

February 1st, 2017



Spring 2017: A brand new collection and a category first!

Bravado Designs has always been focused on inspiring and supporting every new mom to breastfeed through our thoughtful designs and development of stylish and very comfortable nursing bras. Celebrating our 25th anniversary this year, we are thrilled to be coming out with new and exciting styles this spring that we know will be welcomed with open arms by our pregnant and breastfeeding moms.

On February 1st we introduced our newest innovation: Clip and Pump™ Hands-Free Nursing Bra Accessory. A patent pending design that provides moms with the discretion, ease of use and comfort she has been waiting for! Clip and Pump™ has been specifically designed to attach securely to all Bravado Designs' nursing bras that have our proprietary 'B-clips', offering Moms a totally integrated pumping solution.

On March 1st we will be introducing our Petal Soft™ Collection. A capsule collection of 2 very soft and feminine maternity and nursing bras; Ballet and Buttercup. These two styles allow moms to be spoiled in softness day and night, and will make her transition into nursing bras seamless. **The Petal Soft Collection™... Softness without Compromise.**

About Bravado Designs:

Starting out as an independent company back in 1992, Bravado Designs was purchased by Medela in 2011 and for 5 years, we worked together to help offer Moms a total solution to help with her breastfeeding journey. In 2016, in an effort to streamline our focus on delivering the most comfortable and stylish nursing bras to new and expecting Moms, Bravado Designs separated from Medela and is now once again, an independently led organization. We continue to be dedicated to designing and manufacturing beautiful and comfortable maternity and nursing bras that will inspire every new Mom to breastfeed and help support her on her breast feeding journey.

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