

# Freyo

A woman with long, wavy blonde hair and blue eyes is looking directly at the camera. She is wearing a black bikini with a vibrant, multi-colored tropical print. She is leaning on a light-colored concrete ledge. In the background, there is a swimming pool with blue water and pink lounge chairs.

APRIL - DECEMBER 2023  
SWIMWEAR UP TO A J CUP

LOOKBOOK

# Keepin' cool


---

I set the poolside tone. With so many colours, prints and styles to choose from, Freya gives me a look for every kind of summer mood.





AS7230 / AS7234



# Jewel Cove

Kicking off the holiday season is much-loved Jewel Cove. This season we've expanded the collection to include a new chevron stripe design, and it's giving us serious retro vibes. Available in a black and white pairing.

# Samba Nights

If you love a tropical palm print, Samba Nights is the collection for you. With golden tones radiating throughout the design; it's giving us sunsets and warm evening skies. If you're a fan of a little mix and match story too, check out how the stripe pattern pairs with Jewel Cove.



AS204404 / AS204470

AS204604 / AS204675





# Viva La Fiesta

Feel Coachella ready this AW23 with Viva La Fiesta. We love how the raspberry pinks and lucid aqua compliment the vibrant oranges that can be seen throughout the print. The Plunge Bikini Top features a low centre front with underwired, lined cups for shape and support. Available up to a HH cup.

# Viva La Fiesta





AS204602 / AS204670

# Ibiza

A woman with blonde, wavy hair is sitting on concrete steps outdoors. She is wearing a black, form-fitting, one-piece swimsuit with a scoop neckline. She is also wearing dark sunglasses, white socks with two black stripes at the top, and white sneakers. The background consists of lush green foliage and a pink metal chair with a curved backrest. The scene is brightly lit, suggesting a sunny day.

# Waves



Ibiza Waves is back this season and it really is a tale of two halves. First to drop is forever-faithful Black, which, let's be honest, needs no introduction! Made from an Italian crinkle fabric, the collection champions simple styling, for those moments when less is more.

Ibiza

Waves



AS203814 / AS203870

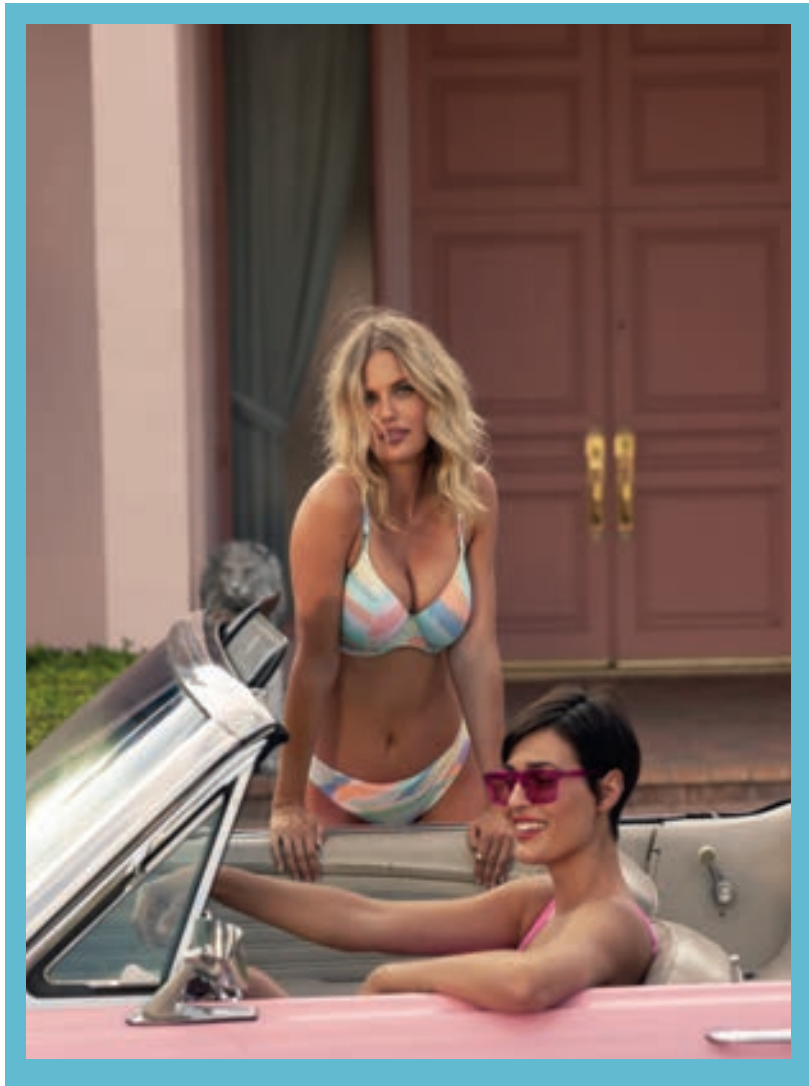
Alongside our Black colourway, we're also bringing you Sorbet, a playful pop of pink. Available in the same 90's inspired styles as last season, this is one you'll want to get your hands on.



AS204802 / AS204870



# Summer Reef



Fresh on the scene for AW23, meet Summer Reef. Featuring a palette of lucid aquas, soft pinks and digital lavenders, the collection's watercolour wave design is so on trend. Available styles include the UW Plunge Bikini Top which features a detachable tie detail at the centre front.

AS204827 / AS204885





**Summer Reef**

AS204710 / AS204785



Desert Disco is a new arrival for AW23, inspired by tropical destinations, festival vibes and carinval brights. We're here for the pops of neon this season. Featuring a whole bunch of styles and coverage levels, Desert Disco has something to offer for everyone.

# Desert Disco





# Desert Disco



AS7230 / AS7234







# Jewel Cove

Did we mention that we're spoiling you with four new Jewel Cove designs for AW23? Our second nautical stripe design comes in a luscious raspberry tone, and offers a vibrant pop of pink to your swimwear collection.

AS7232 / AS7236



If prints aren't your thing then look towards Jewel Cove in Plain Turquoise. Available in styles that you know and love, make this your perfect beach companion.

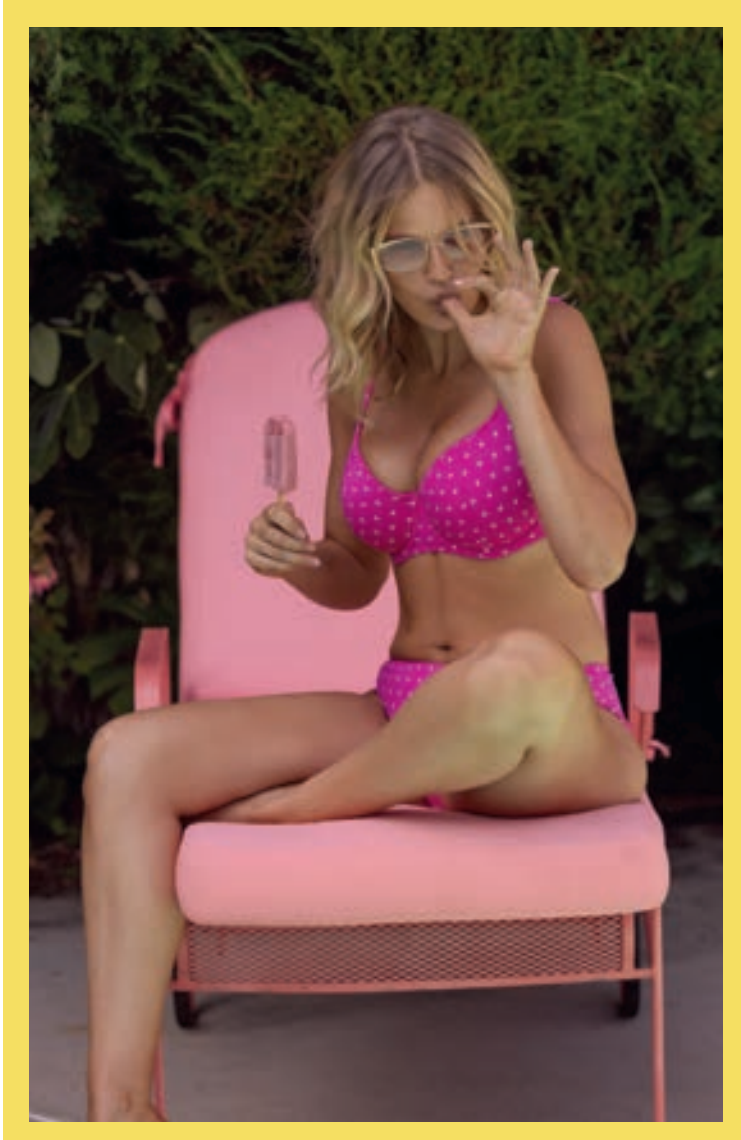
# Jewel Cove





AS7231 / AS7234

# Jewel Cove

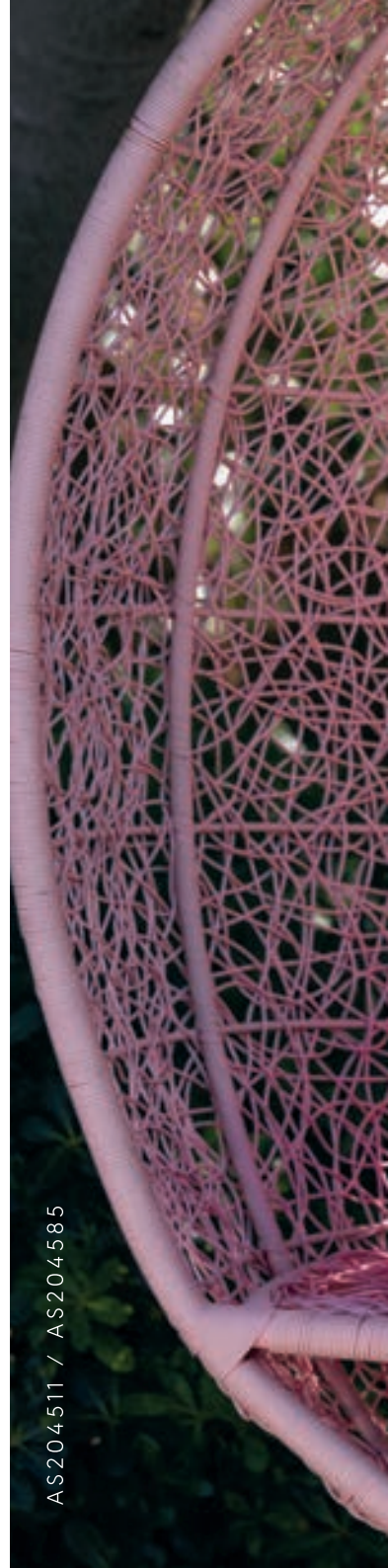


No Jewel Cove collection would be complete without the original diamond print. Available for the new season in fun and flirty Raspberry.

Bright colours and vibrant prints - what's not to love? Hot Tropics features a hibiscus style floral design in soft pinks, zesty lime greens and tranquil blues.

# Hot Tropics

AS204511 / AS204585





Pair Hot Tropics with Ibiza Waves in Sorbet  
for a mix and match look that will have you  
making waves for AW23.





# Hot Tropics

AS204503 / AS203885



# & Ibiza Waves



# Let's get social!

Stay in the loop with all things Freya across our socials where you can keep up to date with our latest campaigns, collection drops and exclusive influencer content.

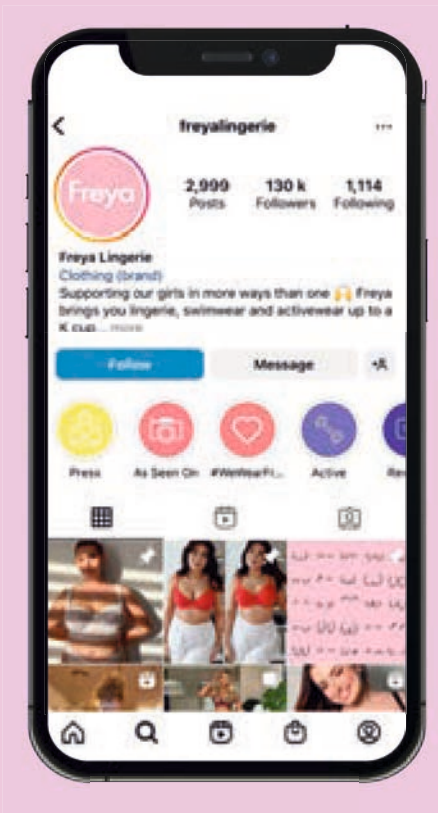
Be sure to get involved with our regular competitions, where you and your besties can win new style giveaways, as well as product goodies with our exciting brand collaborations.

Look out for our styling videos too where we share inspiration and ideas on how to style Freya looks. Our favourite thing is seeing you make Freya your own, so make sure you tag us in your posts and use the hashtags #freya #freyalingerie - you may just be featured on our pages.

We can't wait to hear from you!



@freyalingerie



## 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



WACOAL-EUROPE.COM

FREYALINGERIE.COM

