

Autumn / Winter 2019





THE ICONIC AMOURETTE

The most iconic collection created over 60 years ago, the Triumph Amourette concept is a timeless design that transcends generations, proving to be one of the most popular lingerie choices ever since.





Waggy Roupp

#TogetherWeTriumph



The **first Amourette** concept officially launched in 1954, in cooperation with haute couture house Magay Rouff Paris. The collaboration recommended Amourette as the perfect foundation for their feminine styles with its slim waists and pointed breast line, in addition to focusing on the décolleté with special deeper necklines.

1954



In 1990, the first Amourette 300 full lace bra was introduced, becoming an instant **global hit**. The go-to pin-up bra evoked a hugely successful advertising campaign 'Für den Körper. Für die Sinne.'('For the body. For the senses.'), where Amourette was worn and loved by international superstar Naomi Campbell.

In 2017 Triumph welcomed **Amourette Charm**, a new sophisticated every day bra with a contemporary florale lace design. Together with its sister styles, the Amourette Spotlight and Amourette 300, this collective of Triumph bras, provide women with natural shaping and a pretty, feminine look, which has made this classic range one of the best loved by Triumphs customers around the world.

2017 - 2019

1886



Triumph was founded in 1886 by corsetier Johan Gottfried Spiesshofer and merchant Michael Braun. This was a time when fashion was characterised by the lengthening of the female silhouette. Dresses were fitted sinuously to the

body from the ribcage to the hipline, therefore requiring garments such as corsets to create a longer, slender and feminine figure.



1955

Following its success, 1955 saw the first ever Amourette advertising campaign with Maggy Rouff Paris highlighting the need for fashionable, feminine and flattering lingerie.



2005

exceptional

2013

Amourette Spotlight launched in 2013 - a youthful, trendy and seductive version of the original series. The style featured in the AW 2014 campaign shot by renowned fashion photographer, Ellen von Unwerth. 2016 also saw the launch of Triumph's innovative soft-touch Magic Wire technology to the Amourette 300 collection, offering extra comfort, flexibility and support.



#TogetherWeTriumph

Empowered women have the inner confidence to know their own mind and their own style.

Triumph bras help boost women's inner confidence because they provide both physical and emotional support.

Empowerment begins with inner confidence, but radiates outwards, helping them change the world and empower the women around them.

Women are stronger together, and together women will Triumph.

DESIGN INSPIRATION

This Autumn/Winter 2019, we celebrate the future for women through the eyes of a glamorous Guy Bourdin-inspired calendar shoot.

> For each launch group, this season's colours feature inky darks, from moonlit mid-tones to luminescent pastels, combined with metallic touches.

We continue to embrace the trend for lighter padding, more natural silhouettes and a softer look in Bras. The balcony neckline continues to grow in importance, offering a more discrete silhouette alongside the plunge neckline.

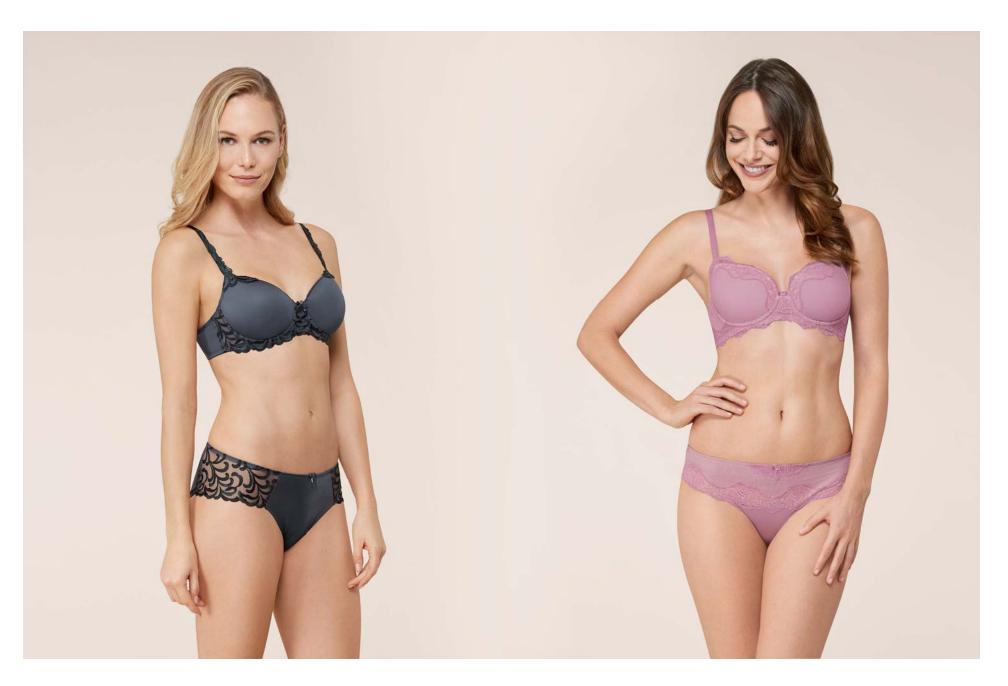
This season also brings a renewed focus on briefs; a 90s inspired higher leg is the most fashionable silhouette.

MODERNCLASSICS





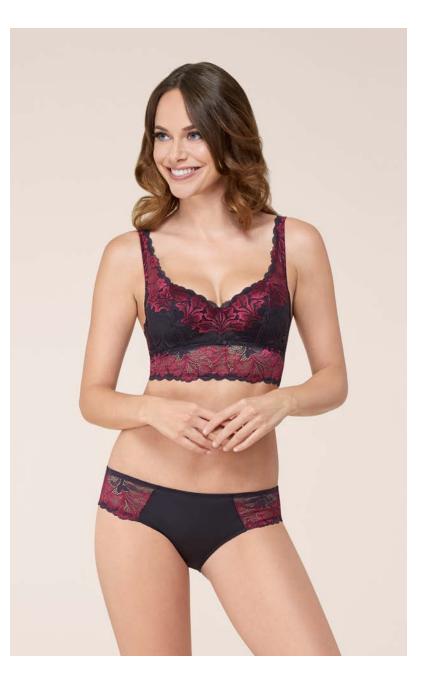
Amourette Charm Non-Wired & Maxi



Modern Finesse Wired Padded & Tai Amourette Charm Wired Padded & Hipster String Amourette Charm Wired, Half-Cup, Padded & Brazilian







Amourette Charm Xmas Wired, Half-Cup, Padded, Long & Hipster

Amourette Charm Xmas Non-Wired & Tai



Amourette 300 Wired, maxi

EVERYDAY



BMU Essentials Padded & Hipster

LEAD SET BMU Soft Touch Non-Wired & Trousers



BMU Essentials Wired-Padded & Tai

SHAPEWEAR





True Shape Sensation Wired & Maxi



Infinite Sensation Wired & Highwaist Panty



Essential Minimizer Wired & Hipster Airy Sensation Wired Padded & Maxi

STYLE





Fantasy Spotlight Non-Wired & Hipster



Beauty-Full Darling Wired & Hipster



Sexy Angel Spotlight Wired & Maxi



HOMEWEAR





Pima PKL LSL



Amourette 300 Wired + Maxi + Robe



Amourette Charm NDK06 and Robe **Thermal LSL** Top & Leggings



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