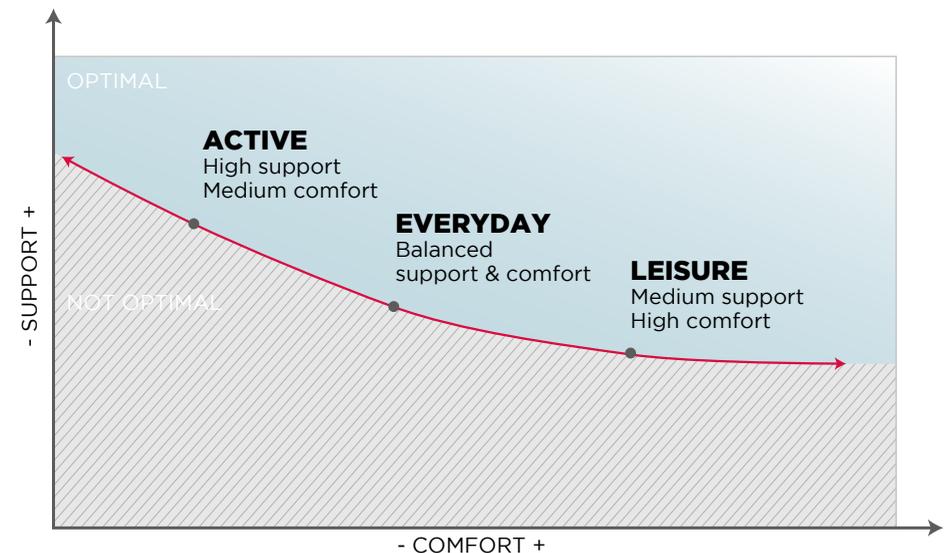
## 2 Designers choose the desired Shaping type

- *Natural* - a medium level of compression for a soft, truer silhouette.
- *Power* - a higher level of compression to better define curves.

## LYCRA® Bra Fabric Finder™ in action

With the LYCRA® Bra Fabric Finder™, the industry can deliver improved performance for casual bras.

The LYCRA® Bra Fabric Finder™ helps add functionality to any casual bra collection. For the first time, designers can identify the perfect fabric construction according to the needs of their consumers.



Stop compromising between Shape, Support and Comfort!

*The perfect casual bra is here to stay!*





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## List of qualifying fabrics

FABRIC STYLE	GARMENT CATEGORY	SHAPING LEVEL
CN/2540/000/0122	 Everyday	Natural
CK/2778/000/0177	 Active	Power
CK/2779/000/0177	 Active	Power
PN/1447/000/0200	 Leisure	Power

*A larger range of fabrics is currently under testing process at INVISTA lab for qualification:*

### FABRIC STYLE

80/210054/3A	PN 2361
CK 2584	PN 2957
CK 2777	PN 2964
CK 2974	PN 2987
CK 2976	R28/CQ20160016/1X
CK/2674/000/0145	RN 6918
CK/2978/000/150	RS 6902
CN 2456	SC 2454
CN 2457	SN 1537
CN/1170/000/150	WN 562



**PN/1447/000/0200**

Weight: **125** gr./sqm

Width: **200** cm.

Shaping level: **Power**

Composition: **77%** polyamide / **23%** LYCRA® elastane

**CN/25040/000/0122**

Weight: **190** gr./sqm

Width: **122** cm.

Shaping level: **Natural**

Composition: **74%** polyamide / **26%** LYCRA® elastane

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