

Introducing Fabulous and our market leading change to core bra sizing

Last Modified on 03/30/2021 3:42 am EDT

<https://mands.storiq.net/v/fabfitv2>) From this Spring customers will see a key difference in how they navigate bras in store. Reacting to customer insight, M&S are leading the market, normalising DD and E cups and bringing them into our core range. Reflecting the times that these sizes are no longer considered a 'big' size. Our DD and E customers are loving that nothing in the range is now 'off limits' to them! Our core range will now cater for cup sizes A-E.

This means that the previous DD+ shop has moved to F+ and rebranded to Fabulous! Our Fabulous customers will have a broader range than ever before, with gorgeous pieces that also appeal to our grow customer base. Our Fabulous range will now cater for cup sizes F-H. Click on the video to hear more about this exciting new range, key innovations, and style.
