



GoddeSS

DECEMBER 2021 – MAY 2022

Trade Workbook

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FRAMES AND STYLE ICONS



LESS COVERAGE – CONTEMPORARY STYLING

- Full figure frames with less coverage
- Lower center gores at the front provide less coverage
- Two or three hook and eye back closures on most styles
- Limited stretch straps with trims and detailing



MEDIUM COVERAGE – CONTEMPORARY AND CLASSIC STYLING

- Full figure frames with medium coverage for additional support
- Medium height center gores at the front provide full coverage
- Two or more hook and eye back closures
- Limited stretch straps for support and comfort



FULLER COVERAGE – CLASSIC STYLING

- Fuller coverage frames with maximum coverage and support
- Full height center gores at the front provide maximum coverage
- Three or more hook and eye back closures
- Limited non-stretch straps for maximum support and comfort

DESIGNER'S NOTES

Our Goddess Spring Summer season offers a complete lingerie wardrobe, from prints and plains to bras for relaxing at home, or working out at the gym. Each is designed with comfort and support at the forefront of our minds, for an impeccable fit in every style. The designs and colorways enhance how beautiful you look and feel, as Goddess lingerie is a great way to start your day.

We know that exercise is an important part of your daily routine. The physical benefits are well known, but the feeling of accomplishment with endorphins pumping, is vital for our mental health too. This season our Goddess Sport collection is in the spotlight, with new colorways, and a new style that goes all the way to an N cup.

As important as exercise is, so is taking a break. Comfort continues to be key this season. Celeste has become our go-to comfort bra, and is back this season in a micro-print Leopard.

The Kayla collection offers two very different looks in complementary tonal color palettes. Blue-gray and lilac tones sit with peach and coral in the two colorways with Utopia showcasing a darker ground highlighted with a photographic botanical print, and Serenity featuring a contrasting white hand-drawn floral over blue-gray flowers on a peach base. The two looks are utterly captivating.

Two softer shades feature in the Keira collection. Blue Granite is a blue-toned gray and Pearl Blush flatters every skin tone and brightens a smile. As always, Goddess fashion options sit alongside a variety of Continuity options, including a range of skin tone shades.

And so we present you with the SS22 Goddess collection, whilst we get to work on AW22!



LIESL GOODMAN
HEAD OF GODDESS DESIGN

ME AT MY

BEST

With its perfect fit and the support it gives, Goddess helps bring out the best version of myself. I love the way I feel in Goddess.

GODDESS SPORT GD6913



GODDESS SPORT GD6913



KEIRA GD6090 / GD6095



KAYLA GD6162 / GD6168



CELESTE GD6114



KEIRA GD6090 / GD6095



KAYLA GD6162 / GD6168



GODDESS SPORT GD6912



IN GODDESS,

MY CONFIDENCE

SHINES THROUGH

MERCHANDISING

When it comes to colors and prints, make the most of Goddess 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 Goddess.

Alongside our newness, be sure not to forget our selection of ever-faithful continuity collections and colorways too. These are available throughout all calendar months and will help you build a seasonal offering to be proud of.

DEC



KEIRA
BLUE GRANITE



**GODDESS
SPORT**
TEAL HEATHER



**GODDESS
SPORT**
PEWTER HEATHER

JAN



KAYLA
UTOPIA

FEB



CELESTE
GRAY LEOPARD

MAR



KEIRA
PEARL BLUSH

APR



KAYLA
SERENITY

MAY

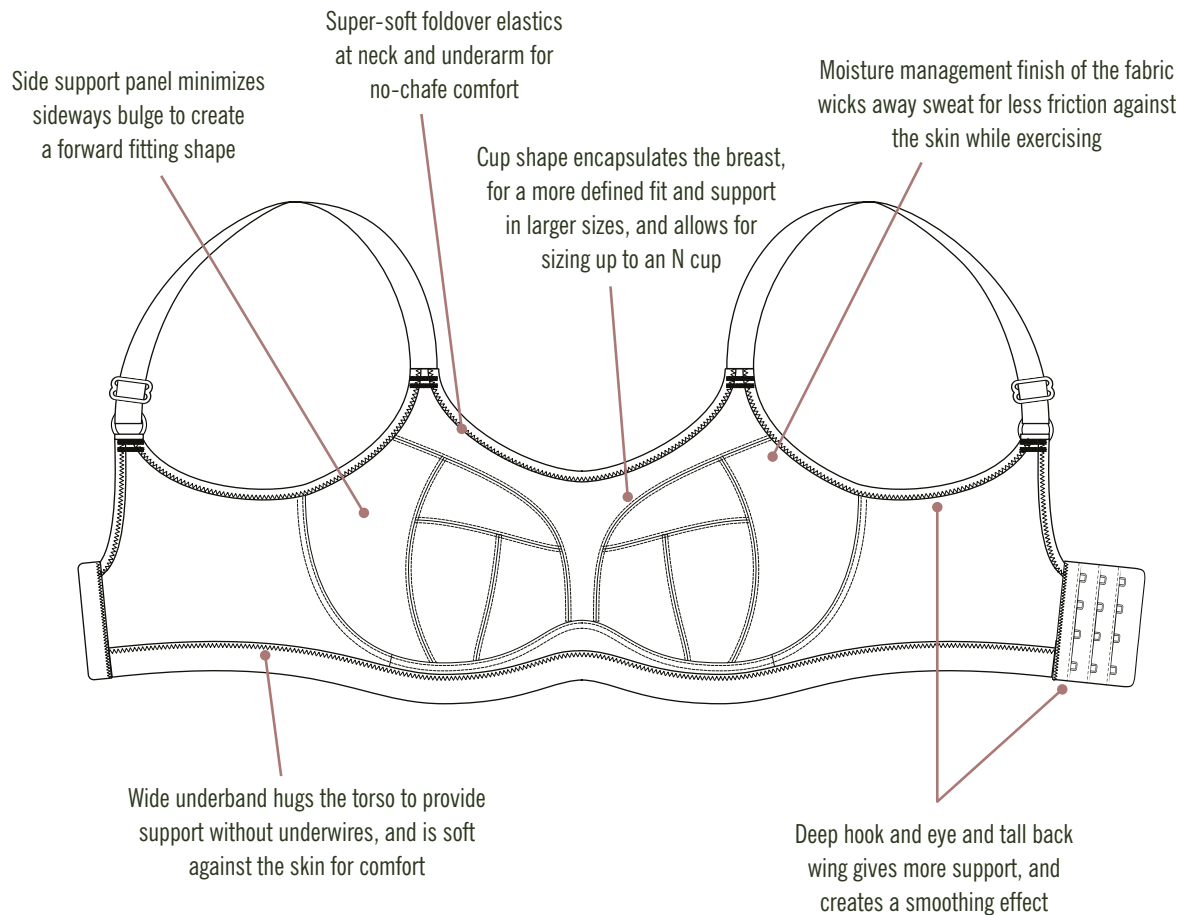


**GODDESS
SPORT**
TEAL

GODDESS SPORT

GD6912 NON WIRED SPORTS BRA

Introducing an exciting addition to the Goddess Sport collection: the Non Wired Sports Bra, available this season in a Teal snake print for a sporty and on-trend look. The shape of this bra is inspired by best-selling Celeste for comfort without a wire that works hard to keep you supported throughout your workout.



GODDESS SPORT

Working out has never been so easy with Goddess Sport. GD6912 is the new Sports Bra shape of the season, in a must-have Teal snake print for a super on-trend look. The cups of this bra encapsulate for great shaping and superb support. Every aspect of this bra has been designed to enhance support, allowing the size range to be expanded up to an N cup! Your favourite classic Goddess Sport shape is back too, with two new color options: Pewter Heather and Teal Heather.

COLORS AVAILABLE



TEAL (TEL)
Fashion/Available:



TEAL HEATHER (TER)
Fashion/Available:



PEWTER HEATHER (PTH)
New Continuity/Available:

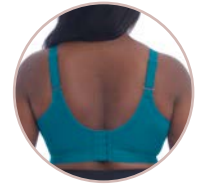


BLACK (BLK)
Continuity



WHITE (WHE)
Continuity

NEW
SHAPE



USA	UK	EU	FR	AUS/NZ	JP
36-46 G-H	36-46 F-FF	80-105 G-H	95-120 G-H	14-24 F-FF	80-105 H-I
34-44 I-L	34-44 G-HH	75-100 I-L	90-115 I-L	12-22 G-HH	75-100 J-M
34-42 M-N	34-42 J-JJ	75-95 M-N	90-110 M-N	12-20 J-JJ	75-95 N-O

NON WIRED SPORTS BRA GD6912

- Three section cup plus side support panel for forward shape
- Printed cups, with complementary teal colored neck edge, straps, underband and back wing
- Super-soft fold-over elastics at neckline and underarm for comfort
- The cup fabric has a special finish, which improves moisture wicking properties of the fabric to keep you cool and dry
- The moisture-management finish on the fabric ensures the product washes well with stains easily washed out to prolong the life of the garment
- Plush backed and soft-edged 1³/₈ inch wide underband elastic for comfort and anchorage
- Three or four row wider spaced hook and eye, dependent on size, gives good back coverage and support
- Fully adjustable straps are super soft against the skin
- Tall back for a smoothing effect

PRICE

NEW STYLE
FOR SS22



USA	UK	EU	FR	AUS/NZ	JP
34-48 C-I	34-48 C-G	75-110 C-I	90-125 C-I	12-26 C-G	75-110 D-J

NON WIRED SPORTS BRA GD6913

- Moisture wicking stretch outer fabric keeps you cool and dry
- Non-stretch cup lining, with anti-bacterial finish for support and freshness
- Wide enclosed underband elastic for comfort and anchorage
- Compression style reduces breast projection, and works well for low to medium impact activities
- Fully adjustable padded straps for comfort and support

PRICE



USA	UK	EU	FR	AUS/NZ	JP
34-48 C-I	34-48 C-G	75-110 C-I	90-125 C-I	12-26 C-G	75-110 D-J

NON WIRED SPORTS BRA GD6910

- Moisture wicking stretch outer fabric keeps you cool and dry
- Non-stretch cup lining, with anti-bacterial finish for support and freshness
- Wide enclosed underband elastic for comfort and anchorage
- Compression style reduces breast projection, and works well for low to medium impact activities
- Fully adjustable padded straps for comfort and support

PRICE

KEIRA

You're spoilt for choice with Goddess favorite Keira. Two new colorways for the season extend the collection's offerings, which include six skin tone shades. For Spring Summer, Keira is now available in smoky Blue Granite and luxurious Pearl Blush; colors to make you look as good as you feel with Keira's signature uplift and silky-soft fabric finish.

COLORS AVAILABLE

 BLUE GRANITE (BGR) New Limited Continuity/Available:	 FAWN (FAN) Continuity
 PEARL BLUSH (PLH) New Continuity/Available:	 CINNAMON (CIN) Continuity
 DAMSON (DAN) Limited Continuity	 CHOCOLATE (CHT) Continuity
 WHITE (WHE) Continuity	 BLACK (BLK) Continuity
 NUDE (NUE) Continuity	 INK (INK) Continuity



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

UW BRA GD6090

- Three section cup with reinforced side panel for forward shape and lift
- Silky soft simplex cups give great shape
- Sheer top cup with V-neck plunge shape for a lighter look and flattering neckline
- Limited stretch straps for comfort
- Two or three rows of hook and eyes dependent on size
- Bow detail at center front
- Now available up to an O cup

PRICE



USA	UK	EU	FR	AUS/NZ	JP
40-56 B-C	40-56 B-C	90-130 B-C	105-145 B-C	18-34 B-C	90-130 C-D
38-56 D-DD	38-56 D-DD	85-130 D-E	100-145 D-E	16-34 D-DD	85-130 E-F
36-56 DDD-H	36-56 E-FF	80-130 F-H	95-145 F-H	14-34 E-FF	80-130 G-I

NON WIRED BRA GD6093

- Three section cup plus side panel for forward shape
- Silky soft simplex cups give great shape
- Wide underband elastic for anchorage
- Sheer top cup with V-neck plunge shape to give a lighter look and flattering neckline
- Powernet wings with flexible metal bones give support and anchorage
- Limited stretch straps for comfort
- Bow detail at center front

PRICE



USA	UK	EU	FR	AUS/NZ	JP
36-46 DD-I	36-46 DD-G	80-105 E-I	95-120 E-I	14-24 DD-G	80-105 F-J
36-44 J	36-44 GG	80-100 J	95-115 J	14-22 GG	80-100 K
36-42 K-N	36-42 H-JJ	80-95 K-N	95-110 K-N	14-20 H-JJ	80-95 L-O

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

NURSING BRA GD6092

- Three section cup plus side panel for forward shape
- Silky soft simplex cups give great shape
- Wide underband elastic for anchorage
- Full circle inner frame offers additional support
- Additional back adjustment for a comfortable customizable fit
- Secure squeeze release clasp for easy nursing
- Fabric finish wicks moisture away to keep you cool and dry
- Bow detail at center front

PRICE

BRIEF GD6095

- Full coverage brief
- Cut from a soft stretch nylon fabric, with a subtle shimmer
- Front seams feature a delicate looped trim

PRICE

HAVE YOU HEARD ABOUT OUR KEIRA SKIN TONE STORY?

Aside from our latest color additions for the season, there is still so much more that the Keira collection has to offer.

Keira is all about being inclusive, and we're not just talking about bra sizes and body shapes. We've been proudly offering the Keira UW Bra in a wide range of 'skin tones' for a number of seasons, and we're not about to stop now. With six shades to choose from, let us find your perfect match with Keira.



White



Cinnamon



Nude



Chocolate



Fawn



Black

KAYLA

Kayla's seasonal florals are always a highlight of the Goddess fashion collections, and SS22 is no different. Utopia is a surreal photographic print, emulating peach and coral flowers with taupe and lilac leaves floating on serene water. Serenity, in contrast, features blue-gray flowers on a peach ground, silhouetted with white, hand-drawn outlines for a bright tri-layer look.

COLORS AVAILABLE



UTOPIA (UTA)
Fashion/Available:



DARK LEOPARD (DLD)
Continuity



SERENITY (SNY)
Fashion/Available:



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

UW BRA GD6162

- Three section cup plus side panel for forward shape and lift
- Silky soft simplex cups give great shape
- Sheer top cup with V-neck plunge shape for a lighter look and flattering neckline
- Two or three rows of hook and eyes dependent on size
- Bow detail at center front

PRICE



USA	UK	EU	FR	AUS/NZ	JP
34-48 G-L	34-48 F-HH	75-110 G-L	90-125 G-L	12-26 F-HH	75-110 H-M
34-46 M	34-46 J	75-105 M	90-120 M	12-24 J	75-105 N
34-44 N	34-44 JJ	75-100 N	90-115 N	12-22 JJ	75-100 O
36-44 O	36-44 K	80-100 O	95-115 O	14-22 K	80-100 P

UW FULL CUP BRA GD6164

- Full coverage three section cup plus side panel for forward shape and lift
- Center front extends above the cup neckline into a powernet panel for maximum coverage, separation, support and ease of fit
- Center pull straps to minimize strap slippage
- Three or four row hook and eye dependent on size
- Bow detail at center front

PRICE



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

BRIEF GD6168

- Full coverage brief
- Cut from a printed stretch nylon fabric

PRICE

CELESTE



Best-selling Celeste is a must-have for the Goddess woman, and so a new colorway is an exciting SS22 addition to the collection. Featuring a mini leopard print in black and slate on a light gray ground, Celeste provides support all the way up to an O cup with no wires or side boning. This is made possible with an internal foam sling that sits in the cup as well as an elasticated underband for a secure yet comfortable fit.

COLORS AVAILABLE



GRAY LEOPARD (GRD)
New Continuity/Available:



FAWN (FAN)
Continuity



BLACK (BLK)
Continuity



USA	UK	EU	FR	AUS/NZ	JP
36-50 H-I	36-50 FF-G	80-115 H-I	95-130 H-I	14-28 FF-G	80-115 I-J
34-50 J-K	34-50 GG-H	75-115 J-K	90-130 J-K	12-28 GG-H	75-115 K-L
34-48 L	34-48 HH	75-110 L	90-125 L	12-26 HH	75-110 M
34-46 M-N	34-46 J-JJ	75-105 M-N	90-120 M-N	12-24 J-JJ	75-105 N-O
34-44 O	34-44 K	75-100 O	90-115 O	12-22 K	75-100 P

NON WIRED BRA GD6113 / GD6114

- Three section soft simplex cups give great shape and uplift
- The cup fabric features a special finish which improves moisture wicking properties of the fabric to keep you cool and dry
- The moisture-management finish on the fabric ensures the product washes well with stains easily washed out to prolong the life of the garment
- Soft fold-over elastics at the neck edge and underarm for enhanced comfort
- Full internal foam cup sling works with the tubular cup casing to support without need for side bones or underwires
- Powernet back for anchorage and support, with a tall back apex for a smoothing effect
- Elasticated one inch underband
- Limited stretch straps with a soft brushed surface for comfort, with dual slide adjusters at the front and back allow for maximum adjustability
- Three or four row wider spaced hook and eye gives good back coverage and support
- GD6114 is available in Gray Leopard only

PRICE

SUPPORT

THAT YOU CAN RELY ON,
EVERY TIME

ADELAIDE



UW BANDED BRA GD6660 ● ●

- Medium coverage
- Smooth, flat lace cups
- Sheer top cup



USA	UK	EU
38-46 DD	38-46 DD	85-105 E
36-46 DDD	36-46 E	80-105 F
34-46 G-I	34-46 F-G	75-105 G-I
34-44 J-K	34-44 GG-H	75-100 J-K
34-42 L	34-42 HH	75-95 L
34-40 M	34-40 J	75-90 M



UW FULL CUP BRA GD6661 ● ●

- Full coverage
- Smooth, flat lace cups
- Powernet upper panel



USA	UK	EU
34-48 G-M	34-48 F-J	75-110 G-M
34-44 N-O	34-44 JJ-K	75-100 N-O



UW STRAPLESS BRA GD6663 ● ●

- Smooth, flat lace top cups
- Boned cups
- Detachable multiway straps
- Choice of strap connecting positions



USA	UK	EU
38-46 DD	38-46 DD	85-105 E
36-44 DDD	36-44 E	80-100 F
34-44 G-H	34-44 F-FF	75-100 G-H
32-42 I-J	32-42 G-GG	70-95 I-J
32-40 K-L	32-40 H-HH	70-90 K-L

COLORS AVAILABLE



BLACK (BLK)
Continuity



SAND (SAD)
Continuity

ALICE



SOFT CUP BRA GD6040 ● ●

- 'M' frame separates bust
- Sheer top cup lining
- Opaque silky soft bottom cup lining
- Flexible metal side bones

USA	UK	EU
40-48 C	40-48 C	90-110 C
38-48 D	38-48 D	85-110 D
36-48 DD-G	36-48 DD-F	80-110 E-G
34-48 H-J	34-48 FF-GG	75-110 H-J
34-46 K-M	34-46 H-J	75-105 K-M



UW FULL CUP BRA GD6041 ● ●

- Powernet upper panel
- Sheer top cup lining
- Opaque silky soft bottom cup lining

USA	UK	EU
34-48 G-L	34-48 F-HH	75-110 G-L
34-46 M	34-46 J	75-105 M
34-44 N	34-44 JJ	75-100 N



COLORS AVAILABLE



BLACK (BLK)
Continuity



NUDE (NUE)
Continuity

CASSIE



UW BRA GD700105 ● ●

- Based on Keira GD6090 UW Bra
- Non-stretch lace top cup for minimal show through under clothing
- Sheer top cup lining for firm support

USA	UK	EU
38-46 DD	38-46 DD	85-105 E
36-46 DDD-H	36-46 E-FF	80-105 F-H
34-46 I-K	34-46 G-H	75-105 I-K
34-44 L	34-44 HH	75-100 L
34-42 M-N	34-42 J-JJ	75-95 M-N



COLORS AVAILABLE



BLACK (BLK)
Continuity



FAWN (FAN)
Continuity

LACE BRIDAL



LACE BUSTIER GD0689 ● ●



- Boned cups and body
- Two inch wide bottom band
- Detachable straps

USA	UK	EU
34-50 B-G	34-50 B-F	75-115 B-G

COLORS AVAILABLE



BLACK (BLK)
Continuity



WHITE (WHE)
Continuity

YVETTE



UW MOULDED BRA GD6750 ● ●



- Full coverage
- Smooth molded simplex cups
- Stretch lace top cup for ease of fit

USA	UK	EU
38-52 C-D	38-52 C-D	85-120 C-D
36-52 DD-DDD	36-52 DD-E	80-120 E-F
36-48 G	36-48 F	80-110 G
36-46 H	36-46 FF	80-105 H
36-44 I	36-44 G	80-100 I
36-42 J	36-42 GG	80-95 J

COLORS AVAILABLE



BLACK (BLK)
Continuity



SAND (SAD)
Continuity

OUR POS

Point of Sale pieces are an invaluable tool to increase your sales, by showcasing key collections to your customers.

Your showcards capture the attention of your customers once they are in-store, enticing them towards certain collections.

Showcards come fitted with fold stands on the reverse with the option of being wall mounted.

To receive the Point of Sale items shown, the minimum quantity of the key style must be ordered. For example the Kayla showcard features both GD6162 and a matching co-ordinate GD6168, but the key style piece is the GD6162 bra, which would require a minimum order of 5 pieces to receive the showcard. POS may on some occasions be delivered separately from product due to packaging.

On receiving your Point of Sale, ensure the showcard is prominently placed with minimal clutter in the surrounding area to maximize the effects of your display.



POSSC331 (Showcard)

Kayla – Utopia

Key Styles: GD6162 UTA

Minimum Order: 5 Items

Dimensions: 300mm x 350mm (WxH)



POSSC332 (Showcard)

Keira – Pearl Blush

Key Styles: GD6090 PLH

Minimum Order: 5 Items

Dimensions: 300mm x 350mm (WxH)

SIZES WITHOUT SURPRISES

The right fit is everything when choosing lingerie. So to make sure you always have the key facts, this workbook features detailed sizing information within the handy international conversion tables below.

BAND SIZES

USA	34	36	38	40	42	44	46	48	50	52	54	56
UK	34	36	38	40	42	44	46	48	50	52	54	56
EUROPE	75	80	85	90	95	100	105	110	115	120	125	130
FRANCE	90	95	100	105	110	115	120	125	130	135	140	145
AUSTRALIA/NZ	12	14	16	18	20	22	24	26	28	30	32	34
JAPAN	75	80	85	90	95	100	105	110	115	120	125	130

CUP SIZES

USA	B	C	D	DD	DDD	G	H	I	J	K	L	M	N	O
UK	B	C	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
EUROPE	B	C	D	E	F	G	H	I	J	K	L	M	N	O
FRANCE	B	C	D	E	F	G	H	I	J	K	L	M	N	O
AUSTRALIA/NZ	B	C	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
JAPAN	C	D	E	F	G	H	I	J	K	L	M	N	O	P

BRIEF SIZES

	CENTIMETERS		INCHES	
	WAIST	HIP	WAIST	HIP
M	78	104	31	41
L	83	109	33	43
XL	88	114	35	45
2XL	93	119	37	47
3XL	98	124	39	49
4XL	103	129	41	51

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KEIRA GD6090 / GD6095



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NEW ZEALAND

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