

elomi

MAY - NOVEMBER 2022
LINGERIE UP TO A KK CUP



“I love Elomi because of how gorgeous
it makes me feel to be a woman!”

Audrey Little

@AUDREYLITTLE

Notes from the designer

“OUR AW22 COLLECTION EVOKES A SENSE OF OPTIMISM, WITH JOYFUL PRINTS AND VIBRANT COLOURS, COMPLEMENTED BY A TREND FOR LONGEVITY WITH VERY WEARABLE COLOURS THAT WILL WORK LONG BEYOND THE CURRENT SEASON.”

We introduce Kintai in classic Black, and a vibrant dance-the-night-away colour – Cha Cha. The UW Plunge is inspired by the shape of the Kintai bridge in Japan, while the UW Bra is the perfect everyday bra for anyone who loves the fit of Morgan, but wants a streamlined look. Comfort is key in this range, hence the soft fold-over underband and comfy stretch mesh.

What's your favourite wild animal print? For AW22 we love leopard. Be sure to check out our three animal inspired ranges including our new collection Namrah cut from tulle decorated with embroidered leopard spots with a hint of metallic sparkle, with a special centre front metal ring and cut-out detail.

A stylised animal print in deepest bordeaux on a peachy pink ground, Lucie returns this season in Wild Thing, sure to make your heart sing. Run wild in Energise Dusky Leopard, a tonal leopard print in dusty pink and plum, with highlights of peach.

No season is complete without Charley, this season in a stormy grey with rose gold embroidered detailing.

We guarantee you're going to love the new season as much as we do. So, all that's left to do is look great, feel great and let Elomi support you throughout it all.



LIESL GOODMAN
HEAD OF DESIGN



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It's my time

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

I've arrived. In Elomi's amazing fit and bold styles, I feel wonderfully feminine but strong enough to take on anything.

This is living limitless, and I love it.

EL8081 / EL8085

Brianna

ASH ROSE



EL4030 / EL4036

Cate
TUNIS

ELOMI LINGERIE

Brianna

LAPIS

EL8080 / EL8085



Morgan
TWILIGHT



EL4110 / EL4116



EL8900 / EL8906

Natitda
IRIS





Kintai

CHA CHA

EL301202 / EL301270

Charley
STORM

EL4380 / EL4388



EL4550 / EL4555



Prima
ROSE GOLD

EL4030 / EL4036



Cate

DARK COPPER

ELOMI LINGERIE

EL4490 / EL4496



Lucie
WILD THING



Natitda
WINE DIAMOND

EL8900 / EL8907



Xamrah
BLACK

EL301335 / EL301355

Energise

DUSKY LEOPARD



EL8042

AW22 COLLECTION

*Flomi reveals
the real me.*

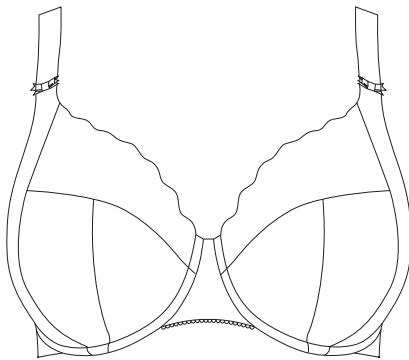


LOWEST Coverage

BRA SHAPES *Explained*

Offering the lowest level of coverage across our collection are our plunge frames - featuring a low centre front for a plunging neckline without push up. Our bestselling UW Plunge Bra is featured in many of our best loved styles such as Matilda and Brianna, while our newest category is the UW Bandless Plunge Bra, which is based on Matilda, but without the fabric below the wire, for a lighter look. Don't miss the UW Plunge Bra - Stretch, this frame features a powerful stretch top cup which is great for accommodating varying fullness in the breasts.

UW BANDLESS PLUNGE BRA



- Based on Matilda plunge
- Bandless frame
- Offers less coverage with no fabric under the cup, preventing roll-up
- Elasticated neck edge for ease of fit
- Soft fold-over elastic overlay on the underband for all-day comfort

Find here - Namrah

UW PLUNGE BRA



- Banded underwire frame
- Offers less coverage with a low centre front
- Stretch neck edge for ease of fit
- Powernet wing provides anchorage and support

Find here - Kintai, Brianna, Charley,
Matilda, Priya
& Sachi

UW PLUNGE BRA-STRETCH



- Banded underwire frame
- Offers less coverage with a low centre front
- Top cup cut from powerful stretch lace for a rounded shape and ease of fit
- Powernet wing provides anchorage and support

Find here - Charley, Lucie & Kim

Elomi bra styles old and new can be found among our medium coverage offerings. We have everything from our classic UW Bra shape that features a cut-and-sew three section cup with added side support panel, to our UW Moulded Spacer Bra that features a light and breathable moulded cup for a rounded smooth profile. We have two Bralettes for you to choose between - both very different in their appearance. Our Charley Bralette is based on our UW Plunge Bra but with a stretch lace overlay that extends beneath the cradle into a feminine longline style, while Kelsey is inspired by the Sports-luxe trend, and has the aesthetic of a crop top, with all the support of a concealed inner Matilda frame bra.

UW BRA

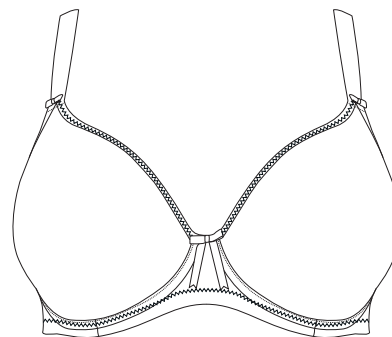
- Banded underwire frame with three section cup plus side support panel for forward shape
- Top cup cut from powerful stretch lace or fabric, for a rounded shape and ease of fit
- Powernet wing provides anchorage and support

Find here - Kintai, Morgan & Molly

UW MOULDED SPACER BRA

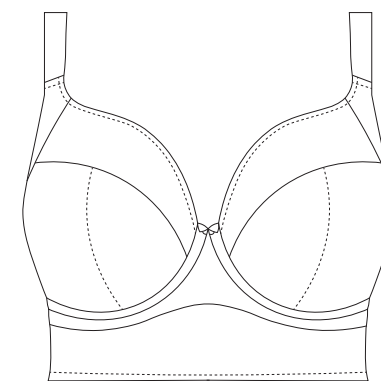
- Offers rounded smooth profile
- Spacer mould is breathable and comfortable whilst offering good support
- Full in cup but lower at underarm to prevent wire dig, and bandless design has less fabric under the cups to prevent rolling on shorter upper torsos

Find here - Charley

UW MOULDED BRA

- Non-stretch, non-padded moulded cup
- Seamless cup offers a rounded smooth profile
- Banded underwire frame
- Fold-over elastic at the underarm and neck edge for comfort

Find here - Smooth & Bijou

UW BRALETTE

- Three section top cup plus side support panel for forward shape
- Longline shape
- Low centre front gives plunge without push up
- Stretch lace overlay on cradle and wing has no bones and is loose to avoid rolling

Find here - Charley

HIGHEST Coverage

BRA SHAPES *Explained*

Our highest coverage category includes best-selling Cate, with its three-section cup and higher centre front, designed to fully encapsulate the breasts, and distribute the bust weight, for all day comfort. Our Soft Cup Bra sits within the Cate family too, so it has a similar cup shape to the UW Bra, without a wire, but with the addition of a wide elastic underband for good anchorage. And that just leaves our UW Sports Bra, which provides maximum coverage and firm hold for complete support when you need it most.

UW BRALETTE



- Inner plunge bra based on Matilda is Café Au Lait coloured to make the inner bra disappear against the skin
- Outer stretch sheer lace layer for a sports-luxe look
- Soft fold-over elastic for comfort
- Darted outer layer conceals the seams of the inner bra, so it functions as a T-shirt bra

Find here - Kelsey

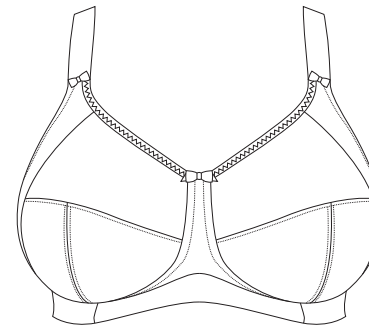
UW BRA



- Full cup frame and cup shape offers full coverage
- Three section cup plus side support panel for forward shape, uplift and separation
- Stretch neck edge for ease of fit
- Powernet wing provides anchorage and support

Find here - Cate

SOFT CUP BRA



- Non-wired shape
- Wide elastic band and V-shape to prevent rolling
- Restricted stretch straps to give bust a firm, even lift
- Flexible side boning for anchorage and support
- Three section cup and side support panel for forward shape and uplift

Find here - Cate

UW SPORTS BRA



- Four section cup
- Unique non-compression technology means breasts are encapsulated in the cup offering support and shape
- Fabric features moisture wicking properties keeping you cool and dry

Find here - Energise



This season, we focus on Morgan. For many seasons, Morgan has given us the perfect starting point when creating new styles. A frame that is much-loved by our loyal Elomi following, the UW Banded Bra features a three section cup with a powerful stretch lace and elasticated neck edge for ease of fit. Its average coverage frame offers the very best in comfort and all day support and is available in cup sizes DD-K.

PRINTS

Showcasing seasonal prints was where it all began for Morgan. From bold floral designs to animal inspired prints, this collection continues to bring new designs to the table time after time.

For AW22 it's no different, and all-new Twilight features a photographic print. Opulent in its design, deep blue anemone flowers rest upon a black ground, with stretch lace accents adorning all styles.

There are a selection of continuity prints available too, with White and Toasted Almond proving popular all year round.



Look out for the little roundel that highlights the styles based on the much-loved Morgan. We don't want you to miss a single one!





PLAINS

We launched our selection of plain Morgan styles because we wanted to offer you staple colourways in our signature, best-selling frame. For the plains this season, we direct you to our continuity colours which we extended only last season. We have five key plain colours to choose from – Ballet Pink, Haute Red, White, Black and Sahara.

Our continuity colours create an extended mix and match opportunity and pair seamlessly with collections such as Smooth and Charley. Available in matching colours, be sure to keep an eye out for these.

Did you know?



Did you know that our Haute Red actually disappears against the skin – much like a nude? It's show-through proof, so you can keep it bold and bright under a white tank top or fitted shirt and no one will know. Trust us – give it a try!

Our Molly UW Nursing Bra is based on the Morgan frame. Molly gives you the utmost in comfort when you need it most!

This style is available up to a KK cup.



Merchandising

When it comes to colours and prints, make the most of Elomi Lingerie in-store this season. We plan the release dates of our seasonal collections with you, the retailer, in mind so you can show your customers there are many ways to wear and feel great in Elomi.

May



**BRIANNA
ASH ROSE**



**BIJOU
ASH ROSE**

Jun



**CATE
TUNIS**

Jul



**BRIANNA
LAPIS**



**BIJOU
LAPIS**



**MATILDA
IRIS**



**MORGAN
TWILIGHT**

Aug



**KINTAI
BLACK**



**KINTAI
CHA CHA**

Sep



**CHARLEY
STORM**



**SMOOTH
STORM**



**PRIYA
ROSEGOLD**



**CATE
DARK COPPER**

Oct



**NAMRAH
BLACK**



**MATILDA
WINE DIAMOND**



**LUCIE
WILD THING**

Nov



**ENERGISE
DUSKY LEOPARD**

Bijou

Kicking off the new season, Bijou returns for AW22. The UW Moulded T-shirt Bra creates a smooth rounded profile with its low centre front that offers plunge without push up – it's just the right amount of cleavage. Available in Ash Rose and jewel toned Lapis, Bijou merchandises with Brianna for AW22. Pair with the Brianna Full Brief for the perfect mix and match opportunity.



ASH ROSE (ASE)
Fashion/Available:



LAPIS (LAS)
New Limited Continuity/Available:



BLACK (BLK)
Continuity



SAND (SAD)
Continuity



J Hook

UW MOULDED T-SHIRT BRA • EL8722



- Seamless cup offers a beautifully rounded smooth profile
- Low centre front gives plunge without push up
- Fold-over elastic at the underarm and neck edge for comfort
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Bow detail at the centre front

UK	36-44 E	34-44 F-G	34-42 GG-H
EU	80-100 F	75-100 G-I	75-95 J-K
FR	95-115 F	90-115 G-I	90-110 J-K
AUS/NZ	14-22 E	12-22 F-G	12-20 GG-H
US	36-44 DDD	34-44 G-I	34-42 J-K
JP	80-100 G	75-100 H-J	75-95 K-L

PRICE _____

Brianna

Lingerie confidence is yours with Brianna. Featuring a flat lace with a floral design, Brianna features an UW Plunge Bra, with worn-to-be-seen strappy detailing at the centre front, while the UW Padded Half Cup Bra features a foam lined cup, for uplift and a natural rounded shape. Available in two colours for AW22; Lapis, an electric blue, and Ash Rose, a soft dusty pink. Extend the Brianna merchandising story further by pairing Brianna with Bijou for AW22.



ASH ROSE (ASE)
Fashion/Available:



LAPIS (LAS)
New Limited Continuity/Available:



BLACK (BLK)
Continuity



WHITE (WHE)
Continuity



UW PLUNGE BRA • EL8080



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus side panel for forward shape, good uplift and separation
- Unlined tulle top cup for a light and sexy look
- Cup is overlaid with flat lace which features a floral design in a mix of matte and shiny yarns
- Overlapping oval metal detail to cup apexes and centre front

UK	38-44 E	36-44 F-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	85-100 F	80-100 G-H	75-100 I	70-95 J-L	70-90 M-O
FR	100-115 F	95-115 G-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	16-22 E	14-22 F-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	38-44 DDD	36-44 G-H	34-44 I	32-42 J-L	32-40 M-O
JP	85-100 G	80-100 H-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



J Hook

UW PADDED HALF CUP BRA • EL8081



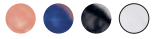
- Based on the Anushka EL4060 UW Padded Half Cup
- Three section light foam liner has vertical seams for uplift, and is trimmed slightly lower at the neck edge for a light and sexy look
- Cup overlay is cut from rigid lace for support, teamed with a stretch lace top cup for ease of fit
- Centre gore is overlaid with scalloped edge lace for a luxurious look
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Overlapping oval metal detail to cup apexes and centre front

UK	38-44 DD-E	36-44 F-FF	34-42 G	32-42 GG-H	32-40 HH
EU	85-100 E-F	80-100 G-H	75-95 I	70-95 J-K	70-90 L
FR	100-115 E-F	95-115 G-H	90-110 I	85-110 J-K	85-105 L
AUS/NZ	16-22 DD-E	14-22 F-FF	12-20 G	10-20 GG-H	10-18 HH
US	38-44 DD-DDD	36-44 G-H	34-42 I	32-42 J-K	32-40 L
JP	85-100 F-G	80-100 H-I	75-95 J	70-95 K-L	70-90 M

PRICE _____



FULL BRIEF • EL8085



- Fuller coverage brief
- Double layered stretch mesh front and back
- Sheer tulle side panels with stretch lace overlay pieces

M-4XL

PRICE _____

Cate

Make way for a true Elomi classic, Cate returns for AW22 in two new colours. First on the scene is Tunis, a key colour for the season. It is the boldest shade of cobalt blue, and we cannot get enough of it. Dark Copper follows later in the season, and is a lustrous blend of red meets brown. Featuring a sheer embroidered top cup, with stylish intersecting arc design, the Cate UW Full Cup Bra offers a level of comfort and all day support that cannot be matched.



UW BRA • EL4030



- Based on the Caitlyn frame, but with a little of the excess fabric removed at the underarm for improved support
- Three section cup plus side support panel for forward shape, uplift and separation
- Sheer embroidered top cup features a stylish intersecting arc design
- Embroidery has a special flattened finish to minimise show-through
- Back strap position has been moved in slightly compared to Caitlyn to prevent strap slippage
- Elasticated neck edge for ease of fit
- Powernet wing for anchorage and support
- Bow detail at the centre front and apexes

UK	38-46 DD	34-46 E-HH	34-42 J-K
EU	85-105 E	75-105 F-L	75-95 M-O
FR	100-120 E	90-120 F-L	90-110 M-O
AUS/NZ	16-24 DD	12-24 E-HH	12-20 J-K
US	38-46 DD	34-46 DDD-L	34-42 M-O
JP	85-105 F	75-105 G-M	75-95 N-P

PRICE _____



NON WIRED BRA • EL4033



- Three section cup plus side support panel for forward shape, uplift and separation
- Smooth satin simplex bottom cup for extra support
- Sheer embroidered top cup features a stylish intersecting arc design
- Embroidery has a special flattened finish to minimise show-through
- Flexible side boning enhances anchorage and support
- Wide elastic underband with V-shaped centre front helps prevent rolling
- Powernet wing for anchorage and support
- Restricted stretch straps designed with a centre pull to give the bust a firm and even lift
- Bow detail at the centre front and apexes

UK	40-48 B-C	38-48 D-DD	36-48 E-G
EU	90-110 B-C	85-110 D-E	80-110 F-I
FR	105-125 B-C	100-125 D-E	95-125 F-I
AUS/NZ	18-26 B-C	16-26 D-DD	14-26 E-G
US	40-48 B-C	38-48 D-DD	36-48 DDD-I
JP	90-110 C-D	85-110 E-F	80-110 G-J

PRICE _____





BRIEF • EL4035



- Cut from smooth nylon elastane stretch fabric with a subtle sheen
- Sheer embroidery panels at front leg
- Bow detail at the centre front

FULL BRIEF • EL4036



- Higher rise coverage at the waist
- Cut from smooth nylon elastane stretch fabric with a subtle sheen
- Sheer embroidery panel at front waist

M-4XL

M-4XL

PRICE _____

PRICE _____



SKIN TONE STORY

Aside from the new colourways for the season, there is so much more that the Cate collection has to offer.

Cate is all about being inclusive, and we're not just talking about bra sizes and body shapes.

Cate is available to buy in six continuity colours that have been designed to suit a range of skin tones.

We know one shade of nude does not fit all, so be sure to meet your match with Cate for AW22, if you haven't already!



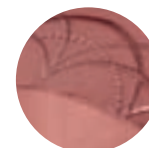
WHITE



LATTE



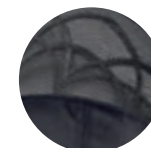
HAZEL



ROSEWOOD



RAISIN



BLACK

Morgan

If you love your prints, you'll know by now that Morgan releases a new design every season. For AW22 it's no different, and all-new Twilight features a photographic print. Opulent in its design, blue anemone flowers are scattered across a black ground, with lace accents adorning all styles. The UW Banded Bra provides all day comfort and support, with its three section cup that features a powerful stretch lace and elasticated neck edge for ease of fit.



TWILIGHT (TWT)
Fashion/Available:



BALLET PINK (BAK)
Continuity



HAUTE RED (HAD)
Continuity



WHITE (WHE)
Continuity



BLACK (BLK)
Continuity



SAHARA (SAH)
Continuity



EBONY (EBY)
Continuity



TOASTED ALMOND (TOD)
Continuity



UW BRA • EL4110



- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace to give a beautifully rounded shape
- Elasticated neck edge for ease of fit
- Bow detail at centre front and apexes
- Gold charm at centre front

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



FULL BRIEF • EL4116



- Fuller coverage brief shape
- Fully printed matte nylon elastane fabric
- Stretch lace panels at side front
- Bow detail at the centre front

M-4XL

PRICE _____

Print



BRIEF · EL4115



- Fully printed matte nylon elastane fabric
- Stretch lace panels at side front
- Bow detail at the centre front



S-4XL



M-4XL

PRICE _____



UW BRA · EL4111



- Morgan in plain non-printed fabric uses the same fabric and shape as Morgan printed styles
- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace to give a beautifully rounded shape
- Elasticated neck edge for ease of fit
- Bow detail at the centre front and apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____

Plain


Matilda


Our best-selling UW Plunge Bra – no season would be complete without Matilda. “Diamonds are a girl’s best friend”, and our favourite sparkling gemstone is the inspiration for our newest embroidery for AW22. Wine Diamond’s deep blackberry tulle is decorated with an embroidered diamond design, in a contrast metallic bronze thread. Our classic Matilda design is available too – regal and powerful in Iris. Featuring a three piece cup, plus an added side support panel for forward shape, Matilda offers uplift and support in sizes in DD – K.


 **IRIS (IRS)**
Fashion/Available:

 **WINE DIAMOND (WID)**
Fashion/Available:

 **CLOVE (CVE)**
Limited Continuity

 **BLACK (BLK)**
Continuity

 **CAFÉ AU LAIT (CAT)**
Continuity

 **ROSE (ROE)**
Continuity

 **WHITE (WHE)**
Continuity



J Hook



Close up of embroidery on new Wine Diamond

UW PLUNGE BRA • EL8900



- Low centre front gives plunge without push up
- Three section cup plus side support panel for forward shape, uplift and separation
- Elasticated neck edge for ease of fit
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Silver ring detail at apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



BRIEF · EL8905



- Sexy sheer back and sides
- Cotton lined front for modesty
- Sheer inserts with embroidery detail at front waist



S-4XL



M-4XL

PRICE _____

FULL BRIEF · EL8906



- Sexy sheer backed fuller coverage brief
- Cotton lined front, with stretch mesh side panels
- Sheer inserts with embroidery detail at front

M-4XL

PRICE _____

THONG · EL8907



- Sexy sheer backed brief
- Cotton lined front, with stretch mesh side panels
- Sheer inserts with embroidery detail at front

S-3XL

PRICE _____

Kintai

New
FOR AW22

Taking centre stage for AW22, welcome Kintai. An exciting new release, we've updated existing shapes you know and love. Be sure to look out for the UW Plunge Bra. It's based on Matilda, but with a playful twist - we just love the peek-a-boo styling. If you prefer the fit of Morgan, Kintai's UW Bra is the perfect piece for you. With its comfortable stretch mesh and soft elastics, think elevated everyday essentials. With the choice of two colourways, will you dance the night away in Cha Cha, or opt for classic Black.

CHA CHA (CCA)
Fashion/Available:

BLACK (BLK)
New Continuity/Available:

BASED ON
Matilda

NEW
shape
FOR AW22



UW PLUNGE BRA • EL301202



- Based on the Matilda EL8900 UW Plunge Bra
- Cup and wing overlay is cut from a fine stretch fishnet mesh
- Cup overlay forms a bridge detail at the centre front, for a cute peek-a-boo look
- Bridge detail does not show through clothing
- Inner bra has an unlined tulle top cup for a lighter look
- Centre gore, bottom and side cups have Café Au Lait coloured linings for support with a lighter look
- Elasticated neck edge for ease of fit
- Soft fold-over elastic at the underarm and top edge of the back for comfort and a smooth edge
- Soft fold-over elastic overlay on the underband for all-day comfort
- Rose Gold coloured metal oval connectors at cup apexes and centre front

UK	38-44 E	36-44 F-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	85-100 F	80-100 G-H	75-100 I	70-95 J-L	70-90 M-N
FR	100-115 F	95-115 G-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	16-22 E	14-22 F-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	38-44 DDD	36-44 G-H	34-44 I	32-42 J-L	32-40 M-N
JP	85-100 G	80-100 H-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____

BASED ON
Morgan

NEW
shape
FOR AW22



UW BRA • EL301205



- Based on the Morgan EL4110 UW Bra
- Fine stretch fishnet mesh top cup with powernet liner to give a beautifully rounded shape
- Top cup powernet lining is Café Au Lait coloured for support with a lighter look
- Cup and wing overlay are cut from a fine stretch fishnet mesh
- Bottom cups are lined with smooth supportive simplex
- Elasticated neck edge for ease of fit
- Soft fold-over elastic at the underarm and top edge of the back for comfort and a smooth edge
- Soft fold-over elastic overlay on the underband for all-day comfort

UK	36-44 F-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-100 G-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-115 G-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-22 F-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-44 G-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-100 H-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



FULL BRIEF • EL301251



- Fuller coverage brief
- Sheer inserts at side front
- Cut from a fine stretch fishnet mesh
- Front is lined with a light stretch mesh for modesty

M-4XL

PRICE _____



THONG • EL301270



- Sheer inserts at side front
- Cut from a fine stretch fishnet mesh
- Front is lined with a light stretch mesh for modesty
- Keyhole detail at back

M-3XL

PRICE _____

Priya

Since its launch, Priya has proved its self to be a real hit. Available for AW22 in an easy-wearing shade of Rosegold, the colour complements all skin tones. The collection embodies all things 1920's glamour, with an embroidery inspired by decadent chandeliers and draped beading, that adorns the top cup and centre front. The underbust tattoo-style panel is what really sets this collection apart from the rest, and with rose gold charm detailing, the collection feels deliciously luxurious. A treat for your lingerie drawer!



ROSEGOLD (ROD)
New Continuity/Available:



BLACK (BLK)
Continuity



UW PLUNGE BRA • EL4550



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus cotton lined side support panel for forward shape, good uplift and separation
- Unlined tulle top cup
- Cup is overlaid with a beautiful embroidery, that angles towards the front for a flattering look
- Soft fold-over elastic at the neckline for ease of fit
- Soft fold-over elastic at the top edge of the back for a smoothing effect
- Embroidered motif at the centre front for a decorative underbust tattoo look
- Rose gold central jewel and apex details

UK	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



FULL BRIEF • EL4555



- Fuller coverage brief
- Double stretch mesh front
- Folded edge back leg panel for a smooth no-show leg edge
- Diagonal back seam creates shaping to allow the back leg edge to anchor and not ride up
- Diagonal back seam is sewn with a special flat technique with extra soft thread to minimise show-through
- Cutout detail at back waist
- Rose gold jewel detail at centre front

M-4XL

PRICE _____

BRAZILIAN • EL4557




- Cheeky back coverage and lower rise at the waist
- Double layered stretch mesh front
- Folded edge back leg panel for a smooth no-show leg edge
- Cutout detail at back waist
- Rose gold jewel detail at centre front

M-4XL

PRICE _____

Smooth

Sit comfortably this season with Smooth. Designed for comfort and complete ease of wear, the Smooth Full Brief is crafted from a sustainably sourced MicroModal® fabric making it both breathable and super soft. It's so much like a second skin, you might even forget your wearing it! The UW Moulded Strapless Bra is a feat of engineering, unique in its size range for this type of style, and the UW Moulded Non Padded Bra is the perfect everyday seamless bra.


 **STORM (STM)**
New Limited Continuity/Available:

 **CLOVE (CVE)**
Limited Continuity

 **BALLET PINK (BAK)**
Continuity

 **HAUTERED (HAD)**
Continuity

 **WHITE (WHE)**
Continuity

 **BLACK (BLK)**
Continuity

 **SAHARA (SAH)**
Continuity



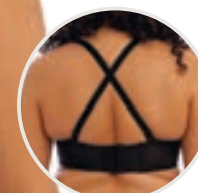
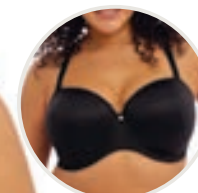
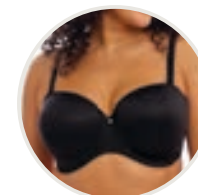
FULL BRIEF • EL4565



- Fuller coverage brief shape
- Cut from a fabric which is a blend of Tencel™ Modal and elastane
- Super soft Tencel™ Modal is breathable and comfortable to wear
- The fabric and elastic trim are very stretchy, which allows this garment to be dual-sized
- Tencel™ Modal is a sustainable fibre that derives from renewable wood sources
- Special flat sewing technique with extra soft thread is used on seams and to attach the elastic, to minimise show-through under clothing
- Cotton lined gusset

M/L, XL/2XL, 3XL/4XL

PRICE _____



UW MOULDED STRAPLESS BRA • EL4300



- Foam moulded cup with matte simplex overlay gives firm support
- Cup shape has been specially developed to give a forward and rounded cup shape, without digging in at the neckline
- Cups have a sweetheart neckline, dipping at the centre front for a flattering shape
- Removable multiway straps feature a specially developed "slide and lock" hook which keep straps securely in place
- Flexi-bones at the back support without digging in, flipping or rolling
- Elastic at the top of the back and underband feature patented *Stay4Sure* silicone coating, which helps prevent slipping, and is kind to the skin
- The cup has two strap connecting locations to allow a choice of wearing position
- Three or four rows of wider spaced hook and eye, dependent on size
- Bow with rose gold metal pinwheel charm at the centre front

UK	40-44 DD	38-44 E-F	36-44 FF	34-42 G	32-40 GG-HH	32-38 J
EU	90-100 E	85-100 F-G	80-100 H	75-95 I	70-90 J-L	70-85 M
FR	105-115 E	100-115 F-G	95-115 H	90-110 I	85-105 J-L	85-100 M
AUS/NZ	18-22 DD	16-22 E-F	14-22 FF	12-20 G	10-18 GG-HH	10-16 J
US	40-44 DD	38-44 DDD-G	36-44 H	34-42 I	32-40 J-L	32-38 M
JP	90-100 F	85-100 G-H	80-100 I	75-95 J	70-90 K-M	70-85 N

PRICE _____



UW MOULDED NON PADDED BRA • EL4301



- Non-stretch moulded cup made from unlined and ultra-light Aerocool fabric to keep you cool and dry
- Non-stretch tulle in the top cup is lightly lined for support
- Fold-over elastic at the underarm and neck edge for comfort
- Underband elastic is wrapped in a soft edged fold-over elastic for comfort
- Tall back with fold-over elastic at the edges for a smoothing effect
- Narrow set back straps to minimise strap slippage
- Bow with rose gold metal pinwheel charm at the centre front

UK	40-48 DD	38-48 E	36-46 F	36-44 FF	34-42 G	32-40 GG	32-38 H	32-36 HH	32-34 J
EU	90-110 E	85-110 F	80-105 G	80-100 H	75-95 I	70-90 J	70-85 K	70-80 L	70-75 M
FR	105-125 E	100-125 F	95-120 G	95-115 H	90-110 I	85-105 J	85-100 K	85-95 L	85-90 M
AUS/NZ	18-26 DD	16-26 E	14-24 F	14-22 FF	12-20 G	10-18 GG	10-16 H	10-14 HH	10-12 J
US	40-48 DD	38-48 DDD	36-46 G	36-44 H	34-42 I	32-40 J	32-38 K	32-36 L	32-34 M
JP	90-110 F	85-110 G	80-105 H	80-100 I	75-95 J	70-90 K	70-85 L	70-80 M	70-75 N

PRICE _____

Charley

No season would be complete without Charley, available in Storm for AW22. Stretch lace is paired with diamond mesh, with selected styles embellished with delicate floral embroidery. The stitch work features rose gold and stormy grey yarns, on a violet-grey base, intertwined with a subtle metallic thread for a luxe finish. Be sure to maximise the collection's potential by teaming Charley with the Smooth brief in Storm, also available for AW22.

STORM (STM)
New Limited Continuity/Available:

BALLET PINK (BAK)
Continuity

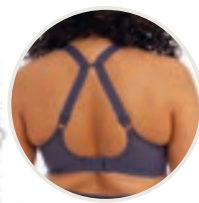
FAWN (FAN)
Continuity

JET (JET)
Continuity

BLACK (BLK)
Continuity

WHITE (WHE)
Continuity

BASED ON
Matilda



J Hook

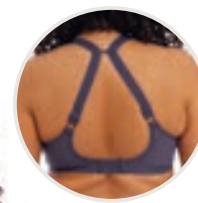
UW PLUNGE BRA • EL4380



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus side support panel for forward shape, uplift and separation
- Top cup embroidery features a delicate floral design
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Bow detail at the centre front and apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



J Hook

UW PLUNGE BRA - STRETCH • EL4382



- Low centre front gives plunge without push up
- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace for a rounded shape and ease of fit
- Centre front lace detail
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Bow detail at the centre front and apexes

UK	36-46 D-DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 D-E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-120 D-E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-24 D-DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-46 D-DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-105 E-F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



UW MOULDED SPACER BRA • EL4383



- Based on the Amelia EL8740 UW Moulded Spacer Bra
- Ultra-light seamless spacer fabric is breathable and comfortable while offering good support
- Seamless cup offers a beautifully rounded smooth profile
- Bandless frame has less fabric under the cups and works well for shorter upper torsos
- Concealed side support panel minimises sideways bulge and is cut from satin simplex, with shiny side towards the skin for a silky soft feel
- Side support panel features a stretch lace overlay
- Diamond mesh centre front with cutout detail for a lighter look
- Centre front has a smooth edged elastic at the lower edge for comfort
- Stretch neck edge for ease of fit
- Bow detail at the centre front and apexes

UK	36-46 DD-FF	34-44 G-GG	34-42 H	34-40 HH
EU	80-105 E-H	75-100 I-J	75-95 K	75-90 L
FR	95-120 E-H	90-115 I-J	90-110 K	90-105 L
AUS/NZ	14-24 DD-FF	12-22 G-GG	12-20 H	12-18 HH
US	36-46 DD-H	34-44 I-J	34-42 K	34-40 L
JP	80-105 F-I	75-100 J-K	75-95 L	75-90 M

PRICE _____



UW BRALETTE • EL4381



- Low centre front gives plunge without push up
- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace for a rounded shape and ease of fit
- Stretch lace overlay on cradle and wing has no bones, but is cut loose to avoid rolling
- Bow detail at the centre front and apexes

UK	36-40 E-FF	34-40 G-H	34-38 HH
EU	80-90 F-H	75-90 I-K	75-85 L
FR	95-105 F-H	90-105 I-K	90-100 L
AUS/NZ	14-18 E-FF	12-18 G-H	12-16 HH
US	36-40 DDD-H	34-40 I-K	34-38 L
JP	80-90 G-I	75-90 J-L	75-85 M

PRICE _____



HIGH LEG BRIEF • EL4386



- Waist height brief with high cut leg
- Cotton lined diamond mesh front, with embroidery side panels and stretch diamond mesh leg panels
- Back cut from diamond mesh fabric
- Bow detail at the centre front

M-4XL

PRICE _____

FULL BRIEF • EL4388



- Fuller coverage brief
- Cotton lined diamond mesh front, with embroidery side panels and stretch lace leg panels
- Back cut from diamond mesh fabric
- Bow detail at the centre front

M-4XL

PRICE _____

BRAZILIAN • EL4385



- Mid-rise brief shape
- Cotton lined diamond mesh front
- Stretch diamond mesh side front panels for a lighter look
- Back cut from stretch lace, with no leg elastic, for a smooth finish when worn
- Back features a cut-out detail
- Bow detail at the centre front

M-3XL

PRICE _____

Lucie

You can always count on Lucie to deliver the latest print trends, and for AW22 it's all about animal print. We love to experiment with colour, and this season is no different. From deep wine Bordeaux tones to soft peach accents, the tonal colour palette brings the leopard print to life by adding depth to the design. Based on the Kim EL4340, the top cup of the Lucie UW Plunge Bra is cut from a powerful stretch lace for a rounded shape and ease of fit, whilst the low centre front offers plunge without push up.



WILD THING (WIG)
Fashion/Available:



UW PLUNGE BRA - STRETCH • EL4490



- Based on the Kim EL4340 shape with a new non-roll back construction
- Banded underwired plunge bra with three section printed cups plus side support panel for forward shape
- Low centre front gives plunge without push up
- Top cup cut from a powerful stretch lace for a rounded shape and ease of fit
- Neck edge has no elastic, for a smooth finish when worn
- Back cut from leopard stretch lace overlaid onto powernet, to give anchorage and support
- Café Au Lait coloured powernet back lining for a lighter look
- Fully enclosed narrower underband elastic to minimise rolling
- Printed strap overlay for a co-ordinated look

UK	36-46 D-DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 D-E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-120 D-E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-24 D-DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-46 D-DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-105 E-F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



HIGH LEG BRIEF • EL4496



- Based on the Charley EL4386 High Leg Brief
- Waist height brief with high cut leg
- Printed front panel cut from soft stretch polyester
- Stretch lace panels at side front
- Back cut from stretch leopard lace

M-4XL

PRICE _____

Namrah



Namrah is an exciting new launch for the season which we cannot wait to share with you. Brought to you in Black, all styles feature mesh panelling and a dual-toned animal-print embroidery. Soft metallic threads in tones of copper through to bronze, create a shimmering design. Namrah also debuts a new key shape for AW22. The UW Bandless Plunge Bra is based on much-loved Matilda, but with the front cradle removed from under the cups, for a lighter look. We love this bra paired with the Brazilian brief – with its strappy waist detailing and cheeky coverage, it's a partnership that feels knowingly sexy, and is guaranteed to give you the confidence to match.



BLACK (BLK)
Fashion/Available:



UW BANDLESS PLUNGE BRA · EL301335



- Based on the Matilda EL8900 UW Plunge Bra frame, but developed into a bandless style
- Bandless styling has no fabric under the cup, preventing roll-up
- Top cup embroidery features a leopard spot design in black and coppery tones with touches of metallic bronze
- Cheeky cutout detail centre gore with soft foldover edges
- Elasticated neck edge for ease of fit
- Soft fold-over elastic overlay on the underband for all-day comfort
- Rose Gold coloured metal apex and gore ring details

UK	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



HIGH LEG BRIEF • EL301353



- Embroidery detail at front
- Single layered stretch mesh front leg panels for a lighter look
- Front is cut from double layered stretch mesh for a light look with modesty

M-4XL

PRICE _____

BRAZILIAN • EL301355



- Embroidery detail at front
- Front and back keyhole details
- Strappy waist detailing is cut from soft and stretchy fold-over for an on-trend look with no dig
- Front is cut from double layered stretch mesh for a light look with modesty
- Back is cut from double layered stretch mesh with folded leg edge for comfort

M-4XL

PRICE _____

Energise

Ready to put you through your paces, our Energise collection is fresh out of the blocks for AW22 with a new seasonal design. Animal print is back in full force, so, run wild in Dusky Leopard, a tonal leopard print in dusty pink and punchy plum, with highlights of peach. With its unique non-compression technology, Energise is a winner, with its four section cup that offers bust separation and shaping, and all the support you need. It's the perfect partner for keeping fit.



DUSKY LEOPARD (DSD)
Fashion/Available:



VINTAGE DENIM (VTD)
Limited Continuity



VINTAGE DENIM (VTD)
Continuity



BLACK (BLK)
Continuity



NAVY (NAV)
Continuity



NAVY GEO (NAO)
Continuity



NUDE (NUE)
Continuity



WHITE (WHE)
Continuity



J Hook

UW SPORTS BRA • EL8042



- Three section cup plus side support panel
- Unique non-compression design offering bust separation, shaping and the ultimate in support
- The cup fabric has a special finish, which improves moisture wicking properties of the fabric to keep you cool and dry
- The moisture-management finish on the fabric ensures stains are easily washed out, to prolong the life of the garment
- Cups, cradle and back feature a print that camouflages the seams for a sporty crop-top look
- Restricted stretch straps offer comfortable support
- Moveable J Hook allows adjustment to racer back

UK	38-46 D	36-46 DD	36-44 E-FF	34-44 G	32-44 GG	32-42 H	32-40 HH-J	34-38 JJ-K
EU	85-105 D	80-105 E	80-100 F-H	75-100 I	70-100 J	70-95 K	70-90 L-M	75-85 N-O
FR	100-120 D	95-120 E	95-115 F-H	90-115 I	85-115 J	85-110 K	85-105 L-M	90-100 N-O
AUS/NZ	16-24 D	14-24 DD	14-22 E-FF	12-22 G	10-22 GG	10-20 H	10-18 HH-J	12-16 JJ-K
US	38-46 D	36-46 DD	36-44 DDD-H	34-44 I	32-44 J	32-42 K	32-40 L-M	34-38 N-O
JP	85-105 E	80-105 F	80-100 G-I	75-100 J	70-100 K	70-95 L	70-90 M-N	75-85 O-P

PRICE _____



J Hook

UW SPORTS BRA • EL8041



- Three section cup plus side support panel
- Unique non-compression design offering bust separation, shaping and the ultimate in support
- The cup fabric has a special finish, which improves moisture wicking properties of the fabric to keep you cool and dry
- The moisture-management finish on the fabric ensures stains are easily washed out, to prolong the life of the garment
- Microfibre-backed restricted stretch straps offer comfortable support
- Moveable J Hook allows adjustment to racer back

PRICE _____

CONTINUITY

*All the support.
All the styles.*



Kelsey

BASED ON
Natitda



UW BRALETTE • EL300524

UK 38-44 E	36-44 F-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU 85-100 F	80-100 G-H	75-100 I	70-95 J-L	70-90 M-N
US 38-44 DDD	36-44 G-H	34-44 I	32-42 J-L	32-40 M-N



HIGH LEG BRIEF • EL300553

M-4XL



BLACK (BLK)
Continuity

Kim



UW PLUNGE BRA - STRETCH • EL4340

UK 36-46 D-DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU 80-105 D-E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
US 36-46 D-DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N



BLACK (BLK)
Continuity



CARAMEL (CAL)
Continuity

Molly

BASED ON
Morgan



UW NURSING BRA • EL4542

UK 36-44 F-FF	34-44 G	32-44 GG-HH	32-42 J-KK
EU 80-100 G-H	75-100 I	70-100 J-L	70-95 M-P
US 36-44 G-H	34-44 I	32-44 J-L	32-42 M-P



BLACK (BLK)
Continuity



BLUSH (BLH)
Continuity

Sachi



UW PLUNGE BRA • EL4350

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N



BRIEF • EL4355

M-4XL




FULL BRIEF • EL4358

M-4XL



UW BABYDOLL • EL4351

UK	36-44 E-FF	34-42 G-H
EU	80-100 F-H	75-95 I-K
US	36-44 DDD-H	34-42 I-K



BLACK (BLK)
 Continuity

ELOMI'S DIGITAL HUB

More than ever, we know how important it is that you have the tools you need to enhance your online and social media presence.

Here at Elomi, we've built a Digital Asset Hub, Swivle, which is designed to help you do exactly that.

Every season on Swivle you will be able to all of our product images, videos, ready made assets for your social channels and even web banners for your website and emails. We also offer special themed assets for key occasions in the year as well as fitting assets.



UK



France



Germany



USA



Canada



Poland



Netherlands



Spain

Swivle is currently available across 8 countries, and to get started all you need to do is follow one of the QR codes above, which are labelled by country, to explore your personalised Digital Asset Hub. Please use the password **wacoal** to access all pages.

If you are new to Swivle, you'll also find a how-to video to guide you on using the hub, as well as helpful training guides for social, website, SEO and paid social. If you have any queries, or to receive the latest information on Swivle, please speak to your Sales Rep.

QR CODES

To use the QR codes place your camera over the selected square, wait for a link to show and select it.

You will then be taken to your chosen country's Digital Asset Hub.

For the best user experience, please scan the QR codes using an iPad or a Tablet.

Our POS

Point of sale pieces are a great way to bring attention to new collections in your store.

This season, to support you, our retail partners, we'll be sending out a selection of showcards and banners as pictured below. All POS items will be sent out automatically, collection at a time, and will arrive with the product ordered on the month of launch.

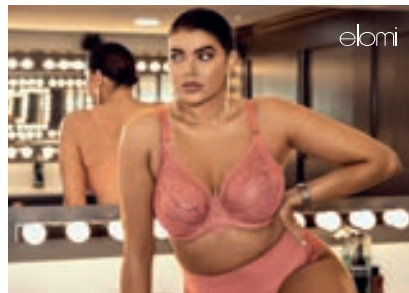
In order to receive any of our seasonal POS items you must order 10+ units of the key style as per the picture and style code below.

For example, the Matilda Showcard features EL8900 and a matching co-ordinates EL8907 but the key style piece is the EL8900 Bra which would require a minimum order of 10 pieces to receive the POS.

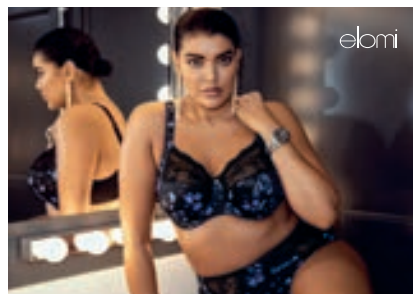
SHOWCARD



Matilda
EL8900

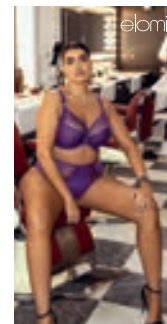


Priya
EL4550

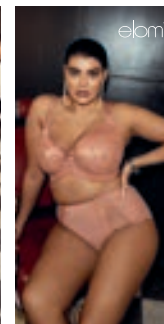


Morgan
EL4110

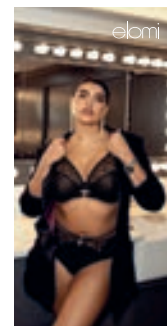
BANNER



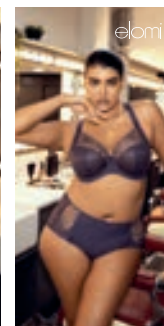
Matilda
EL8900



Brianna
EL8081



Namrah
EL301335



Charley
EL4380

SIZES WITHOUT SURPRISES

Missing sizes without surprises?

Rest assured, our handy conversion charts, designed to help you find the right bra and brief size wherever you may be in the world, haven't disappeared! Simply scan the QR code below to digitally access Elomi Lingerie's international size guide.



UK, IRELAND AND REST OF THE WORLD

Wacoal EMEA Ltd, The Corsetry Factory, Rothwell Road,
Desborough, Northamptonshire, 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, Allee 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
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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
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CARIBBEAN AND LATIN AMERICA

Ko-Ach Distributor, Inc. 134 S. Dixie Highway Suite 210, Hallandale Beach, FL 33009
Tel: 1 305 409 9166 Fax: 1 309 401 7860
Email: jackie@ko-ach.com lazaro@ko-ach.com
Web: www.ko-ach.com

WACOAL AUSTRALIA PTY LTD.

249 Brunswick Road, Brunswick, Victoria 3056
Tel: +61 3 9326 0318
Email: australia.enquiries@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



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