



Freya

OCTOBER 2021 – APRIL 2022
LINGERIE UP TO A K CUP

TRADE WORKBOOK



You, in full colour...

Think of every moment as a blank canvas ready
to be filled. With collections that inspire and surprise,
Freya is here to help you love every moment and every mood.

AA400514 / AA400580





Style Notes

The last year or so has been a complete whirlwind! We've all been adapting our lives, and figuring out what is the 'new norm'. But, as unpredictable as many things have been, at Freya, we're still very much here, making sure we've got you covered for all occasions, whatever they may be.

So whether it's days out with the gang, an impromptu date night or even just an evening at home with a film, our SS22 offering is sure to set you back on track!

Taking the top spot on the front cover for the new season is all-new Tailored. This collection sees contemporary, clean styling meet lingerie drawer essentials. We cannot wait for you get your hands on this one, it is guaranteed to upgrade your everyday.

Other releases include Loveland, our new embroidery drop for spring/summer. It is equal parts girly, as it is flirty! We love the sketchy love heart and floral embroidery combined with sexy sheers. Loveland features a couple of our signature bra styles, as well as an underwired plunge body, a barely there string and a suspender belt.

Then when it comes to taking things down a notch or two, you can 'take five' with our new home comforts collection, Freya Chill. Perfect for a bit of me-time, your 'at home' look just got a whole lot comfier, whilst doing it in style too!

For those animal print lovers, turn your attention to all-new Wildside, featuring denim tones onto an almond base for those wild at heart! If you prefer a pop of colour, we've got Snapshot and Offbeat returning in a feminine flurry of rose pinks, whilst Viva and Idol are back in cool Denim Blue.

As always we have additions of our favourite collections in fab fashion colour 'must haves'. Expect updates from Freya Signature, Festival Vibe and Freya Fancies, as well as Starlight and Temptress.

And we haven't forgotten about Active either – with new colours, prints and styles, we mean it when we say it – this season is one to watch out for.

We hope you love the new season as much as we do!



ANNA NEALE

HEAD OF FREYA DESIGN



Fashion³⁰

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FREYA COLLECTION

AA5452 / AA5457

Offbeat

Snapshot

SS 22





AA401002 / AA401070 / AA401091

Loveland



AA401002 / AA401070

Idol & Viva

FREYA COLLECTION

AA401202 / AA401270



AA401202 / AA401270

Wildside

Freya Signature



FREYA COLLECTION



AA5641 / AA5647



AA5641

Viva

AA400102 / AA400171



Temptress

FREYA COLLECTION

AA5621 / AA5627

Festival Vibe



Freya Fancies

AA1011 / AA1017



Starlight



AA401302 / AA401367

Freya Chill

FREYA COLLECTION

AA401317 / AA401370



Freya Chill

Freya Chill

AA401317 / AA401370

FREYA COLLECTION

Freya Chill

AA401333 / AA401380



AA401109 / AA401171

Tailored

FREYA COLLECTION

AA401121 / AA401150



AA401121 / AA401150

Tailored

SS22

Tailored



AC4892 / AC400851



Sonic & Power Sculpt 2.0



AC4892 / AC400851

Dynamic & Player



AC4014 / AC400750



AC4892 / AC400851

Sonic & Power Sculpt 2.0

SS 22

Sonic & Power Sculpt 2.0



IN FREYA, YOU'RE

SS22

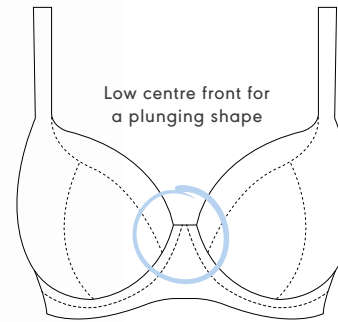
FREE TO BE YOU.

Freya

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: Offbeat, Loveland, Wildside, Freya Signature, Temptress, Freya Fancies, Freya Chill, Awakening, Cameo and Expression



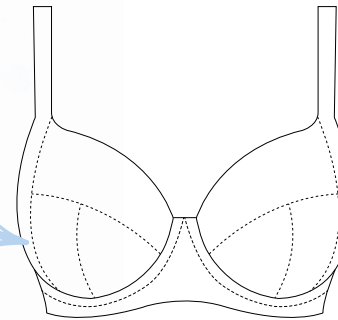
UW BALCONY BRA

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

A balcony neckline is straighter across the top cup for a more open neckline

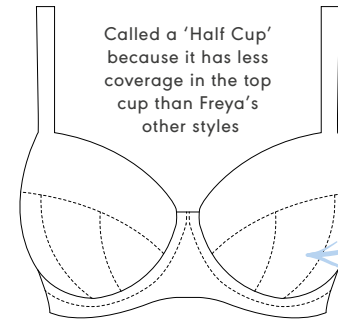
The underwire is deeper for more coverage and comfort for larger cup sizes

The extra panel at the side cup creates forward projection for a great shape



UW SIDE SUPPORT BRA

Available in: Offbeat, Starlight and Viva



UW PADDED HALF CUP BRA

Available in: Daisy Lace and Freya Fancies

Called a 'Half Cup' because it has less coverage in the top cup than Freya's other styles

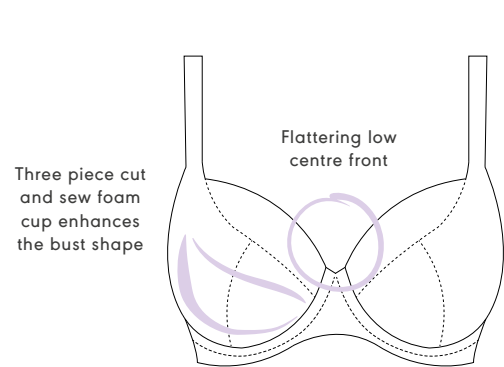
Soft foam padded cups for definition and shape

Must Haves

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

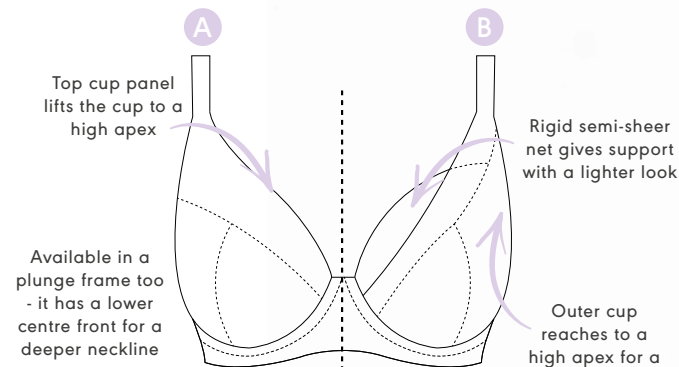
Each style guarantees a fit you can depend on - their seamed cups offer shaping, their underwire frames give support, and their powernet wings provide anchorage and control around the torso.

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



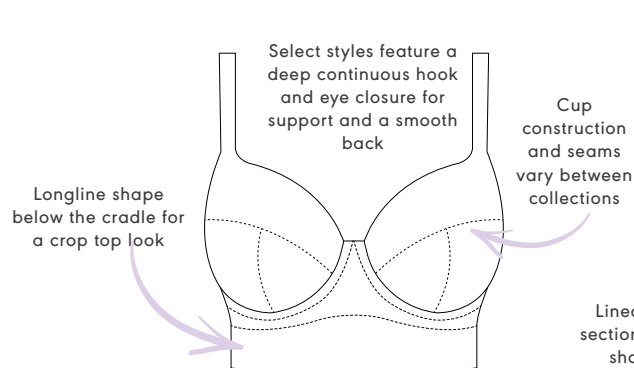
UW PADDED PLUNGE BRA

Available in: Freya Signature



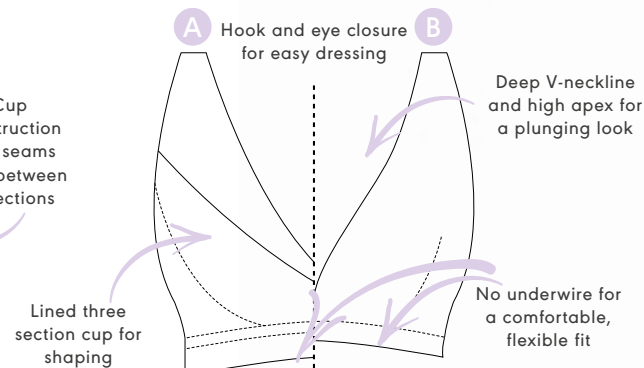
UW HIGH APEX BRA

'A' available in: Snapshot and Expression
 'B' available in: Festival Vibe, Cameo, Love Note and Tailored



UW LONGLINE BRA / UW BRALETTE

Available in: Freya Fancies and Love Note



NON-WIRED BRALETTE

'A' available in: Erin
 'B' available in: Snapshot, Freya Chill and Wildside

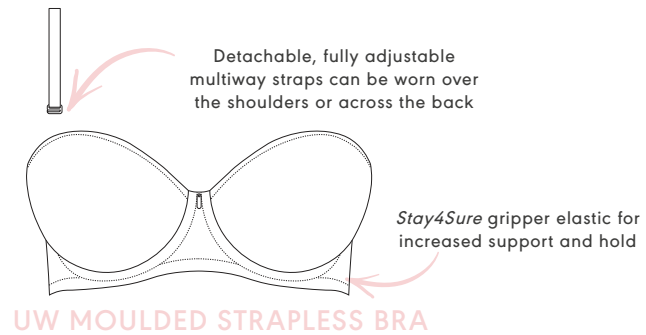
On-trend

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

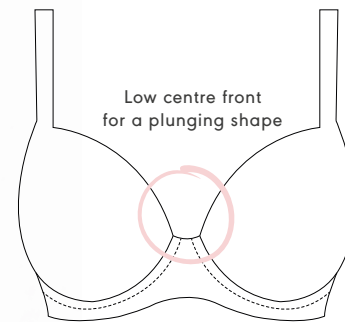
The UW High Apex and UW Longline bra shapes are perfect for styling to be seen. Wear under something sheer or with high-waisted jeans or a skirt. The extra coverage either below the cradle or at the apex balances the look.

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.

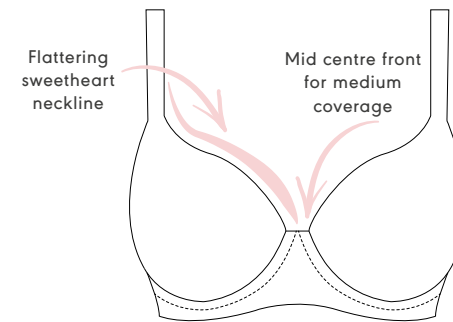
There's no denying that the trend for Bralettes is going nowhere fast either. So if you're looking for something equally as pretty as you are comfortable, we've got you covered.



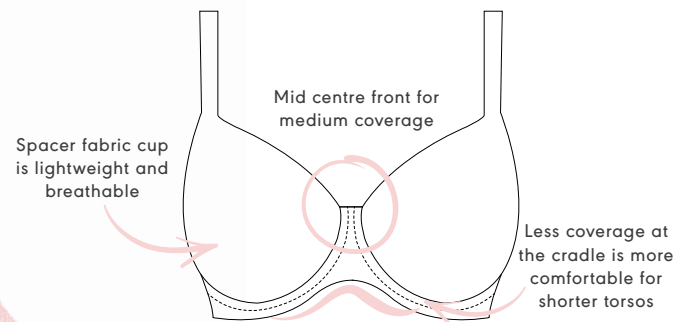
Available in: Tailored, Deco and Cameo



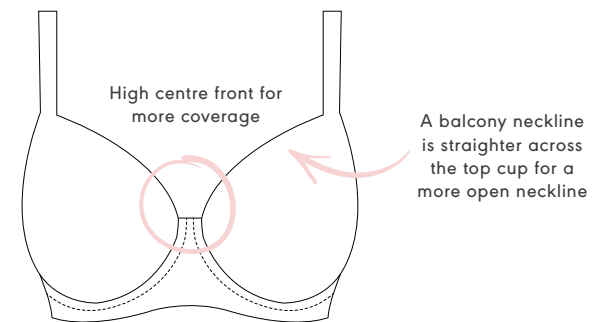
Available in: Loveland, Wildside, Freya Signature, Temptress, Tailored, Freya Fancies, Festival Vibe, Awakening, Cameo and Expression



Available in: Awakening, Offbeat, Freya Chill and Expression



Available in: Freya Signature



Available in: Freya Fancies, Idol and Starlight

Moulded

Last season we introduced a new moulded shape to the Freya family. The UW Moulded Spacer Bra has a lightweight and breathable cup for more comfort whilst wearing.

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.

Nov



Offbeat - Pink



Snapshot - Pink



Loveland - Black

Dec



Wildside - Animal



Viva - Lace Vintage Denim



Idol - Vintage Denim

Jan



Freya Signature - Chilli Red



Temptress - White

Feb



Festival Vibe - White Coral



Freya Fancies - Nectar

Mar



Starlight - Purewater



Tailored - Ash Rose

Apr



Freya Chill - Cool Grey



Tailored - Black



Look out for this season

Pinned up on this season's noticeboard for SS22 are three collections we just can't wait to introduce to you!

It's so very tricky to narrow it down and pick favourites, however we have selected some best bits to help you choose your next buys.

The bar has been set high for spring/summer - you best be ready!



Viva

Viva is all about the lace for SS22, and is available for the new season in a true indigo blue colourway. Comfort and style combined, the collection's choice of stretch lace is super soft against the skin, making this collection an elevated everyday choice. We have even extended the Viva merchandising story by adding Freya favourite Idol in matching Vintage Denim. With the UW Moulded Balcony Bra shape too, you've got the choice of two bra styles which coordinate with Viva's Short and Brazilian briefs.



Tailored

Upgrade your everyday with our exciting new launch for the season, Tailored. Featuring a geometric mesh lace overlay, Tailored sees clean contemporary styling meet lingerie drawer staples. Available in Ash Rose and Black, the collection plays with the use of tonal and contrast bases, which beneath the shadow stripe design of the lace, create a bespoke finish for each colourway. With the Black's natural beige base you'll see the contrast, whilst Ash Rose uses a tonal pairing of colours for a softer look. Available styles include our much-loved UW High Apex Bra and two moulded frames - a plunge and a strapless.



Freya Chill

It's all in the name with Freya Chill. New for SS22, this must-have collection is all about the home comforts. All styles are crafted from a soft handle ribbed modal fabric and feature our new Freya Logo branding on either the straps, waistline or underband for that on-trend finish. Available styles include an UW Moulded T-shirt Bra, a Non Wired Bralette and an UW Plunge Bra. Your stay at home look just got a whole lot comfier.

Offbeat

Offbeat is back for yet another season, and for SS22 the collection has had a flirty makeover with a tonal pink colour story. The lace used in the collection is accented with a subtle floral design, whilst the contrast bra strap and brief waistband detailing comes in a pop of lipstick pink this time around. With three bra styles and sizing up to a K cup, whatever you're looking for a smooth silhouette or a plunging neckline, you can guarantee you'll find it here.



Pink (PIK)
Fashion / Available:



Mineral Grey (MGY)
Limited Continuity



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 silver 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

*MGY not available in 38GG

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
- Delicate lace cradle
- Contrast colour, fully adjustable tow back straps give central pull through the straps to prevent strap slippage
- Bow detail at centre front with silver 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 silver 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



Gated back

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 silver 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 silver 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 silver press stud detailing

XS, S, M, L, XL

PRICE

Snapshot

Dare to bare in this season's updated Snapshot colourway – bold hot pink. Crafted from a fine mesh, the show-through design elements throughout the collection invite your body to play a role as a key design feature. With exposed seams and silver metallic hardware, nothing says sexy quite like loving every little bit of you.



Pink (PIK)
Fashion / Available:



Noir (NOR)
Continuity



UW HIGH APEX PLUNGE BRA • AA400921

- Sheer mesh cups with elongated apex for on-trend look
- Rigid mesh for support
- Internal powermesh wing and cradle for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- 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



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.

FREYA COLLECTION



BRIEF • AA400950

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

XS, S, M, L, XL

PRICE

NEW

Loveland

Fall in love with the gorgeous details of our new drop for SS22, Loveland. Featuring embroidered sketchy motifs of hearts and florals, we just cannot get enough of the hot pink and zesty lime green threads that run through the design and pop against the contrast black ground. Look out for the oh-so-cute pink heart trinkets that adorn all styles for an extra bit of love too!



Black (BLK)
Fashion / Available:



J Hook



UW MOULDED PLUNGE T-SHIRT BRA • AA401031

- Moulded cups for a smooth, rounded silhouette
- Low centre front offers the desired cleavage without overspill
- Love heart and feminine floral embroidery through front cradle
- Plain powernet wing for support and anchorage
- Fully adjustable straps to prevent strap slippage
- J Hook adjuster to create racer back and enhance support
- Love heart charm at centre front

MOULDED CUP

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 • AA401002

- Low centre front for plunging neckline
- Plunge without push up
- Love heart and feminine floral embroidery through top cup
- Keyhole detail at centre front
- Plain powernet wing for support and anchorage
- Fixed fully adjustable straps to prevent strap slippage
- Love heart 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	20mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



Back detail

**BODY • AA401093**

- Plunge without push up
- Love heart and feminine floral embroidery through top cup and front cradle
- Double mesh layer front panel for support and smooth silhouette
- Side mesh panels for a semi-sheer look and flattering shape on the body
- Fold over finish at back for no VPL
- Keyhole back with hook and eye fastening
- Hook and eye gusset fastening
- Fully adjustable straps to prevent strap slippage
- Love heart charm at centre front

UK	30-36 D-G
EU	65-80 D-I
FR	80-95 D-I
AUS/NZ	8-14 D-G
USA	30-36 D-I
JP	65-80 E-J

DEPENDENT ON CUP AND BACK SIZE

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

PRICE

**BRIEF • AA401067**

- Love heart and feminine floral embroidery at side front leg
- Fold over finish at back for no VPL
- Gather in back seam for shaping
- Keyhole detail at centre front
- Love heart charm at centre front

XS, S, M, L, XL

PRICE

**THONG • AA401070**

- Love heart and feminine floral embroidery through front panel
- String sides and back
- Love heart charm at centre back waist

XS, S, M, L, XL

PRICE

**SUSPENDER • AA401091**

- Love heart and feminine floral embroidery at side waist
- Decorative elastic trim at waistband
- Hook and eye fastening
- Adjustable suspender straps
- Love heart charm at centre front

XS, S, M, L, XL

PRICE

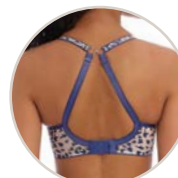
NEW

Wildside

With the trend for animal prints going nowhere fast, you bet we've taken a step onto the wildside with this new playful collection! Wildside features a striking leopard print design in a vanilla and cool grey colour palette, whilst contrast bindings are used across all styles. Not only that, be sure to look out for sexy strapping details on the Bralette and Thong, as well as the split use of semi-sheer and soft handle modal fabrics across the collection.



Animal (AML)
Fashion / Available:



J Hook



UW MOULDED PLUNGE T-SHIRT BRA • AA401231

- Based on the Deco AA4234 moulded shape
- Moulded cups for a smooth, rounded silhouette
- Low centre front offers the desired cleavage without overspill
- Contrast neck edge binding
- Fully adjustable straps to prevent strap slippage
- J Hook adjuster to create racer back and enhance support
- Silver hexagonal metal hardware 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	19mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW PLUNGE BRA • AA401202

- Low centre front for plunging neckline
- Plunge without push up
- Deeper wire for greater coverage and support on bigger sizes
- Semi-sheer printed fabric
- Decorative stretch elastic at neck edge
- All-over mesh cradle and wing
- Fixed fully adjustable straps to prevent strap slippage
- Silver hexagonal metal hardware at centre front

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

DEPENDENT ON CUP AND BACK SIZE

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

PRICE



Back detail

**NON WIRED BRALETTE • AA401217**NEW
SHAPE

- Semi-sheer triangle cup
- Centre front strapping detail features silver hexagonal metal hardware
- Fixed fully adjustable straps feature split detail at back
- 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.

**BRAZILIAN • AA401255**

- Soft handle printed fabric
- Contrast binding at front leg
- Fold over finish at back for no VPL
- Gather in back seam for shaping
- Decorative stretch elastic at waist
- Silver hexagonal metal hardware at centre front

XS, S, M, L, XL

PRICE

**THONG • AA401270**

- Soft handle semi-sheer printed fabric front and back
- On-trend strapping detail at waistband
- Keyhole detail at front and back waist features silver hexagonal metal hardware

XS, S, M, L, XL

PRICE

**SHORT • AA401280**

- Soft handle semi-sheer printed fabric front and back
- Decorative stretch elastic at waist
- Silver hexagonal metal hardware at centre front

XS, S, M, L, XL

PRICE

Viva

Viva is all about the lace for SS22, and is available for the new season in a true indigo blue colourway. Comfort and style combined, the collection's choice of stretch lace is super soft against the skin, making this collection an elevated everyday choice. Look out for Viva's extended merchandising story, with Idol making a return in matching Vintage Denim too – perfect for mixing and matching.



Lace Vintage Denim (LAM)
New Limited Continuity / Available:



Lace Natural Beige (LNB)
Continuity



Lace Noir (LNR)
Continuity



Noir (NOR)
Continuity



UW SIDE SUPPORT BRA • AA5641

- Based on Viva AA5351
- Four piece cup with side support for great uplift and forward projection
- Laminated side cup in all sizes for forward projection and support
- Soft handle all over lace through the cups and cradle
- Wide decorative stretch elastic at neck edge
- Powernet wing for anchorage and support
- Fixed fully adjustable straps to prevent strap slippage
- Gold metallic rings and slides adorns straps
- Ribbon detail with gold metallic slide at centre front

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

DEPENDENT ON CUP AND BACK SIZE

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

PRICE



SHORT • AA5646

- Low-rise styling
- Soft handle stretch all over lace
- Wide decorative stretch elastic at waistband

XS, S, M, L, XL

PRICE

UP TO
A K CUP

Lace

**BRAZILIAN • AA5647**

- Sexy Brazilian styling
- Soft handle stretch all over lace
- Wide decorative stretch elastic at the front and back leg

XS, S, M, L, XL

PRICE

**UW SIDE SUPPORT BRA • AA5642**

- Based on Viva AA5351
- Four piece cup with side support for great uplift and forward projection
- Laminated side cup in all sizes for forward projection and support
- Soft handle opaque simplex fabric through the cup and cradle
- Wide decorative stretch elastic at neck edge
- Powernet wing for anchorage and support
- Fixed fully adjustable straps to prevent strap slippage
- Gold metallic rings and slides adorns straps
- Ribbon detail with gold metallic slide at centre front

UP TO
A K CUP

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

DEPENDENT ON CUP AND BACK SIZE

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

PRICE

**SHORT • AA5645**

- Low-rise styling
- Soft handle fabric
- Wide decorative stretch elastic at waistband

XS, S, M, L, XL

PRICE

Plains

Idol

A Freya favourite that just keeps on giving. Here for the new season in a Vintage Denim colourway, the Idol UW Moulded Balcony Bra is as timeless as your favourite pair of jeans! Match yours with either of the Viva Vintage Denim briefs for a complete look. Do you know what also makes Idol great too? The collection is available in an extended pick of continuity colourways too, which together create our skin tone colour story, so you can be sure to find your best shade of 'nude'.



Vintage Denim (VTD)
New Limited Continuity / Available:



Black (BLK)
Continuity



Coffee Roast (CRT)
Continuity



Cinnamon (CIN)
Continuity



Nude (NUE)
Continuity



White (WHE)
Continuity



UW MOULDED BALCONY T-SHIRT BRA • AA1050

- Balcony cups offer good coverage and natural rounded shape
- Seam-free moulded cups for a smooth, rounded silhouette
- Decorated with a stylish pin stripe design
- Fully adjustable straps to prevent strap slippage
- Bow detail at centre front

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

Freya Signature

Because who said everyday basics need to be boring? Returning for SS22 in new colourway Chilli Red, Freya Signature is crafted from a stretch lace that features a diamond geo design. With a whole host of Freya favourite bra styles to choose from, whether it's a plunging neckline, a smooth moulded cup or a little push up that you're after, this collection is a guaranteed to have you covered.



Chilli Red (CRD)
New Limited Continuity / Available:



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
- Delicate lace adorns cradle
- Fixed fully adjustable straps to prevent strap slippage
- Gunmetal 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
- Gunmetal 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

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
- Gunmetal 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
- Gunmetal 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
- Stretch galloon lace front and back with scallop detailing for a no VPL finish
- Lined front panel for modesty
- Soft handle waistband

XS, S, M, L, XL

PRICE



BRAZILIAN • AA400571

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

XS, S, M, L, XL

PRICE

Temptress

Back for SS22, because we know you loved Temptress' debut last season just as much as we did! Available in crisp white, this worn to be seen collection is crafted from a contemporary geometric lace. Both bra styles feature centre front strapping, whilst the briefs feature cutout detailing. Gold hardware accents complete the look.



White (WHE)

Limited New Continuity / Available:



Black (BLK)

Continuity



Without strapping detail



UW MOULDED PLUNGE T-SHIRT BRA • AA400131

- Based on the Deco AA4234 moulded shape
- 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
- 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 metallic 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
- Foldover elastic at the waistband for comfort
- Hook and eye fastening
- Adjustable suspender straps with gold sliders

XS, S, M, L, XL

PRICE

Freya Fancies

Best-seller and all time favourite Freya Fancies returns for SS22 in Nectar. The warm peachy colourway is perfect for the spring/summer season, and with a pick of staple shapes, you know and love, we do not blame you for wanting to snap up every single one! The UW Plunge Bra features a gated back and centre front keyhole design for a lighter look. The UW Moulded Balcony T-Shirt Bra is all about offering a natural, rounded shape from its smooth moulded cups, and the UW Balcony Bra sizes all the way up to a K cup. With plenty more to explore, don't miss out – be sure to check out the whole collection!



Nectar (NCR)
Fashion / Available:



Black (BLK)
Continuity



Natural Beige (NAE)
Continuity



Petal (PEL)
Continuity



White (WHE)
Continuity



UW MOULDED BALCONY T-SHIRT BRA • AA1030

- Balcony cups offers good coverage and natural rounded shape
- Seam-free moulded cups for a smooth, rounded silhouette
- Fixed fully adjustable straps to prevent strap slippage
- Polka dot bow detail at centre front

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	19mm
Hook & Eye	2 Hook	2 Hook	2 Hook	3 Hook

PRICE



UW PLUNGE BRA • AA1011

- On-trend keyhole centre front detail
- Gated back for a lighter look and good anchorage
- Delicate lace adorns cradle
- Ease of fit on neck edge
- Fixed fully adjustable straps to prevent strap slippage
- Polka dot bow 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

C-G

Strap Width	16mm
Hook & Eye	1 Hook

PRICE



Gated back

**UW BALCONY BRA • AA1012**

- Deeper wire for greater coverage and comfort
- Lined bottom cup for great shape and support
- Fixed fully adjustable straps to prevent strap slippage
- Polka dot bow 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

**UW PADDED HALF CUP BRA • AA1013**

- Soft foam padded cups for definition, shape and uplift
- Flattering low cut neckline
- Lace cradle and cup
- Fixed fully adjustable straps to prevent strap slippage
- Polka dot bow detail at centre front

UK	32-38 C	30-38 D-HH
EU	70-85 C	65-85 D-L
FR	85-100 C	80-100 D-L
AUS/NZ	10-16 C	8-16 D-HH
USA	32-38 C	30-38 D-L
JP	70-85 D	65-85 E-M

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

PRICE

**UW LONGLINE BRA • AA1014**

- Soft foam padded cups for definition, shape and uplift
- Deep continuous hook and eye fastenings for smooth back and anchorage
- Delicate lace around the body
- Fixed fully adjustable straps to prevent strap slippage
- Polka dot bow detail at centre front

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

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

PRICE

Freya Fancies



SHORT • AA1015

- Low-rise styling
- Full galloon lace short
- Seamless front panel
- Soft handle waistband
- Polka dot bow detail at centre front

XS, S, M, L, XL, XXL

PRICE



BRAZILIAN • AA1017

- Sexy Brazilian styling
- Stretch lace front and back with scallop detailing
- Soft handle waistband
- Polka dot bow detail at centre front

XS, S, M, L, XL

PRICE



CHEMISE • AA1018

- Sexy sheer chemise
- Gentle shaping at bust
- Delicate lace neck edge and trims
- Double layered cup for support and shape
- Fixed fully adjustable straps to prevent strap slippage
- Polka dot bow detail at centre front

XS, S, M, L

PRICE



SUSPENDER • AA1019

- Lace detail on the hip for a flattering style line
- Fully adjustable suspender straps
- Polka dot bow detail at centre front

S, M, L, XL

PRICE

Festival Vibe

It's a vibe! Returning by popular demand for SS22, Festival Vibe is yours for the taking in a fresh new colour story for the spring/summer season. The three-tone crotchet look lace uses a combo of white, coral and cool grey threads which run through the collection's embroidery in a geometric zigzag pattern. All styles are crafted from Q-NOVA®, an environmentally-sustainable yarn made exclusively from regenerated raw materials.



White Coral (WRL)
Fashion / Available:

So what is Q-NOVA®?

Q-NOVA® is an environmentally-sustainable recycled Nylon 6.6 fibre obtained exclusively from regenerated raw materials, with a polyester produced entirely from pre-consumer waste from Fulgar's manufacturing facilities, such as offcuts of fabric, which meets given traceability requirements.



J Hook



UW MOULDED PLUNGE T-SHIRT BRA • AA5620

- Based on the Deco AA4234 moulded shape
- Geometric three tone lace through cradle made using Fulgar's recycled Q-NOVA® yarn
- Moulded cups for a smooth, rounded silhouette
- Low centre front offers the desired cleavage without overspill
- Fully adjustable straps to prevent strap slippage
- J Hook adjuster to create racer back and enhance support
- Satin ribbon with triangular metallic detail 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	12mm	15mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



UW HIGH APEX BRA • AA5621

- Geometric three tone lace made using Fulgar's recycled Q-NOVA® yarn
- Flattering low centre front
- Plunge frame is made from a rigid semi-sheer net for a lighter look without loss of support
- Stretch outer lace cup to create high apex and give forward projection
- Geometric mesh cradle
- Fixed fully adjustable straps to prevent strap slippage
- Satin ribbon with triangular metallic detail 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	12mm	15mm	18mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE

FREYA COLLECTION



SHORT • AA5626

- Three tone galloon lace front and back made using Fulgar's recycled Q-NOVA® yarn
- Smooth scallop edge finish for no VPL
- Light decorative geometric elastic waistband
- Geometric mesh on outer gusset and centre back panel

XS, S, M, L, XL

PRICE



BRAZILIAN • AA5627

- Three tone galloon lace front and back made using Fulgar's recycled Q-NOVA® yarn
- Smooth scallop edge finish for no VPL
- Light decorative geometric elastic waistband
- Geometric mesh on outer gusset

XS, S, M, L, XL

PRICE

Starlight

Available in a cool aqua colourway for SS22, we love the spot lace design of Starlight so much, we've brought it back for another season. With two signature bra shapes up for grabs, which style will you pick from our UW Moulded Balcony Bra and the four-piece side support bra, which sizes all the way up to K cup. Be sure to check out existing continuity colours too if one set just isn't enough!



Purewater (PWE)
Fashion / Available:



Black (BLK)
Continuity



Caramel (CAL)
Continuity



Rosewater (ROR)
Continuity



White (WHE)
Continuity



UW MOULDED BALCONY T-SHIRT BRA • AA5200

- Based on the Idol AA1050 moulded shape
- Balcony cups offer good coverage and natural rounded shape
- Smooth, seam-free plain cups with spot lace cradle and wing
- Gold decorative slider detail at apex
- Fixed fully adjustable straps to prevent strap slippage
- Pretty ribbon bow and gold press stud trim at centre front

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
Hook & Eye	2 Hook	2 Hook	3 Hook

PRICE



UW SIDE SUPPORT BRA • AA5201

- Based on Hero AA1841
- Four piece cup with side support for great uplift and forward projection
- Powernet wing for anchorage and support
- Soft stretch elastics at neck edge for ease of fit
- Gold decorative slider detail at apex
- Fixed fully adjustable straps to prevent strap slippage
- Pretty ribbon bow and gold press stud 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	19mm
Hook & Eye	2 Hook	2 Hook	2 Hook

PRICE



FREYA CONTINUITY



UW SIDE SUPPORT BRA • AA5202

- Deeper wire for greater coverage and support
- Four piece cup with side support for great uplift and forward projection
- Fully lined cup for greater support
- Wider straps and hook and eye for great support and comfort
- Powernet wing for anchorage and support
- Soft stretch elastics at neck edge for ease of fit
- Gold decorative slider detail at apex
- Fixed fully adjustable straps to prevent strap slippage
- Pretty ribbon bow and gold press stud trim 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



SHORT • AA5206

- Stretch lace with spot design front
- Light lining in front for modesty
- Decorative piped elastic at waist
- Clean cut back leg gives a smooth finish and second skin feeling with no VPL
- Pretty ribbon bow and gold press stud trim at centre front

XS, S, M, L, XL

PRICE



BRAZILIAN • AA5207

- Stretch lace with spot design front
- Light lining in front for modesty
- Decorative piped elastic at waistband
- Clean cut back leg gives a smooth finish and second skin feeling with no VPL
- Pretty ribbon bow and gold press stud trim at centre front

XS, S, M, L, XL

PRICE

NEW

Tailored

Upgrade your everyday with our exciting new launch for the season, Tailored. Featuring a geometric mesh lace overlay, teamed with either a tonal or contrast base, Tailored sees contemporary styling meet lingerie drawer staples. With a variety of available styles, including solution pieces too, we love this collection so much it's only right we debut it in the two colourways, not just one. Available in Ash Rose and Black, rose gold trims adorn all styles.



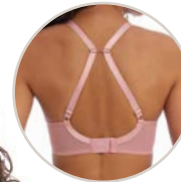
Ash Rose (ASE)

New Limited Continuity / Available:



Black (BLK)

New Continuity / Available:



J Hook



UW MOULDED PLUNGE T-SHIRT BRA • AA401131

- Based on the Cameo AA3160 moulded shape
- 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 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
- 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 moulded shape
- Moulded cups for a smooth, rounded silhouette
- Stretch geo-lace over lay 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 Chill

It's all in the name with Freya Chill. New for SS22, this must-have collection is all about the home comforts. All styles are crafted from a soft handle ribbed modal fabric and feature our new Freya Logo branding. Look out for our Non-wired Bralette too, its soft cup triangle styling is a real on-trend piece for the season. Your 'stay at home' look just got a whole lot comfier!



Cool Grey (CGY)
New Continuity / Available:



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 fold over neck edge binding for ease of fit with repeat Freya logo design
- 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
- Soft handle fold over neck edge binding for ease of fit with repeat Freya logo design
- 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.

**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

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

THE BEST STYLES.

FREYA CONTINUITY

THE BEST FIT.

Freya

Awakening



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



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



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

Deco



Black (BLK)
Continuity



Nude (NUE)
Continuity



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



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

Erin



White (WHE)
Limited Continuity



Black (BLK)
Continuity



NON WIRED BRALETTE • AA3233

XS, S, M, L, XL



LACE BRAZILIAN BRIEF • AA3238

XS, S, M, L, XL

Expression



Black (BLK)
Continuity



Natural Beige (NAE)
Continuity



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

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

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

FREYA ACTIVE

Whether you're getting back to the gym, loving your home HIIT workouts or a jog at the park, feel confident when exercising with Freya's signature support. With sizing up to a K cup, our sports bras have been specially designed for and favoured by big boobs.

All styles sit in either our firm or maximum support categories, and so you can see what impact rating each sports bra is, look out for the little icon we've included beneath each on the product pages. Before you turn the page though, be sure to check the little breakdown which tells you exactly what kinds of activity each impact rated sports bra is suited for.

With a pick of two design stories for SS22, will you opt for our new athleisure-feel Denim offering, or will you be a complete sucker for the animal print, just like we are? Available in both Black and Aqua, we love the leopard accents you'll find across all styles.

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:



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:



SPORTS BRA STYLES THAT ARE MAXIMUM SUPPORT:

Dynamic, Core, Epic



MAXIMUM SUPPORT

Dynamic & 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 it's a moulded style that you are after though, you just have to try our best-selling Sonic sports bra, if you haven't already yet! Featuring a spacer moulded cup, it is ultra-breathable and lightweight in its design, and offers both support and shape whilst working out. Both styles are available in this season's three new colour stories, as well as a pick of core continuity colourways too.



Pure Leopard Aqua (PLA)
Fashion / Available:



Pure Leopard Black (PUK)
New Limited Continuity / Available:



Denim (DEN)
New Continuity / Available:



Jet (JET)
Continuity



White (WHE)
Continuity



Carbon (CON)
Continuity



Hot Crimson (HON)
Continuity



Nude (NUE)
Continuity



Storm (STM)
Continuity



J Hook



DYNAMIC NON WIRED SPORTS BRA • AC4014

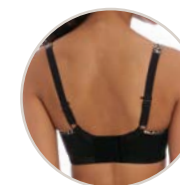
- Full coverage non-wired soft cup style
- Shapes and supports by fully encapsulating the breast
- Wide, flat underband elastic for added comfort and anchorage under the bust
- Contrast bindings at the neck edge strap and underband
- Seam-soft thread to reduce friction against the skin
- Adjustable built 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

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

- Lightweight breathable spacer fabric moulded cups
- Mid-high performance with average coverage
- Wide curvature wire for a comfortable, supportive fit
- Printed panel at the apex (AC4892 only)
- 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
- AC4892 available in DEN, PLA and PUK only

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



Core & Epic

Tried and trusted favourites, Core and Epic offer great support for intense workouts. Did you know the Core UW Sports Bra has been proven to reduce up and down velocity by 80%. As always, both styles feature hook and eye closures for quick and easy dressing, so you've not got to worry about having a wrestling competition on your hands every time you put your sports bra on. Core, for SS22, is available in new continuity Denim, and pairs perfectly with the all-new Player short or our Power Sculpt legging 2.0. Turn the page to find out more!



Denim (DEN)
New Continuity / Available:



Black (BLK)
Continuity



Nude (NUE)
Continuity



White (WHE)
Continuity



Carbon (CON)
Continuity



Electric Black (ELB)
Continuity



CORE UW SPORTS BRA • AA/AC4002

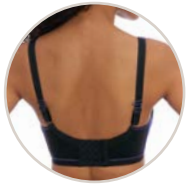
- High performance with average coverage
- Wide curvature wire for a comfortable, supportive fit
- Double fabric for firm support
- Mesh panels for cool comfort
- Built-up padded straps for comfort and support
- Firm flat underband for good anchorage
- Soft hook and eye panel for extra comfort
- Research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

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

- Wide curvature wire in an oval shape for reduced pressure against the body
- High performance with full coverage with a higher neckline
- 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 & Power Sculpt

Because who can really resist a matching set? With so many amazing sports bras on offer, it was only right that we continued to grow our family of Active coordinates for SS22. The all-new Player Short features loose leg styling, and is both ultra-lightweight and breathable. Our Power Sculpt legging is back too, and you'll see, there's a new 2.0 version for you to get your hands on. Featuring updated styling at the waistband, the 2.0 legging, just like the original, features all over compression technology for support and shape, plus it's completely squat proof so there's no gym mishaps happening here! Whether you're team prints or plains, Power Sculpt 2.0 is available in Denim or Pure Leopard.



Pure Leopard (PLD)
New Limited Continuity / Available:



Denim (DEN)
New Continuity / Available:



Black (BLK)
Continuity



Nightshade (NIE)
Continuity

FREYA ACTIVE

NEW



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



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

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

FREYA ACTIVE SWIM

FREYA ACTIVE

Freestyle

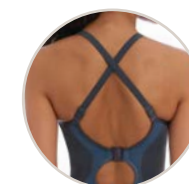
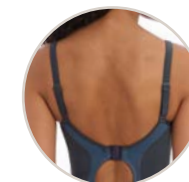
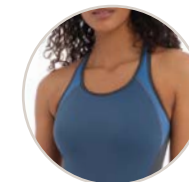
Who said Freya Active just stopped at gym wear? Why not take it poolside too with Freestyle, our go-to swimwear collection for when you need to go that extra mile. The UW Moulded Suit features a scooped high leg and low back with convertible straps, for complete support and ease of movement for when you need it most. A concealed bust underband helps provide a supportive fit so you can focus on your performance too. Available for SS22 in new continuity Denim.



Denim (DEN) New Continuity / Available:



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

Our POS

If you are part of our Corporate Support programme,
keep a hold of last season's frames!

New posters for every collection will automatically
be sent to you at the start of the season.

New to Corporate Support? You'll receive a frame and
this season's posters for you to display, giving you the
option of which collections to show and when.

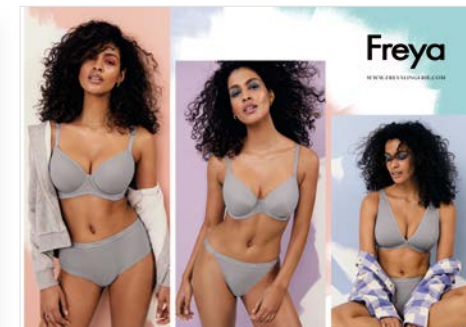


If you are not yet part of our Corporate Support programme,
there is alternative POS available for the season. In order to qualify
you must order 10 of the key styles as pictured on each showcard.
POS will be sent out automatically to qualifying customers and will
arrive in time for the featured collection's drop date.

Please note this POS will not go out to any customer who is part of
the Corporate Support programme and receiving a frame/posters.



POSSC335 (Showcard)
Tailored - Black & Ash Rose
Key Styles: AA401109 BLK, AA401121 ASE
and/or AA401131 BLK
Minimum Order: 10 Items
Dimensions: 420mm x 297mm (WxH)



POSSC336 (Showcard)
Freya Chill - Cool Grey
Key Styles: AA401333, AA401302
and/or AA401317 CGY
Minimum Order: 10 Items
Dimensions: 420mm x 297mm (WxH)

Please note: POS is subject to change

Sizes Without Surprises

The right fit is everything when choosing lingerie. So to make sure you always have the key facts, this workbook features detailed sizing information, along with Japanese sizes and these handy international conversion tables.

Band Sizes

UK	28	30	32	34	36	38	40
EUROPE	60	65	70	75	80	85	90
FRANCE	75	80	85	90	95	100	105
AUS/NZ	6	8	10	12	14	16	18
USA	28	30	32	34	36	38	40
JAPAN	60	65	70	75	80	85	90

Cup Sizes

UK	B	C	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
EUROPE	B	C	D	E	F	G	H	I	J	K	L	M	N	O
FRANCE	B	C	D	E	F	G	H	I	J	K	L	M	N	O
AUS/NZ	B	C	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
USA	B	C	D	DD	DDD	G	H	I	J	K	L	M	N	O
JAPAN	C	D	E	F	G	H	I	J	K	L	M	N	O	P

A Brief Explanation

Once you've found a gorgeous bra in just the right size, all you need are great-fitting briefs to complete your look. However, different sizes are described in different ways, depending on where you are in the world. Just check your size chart to make sure you're choosing briefs that give you the perfect fit every time.

UK	XS	S	M	L	XL	XXL
EUROPE	XS	S	M	L	XL	XXL
FRANCE	XS	S	M	L	XL	XXL
AUS/NZ	8	10	12	14	16	18
USA	XS	S	M	L	XL	XXL
JAPAN	S	M	L	LL	3L	4L

*Brief sizes throughout this workbook are based on UK sizing.

UK, IRELAND AND REST OF THE WORLD

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