

Embrago: Apparel That Lets You Forgo A Bra



(Filed Under wholesale Lingerie News). Embrago, a new apparel brand that allows women to forgo wearing a bra, will be showing at Curve in August, its first trade show and “national debut.”

“Embrago believes full-busted women deserve to look elegant and beautiful without having to wear constrictive bras, support garments or shapewear,” owner Karen Poirier told BODY. “We give full-busted women a new choice, freeing them from the need to wear bras and allowing them to choose a bra-free life.”

Launched in June, “the debut capsule collection features a sleeveless top, an a-line dress, and a princess-seamed dress. All styles are available in sizes S-M-L-XL.” Retail prices range from \$187 to \$479.

The launch announcement explains, “Embrago uses a patented manufacturing technique that combines traditional high-end hand sewing techniques with technical design and smart textiles. The unprecedented integration of tradition and technology provides wire-free, hardware-free, elastic-free shaping and support for fuller busts, just like a bra, but with none of the discomfort.”

Why should stores be interested? “This is something totally new and innovative. It’s comfort-versatility-elegance is the perfect transition to post-pandemic life. And it is a high quality, comfortable option for full busted women, UNLIKE so many ‘comfort/leisure’ bras that are really just machine knit tubes of spandex. Embrago is hand-made with couture techniques, high quality, premium fabrics, truly elegant, luxurious, made to last. Versatile and can be dressed up or down, worn 24/7, machine washable,” concluded Poirier. “A great way to up sell or offer a new alternative to their customer base, to expand their product mix and create new revenue channels.”