



elomi

Live Limitless

NOVEMBER 2021 - MAY 2022

LINGERIE UP TO A KK CUP

Notes from the designer

“OUR SS22 COLLECTION WAS BORNE IN INTERESTING TIMES, AND DESPITE NOT BEING ABLE TO VISIT EXHIBITIONS AND INSPIRATIONAL HAUNTS DURING COVID-19 LOCKDOWNS, WE FOUND TONS OF INSPIRATION ALL AROUND US.”

Our favourite TV show was Bridgerton, a feast for the eyes! We revelled in historical costumes in daring colours, and an abundance of shimmering pastel silks, vibrant embroideries, and regal brocades, trimmed with lashings of feathers and crystals.

Flaunt it in Samira, featuring our most opulent six colour embroidery yet.

A dark and ethereal trend, Astrological, features treasured pieces that are luxe and sexy, in classic colours that outlast the holiday season.

Elegant Priya with its draped-beading effect embroidery is back in classy Haute Red, and Cate shimmers in the deepest Pine Green.

Metallic bronze stars are scattered across the neckline of Matilda Black Star.

Cottagecore is a trend arising from celebrating time at home with a return to simpler ways, enjoying handcrafting and baking, and immersing ourselves in the delights of nature. Matilda features a “Special Edition” Daisy, in cheerful mango, festooned with white and yellow daisies. Daisies team with subtle animal print in soft pastels in Lucie Aleutian, complemented by pure white in Morgan. We relish being active with our friends, whether it be salsa dancing, tennis, or volleyball. Energise sports a fresh look with a camo-floral print in vintage denim shades.

An antidote to long periods of constraint, Colour-Me-Happy celebrates joy and optimism. We have a fiesta of happy colours in Cate Camelia, Charley Honeysuckle, Brianna Cayenne and tropical print Mariella Peachy Tiger.

Time at home has put comfort at the top of our priority list. We adore the comfort and shape of Morgan, so are expanding the collection with new continuity shades, as well as our abstract animal-print Savannah. We have colours to match in our Smooth brief, the softest, comfiest knicker imaginable.

Speaking of continuity, look out for delicious new neutral shade Clove, which you will find in Matilda and Smooth.



LIESL GOODMAN
HEAD OF ELOMI DESIGN



ELOMI LINGERIE

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Light up the room

**FOR THE FULLER FIGURE
UP TO A KK CUP**

Shine on this season, with Elomi. Styles so amazing and a fit so great there is only one way to live. And that's limitless.







Samira
BLACK

EL300902 / EL300951

EL8900 / EL8906



Matilda
BLACK STAR



Priva
HAUTE RED

Cate

PINE GROVE



EL4030 / EL4036



Margan
SERENGETI

EL4110 / EL4116

Matitola
CLOVE



EL8900 / EL8906

EL4030 / EL4036



Cate

CAMELIA



EL4380 / EL4386

ELOMI LINGERIE

Charley
HONEYSUCKLE



Matilda
DAISY

EL8900 / EL8906

Lucie
ALEUTIAN



EL4490 / EL4496

Morgan
&
Smooth
WHITE



EL4111 / EL4565

Mariella
PEACHY TIGER



EL4420 / EL4425

EL8080 / EL8085



Brianna
CAYENNE



Frenquise
VINTAGE DENIM

LINGERIE TRADE

*Always bold.
Always beautiful.*



Bra Shapes Explained

When perfect fit and uncompromising support is everything, we know that it takes time and consideration to find the right bra shape for you. Designed for the fuller figure, we at Elomi Lingerie have ensured that there is a bra shape to suit everybody and this guide is designed to help you find just that.

This guide splits our bra shapes into sections based upon the coverage level they offer.

It concentrates on specific styles and how they differ in their features and benefits - so what makes them unique - plus it offers a brief description about each style too.

LOWEST Coverage

Offering the lowest level of coverage across our collection are our two plunge frames. While both styles feature a low centre front for a plunging neckline without push up, it's the construction of the top cup which sets these two styles apart. You'll see the UW Plunge Bra - Stretch features in collections that use lace, so with this comes an element of stretch within the top cup which is great for accommodating varying fullness in the breasts as well as offering shaping.

UW PLUNGE BRA



- Banded underwire frame
- Offers less coverage with a low centre front
- Stretch neck edge for ease of fit
- Powernet wing provides anchorage and support

Find here - Brianna, Charley, Matilda, Priya, Sachi & Samira

UW PLUNGE BRA - STRETCH



- Banded underwire frame
- Offers less coverage with a low centre front
- Top cup cut from powerful stretch lace for a rounded shape and ease of fit
- Powernet wing provides anchorage and support

Find here - Charley, Lucie, Kim

MEDIUM *Coverage*

Elomi bra styles old and new can be found among our medium coverage offerings. We have everything from our classic UW Bra shape that features a cut-and-sew three section cup with added side support panel, to our UW Moulded Spacer Bra that features a light and breathable moulded cup for a rounded smooth profile. We have two Bralettes for you to choose between - both very different in their appearance. Our Charley Bralette is based on our UW Plunge Bra but with a stretch lace overlay that extends beneath the cradle into a feminine longline style, while Kelsey is inspired by the Sports-luxe trend, and has the aesthetic of a crop top, with all the support of a concealed inner Matilda frame bra.

UW BRA



- Banded underwire frame with three section cup plus side support panel for forward shape
- Powernet wing provides anchorage and support

Find here - Lydia, Mariella, Morgan & Molly

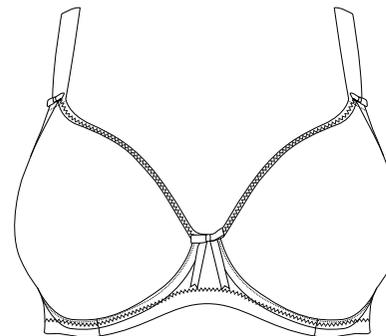
UW MOULDED SPACER BRA



- Offers rounded smooth profile
- Spacer mould is breathable and comfortable whilst offering good support
- Full in cup but lower at underarm to prevent wire dig, and bandless design has less fabric under the cups to prevent rolling on shorter upper torsos

Find here - Charley

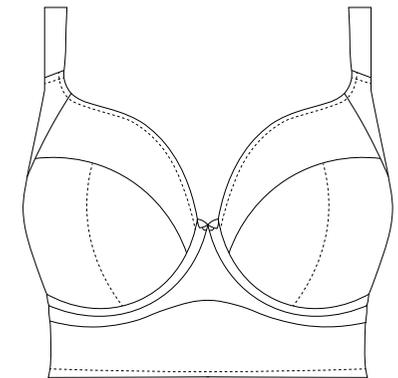
UW MOULDED BRA



- Non-stretch, non-padded moulded cup
- Seamless cup offers a rounded smooth profile
- Banded underwire frame
- Fold-over elastic at the underarm and neck edge for comfort

Find here - Smooth & Bijou

UW BRALETTE



- Three section top cup plus side support panel for forward shape
- Longline shape
- Low centre front gives plunge without push up
- Stretch lace overlay on cradle and wing has no bones and is loose to avoid rolling

Find here - Charley

HIGHEST Coverage

Our highest coverage category includes best-selling Cate, with its three-section cup and higher centre front, designed to fully encapsulate the breasts, and distribute the bust weight, for all day comfort. Our Soft Cup Bra sits within the Cate family too, so it has a similar cup shape to the UW Bra, without a wire, but with the addition of a wide elastic underband for good anchorage. And that just leaves our UW Sports Bra, which provides maximum coverage and firm hold for complete support when you need it most.

UW BRALETTE



- Inner plunge bra based on Matilda is Café Au Lait coloured to make the inner bra disappear against the skin
- Outer stretch sheer lace layer for a sports-luxe look
- Soft fold-over elastic for comfort
- Darted outer layer conceals the seams of the inner bra, so it functions as a T-shirt bra

Find here - Kelsey

UW BRA



- Full cup frame and cup shape offers full coverage
- Three section cup plus side support panel for forward shape, uplift and separation
- Stretch neck edge for ease of fit
- Powernet wing provides anchorage and support

Find here - Cate

SOFT CUP BRA



- Non-wired shape
- Wide elastic band and V-shape to prevent rolling
- Restricted stretch straps to give bust a firm, even lift
- Flexible side boning for anchorage and support
- Three section cup and side support panel for forward shape and uplift

Find here - Cate

UW SPORTS BRA



- Four section cup
- Unique non-compression technology means breasts are encapsulated in the cup offering support and shape
- Fabric features moisture wicking properties keeping you cool and dry

Find here - Energise

BASED ON

Matilda

A must-have for every Elomi girl, our Matilda UW Plunge Bra is a best-seller season after season. You know we always bring it out in new colourways, but did you know how many other collections are based on the Matilda frame?

For many seasons, Matilda has given us the perfect starting point when creating new styles. Styles that look different yet give the same faultless fit. So for SS22 we're shouting about this a little louder.

Matilda is cut from a sheer tulle, which makes a perfect base for embroidery and lace overlays alike. This is why each of the six styles, pictured opposite, do look very different, despite all starting from the same place with the much-loved Matilda frame.

BASED ON

Matilda

Look out for the little roundel that highlights the styles based on the much-loved Matilda. We don't want you to miss a single one!



MATILDA

The bra that started it all!



BRIANNA

A next-gen variation on Sachi with lace overlay on the cups



KELSEY

The Matilda frame has a lace overlay for a crop top look



CHARLEY

A diamond mesh bottom cup perfectly complements the top cup floral embroidery



SACHI

With its strapping top cup detail, Sachi is another Elomi classic



SAMIRA

Super-cute English hedgerow inspired embroidery overlays the Matilda frame



PRIYA

Decadent embroidery steals the show on Priya

THE SUCCESS BEHIND MATILDA

The key to Matilda's success is the shape she gives, and her universal appeal – for women of almost every body type. Her design is the key – using rigid, non-stretch fabrics that give excellent support, lift and shape, with a very light look due to their transparency. Matilda uses two different sheer lining fabrics that work in harmony. The liner in the bottom cups is soft and smooth, with a slight 'give' which allows the bust to fit fully into the bottom cup. The side frame is lined with stabilised tricot, which matches the bottom cup liner in appearance, but has no give at all. This prevents sideways bulge, and pushes the bust forward and away from the underarm area. Matilda's low plunge centre front frame means she can be worn under a variety of outerwear.

DID YOU KNOW?

Matilda launched in 2016 and has since been released in 24 different colourways. She is also the first range that has successfully reinvented herself three times, from the original Spot, to Star, to Kiss, and now to Daisy.



Merchandising

When it comes to colours and prints, make the most of Elomi Lingerie in-store this season. We always plan the release dates of our seasonal collections with you, the retailer, in mind so you can show your customers there are many ways to wear and feel great in Elomi.

Nov



**SAMIRA
BLACK**



**MATILDA
BLACK STAR**



**PRIYA
HAUTE RED**



**MORGAN
HAUTE RED**



**SMOOTH
HAUTE RED**

Dec



**CATE
PINE GROVE**



**CATE
ROSEWOOD**

Jan



**MORGAN
SERENGETI**



**MORGAN
BALLET PINK**



**MATILDA
CLOVE**



**SMOOTH
CLOVE**



**CHARLEY
FAWN**



**CHARLEY
BALLET PINK**



**SMOOTH
BALLET PINK**

Feb



**CATE
CAMELIA**



**CHARLEY
HONEYSUCKLE**

Mar



**MATILDA
DAISY**



**LUCIE
ALEUTIAN**



**MORGAN
WHITE**



**SMOOTH
WHITE**

Apr



**MARIELLA
PEACHY TIGER**



**BIJOU
CAYENNE**



**BRIANNA
CAYENNE**

May



**ENERGISE
VINTAGE DENIM**

New
FOR SS22

Samira

English countryside but make it Elomi. Samira's six colour embroidery of dramatic reds, greens and buttery yellows sits against a chic contrast black tulle. Strawberries, cherries and oh-so-cute blossom intertwine in a hedgerow inspired design, whilst a mix of lined and unlined tulle panels on the bra and brief add dimension for a modern twist.



BLACK (BLK)
Fashion/Available:

BASED ON
Matilda



UW PLUNGE BRA • EL300902



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus cotton lined side support panel for forward shape, uplift and separation
- Unlined tulle top cup
- Cup is overlaid with a beautiful six colour embroidery, that angles towards the front for a flattering look
- Soft fold-over elastic at the neckline for ease of fit
- Soft fold-over elastic at the underarm and top edge of the back for comfort and a smooth edge

UK	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



FULL BRIEF • EL300951



- Fuller coverage brief
- Sheer inserts with embroidery detail at front
- Cut from double layered stretch mesh for a light look with modesty

M-4XL

PRICE _____

Matilda

Matilda has three distinct looks this season! Black Star is an update to your favourite Black colourway, with star shaped embroidery across the top cup, including a contrast row in metallic bronze. Next up is Clove, and whether you wear Clove as a skin tone shade or just a fashion look, we're obsessed with it and we know you will be too! And last, but by no means least, Daisy hits that Cottagecore trend that is everywhere right now. A 21st century take on the Arts & Crafts movement, its sunshine yellow ground features a daisy chain top cup embroidery for a fresh spring look.



J Hook



BLACK STAR (BKS)
Fashion/Available:



DAISY (DSY)
Fashion/Available:



CLOVE (CVE)
New Limited Continuity/Available



BLACK (BLK)
Continuity



CAFÉ AU LAIT (CAT)
Continuity



ROSE (ROE)
Continuity



WHITE (WHE)
Continuity

UW PLUNGE BRA • EL8900



- Low centre front gives plunge without push up
- Three section cup plus side support panel for forward shape, uplift and separation
- Elasticated neck edge for ease of fit
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Ring detail at apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



BRIEF · EL8905



- Sexy sheer backed brief
- Cotton lined front, with stretch mesh side panels
- Sheer inserts with embroidery detail at front waist



S-4XL



M-4XL

PRICE _____

FULL BRIEF · EL8906



- Sexy sheer backed fuller coverage brief
- Cotton lined front, with stretch mesh side panels
- Sheer inserts with embroidery detail at front

M-4XL

PRICE _____

THONG · EL8907



- Sexy sheer back
- Cotton lined front, with stretch mesh side panels
- Sheer inserts with embroidery detail at front

S-3XL

PRICE _____

Priya

Just when you thought you couldn't love Priya more, we bring it to you in Haute Red! This rich red is the perfect hue to accentuate the collection's true beauty in design, with its luxury embroidery, inspired by draped beading and decadent chandeliers. The underbust tattoo-style panel and the rose gold centre front jewel elevate the finished look too.



HAUTE RED (HAD)
Fashion/Available:



BLACK (BLK)
Continuity



UW PLUNGE BRA • EL4550



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus cotton lined side support panel for forward shape, good uplift and separation
- Unlined tulle top cup
- Cup is overlaid with a beautiful embroidery, that angles towards the front for a flattering look
- Soft fold-over elastic at the neckline for ease of fit
- Soft fold-over elastic at the top edge of the back for a smoothing effect
- Embroidered motif at the centre front for a decorative underbust tattoo look
- Rose gold central jewel and apex details

UK	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



FULL BRIEF · EL4555



- Fuller coverage brief
- Double stretch mesh front
- Folded edge back leg panel for a smooth no-show leg edge
- Diagonal back seam creates shaping to allow the back leg edge to anchor and not ride up
- Diagonal back seam is sewn with a special flat technique with extra soft thread to minimise show-through
- Cutout detail at back waist
- Rose gold jewel detail at centre front

M-4XL

PRICE _____

BRAZILIAN · EL4557



- Cheeky back coverage and lower rise at the waist
- Double layered stretch mesh front
- Folded edge back leg panel for a smooth no-show leg edge
- Cutout detail at back waist
- Rose gold jewel detail at centre front

M-4XL

PRICE _____

Morgan

Prints or plains, which is your favourite Morgan? For the print lovers, Serengeti features an abstract striped animal print with flashes of white and ballet pink on a contrast black ground. While for the plains this season, we have bold Haute Red and new continuity colourways Ballet Pink and White. All three colours create an extended merchandising story with our Smooth and Charley collections too.



SERENGETI (SEI)
Fashion/Available:



BALLET PINK (BAK)
New Continuity/Available:



HAUTE RED (HAD)
New Continuity/Available:



WHITE (WHE)
Continuity
NEW CONTINUITY FOR EL4111/AVAILABLE:



BLACK (BLK)
Continuity



SAHARA (SAH)
Continuity



EBONY (EBY)
Continuity



TOASTED ALMOND (TOD)
Continuity



UW BRA · EL4111



- Morgan in plain non-printed fabric uses the same fabric and shape as Morgan printed styles
- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace to give a beautifully rounded shape
- Elasticated neck edge for ease of fit
- Bow detail at the centre front and apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____

Plain



UW BRA · EL4110



- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace to give a beautifully rounded shape
- Elasticated neck edge for ease of fit
- Bow detail at centre front and apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



FULL BRIEF · EL4116



- Fuller coverage brief shape
- Fully printed matte nylon elastane fabric
- Stretch lace panels at side front
- Bow detail at the centre front

M-4XL

PRICE _____



BRIEF · EL4115



- Fully printed matte nylon elastane fabric
- Stretch lace panels at side front
- Bow detail at the centre front



S-4XL



M-4XL

PRICE _____

Print

Smooth



Following the successful launch of our Smooth Full Brief last season, it was only right we grew its offering with a host of new colourways for SS22! Available in Haute Red, Clove, Ballet Pink and White. Check out the matching colourways from our other collections to wear yours with – Priya, Matilda, Morgan and Charley are all perfect to co-ordinate with. The Clove colourway can also be paired with Smooth’s UW Moulded T-shirt Bra which is available in Clove for the new season too. The bra features a non-stretch moulded cup which with its seamless finish will offer a smooth rounded profile.



UW MOULDED NON PADDED BRA · EL4301



- Non-stretch moulded cup made from unlined and ultra-light Aerocool fabric to keep you cool and dry
- Non-stretch tulle in the top cup is lightly lined for support
- Fold-over elastic at the underarm and neck edge for comfort
- Underband elastic is wrapped in a soft edged fold-over elastic for comfort
- Tall back with fold-over elastic at the edges for a smoothing effect
- Narrow set back straps to minimise strap slippage
- Bow with rose gold metal pinwheel charm at the centre front

UK	40-48 DD	38-48 E	36-46 F	36-44 FF	34-42 G	32-40 GG	32-38 H	32-36 HH	32-34 J
EU	90-110 E	85-110 F	80-105 G	80-100 H	75-95 I	70-90 J	70-85 K	70-80 L	70-75 M
FR	105-125 E	100-125 F	95-120 G	95-115 H	90-110 I	85-105 J	85-100 K	85-95 L	85-90 M
AUS/NZ	18-26 DD	16-26 E	14-24 F	14-22 FF	12-20 G	10-18 GG	10-16 H	10-14 HH	10-12 J
US	40-48 DD	38-48 DDD	36-46 G	36-44 H	34-42 I	32-40 J	32-38 K	32-36 L	32-34 M
JP	90-110 F	85-110 G	80-105 H	80-100 I	75-95 J	70-90 K	70-85 L	70-80 M	70-75 N

PRICE _____

- CLOVE (CVE)
New Limited Continuity/Available:
- BALLEP PINK (BAK)
New Continuity/Available:
- HAUTE RED (HAD)
New Continuity/Available:
- WHITE (WHE)
New Continuity/Available:
- BLACK (BLK)
Continuity
- SAHARA (SAH)
Continuity



UW MOULDED STRAPLESS BRA • EL4300



- Foam moulded cup with matte simplex overlay gives firm support
- Cup shape has been specially developed to give a forward and rounded cup shape, without digging in at the neckline
- Cups have a sweetheart neckline, dipping at the centre front for a flattering shape
- Removable multiway straps feature a specially developed “slide and lock” hook which keep straps securely in place
- Flexi-bones at the back support without digging in, flipping or rolling
- Elastic at the top of the back and underband feature patented *Stay4Sure* silicone coating, which helps prevent slipping, and is kind to the skin
- The cup has two strap connecting locations to allow a choice of wearing position
- Three or four rows of wider spaced hook and eye, dependent on size
- Bow with rose gold metal pinwheel charm at the centre front

UK	40-44 DD	38-44 E-F	36-44 FF	34-42 G	32-40 GG-HH	32-38 J
EU	90-100 E	85-100 F-G	80-100 H	75-95 I	70-90 J-L	70-85 M
FR	105-115 E	100-115 F-G	95-115 H	90-110 I	85-105 J-L	85-100 M
AUS/NZ	18-22 DD	16-22 E-F	14-22 FF	12-20 G	10-18 GG-HH	10-16 J
US	40-44 DD	38-44 DDD-G	36-44 H	34-42 I	32-40 J-L	32-38 M
JP	90-100 F	85-100 G-H	80-100 I	75-95 J	70-90 K-M	70-85 N

PRICE _____

FULL BRIEF • EL4565



- Fuller coverage brief shape
- Cut from a fabric which is a blend of Tencel™ Modal and elastane
- Super soft Tencel™ Modal is breathable and comfortable to wear
- The fabric and elastic trim are very stretchy, which allows this garment to be dual-sized
- Tencel™ Modal is a sustainable fibre that derives from renewable wood sources
- Special flat sewing technique with extra soft thread is used on seams and to attach the elastic, to minimise show-through under clothing
- Cotton lined gusset

M/L, XL/2XL, 3XL/4XL

PRICE _____

Cate

No season would be complete without Elomi favourite Cate, and for SS22 Cate's must-have uplift comes at you in two new colours. Pine Grove is a rich fairy-tale forest green, accented with metallic lurex thread in the arching embroidery, while they'll be no dull days when you're wearing Cate in Camelia. The rosy violet shade is bold and energetic, and we know it's going to look great on you! We've extended the Rosewood offering too, adding the Non Wired Bra in this colourway.



CAMELIA (CML)
Fashion/Available:



PINE GROVE (PIV)
Fashion/Available:



ROSEWOOD (ROW)
Continuity

NEW CONTINUITY FOR EL4033/AVAILABLE:



INK (INK)
Continuity



BLACK (BLK)
Continuity



PECAN (PCN)
Continuity



RAISIN (RAN)
Continuity



HAZEL (HAL)
Continuity



LATTE (LAE)
Continuity



WHITE (WHE)
Continuity

UW BRA · EL4030



- Based on the Caitlyn frame, but with a little of the excess fabric removed at the underarm for improved support
- Three section cup plus side support panel for forward shape, uplift and separation
- Sheer embroidered top cup features a stylish intersecting arc design
- Embroidery has a special flattened finish to minimise show-through
- Back strap position has been moved in slightly compared to Caitlyn to prevent strap slippage
- Elasticated neck edge for ease of fit
- Powernet wing for anchorage and support
- Bow detail at the centre front and apexes

UK	38-46 DD	34-46 E-HH	34-42 J-K
EU	85-105 E	75-105 F-L	75-95 M-O
FR	100-120 E	90-120 F-L	90-110 M-O
AUS/NZ	16-24 DD	12-24 E-HH	12-20 J-K
US	38-46 DD	34-46 DDD-L	34-42 M-O
JP	85-105 F	75-105 G-M	75-95 N-P

PRICE _____

NON WIRED BRA · EL4033



- Three section cup plus side support panel for forward shape, uplift and separation
- Smooth satin simplex bottom cup for extra support
- Sheer embroidered top cup features a stylish intersecting arc design
- Embroidery has a special flattened finish to minimise show-through
- Flexible side boning enhances anchorage and support
- Wide elastic underband with V-shaped centre front helps prevent rolling
- Powernet wing for anchorage and support
- Restricted stretch straps designed with a centre pull to give the bust a firm and even lift
- Bow detail at the centre front and apexes

UK	40-48 B-C	38-48 D-DD	36-48 E-G
EU	90-110 B-C	85-110 D-E	80-110 F-I
FR	105-125 B-C	100-125 D-E	95-125 F-I
AUS/NZ	18-26 B-C	16-26 D-DD	14-26 E-G
US	40-48 B-C	38-48 D-DD	36-48 DDD-I
JP	90-110 C-D	85-110 E-F	80-110 G-J

PRICE _____





BRIEF · EL4035



- Cut from smooth nylon elastane stretch fabric with a subtle sheen
- Sheer embroidery panels at front leg
- Bow detail at the centre front

M-4XL

PRICE _____

FULL BRIEF · EL4036



- Higher rise coverage at the waist
- Cut from smooth nylon elastane stretch fabric with a subtle sheen
- Sheer embroidery panel at front waist

M-4XL

PRICE _____



SKIN TONE STORY

Aside from the new colourways for the season, there is still so much more that the Cate collection has to offer.

Cate is all about being inclusive, and we're not just talking about bra sizes and body shapes.

Cate is available to buy in seven continuity colours that have been designed to suit a range of skin tones.

We know one shade of nude does not fit all, so be sure to meet your match with Cate for SS22, if you haven't already!



WHITE



LATTE



HAZEL



ROSEWOOD



RAISIN



PECAN



BLACK

Charley

Elomi's SS22 offering is bursting with colour, and Charley is no exception to the rule. Honeysuckle is a red-toned pink, perfect for the care free days of Spring and Summer. We've extended our continuity offering by releasing some of your favourite Charley styles, in our existing core colourways too. The UW Plunge Bra is available in Ballet Pink and Fawn now, plus the UW Spacer Bra is also coming at you in Ballet Pink for SS22.

-  **HONEYSUCKLE (HOE)**
Fashion/Available:
-  **BALLET PINK (BAK)**
Continuity
NEW CONTINUITY FOR EL4380 & EL4383/AVAILABLE:
-  **FAWN (FAN)**
Continuity
NEW CONTINUITY FOR EL4380/AVAILABLE:
-  **JET (JET)**
Continuity
-  **BLACK (BLK)**
Continuity
-  **WHITE (WHE)**
Continuity
-  **NAVY (NAY)**
Limited Continuity:

BASED ON
Matilda



J Hook

UW PLUNGE BRA • EL4380



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus side support panel for forward shape, uplift and separation
- Top cup embroidery features a delicate floral design
- Bow detail at the centre front and apexes
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



J Hook

UW PLUNGE BRA - STRETCH • EL4382



- Low centre front gives plunge without push up
- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace for a rounded shape and ease of fit
- Centre front lace detail
- Bow detail at the centre front and apexes
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook

UK	36-46 D-DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 D-E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-120 D-E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-24 D-DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-46 D-DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-105 E-F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



UW MOULDED SPACER BRA • EL4383



- Based on the Amelia EL8740 UW Moulded Spacer Bra
- Ultra-light seamless spacer fabric is breathable and comfortable while offering good support
- Seamless cup offers a beautifully rounded smooth profile
- Bandless frame has less fabric under the cups and works well for shorter upper torsos
- Concealed side support panel minimises sideways bulge and is cut from satin simplex, with shiny side towards the skin for a silky soft feel
- Side support panel features a stretch lace overlay
- Diamond mesh centre front with cutout detail for a lighter look
- Centre front has a smooth edged elastic at the lower edge for comfort
- Stretch neck edge for ease of fit
- Bow detail at the centre front and apexes

UK	36-46 DD-FF	34-44 G-GG	34-42 H	34-40 HH
EU	80-105 E-H	75-100 I-J	75-95 K	75-90 L
FR	95-120 E-H	90-115 I-J	90-110 K	90-105 L
AUS/NZ	14-24 DD-FF	12-22 G-GG	12-20 H	12-18 HH
US	36-46 DD-H	34-44 I-J	34-42 K	34-40 L
JP	80-105 F-I	75-100 J-K	75-95 L	75-90 M

PRICE _____



UW BRALETTE • EL4381



- Low centre front gives plunge without push up
- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace for a rounded shape and ease of fit
- Stretch lace overlay on cradle and wing has no bones, but is cut loose to avoid rolling
- Bow detail at the centre front and apexes

UK	36-40 E-FF	34-40 G-H	34-38 HH
EU	80-90 F-H	75-90 I-K	75-85 L
FR	95-105 F-H	90-105 I-K	90-100 L
AUS/NZ	14-18 E-FF	12-18 G-H	12-16 HH
US	36-40 DDD-H	34-40 I-K	34-38 L
JP	80-90 G-I	75-90 J-L	75-85 M

PRICE _____



HIGH LEG BRIEF · EL4386



- Waist height brief with high cut leg
- Cotton lined diamond mesh front, with embroidery side panels and stretch diamond mesh leg panels
- Back cut from diamond mesh fabric
- Bow detail at the centre front

M-4XL

PRICE _____

FULL BRIEF · EL4388



- Fuller coverage brief
- Cotton lined diamond mesh front, with embroidery side panels and stretch lace leg panels
- Back cut from diamond mesh fabric
- Bow detail at the centre front

M-4XL

PRICE _____

BRAZILIAN · EL4385



- Mid-rise brief shape
- Cotton lined diamond mesh front
- Stretch diamond mesh side front panels for a lighter look
- Back cut from stretch lace, with no leg elastic, for a smooth finish when worn
- Back features a cut-out detail
- Bow detail at the centre front

M-3XL

PRICE _____

Lucie

Lucie returns for SS22, and with it, brings a print of real interest. Just look at how animal print and florals combine to create a truly feminine offering! The leopard print ground is subtle, while white daisies and pink accents weave through the design to create a truly unique story. Stretch lace accents complete the look.



ALEUTIAN (ALN)
Fashion/Available:



UW PLUNGE BRA - STRETCH • EL4490



- Based on the Kim EL4340 shape with a new non-roll back construction
- Banded underwired plunge bra with three section printed cups plus side support panel for forward shape
- Low centre front gives plunge without push up
- Top cup cut from a powerful stretch lace for a rounded shape and ease of fit
- Neck edge has no elastic, for a smooth finish when worn
- Back cut from leopard stretch lace overlaid onto powernet, to give anchorage and support
- Café Au Lait coloured powernet back lining for a lighter look
- Fully enclosed narrower underband elastic to minimise rolling
- Printed strap overlay for a co-ordinated look

UK	36-46 D-DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 D-E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
FR	95-120 D-E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-N
AUS/NZ	14-24 D-DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-JJ
US	36-46 D-DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N
JP	80-105 E-F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-O

PRICE _____



HIGH LEG BRIEF • EL4496



- Based on the Charley EL4386 High Leg Brief
- Waist height brief with high cut leg
- Printed front panel cut from soft stretch polyester
- Stretch lace panels at side front
- Back cut from stretch leopard lace

M-4XL

PRICE _____

Brianna

Brianna is back for SS22 and packing some Cayenne pepper heat. The UW Plunge Bra features worn-to-be-seen strapping and a floral lace that stretches across the unlined tulle cup, while the UW Padded Half Cup Bra is designed to offer uplift and a rounded shape from its light foam lined cup construction. We don't think we can pick our favourite – so we'll take both! Extend the Brianna merchandising story further by turning the page and checking out what Bijou has to offer too!



CAYENNE (CYN)
Fashion/Available:



BLACK (BLK)
Continuity



WHITE (WHE)
Continuity



UW PLUNGE BRA • EL8080



- Based on the Matilda EL8900 UW Plunge Bra
- Low centre front gives plunge without push up
- Three section cup plus side panel for forward shape, good uplift and separation
- Unlined tulle top cup for a light and sexy look
- Cup is overlaid with flat lace which features a floral design in a mix of matte and shiny yarns
- Overlapping oval metal detail to cup apexes and centre front

UK	38-44 E	36-44 F-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	85-100 F	80-100 G-H	75-100 I	70-95 J-L	70-90 M-O
FR	100-115 F	95-115 G-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	16-22 E	14-22 F-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	38-44 DDD	36-44 G-H	34-44 I	32-42 J-L	32-40 M-O
JP	85-100 G	80-100 H-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



J Hook



UW PADDED HALF CUP BRA · EL8081



- Based on the Anushka EL4060 UW Padded Half Cup
- Three section light foam liner has vertical seams for uplift, and is trimmed slightly lower at the neck edge for a light and sexy look
- Cup overlay is cut from rigid lace for support, teamed with a stretch lace top cup for ease of fit
- Centre gore is overlaid with scalloped edge lace for a luxurious look
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook
- Overlapping oval metal detail to cup apexes and centre front

UK	38-44 DD-E	36-44 F-FF	34-42 G	32-42 GG-H	32-40 HH
EU	85-100 E-F	80-100 G-H	75-95 I	70-95 J-K	70-90 L
FR	100-115 E-F	95-115 G-H	90-110 I	85-110 J-K	85-105 L
AUS/NZ	16-22 DD-E	14-22 F-FF	12-20 G	10-20 GG-H	10-18 HH
US	38-44 DD-DDD	36-44 G-H	34-42 I	32-42 J-K	32-40 L
JP	85-100 F-G	80-100 H-I	75-95 J	70-95 K-L	70-90 M

PRICE _____

FULL BRIEF · EL8085



- Fuller coverage brief
- Double layered stretch mesh front and back
- Sheer tulle side panels with stretch lace overlay pieces

M-4XL

PRICE _____

Bijou

When it comes to designing a new season, sometimes you just have to make way for the return of an Elomi favourite. Bijou's UW Moulded T-shirt Bra offers a smooth rounded profile, and with a low centre front, it offers plunge without push up for just the right amount of cleavage. Available for SS22 in Cayenne, why not opt for a matching set by co-ordinating yours with the Full Brief from the Brianna collection.

 CAYENNE (CYN)
Fashion/Available:

 BLACK (BLK)
Continuity

 SAND (SAD)
Continuity



J Hook

UW MOULDED T-SHIRT BRA • EL8722



- Seamless cup offers a beautifully rounded smooth profile
- Low centre front gives plunge without push up
- Fold-over elastic at the underarm and neck edge for comfort
- Overlapping oval metal detail to centre front
- Flexible back sweep construction allows easier adjustment to racer back with moveable J Hook

UK	36-44 E	34-44 F-G	34-42 GG-H
EU	80-100 F	75-100 G-I	75-95 J-K
FR	95-115 F	90-115 G-I	90-110 J-K
AUS/NZ	14-22 E	12-22 F-G	12-20 GG-H
US	36-44 DDD	34-44 G-I	34-42 J-K
JP	80-100 G	75-100 H-J	75-95 K-L

PRICE _____

Mariella

For SS22, we've brought back one of our most loved Mariella designs from AW20 – Hidden Tiger – and we've given it a spring/summer makeover too. Available in a peachy pink colour story, the illustrative print tells a tropical tale with jungle leaves, toucans and, you guessed it, tigers, hidden amongst it all. Stretch lace accents and pretty bow details feature across both styles.



PEACHY TIGER (PTR)
Fashion/Available:



UW BRA · EL4420



- Banded underwire bra with three section cup plus side support panel for a forward shape
- Top cup cut from a powerful stretch lace to give a beautifully rounded shape
- Printed cups, front strap and wing overlay for fully co-ordinated look
- Elasticated neck edge for ease of fit
- Bow detail at the centre front and apexes

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-K
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-O
FR	95-120 E	95-115 F-H	90-115 I	85-110 J-L	85-105 M-O
AUS/NZ	14-24 DD	14-22 E-FF	12-22 G	10-20 GG-HH	10-18 J-K
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-O
JP	80-105 F	80-100 G-I	75-100 J	70-95 K-M	70-90 N-P

PRICE _____



FULL BRIEF · EL4425



- Fuller coverage brief shape
- Fully printed matte stretch nylon fabric
- Stretch lace panels at side front
- Bow detail at the centre front

M-4XL

PRICE _____

Energise

Packing for the gym? You know your Energise sports bra is always top of the list. The non-compression design keeps you feeling secure; the moisture-management finish on the fabric keeps you feeling comfortable; and the new Vintage Denim colourways definitely keep you looking good. There are two options for you this season. Keep it plain with an all-over vintage indigo denim colour with darker neckline and straps, or choose a mosaic of intricate patterns, overlaid with silhouetted blossom.



J Hook



J Hook

-  **VINTAGE DENIM (VTD)**
New Continuity/Available:
(EL8041 only)
-  **VINTAGE DENIM (VTD)**
New Limited Continuity/Available:
(EL8042 only)
-  **BLACK (BLK)**
Continuity
-  **NAVY (NAV)**
Continuity
-  **NAVY GEO (NAO)**
Continuity
-  **NUDE (NUE)**
Continuity
-  **WHITE (WHE)**
Continuity

UW SPORTS BRA • EL8041



- Three section cup plus side support panel
- Unique non-compression design offering bust separation, shaping and the ultimate in support
- The cup fabric is finished with FERAN® ICE which improves moisture wicking properties of the fabric to keep you cool and dry
- FERAN® ICE finish on the fabric ensures stains are easily washed out, to prolong the life of the garment
- Microfibre-backed restricted stretch straps offer comfortable support
- Moveable J Hook allows adjustment to racer back

UK	38-46 D	36-46 DD	36-44 E-FF	34-44 G	32-44 GG	32-42 H	32-40 HH-J	34-38 JJ-K
EU	85-105 D	80-105 E	80-100 F-H	75-100 I	70-100 J	70-95 K	70-90 L-M	75-85 N-O
FR	100-120 D	95-120 E	95-115 F-H	90-115 I	85-115 J	85-110 K	85-105 L-M	90-100 N-O
AUS/NZ	16-24 D	14-24 DD	14-22 E-FF	12-22 G	10-22 GG	10-20 H	10-18 HH-J	12-16 JJ-K
US	38-46 D	36-46 DD	36-44 DDD-H	34-44 I	32-44 J	32-42 K	32-40 L-M	34-38 N-O
JP	85-105 E	80-105 F	80-100 G-I	75-100 J	70-100 K	70-95 L	70-90 M-N	75-85 O-P

PRICE _____

UW SPORTS BRA • EL8042

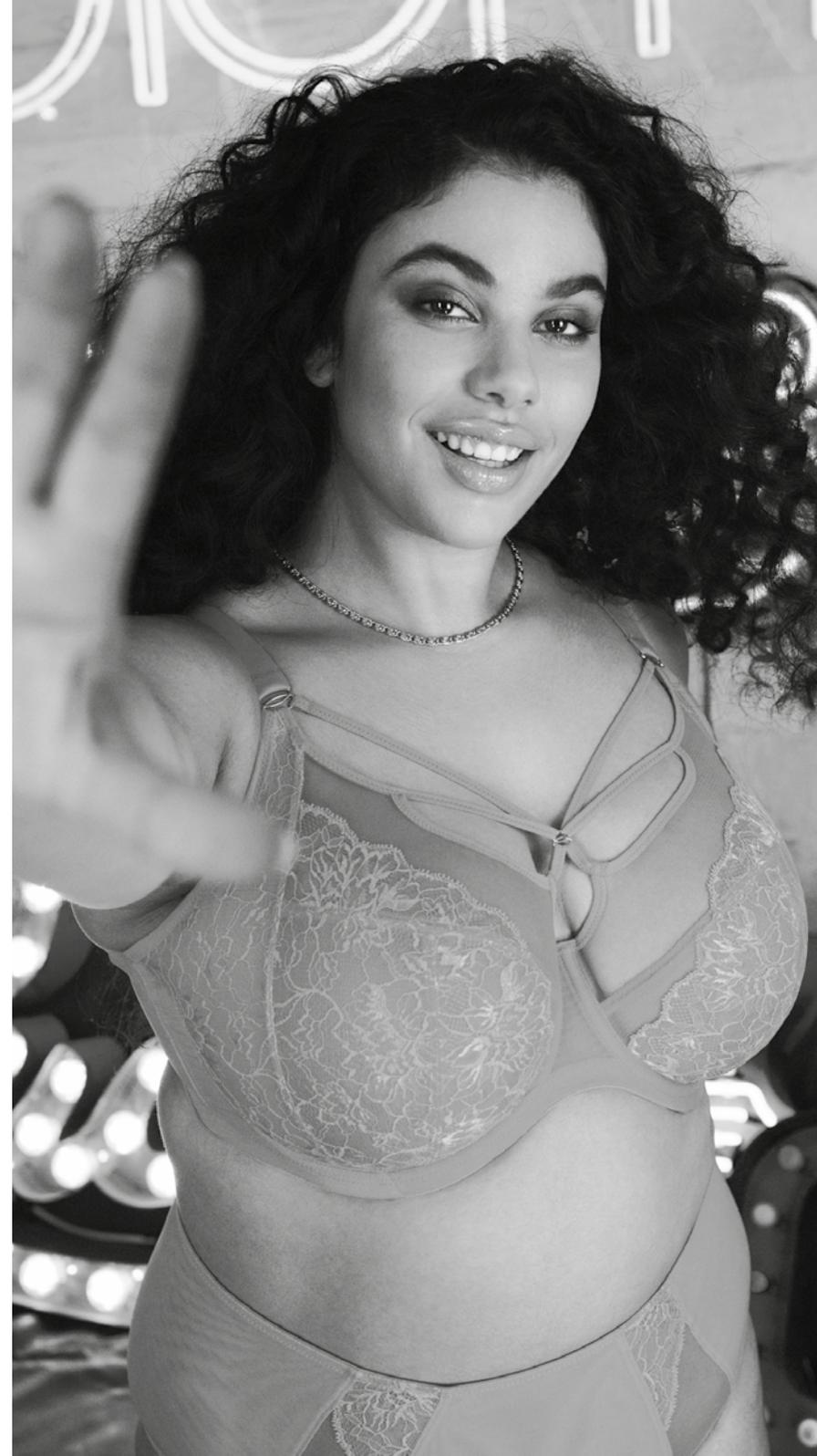


- Three section cup plus side support panel
- Unique non-compression design offering bust separation, shaping and the ultimate in support
- The cup fabric is finished with FERAN® ICE which improves moisture wicking properties of the fabric to keep you cool and dry
- FERAN® ICE finish on the fabric ensures stains are easily washed out, to prolong the life of the garment
- Cups, cradle and back feature a print that camouflages the seams for a sporty crop-top look
- Restricted stretch straps offer comfortable support
- Moveable J Hook allows adjustment to racer back

PRICE _____

LINGERIE CONTINUITY

*Styles and a fit you
can always rely on*



Kelsey

BASED ON
Matilda



UW BRALETTE • EL300524

UK	38-44 E	36-44 F-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	85-100 F	80-100 G-H	75-100 I	70-95 J-L	70-90 M-N
US	38-44 DDD	36-44 G-H	34-44 I	32-42 J-L	32-40 M-N



HIGH LEG BRIEF • EL300553

M-4XL

 **BLACK (BLK)**
Continuity

Kim



UW PLUNGE BRA - STRETCH • EL4340

UK	36-46 D-DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 D-E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
US	36-46 D-DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N

 **BLACK (BLK)**
Continuity

 **CARAMEL (CAL)**
Continuity

Lydia



UW BANDLESS BRA • EL4390

UK	36-44 E-FF	34-44 G	32-42 GG-JJ
EU	80-100 F-H	75-100 I	70-95 J-N
US	36-44 DDD-H	34-44 I	32-42 J-N



FULL BRIEF • EL4395

M-4XL

 **BLACK (BLK)**
Continuity

 **SAHARA (SAH)**
Continuity

Molly



UW NURSING BRA · EL4542

UK	36-44 F-FF	34-44 G	32-44 GG-HH	32-42 J-KK
EU	80-100 G-H	75-100 I	70-100 J-L	70-95 M-P
US	36-44 G-H	34-44 I	32-44 J-L	32-42 M-P

Sachi



UW PLUNGE BRA · EL4350

UK	36-46 DD	36-44 E-FF	34-44 G	32-42 GG-HH	32-40 J-JJ
EU	80-105 E	80-100 F-H	75-100 I	70-95 J-L	70-90 M-N
US	36-46 DD	36-44 DDD-H	34-44 I	32-42 J-L	32-40 M-N



FULL BRIEF · EL4358

M-4XL



BRIEF · EL4355

M-4XL



UW BABYDOLL · EL4351

UK	36-44 E-FF	34-42 G-H
EU	80-100 F-H	75-95 I-K
US	36-44 DDD-H	34-42 I-K



BLACK (BLK)
Continuity



BLUSH (BLH)
Continuity



BLACK (BLK)
Continuity

Our POS

If you are part of our Corporate Support programme, please retain your frame from last season. New posters for every collection will automatically be sent to you at the start of the season.

If you are new to Corporate Support, you will receive a frame and this season's posters for you to display, giving you the option of which collections to show and when.

If you are not yet part of our Corporate Support programme, there is alternative POS available for the season. In order to qualify you must order 10 of the key style as pictured on each showcard. POS will be sent out automatically to qualifying customers and will arrive in time for the featured collection's drop date.

Please note this POS will not go out to any customer who is part of the Corporate Support programme and receiving a frame/posters.



POSSC337 (Showcard)
Charley - Honeysuckle
Key Styles: EL4380 HOE
Minimum Order: 10 Items
Dimensions: 300mm x 350mm (WxH)



POSSC338 (Showcard)
Matilda - Daisy
Key Styles: EL8900 DSY
Minimum Order: 10 Items
Dimensions: 300mm x 350mm (WxH)

Sizes Without Surprises

The right fit is everything when choosing your Elomi Lingerie. So to make sure you always have the key facts, this workbook features detailed sizing information, along with Japanese sizes and these handy international conversion tables.

BAND SIZES

UK	EURO	FRENCH	AUS/NZ	USA	JP
32	70	85	10	32	70
34	75	90	12	34	75
36	80	95	14	36	80
38	85	100	16	38	85
40	90	105	18	40	90
42	95	110	20	42	95
44	100	115	22	44	100
46	105	120	24	46	105
48	110	125	26	48	110

CUP SIZES

UK	EURO	FRENCH	AUS/NZ	USA	JP
B	B	B	B	B	C
C	C	C	C	C	D
D	D	D	D	D	E
DD	E	E	DD	DD	F
E	F	F	E	DDD	G
F	G	G	F	G	H
FF	H	H	FF	H	I
G	I	I	G	I	J
GG	J	J	GG	J	K
H	K	K	H	K	L
HH	L	L	HH	L	M
J	M	M	J	M	N
JJ	N	N	JJ	N	O
K	O	O	K	O	P
KK	P	P	KK	P	Q

BRIEF SIZES

	S	M	L	XL	2XL	3XL	4XL
UK/AUS/NZ	10	12	14	16	18	20	22
EUROPE	36	38	40	42	44	46	48
FRANCE	38	40	42	44	46	48	50
USA	6	8	10	12	14	16	18
JAPAN	M	L	LL	3L	4L	5L	6L



Turn me over for Swim