



N o . 1
LONDON

*Becoming your...
No.1 Bra*

Registered Design No.6045223 European Patent No. 2906060
UK Patent No. UK 00003342490 United States Patent No. 9717284



No.1
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What is No.1?

The No.1 team have invented a unique patented technology that stops underwires digging in and smooths the side of the body to eliminate that little 'over-hang' that we all get, no matter what age, shape or size.

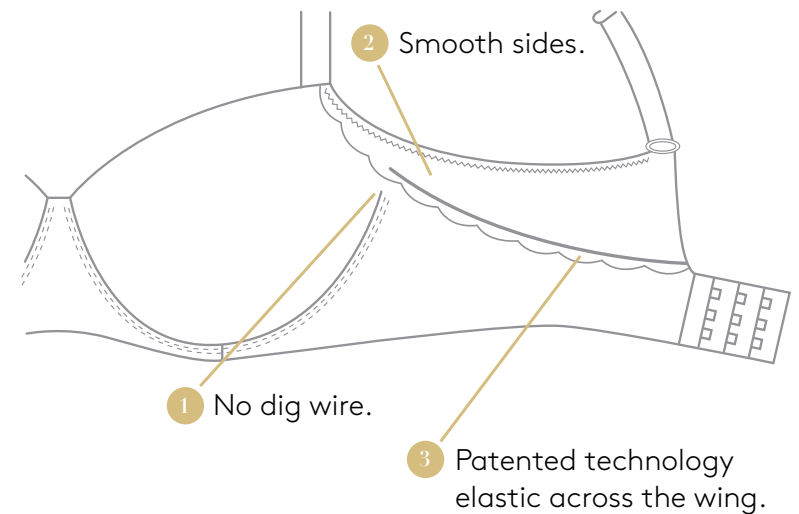
Designed in London by women for women.

A new generation of thinking.



How No.1 Works

- 1 No.1 have reshaped the traditional bra wire to stop the tip from digging and pinching the breast tissue.
- 2 The No.1 lace panel holds and smooths the underarm.
- 3 The No.1 patented technology, elastic across the wing is exclusive to the No.1 brand.



The No.1 bra that delivers

Size 36D Customer.



Regular Bra

Customer wearing a regular bra with underarm exposed and wire pushing the flesh.



No.1 Bra

Customer wearing No.1 Bra with comfort wire and smooth sides.



Regular Bra

Customer wearing a regular bra with underarm flesh exposed.



No.1 Bra

Customer wearing No.1 Bra with underarm flesh concealed.



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What No.1 customers are saying...

“

This genuinely has been the most comfortable bra I have ever worn. It gave me great support and great shape. Nothing was scratchy or irritable like many bras. The lining is so smooth against the skin and once it was on I never felt the need to adjust it at all to make it more comfortable. To be able to buy a bra which is so pretty and comfortable is the perfect combination. Thank you for giving me the opportunity to wear this bra!”

“

I love the material as it is so pretty and comfortable against the skin. You can wear any clothing over this bra without worrying about lines or bulges”

“

It is both pretty and practical. I genuinely forgot I was wearing this bra as it was amazingly comfortable”

“

It fitted me very well and gave me a lovely shape. It was very flattering”

“

I was very unaware of the lower wire, it's so comfortable”

“

I found the bra very comfortable and I liked the side aspect of the bra which gave a smoother flatter look to my back. It washed well with no problems. Its is one of the most comfortable bras I have ever worn”

“

The bra fitted very well and the side aspect was very comfortable. I didn't notice the lower wire as it fitted so well and it lifted my breasts to give a younger look to my figure”

“

When wearing the bra it didn't move, slip down or dig in anywhere. It's very soft, clean and I like the fact there aren't many seams. I felt very lifted and supported, especially at the sides and it gives a good profile under clothes. I would definitely recommend this bra”

“

It's very soft, it doesn't dig in anywhere and gives you very good support and you feel very held and lifted”

“

I felt very supported, good shape and good profile under clothes”



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*The knicker that feels...
as good as it looks*

We haven't stopped at bras!

We've also created a collection of knickers.
So no matter what shape or size you are your
guaranteed to find your No.1 bra's best friend.

The high waist best friend knicker.



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About No.1

After years of designing and fitting bras for some of the world's most famous lingerie brands, the No.1 team know the key problems that women face are related to uncomfortable wires and lack of side support.

No.1 are change makers and have created a collection of comfortable wired bras that are luxurious and stylish.

Dedicated to design.

No.1 Collection

So if like us you've had enough of uncomfortable wires and you're looking for an all day...
comfort, luxe bra that makes you feel and look amazing you've found your No.1 bra.



Lace Everyday Bra

JC030 - Available Size Range

32-40B / 32-42C / 32-42D / 32-42E / 34-40F



Everyday Smoothing Bra

JC046 - Available Size Range

32-40B / 32-42C / 32-42D / 32-38E



Lace Unlined Mould Bra

JC044 - Available Size Range

36-40B / 34-42C / 34-42D / 34-42E / 34-40 F



Smoothing Lace Brief - Best Friend

JC015 - Available Size Range

S/M/L/XL/2XL/3XL



Micro Bikini

JC011 - Available Size Range

S/M/L/XL/2XL/3XL



Lace Mini Bikini

JC008 - Available Size Range

S/M/L/XL/2XL/3XL



Lace Low Thong

JC017 - Available Size Range

S/M/L/XL/2XL



Micro Brazilian

JC012 - Available Size Range

S/M/L/XL/2XL



Micro Short

JC010 - Available Size Range

S/M/L/XL/2XL

No.1 Collection

So if like us you've had enough of uncomfortable wires and you're looking for an all day...
comfort, luxe bra that makes you feel and look amazing you've found your No.1 bra.



Lace Bra

JC031 - Available Size Range

32-36A/32-40B/32-40C/32-38D/32-36E



Lace Smoothing Body

JC045 - Available Size Range

32-38B/32-38C/32-38D/32-36E



Micro Satin Bra

JC043 - Available Size Range

32-40B/32-40C/32-30D/32-38E



Lace Brazilian

JC014 - Available Size Range

S/M/L/XL/2XL



Lace Control Brief

JC019 - Available Size Range

S/M/L/XL/2XL



Micro Satin Short

JC029 - Available Size Range

S/M/L/XL/2XL



Lace Short

JC028 - Available Size Range

S/M/L/XL/2XL





No.1 Sizing Guide

Knicker size conversions.

UK	ESP-FR	EUR	IT	USA	AUS-NZ
8	XS	XS	0	4	8
10	S	S	1	6	10
12	M	M	2	8	12
14	L	L	3	10	14
16	XL	XL	4	12	16
18	2XL	2XL	5	14	18
20/22	3XL	3XL	6	16	20/22

Band size conversions.

UK	ESP-FR	EUR	IT	USA	AUS-NZ
32	85	70	2	32	10
34	90	75	3	34	12
36	95	80	4	36	14
38	100	85	5	38	16
40	105	90	6	40	18
42	110	95	7	42	20

Cup size conversions.

UK	ESP-FR	EUR	IT	USA	AUS-NZ
A	A	A	A	A	A
B	B	B	B	B	B
C	C	C	C	C	C
D	D	D	D	D	D
DD	E	E	E	DD	DD
E	F	F	F	DDD	E



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Right by your side

No. 1 bra is an essential everyday luxury for women worldwide, that delivers innovation, exceptional fit and all day comfort for supreme confidence.

The perfect foundation for every woman.

Designed for all, inspired by you.



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Thank you

The No.1 team.

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