



# Bravissimo

*My Mate*



*- Bravissimo Girl!*

My mate (Jeoma, 32DD) always shops at Bravissimo for fab lingerie, sized D to JJ. And she can manage 30 minutes on the stepper too. I don't know why I'm her mate at all!

**BRAVISSIMO**

LINGERIE, SWIMWEAR & CLOTHING FOR BIG BOOBED WOMEN

call 01926 459 800 for mail order, visit our shops or [www.bravissimo.com](http://www.bravissimo.com)

*My MISSUS*



*Bravissimo girl!*

My wife (Gina, 30FF) wears by Bravissimo for gorgeous bras, sized D to JJ. There again she sweats a lot... especially when I take all the hot water!

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*My little sis*



*Bravissimo girl!*

My little sis (Charlotte, 30E) just loves Bravissimo for lovely lingerie sized D to JJ. And she loves hubby-to-be Paul even more. You could say she's lucky in love!

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## Open Opportunity

Bravissimo was a fledgling brand offering "lingerie, swimwear and clothing for big-boobed women" online and via mail order and owned stores. With statistics showing that 80% of women wear the wrong bra size & that 40% should wear a D cup or above, the opportunity existed to build a fun, dynamic brand for real women (not over-sized women seeking an industrial sling!).

## Open mind

Our brand idea built on the client's recognition of 'Bravissimo girls' as a special sisterhood who, rather than be embarrassed or encumbered, should seek to celebrate their curves!

Activity included advertising in women's press and London escalator panels as well as store opening support, in-store POS and bright and quirky direct mailers for both trade and consumer markets.

All used contemporary design and lifestyle imagery to make the brand recognisable and relevant to a broader cross-section of ordinary (rather than plus-sized) consumers.

## Open doors

Commissioned research for the second year's ad campaign showed a considerable increase in unprompted awareness. The client database grew significantly, with direct customer feedback proving that both advertising and DM understood and reflected women's needs and circumstances. Boobylicious!

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