



# MINIMIZER

#SMOOTH & INVISIBLE

#LIGHTWEIGHT COMPRESSION

#MODERN AESTHETICS

# MODERN MINIMIZER

For the Spring/Summer 2027, minimizer bras have transitioned from niche functional items to core, steady performers in the lingerie market. This shift is driven by broader consumer movements toward comfort, smoothing silhouettes, and invisible support. **Modern minimizers are no longer just about compression;** they focus on figure-enhancing solutions that offer a lightweight feel and a streamlined, modern aesthetic.



# CONSUMER INSIGHT

## #SMOOTH & INVISIBLE

Consumers prioritize designs that offer a "second-skin" feel with **bonded edges and flat seams** to remain invisible under tight-fitting clothing.

## #LIGHTWEIGHT COMPRESSION

Moving away from heavy, restrictive fabrics, the new generation of minimizers uses advanced microfibers and **spacer** fabrics to reduce projection (up to 2 inches) without compromising breathability.

## #VERSATILITY

Design features like convertible straps and **plunge necklines** are making minimizers suitable for a wider range of outerwear.

# BRAND ANALYSIS



**UNLINED MINIMIZER BRA**



**UNLINED LACE MINIMIZER BRA**

Skims has redefined the minimizer with its Smoothing Intimates Unlined Minimizer Bra. It focuses on extreme smoothing and a plunge neckline, reducing projection by up to 2 inches.

**SKIMS**

THE SMOOTHING INNOVATOR

**M&S**

THE RELIABILITY LEADER

M&S continues to lead with its Flexifit™ Wired Minimiser Bra, utilizing four-way stretch technology for ultimate movement.



**FLEXIFIT™ WIRED MINIMISER BRA C-H**

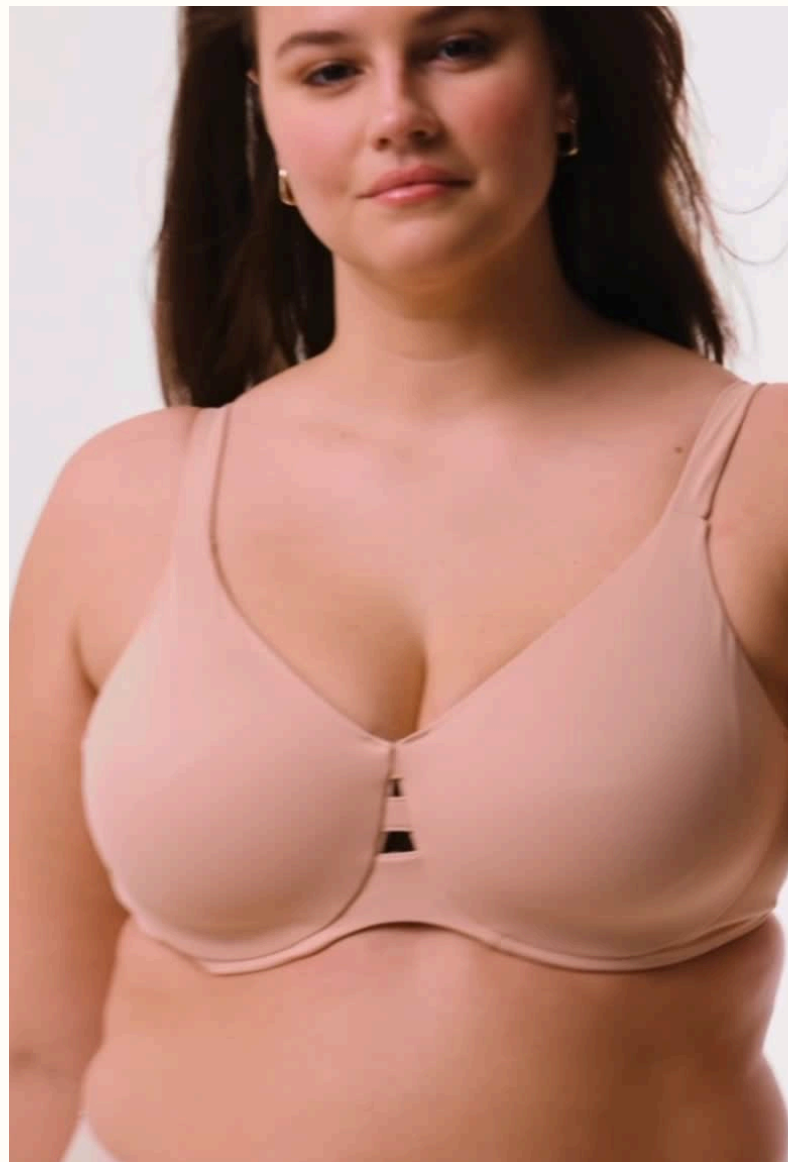
**BODY INVISIBLES™ WIRED MINIMISER BRA (C-H)**



# BRAND ANALYSIS

## WACOAL US THE TECHNICAL SPECIALIST

Wacoal's Visual Effects Minimizer Bra and Back Appeal series are industry benchmarks for technical support and back-smoothing.



**SPANX® LOW PROFILE MINIMIZER BRA**



**LOW PROFILE WIRELESS MINIMIZER BRA**



**VISUAL EFFECTS MINIMIZER BRA**

**BACK APPEAL MINIMIZER BRA**



The Spanx Low Profile Minimizer Bra leverages the brand's shapewear expertise to provide a "low profile" silhouette that is exceptionally smooth.

## SPANX THE SHAPEWEAR AUTHORITY

# BRAND ANALYSIS



**24/7® CLASSIC UNLINED  
MINIMIZER BRA**



**WIRELESS CROSSOVER  
MINIMIZER BRA**

ThirdLove's 24/7® Classic Unlined Minimizer Bra targets the everyday consumer looking for an "airy" feel.

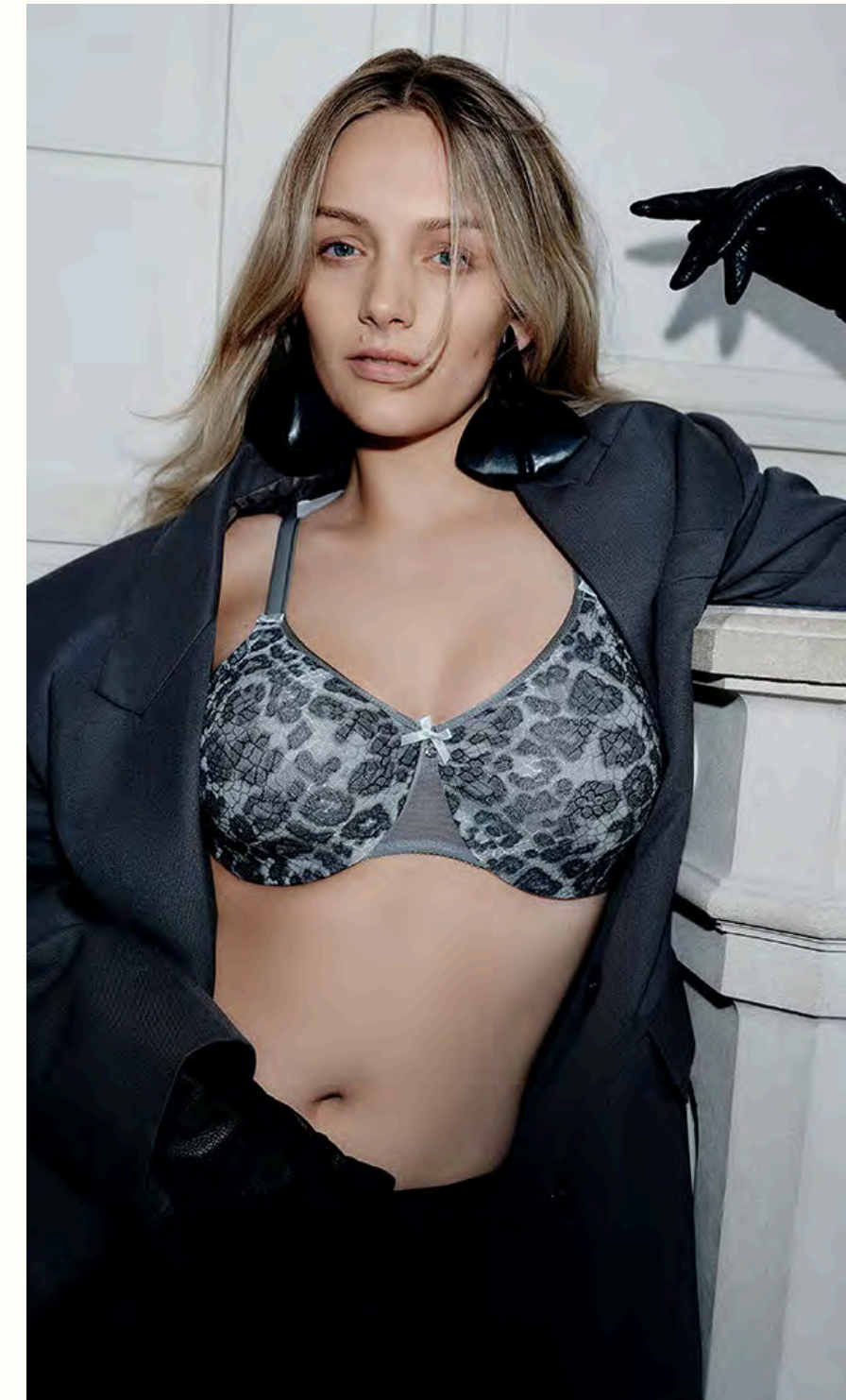
**THIRDLOVE**

THE COMFORT-FIRST MODERNIST

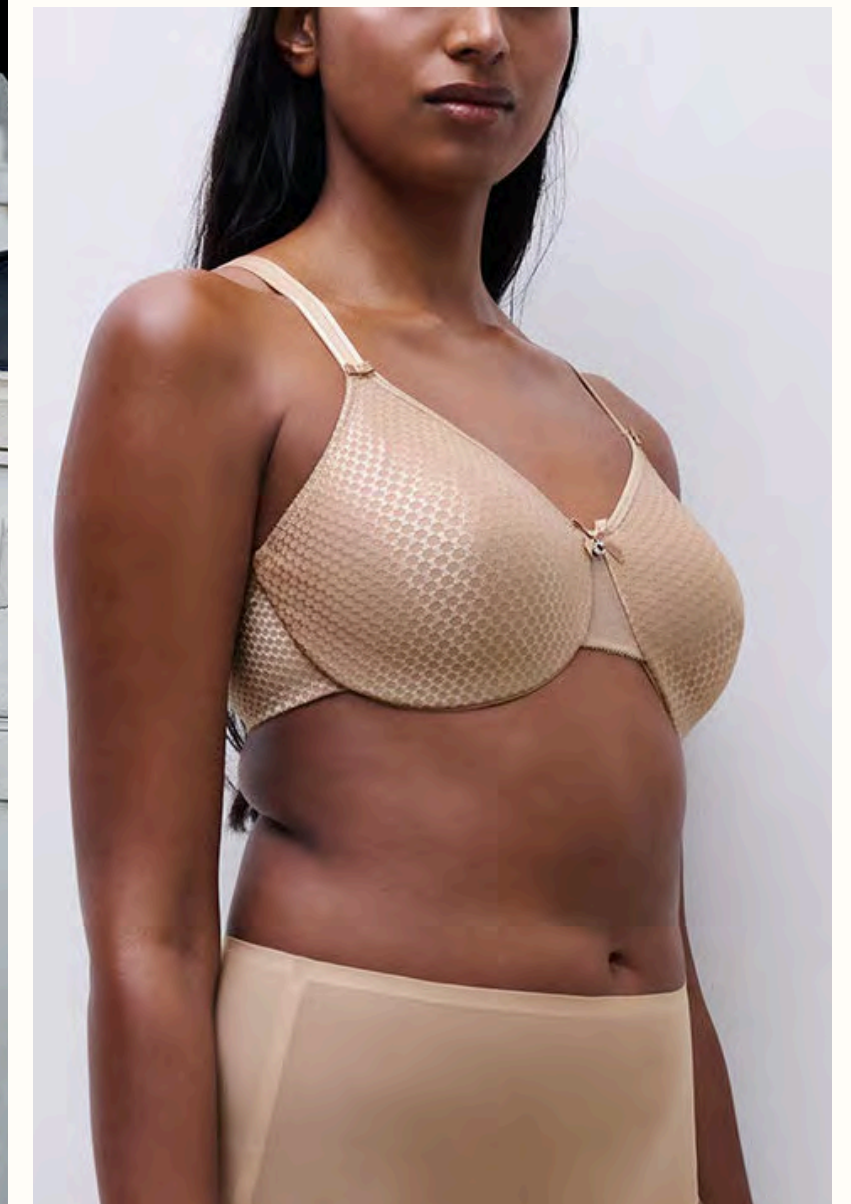
**CHANTELLE**

THE FRENCH PREMIUM

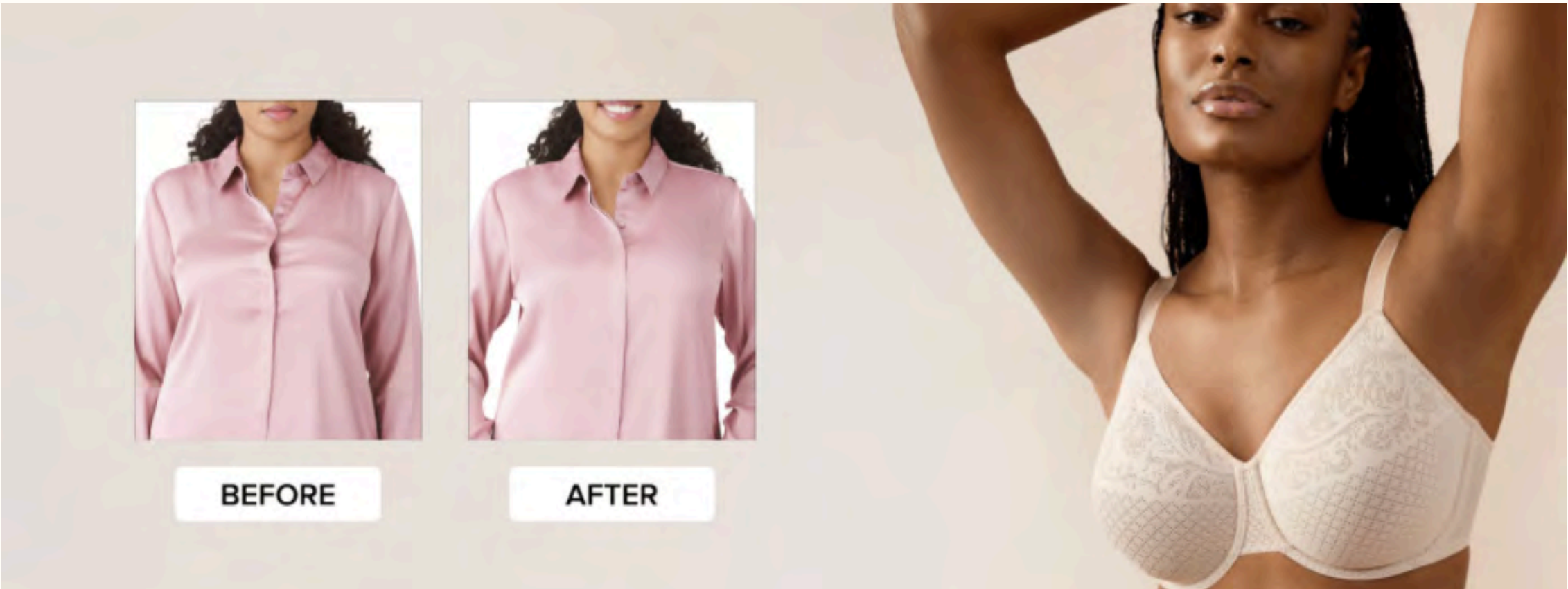
Chantelle's C Magnifique and Magnifique Nouveau series are benchmarks for premium minimizers, blending French design with technical excellence.



**C MAGNIFIQUE NOUVEAU  
SEAMLESS UNLINED  
MINIMIZER BRA**



# COMPARATIVE ANALYSIS



Brand	Key Technology/Fabric	Projection Reduction	Primary Focus
Skims	Ultra-soft Microfiber	Up to 2 inches	Smoothing & Plunge Silhouette
Chantelle	Lycra Soft / Support Slings	Up to 1.5 inches	Natural Shape & Premium Comfort
M&S	Flexifit™ 4-way stretch	~1 cup size	Movement & Reliability
Spanx	Low-profile Smoothing	Up to 1 inch	Silhouette Control
Wacoal	Visual Effects Lace/Mesh	Up to 1 inch	Technical Support & Back Smoothing
ThirdLove	Breathable Unlined	Up to 2 inches	All-day Comfort & Everyday Wear

# HOP LUN PROPOSAL

## PRODUCT OVERVIEW



**003-SS-00247**  
**UNLINED PLUNGE**  
**NECKLINED MINIMIZER**



**003-SS-00249**  
**UNLINED HIDDEN WIRED**  
**MINIMIZER**



**003-SS-00248BT**  
**FULL BONDED UNLINED**  
**MINIMIZER**

# UNLINED PLUNGE NECKLINED MINIMIZER

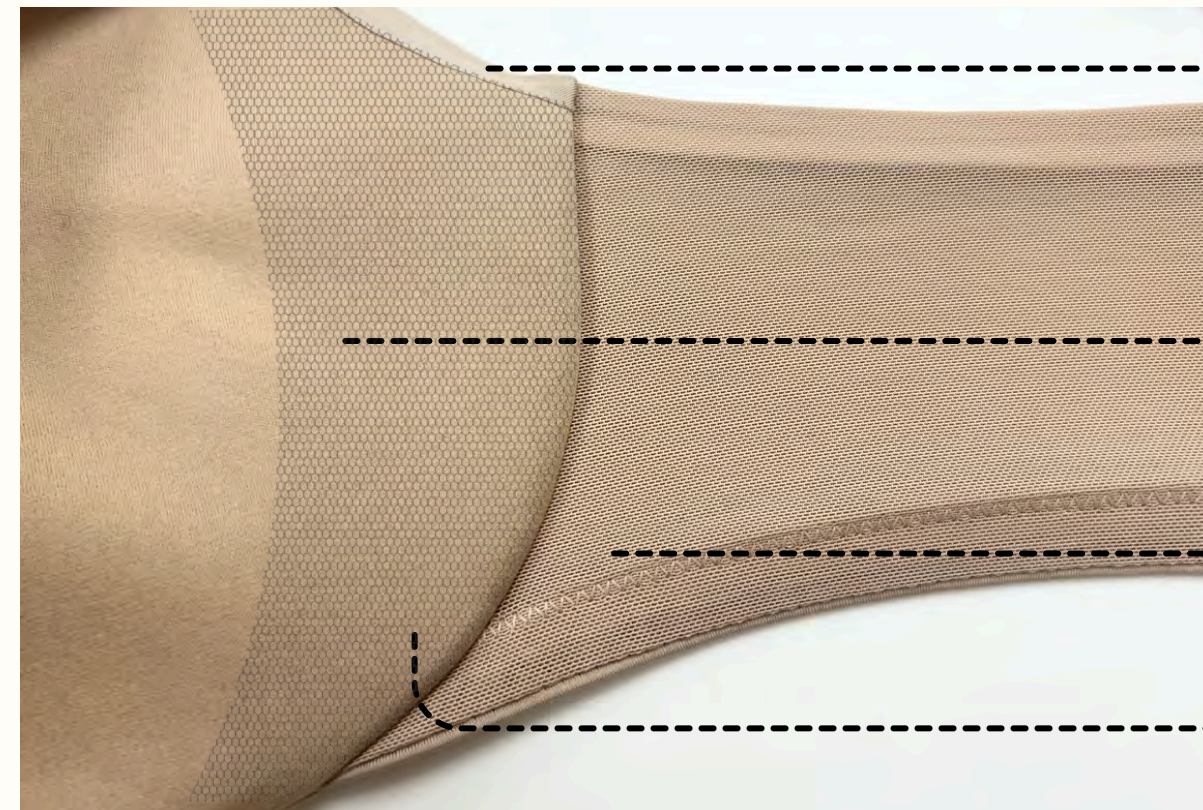
## MATERIAL:

- **Face Brushed & Supportive Interlock as Cup Liner**  
Art.: DS0248-2mm  
Weight: 480g/m2  
Composition: 82% polyester 18 % Elastane
- **Price Competitive Matt Micro as Outer Shell**  
Art.: PS001  
Weight: 150g/m2  
Composition: 92% polyester 8 % Spandex



**003-SS-00247**  
**UNLINED PLUNGE**  
**NECKLINED MINIMIZER**

## FEATURE:



### **BONDED NECKLINE & UNDERARM**

Essential for concealed wire construction and provide sleek appearance

### **POWERMESH SLING**

Designed to provide firm support for side bust.

### **INNER MESH WING**

Enhanced breathability

### **CONCEALED WIRE CONSTRUCTION**

Enhanced comfort at the bust root

Place holder for real model photo

# 38DD FITTING RESULT

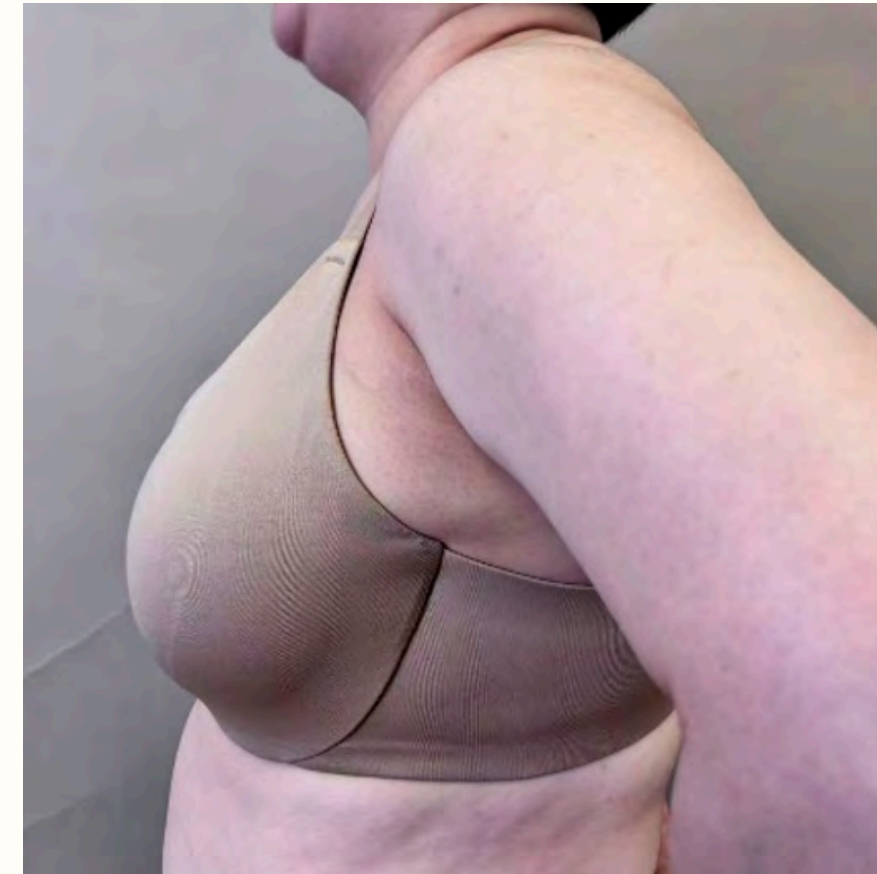
## FRONT VIEW



## QUARTER VIEW



## SIDE VIEW



Circumference	Model Body Measurement (cm)	Model with Minimizer (cm)	Projection Reduction (cm)
OverBust	99	97	2
Full Bust	106	103.5	<b>2.5 (~1 inch)</b>
Underbust	86.5	86	0.5

# UNLINED HIDDEN WIRED MINIMIZER

## MATERIAL:

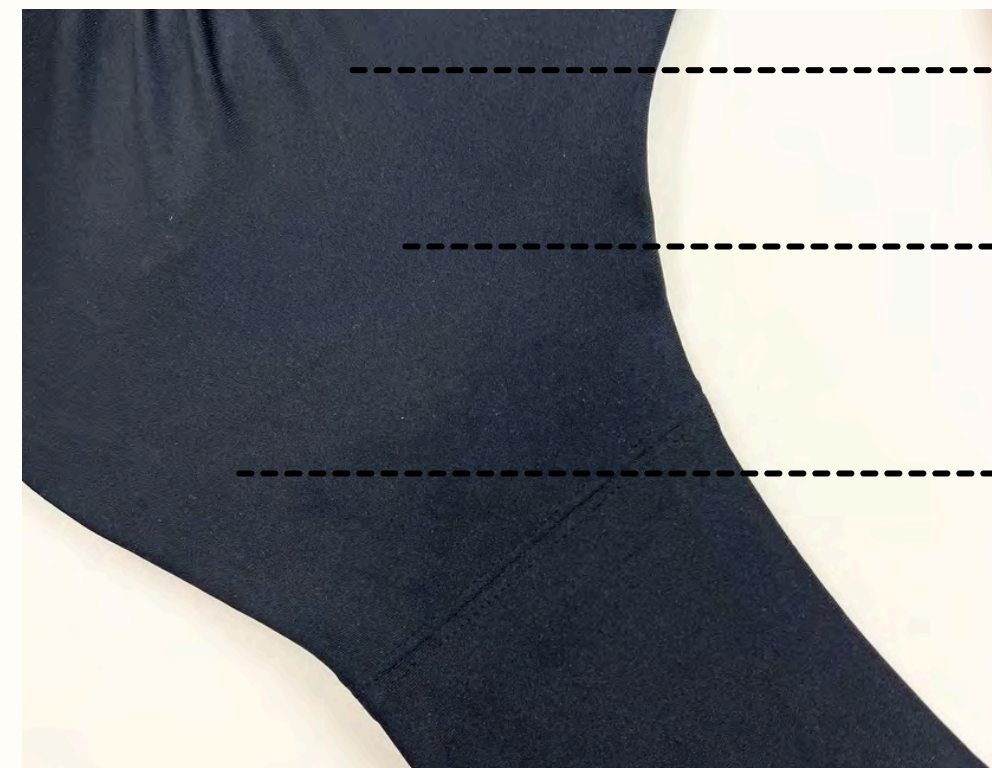
- **Face Brushed & Supportive Interlock as Cup Liner**  
Art.: S197315120201BC  
Weight: 300g/m2  
Composition: 92% polyester 8 % Spandex
- **Price Competitive Matt Micro as Outer Shell**  
Art.: PS001  
Weight: 150g/m2  
Composition: 92% polyester 8 % Spandex



**003-SS-00249**  
**UNLINED HIDDEN WIRED**  
**MINIMIZER**

Place holder for real model photo

## FEATURE:



**NON-PADDED CUPS WITH UNDERWIRING**  
for natural shaping

**POWERMESH SLING**  
designed to provide firm support for  
side bust.

**HIDDEN WIRED CONSTRUCTION**  
provide sleek apperance

# 38DD FITTING RESULT

### FRONT VIEW



### QUARTER VIEW



### SIDE VIEW



Circumference	Model Body Measurement (cm)	Model with Minimizer (cm)	Projection Reduction (cm)
OverBust	99	97	2
Full Bust	106	104	<b>2.5 (~1 inch)</b>
Underbust	86.5	86	0.5



# UNLINED PLUNGE NECKLINED MINIMIZER

## MATERIAL:

- **Matt & Supportive Interlock as Whole Garment**  
Art.: DG30445PHB  
Weight: 330g/m2  
Composition: 88% polyester 12% Spandex



**003-SS-00248BT**  
**FULL BONDED UNLINED**  
**MINIMIZER**

## FEATURE:



**BONDED NECKLINE & UNDERARM**  
provides sleek appearance

**LAMINATED SIDE SLING WITH DOT GLUE**  
enhances side bust support in same fabrication

**NON-PADDED CUPS WITH UNDERWIRING**  
for natural shaping

**W Wire Casing**  
creates contemporary style

# 38DD FITTING RESULT

### FRONT VIEW



### QUARTER VIEW



### SIDE VIEW



Circumference	Model Body Measurement (cm)	Model with Minimizer (cm)	Projection Reduction (cm)
OverBust	99	97	2
Full Bust	106	103.5	<b>2.5 (~1 inch)</b>
Underbust	86.5	86	0.5

THANK

YOU

*Innovation Studio by Hoplun*

