

Why do so many of us shuffle about in bad bras? I've had them all, from the Slightly Too Comfy, which allows my breasts to slide south slowly over the course of the day, to The Cheese Cutter, a bra that mysteriously becomes so wincingly tight that I once had occasion to remove it in a taxi.

How do we find underwear that makes us feel like Daisy Lowe? When it comes to bras, we want The One. But where to look? Well, the simple answer is to find out which bra Daisy Lowe wears - and it's the Triumph Magic Boost. After launching its revolutionary Magic Wire - a soft-touch wire instead of a metal one - Triumph has taken the technology one step further with the Magic Boost.

Triumph's three styles - the Lift Up, for increased volume, the Push Up, for a naturally enhanced cleavage, and the Shape Up, which creates a rounded shape - are designed for a foolproof, flattering fit.

The real first is that they look great under clothes as well as on their owner. Monica Harrington, Triumph's fit expert, reveals: 'I changed into the Push Up halfway through the day, and everyone in the office noticed a dramatic difference, even though I was wearing it under a shirt.' She says so many women are used to wearing unflattering bras that they don't realise how a bra should look. 'The biggest mistake is wearing a band that's too big for them, and a cup size that's too small. A 36in bra isn't just two inches longer around the base than a 34in - that two inches makes the whole bra bigger.

'Also, the band at the back should be parallel to the cups at the front, not sitting above or below. The cup of the bra should start outside the breast, too. If it's pushing into the breast, that's how you end up with a "four boob" effect.'

The reason the Triumph Magic Boost range works so well is its Magic Wire, which uses a soft-touch wire instead of traditional metal wire. The Lift Up bra also uses graduated padding to create more volume at the top of the breast, for an uplifted effect, while the Push Up gives a naturally enhanced cleavage with padding that pushes the breasts in and up, and the Shape Up bra gives you a more rounded, natural shape, and is padded to gently contour the bust.

A Magic Boost makes you look great, under your clothes or out of them. But more importantly, the right bra gives you a shot of confidence, changing the way you feel about your body for the better.



Visit [triumph.com](http://triumph.com) to find out more  
#ReclaimYourShape

**Triumph**  
THE MAKER OF LINGERIE  
SINCE 1886



## Find The One

Some of us can spend a lifetime looking for a bra that fits, lifts and looks great, says **Daisy Buchanan**. So thank heaven for Triumph's Magic Boost

