

All about Bravado Designs

From the kitchen table to market leader ↪



MOTHERS OF INVENTION

When two friends couldn't find a comfortable nursing bra that was also fun and fashionable, they sat down at the kitchen table and made one—using leopard print fabric, of course. That was in 1992, and the Original Nursing Bra bra became hugely popular. Naturally, they chose a company name that showed plenty of spirit and energy: Bravado Designs!

COMFORT, STYLE AND SUPPORT

Our founders were absolutely passionate about fit and style, plus they were the first nursing bra company to create a supportive, friendly sense of community for new moms and moms-to-be. That approach is still at

the heart of our success. We get it: breastfeeding has its ups and downs, and we want to help women feel comfortable and confident with maternity and nursing bras that truly make sense for this crazy, exciting stage in life.

Today, Bravado Designs is proud to be an industry leader in more than 30 countries, offering a carefully curated collection of nursing bras and tanks in a range of colors and sizes. We also support new moms in their pregnancy and breastfeeding journey by working with experts and other moms to offer real-life, been-there advice about everything a breastfeeding woman needs to know about - nutrition, fitness, health, returning to work and emotional well-being.

GETTING IT RIGHT

Millions of moms consider Bravado Designs nursing bras a must-have, and they inspire us to get it absolutely right. Our designers travel the world to keep on top of innovative design trends, and we enlist hundreds of women to test-drive every new design and give us feedback. As we like to say, "Comfort never looked so good™"!



Meet and Say Hello to Tara

Head Designer at Bravado Designs



Tara: Passionate about fit style and flair

Tara Hoth was that girl in high school who subtly altered school uniforms for her friends, pinning darts and sewing seams to make cookie-cutter clothes more flattering and fun. At age 13 she taught herself to sew and soon was creating everything from prom dresses to costumes for school plays. “I’m drawn to fashion and design because I love creativity, I love the energy of the industry and I love to travel and learn,” she says. As Head Designer for Bravado, she combines all those passions to lead the team that designs all of Bravado’s comfortable, stylish nursing bras and tanks.

After graduating with a Bachelor of Design from Ryerson University’s acclaimed Fashion Design program, Tara honed her skills in a variety of positions in the fashion world, soon assuming senior roles at Abercrombie & Fitch and Aritzia. She joined Bravado in 2015. “I was intrigued by the idea that a nursing bra, which just has to be so functional and practical,

could be beautiful too,” she says. “Bravado is all about design that offers comfort and confidence for pregnant and breastfeeding moms.”

The design process for a new bra is fun and intense, she says. Tara and her team surround themselves with current trends to create inspiration boards; travel to showrooms around the world to source the absolute best fabrics, trims and thread; meet with technical designers to solve design challenges and, finally, develop a prototype.

One of her favorite parts of the design process is Bravado’s innovative Test Wearer Program, where real-life moms test bras and tanks, both brand new prototypes and existing designs. Their feedback on fit, quality and comfort helps the design team fine-tune every last detail. “If you’re sleeping in a bra for support while you’re pregnant or breastfeeding, for example, there can’t be any uncomfortable bumps,” says Tara. “We will go back and change a design a millimeter at a time until it works.” Some of the moms who participate in the Test Wearer Program are second-generation; their own moms wore some of the very first Bravado bras, she adds.

In the end, Tara and her team’s quest for excellence shapes every choice they make. She says,

“We’re always asking ourselves, What can we improve? How can we make this a better breastfeeding experience? How can we make this bra over-the-top beautiful?”



Our Nursing Bras & Tanks

Comfort Never Looked So Good™



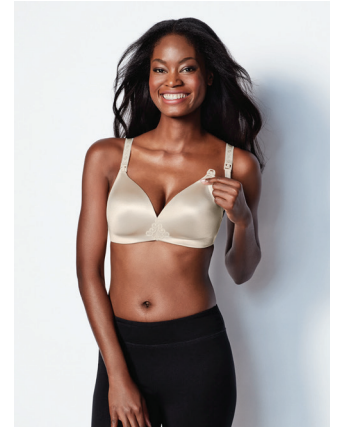
BODY SILK SEAMLESS
NURSING BRA



BODY SILK SEAMLESS YOGA
NURSING BRA



DREAM
NURSING TANK



BLISS
NURSING BRA



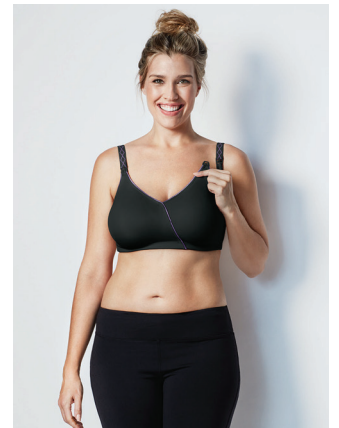
ORIGINAL
NURSING BRA



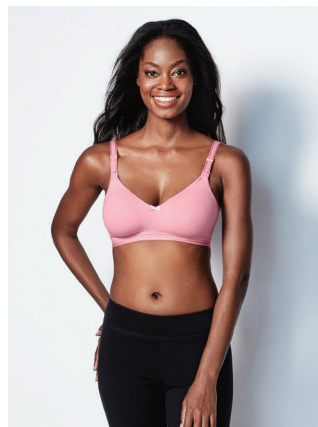
ORIGINAL PLUS
NURSING BRA



ORIGINAL DOUBLE PLUS
NURSING BRA



ESSENTIAL EMBRACE
NURSING BRA



SWEET PEA
NURSING BRA



CONFETTI
NURSING BRA



Let's work together!

7 reasons to write about Bravado Designs



WE UNDERSTAND NURSING BRAS

Simply put, pregnant and nursing breasts just don't feel good in regular bras. Nursing bras and tanks are all we do. Our designers are experts, and we really know what works: support and four-way stretch to fit a changing body, smooth fit for a great silhouette, super comfortable fabrics, cups that fully drop down so breastfed babes can get that crucial skin-to-skin contact with mama, and sanity-saving features like clips you can easily unfasten and refasten with one hand and zero sleep.

WE'VE GOT A CURATED COLLECTION

Bravado specializes in nursing bra and tank designs, which just makes sense—after all, pregnant and breastfeeding moms have a lot going on. Need a bra you can actually sleep in? Running errands? Planning a date night? Want a tank top? Bravado's got the bra for that. Plus, our sizing ranges from bands 32-46 and cups B-M.



OUR BRAS ARE COMFORTABLE, PRETTY AND NEVER BORING

Comfort is queen, to be sure, but we firmly believe that bras shouldn't be bland either. That means our fabrics feel fantastic against the skin, we offer fun colors in addition to the classic nude and black, and a little bow, polka dot or leopard print is not out of the question. Style names like "Body Silk Seamless" and "Bliss" reinforce the connection between looking good and feeling good.



bravado![®]
DESIGNS
NURSING BRAS

WE'RE PRETTY MUCH OBSESSED WITH FIT

Did you know all new designs go through real-world tests through our Test Wearer Program? We ask hundreds of pregnant and nursing moms of various body types and breast sizes ranging from B cup to M cup to wear Bravado Designs and tell us what works and what doesn't.

4

5

BRAVADO IS THE GO-TO FOR MOMS

Did we mention that moms, whether they are celebrities, bloggers, entrepreneurs, stay-at-home, corporate - love us?

WE GUARANTEE OUR BRAS

Our bras meet rigorous safety and quality standards so we can guarantee they are dependable, long-lasting and baby-safe. They adhere to Oeko-Tex® Standard 100, which ensures they are safe and free from harmful substances. The facilities that manufacture our designs follow WRAP (Worldwide Responsible Accredited Production) standards for safe and ethical human resources, health and safety and environmental practices.

6

7

WE'RE ABOUT COMMUNITY

Bravado is proud to partner with select organizations and sponsors to give back to our communities. Plus, we work with experts to share tips about bra fitting and breastfeeding. We're all in this together!



Bravado Designs in the Press

big city moms

parent tested
parent approved™

ChildMODE®

PREGNANCY
& newborn

celebritybabyscoop
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ DISHING IT OUT DAILY

pregnant
chicken

babycenter.

babble™
Courtesy of Disney

MATERNITY
BUYER MAGAZINE

THE WALL STREET JOURNAL.

People

abc NEWS

Alpha Mom

HELLO!
DAILY NEWS

Mother & Baby
AWARDS 2016

We won best product
for breastfeeding!



bravado!®
DESIGNS
NURSING BRAS

www.bravadodesigns.com

Testimonials from consumers

We feel the love ↪

— **KAYLA S.** —

Love it! You can tell it's made well and of high quality.

— **JENNIFER N.** —

It is supportive and the shape looks great! It is more comfortable than any other bra I own. So glad I learned about these in the Baby Bargains Book!

— **LINDA M.** —

Perfect fit to the perfect bra! Bravado has the best nursing bras. They are comfortable, silky and absolutely beautiful.

— **ALLI S.** —

Comfort, comfort, comfort. Wish I had found this with my first baby.

— **CAMILA G.** —

Beautiful and Comfortable. I love it.

— **MELISSA W.** —

Love love love my new bras! So comfortable and supportive!

— **MICHELLE E.** —

Comfortable, long lasting nursing bras. Easy one handed open & close.

— **ERICA M.** —

I had such a hard time looking for nursing. It was truly becoming a headache until I came across your website. I ordered my first 2 bras and fell in love instantly!

— **ALYSSA S.** —

I love the fact that I don't have to wear a nursing bra along with the tank! The material is nice and thick! I love it!!!

— **LAURIE F.** —

Great bras! Stretchy, supportive, and so comfortable. I didn't realize how uncomfortable I'd been in my pre-pregnancy bras as my pregnancy progressed until I started wearing these.

— **NINETTE C.** —

I tried to be frugal when buying my first round of nursing bras. That was a mistake resulting in poor support and clogged ducts! Bravado Bras have been amazing, comfortable support that gives lift and separation without any pressure points!

— **MANDY W.** —

I have tried several nursing bras and tanks and Bravado is by far the best. They are so comfortable and easy to unhook. I'm so glad I found them!

— **THERESA T.** —

I was skeptical at first, so I only bought one, but after 5 minutes of wearing it, I immediately went online and bought another 3. These are the most comfortable bras I have ever worn, and I am shouting their praise from the rooftops. They are soft, yet supportive, and the hooks are very easy to use with one hand.

