



elomi

Live

Limitless

APRIL - DECEMBER 2023

LINGERIE UP TO A KK CUP



LIVE LIFE TO THE

Full

**FOR THE FULLER FIGURE
UP TO A KK CUP**

Be bold. Be beautiful. Be free. Elomi Lingerie's
gorgeous designs and flattering styles give you what
you need to live life to the full.

CATE

Willow



EL4030 / EL4036

We're kicking off the season with Cate, a true Elomi classic. Featuring a sheer embroidered top cup, with a stylish intersecting arc design, Cate is a full coverage shape which is available in a soft shade of green for AW23.



MATILDA

Wild Cherry

Matilda; she's every Elomi girl's best friend. New season Wild Cherry features a super kitsch design in hyper-pink, with a cherry and floral embroidery.

Elomi's signature print collection, Morgan is available for AW23 in an abstract watercolour floral. Warm earthy tones rest on a black ground, while black lace accents complete the look.



MORGAN

Watercolour



EL4110 / EL4116



El.4380 / El.4388

CHARLEY

Petrol

Feel confident in a great fit you can trust with Charley. Returning for the new season in Petrol, we love the delicate floral embroidery, in tonal shades of green and blue, with soft metallic highlights.



NAMRAH

Jet



EL_301336 / EL_301353

There's so much to love with Namrah; she's our must-have collection of the moment. Featuring a leopard embroidery design, will you opt for classic black, or sway to our soft blush design story? With supersoft foldover elastics, comfort and style combine. You won't want to take this one off.

NAMRAH

Pale Blush



EL301336 / EL301353

CARRIE

Ballet Pinks

New arrival Carrie uses precision print technology to create the multi-coloured floral embroidery that can be seen throughout the collection. The design is so punchy, it's almost life like!





EL_301802 / EL_301833

KENDRA

Black



EL301602 / EL301651

We welcome our new lace range for AW23, Kendra. The UW Plunge Bra features a soft stretch lace that runs over the cups for a luxurious look, whilst the new Thong is designed with a keyhole cutout at the front to keep things fun and sexy. Kendra is serving drama and comfort – a winning combination.



KENDRA

Cherry

EL301602 / EL301670



EL.8080 / EL.8087



BRIANNA

Blackberry

Brianna for autumn is available in a deep purple hue called Blackberry. All your favourites from last season are available, from the UW Plunge Bra, with worn-to-be-seen strappy detailing to the lacy Thong.



EL4353/EL4354



SACHI

Red Confetti

Sachi returns for AW23, and she's in a party mood! Featuring an embroidered heart design in vibrant pinks on a cherry red base, all new Red Confetti is a real showstopper. The UW Plunge Bra has a three section cup, plus side panel for forward shape, uplift and separation.



EL8900 / EL8906

MATILDA

Siren Song

Our original Matilda design returns for AW23 in a mermaid inspired aqua and petrol blue pairing. With an iridescent finish on the embroidered stitch work, Matilda is so effortlessly beautiful, as always. Tried, trusted and loved by so many, Matilda is the collection that keeps on giving.

LUCIE

Rock 'n' Rose

Lucie is a tale of two halves this season, with the launch of two new print designs. Rock 'n' Rose features a photographic rose print across a black ground. All styles feature a soft stretch lace complete with scallop edge detailing.



EL4490 / EL4496

PRIYA

Storm

Inject a little luxury into your lingerie drawer with Priya. Embodying all things glamour, we love the embroidered motif at the centre front of the UW Plunge Bra for a decorative underbust look.



EL4550 / EL4555

EL4030 / EL4036



Why have Cate in one colour when you can be spoiled and have two? Available in a warm shade of red we're calling Berry, Cate is ready for the autumn/winter months ahead.

CATE
Berry



EL4490 / EL4496



LUCIE

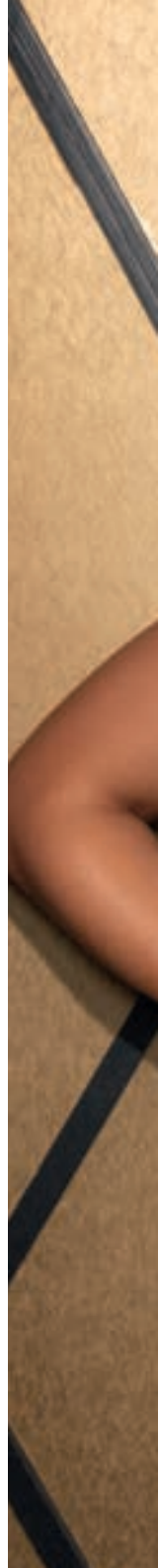
Black

Lucie's second print design for the season is a subtle two tone ditsy floral. Perfect for everyday wear, the UW Plunge shape, features a stretch lace top cup for a rounded shape and ease of fit. Available this season in both Black and Pale Blush.

ENERGISE

Stormy Haze

Energise is set to put you through the paces for AW23 in Stormy Haze. Featuring an abstract print design, in smoky blues and charcoal greys, our UW Sports Bra is the only workout partner you need. With its non-compression technology, expect not only all the support you need, but bust separation and shaping too.





EL.8042



WE CREATE FOR YOU

Since launching the Elomi brand in 2008, we continue to push the boundaries to become a pioneer for lingerie within the fuller figure market. With our years of expertise, we consistently strive to innovate and give our loyal following trusted and trend-driven looks in fabulous fitting styles, right up to a KK cup.

We create for you.

JOIN THE COMMUNITY

At Elomi, we are more than just a brand. We are so proud and passionate about you, our community, and love to support one another, celebrate our bodies and who we are. Because when you feel good, you feel transformed and ready to change the world.

Join the Elomi community and never miss out on the latest campaigns, trends and conversations by following us on our social channels. Our platforms have been designed for you, and other women alike, to connect with one another so don't miss out.

We'd love to hear about your #LiveLimitless journeys too.

Join us at:



@ELOMILINGERIE

elomi

Let's talk

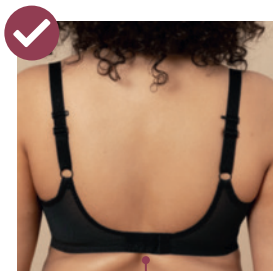
ABOUT FIT

An uneven shape, an unpleasant pinch - there are several tell-tale signs of an ill fitting bra. Your perfect fit will come with no niggles, no annoyances, just all-day comfort and we're here to help you find it.

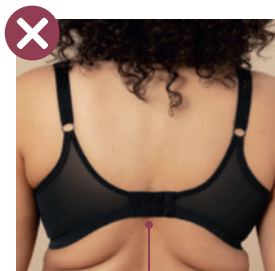
Tear me off and keep me safe, so you can keep check of how your bra should look with our useful good fit/bad fit guide. Just follow our three simple steps!

I. Band

80% of the support in a bra comes from a well fitting underband



The underband should sit firmly around your ribcage, level at the front and back and parallel to the ground.



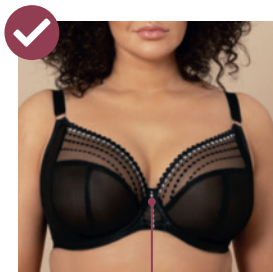
Your underband should never ride up your back, this means it's too big.

DID YOU KNOW?

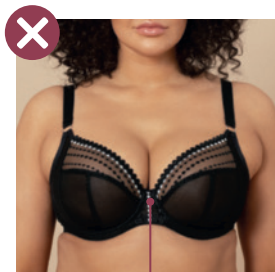
We recommend to have a fitting every 6 months as various factors change the size and shape of your breasts. Weight loss or gain, breast-feeding and menopause can all have an effect.

2. Centre Front

The centre front of your bra should sit flush against your chest bone.



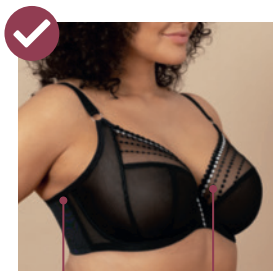
When the centre front sits flat it should provide separation between the two breasts and sit firm.



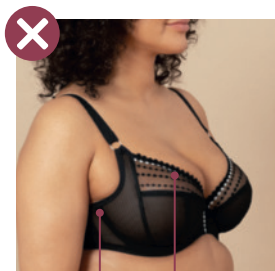
If your centre front sits on top of your breast tissue. This is a sign that your cup is too small.

3. Cups

The correct cup size will give you an even, rounded shape.



The cups should fully encapsulate the full breasts. The underwire should extend behind your breast tissue so there is no bulge or squashing under the arm.



If you're spilling out of your cup a little or a lot, try a bigger cup size.

VIRTUAL FITTING SERVICE

Do you think you could benefit from a bra fitting with our Elomi fit experts? Our friendly fitters are committed to helping you find your size, as well as shapes and styles, suited to you. Visit our website today to find out more and book an appointment to find your perfect fit without even leaving the house.

UK, IRELAND AND REST OF THE WORLD

Wacoal EMEA Ltd. The Corsetry Factory, Rothwell Road,
Desborough, Northants NN14 2PG, UK
Tel: +44 (0) 1536 760282 Fax: +44 (0) 1536 762149
Email: orders@wacoal-europe.com

WACOAL EUROPE SAS (PARIS)

81 rue Saint-Lazare, 75009 Paris, France
Tel: +33 (0) 1 42 81 04 93

WACOAL EUROPE SAS (LYON)

4, Allée du Moulin Berger 69130 Ecully, Lyon, France
Tel: +33 (0) 4 37 59 80 37 Fax: +33 (0) 4 78 35 34 83

EVEDEN INC.

136 Madison Avenue, Floor 9, New York, NY 10016, USA
US Showroom Tel: (212) 696-4763 Fax: (800) 708-8933
USA Customer Service Toll Free: (800) 467-1269 Fax: (866) 533-1385
Email: usaorders@eveden.com

EVEDEN CANADA

Accounts Office: 136 Madison Avenue, Floor 9, New York, NY 10016, USA
US Showroom Tel: (212) 696-4763 Fax: (800) 708-8933
Canada Customer Service Toll Free: (800) 467-1269 Fax: (866) 533-1385
Email: ca.orders@eveden.com

CARIBBEAN AND LATIN AMERICA

Accounts Office: 136 Madison Avenue, Floor 9, New York, NY 10016, USA
US Showroom Tel: (212) 696-4763 Fax: (800) 708-8933
USA Customer Service Toll Free: (800) 467-1269 Fax: (866) 533-1385
Email: usaorders@eveden.com

WACOAL AUSTRALIA PTY LTD.

249 Brunswick Road, Brunswick, Victoria 3056
Tel: +66 3 9326 0318 Fax: +61 3 9370 1074
Email: australia.enquires@wacoal-europe.com/australian.orders@wacoal-europe.com

NEW ZEALAND

Rich Pickings: Kathleen Ritchie
Tel/Fax: 0064 9 411 9174
Email: mail@richpickings.co.nz

ELOMI.COM



WACOAL-EUROPE.COM





ELOMI
Summerwear

FREE TO
Be me

**SWIMWEAR FOR THE FULLER
FIGURE UP TO A JJ CUP**

With amazing support and so many styles to choose from, Elomi Swim makes me feel my best - at the beach or poolside.

PARTY BAY

Multi

Get your holiday off to the perfect start with Party Bay – our new rainbow ombre leopard print collection. Available styles include Elomi Swim’s signature UW Plunge Bikini Top for a statement poolside look.

ES801402 / ES801472





ES801543



TROPICAL FALLS

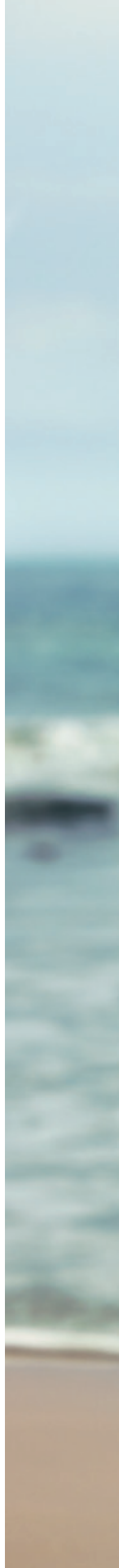
Black

Get ready for fun, sun and surf with our Tropical Falls collection. We've teamed neon pastel tones together with tropical leaves to create this fully charged, electric print that really pops.

PEBBLE COVE

Blue

Making a welcome return for AW23, Pebble Cove with its abstract spot design in Royal Blue. With flirty frill details, adjustable straps and gently flared shapes, Pebble Cove proves you can have gorgeous eye-catching swimwear.





ES80ii06 / ES80ii85

WHY IS CUP SIZED SWIMWEAR IMPORTANT?

At Elomi Swim we know how important it is get the same level of support and confidence from your swimwear, as you do your lingerie.

More often than not, us women are a different dress size on our top half to our bottom half. With our cup sized swimwear, you're able to find your perfect fit, and your perfect style too, because we sell tops and bottoms as separates.

Knowing your bra size is a great place to start, but when it comes to buying swimwear, often we advise you to go up a band size and down a cup size. With swimwear you tend to want a less firm fit on the back, plus swimwear has a higher Lycra content than bras, so naturally it will fit more firm.



elomi

ELOMI.COM