


Triumph

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.



#TogetherWeTriumph



The **first Amourette** concept officially launched in 1954, in cooperation with haute couture house **Maggy 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**.

1990

In 2017 Triumph welcomed **Amourette Charm**, a new sophisticated **every day bra** with a contemporary floral 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

The **Amourette 300** design as it is in the collection today was launched in 2005. The lacy design continued to represent **femininity and style** whilst still offering exceptional **comfort and support**.

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.

Anyes & ALISA



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.

A woman with long, wavy brown hair is standing against a solid red background. She is wearing a black lace bra and matching black lace briefs. Her hands are resting on her hips. The text "MODERN CLASSICS" is overlaid in white, uppercase letters across the center of the image.

MODERN CLASSICS



LEAD SET
Amourette Charm
Wired & Maxi



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
Non-Wired & Tai



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

Amourette 300
Wired, maxi



A woman with long, wavy hair is shown from the waist up, looking down and to her left. She is wearing a dark, patterned two-piece outfit consisting of a V-neck crop top and high-waisted pants with a drawstring waist. The background is a solid, vibrant red color. The word "EVERYDAY" is written in white, uppercase, sans-serif font across the center of the image, partially overlapping the woman's torso.

EVERYDAY



LEAD SET
BMU Soft Touch Non-Wired & Trousers



BMU Essentials
Padded & Hipster



BMU Essentials
Wired-Padded & Tai

Infinite Sensation
Wired, Half-Cup, Padded & Tai

A woman with dark hair pulled back, wearing a black two-piece shapewear set consisting of a bra and high-waisted briefs. She is standing with her hands on her hips, looking directly at the camera. The background is a solid, vibrant red color.

SHAPWEAR



True Shape Sensation
Wired, Padded & Highwaist Panty



True Shape Sensation
Wired & Maxi

Infinite Sensation
Wired & Highwaist Panty





Essential Minimizer
Wired & Hipster

Airy Sensation
Wired Padded & Maxi

A woman with long brown hair is shown from the waist up, wearing a black lace bikini set. She is looking down and to her left, with her right hand near her hair. The background is a solid, vibrant red. The word "STYLE" is written in white, bold, uppercase letters across the center of the image, partially overlapping the woman's torso.

STYLE



LEAD SET
Palm Spotlight
Wired-Padded & Bandeau Brief



Fantasy Spotlight
Non-Wired & Hipster



Beauty-Full Darling
Wired & Hipster



Darling Spotlight
Wired, Half-Cup, Padded & Brazilian

Sexy Angel Spotlight
Wired & Maxi

Lace Spotlight
Wired-Padded & Bandeau Brief



A woman with long, wavy hair is standing against a solid red background. She is wearing a white long-sleeved top and a light-colored skirt with a dark, repeating pattern. The word "HOMEWEAR" is written in white, uppercase letters across the center of the image, overlaid on the woman's torso.

H O M E W E A R



PKL
LSL



Pima PKL
LSL

Amourette 300
Wired + Maxi + Robe





Amourette Charm
NDK06 and Robe

Thermal LSL
Top & Leggings



Camisole with Blouse and Trousers

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