

# CALIFORNIA Apparel News

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## Lingerie & Innerwear

### Acrobat Bra Goes Wireless

Most women tolerate the discomfort of an underwire bra for the flattering look. But for women who have had breast augmentation, an underwire bra is not only uncomfortable but could be harmful, according to Lisa Morrison, designer and co-founder of the Irvine, Calif.-based **Acrobat Bra**.

Morrison developed the "Look No Wire" bra, an underwire-free bra specially designed for women who have had breast augmentation.

"Patients are not supposed to wear underwire after surgery," said Morrison. "It stops blood flow and scar tissue can build up." The designer worked with multiple patients to test the bra's fit and collaborated with Dr. Peter Helton, a dermatologist, to ensure that the fabrics and shape would meet his standards as a medical professional.

Styles range from sexy scalloped lace in fashion colors, nylon-Lycra mesh with novelty prints and classic shapes in polyester microfiber.

Although "Look No Wire" has been sold through the company's Web site for two years, Morrison only recently started selling the lingerie wholesale to retailers. Wholesale prices are \$35-\$40.

The newest offering from the company is the rayon-Lycra "Double Agent" underwire-free bra with nylon mesh trim. The "Double Agent" bra uses the same design technology, replacing the underwire with elastic, but the shape is designed for women who have not had breast augmentation.

For more information, call (866) 804-4272, or visit [www.looknowire.com](http://www.looknowire.com).—R.C.



**ADDED SUPPORT:** The "Double Agent" bra debuted in August and is designed to provide lift without an underwire. Although the "Look No Wire" bra only properly fits women who have had breast augmentation, the "Double Agent" can be worn by women who have not had the surgery.