

New UK manufactured, luxury lingerie brand launches March 9th

Submitted by: Bosom Galore

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Bosom Galore (<https://bosomgalore.com/>), a UK manufactured luxury lingerie brand based in Cornwall, are opening their virtual shop doors (<https://bosomgalore.com/shop/>) on March 9th. In response to the poor availability of luxury lingerie in small band and large cup sizes, the brand specialise in sizes from 26E to 34H (<https://bosomgalore.com/our-size-range/>) with plans to expand their size range further.

The brand was founded by Katy (<https://bosomgalore.com/about-the-founder/>), a fellow small band and large cupped woman who felt neglected by the lingerie industry:

“Throughout my many years of bra shopping I have found that very few shops offer bras for my band size (28). The few shops that do, seem to only offer lingerie made from cheap and uncomfortable fabrics that feel course against my skin and in styles that are often frumpy and in garish colours”

With a background working in mental health, Katy had no prior business or lingerie experience other than that of a lingerie consumer. Unphased, she found a freelance lingerie developer and together they designed the first two Bosom Galore lingerie sets; the Amelia (<https://bosomgalore.com/product/amelia-bra-antique-pink/>) and Classique (<https://bosomgalore.com/product/classique-bra-red/>). Designed to produce beautiful shape and composed of luxurious fabrics these items provide a whole new level of comfort...

“For the first time in my life I can enjoy the experience of luxury; beautiful, delicate lingerie that fits perfectly - and I could never go back! I am 100% converted to luxury lingerie...I've learned that it's an investment worth making”

Despite the significant financial appeal of offshore manufacture, Bosom Galore feel that it is more important to support the UK textiles industry and so produce all of their lingerie with the UK's leading high quality lingerie manufacturers.

A visit to bosomgalore.com (<https://bosomgalore.com/>) reveals their passion for educating women in bra fit to achieve optimal comfort and enjoyment from lingerie; how bra sizing works (<https://bosomgalore.com/bra-sizing-explained/>), how a bra should fit (<https://bosomgalore.com/the-perfect-fit/>) and a simple to use bra size estimator (<https://bosomgalore.com/bra-size-calculator/>).

Shortly after their launch, Bosom Galore are looking forward to growing their business to provide a larger size range, colours and products (<https://bosomgalore.com/spring-summer-lookbook/>) from maternity, mastectomy, swimwear to supportive nightwear.

ENDS

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Notes to editors

1. Photos are available on request