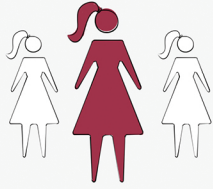
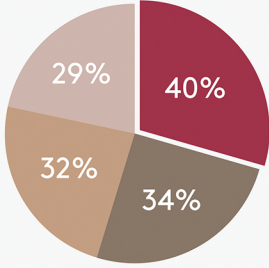


Women's confidence is 'bust'

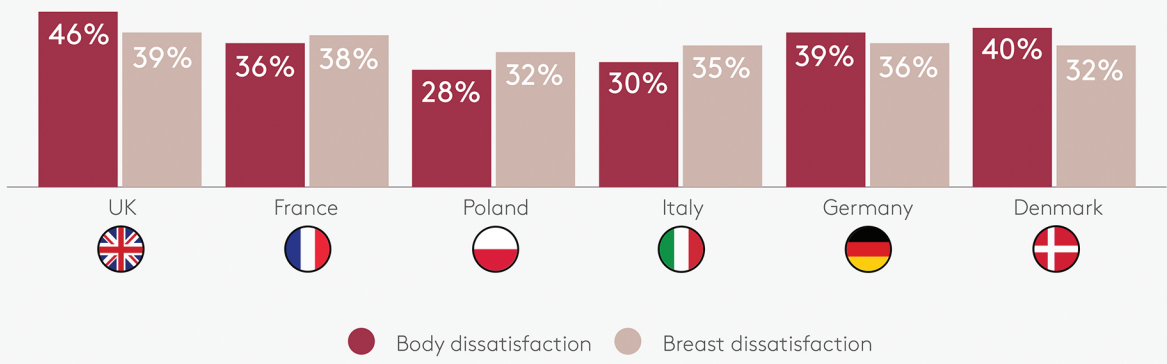
Triumph lingerie study reveals how women's attitudes across generations and countries are affected by breast confidence



Across all countries surveyed there is a relatively consistent level of unhappiness with breasts



1 in 3 women in the UK and France being less satisfied overall



6,183 females aged 18-50 living in UK, France, Poland, Italy, Germany, Denmark



41% 18-29 year olds crave cleavage



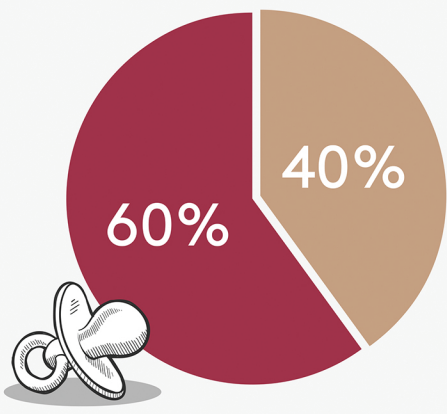
55% of 30-39 year olds want a perky youthful lift to their breasts



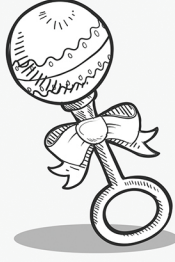
44% 40-49 year olds want to accentuate the natural curves of their silhouette

Motherhood and breast confidence in Europe

While motherhood boosts overall confidence...



- 40% of mums are less happy with their breasts after having children and half feel they've lost the "perfect" shape
- 60% admitted that their breasts have sagged as a result



Percentage of women who feel their breast shape has changed since having children



Effect of a great fitting bra on body confidence



say they feel more confident when they're wearing a good fitting bra

but only 6/10 know their correct bra size



have been fitted in the last year

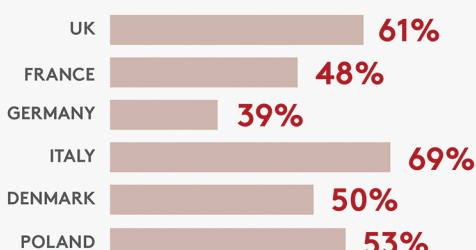


just 10% put in a lot of effort to finding the right bra

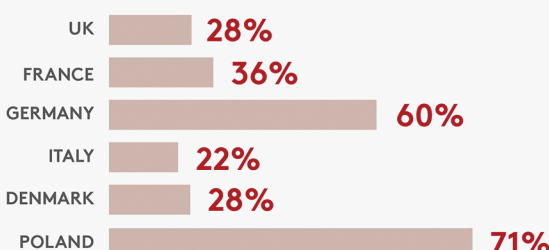


Bigger is no longer better

in stark contrast to the '90s pin-up, women across generations in Europe aspire to a youthful natural 'perky' look to their bust

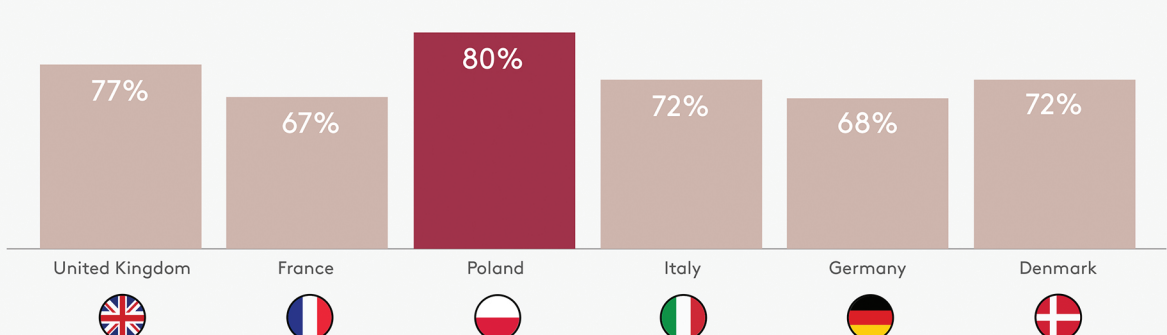


Most effort to 'Find The One'



Never been fitted

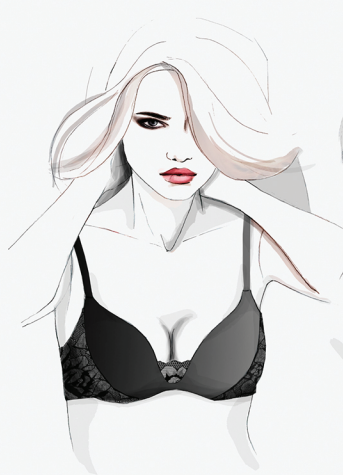
So how impactful is great fitting lingerie on overall confidence?



% who feel more confident when wearing a good fitting bra
6,183 females aged 18-50 living in UK, France, Poland, Italy, Germany, Denmark

How can Triumph help women feel more confident?

Concerned with loss of volume, perkiness or shape? Triumph introduces Magic Boost, a collection of 3 customised bras with 3 innovative solutions



Push up

Rounds and lifts, perfect to show off cleavage



Lift up

Adds curve to your top cup, perfect for smaller soft bust shape



Shape up

Gives a rounded shape, perfect for a fuller bust