

PRESS RELEASE

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Revolutionary Bra with Patent Pending Lift System for Cups D+ Coming Next Summer

An exciting new concept in lingerie will launch next June when the precisely engineered, supremely comfortable KewiBra goes on general sale.

A bra that completely re-imagines design, fit, shape and comfort, has made its pre-sale debut this week. The [KewiBra](#) uses floating technology to lift all the weight of the breasts and give a fully customized fit for cups sizes D, DD and above.

Flaunting its revolutionary form and promising women with larger cup sizes relief from pain and discomfort, [the Kewi Bra has a strapless design](#) with two groundbreaking inner cups that hold the bottom of each breast for a custom fit.

Stylish, elegant and discreet, the bra offers ample support and a comfortable, confident fit without applying pressure on the shoulders, back or neck.

Wrapped in a thin, breathable fabric with internal straps on each side of the cup, two inner cups fit each breast like a sock, adapting to size and shape while holding and slightly suspending the breast within the bra. Unlike traditional bras, this tailor-made fit means that one breast being larger or smaller than the other does not affect the support, effectiveness or wearability of the garment.

The hardworking inner cups are made from a soft, stretchy material which allows the breasts to move within without the movement showing outside the bra. The breasts are held up so there is a slight space between them and the bottom of the outer cups, which are used to give an equal outer shape and do not actually hold the breasts at all.

When worn, the bra feels just like a favourite piece of lingerie but with none of the cutting straps or pinching fit. Thanks to the utterly unique floating system devised by the bra developers and a team of engineers, the Kewi Bra helps to minimize the appearance of 'bouncing' or 'shaking' while running or jumping.

Muyiwa Olumide, founder of the Kewi Bra said, "Kewi started with a question that came from genuine discomfort. In 2009 after experiencing major discomfort and pain in her shoulders and back, a friend of mine asked a simple question out of frustration; can you design a bra that doesn't hurt

my back? We worked together in my basement starting with a basic needle, thread and scrap materials. After revisiting the drawing board countless times over a four year period, a conceptual model was finally developed that could not only lift all the weight, but also give a custom fit.

“Our goal is for women with large bra sizes to no longer have to experience back pain, have to undergo costly surgical procedures or have difficulty finding bras that actually fit, without having to wear an unappealing medical bra. Large breasts are a natural trait, not a medical defect! Our mission is to create the most comfortable bra in the world.”

Strapless and timelessly stylish, the Kewi Bra can be worn with a wide variety of outfits and applies no pressure on the shoulders, neck or back. Most importantly, it automatically does the heavy lifting, so the wearer doesn't have to. Live strapless. Let the bra do the rest. Coming summer 2014. Pre-order now at www.kewibra.com.

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