

# HANRO

A studio photograph of two women posing against a textured grey background. The woman on the left is Black, with her hair pulled back, wearing a black lace-trimmed bra. She is leaning back and looking towards the camera. The woman on the right is white, with her red hair in a bun, wearing a black sports bra. She is leaning forward and looking towards the camera. The lighting is soft and directional, highlighting their features and the texture of the fabric.

MY  
COMFORT  
MY  
LUXURY





*Dear bra wearers,*

You arrive home after a long day at work, throw your blazer over the back of the chair, slip into your comfy joggers – and your bra stays on. Wait – what? With our bras, this is true.

We asked five women from different walks of life and age groups to tell us about their favorite bra. They revealed what makes their bra such an indispensable companion in their everyday lives.

*The perfect bra is as unique as its wearer.*

I know from experience that women have very different preferences and requirements. As a bra expert, I have dedicated over twenty years to finding the perfect fits and materials. When I create a new bra, women's comfort is at the very forefront of everything I do.

Be inspired!

FRAUKE NAGEL, BRA PRODUCT DEVELOPER,  
AND THE HANRO TEAM



MY  
COMFORT  
MY  
LUXURY

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*Moments*

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*“When a woman feels comfortable in her own skin, she radiates it too. Fashion is my passion and I love trying out new trends. I find a lace bra under a simple white blouse extremely seductive, especially when the lace is peeking through.”*

CLAUDIA, 38, loves fashion and trying new trends

HANRO asks

Do you always wear a bra and matching briefs in the same material?

Sometimes it looks great when everything matches. I also like to combine a lace bra with plain cotton brief in the same color.

# Moments

High-quality, soft French lace, seductive and comfortable



Adjustable straps for a customized fit

Special, soft underwire band, stops wire from piercing through

Wire gives the breasts gentle hold and shape

SOFT CUP BRA



UNDERWIRE BRA



COLORS



MATERIAL

LACE  
82% polyamide  
18% elastane

Every season, these bras are available in the latest trend colors. Matching briefs at [hanro.com](http://hanro.com)





Claudia is wearing the underwire bra from the 'Moments' collection.





MY  
COMFORT  
MY  
LUXURY

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*Cotton Sensation*

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*“With a small child, I don’t have much time for styling, so I prefer practical clothes. I usually go for jeans and a T-shirt. Underneath, I like to wear seamless cotton bras in natural skin tones. They are usually invisible under light tops and are really comfortable – the perfect companions for my everyday life.”*

SABINE, 32, loves spending time with her young son

HANRO asks

What was your worst bra experience?

I was once in a meeting and my bra strap kept slipping from my shoulder. The seams were also really itchy – all day long. Since then, I have only bought bras that make me feel really comfortable.

# Cotton Sensation

Wide apex for maximum hold,  
even for larger cup sizes



Seamless bra cups  
with double-layer fabric  
for complete opacity

High-quality, soft  
Pima cotton for gentle  
support and comfort

SOFT CUP BRA



UNDERWIRE BRA



FULL CUP BRA



COLORS



MATERIAL

78 % cotton  
22 % elastane

Matching briefs are available at [hanro.com](http://hanro.com)



Sabine is wearing the soft cup bra from the 'Cotton Sensation' collection.



MY  
COMFORT  
MY  
LUXURY

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*Satin Deluxe*

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*“I prefer a mix of comfort and elegance. I hate pinching and don’t like to feel constricted. At the same time, I love classic timelessness, and therefore prefer elegant materials with a subtle sheen. I really like bras with a matching slip.”*

BEATE, 59, enjoys fine wines and good books

HANRO asks

What makes a good bra?

For me, high-quality materials and good workmanship are paramount. I prefer to pay a little more and enjoy it for longer. In the past, I’ve found that cheaper bras are often poorly made and quickly break.



# Satin Deluxe

Perfect for wearing under  
low-cut tops



Smooth, seamless viscose  
satin with a sophisticated  
sheen for complete opacity

Padded cups provide  
hold without wire

FULL CUP BRA

UNDERWIRE BRA



COLORS



MATERIAL

84 % viscose  
16 % elastane

PADDING

100 % polyester

Matching briefs are available at [hanro.com](http://hanro.com)



Beate is wearing the full cup bra from the 'Satin Deluxe' collection.



MY  
COMFORT  
MY  
LUXURY

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*Touch Feeling*

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*“I love simple, practical clothing. Crop tops are not only comfortable, but also really versatile. In summer, I wear one instead of a pajama top and it also comes in handy for yoga. Sometimes, I simply throw a blazer on top and I’m ready to go out.”*

LUISA, 19, is active and loves yoga

HANRO asks

What do you tend to avoid when bra shopping?

I would never buy a bra without trying it on first. Bra sizes and fits are different depending on the brand, so I always try them on first. Good sales advice is also important.

# Touch Feeling

Soft, elastic microfiber  
with super-soft touch



No side seams, comfortable,  
close-fit design

Band under the bust  
ensures reliable hold

CROP TOP



CROP TOP



COLORS



MATERIAL

95 % polyamide  
5 % elastane

Every season, these bras are available in the latest trend colors. Matching briefs are available at [hanro.com](http://hanro.com)





Luisa is wearing the crop top from the 'Touch Feeling' collection.



MY  
COMFORT  
MY  
LUXURY

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*Cotton Lace*

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*“I like the combination of natural materials like cotton and subtle lace.  
My favorite bra needs to be able to accompany me throughout the entire day.  
Even if I’m at home relaxing on the sofa, I love putting my cozy cardigan  
on over my bra, it’s so comfortable I forget I’m wearing it.”*

OLIVIA, 25, values sustainability

HANRO asks

What could you never do without when it comes to bra care?

Definitely my laundry bag. It protects delicate fabrics, preserves the wire and hooks for longer, and stops the bra straps from getting tangled up with other items of clothing.

# Cotton Lace

Innovative, breathable spacer material made of a cotton blend



Feminine lace for an attractive décolleté

Light padding with natural fit, non-wired

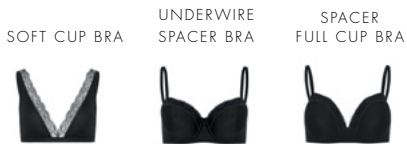
Seamless cups

## MATERIAL

67% cotton  
33% elastane

## CUP

58% polyester  
34% cotton  
8% elastane



## COLORS



Every season, the bras are available in the latest trend colors. Matching briefs are available at [hanro.com](http://hanro.com)



Olivia is wearing an underwire spacer bra from the 'Cotton Lace' collection.





DESIGNED  
FOR  
YOUR  
COMFORT





## *Finding the right one*

Size guides, fitting advice and care tips – bra expert Frauke Nagel offers valuable insights and answers to the most important questions when it comes to finding the perfect bra.



*“Not every bra fits every woman  
and not every fit suits every  
woman equally.”*

FRAUKE NAGEL is a designer and product developer in the underwear industry and has dedicated more than 20 years to the world of bras.

### What makes a good bra?

A bra should support the natural shape of the breast without the wearer noticing it is there. In addition to an optimal fit, a good bra has to have high-quality, soft material, and excellent workmanship.

### How do I know what type of bra suits me the best?

It depends on the material and shape. To find out which style fits and suits you best, you really need to try them on. We offer a wide variety of styles and materials to meet different requirements ensuring that every woman can find their favorite bra.

Our bras made of natural materials like cotton are particularly popular because they are incredibly comfortable to wear.

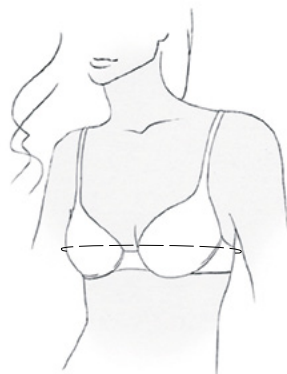
## *Size matters*

We recommend using a tape measure to measure the underbust and overbust horizontally all the way around the body. Stand in front of a mirror to do this.



### UNDERBUST CIRCUMFERENCE

Place the tape measure around your body beneath the breast and breathe normally. The underbust measurement will tell you your band size.



### OVERBUST CIRCUMFERENCE

Measure your circumference at the fullest part of your bust with your arms down and relaxed. We recommend wearing a non-padded bra while taking this measurement. The overbust measurement will tell you your cup size.



## SIZE CHART

The bra size is determined by the underbust and overbust measurements. However, size is relative here, since it can vary depending on the brand, material, fit, and finish. The size should only serve as a guide. 'Since every woman is built differently, there is no single formula that applies to everyone. Above all, make sure the fit feels right', recommends bra expert Frauke Nagel.

		UNDERBUST CIRCUMFERENCE							
		70	32	75	34	80	36	85	38
		68-72 cm	27-28 in	73-77 cm	29-39 in	78-82 cm	31-32 in	83-87 cm	33-34 in
OVERBUST CIRCUMFERENCE	A	82-84 cm	32-33 in	87-89 cm	34-35 in	92-94 cm	36-37 in	97-99 cm	38-39 in
	B	84-86 cm	33-34 in	89-91 cm	35-36 in	94-96 cm	37-38 in	99-101 cm	39-40 in
	C	84-86 cm	34-35 in	91-93 cm	36-37 in	96-98 cm	38-39 in	101-103 cm	40-41 in
	D	88-90 cm	35-36 in	93-95 cm	37-38 in	98-100 cm	39-40 in	103-105 cm	41-42 in
	E/DD	90-92 cm	36-37 in	95-97 cm	38-39 in	100-102 cm	40-41 in	105-107 cm	42-43 in

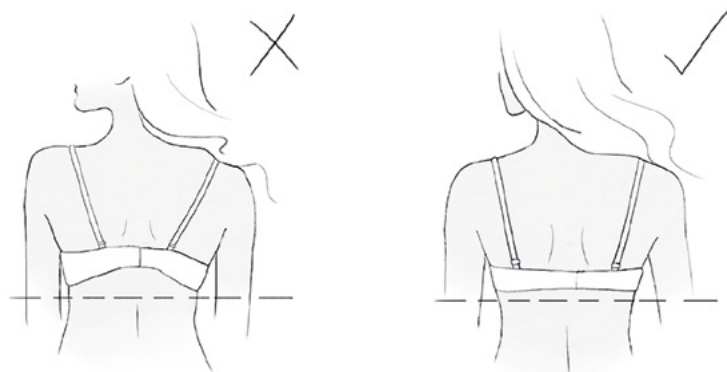
		UNDERBUST CIRCUMFERENCE			
		70 /32	75/34	80/36	85/38
OVERBUST CIRCUMFERENCE	A				
	B				
	C				
	D				
	E				

## CUP SIZES

Each color represents a cup size. HANRO offers a total of eight cup sizes. Size 80A/36A has the same cup size as 75B/34B and 70C/32C. Only the underbust circumference changes. HANRO offers a total of 20 bra sizes.

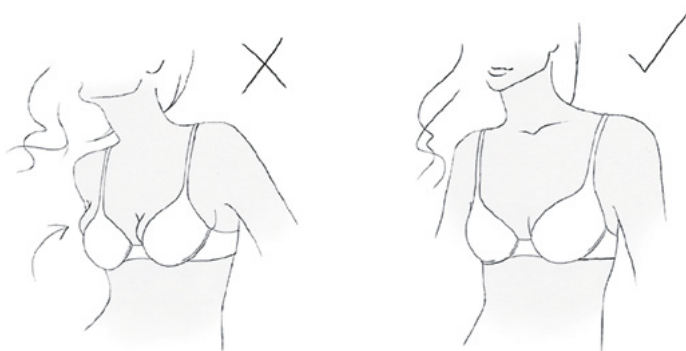
## *It's all in the details*

In order to tell whether a bra suits you, bra expert Frauke Nagel has some useful tips. “Take your time and keep the bra you are trying on for a few minutes. Move your arms, sit down, and stand up again. Like shoes, bras need to be broken in and will become more comfortable over time. But if it pinches or tugs right away, you should try a different size or style.”



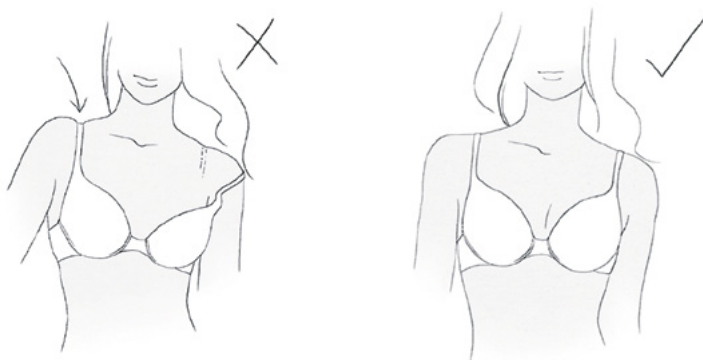
### BACK

The back section should sit in a straight line along the ribcage. If the back rides up, try a smaller underbust size. If you don't want to change your cup size, go up a letter, for instance, 80B/36B has the same cup size as 75C/34C and 70D/32D. See cup size overview p.29.



### CUPS/UNDERWIRE

If the cups are nice and flat against your breasts, the bra fits perfectly. However, if you notice that the seam is digging in, the cup is too small. If the seam creases or there is a gap between the cup and the breast, the bra is probably too large. The wire should frame the breasts and lie flat against the chest. Make sure that the wire does not press against the soft breast tissue.



### STRAPS

Finally, check the straps. They should lie firmly on your shoulders without digging into the skin. If they leave pressure marks, you should extend the strap length. Did you know? The cups are held in place by the underbust band and back, and not the straps.

More details and information at [hanro.com](http://hanro.com)



A laundry bag is an absolute must-have for bra care.

## *Taking care of what you love*

### WASHING

Regardless of the material, it is best to wash your bras by hand or inside a laundry bag on a gentle cycle at a low temperature, using a mild detergent. Follow the washing instructions on the care label. If you wash your bras in the washing machine, make sure you fasten the hooks on the back beforehand.

### DRYING

Leave your bras and delicate lingerie to air-dry. Place the garments on a towel, hang them on a hanger or carefully dry them on the clothesline.



Tip: Your bras will dry best on hangers.

## STORAGE

To keep your underwear drawer organized, store your bras with the hooks fastened, preferably one behind the other or stacked on top of each other. This retains the shape of the cups and straps. Tip: Tuck in a handkerchief sprayed with your favorite perfume – this will ensure they always smell wonderful.

### *Frauke's secret tip*

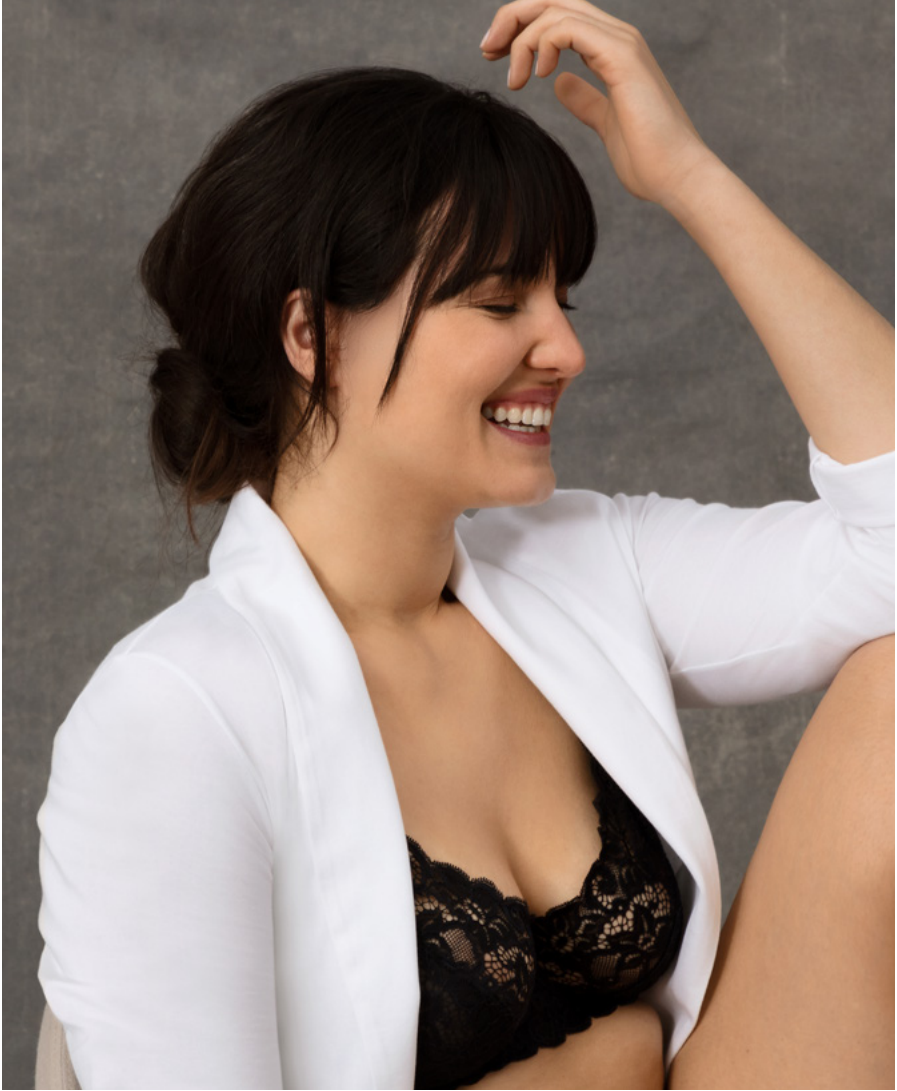
#### CAMOUFLAGE COMPANION

Those who do not want their bra to be visible under their clothing should go for nude-colored styles. Nude bras are perfect, invisible companions for every day.

#### TIME FOR A NEW ONE

Regular wear makes even the highest-quality materials degrade. If elastane threads start to break from the material or the underbust band becomes too loose, even when fastened at the tightest hook, it no longer fits.

Discover more tips and our bra assortment at [hanro.com](http://hanro.com)







## *Time for an overview*

With or without wire? Padded or soft bra – and what even is a spacer?  
The variety of bras are endless – we explain the most popular styles here.

SOFT BRA



*lightweight, everyday bra*

Perfect for smaller cup sizes (A/B cups) and women who find underwire bras uncomfortable. Soft bras are comfortable and support the natural shape of the breast. Underbust elastic holds the breasts in place.

SPACER BRA



*breathable bra with natural comfort*

For women who prefer a natural shape and light comfort. Spacer bras are lightweight and breathable. Thanks to their innovative material, they sit snugly against the skin to create a natural-looking décolleté.

UNDERWIRE BRA



*underwire bra that shapes and lifts*

Recommended for women with larger cup sizes (75D/34D+) and also supports smaller sizes. Underwire bras provide gentle hold and shape. The wire supports the breasts from below, creating an attractive, round shape. This relieves pressure from the straps, which is particularly advantageous for women with larger busts.

FULL CUP BRA



*light support and barely there bra*

Ideal for women with soft breast tissue who prefer a firmer hold. Full cup bras are characterized by their pre-molded cups, which give the breast shape and offer more support.







