

# Wireless Bra

## 2018 Spring/Summer Collection

### Product Briefing

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LifeWear

# LifeWear

LifeWear. Simple made better.

**2016 – Launch of Wireless Bra Beauty Light**  
**2017 – Launch of Wireless Bra Beauty Soft**



*WIRELESS BRA*  
Beauty Light



*WIRELESS BRA*  
Beauty Soft

# UNIQLO's wireless bra has become popular as the representative product of "third wave" bras

Good support to create a  
beautiful bust line  
**Underwire Bra**

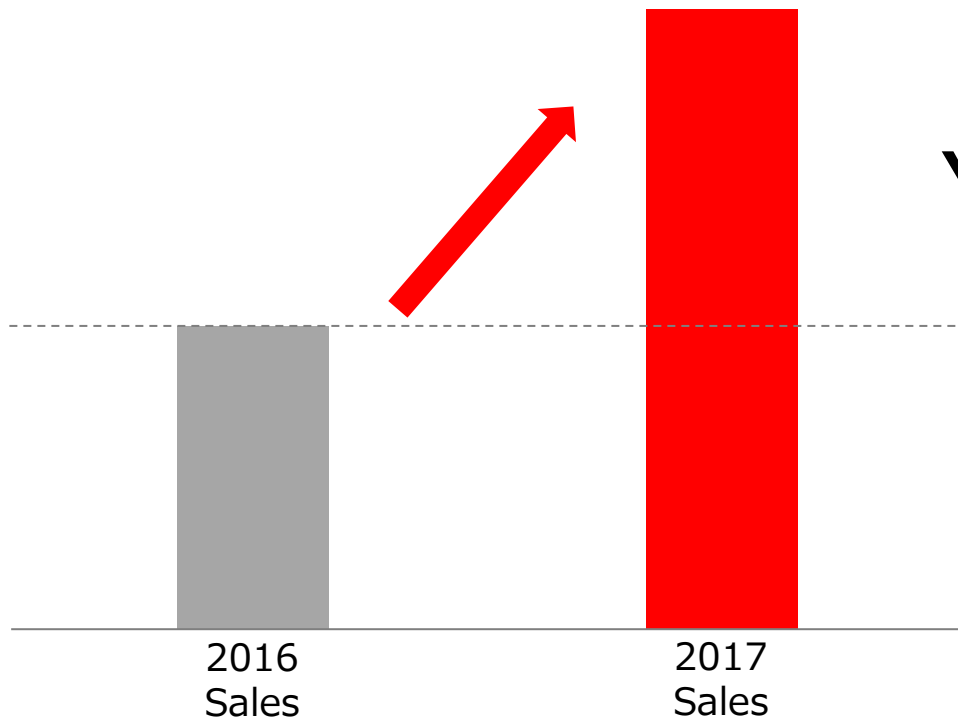


Focus on comfort  
**Wireless Bra**

## "Third Wave" Bra

New idea in brassieres with both  
support and comfort

# The Wireless Bra grew in 2017 to become one of UNIQLO's mainstay products



YoY sales of Wireless Bra  
**More than  
doubled**

- \* Combined sales of Wireless Bra Beauty Light and Beauty Soft
- \* Sales doubled year on year both in Japan and globally
- \* Calendar years

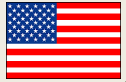
# Sales strong globally

## Wear comfort popular around the world

It's light and thin, and doesn't feel like I'm wearing a brassiere at all. I can't believe it's so comfortable.



It's soft with good comfort, lightweight, and the lack of lines is great. I've switched all the brassieres I own for different color Wireless Bras!



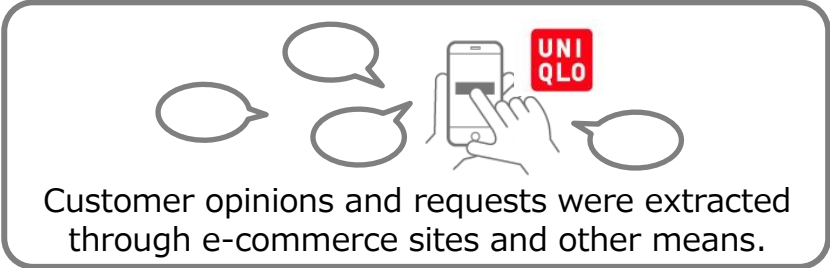
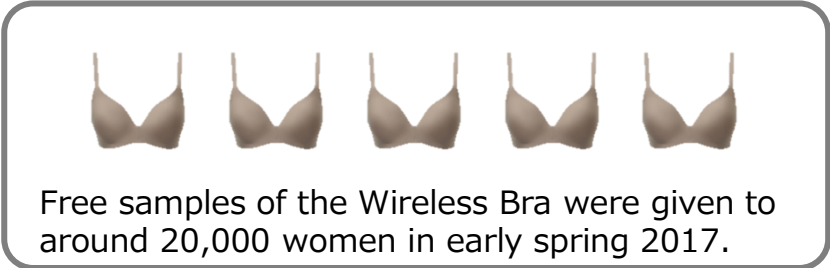
I've loved UNIQLO's Wireless Bra from the first time I put one on. It is very, very, very nice! I was always uncomfortable in underwire bras, but now I'm really comfy.



Up to now I've worn expensive underwire bras, but never again. These bras are comfortable, and provide real support. The refined silhouette matches any outfit.



# Products updated based on customer feedback



		Under bust size				
		65	70	75	80	85
Cup size	AA	XS*	XS*			
	A	S	S	M		
	B	S	M	M	L	XL
	C	S	M	L	L	XL
	D	M+	L+	L	XL	XL
	E	M+	L+	L	XL	
	F	L+	XL+*	XL+*		

\*XS and XL+ sizes only available at UNIQLO.com.

**Size range for the Beauty Light line was expanded in summer 2017 in response to customer demand.**

# WIRELESS BRA Beauty Light

Gentle support with a sharp bustline



One-piece cup and base.  
Combined soft urethane and broad flat sheet  
below the bust provides gentle support with a  
flat surface.





# WIRELESS BRA Beauty Soft

Flexible cups provide soft comfort



Firm urethane sheets support the bust.  
Lack of back hook or shoulder strap adjusters,  
provides gentle comfort.  
Broad straps reduce the pull on the shoulders.



# **New “Wireless Bra Relax” with even greater “airy” comfort launched in 2018**



# WIRELESS BRA Relax

So comfortable you forget you have it on



Seamless design for **stress-free comfort**

Tank-top shape **doesn't bite into the skin**

The underbust, arm, and neck portions utilize a stretchable bonding technology for a **stable fit as the wearer moves**

**AIRism material** for a silky smooth texture

**AIRism**

Skin-hugging **removable cups**



# Three types to match your preferred feel

Shaping

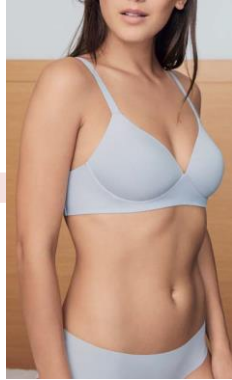
WIRELESS BRA  
Beauty Light



Gentle support  
with a sharp bustline

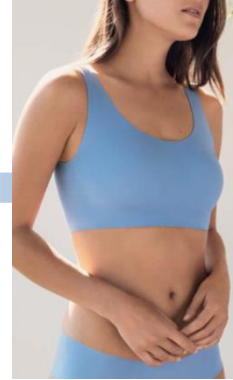


WIRELESS BRA  
Beauty Soft



Flexible cups  
for soft comfort

WIRELESS BRA  
Relax



So comfortable  
you forget you have it on

Softness



# Innerwear to support the limitless potential of women



Wireless. Limitless.



LifeWear