

# Sleep System Range



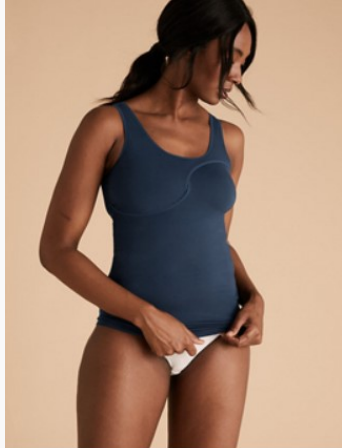
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Our sleep bra rose to fame in the press back in February and we sold out before we were even fully trading! We are pleased to say this is now back along with the high-rise knicker and vest and from October the range is extending further to include a legging and top too!

The sleep system provides gentle support throughout the night. Made from cotton-modal blend fabric for a soft feel against your skin.

Full cups are non-padded and unwired, for a soft, natural fit. Clever Flexifit™ technology means your bra moves with you and holds its shape, for an endlessly comfortable wear. Discreet shaping gently supports the bust.

All the products across the range are available in 2 colours, grey marl and Navy.

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| Sleep High Rise Knicker<br>Dress sizes 6-28 (T61 8877M)                            | Sleep Bra<br>Dress sizes 8-22 (A-E range, T33 7161)<br>and (F+ range, T33 3225)    | Sleep Vest<br>Dress sizes 6-22 (T32 5081)  |

# What the Press are Saying



GLAMOUR

M&S Flexifit Sleep Bra, £16

BUY IT NOW

So how does it work? The bra, which is available in navy and grey, is made from breathable Flexfit fabric that's been designed to move with your body as you sleep.

Speaking about the genius product, Soozie Jenkinson, head of lingerie design at M&S, said: "Hidden within our dress sized sleep bra, you will find a discreet internal frame designed to provide gentle support throughout the night. This innovative pull on bra top is a perfect piece to layer under lounge or sleepwear and is designed to support women whilst asleep."

## M&S have launched a 'sleep bra' and it might be the comfiest bra ever made

JANUARY 13, 2021

Would you wear a bra to bed? Normally, the thought of doing so is enough to make us want to, quite literally, burn our bras. Tight straps and underwire while we're trying to get our 8 hours? No thanks.

But ever the champions of comfortable, cosy wardrobe staples, Marks & Spencer have gone and changed our minds.

Their new Flexifit Sleep Bra is non-wired and designed to offer 'gentle support' while you're snoozing, or ideal if you're looking for an ultra comfortable bra to wear during the day in lockdown while working from home.

The super soft bra is specially designed to move with you and hold its shape as you sleep, and is available in sizes 8-22 - ideal for cup sizes A-E - as well as a fuller bust option catering to cup sizes F-H. The sleep bra is currently available in navy and grey colourways.

YOU  
MAGAZINE

Marks & Spencer's new Flexifit Sleep Bra sounds like the comfortable wardrobe essential we all need  
Perfect for layering under your PJs or wearing with loungewear.

M&S has created this genius sleep bra that offers gentle support whilst you snooze - and it has amazing reviews  
Clever!



## Good Housekeeping

After M&S noticed that sleep related searches more than doubled on its website last year and that women's sleepwear sales were also up over 150%, it decided to extend its offering to include a special bra designed to be worn while you slumber - a first for the brand.

The bra couldn't sound comfier, thanks to its breathable cotton-blend fabric that moves with you and promises to feel super soft against your skin.

Whether you want some gentle support at night or simply fancy slipping on a comfy bra for relaxing at home in your PJs or loungewear, this new launch sounds ideal.

Soozie Jenkinson, Marks & Spencer Head of Lingerie Design, said in a release: "Staying well and healthy has never been more important and getting a great night's sleep can help maintain wellbeing. For those looking for some additional support whilst asleep, we have created our first M&S 'Sleep Bra'."