**Keep Calm & Put A Bra On …**

**Nudea Leading The Way In Lockdown Comfort**

**May 2020 - With a significant proportion of the Nation currently working from home during lockdown, comfort is a top priority for everyone. We’re all being reminded that wearing a bra is important to bear the weight of your bust as without one, gravity can take its toll. The reality is that a comfortable bra isn’t a myth and it all starts with getting the right size and fit. Nudea, an online fit-centric lingerie brand, has developed the necessary tools for women to ensure they find their perfect fit at home.**

Many women feel the need to go braless because they are wearing bras that simply aren’t comfortable. Comfort starts by wearing the right size and with 80% of British women wearing the wrong size, it’s no wonder that many of us want to whip off our bras as soon as possible. According to Nudea, getting fitted every 6 to 12 months is key to ensure correct fit and support, particularly as hormonal changes, weight gain and loss, pregnancy, breastfeeding and surgery all have a direct effect on bra size.

Nudea’s unique advantage is that the business is built around fitting at home: the **bespoke tape measure** (Currently available for just £1 inc. P&P) and **online fit finder** are designed for women to self-measure accurately at home eliminating the need to visit a physical store. Getting measured for a new bra is one of those jobs that just falls off the To Do List, so now with more time for self care, it’s the perfect time to measure up ... What’s more, the brand is now offering **free virtual bra fittings** with their team of bra fit experts via Zoom to help recommend styles that best support bust shape and address any concerns.

Nudea’s CEO, Priya Downes explains: “While most of us women wouldn’t ever dream of exercising without a sports bra, walking around the house or sitting hunched over a desk from 9 to 5 shouldn’t be any different. The key is to ensure that your bra is comfortable and fits properly. With new technology there’s now no reason not to wear a comfortable bra every single day. Non-wired styles, like our Easy Does It Bra, feature new fabric technology inspired by performance sportswear to support and flatter all sizes up to an E cup.”



Nudea’s Easy Does It Bralette available in three colours and two fabrics from £35.00

Finally, at this difficult time for all of us, Nudea is supporting NHS workers by teaming up with period care brand, Ohne to support them in their mission to provide NHS workers with organic tampons. Additionally, Paula Jones, Nudea’s Sourcing Manager is using her years of experience in the textile industry to work with OTH International to source PPE for the NHS during the COVID-19 crisis.

-ENDS-

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**Notes to Editors:**

* Nudea campaign and cut out images are available to download from:

<https://www.dropbox.com/sh/q4xfs4yh57zjdv1/AAAMi8L4i7L5HDdzpj4jLWmRa?dl=0>

* Nudea’s three collections are available online at [www.nudea.com](http://www.nudea.com) with 27 bra sizes ranging from 30A to 38E and knickers available in 7 sizes ranging from XXS to XXL.

**About Nudea:**

Nudea founders Priya and Sophie were uninspired by the uncomfortable and old fashioned bras that they found in their lingerie drawers, so they decided to envision their own brand that was built around the modern woman and her lifestyle. And so Nudea was born. Direct to consumer and online-only, Nudea is breaking industry norms by modernizing the measuring process, with a true focus on user experience and customer satisfaction – from initial online browse through to delivery. With no overhyped technology, no simplifying design and no shortcuts, Nudea brings together the best of moulding, bonding and quality fabrics to engineer better underwear.