

MAY - DECEMBER 23 LOOKBOOK

LINGERIE UP TO A JJ CUP



IT'S WHO I AM

FANTASIE
Since 1951



MY PERFECT MATCH

No matter what the day ahead holds,
Fantasie remains by my side.
Giving me my daily confidence,
I can be the best version of myself with
the support and comfort I need.

It's who I am.



FL6911 / FL6915

ENVISAGE

FL6912 / FL6915



As we delve into another new season we're excited to launch more colourways for our signature Envisage collection. First up is a timeless and elegant Black; perfect for everyday wear, whilst show-stopping Raspberry is a gorgeous ruby red with subtle iridescent shimmers.

LUCIA

FL101592 / FL101581

With the trend for floral prints remaining a key favourite for us at Fantasie, we couldn't resist a new look for Lucia. This delicate blossom pattern sees an assortment of pretty pinks and forest greens scatter across an ivory ground. The exclusively designed in-house print is so heavenly, it's one not to miss.



FL101501 / FL101550



SMOOTHEASE

FL2510 / FL2528



Due to its ever-growing success, this season we're proud to be expanding the Smoothease wardrobe. For AW23 we bring you a new everyday UW Moulded T-Shirt Bra.

Debuting in Black, Natural Beige and Red, you can mix and match across the Smoothease collection, as well as a whole host of new and existing lines. Want that second skin feeling? Smoothease is your answer.



FL2510 / FL2527

FUSION & SMOOTHEASE

FL3091 / FL2528

Fusion has been a tried and trusted collection for so many years and it's no wonder with its impeccable fit and all-day comfort. Returning in new colourway Blackberry, so rich in colour, it's perfect for autumn/winter. Pair with the sumptuously soft Smoothease Full Brief for comfort made effortless.





PIPPA

FL100701 / FL100780

Back by popular demand, Pippa embodies the bold and romantic.

Indulge yourself in an abundance of rich chocolate, pink and berry tones which together create the collection's beautiful floral design. Pippa offers an extended range of styles which include a Camisole, French Knicker and Chemise which create the perfect nightwear pieces.

ILLUSION

FL2982 / FL2985



Providing the perfect blend of comfort and elevated everyday style, Illusion is crafted from a smooth soft handle fabric and for AW25 returns in a rich chocolate hue.

ANA

FL6702 / FL6705

Returning for AW23, Ana is yours to adore in a new deep vintage shade of rose.

So luxurious in colour, our sought-after fit is once again combined with elegantly refined styling. The geometric spot design features a subtle iridescent shimmer, that will have you feeling confident from your very first layer.







FUSION LACE

FL102301 / FL102350

Introducing a new generation of Fusion for AW25; Fusion Lace. Building on the success of our signature Fusion collection, Fusion Lace offers a more elevated and intricate design approach debuting first in signature Black.

FUSION LACE

FL102314 / FL102371

Take a look at our new shape – the UW Padded Plunge Bra – our lowest plunge style yet for a flattering neckline. The soon to be Fantasie favourite displays a shift in the desire towards dressier looks without compromising on support.









FUSION LACE

FL102301 / FL102352

Embrace your femininity with Fusion Lace in Blush, where unparalleled comfort meets a strikingly beautiful design. Which colour will you choose?

AUBREE

FL6932 / FL6936



Aubree returns for AW23 in a passionate Rouge colourway. Featuring a subtle two-toned lace, bright ruby red highlights are woven for definition and a subtle shimmer. Available in signature Fantasie styles you know and love, Aubree makes every day lingerie look and feel luxurious.

Where a classic fit meets contemporary design, Reflect in Deep Emerald is a must have for the season. With unparalleled support feel confident to tackle whatever your day throws at you. Stretch lace and soft handle fabrics run throughout all styles.



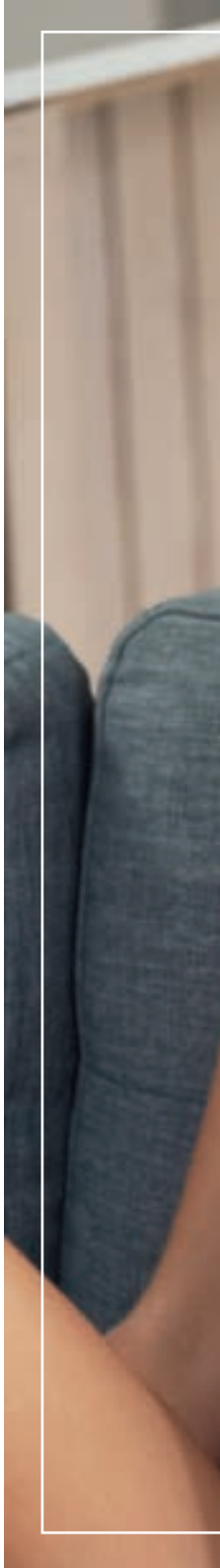
REFLECT

FL101801 / FL101850

ADRIENNE

FL102207 / FL102270

Bloom with confidence this season as we welcome Adrienne; a collection that celebrates the beauty found in the finer details. An assortment of soft ballet pink flowers lay across a contrasting charcoal base. Adrienne shows us exactly why it's important to add a little bit of luxury into our lingerie drawers for AW23.





Our sustainable range Adelle returns with two fresh looks for AW23. Vanilla Blossom sees a mixed assortment of purples and olives contrasted on a buttermilk base. Champagne ivory embroidery compliments the look.



FL101447 / FL101467

ADELLE

ADELLE

FL101401 / FL101451



Whilst colour of the season Black Cherry offers a rich all over colour paired with matching berry embroidery.

OLIVIA

FL3182 / FL3185

Effortlessly elegant in its design, Olivia features a subtle over scaled petal print. With a blend of blush pink, crisp white and pale nudes, the design is accented with a soft stretch lace. Dainty ribbon and metallic charm detailing completes the look.



WANT TO IMPROVE THE WAY YOUR BRA LOOKS?

“Swooping and Scooping” takes just a few moments, but will completely change how your bra looks, fits, and most importantly feels on your body!

STEP 1



Begin by putting your bra on. Lean forward and let your breasts fall in to the cups. Then fasten the hook and eye at the back and straighten up to let your breasts settle into the cups.

STEP 2



Place your hand at the underband along the bottom of the bra. With your opposite hand reach into the cup and gently bring all of your breast tissue forwards, towards the centre front.

STEP 3



Repeat on the other side. If your tissue is still “spilling” at the top of the cups, insert your index finger between your breasts and smooth the top of the cup from the centre gore outwards.

THE WORLD OF FANTASIE

Since 1951, Fantasie has been providing women with the advice and support needed to find the perfect fit. For almost three-quarters of a century we have been innovators in the design and manufacturing of lingerie for women.

It's who we are.

All our collections are designed and developed by a team of in-house designers who consider each and every detail that go into creating the collections with utmost consideration, from strap widths, to bespoke underwires, and high-quality fabric choices. Our sizes start from a 28 back are available up to a JJ cup.

YOU'LL FIND US HERE

We'd love to connect with you, so why not follow us on our social media channels to be the first to know about our latest collection drops, exclusive campaigns and all things Fantasie.



@FANTASIELINGERIE

FANTASIE

Since 1951

FIT CHECKLIST

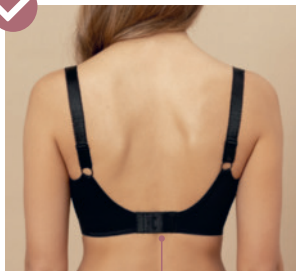
GET YOUR FANTASIE FIT

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. Address those fit frustrations once and for all and transform your shape today.

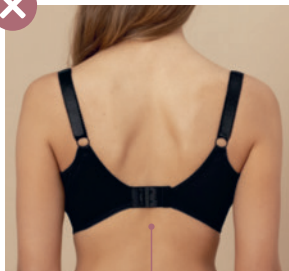
Tear me off and keep me safe so you can keep check of how your bra should look with our useful good fit/bad fit guide. Just follow our three simple steps!

1. 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.

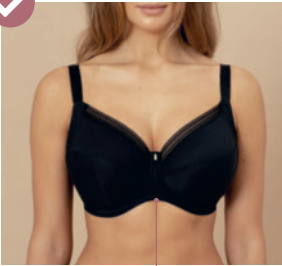
DID YOU KNOW?

Around 80% of women currently wear the wrong bra size.

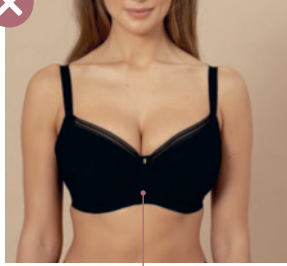
If you're experiencing any discomfort from your bra it's likely you are too. It's an easy mistake to make and similarly an easy one to put right too.

2. Centre Front

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



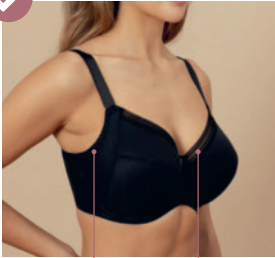
When the centre front sits flat it should provide separation between the two breasts and sit firm.



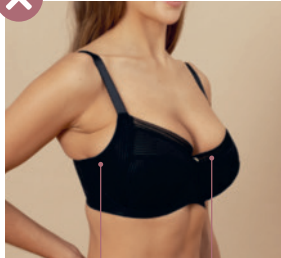
If your centre front sits on top of your breast tissue. This is a sign that your cup size is too small.

3. Cups

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



The cups should fully encapsulate the 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 Fantasie 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.

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