

Curvy Kate®

D - K cup



NOVEMBER 2019 - MAY 2020



WE MAKE
women
... FEEL ...
fabulous
ABOUT THEIR
curves

Core Value

WOW THE CUSTOMER

- We focus on customer happiness
- We find new ways to make customers feel great
- We seek feedback and aim to exceed expectations

Core Value

ALWAYS BE BETTER

- We seek innovation and constant improvement
- We encourage ideas and embrace change
- We acknowledge mistakes and learn from them

Core Value

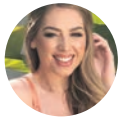
WORK AS A TEAM

- We set clear goals and take responsibility
- We respect and support each other
- We have a shared passion and enjoy working with each other

MEET OUR MODELS

We are passionate about using customer role models in our campaigns. Our models are found through our renowned Star in a Bra competition or via social media.

We celebrate diversity and champion the use of varied body shapes, which all women can relate to.



LAURA • 30GG • 14
Teacher



LAUREN • 30G • 12
Finance Executive



GEORGINA • 36HH • 20
Blogger



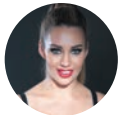
TAYLOR • 32FF • 16
Executive Assistant



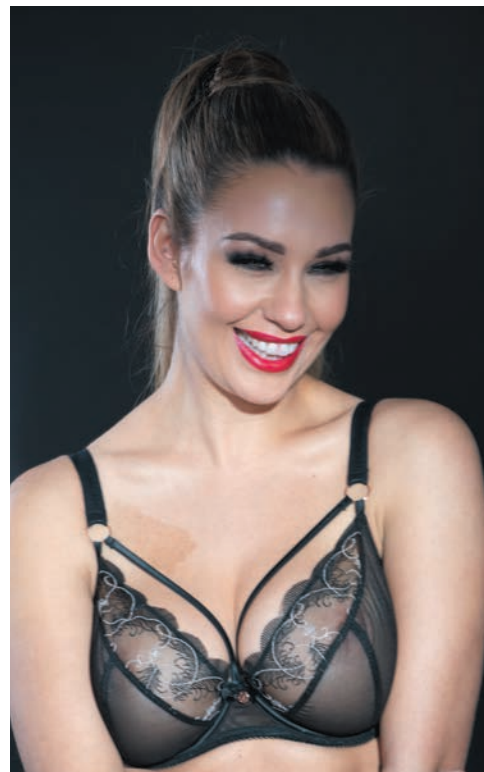
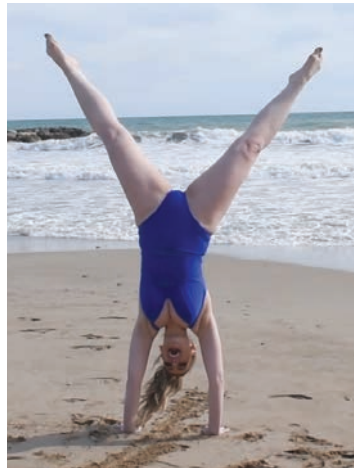
KATIE • 30G • 8
Emergency Room Registered Nurse



JAY • 30G • 10
Social Media Executive



HOLLY • 30G • 10
Model, Makeup Artist and Influencer



MEET OUR TEAM

It takes an experienced team to get a bra from initial design through to delivery into store.

OLIVIA

Head of Design



VICTORIA

Head of Marketing



TRACEY

Head of Sales



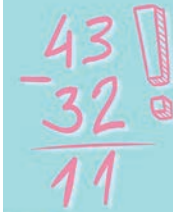
SID

Head of Production



CAROL

Assistant Accountant



TIFANY

Merchandiser



RACHEL

General Manager



AMY

Customer Service Manager



STEVE

Managing Director



LET'S GET SOCIAL

@CURVYKATE

We have been communicating our brand message on social media since 2009 and we now have one of the largest followings in the industry



THE WRAPSODY CAMPAIGN

SOCIAL ENGAGEMENT:

17K

COMPETITION ENTRIES:

1.9K

SOCIAL REACH:

758K

VIDEO VIEWS:

104K



LIKES
200K



FOLLOWERS
166K



FOLLOWERS
33K



SUBSCRIBERS
50K

“ This inclusive swimsuit is the fastest selling ever ”

- Glamour

CURVY KATE SOLUTIONS

- 12 | SuperPlunge Multiway
- 14 | Luxe
- 16 | Luxe Basque
- 18 | Smoothie Strapless
- 22 | Smoothie Soul





SUPERPLUNGE MULTIWAY *D-J cups*

For all those outfits you thought you could never wear, Curvy Kate now has the solution! Our lowest ever plunge now has an added back converter, plus multiway straps that allow for a huge variety of exciting looks. Foam padded cups tailor the fit to bring the bust up and in, whilst each multiway position offers a plunging and flattering neckline so that you feel fabulous and supported.



Padded Plunge Bra
CK022107
MULTIWAY



Latte | Continuity from November 2019 **NEW**

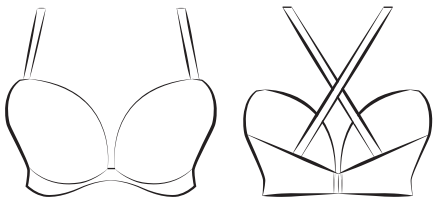


Black | Continuity from November 2019 **NEW**

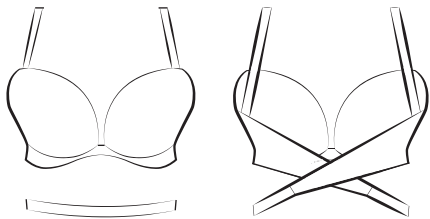
	D	DD	E	F	FF	G	GG	H	HH	J
28	•	•	•	•	•	•	•	•	•	•
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•

SUGGESTED OPTIONS:

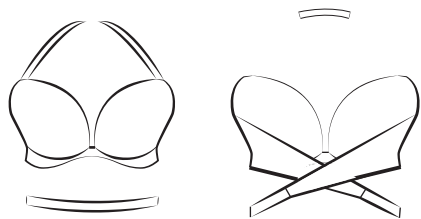
CROSS BACK



OPEN BACK



BACKLESS





LUXE D-J cups

We cartwheeled in it, we ran in it, we trampolined in it- and it stayed up! The gravity defying Luxe strapless multiway bra offers unparalleled lift, right up to a J-cup. The soft, smooth seam cups give great coverage and a fantastic rounded shape, while the internal side sling and silicone strips offer secure and comfortable all day wear.



Strapless / Multiway Bra
CK2601

MULTIWAY STRAPLESS



Caramel | Continuity from January 2020 **NEW**



Ivory | Continuity



Biscotti | Continuity



Black | Continuity

	D	DD	E	F	FF	G	GG	H	HH	J
28										
30										
32										
34										
36										
38										
40										



Cheeky Short
CK017215



Caramel | Continuity from January 2020 **NEW**

10	12	14	16	18	20	22



Short
CK2603



Biscotti | Continuity



Black | Continuity

8	10	12	14	16	18	20	22



Brazilian
CK2605



Ivory | Continuity

8	10	12	14	16	18	20	22



LUXE BASQUE *D-J cups*

Our bestselling strapless bra is now available as a basque! With the same proven lift as our Luxe strapless bra, the basque has a host of features to ensure support and comfort. The body has soft vertical seams for comfort and smoothness under clothes, while the adjustable back fastening fits a variety of body shapes. With detachable suspenders and multiway straps, this is surely the most versatile piece in our collection!



Strapless Basque
CK017707

LUXE FIT

MULTIWAY STRAPLESS

REMOVABLE SUSPENDERS



Strapless Basque
CK017707

-  Black | Continuity
-  Ivory | Continuity

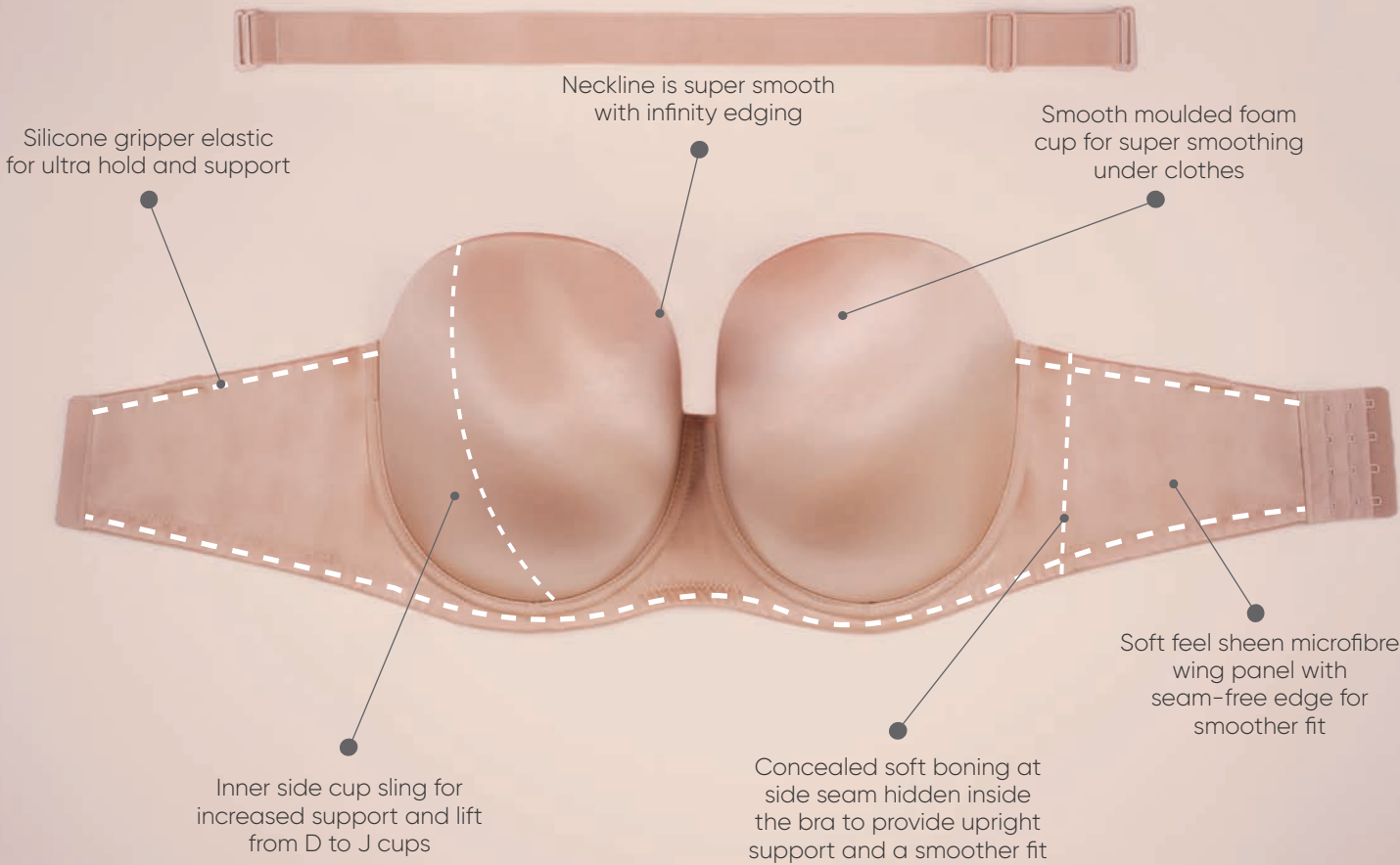
	D	DD	E	F	FF	G	GG	H	HH	J
28	•	•	•	•	•	•	•	•	•	•
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•

SMOOTHIE STRAPLESS *D-J cups*

NEW



SMOOTHIE STRAPLESS





SMOOTHIE STRAPLESS *D-J cups*



The ultra-smooth design of our latest strapless bra offers minimum lines and maximum support. The inner side sling keeps the cup rounded and uplifted, whilst the seam free, microfibre wings ensure the smoothest of looks all the way around. Concealed, soft boning and silicone gripper elastic offer a secure and supported shape and dawn till dusk, slip-free comfort.



Moulded Bra
CK008109
MULTIWAY STRAPLESS



Moulded Bra
CK008109

-  Latte | Continuity from March 2020 NEW
-  Black | Continuity from March 2020 NEW

	D	DD	E	F	FF	G	GG	H	HH	J
28										
30										
32										
34										
36										
38										
40										
42										
44										




SMOOTHIE SOUL *D-J cups*

Sure to steal your heart, the Smoothie Soul collection radiates Curvy Kate charisma. The moulded plunge style is available in soft latte and black, with pink accents and a J-hook for easy racerback conversion. The classic feel-good smooth cups make for the perfect T-shirt bra.



Moulded Plunge Bra
CK5511



 Black | Continuity

 Latte | Continuity

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•



Brazilian
CK5505

 Black | Continuity

 Latte | Continuity

8	10	12	14	16	18	20
•	•	•	•	•	•	•

CURVY KATE EVERYDAY

- 26 | Top Spot
- 28 | Victory
- 30 | Victory Viva
- 32 | Dottie
- 34 | Lifestyle
- 36 | Doodle
- 38 | Smoothie T-Shirt
- 42 | DelightFull
- 44 | WonderFull





TOP SPOT *D-K cups*

Curvy Kate's new polka dot balcony bra is sure to become an everyday classic. Using our proven Upfront Technology, it's packed with features to support and enhance your curves. The sheer stretch embroidery in the top cup is flexible yet supportive, while the double lined lower cups offer a projected and rounded shape.



Balcony Bra
CK015100

UPFRONT TECHNOLOGY



Short
CK015201



Cobalt | Available February 2020 **NEW**



White | Continuity from November 2019 **NEW**



Black | Continuity from November 2019 **NEW**

	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
30												
32												
34												
36												
38												
40												
42												
44												



Cobalt | Available February 2020 **NEW**



White | Continuity from November 2019 **NEW**



Black | Continuity from November 2019 **NEW**

8	10	12	14	16	18	20	22



VICTORY *D-K cups*

Stunning balcony bra with side support and Upfront Technology, designed to uplift and shape your curves. The clever 4-part cup offers exceptional fit, made to pull the bust in from the side for a great natural shape. Sleek and stylish, the mesh panelling and fashionable cut out keeps this key staple fashion forward.



Balcony Bra
CK9001



Short
CK9003



Teal | Available December 2019 **NEW**



Black | Continuity



Latte | Continuity

	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
30	•	•	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•	•	•
42	•	•	•	•	•	•	•	•	•	•	•	•
44	•	•	•	•	•	•	•	•	•	•	•	•



Teal | Available December 2019 **NEW**



Black | Continuity



Latte | Continuity

8	10	12	14	16	18	20	22
•	•	•	•	•	•	•	•



VICTORY VIVA *D-K cups*

Based on our best-selling Victory shape, Victory Viva adds a little sass for an edgy and stylised look. The 4-part balcony cup is enhanced with a dramatic contrast strapping detail. A great everyday fit with those extra details to take you from boardroom to bar.



Balcony Bra
CK003102
VICTORY FIT



Pink/Black | Available January 2020 **NEW**

	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
30	•	•	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•	•	•
42	•	•	•	•	•	•	•	•	•	•	•	•
44	•	•	•	•	•	•	•	•	•	•	•	•



Short
CK003201



Pink/Black | Available January 2020 **NEW**

8	10	12	14	16	18	20	22
•	•	•	•	•	•	•	•



DOTTIE DD-HH cups

Dottie is a fantastic everyday range, perfectly echoing Curvy Kate's spirit with a youthful vibe. Fun and flirty, this spotted balcony bra offers a gorgeous rounded shape and has a sheer top cup that complements the soft spotted lace below.



Balcony Bra
CK6201



Black | Continuity



Latte | Continuity

	DD	E	F	FF	G	GG	H	HH
30	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•



Short
CK6203



Black | Continuity



Latte | Continuity

	8	10	12	14	16	18	20
•	•	•	•	•	•	•	•



LIFESTYLE *D-J cups*

Lifestyle is Curvy Kate's minimalist range that has some seriously cool credentials. The ultra-sheer bra flaunts a plunge neckline, whilst the dynamic single layer mesh gives great lift and projection up to a J cup. If that wasn't sweet enough, it's now available in this divine Canteloupe shade, perfect for summer!



Plunge Bra
CK5711



Short
CK5703



Canteloupe | Available May 2020 **NEW**



Black | Continuity



Latte | Continuity

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•



Canteloupe | Available May 2020 **NEW**



Black | Continuity



Latte | Continuity

8	10	12	14	16	18	20
•	•	•	•	•	•	•



DOODLE *D-K cups*

Doodle harnesses the illustrative trend of the season, with delicate linear faces trailing across an artistic print, with bold pops of cherry pink and soft blush. The balcony bra features our Upfront Technology and offers lined bottom cups for lift and projection, with a lightweight and supportive lace top cup.



Balcony Bra
CK019100



Brazilian
CK019202



White Print | Available March 2020 NEW



White Print | Available March 2020 NEW

	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
32	•	•	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•	•	•
42	•	•	•	•	•	•	•	•	•	•	•	•
44	•	•	•	•	•	•	•	•	•	•	•	•

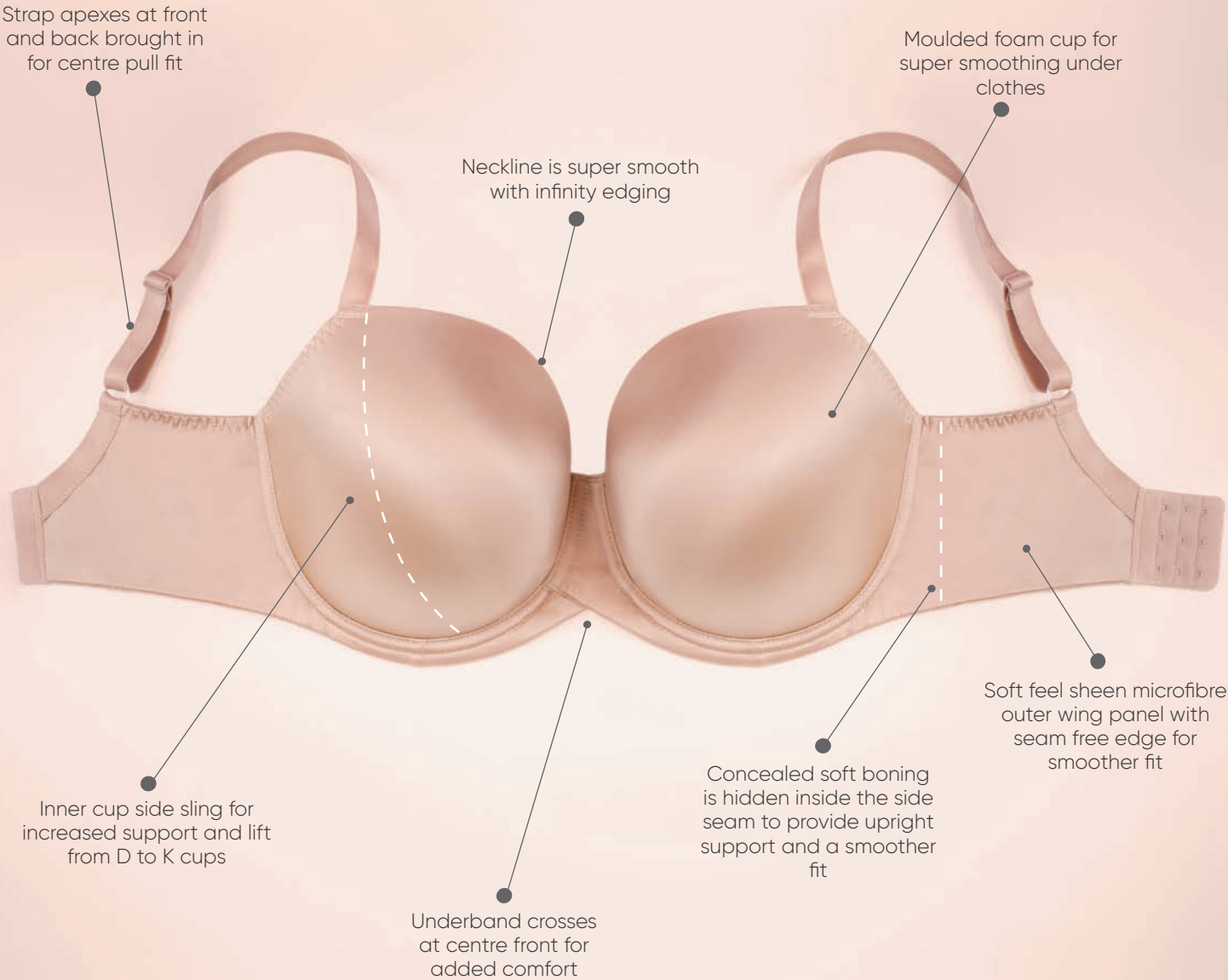
10	12	14	16	18	20	22
•	•	•	•	•	•	•

SMOOTHIE T-SHIRT BALCONY *D-K cups*

NEW



SMOOTHIE T-SHIRT BALCONY





SMOOTHIE T-SHIRT BALCONY *D-K cups*

Our newest t-shirt bra was designed not to be seen! Smooth cups and a seamless design allow this moulded balcony bra to become invisible under clothing. The inner sling keeps the cup rounded and uplifted whilst the seam free, microfibre wings ensure the smoothest of looks all the way around. Concealed, soft boning offers added support and comfort.



Moulded Bra
CK007103



Moulded Bra
CK007103



Latte | Continuity from April 2020

NEW



Black | Continuity from April 2020

NEW

	D	DD	E	F	FF	G	GG	H	HH	J	JJ	K
30												
32												
34												
36												
38												
40												
42												
44												
46												



DELIGHTFULL DD-K cups

The fastest selling Curvy Kate bra to date returns in this vibrant tone. This 4-part full cup bra with Cushion Comfort™ follows the contour of the body, with a stretch lace top cup which fits soft and full breast types. Cushion Comfort™ tabs on the inner underarm minimise pressure points, whilst a fully lined inner cup holds the bust, and a deeper, firmer wing mesh provides additional seam-free support.



Full Cup Bra
CK001111

FEATURING CUSHION COMFORT™



High Waist Brief
CK001208



Denim Blue | Available December 2019 **NEW**



Black | Continuity



Latte | Continuity

	DD	E	F	FF	G	GG	H	HH	J	JJ	K
32											
34											
36											
38											
40											
42											
44											
46											

FEATURES



Denim Blue | Available December 2019 **NEW**



Black | Continuity



Latte | Continuity

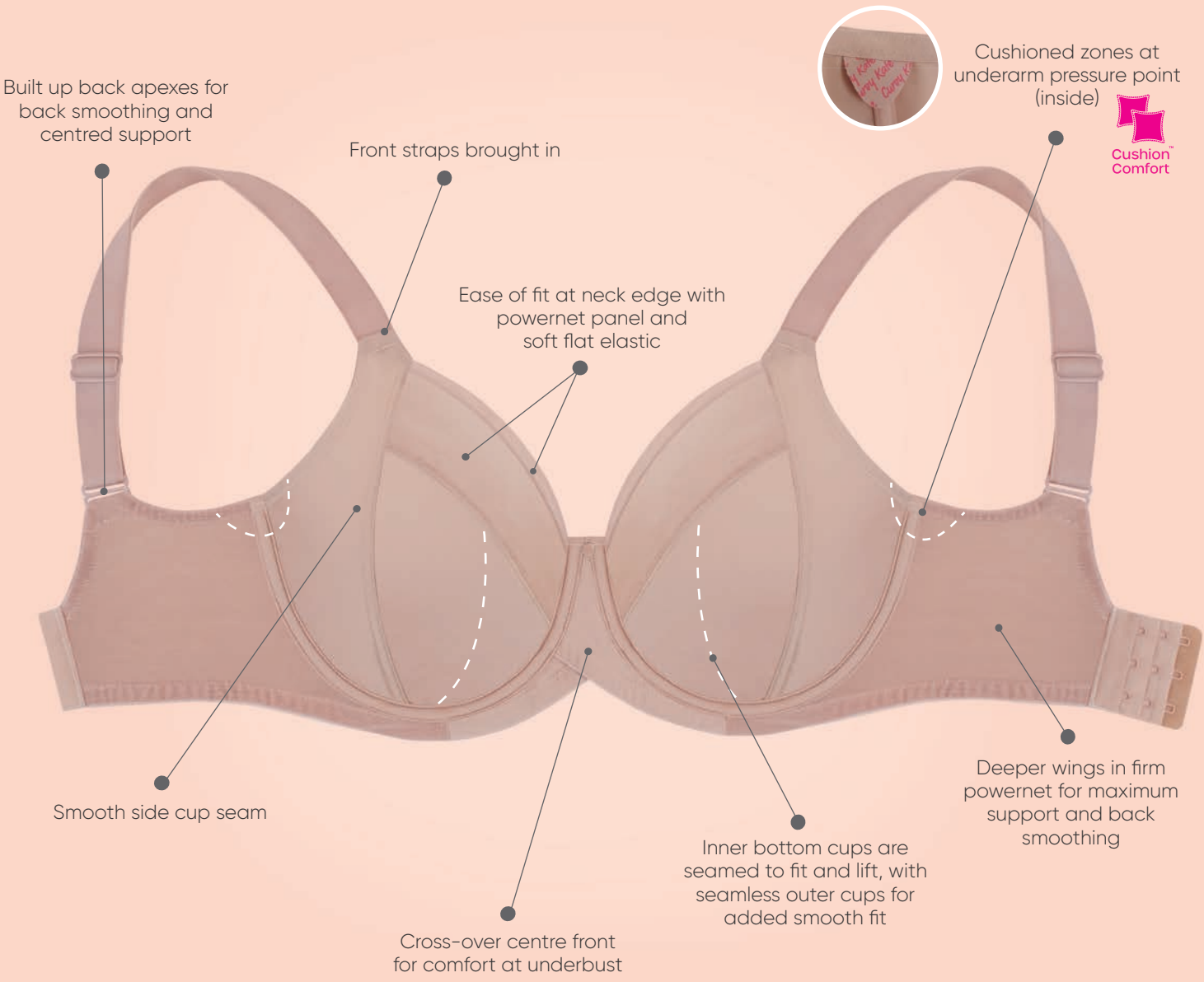
	12	14	16	18	20	22	24

WONDERFULL DD-K cups

NEW



WONDERFULL





WONDERFULL *DD-K cups*

WonderFull is the latest addition to our fantastic Cushion Comfort™ range! Packed with technical features, this 4-part balcony bra has all day comfort at the forefront of its design. The sleek and stylish microfibre cups have stretch mesh top cup panels for a flexible fit, plus anchored back straps to banish strap slippage and a curved underband to reduce roll and discomfort. Wide, firm wing mesh smooths and supports, and Cushion Comfort™ tabs on the inner underarm minimise pressure points.



Full Cup Bra
CK018102

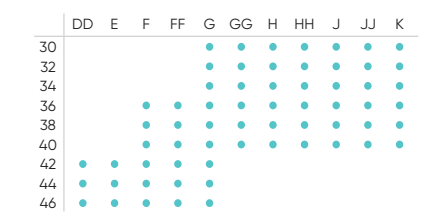
FEATURING CUSHION COMFORT™



Latte | Continuity from May 2020 **NEW**



Black | Continuity from May 2020 **NEW**



FEATURES



Short
CK018201



Latte | Continuity from May 2020 **NEW**



Black | Continuity from May 2020 **NEW**



CURVY KATE

GIRLS NIGHT

- 50 | SuperPlunge Multiway
- 52 | Lifestyle X
- 54 | Unwind
- 56 | Starstruck
- 58 | Flutterby
- 60 | Sparks Fly





SUPERPLUNGE MULTIWAY *D-J cups*

For all those outfits you thought you could never wear, Curvy Kate now has the solution! Our lowest ever plunge now has an added back converter, plus multiway straps that allow for a huge variety of exciting looks. Foam padded cups tailor the fit to bring the bust in and up, whilst each multiway position offers a plunging and flattering neckline so that you feel fabulous and supported.



Padded Plunge Bra
CK022107
MULTIWAY



Latte | Continuity from November 2019 **NEW**

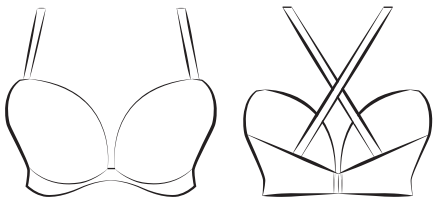


Black | Continuity from November 2019 **NEW**

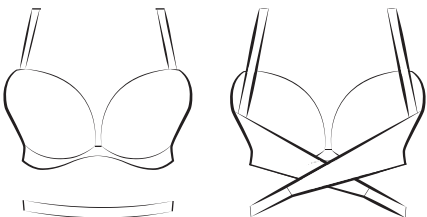
	D	DD	E	F	FF	G	GG	H	HH	J
28	•	•	•	•	•	•	•	•	•	•
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•

SUGGESTED OPTIONS:

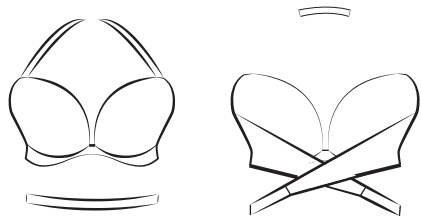
CROSS BACK



OPEN BACK



BACKLESS





LIFESTYLE X *D-J cups*

Lifestyle X adds a playful twist to a Curvy Kate classic! The ultra-sheer plunge bra is contrasted by adjustable strapping which can be worn in multiple ways to enhance your cleavage and outfits. The dynamic single layer mesh gives great lift and projection, right up to a J cup.



Plunge Bra
CK023101
LIFESTYLE FIT



Khaki/Pink | Available April 2020 NEW

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•



Cheeky Short
CK023215



Khaki/Pink | Available April 2020 NEW

	8	10	12	14	16	18	20
•	•	•	•	•	•	•	•



UNWIND *DD-JJ cups*

Our non-wired bralette gives shape, comfort and style without compromising on support! Perfect for lazy Sunday mornings, the soft elastic neckline offers an ease of fit, while the powermesh lined bottom cups and deeper underband give added support and shape. Adjustable straps and seam free sides are the key to maximum comfort.



Bralette
CK011110
NON-WIRED



Black | Available February 2020

	DD/E	F/FF	G/GG	H/HH	J/JJ
30	•	•	•	•	•
32	•	•	•	•	•
34	•	•	•	•	•
36	•	•	•	•	•
38	•	•	•	•	•
40	•	•	•	•	•



Short
CK011201



Black | Available February 2020

10	12	14	16	18	20
•	•	•	•	•	•



STARSTRUCK *D-J cups*

Starstruck is a real head turner- this flirtatious range guarantees maximum uplift and projection with a rounded shape for the WOW factor! Delicate striped lace and fishnet mesh are layered over a golden base and are complemented by a strapped keyhole at the center front which is the pièce de résistance.



Padded Balcony Bra
CK010106



Black/Gold | Available January 2020

NEW

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•
42	•	•	•	•	•	•	•	•	•	•
44	•	•	•	•	•	•	•	•	•	•



Suspender Brazilian
CK010213

REMOVABLE SUSPENDERS



Black/Gold | Available January 2020

NEW

	8	10	12	14	16	18	20
•	•	•	•	•	•	•	•



FLUTTERBY *D-J cups*

Delicate lace and sheer mesh work harmoniously in the flattering Flutterby range. The pastel hues of this plunge bra adorn the cups with luxurious lace placement to enhance your shape. The front keyhole and lace insert detailing at the back add chic elements to this must have range.



Plunge Bra
CK016101
LIFESTYLE FIT



Lilac/Pink | Available February 2020 **NEW**

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•



Brazilian
CK016202



Lilac/Pink | Available February 2020 **NEW**

8	10	12	14	16	18	20
•	•	•	•	•	•	•



SPARKS FLY *D-J cups*

Our party range returns, as dazzling as ever. Sparks Fly is the ultimate underwear-as-outerwear, with a shimmering pinstripe crossing plunging cups, and panel detailing which contours your curves. The show stopping underwired body continues to wow with its ultra-high leg to lengthen those pins, featuring removable suspenders so you can wear it your way.



Plunge Bra
CK013101

LIFESTYLE FIT



Latte/Silver | Available March 2020 **NEW**

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•



High Waist Suspender Brief
CK013214

REMOVABLE SUSPENDERS



Latte/Silver | Available March 2020 **NEW**

	8	10	12	14	16	18	20
8	•	•	•	•	•	•	•
10	•	•	•	•	•	•	•
12	•	•	•	•	•	•	•
14	•	•	•	•	•	•	•
16	•	•	•	•	•	•	•
18	•	•	•	•	•	•	•
20	•	•	•	•	•	•	•



Plunge Body
CK013704

LIFESTYLE FIT

REMOVABLE SUSPENDERS



Latte/Silver | Available March 2020 **NEW**

	D	DD	E	F	FF	G	GG	H	HH	J
30	•	•	•	•	•	•	•	•	•	•
32	•	•	•	•	•	•	•	•	•	•
34	•	•	•	•	•	•	•	•	•	•
36	•	•	•	•	•	•	•	•	•	•
38	•	•	•	•	•	•	•	•	•	•
40	•	•	•	•	•	•	•	•	•	•

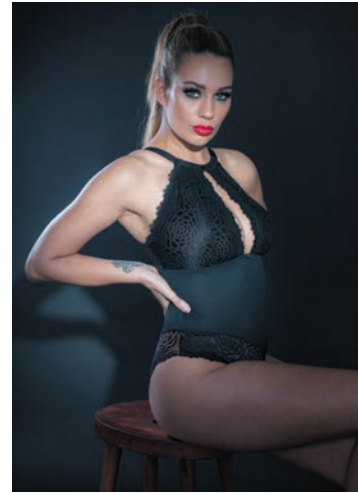


Brazilian
CK013202



Latte/Silver | Available March 2020 **NEW**

	8	10	12	14	16	18	20
8	•	•	•	•	•	•	•
10	•	•	•	•	•	•	•
12	•	•	•	•	•	•	•
14	•	•	•	•	•	•	•
16	•	•	•	•	•	•	•
18	•	•	•	•	•	•	•
20	•	•	•	•	•	•	•



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