

FIT FOR PURPOSE

Fresh for 2020, Panache has launched its new #MySize sport campaign to promote the message that when it comes to sports bras, 'one size does NOT fit all'. Arguing that cup-sized bras offer the best support as individual cups encapsulate each breast for better control and shape, Panache is encouraging women to own their individual breast size so they feel truly supported and comfortable while exercising, even if you have smaller breasts. It's Sports Wired Bra (28D-40GG), £42; panache-lingerie.com, and Sports Non-Wired Bra (28DD-40FF), £40, are now available in a whopping 70 unique sizes.



According to the latest research*, 9.5 million women in the UK are not supporting their breasts properly when they run. If your straps dig in to your shoulders, try a racer-back style, and be sure to get fitted by an expert every six months.

CHAFE-FREE GUARANTEE

After launching its hugely popular
Original Support Running Bra in 2018 (28A to

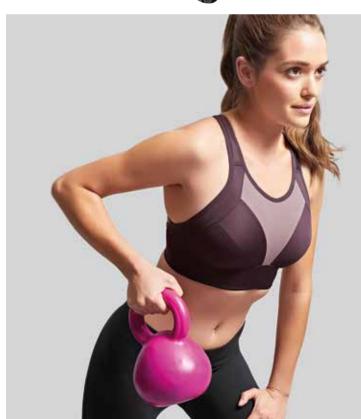
underwear brand Runderwear
has put inclusivity at the heart
of its newest creation. The
Easy-On Support Running Bra,
(28D-40H), £50, means all women
can enjoy the benefits of running.
Boasting the same anti-chafe
technology as its predecessor, with
super-soft, moisture-wicking
fabric, an encased underband
and padded straps to beat
the dreaded chub rub
– it's also, as the name
suggests, a doddle to put
on, unlike some running
sports bras that need
contortionist
skills!











GO WIRELESS

Women with very large busts usually rely on scaffolding to keep their bosom in check for anything springier than a power walk. Not anymore. Royce Lingerie has created the Aerocool Bra, £45; royce-lingerie.co.uk. The UK's first wire-free, high-impact sports bra for G-K cup sizes with internal side slings, it has a wide underband and high neckline to restrict vertical and horizontal bounce without the use of underwire. The optional racer back on this sleek design helps anchor the bra closer to the chest for additional support, while the lightweight, moisture-wicking fabric will leave you feeling cooler and more comfortable, so sweaty underboob will be a thing of the past!