

Freya



TRADE WORKBOOK AW22
MAY - OCTOBER 22
LINGERIE UP TO A K CUP



AA401631/AA401670



AA401121 / AA401150

Style Notes

This season there's a real upbeat freshness about Freya, as we deliver looks and styles that are timeless and guaranteed to be everlasting in your lingerie collection.

We mean it when we say that there is so much to be excited about!

Taking the top spot on the front cover for AW22 is all-new Freya Fatale; arguably our sexiest collection to date. Dropping in not just one, but two colourways, look out for the racy new shapes that Freya Fatale has to offer – there is a new UW High Apex Bra with peek-a-boo styling, a High Waist Brief and an all lace, statement making, Body which is perfect for those who love to style their underwear as outerwear.

The newness does not stop there either, because we have all-new Show-Off fighting for the limelight too. It is a feminine, flirty offering – one for the effortless romantics let's say. Featuring a heart and floral motif embroidery, we loved this collection so much, we even put our name on it. Be sure to take a closer look at the stitch work, and the charm details too.

If you are looking for your fix of seasonal Freya prints, Infinity Fields is here to serve you up some ditsy floral cuteness, whilst our final new drop, Snapshot Star, is a playful take on the original Snapshot collection, which we know, you cannot get enough of.

All your favourites are here to stay of course too. Temptress is back in a show-stopping shade of blue, Snapshot is turning up the heat in a sizzling Chilli Red, whilst Offbeat and Signature, to name just a few, have had a little seasonal glow up too.

With so much on offer, we hope you love these collections just as much as we do, because as a brand, we're proud to be supporting you in more ways than one.



ANNA NEALE

HEAD OF FREYA DESIGN

AA401802/AA401880



AA1050



Fashion²⁵

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AA5451/AA5457

Offbeat



AA401521 / AA401550



Snapshot Star

FREYA COLLECTION

Erin

AA3233/AA3238



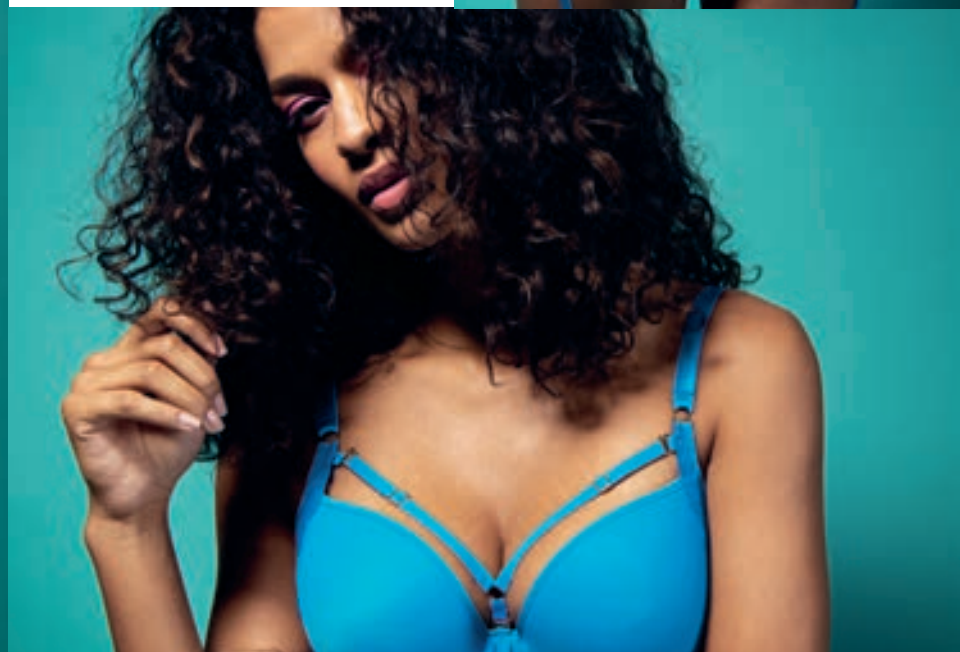
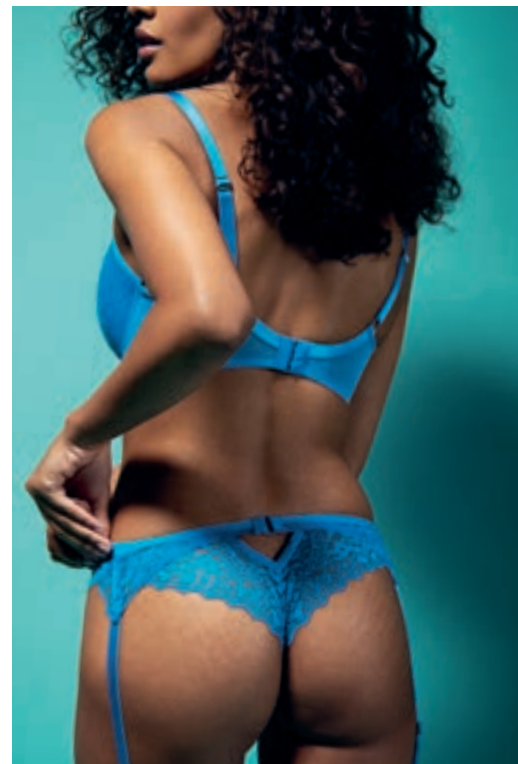


Freya Signature



Temptress

AA400131/AA400171/AA400191





AW22

AA400933/AA400950

Snapshot

FREYA COLLECTION

Show-Off

AA401631/AA401670



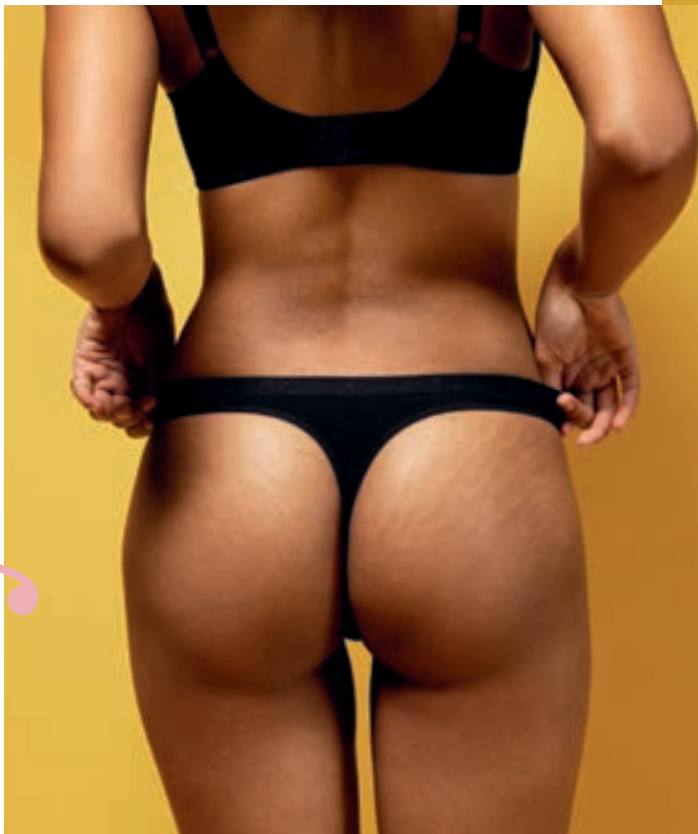
Show-Off

FREYA COLLECTION

Infinity Fields



Freya Chill



AW22



A woman with voluminous, dark curly hair is posing against a solid pink background. She is wearing a red lace bikini consisting of a bra and matching bottoms. The text 'Freya Fatale' is overlaid in a large, white, serif font across the center of the image.

Freya Fatale

AA401402 / AA401450

AA401431/AA401471/AA401491

AW22

Preya Fatale



Freya Fatale



FREYA COLLECTION

AA401422/AA401452



AW22

Freya Fatale



Freya Fatale



AA401417 / AA401471



Tailored



Idol



AA1050/AA401171



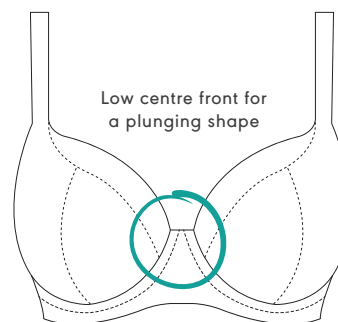
A PERFECT FIT NO MATTER WHAT.

AW22 COLLECTION

Bra Shapes Explained

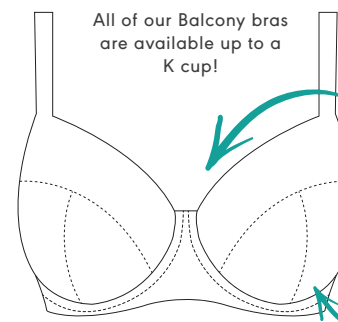
When perfect fit and support is everything, we know that it can take time to find the right bra for you. With so many styles on offer though, we appreciate, we've got some explaining to do!

Look out for features like gated backs and centre front cut-outs across the collections



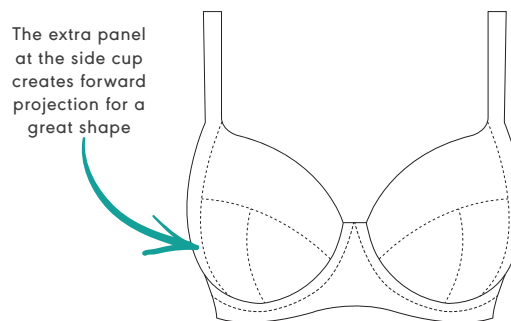
UW PLUNGE BRA

Available in: Show-Off, Infinity Fields, Freya Fatale, Offbeat, Loveland, Freya Signature, Temptress, Freya Fancies, Freya Chill, Awakening, Cameo and Expression



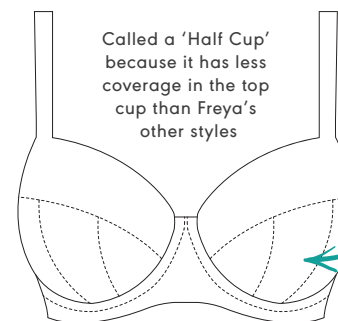
UW BALCONY BRA

Available in: Freya Signature, Freya Fancies, Daisy Lace and Starlight



UW SIDE SUPPORT BRA

Available in: Offbeat, Starlight and Viva



UW PADDED HALF CUP BRA

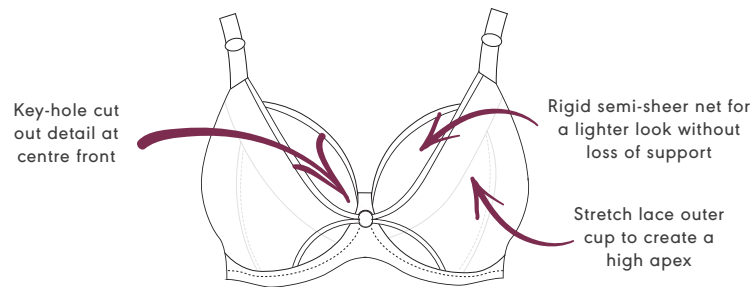
Available in: Daisy Lace

Must Haves

Our must-have styles are a mixed bag of some of our all time Freya favourites!

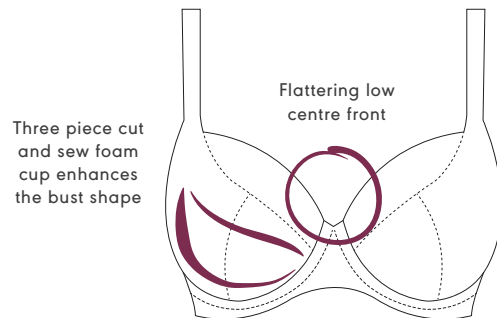
Each style guarantees a fit you can depend on - their seamed cups offer shaping, their underwire frames give support, and their powernet wings provide anchorage and control around the torso.

Although they may all look similar at a glance, they each have their own individual design features that sets them apart from the rest.



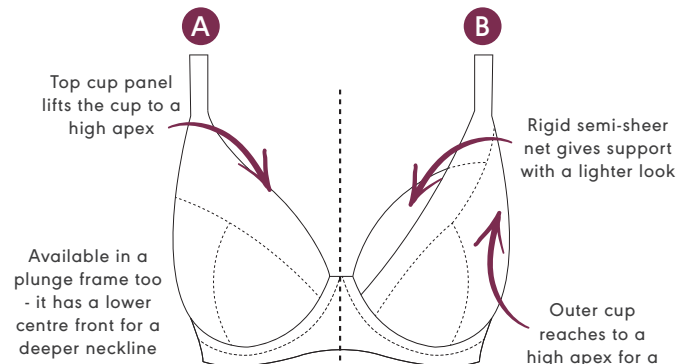
UW HIGH APEX BRA (PEAK-A-BOO)

Available in: Freya Fatale



UW PADDED PLUNGE BRA

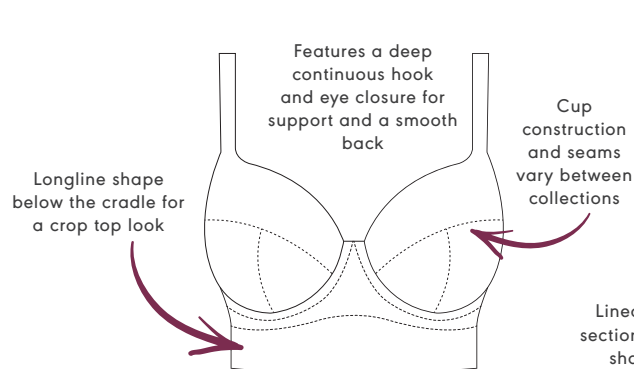
Available in: Freya Signature



UW HIGH APEX BRA

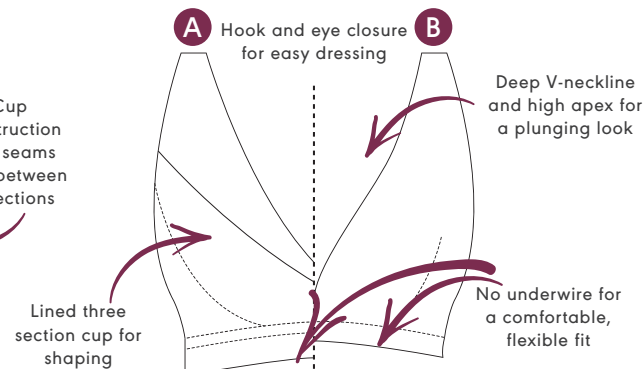
'A' available in: Snapshot, Snapshot Star and Expression

'B' available in: Cameo and Tailored



UW LONGLINE BRA

Available in: Freya Fancies



NON-WIRED BRALETTE

'A' available in: Erin

'B' available in: Snapshot, Infinity Fields, Freya Fatale, Freya Chill and Snapshot Star

On-trend

These are the bra shapes that have been designed with one eye on the market trends.

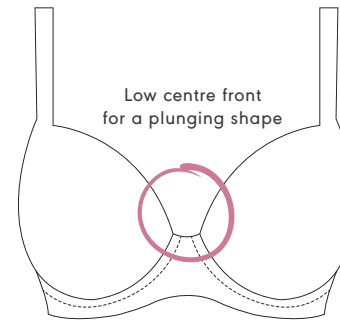
The UW High Apex and UW Longline bra shapes are perfect for styling to be seen. Wear under something sheer or with high-waisted jeans or a skirt. The extra coverage either below the cradle or at the apex balances the look.

The UW Padded Plunge is for anyone who wants a little boost. Adding shape and cleavage it's a great option for a low cut top or dress.

There's no denying that the trend for Bralettes is here to stay this season too, so if you've got someone looking for something equally as pretty as you are comfortable, we've got you covered.

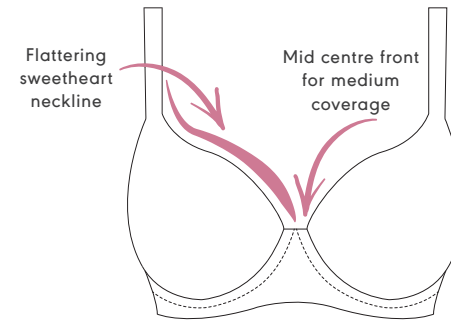


Available in: Tailored, Deco and Cameo



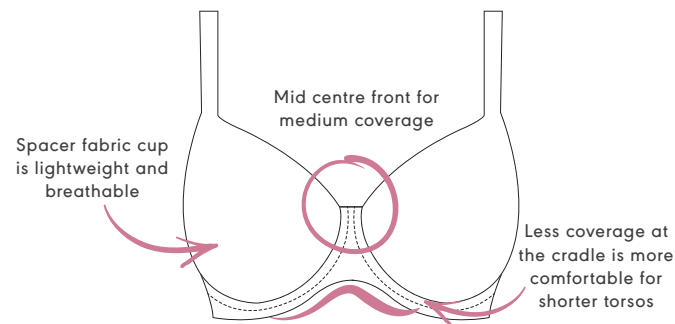
UW MOULDED PLUNGE BRA

Available in: Show-Off, Freya Fatale, Temptress, Tailored, Awakening, Cameo and Expression



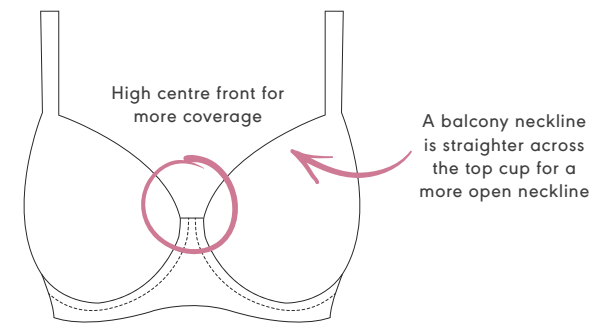
UW MOULDED DEMI BRA

Available in: Awakening, Offbeat, Freya Chill, Expression and Snapshot



UW MOULDED SPACER BRA

Available in: Freya Signature



UW MOULDED BALCONY BRA

Available in: Freya Fancies, Idol and Starlight

Moulded

All of our great moulded shapes have different necklines, to suit your customer's preference or their outfit. Each style also has smooth seam-free cups for a clean finish under clothing, and offer a natural shape and cleavage without any overspill.

Merchandising

When it comes to colours and prints, make the most of what Freya Lingerie has to offer this season in-store. We always forward plan the release dates of our seasonal collections with you, the retailer, in mind so you can show Freya off to its full potential.

May



Offbeat - Macaron



Snapshot Star - Honeycomb



Erin - Honeycomb

June



Freya Signature - White



Temptress - Med Blue

July



Snapshot - Chilli Red



Show-Off - Macaron



Erin - Macaron

Aug



Infinity Fields - Black



Freya Chill - Black

Sep



Freya Fatale - Noir



Freya Fatale - Chilli Red

Oct



Tailored - Dark Cherry



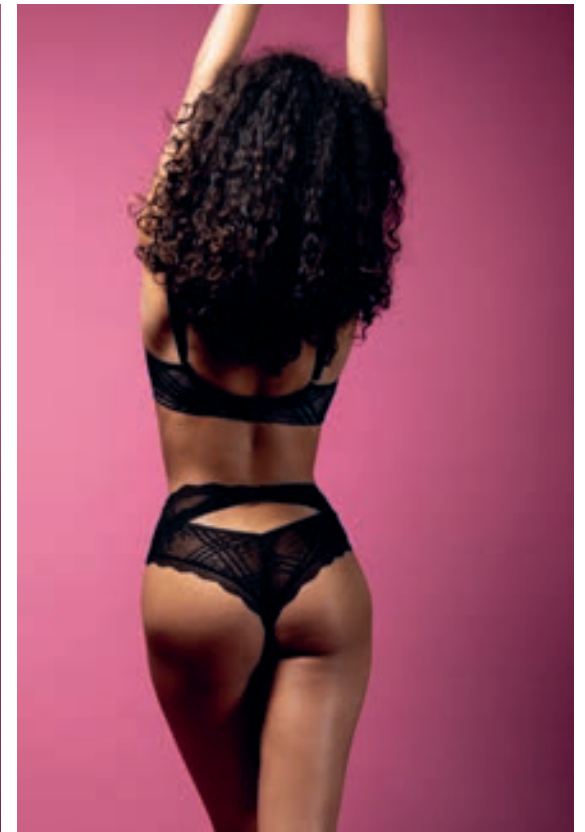
Idol - Dark Cherry

Look out for this season

We're not here to pick favourites. When we bring something new to the table though, we're just so excited to share it with you, and for AW22 it's hotting up with Freya Fatale. Arguably our sexiest collection to date, Freya Fatale is dropping in Chilli Red and Black for AW22. Featuring a stretch Geo Floral lace, this collection plays host to a number of exciting new shapes.

We've updated our existing UW High Apex Bra with peek-a-boo styling, there's a High Waist Brief with cutout detailing to the back waist, and if that's not statement enough for you, there's a new all lace Body. Featuring cutout detailing along the centre front and deep open back styling, the Freya Fatale Body is the ultimate fashion piece for those who love to take outerwear styling to the next level.

Freya Fatale



Sweetie Jar of Bralettes

Introducing the sweetest style of the season. We love a Bralette, just as much as you do, and for AW22 with so many to pick from, we've given you a little round up of our top picks.

Bralettes, more than ever, have become a firm favourite in our lingerie drawers. The want for everyday comfort and light support is a huge consumer driven trend right now making Bralettes a go-to for so many. Not only that, Bralettes make the perfect fashion pieces too, with so many ways they can be styled and incorporated into your wardrobe. Is it any surprise that we've got such a huge selection of Bralettes on offer for AW22?

MATCH
WITH
OFFBEAT



Erin



Freya Chill



Daisy Lace

ALSO
AVAILABLE
IN BLACK



**Infinity
Fields**



**Freya
Fatale**

MATCH
WITH
ERIN



**Snapshot
Honeycomb**



**Snapshot
Noir**

As you can see, there's so much choice. You've got lace styles, styles which are available in seasonal brights, and styles which feature plunging necklines and on-trend sheers. All Bralettes come with at least one matching brief style, and many are available in additional continuity colourways too. You can even mix and match our Bralettes with styles from other collections with similar colour palettes to really maximise their potential.



Erin

Offbeat

Kicking off the season, Offbeat is back by popular demand for AW22. This super sweet Macaron colourstory sees lemon yellow detailing pop against the yummy ice-cream pastel pink lace. Featuring a delicate floral design, Offbeat has everything from moulded styles to plunge frames, and with sizing all the way up to a K cup, this collection really does have it all.



Macaron (MRN)
Fashion / Available:



Black (BLK)
Continuity



Rosehip (ROP)
Continuity



UW MOULDED DEMI T-SHIRT BRA • AA5450

MOULDED CUP

- Sweetheart neckline offers uplift and an enhanced cleavage
- Seam-free moulded cups for a smooth, rounded silhouette
- Delicate lace adorns cradle
- Opaque lined wing for anchorage and support
- Contrast colour, fully adjustable straps to prevent strap slippage
- Bow detail at centre front with press stud detailing

UK	32-38 C	28-38 D-GG	28-36 H	30-34 HH
EU	70-85 C	60-85 D-J	60-80 K	65-75 L
FR	85-100 C	75-100 D-J	75-95 K	80-90 L
AUS/NZ	10-16 C	6-16 D-GG	6-14 H	8-12 HH
USA	32-38 C	28-38 D-J	28-36 K	30-34 L
JP	70-85 D	60-85 E-K	60-80 L	65-75 M

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	19mm	23mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



UW SIDE SUPPORT BRA • AA5451

UP TO A K CUP

- Four piece cup with side support for great uplift and forward projection
- Laminated side cup in all sizes for forward projection and support
- Powerful stretch lace with increased LYCRA® content to offer better support and shape
- Contrast colour, fully adjustable tow back straps give central pull through the straps to prevent strap slippage
- Bow detail at centre front with press stud detailing

UK	28-40 D-HH	28-38 J-JJ	30-36 K
EU	60-90 D-L	60-85 M-N	65-80 O
FR	75-105 D-L	75-100 M-N	80-95 O
AUS/NZ	6-18 D-HH	6-16 J-JJ	8-14 K
USA	28-40 D-L	28-38 M-N	30-36 O
JP	60-90 E-M	60-85 N-O	65-80 P

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	19mm	23mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



UW PLUNGE BRA • AA5452

- Based on Fancies AA1011 UW Plunge Bra
- On-trend keyhole centre front detail
- Gated back for a lighter look and good anchorage
- Delicate lace adorns cradle
- Contrast colour, fully adjustable straps to prevent strap slippage
- Bow detail at centre front with press stud detailing

UK	32-38 C	28-38 D-G
EU	70-85 C	60-85 D-I
FR	85-100 C	75-100 D-I
AUS/NZ	10-16 C	6-16 D-G
USA	32-38 C	28-38 D-I
JP	70-85 D	60-85 E-J

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	19mm	23mm
Hook & Eye	1 Hook	1 Hook	1 Hook	1 Hook

PRICE

FREYA COLLECTION



BRIEF • AA5455

- Stretch lace front and back with scallop detailing
- Contrast semi-sheer striped elastic waistband
- Feature keyhole back detail
- Bow detail at centre front with press stud detailing

XS, S, M, L, XL

PRICE



SHORT • AA5456

- Stretch lace front and back with scallop detailing
- Contrast semi-sheer striped elastic waistband
- Bow detail at centre front with press stud detailing

XS, S, M, L, XL

PRICE



BRAZILIAN • AA5457

- Sexy Brazilian styling
- Stretch lace front and back with scallop detailing
- Contrast semi-sheer striped elastic waistband
- Bow detail at centre front with press stud detailing

XS, S, M, L, XL

PRICE

NEW

Snapshot Star

A playful take on the original, Snapshot Star is here to shine bright amongst your lingerie wardrobe for AW22. Available in a warm honeycomb colourway, the embroidered star design rests upon the collection's fine soft mesh. Like Snapshot, the show through design elements throughout the collection invite your body to play a role as a key design feature too. All styles feature a trio of stars trinket to complete the look.



Honeycomb (HOB)
Fashion / Available:



UW HIGH APEX PLUNGE BRA • AA401521

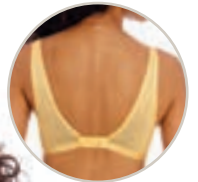
- Sheer mesh cups with elongated apex for on-trend look
- Embroidered star detail on fabric in cups and front cradle
- Rigid mesh for support
- Powermesh wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Trio of stars trinket at centre front

UK	32-36 C	28-38 D-FF	28-36 G
EU	70-80 C	60-85 D-H	60-80 I
FR	85-95 C	75-100 D-H	75-95 I
AUS/NZ	10-14 C	6-16 D-FF	6-14 G
USA	32-36 C	28-38 D-H	28-36 I
JP	70-80 D	60-85 E-I	60-80 J

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



Back detail



NON WIRED BRALETTE • AA401517

- Semi-sheer triangle cup
- Embroidered star detail on fabric in cups
- Powermesh lined cups for support
- Fixed, non adjustable straps
- Hook and eye closure at back
- Trio of stars trinket at centre front

XS, S, M, L, XL

	XS-XL
Hook & Eye	2 Hook

PRICE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

*SIZES ARE IN UK SIZING.



BRIEF • AA401550

- Lined front panel for modesty
- Embroidered star detail on fabric in front of brief
- Super soft flat elastic waistband
- Very flat elastic at leg edge for minimal VPL
- Trio of stars trinket at centre front

XS, S, M, L, XL

PRICE



THONG • AA401570

- Lined front panel for modesty
- Embroidered star detail on fabric in front of thong
- Super soft flat elastic waistband
- Very flat elastic at leg edge for minimal VPL
- Trio of stars trinket at centre front

XS, S, M, L, XL

PRICE

Erin

Experience Erin's signature lace comfort in not one, but two new gorgeous colourways! Available for AW22 in Macaron and Honeycomb, both Erin colours make for a perfect merchandising story with Offbeat and Snapshot Star. Crafted from a crochet-look lace, the Non-Wired Bralette features an elasticated underband, and underarm, which offers support, despite its soft triangle shape. Comfort and style are here for the taking with Erin.



Honeycomb (HOB)
Fashion / Available:



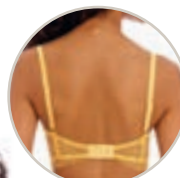
Macaron (MRN)
Fashion / Available:



White (WHE)
Limited Continuity



Black (BLK)
Continuity



Back detail



NON WIRED BRALETTE • AA3233

- Soft triangle shape with wide underband
- Elastic at underband and underarm for additional support
- Adjustable straps to prevent strap slippage
- Hook and eye closure at back

XS, S, M, L, XL

XS-XL
Hook & Eye 2 Hook

PRICE



BRAZILIAN BRIEF • AA3238

- Sexy Brazilian styling
- Stretch crochet-look lace front and back

XS, S, M, L, XL

PRICE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	S	M	L
32	XS	XS	S	M	M	L
34	S	S	M	M	L	XL
36	S	M	M	L	XL	XL
38	M	M	L	L	XL	

*SIZES ARE IN UK SIZING.

Freya Signature

Our Signature collection embodies everything that Freya's about – fashion styles with a faultless fit – and you can trust us when we say, there is no compromising on that, especially with our basics. Returning for AW22 in a crisp and clean white. Freya Signature is crafted from a soft stretch lace and is available in a whole range of styles. The collection also comes in a range of other continuity colours, so there is something for every mood and occasion too.



White (WHE)
New Continuity / Available:



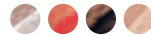
Chilli Red (CRD)
Limited Continuity



Black (BLK)
Continuity



Natural Beige (NAE)
Continuity



UW MOULDED SPACER BRA • AA400510

- Sweetheart neckline shape with more coverage at the centre front than a Demi style
- Seam-free moulded cups for a smooth, rounded silhouette
- Spacer fabric is lightweight and breathable
- Galloon lace cradle
- Fixed fully adjustable straps to prevent strap slippage
- Rectangular trinket with pearlescent detail at centre front

UK	28-38 D-G	30-36 GG	30-34 H
EU	60-85 D-I	65-80 J	65-75 K
FR	75-100 D-I	80-95 J	80-90 K
AUS/NZ	6-16 D-G	8-14 GG	8-12 H
USA	28-38 D-I	30-36 J	30-34 K
JP	60-85 E-J	65-80 K	65-75 L

DEPENDENT ON CUP AND BACK SIZE			
Strap Width	13mm	16mm	19mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



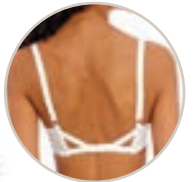
UW PLUNGE BRA • AA400502

- Based on Offbeat AA5452 UW Plunge Bra
- On-trend keyhole centre front detail
- Gated back for a lighter look and good anchorage
- Delicate lace adorns cradle
- Fixed fully adjustable straps to prevent strap slippage
- Rectangular trinket with pearlescent detail at centre front

UK	32-38 C	28-38 D-G
EU	70-85 C	60-85 D-I
FR	85-100 C	75-100 D-I
AUS/NZ	10-16 C	6-16 D-G
USA	32-38 C	28-38 D-I
JP	70-85 D	60-85 E-J

DEPENDENT ON HOOK AND EYE			
Strap Width	13mm	16mm	19mm
Hook & Eye	1 Hook	1 Hook	1 Hook

PRICE



Gated back

MOULDED CUP

Freya Signature



UW PADDED PLUNGE BRA • AA400514

- Soft foam padded cups for definition, shape and forward projection
- Flattering low cut neckline
- Delicate lace adorns cradle
- Fixed fully adjustable straps to prevent strap slippage
- Rectangular trinket with pearlescent detail at centre front

UK	28-38 D-G
EU	60-85 D-I
FR	75-100 D-I
AUS/NZ	6-16 D-G
USA	28-38 D-I
JP	60-85 E-J

DEPENDENT ON CUP AND BACK SIZE			
Strap Width	10mm	13mm	16mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW BALCONY BRA • AA400506

- Deeper wire for greater coverage and comfort
- Lined bottom cup for great shape and support
- Fixed fully adjustable straps to prevent strap slippage
- Rectangular trinket with pearlescent detail at centre front

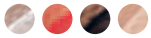
UK	28-38 GG-J	30-36 JJ-K
EU	60-85 J-M	65-80 N-O
FR	75-100 J-M	80-95 N-O
AUS/NZ	6-16 GG-J	8-14 JJ-K
USA	28-38 J-M	30-36 N-O
JP	60-85 K-N	65-80 O-P

GG-K	
Strap Width	23mm
Hook & Eye	3 Hook

PRICE

UP TO
A K CUP

FREYA COLLECTION

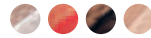


SHORT • AA400580

- Low-rise styling
- Full galloon lace short
- Lined front panel for modesty
- Soft handle waistband
- Scallop galloon lace back for a no VPL finish

XS, S, M, L, XL

PRICE



BRAZILIAN • AA400571

- Sexy Brazilian styling
- Stretch lace front and back with scallop detailing
- Soft handle waistband
- Scallop galloon lace back for a no VPL finish

XS, S, M, L, XL

PRICE

Temptress

Taking inspiration from glistening tranquil oceans, Temptress returns for the new season in a gorgeous Mediterranean blue colourway. Crafted from a stretch geometric lace, all styles are designed to enhance your everyday lingerie experience. Both bra styles feature centre front strapping, whilst the briefs feature cutout detailing. Gold hardware accents complete the look.



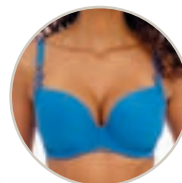
Med Blue (MDB)
Fashion / Available:



White (WHE)
Limited Continuity



Black (BLK)
Continuity



Without strapping detail



UW MOULDED PLUNGE T-SHIRT BRA • AA400131

- Based on the Deco AA4234 UW Moulded Plunge Bra
- Low centre front offers the desired cleavage without overspill
- Detachable, adjustable sexy strapping detail at centre front, for a customisable look with improved fit
- Decorative outer lace sling at side cup
- Fixed fully adjustable straps to prevent strap slippage
- Gold rings and slides

UK	32-38 C	28-38 D-G	28-36 GG
EU	70-85 C	60-85 D-I	60-80 J
FR	85-100 C	75-100 D-I	75-95 J
AUS/NZ	10-16 C	6-16 D-G	6-14 GG
USA	32-38 C	28-38 D-I	28-36 J
JP	70-85 D	60-85 E-J	60-80 K

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW PLUNGE BRA • AA400102

- Low centre front for plunging neckline
- Plunge without push up
- Sexy strapping detail at centre front, adjustable for an improved fit
- Off the cradle styling
- Plain powernet wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Gold rings and slides
- Bow detail with gold trim at centre front

UK	28-38 D-G
EU	60-85 D-I
FR	75-100 D-I
AUS/NZ	6-16 D-G
USA	28-38 D-I
JP	60-85 E-J

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE

FREYA COLLECTION



SHORT • AA400180

- Low-rise styling
- Decorative mesh lace
- Scallop lace back for a no VPL finish
- Keyhole centre back detail with strapping through a gold slider

XS, S, M, L, XL

PRICE



BRAZILIAN • AA400171

- Sexy Brazilian styling
- Lined front panel for modesty
- Double strap detail at side waist
- Keyhole centre back detail with a gold slider

XS, S, M, L, XL

PRICE



SUSPENDER • AA400191

- All-over stretch lace suspender
- Narrower at the waist than previous Freya suspenders, for a lighter look
- Fold over elastic at the waistband for comfort
- Hook and eye fastening
- Adjustable suspender straps with gold sliders
- Bow detail with gold trim at centre front

XS, S, M, L, XL

PRICE

NEW

Show-Off

With Freya always by your side, we know you have the confidence to flaunt it! All-new Show-Off is a feminine, flirty offering – one for the effortless romantics let's say. Featuring a heart and floral motif embroidery, we loved this collection so much, we even put our name on it. Be sure to take a closer look at the stitch work, and the 'F' initial charm details too. Debuting for AW22 in a super sweet shade of Macaron.



Macaron (MRN)
Fashion / Available:



UW PLUNGE BRA • AA401602

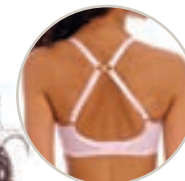
- Low centre front for plunging neckline
- Plunge without push up
- Embroidery through top cup features a floral and loveheart design, complete with 'Freya' signature
- Keyhole detail at centre front
- Plain powernet wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Straps feature high shine finish elastic
- Gold ring detail at apex
- Bow and F initial charm at centre front

UK	28-38 D-H
EU	60-85 D-K
FR	75-100 D-K
AUS/NZ	6-16 D-H
USA	28-38 D-K
JP	60-85 E-L

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm	23mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



J Hook



UW MOULDED PLUNGE T-SHIRT BRA • AA401631

- Moulded cups for a smooth, rounded silhouette
- Low centre front offers the desired cleavage without overspill
- Embroidery through centre front features a floral and loveheart design, complete with 'Freya' signature
- Plain powernet wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Straps feature high shine finish elastic
- J-hook adjuster to create racer back and enhance support
- Bow and F initial charm at centre front

UK	32-38 C	28-38 D-G	28-36 GG
EU	70-85 C	60-85 D-I	60-80 J
FR	85-100 C	75-100 D-I	75-95 J
AUS/NZ	10-16 C	6-16 D-G	6-14 GG
USA	32-38 C	28-38 D-I	28-36 J
JP	70-85 D	60-85 E-J	60-80 K

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE

FREYA COLLECTION



BRIEF • AA401650

- Embroidery through front of brief features a floral and loveheart design, complete with 'Freya' signature
- Fold over finish at back for no VPL
- Gather in back seam for shaping

XS, S, M, L, XL

PRICE



THONG • AA401670

- Embroidery through front of thong features a floral and loveheart design, complete with 'Freya' signature
- On-trend strappy side detail with gold ring
- Keyhole detail at centre front features bow and F initial charm

XS, S, M, L, XL

PRICE

Snapshot

We really are bringing sexy back for AW22, with a second helping of our Snapshot collection. Available in a fiery Chilli Red - let's just hope you can handle the spice! Snapshot is crafted from a soft sheer mesh, and with its exposed seam detailing, all styles offer the perfect contouring illusion as you allow your body to play a part of the design story. With a real popular demand behind the UW Moulded Demi T-shirt Bra too, this style is now available in Noir.



Chilli Red (CRD)
Fashion / Available:



Noir (NOR)
Continuity

* New Continuity for AA400933 / Available:



UW MOULDED DEMI T-SHIRT BRA • AA400933*

- Sweetheart neckline offers uplift and an enhanced cleavage
- Seam-free moulded cups for a smooth, rounded silhouette
- Plain powermesh wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Gold geometric trim detail at centre front

UK	32-38 C	28-38 D-GG	28-36 H	30-34 HH
EU	70-85 C	60-85 D-J	60-80 K	65-75 L
FR	85-100 C	75-100 D-J	75-95 K	80-90 L
AUS/NZ	10-16 C	6-16 D-GG	6-14 H	8-12 HH
USA	32-38 C	28-38 D-J	28-36 K	30-34 L
JP	70-85 D	60-85 E-K	60-80 L	65-75 M

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm	23mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



UW HIGH APEX PLUNGE BRA • AA400921

- Sheer mesh cups with elongated apex for on-trend look
- Rigid mesh for support
- Plain powermesh wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Gold geometric trim detail at centre front

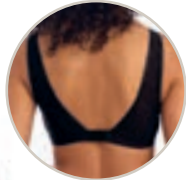
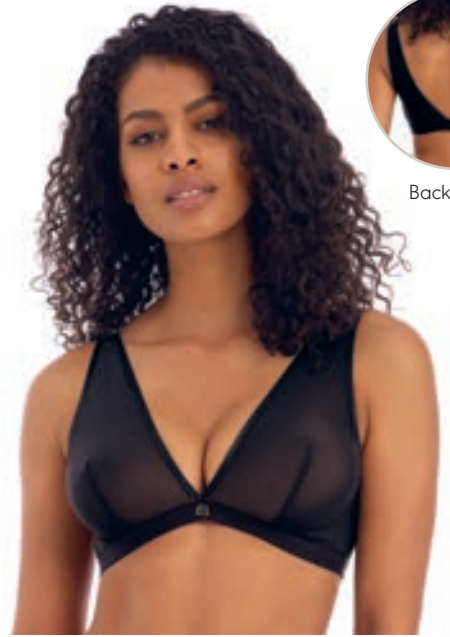
UK	32-36 C	28-38 D-FF	28-36 G
EU	70-80 C	60-85 D-H	60-80 I
FR	85-95 C	75-100 D-H	75-95 I
AUS/NZ	10-14 C	6-16 D-FF	6-14 G
USA	32-36 C	28-38 D-H	28-36 I
JP	70-80 D	65-85 E-I	60-80 J

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE

FREYA COLLECTION



Back detail

NON WIRED BRALETTE • AA400917

- Sheer triangle cup
- Fixed, non adjustable straps
- Hook and eye closure at back
- Geometric trim detail at centre front

XS, S, M, L, XL

XS-XL

Hook & Eye 2 Hook

PRICE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

*SIZES ARE IN UK SIZING.



BRIEF • AA400950

- Lined front panel for modesty
- Super soft flat elastic waistband
- Very flat elastic at leg edge for minimal VPL
- Gold geometric trim detail at centre front

XS, S, M, L, XL

PRICE



THONG • AA400970

- Lined front panel for modesty
- Super soft flat elastic waistband
- Very flat elastic at leg edge for minimal VPL
- Gold geometric trim detail at centre front

XS, S, M, L, XL

PRICE

Freya Chill

Nothing beats feeling comfy – we couldn't agree more – so it's no surprise that you wanted to see Freya Chill back in a second colourway for AW22. All styles are crafted from a soft handle ribbed modal fabric, and feature our repeat Freya logo branding. Look out for our triangle shaped Non Wired Bralette, which with its hidden power mesh through the cup, offers support and shaping even without an underwire.



Black (BLK)
New Continuity / Available:



Cool Grey (CGY)
Continuity



UW MOULDED DEMI T-SHIRT BRA • AA401333

- Sweetheart neckline offers uplift and an enhanced cleavage
- Seam-free moulded cups for a smooth, rounded silhouette
- Cut from a soft handle ribbed fabric
- Powermesh lined wing, with rib outer layer
- Soft handle binding elastics
- Fixed fully adjustable straps to prevent strap slippage
- Straps feature woven repeat Freya logo design

UK	32-38 C	28-38 D-GG	28-36 H	30-34 HH
EU	70-85 C	60-85 D-J	60-80 K	65-75 L
FR	85-100 C	75-100 D-J	75-95 K	80-90 L
AUS/NZ	10-16 C	6-16 D-GG	6-14 H	8-12 HH
USA	32-38 C	28-38 D-J	28-36 K	30-34 L
JP	70-85 D	60-85 E-K	60-80 L	65-75 M

DEPENDENT ON CUP AND BACK SIZE				
Strap Width	13mm	16mm	19mm	23mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



UW PLUNGE BRA • AA401302

- Low centre front for plunging neckline
- Plunge without push up
- Cut from a soft handle ribbed fabric
- Powermesh lined wing, with rib outer layer
- Fold over neck edge binding for ease of fit with repeat tonal Freya logo design
- Soft handle binding elastics
- Fixed fully adjustable straps to prevent strap slippage
- Straps feature woven repeat Freya logo design

UK	28-38 D-H
EU	60-85 D-K
FR	75-100 D-K
AUS/NZ	6-16 D-H
USA	28-38 D-K
JP	60-85 E-L

DEPENDENT ON CUP AND BACK SIZE				
Strap Width	13mm	16mm	19mm	23mm
Hook & Eye	2 Hook	2 Hook	3 Hook	3 Hook

PRICE





Back detail

**NON WIRED BRALETTE • AA401317**

- Soft triangle shape bralette
- Cut from a soft handle ribbed fabric
- Support powermesh inner layer within the cup offers support and shaping
- Flat elastic underband for anchorage
- Underband features woven repeat Freya logo design
- Soft handle binding elastics
- Fixed, non adjustable straps
- Hook and eye closure at back

XS, S, M, L, XL

XS-XL

Hook & Eye 2 Hook

PRICE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

*SIZES ARE IN UK SIZING.

**SHORT • AA401380**

- Soft handle ribbed fabric front and back
- Flat elastic at waistband features woven repeat Freya logo design

XS, S, M, L, XL

PRICE

**THONG • AA401370**

- Soft handle ribbed fabric front and back
- Fold over leg binding for clean finish
- Soft handle binding elastics
- Flat elastic at waistband features woven repeat Freya logo design

XS, S, M, L, XL

PRICE

**BRIEF • AA401367**

- Soft handle ribbed fabric front and back
- Fold over leg binding for clean finish
- Soft handle binding elastics
- Flat elastic at waistband features woven repeat Freya logo design

XS, S, M, L, XL

PRICE

NEW

Infinity Fields

Are you a prints or plains girl? If you are like us and you cannot decide, say no more, because the new Infinity Fields collection is ticking both boxes. With a mix of plain lace styles, and styles which feature a ditsy floral trim, this collection allows you to make your own mix and match story. The soft lilac and rose-pink floral design features on the cradle and wing of the UW Plunge Bra and along the waistband of the Short. How will you wear yours?



Black (BLK)
Fashion / Available:



UW PLUNGE BRA • AA401802

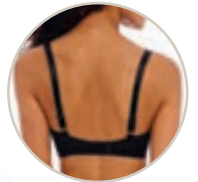
- Low centre front for plunging neckline
- Plunge without push up
- Full lace cups with ditsy floral print through front cradle and wing
- Keyhole detail at centre front
- Printed powermesh wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Flower trinket at centre front

UK	32-38 C	28-38 D-F	28-36 FF	28-34 G
EU	70-85 C	60-85 D-G	60-80 H	60-75 I
FR	85-100 C	75-100 D-G	75-95 H	75-90 I
AUS/NZ	10-16 C	6-16 D-F	6-14 FF	6-12 G
USA	32-38 C	28-38 D-G	28-36 H	28-34 I
JP	70-85 D	60-85 E-H	60-80 I	60-75 J

DEPENDENT ON CUP AND BACK SIZE

Strap Width	12mm	15mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



Back detail



NON WIRED BRALETTE • AA401817

- Soft triangle shape with wide underband
- Elastic at underband and underarm for additional support
- Fixed fully adjustable straps to prevent strap slippage
- Hook and eye closure at back

XS, S, M, L, XL

	XS-XL
Hook & Eye	2 Hook

PRICE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

*SIZES ARE IN UK SIZING.

FREYA COLLECTION



SHORT • AA401880

- Stretch lace, front and back
- Ditsy floral printed waistband
- 100% cotton gusset for comfort

XS, S, M, L, XL

PRICE



BRAZILIAN • AA401871

- Sexy Brazilian styling
- Wide stretch lace waist band
- Mesh front panel for modesty
- Scallop finish on lace back for a no VPL finish

XS, S, M, L, XL

PRICE

Tailored

Back for its second season, Tailored is available in Dark Cherry. Perfect for the autumnal months ahead, this collection sees contemporary styling meet classic lingerie drawer staples. If you're a long time Freya fan, you'll know all about our moulded Deco bras, and Tailored features two styles which are based on this signature collection. Smooth cups, a rounded shape, and a plunging neckline – what's not to love about Tailored's Moulded T-Shirt and Strapless Bra? Continuity colours Black and Ash Rose are also available for AW22.



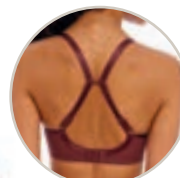
Dark Cherry (DRR)
New Limited Continuity / Available:



Ash Rose (ASE)
Limited Continuity



Black (BLK)
Continuity



J Hook



UW MOULDED PLUNGE T-SHIRT BRA • AA401131

- Based on the Cameo AA3160 UW Moulded Plunge Bra
- Moulded cups for a smooth, rounded silhouette
- Low centre front offers the desired cleavage without overspill
- Stretch geo-lace overlay features a flat finish for no show under clothing
- Fixed fully adjustable straps to prevent strap slippage
- J Hook adjuster for racer back styling
- Rose gold bar trim at centre front

UK	32-38 C	28-38 D-G	28-36 GG
EU	70-85 C	60-85 D-I	60-80 J
FR	85-100 C	75-100 D-I	75-95 J
AUS/NZ	10-16 C	6-16 D-G	6-14 GG
USA	32-38 C	28-38 D-I	28-36 J
JP	70-85 D	60-85 E-J	60-80 K

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW HIGH APEX PLUNGE BRA • AA401121

- Flattering low centre front
- Plunge frame is made from a rigid semi-sheer net for a lighter look without loss of support
- Stretch geo-lace outer cup to create high apex and give forward projection
- Stretch outer cup features a flat shadow striped elastic along the neck edge
- Fixed fully adjustable straps to prevent strap slippage
- Rose gold bar trim at centre front

UK	28-38 D-H
EU	60-85 D-K
FR	75-100 D-K
AUS/NZ	6-16 D-H
USA	28-38 D-K
JP	60-85 E-L

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE

**UW MOULDED STRAPLESS BRA • AA401109**

- Based on the Cameo AA3163 UW Moulded Strapless Bra
- Moulded cups for a smooth, rounded silhouette
- Stretch geo-lace overlay features a flat finish for no show under clothing
- *Stay4Sure* gripper elastic for increased anchorage and support
- Detachable, fully adjustable multiway straps can be worn over the shoulders or cross back
- Rose gold bar trim at centre front

MOULDED
CUP

UK	32-38 B-C	28-38 D-G	28-36 GG
EU	70-85 B-C	60-85 D-I	60-80 J
FR	85-100 B-C	75-100 D-I	75-95 J
AUS/NZ	10-16 B-C	6-16 D-G	6-14 GG
USA	32-38 B-C	28-38 D-I	28-36 J
JP	70-85 C-D	60-85 E-J	60-80 K

	B-D	DD-FF	G-GG
Strap Width	13mm	13mm	13mm
Hook & Eye	2 Hook	3 Hook	4 Hook

PRICE

**BRIEF • AA401150**

- Stretch geo-lace front and back
- Light lining in front for modesty
- Flat shadow striped elastic at waist and legs
- Rose gold bar trim at centre front

XS, S, M, L, XL

PRICE

**SHORT • AA401180**

- Stretch geo-lace front
- Light lining in front for modesty
- Flat shadow striped elastic at waist and legs
- Rose gold bar trim at centre front

XS, S, M, L, XL

PRICE

**BRAZILIAN • AA401171**

- Sexy Brazilian styling
- Stretch geo-lace front
- Light lining in front for modesty
- Fold over finish at back for no VPL
- Flat shadow striped elastic at waist and front leg
- Rose gold bar trim at centre front

XS, S, M, L, XL

PRICE

NEW

Freya Fatale

It's hotting up this season with all new Freya Fatale; arguably our sexiest collection to date. Featuring a stretch Geo Floral lace, Freya Fatale plays host to a number of exciting new shapes. We've updated our existing UW High Apex Bra with peek-a-boo styling, there's a High Waist Brief with cutout detailing to the back waist, and if that's not statement enough for you, there's a new all lace Body. Featuring cutout detailing along the centre front and deep open back styling, the Freya Fatale Body is the ultimate fashion piece for those who love to style their underwear as outerwear. Dropping in Chilli Red and Noir for AW22.



Noir (NOR)
New Continuity / Available:



Chilli Red (CRD)
New Limited Continuity / Available:



UW HIGH APEX BRA • AA401422

- Plunge frame is made from a rigid semi-sheer net for a lighter look without loss of support
- Stretch Geo Floral lace outer cup to create high apex and give forward projection
- Keyhole cut out detail at centre front
- NOR colourway features a contrast natural beige liner. CRD features a matching red liner
- Fixed fully adjustable straps to prevent strap slippage
- Gold ring detail at centre front and apex

UK	32-36 C	28-38 D-FF	28-36 G
EU	70-80 C	60-85 D-H	60-80 I
FR	85-95 C	75-100 D-H	75-95 I
AUS/NZ	10-14 C	6-16 D-FF	6-14 G
USA	32-36 C	28-38 D-H	28-36 I
JP	70-80 D	60-85 E-I	60-80 J

DEPENDENT ON CUP AND BACK SIZE			
Strap Width	12mm	15mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW PLUNGE BRA • AA401402

- Low centre front for plunging neckline
- Plunge without push up
- Lace trim neck edge with sheer top cups and lace bottom cups
- NOR colourway features a contrast natural beige liner. CRD features a matching red liner
- Fixed fully adjustable straps to prevent strap slippage
- Gold ring detail at centre front and apex

UK	28-38 D-G
EU	60-85 D-I
FR	75-100 D-I
AUS/NZ	6-16 D-G
USA	28-38 D-I
JP	60-85 E-J

DEPENDENT ON CUP AND BACK SIZE			
Strap Width	12mm	15mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW MOULDED PLUNGE T-SHIRT BRA • AA401431

- Based on the Tailored AA401131 UW Moulded Plunge T-Shirt Bra
- Moulded cups for a smooth, rounded silhouette
- Low centre front offers the desired cleavage without overspill
- Stretch Geo Floral lace overlay features a flat finish for no show under clothing
- NOR colourway features a contrast natural beige liner. CRD features a matching red liner
- Fixed fully adjustable straps to prevent strap slippage
- J-hook adjuster for racer back styling
- Gold ring detail at centre front and apex

UK	32-38 C	28-38 D-G	28-36 GG
EU	70-85 C	60-85 D-I	60-80 J
FR	85-100 C	75-100 D-I	75-95 J
AUS/NZ	10-16 C	6-16 D-G	6-14 GG
USA	32-38 C	28-38 D-I	28-36 J
JP	70-85 D	60-85 E-J	60-80 K

DEPENDENT ON CUP AND BACK SIZE			
Strap Width	12mm	15mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



J Hook

MOULDED CUP

FREYA COLLECTION



J Hook



NON WIRED BRALETTE • AA401417

- Soft triangle shape bralette
- Delicate scallop edge lace trim at neckline and underband
- NOR colourway features a contrast natural beige liner. CRD features a matching red liner
- Powermesh lined cups for support
- Centre front strapping detail features gold ring
- Fixed fully adjustable straps feature split detail at back
- J Hook adjuster for racer back styling
- Hook and eye closure at back

XS, S, M, L, XL

XS-XL

Hook & Eye 2 Hook

PRICE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

*SIZES ARE IN UK SIZING.



BRIEF • AA401450

- Stretch Geo Floral lace front and back
- Scallop edge lace trim at waist and legs
- Gather in back seam for shaping
- Crossover elastic with keyhole detail at centre front
- Gold ring detail at centre front

XS, S, M, L, XL

PRICE



HIGH WAIST BRIEF • AA401452

- High waist styling
- Stretch Geo Floral lace front and back
- Scallop edge lace trim at waist and legs
- Gather in back seam for shaping
- High leg brazilian cut back
- Crossover lace back with keyhole detail
- Gold ring detail at centre front

XS, S, M, L, XL

PRICE

NEW
SHAPE

**BRAZILIAN • AA401471**

- Stretch Geo Floral lace front and back
- Scallop edge lace trim at waist and legs
- Gather in back seam for shaping
- Gold ring detail at centre front

XS, S, M, L, XL

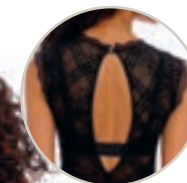
PRICE

**SUSPENDER • AA401491**

- Stretch Geo Floral lace front and sides
- NOR colourway features a contrast natural beige liner. CRD features a matching red liner
- On-trend strappy back detail into hook and eye closure
- Crossover elastic with keyhole detail at centre front
- Adjustable suspender straps with gold sliders
- Gold ring detail at centre front

XS, S, M, L, XL

PRICE



Back detail

**BODY • AA401493**

- Soft non-wired worn-to-be-seen bodysuit
- High neck styling
- Stretch Geo Floral lace front and sides
- Narrow elasticated under bust seam for light support and shaping
- Darted cups for shaping and capacity
- Open front design secured with a series of fixed strap and gold ring details
- Scallop edge lace trim at arms, legs and neck
- Deep keyhole back opening
- Gold button fastening at back of neck
- Wear with Freya Fatalé AA401431 UW Moulded T-Shirt Bra or Snapshot AA400933 UW Moulded Demi T-Shirt Bra for additional support and modesty

XS, S, M, L, XL

PRICE

NEW
SHAPE

SIZE CONVERSION CHART*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

*SIZES ARE IN UK SIZING.

Freya Fatale

Idol

Tried, trusted and loved by so many – our ever-faithful Idol collection is wrapping up the season for us. Its seam-free moulded cups offer a smooth, rounded shape all the way up to a HH cup, and is available for AW22 in Dark Cherry. Mix and match with any of the Tailored briefs for a complete look that will have you feeling on top of your game. Core continuity colourways are also available – Idol's skin tone colour story is one we are proud of.



Dark Cherry (DRR)
New Limited Continuity / Available:



Vintage Denim (VTD)
Limited Continuity



Black (BLK)
Continuity



Coffee Roast (CRT)
Continuity



Cinnamon (CIN)
Continuity



Nude (NUE)
Continuity



White (WHE)
Continuity



UW MOULDED BALCONY T-SHIRT BRA • AA1050

- Seam-free cup with neck edge binding
- Balcony cups offer good coverage and natural rounded shape
- Decorated with a stylish pin stripe design
- Fixed fully adjustable straps to prevent strap slippage



UK	28-38 D-G	28-36 GG-H	30-34 HH
EU	60-85 D-I	60-80 J-K	65-75 L
FR	75-100 D-I	75-95 J-K	80-90 L
AUS/NZ	6-16 D-G	6-14 GG-H	8-12 HH
USA	28-38 D-I	28-36 J-K	30-34 L
JP	60-85 E-J	60-80 K-L	65-75 M



UK	32-38 B-C	28-38 D-G	28-36 GG-H	30-34 HH
EU	70-85 B-C	60-85 D-I	60-80 J-K	65-75 L
FR	85-100 B-C	75-100 D-I	75-95 J-K	80-90 L
AUS/NZ	10-16 B-C	6-16 D-G	6-14 GG-H	8-12 HH
USA	32-38 B-C	28-38 D-I	28-36 J-K	30-34 L
JP	70-85 C-D	60-85 E-J	60-80 K-L	65-75 M

DEPENDENT ON CUP AND BACK SIZE

Strap Width	13mm	16mm	19mm	22mm	25mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook	3 Hook

PRICE



HIPSTER SHORT • AA1056

- Soft handle fabric
- Decorated with a stylish pin stripe design
- Fold over finish at back for no VPL
- Bow detail at centre front

XS, S, M, L, XL

PRICE

ANY OCCASION.
ANY TIME OF DAY.
ANY OUTFIT.

FREYA CONTINUITY

Awakening

Black (BLK)
Continuity



UW MOULDED PLUNGE T-SHIRT BRA • AA5330

UK	32-38 B-C	28-38 D-G	28-36 GG
EU	70-85 B-C	60-85 D-I	60-80 J

Cameo

Black (BLK)
Continuity



UW DECO MOULDED PLUNGE BRA • AA3160

UK	32-38 B-C	28-38 D-G	28-36 GG
EU	70-85 B-C	60-85 D-I	60-80 J

Sand (SAD)
Continuity



UW HIGH APEX BRA • AA3161

UK	32-36 C	28-38 D-H
EU	70-80 C	60-85 D-K



UW DECO STRAPLESS MOULDED BRA • AA3163

UK	32-38 B-C	28-38 D-G	30-36 GG
EU	70-85 B-C	60-85 D-I	65-80 J



SHORT • AA3166

XS, S, M, L, XL



BRAZILIAN • AA3167

XS, S, M, L, XL

Daisy Lace



Blush (BLH)
Continuity



Noir (NOR)
Continuity



White (WHE)
Continuity



UW BALCONY BRA • AA5131

UK	32-38 B	30-38 C	28-38 D-G
EU	70-85 B	65-85 C	60-85 D-I



UW BALCONY K CUP BRA • AA5132

UK	28-38 GG-J	30-36 JJ-K
EU	60-85 J-M	65-80 N-O



UW PADDED HALF CUP BRA • AA5133

UK	32-38 B-C	28-38 D-G	28-36 GG	30-36 H
EU	70-85 B-C	60-85 D-I	60-80 J	65-80 K



BRALETTE • AA5134

XS, S, M, L, XL



BRIEF • AA5135

XS, S, M, L, XL



SHORT • AA5136

XS, S, M, L, XL



BRAZILIAN • AA5137

XS, S, M, L, XL

FREYA CONTINUITY

Deco



Black (BLK)
Continuity



Nude (NUE)
Continuity



MOULDED
CUP



UW STRAPLESS MOULDED BRA • AA4233

UK	32-38 B-C	28-38 D-G	30-36 GG
EU	70-85 B-C	60-85 D-I	65-80 J



MOULDED
CUP



UW MOULDED PLUNGE BRA • AA4234

UK	32-38 B-C	28-38 D-G	28-36 GG
EU	70-85 B-C	60-85 D-I	60-80 J

Expression



Black (BLK)
Continuity

Natural Beige (NAE)
Continuity



MOULDED
CUP

UW DEMI PLUNGE MOULDED BRA • AA5490

UK	32-38 B-C	28-38 D-G	28-36 GG-H	30-34 HH
EU	70-85 B-C	60-85 D-I	60-80 J-K	65-75 L



UW PLUNGE BRA • AA5491

UK	28-38 D-H
EU	60-85 D-K



UW HIGH APEX BRA • AA5494

UK	32-36 C	28-38 D-FF	28-36 G
EU	70-80 C	60-85 D-H	60-80 I



BRIEF • AA5495

XS, S, M, L, XL



SHORT • AA5496

XS, S, M, L, XL



BRAZILIAN • AA5497

XS, S, M, L, XL



SUSPENDER • AA5499

XS, S, M, L, XL

Freya Fancies



Black (BLK)
Continuity



Natural Beige (NAE)
Continuity



Petal (PEL)
Continuity



White (WHE)
Continuity



UW MOULDED BALCONY T-SHIRT BRA • AA1030

UK	32-38 B-C	28-38 D-G	28-36 GG-H	30-34 HH
EU	70-85 B-C	60-85 D-I	60-80 J-K	65-75 L



UW PLUNGE BRA • AA1011

UK	32-38 C	28-38 D-G
EU	70-85 C	60-85 D-I



UW BALCONY BRA • AA1012

UK	28-38 GG-J	30-36 JJ-K
EU	60-85 J-M	65-80 N-O



UW LONGLINE BRA • AA1014

UK	32-38 B-C	28-38 D-G	28-36 GG	30-36 H
EU	70-85 B-C	60-85 D-I	60-80 J	65-80 K



BRAZILIAN • AA1017

XS, S, M, L



CHEMISE • AA1018

XS, S, M, L

FREYA CONTINUITY

Starlight



Black (BLK)
Continuity



Caramel (CAL)
Continuity



Rosewater (ROR)
Continuity



White (WHE)
Continuity



MOULDED
CUP

UW MOULDED BALCONY T-SHIRT BRA • AA5200

UK	32-38 B-C	28-38 D-G	28-36 GG-H	30-34 HH
EU	70-85 B-C	60-85 D-I	60-80 J-K	65-75 L



UW SIDE SUPPORT BRA • AA5201

UK	28-38 D-G
EU	60-85 D-I



UP TO
A K CUP

UW SIDE SUPPORT BRA • AA5202

UK	28-38 GG-J	30-36 JJ-K
EU	60-85 J-M	65-80 N-O



SHORT • AA5206

XS, S, M, L, XL

Viva



Lace Vintage Denim (LAM)
Continuity



UW SIDE SUPPORT BRA • AA5641

UK	28-38 D-J	30-38 JJ	30-36 K
EU	60-85 D-M	65-85 N	65-80 O



Lace Natural Beige (LNB)
Continuity



SHORT • AA5646

XS, S, M, L, XL



Lace Noir (LNR)
Continuity



Noir (NOR)
Continuity



UW SIDE SUPPORT BRA • AA5642

UK	28-38 D-J	30-36 JJ-K
EU	60-85 D-M	65-80 N-O



SHORT • AA5645

XS, S, M, L, XL



BRAZILIAN • AA5647

XS, S, M, L, XL

..... **Lace**

———— **Plains** ————

FREYA NURSING

Here at Freya we're always thinking of more ways we can support you, not just for every mood, but for every moment life throws at you too. The world of nursing can be an overwhelming one for sure, however, if you need a nursing bra, but do not know where to start, rest assured we're here to help you every step of the way.

Did you know?

At around 38 weeks, it's advised that mums-to-be get fitted for a nursing bra. At this point in pregnancy, their size will be most similar to their postpartum size, plus as the bump drops at around this time too, it will ensure the best fit possible.

Pure Sculpt



Slate (SLE)
Continuity

UW MOULDED NURSING BRA • AA1582

UK	30-40 D-G	30-38 GG	30-36 H	30-34 HH
EU	65-90 D-I	65-85 J	65-80 K	65-75 L

Pure



Black (BLK)
Continuity

Nude (NUE)
Continuity

Petal (PEL)
Continuity

UW MOULDED NURSING BRA • AA1581

UK	30-40 D-G	30-38 GG	30-36 H	30-34 HH
EU	65-90 D-I	65-85 J	65-80 K	65-75 L

FREYA ACTIVE

Make no excuses, Freya Active has got all your workout wants and needs covered with its bra sized activewear and pick of matching coordinates.

With the demand for activewear on the rise, we are so excited to be expanding our Freya Active collection for AW22. We're launching not one, but two, new sports bras, a new legging, and of course a helping of fresh new colourway and print designs too.

Get turning the pages to find out more.

Firm Support

Our firm-rated sports bras are supremely lightweight yet deliver all the support you require for moderate to high intensity workouts.

PERFECT FOR:



GYM
WORKOUTS



EXERCISE
CLASSES



MODERATE
IMPACT
SPORTS

SPORTS BRA STYLES THAT ARE FIRM SUPPORT:

Sonic



FIRM SUPPORT

Maximum Support

Designed for high intensity activities, our maximum-rated products are designed to offer you complete ease of movement whilst working out with ultimate support and the confidence to match.

PERFECT FOR:



RUNNING



HIIT
WORKOUTS



HIGH
IMPACT
SPORTS

SPORTS BRA STYLES THAT ARE MAXIMUM SUPPORT:

Dynamic, Core, Epic, High-Octane, Adrenaline Rush



MAXIMUM SUPPORT



AC400904/AC400851

Adrenaline Rush & Power Sculpt 2.0

Dynamic & Player



EcoSculpt

AC401003/AC401151

High-Octane



AC401003/AC401151

Freya Active Highlights

Before we present our Active collection for AW22, we want to highlight some of this season's new additions.

It's been a while since we brought you a new sports bra design, so much so, this season we welcome two! And if it couldn't get any better, there's also a new legging on the scene.

I think it's safe to say this season is going to be a good one.



Adrenaline Rush

Break a sweat with all-new Adrenaline Rush. Available in two striking print designs; Pure Leopard and Jungle Black, Adrenaline Rush is the first moulded non-wired sports bra for Freya! Providing maximum support, Adrenaline Rush is perfect for those high intensity activities, designed to offer you complete ease of movement whilst working out. Its non-wired styling provides all the comfort and flexibility you need so you can feel ready to tackle anything.

Our second new sports bra of the season - we introduce High-Octane. High-Octane features a wired frame with moulded cups, perforated for breathability. A move on from Freya favourite Epic, High-Octane provides a more comfortable fit through its fine tuning. Improved design features include wider shoulder straps, silicone wire casing and moulded inner cups to prevent rubbing. With sizing all the way to a J cup, what's not to love about High-Octane.



EcoSculpt

Feel good, look good and do good... all at the same time. Our new EcoSculpt Legging features over 60% recycled content, making it our first sustainable story for Freya Active. EcoSculpt feature an all over compression technology for a supportive feel and shaping. The fabric, nevertheless, feels lightweight for ease of movement and breathability. An exciting addition to our AW22 collection, these high waist leggings are available in Jungle Black and will make the perfect workout duo with Freya sports bras old and new.

High-Octane



High-Octane & Adrenaline Rush

Push boundaries like you've never before in all-new Adrenaline Rush and High-Octane. Both feature moulded perforated cups making them ultra-breathable and lightweight whilst still offering that desired shape and support. If it's a non-wired style you are after then Adrenaline rush has got you covered or our High-Octane UW Sports Bra has silicone padded wire casing for additional comfort. Debuting in two colour ways; a classic Pure Leopard and a tropical Jungle Black, which one will you go for?



Jungle Black (JUK)

New Limited Continuity / Available:

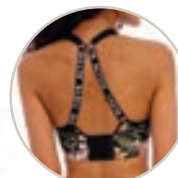


Pure Leopard (PLD)

New Limited Continuity / Available:

FREYA ACTIVE

NEW



J Hook



HIGH-OCTANE UW SPORTS BRA • AC401003

- High performance with average coverage
- Moulded seam-free cups, perforated for breathability
- Silicone padded wire casing for extra comfort
- Soft fold over elastic on neckedge and underarms
- Breathable outer fabric for cool comfort
- Bagged out inner cup seams for comfort
- Soft hook and eye panel for extra comfort
- Built-up padded straps for comfort and support
- Repeat Freya Active logo on back straps
- J-hook fastening allows racer back option with quick and easy dressing

UK	34-38 B	32-38 C	30-40 D	28-40 DD-GG	28-38 H	28-36 HH	28-34 J
EU	75-85 B	70-85 C	65-90 D	60-90 E-J	60-85 K	60-80 L	60-75 M
FR	90-100 B	85-100 C	80-105 D	75-105 E-J	75-100 K	75-95 L	75-90 M
AUS/NZ	12-16 B	10-16 C	8-18 D	6-18 DD-GG	6-16 H	6-14 HH	6-12 J
USA	34-38 B	32-38 C	30-40 D	28-40 DD-J	28-38 K	28-36 L	28-34 M
JP	75-85 C	70-85 D	65-90 E	60-90 F-K	60-85 L	60-80 M	60-75 N

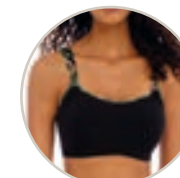
DEPENDENT ON CUP AND BACK SIZE

Strap Width	16mm	19mm
Hook & Eye	3 Hook	4 Hook

PRICE

MAXIMUM SUPPORT

NEW



J Hook



ADRENALINE RUSH NON WIRED SPORTS BRA • AC400904

- High performance non-wired style with average coverage
- Moulded seam-free cups, perforated for breathability
- Wide, flat underband for added comfort and anchorage under the bust
- Soft fold over elastic on neckedge and underarms
- Breathable outer fabric for cool comfort
- Soft hook and eye panel for extra comfort
- Built-up padded straps for comfort and support
- Repeat Freya Active logo on back straps
- J-hook fastening allows racer back option with quick and easy dressing

UK	34-38 B	32-38 C	30-40 D	28-40 DD-GG	28-38 H
EU	75-85 B	70-85 C	65-90 D	60-90 E-J	60-85 K
FR	90-100 B	85-100 C	80-105 D	75-105 E-J	75-100 K
AUS/NZ	12-16 B	10-16 C	8-18 D	6-18 DD-GG	6-16 H
USA	34-38 B	32-38 C	30-40 D	28-40 DD-J	28-38 K
JP	75-85 C	70-85 D	65-90 E	60-90 F-K	60-85 L

DEPENDENT ON CUP AND BACK SIZE

Strap Width	16mm	19mm
Hook & Eye	3 Hook	4 Hook

PRICE

MAXIMUM SUPPORT

Dynamic & Sonic

Level up your activewear wardrobe with our tried and tested duo, Dynamic and Sonic. Working out never felt so good with Dynamic, perfect for high intensity workouts, Dynamic is a non-wired, non-moulded soft sports bra that supports and holds the breasts through encapsulation rather than traditional compression methods. If you are alternatively looking for a wired frame, Sonic features a spacer moulded cup, which is ultra-breathable and lightweight, making it the ideal workout partner for moderate to high intensity activities.



Khaki (KHI)
Fashion / Available:



Jungle Black (JUK)
New Limited Continuity / Available:



Pure Leopard Black (PUK)
Limited Continuity



Denim (DEN)
Continuity



Jet (JET)
Continuity



Carbon (CON)
Continuity



Hot Crimson (HON)
Continuity



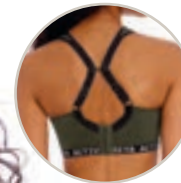
Nude (NUE)
Continuity



Storm (STM)
Continuity



White (WHE)
Continuity



J Hook



DYNAMIC NON WIRED SPORTS BRA • AC4014

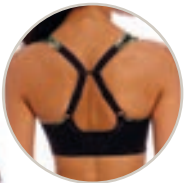
- Full coverage non-wired soft cup style
- Shapes and supports by fully encapsulating the breast
- Wide, flat underband elastic for added comfort and anchorage under the bust
- Contrast bindings at the neck edge strap and underband
- Seam-soft thread to reduce friction against the skin
- Adjustable built up padded straps for comfort and support
- Soft hook and eye panel for extra comfort
- Slide J Hook fastening allows racer back option with quick and easy dressing
- KHI colourway features repeat Freya Active logo along underband

UK	32-38 C	28-40 D-H	28-38 HH-J
EU	70-85 C	60-90 D-K	60-85 L-M
FR	85-100 C	75-105 D-K	75-100 L-M
AUS/NZ	10-16 C	6-18 D-H	6-16 HH-J
USA	32-38 C	28-40 D-K	28-38 L-M
JP	70-85 D	60-90 E-L	60-85 M-N

	C-E	F-J
Strap Width	19mm	19mm
Hook & Eye	3 Hook	4 Hook

PRICE

MAXIMUM SUPPORT



J Hook



SONIC UW MOULDED SPACER SPORTS BRA • AA/AC4892

- Mid-high performance with average coverage
- Lightweight breathable spacer fabric moulded cups
- Wide curvature wire for a comfortable, supportive fit
- Built-up padded straps for comfort and support
- Firm flat underband for good anchorage
- Soft hook and eye panel for extra comfort
- Slide J Hook fastening allows racer back option with quick and easy dressing
- Printed panel at the apex on colourways JUK and PUK
- AC4892 colourways: KHI, JUK, DEN and PUK

UK	32-40 B-C	28-40 D-G	28-38 GG	30-36 H
EU	70-90 B-C	60-90 D-I	60-85 J	65-80 K
FR	85-105 B-C	75-105 D-I	75-100 J	80-95 K
AUS/NZ	10-18 B-C	6-18 D-G	6-16 GG	8-14 H
USA	32-40 B-C	28-40 D-I	28-38 J	30-36 K
JP	70-90 C-D	60-90 E-J	60-85 K	65-80 L

	B-E	F-H
Strap Width	19mm	19mm
Hook & Eye	3 Hook	4 Hook

PRICE

FIRM SUPPORT

MOULDED CUP

Core & Epic

Returning once again for AW22 are Freya Active favourites, Core and Epic. Both styles feature a moulded cup design, offer maximum support and are perfect for high intensity workouts. In fact, Core has been proven to reduce up and down velocity by 80%. Core is available for AW22 in new colourway Khaki, as well as a range of continuity colourways, much like Epic is. Feel confident no matter what with Freya Active.



Khaki (KHI)
Fashion / Available:



Black (BLK)
Continuity



Nude (NUE)
Continuity



White (WHE)
Continuity



Carbon (CON)
Continuity



Electric Black (ELB)
Continuity



Denim (DEN)
Continuity



CORE UW SPORTS BRA • AA/AC4002

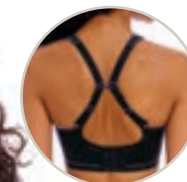
- High performance with average coverage
- Wide curvature wire for a comfortable, supportive fit
- Double fabric for firm support
- Mesh panels for cool comfort
- Built-up padded straps for comfort and support
- Firm flat underband for good anchorage
- Soft hook and eye panel for extra comfort
- Research findings show our AA4002 UW Sports Bra reduces up and down velocity by 80% (University of Portsmouth)
- AC4002 colourways: KHI and DEN

UK	28-38 D-G	30-38 GG-JJ	30-36 K
EU	60-85 D-I	65-85 J-N	65-80 O
FR	75-100 D-I	80-100 J-N	80-95 O
AUS/NZ	6-16 D-G	8-16 GG-JJ	8-14 K
USA	28-38 D-I	30-38 J-N	30-36 O
JP	60-85 E-J	65-85 K-O	65-80 P

	D-E	F-K
Strap Width	19mm	19mm
Hook & Eye	3 Hook	4 Hook

PRICE

MAXIMUM SUPPORT



J Hook



EPIC UW CROP TOP SPORTS BRA WITH MOULDED INNER • AA4004

- High performance with full coverage with a higher neckline
- Wide curvature wire in an oval shape for reduced pressure against the body
- Inner slings for maximum support
- Shapes and supports by encapsulating the breast
- Perforated foam cups for breathability and smooth shape
- Seam-soft thread to reduce friction against the skin
- Adjustable padded straps for comfort and support
- Soft hook and eye panel for extra comfort
- Slide J Hook fastening allows racer back option with quick and easy dressing

UK	34-40 B-C	28-40 D-G	28-38 GG	30-36 H
EU	75-90 B-C	60-90 D-I	60-85 J	65-80 K
FR	90-105 B-C	75-105 D-I	75-100 J	80-95 K
AUS/NZ	12-18 B-C	6-18 D-G	6-16 GG	8-14 H
USA	34-40 B-C	28-40 D-I	28-38 J	30-36 K
JP	75-90 C-D	60-90 E-J	60-85 K	65-80 L

	B-D	DD-E	F-H
Strap Width	13mm	16mm	19mm
Hook & Eye	2 Hook	3 Hook	4 Hook

PRICE

MAXIMUM SUPPORT

Player & EcoSculpt

Strive for maximum performance with our wide selection of Active co-ordinates. First out the block is our Player short. With its lightweight fabric and loose leg styling, it enables great freedom of movement and breathability, so you can focus on the activity in hand. If it is a legging style that you prefer, all-new EcoSculpt has so much to offer, and we're not just talking about its high waist styling and compression technology for support and shaping. EcoSculpt is made with over 60% recycled nylon, so you can feel good as well as do good whilst working out.



Khaki (KHI)

Fashion / Available:



Jungle Black (JUK)

New Limited Continuity / Available:



Denim (DEN)

Continuity

FREYA ACTIVE



PLAYER SHORT • AC400750

- Lightweight fabric is breathable and wicks moisture away from the body
- Loose leg styling for freedom of movement and breathability
- Wide elastic waistband supports the torso for greater comfort
- Two side pockets

XS, S, M, L, XL

PRICE

NEW



ECOSULPT LEGGING • AC401151

- High waist styling
- Lightweight fabric for ease of movement and breathability
- Squat proof fabric ensures no show through
- All over compression technology for support and shape
- Wide elastic waistband supports the torso for greater comfort
- Inside front hidden pocket
- Contains over 60% recycled nylon

XS, S, M, L, XL

PRICE

RECYCLED
CONTENT

Power Sculpt 2.0 & Power Sculpt

Our selection of Active leggings just keeps on coming with our Power Sculpt duo. Both styles are made from a lightweight fabric for ease of movement and breathability, in addition to their all over compression technology which offers incredible support and shaping. Like all our leggings, they're squat proof too, because we don't want any gym mishaps, do we? Power Sculpt 2.0 returns for AW22 in Khaki, plus, look out for our continuity colours and prints available too.



Khaki (KHI)
Fashion / Available:



Pure Leopard (PLD)
Limited Continuity



Denim (DEN)
Continuity



Black (BLK)
Continuity



Nightshade (NIE)
Continuity



POWER SCULPT 2.0 LEGGING • AC400851

- High waist styling
- Lightweight fabric for ease of movement and breathability
- Squat proof fabric ensures no show through
- All over compression technology for support and shape
- Wide elastic waistband supports the torso for greater comfort
- Inside front hidden pocket
- KHI colourway contains 66% recycled polyamide (nylon)

XS, S, M, L, XL

PRICE



POWER SCULPT LEGGING • AC200351

- High waist styling
- Ultra-lightweight fabric for ease of movement and breathability
- All over compression technology for support and shape
- Flat seams to prevent friction.
- Wide fit waistband with deep elastic to support the torso for greater comfort
- Back zip pocket

XS, S, M, L, XL

PRICE

Freestyle

Who said Freya Active just stopped at gym wear? Freestyle is our Active swim collection, perfect for those days out of the gym when you're taking it poolside. Our UW Moulded Suit features a scooped high leg and low back with convertible straps, for complete support and ease of movement for when you need it most. A concealed bust underband helps provide a supportive fit so you can focus on your performance too. Available in Jungle Black this AW22 as well as classic continuity colours Astral Navy and Denim.



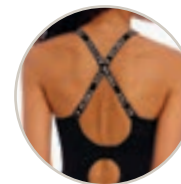
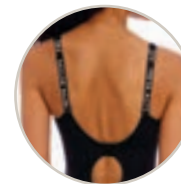
Jungle Black (JUK)
New Limited Continuity / Available:



Denim (DEN)
Continuity



Astral Navy (ASY)
Continuity



MOULDED ACTIVE SUIT • AW3969

- Concealed underwire with puncture resistant wire casing
- Built in fabric moulded cup for a smooth rounded shape
- Soft inner cups with rigid simplex for support and shape
- Classic cut leg
- Scooped open back styling for ease of movement
- Convertible back straps can be worn over the shoulder or cross back for optimal comfort and fit

MOULDED
CUP

UK	30-40 D-H
EU	65-90 D-K
FR	80-105 D-K
AUS/NZ	8-18 D-H
USA	30-40 D-K
JP	65-90 E-L

PRICE

Freya'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 Freya, 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 access 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

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.

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.

Our POS

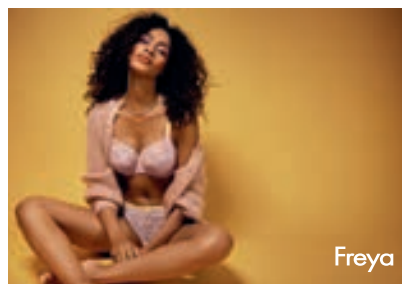
Point of sale pieces are a great way to bring attention to new collections in your store.

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.

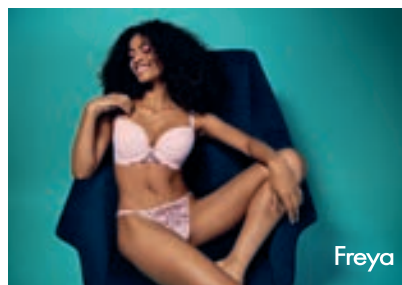
In order to receive any of our seasonal POS items you must order 10+ units of the key style as per the picture and style code below.

For example, the Offbeat Showcard features both AA5451 and matching co-ordinate AA5457 but the key style piece is the AA5451 Bra, which would require a minimum order of 10 pieces to receive the POS.

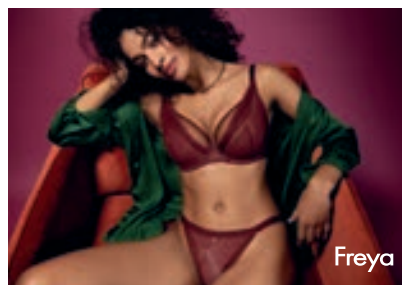
SHOWCARD



Offbeat
AA5451

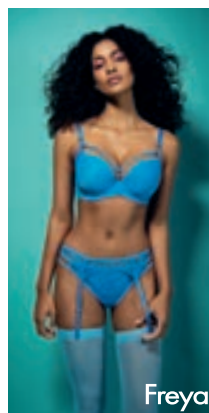


Show-Off
AA401631

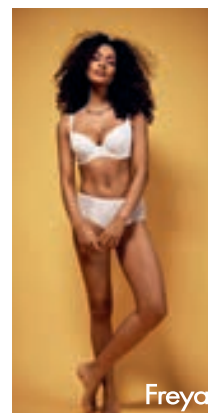


Tailored
AA401121

BANNER



Temptress
AA400131



Freya
Signature
AA400510



Infinity Fields
AA401802

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 Freya's international size guide.



Please note: Banner Size: 1000mm x 495mm. Showcard size: 420mm x 297mm. POS is subject to change.

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