

embrago™



Informative Lookbook

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MEET THE FOUNDER

After decades of discomfort from wearing full support bras through all the hormonal shifts of adult life, from pregnancies to breastfeeding to perimenopause and beyond, Founder Karen Poirier invented a comfortable and practical way to get dressed that doesn't require a bra!

She is on a mission to give full-busted and full-figured women a new choice – the choice to be comfortably bra-free and still supported beautifully -- bra free clothing.

BRAND STORY

Embrago believes that full-busted women deserve to feel dressed and elegant without having to wear a constrictive bra.

So we invented a new choice for women, and a new category for women's fashion: bra-free clothing.

Especially for Curves – Because women with larger curves have been particularly underserved by the fashion industry, Embrago's debut collection is designed especially for the DD+ sized cup wearer (and supports up to L cups well).

How We Do It

Embrago solves the problems of fuller busts and mature busts by providing wardrobe staples that offer support, comfort, and elegance without a bra. We do this by integrating three key design elements in a new way:

We created a *patented support system* that strategically incorporates smart textiles with traditional fabrics and classic sewing techniques. This adds an element of support and design engineering especially for curves which has never before been incorporated in women's ready-to-wear clothing.

We insist on *premium quality fabric* -- organic cotton is both substantial and breathable, the best possible fabric for total comfort.

Finally, each piece is *made by hand* in the USA with luxury techniques and triple-inspected for quality. Only highly-skilled stitchers can meet our high quality standards and the technical demands of our designs. This means exquisite fit and long-wearing quality.

HOW TO WEAR

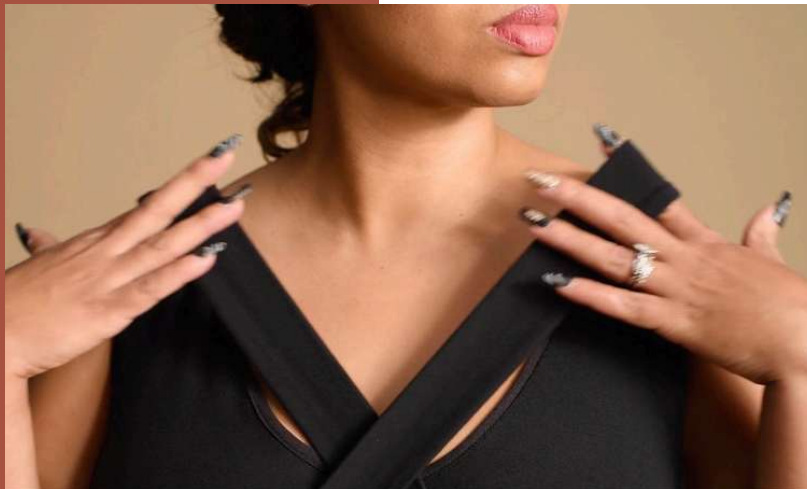
Embrago's easy pull-on styles offer built in support without any hardware. Just step in or pullover to put it on. No hooks or straps to adjust!





1

The ingenious floating cross straps are not only stylish, they're part of the patented Curve Care Technology that supports, lifts and separates.



2

Lift and move the straps to place them for the look you like -- let them lay flat for an understated, v-neck top.



3

Or play with the positioning for more of a statement look.

DRESSES





BODY CON

Style: D3021

Materials: 85% organic cotton, 10% spandex, 5% other fibers

Color: Black

Sizes and Notes: S, M, L, XL



BRA-FREE SHEATH DRESS

Style: D5023

Materials: 85% organic cotton, 10% spandex, 5% other fibers

Color: Black

Sizes and Notes: S, M, L, XL



FIT & FLARE

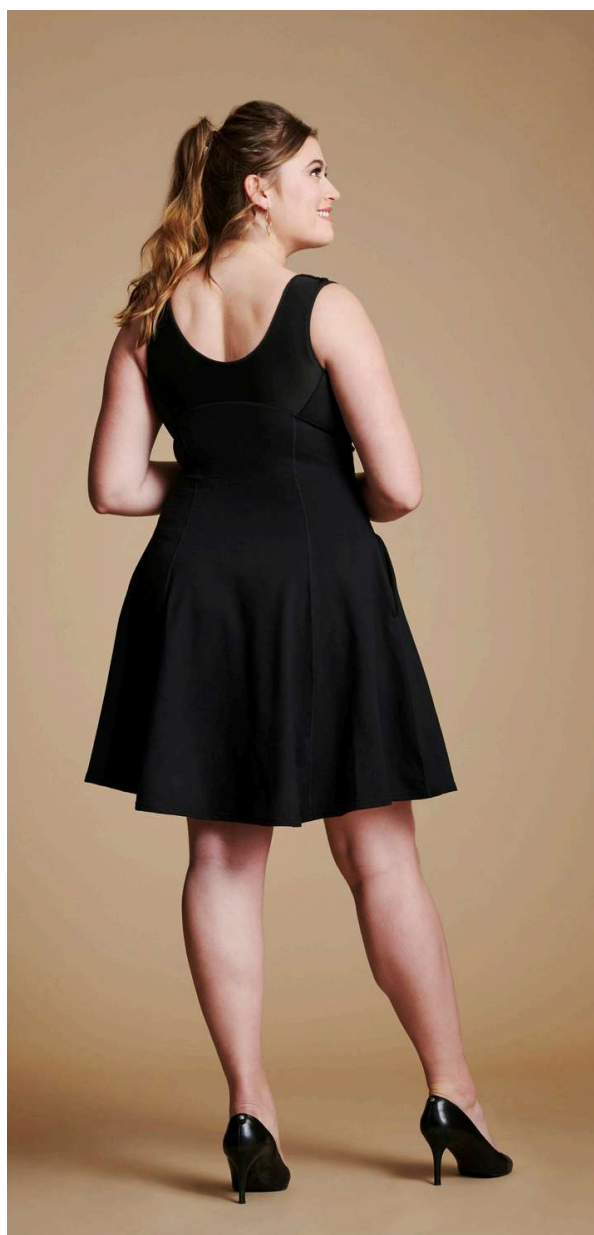


Style: D4021

Materials: 85% organic cotton, 10% spandex,
5% other fibers

Color: Black

Sizes and Notes: S, M, L, XL





ULTIMATE DRESS

PRINCESS



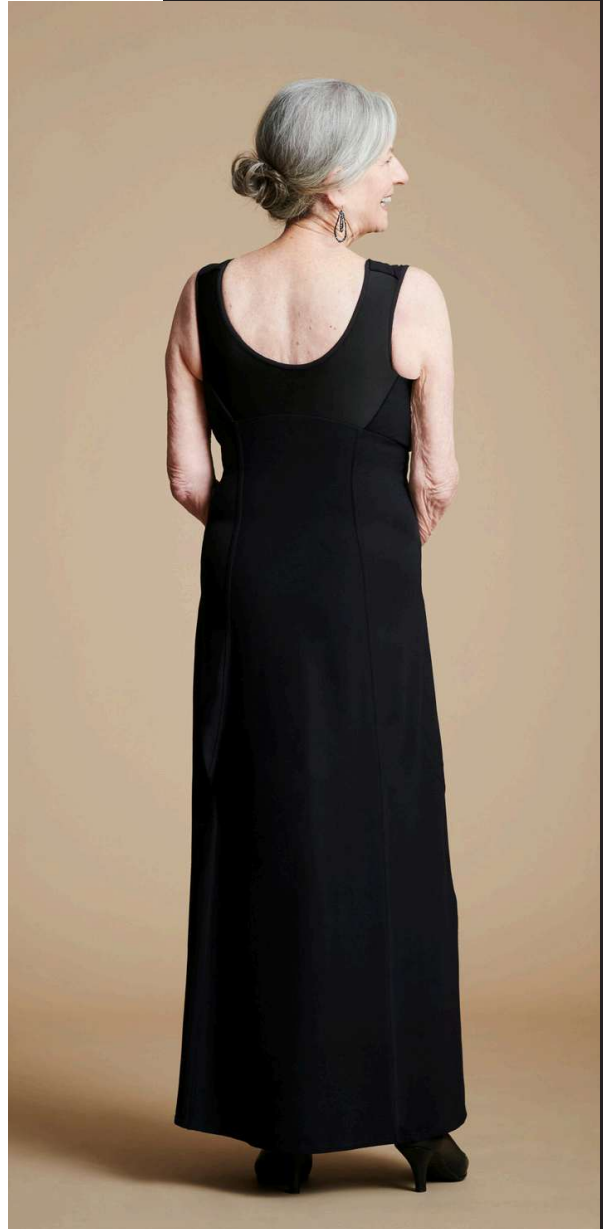
Style: D2021

Materials: 85% organic cotton, 10% spandex,
5% other fibers

Color: Black

Sizes and Notes: S, M, L, XL

Princess dress has vertical seams,
no horizontal seam at waist.





ULTIMATE DRESS

A-LINE



Style: D1021

Materials: 85% organic cotton, 10% spandex, 5% other fibers

Color: Black

Sizes and Notes: S, M, L

A-line dress has separate skirt, attached by horizontal seam at low waist.



TOPS & BOTTOMS





BRA-FREE CROP

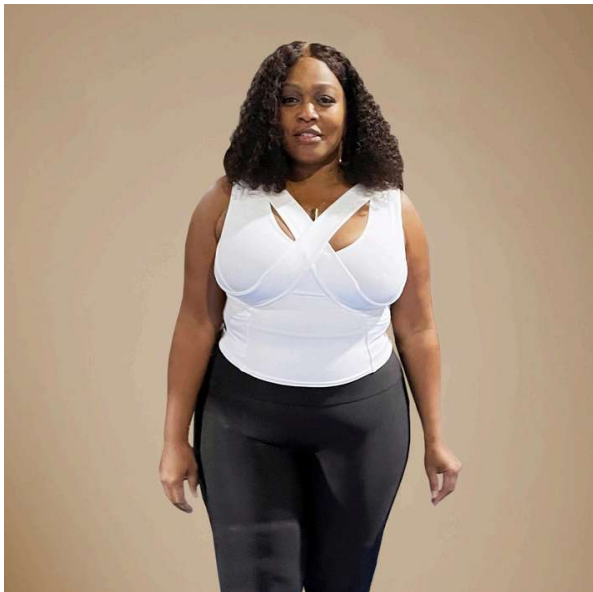
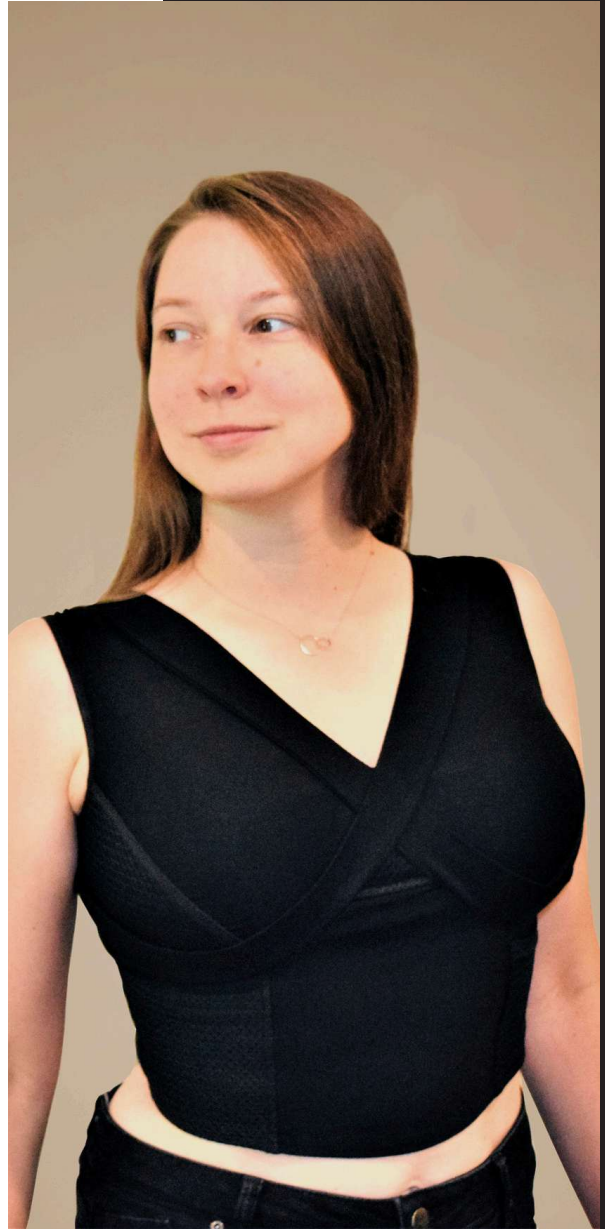


Style: T2002

Materials: 85% organic cotton, 10% spandex, 5% other fibers

Color: Black, White

Sizes and Notes: S, M, L, XL





ULTIMATE TOP

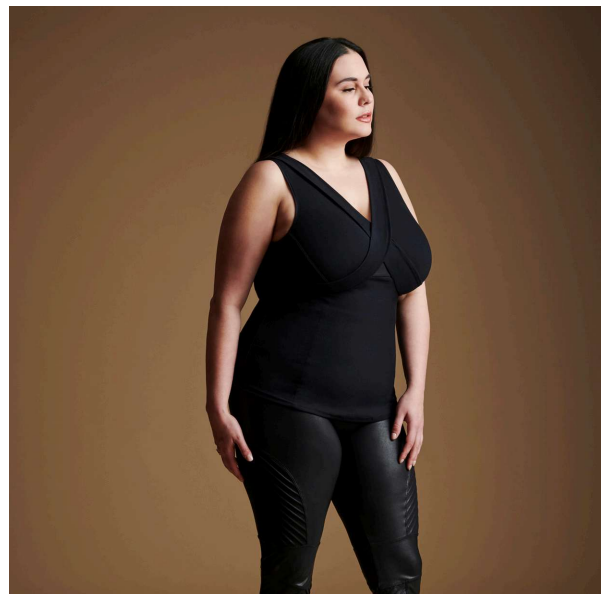
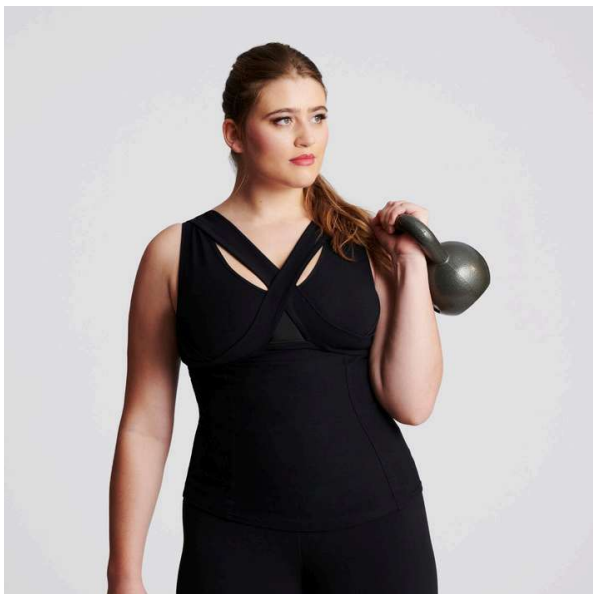


Style: T1021

Materials: 85% organic cotton, 10% spandex,
5% other fibers

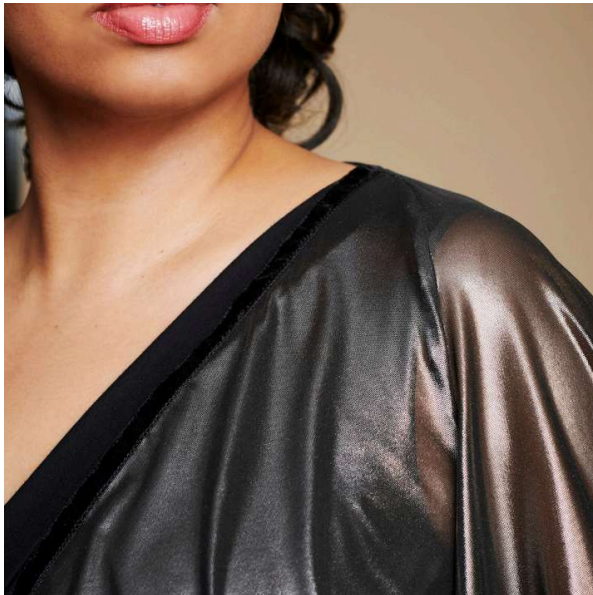
Color: Black, White

Sizes and Notes: S, M, L, XL





LIQUID BOLERO

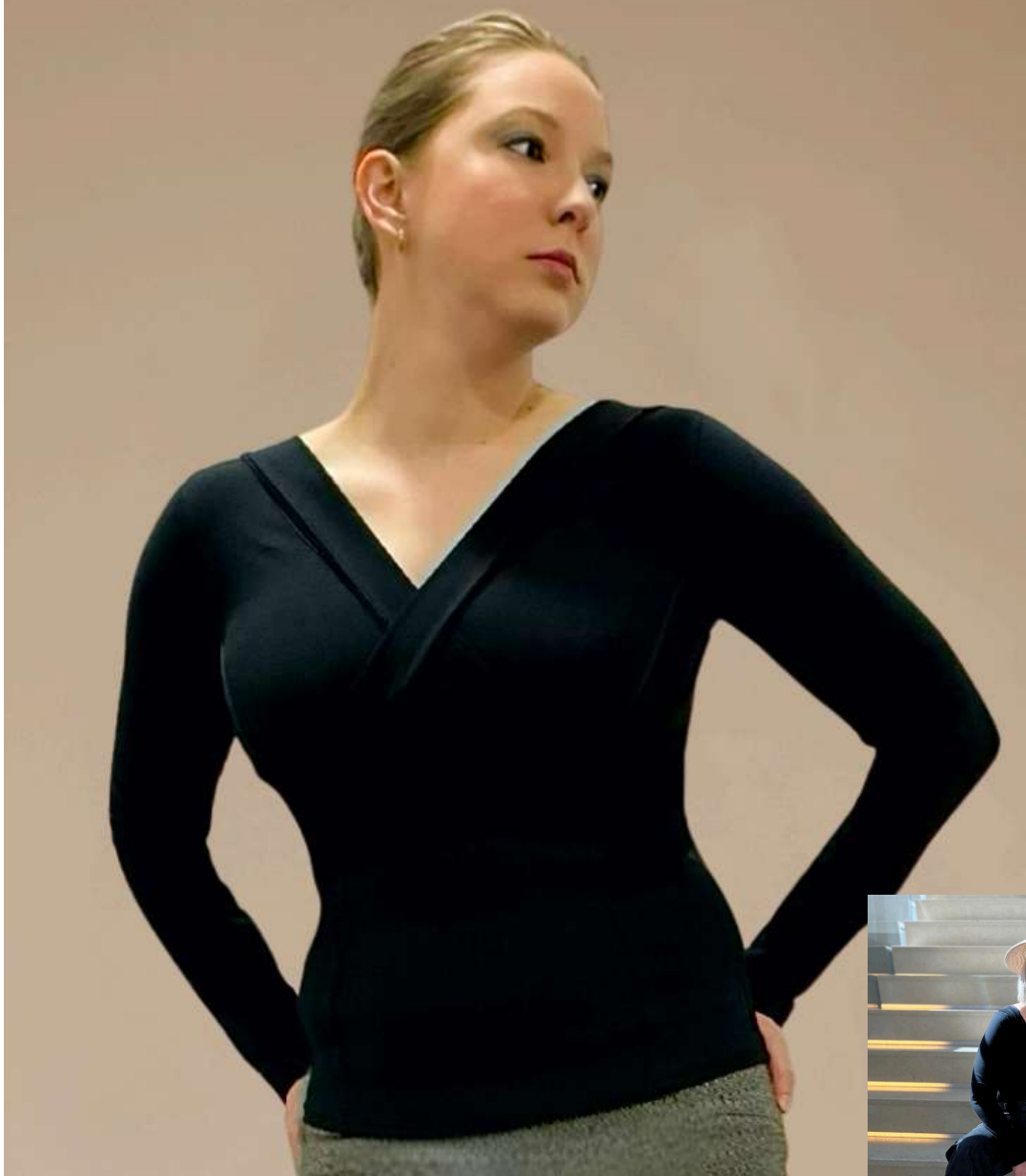


Style: T1021

Materials: 80% polyester,
20% spandex

Color: Black, Copper, Red

Sizes and Notes: One size, fits S-L



BRA-FREE LONG SLEEVE TOP

Style: T3001

Materials: 87% cotton, 10% spandex, 3% other fibers

Color: Black

Sizes and Notes: S, M, L, XL



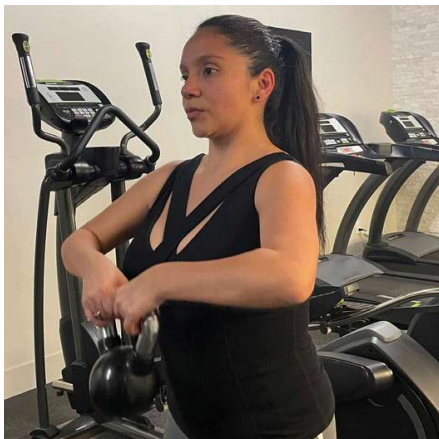
OVERLAY PARTY SKIRT

Style: S1022 Materials: 100% nylon

Color: Charcoal Ombre, Agean Sea, Blush Rose

Sizes and Notes: S, M; Ribbon-tie closure (limited edition)

TESTIMONIALS



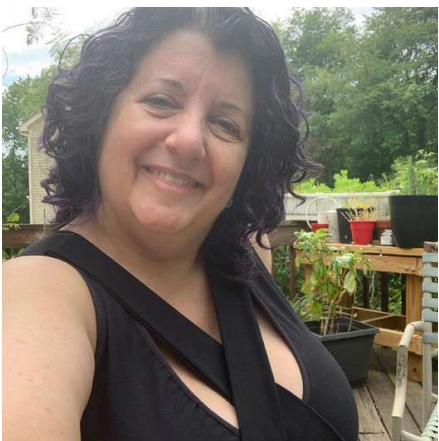
I can't believe I'm not wearing a bra. I feel so free but I also feel totally secure and supported. The cotton fabric is soft and it doesn't hurt or squeeze me like a bra does. I feel beautiful. My husband loves it, too. And my daughter says I look so pretty, just like JLo. I wear it everywhere. It's so easy!

Stephanie



I wear my Embrago while gardening! I love how versatile it is to dress up, wear out as a fashion top or under my clothes like bra-free supportive foundation.

Regina



As the owner of a bra shop specializing in hard-to-fit sizes, I'm always looking for good options for fuller-busts. Embrago is unique. It really does support large busts as well as a bra, while feeling super comfy and looking great. I wear a large cup size myself and I've never been able to go out in public without a full support bra until I found this. I love mine!

Judy M.



The perfect travel dress! I wore the Princess dress on my vacation to Miami and it was super comfy for the plane, plus easy through security (no underwires setting off alarms!). I wore it all week: for cocktails and dinner, walking on the beach, and shopping!

Laura S.



Out of the box in more ways than one! This new Embrago technology got me out of the boxy shape I had with the sports bras and baggy T-shirts I usually wore, and into a sexier yet supportive top that feels like a hug.

Miranda J.



With regular sports bras, I couldn't wait to rip them off when I got home. I felt so relieved when I tried Embrago! It's fitted, it's supportive, it's also genuinely really cute! Everything feels held in place but it's not pinching or squeezing anywhere; it's super comfortable. I feel secure and the natural fabric is so nice and soft... and it doesn't get stinky!

Mikalena



embrago.com

(412) 212-3057

discover@embrago.com

MADE IN USA