

OUR SPORTS COLLECTION  
**PERMANENTS**

AUTUMN | WINTER 2019

**NORTH**



  
triaction®

BY *Triumph*

Sold by frandeli.dk



# Index Cardio

**EXTREME SUPPORT** when you want to feel the burn

- trraction Control Lite ..... 15
- trraction Extreme Lite..... 17
- trraction Hybrid Lite ..... 19



# Index Studio

**HIGH SUPPORT** when all you want is to stay toned

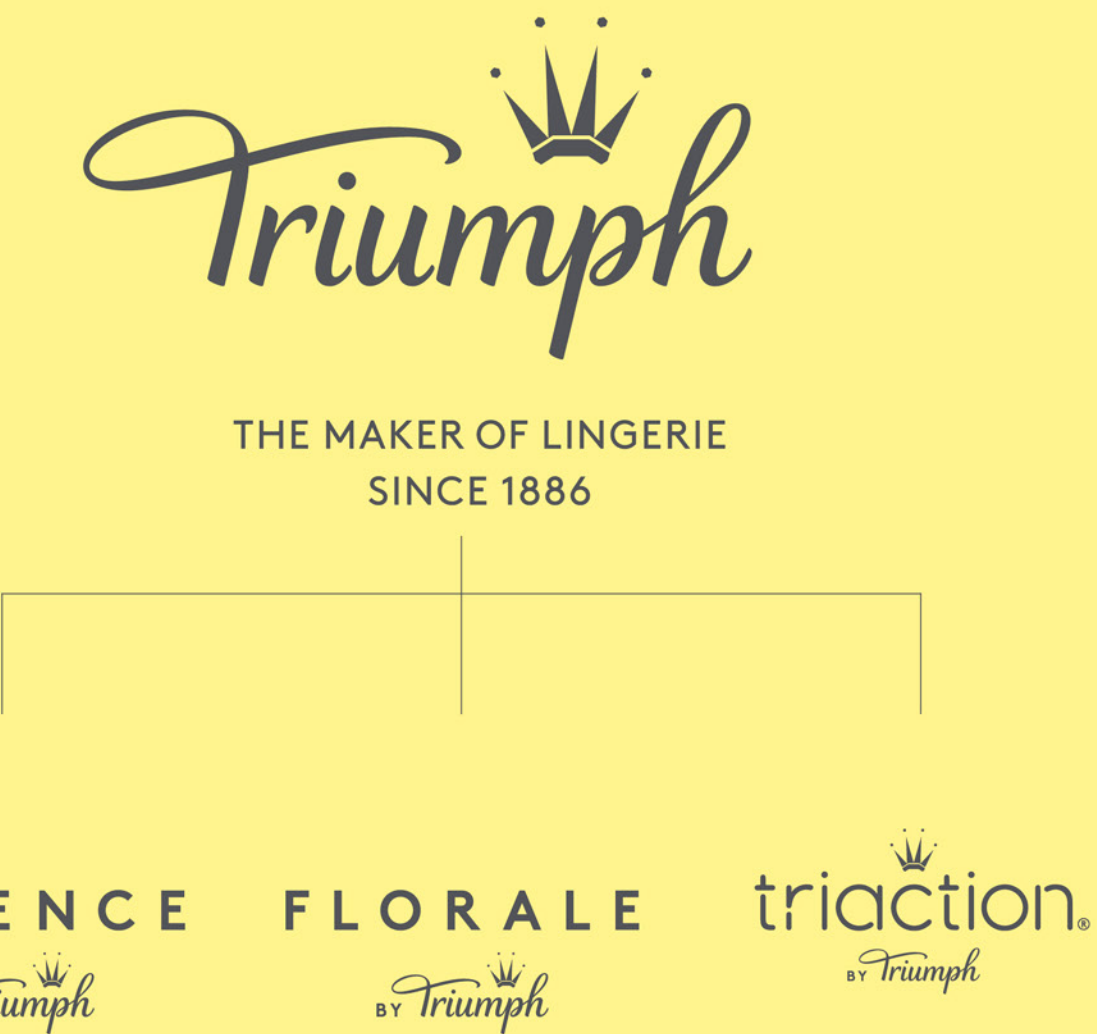
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# Brand Strategy

Triumph Brand Architecture



## Triaction Mission & Vision

### Mission

We help all women join in and enjoy all their sporting activities to the full.

### Vision

To be the most trusted, well-being orientated sports bra brand among active women of all shapes and sizes.

## Triaction Positioning & Function

### Positioning

Specialized styles that offer high functionality and innovation to meet the specific needs of sports activities.

### Function

To emphasize our powerful innovations with outstanding functional solutions; to capture new consumers via their sports bra needs; to increase the size of basket of loyal Triumph consumers and to enter new distribution.

# Product Equipment

## Packaging



HANGER & CARD RIDER



SEGMENT TAGS



PRODUCT PACKAGING

## Tags



FIT TAGS



CONCEPT TAGS



PRODUCT USP TAGS



BOUNCE CONTROL



# 5 Reasons to buy Triaction

1. Best products with **Certified Bounce Control** and latest key innovation.



Knit Motion Card Rider

Dynamic Lite Card Rider

Magic Motion Pro Card Rider



2. A unique segmentation to answer **all fits, sizes** and **sport activities**.

## Studio

Medium intensity activities,  
when she wants to "stay toned"

## Cardio

High intensity activities,  
when she wants "to feel the burn"

3. A unique portfolio. 5 core fits to serve all women.



4. Maximize in-store revenue per sqm and fixture via strong assortment strategy including full sport silhouette.

Small



Large



5. All Triaction garments are OEKO-TEX certified. They have a skin friendly PH.





# Bounce Control Tested

## Trusted support: Certified Bounce Control

All products have been tested by experts at the University of Portsmouth. We have developed styles with the best bounce control available in the market.

## What does “bounce control” mean?

Bounce control is a scientific measurement that indicates the percentage reduction in breast movement caused by a specific sports bra.



Bounce control values have been assigned to each sports bra by The Research Group in Breast Health at The University of Portsmouth, following stringent testing.

## How are our products tested?

Bounce Control is measured by testing the difference in breast movement with and without a bra.

- **12** Testers per bra, all volunteers
- **6** Treadmill version at 10km/h
- **20-40** Age group aligned with our target demographic
- **75D** Size tested

Video: <http://www.port.ac.uk/departments-of-sport-and-exercise-science/research/breast-health/>



# A Unique Fit Portfolio

We offer 5 core fits to serve the needs of women of all shapes and sizes.



Push-Up



Minimizer



Wired



Padded



Non-Wired

<b>PUSH-UP</b> Enhance The soft, moulded cups with gentle and graduating padding enhance the volume of the bust for a defined cleavage. Push-Up: Triaction Magic Motion® Pro MWHU in Black	<b>MINIMIZER</b> Minimize The moulded cups featuring Comfort Wire optically reduce the bust by one size. Minimizer: Triaction Control Lite W01 in Black	<b>WIRED</b> Lift The wire offers a gentle lift and gives a subtle rounder shape. Wired: Triaction Free Motion WP in White	<b>PADDED</b> Contour The light and soft padding creates a perfectly rounded and curvy shape. Padded: Triaction Hybrid Lite P in Black	<b>NON-WIRED</b> Natural Naturally shapes your bust with tailored cup support. Non-Wired: Triaction Free Motion N in White
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# Cardio – Triaction Control Lite

Series USP:

- Triaction Dynamic Lite® Concept
- EXTREME SUPPORT without the bulk
- 3D POWERTECH INNOVATION, three layers of anti-bounce control and ergonomic straps
- MAXIMUM LIGHTNESS, smart fabrics, stay dry properties



W01 · White 0003

EU Cups B-F Size 70-100  
EU Cup G Size 70-95  
EU Cup H Size 70-90  
UK Cups B-E Size 32-44  
UK Cup F Size 32-42  
UK Cup G Size 32-40  
Material 81%PA, 19%EL  
SAP no. 10165861



HANGER



W01 · Black 0004

EU Cups B-F Size 70-100  
EU Cup G Size 70-95  
EU Cup H Size 70-90  
UK Cups B-E Size 32-44  
UK Cup F Size 32-42  
UK Cup G Size 32-40  
Material 81%PA, 19%EL  
SAP no. 10165861



HANGER

Style USP W01:

- Minimizer bra, reduces your bust by one cup size
- 78% bounce control –extreme support tested by the University of Portsmouth
- 3D power straps, padded, versatile and fully adjustable
- Comfort Wire for no digging in

3D Powertech



Comfort Wire



Multioptional Straps







# Cardio – Triaction Extreme Lite



## Series USP:

- Triaction Dynamic Lite® Concept
- EXTREME SUPPORT without the bulk
- 3D POWERTECH INNOVATION, three layers of anti-bounce control and ergonomic straps
- MAXIMUM LIGHTNESS, smart fabrics, stay dry properties



### N · White 0003

- EU Cup A Size 75-90
- EU Cup B Size 70-90
- EU Cups C-D Size 70-95
- EU Cup E Size 70-90
- EU Cup F Size 70-85
- EU Cup G Size 70-80

- UK Cup A Size 34-40
- UK Cup B Size 32-40
- UK Cups C-D Size 32-42
- UK Cup DD Size 32-40
- UK Cup E Size 32-38
- UK Cup F Size 32-36

Material 79%PA, 21%EL  
SAP no. 10163839



BOX



### N · Black 0004

- EU Cup A Size 75-90
- EU Cup B Size 70-90
- EU Cups C-D Size 70-95
- EU Cup E Size 70-90
- EU Cup F Size 70-85
- EU Cup G Size 70-80

- UK Cup A Size 34-40
- UK Cup B Size 32-40
- UK Cups C-D Size 32-42
- UK Cup DD Size 32-40
- UK Cup E Size 32-38
- UK Cup F Size 32-36

Material 79%PA, 21%EL  
SAP no. 10163839



BOX

## Style USP N:

- Non-wired bra with natural contouring
- 77% bounce control – extreme support tested by the University of Portsmouth
- 3D power straps, padded, versatile and fully adjustable

### 3D Powertech



### Multioptional Straps







## Cardio – Triaction Hybrid Lite

### Series USP:

- Triaction Dynamic Lite® Concept
- EXTREME SUPPORT without the bulk
- 3D POWERTECH INNOVATION, three layers of anti-bounce control and ergonomic straps
- MAXIMUM LIGHTNESS, smart fabrics, stay dry properties



### P · Black 0004

EU Cup A Size 75-90  
EU Cups B-C Size 70-100  
EU Cup D Size 70-95  
EU Cup E Size 70-90  
EU Cup F Size 70-85  
EU Cup G Size 70-80

UK Cup A Size 34-40  
UK Cups B-C Size 32-44  
UK Cup D Size 32-42  
UK Cup DD Size 32-40  
UK Cup E Size 32-38  
UK Cup F Size 32-36

Material 45%PA, 37%PES, 15%EL, 3%CO  
SAP no. 10162782



HANGER



### P · White 0003

EU Cup A Size 75-90  
EU Cups B-C Size 70-100  
EU Cup D Size 70-95  
EU Cup E Size 70-90  
EU Cup F Size 70-85  
EU Cup G Size 70-80

UK Cup A Size 34-40  
UK Cups B-C Size 32-44  
UK Cup D Size 32-42  
UK Cup DD Size 32-40  
UK Cup E Size 32-38  
UK Cup F Size 32-36

Material 45%PA, 37%PES, 15%EL, 3%CO  
SAP no. 10162782



HANGER

### Style USP P:

- Padded bra, contours your curves without adding volume
- 74% bounce control – extreme support tested by the University of Portsmouth
- 3D power straps, padded, versatile and fully adjustable
- Light, breathable cup with spacer technology

3D Powertech



Spacer Cup



Multioptional Straps







## Studio – Triaction Wellness

Series USP:

- Wellness bra
- EXTRA-SOFT, sports bra recommended for wellness



F · Black 0004

EU Cup B Size 70-90  
EU Cups C-D Size 70-95  
EU Cup E Size 70-90  
UK Cup B Size 34-40  
UK Cups C-D Size 32-42  
UK Cup DD Size 32-40  
Material 79%PA, 21%EL  
SAP no. 10181324



BOX



F · White 0003

EU Cup B Size 70-90  
EU Cups C-D Size 70-95  
EU Cup E Size 70-90  
UK Cup B Size 34-40  
UK Cups C-D Size 32-42  
UK Cup DD Size 32-40  
Material 79%PA, 21%EL  
SAP no. 10181324



BOX

Style USP F:

- Non-wired bra with natural contouring
- 63% bounce control – high support tested by the University of Portsmouth
- Easy in and out front closure
- Adjustable straps
- Active stretch fabric

Front Closure



Active Stretch



N · Black 0004

EU Cup B Size 75-90  
EU Cups C-D Size 70-95  
EU Cup E Size 70-90  
EU Cup F Size 70-85  
UK Cup B Size 34-40  
UK Cups C-D Size 32-42  
UK Cup DD Size 32-40  
UK Cup E Size 32-38  
Material 77%PA, 23%EL  
SAP no. 10184765



BOX



N · White 0003

EU Cup B Size 75-90  
EU Cups C-D Size 70-95  
EU Cup E Size 70-90  
EU Cup F Size 70-85  
UK Cup B Size 34-40  
UK Cups C-D Size 32-42  
UK Cup DD Size 32-40  
UK Cup E Size 32-38  
Material 77%PA, 23%EL  
SAP no. 10184765



BOX

Style USP N:

- Non-wired bra with natural contouring
- 60% bounce control – high support tested by the University of Portsmouth
- Adjustable straps
- Active stretch fabric

Easy On & Off



Active Stretch







# Studio – Triaction Free Motion



## Series USP:

- From the office to gym – the all day active sports bra
- PURE COMFORT, soft fabrics
- PRETTY DETAILS, fashionable straps
- STAY DRY, antibacterial, moisture management



N - Black 0004

EU Cups B-F Size 70-95

UK Cups B-E Size 32-42

Material 50%PES, 32%PA, 18%EL  
SAP no. 10164116



BOX

## Style USP N:

- Non-wired bra with natural contouring
- 68% bounce control – high support tested by the University of Portsmouth
- Decorative straps and J-hook creates pretty, racer back

Multioptional Straps



Active Stretch







# Studio – Triaction Workout



## Series USP:

- EXTRA COMFORT sports bra
- Made with SOFT COTTON



N - Black 0004

EU Cups B-F Size 70-95

UK Cups B-E Size 32-42

Material 36%PA, 29%EL, 22%CO, 13%PES  
SAP no. 10006486



BOX



N - White 0003

EU Cups B-F Size 70-95

UK Cups B-E Size 32-42

Material 36%PA, 29%EL, 22%CO, 13%PES  
SAP no. 10006486

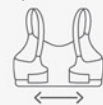


BOX

## Style USP N:

- Non-wired bra with natural contouring
- Easy on and off with adjustable straps
- Active stretch fabric

Easy On & Off



Active Stretch





# Packaging Strategy

New display strategy in line with consumer’s expectations: more fashionable appeal on hangers.

Colour	Non-Wired	Wired	Padded	Minimizer	Push-Up
					

# Style Overview

	ABBREVIATION	DESCRIPTION
F	F	front closure, non-wired
N	N	non-wired bra
P	P	padded bra
W	W01 WHP	minimizer bra underwired bra, padded

# Icon Overview

<div>Spacer Cup</div> 	<div>One Piece Wire</div> 	<div>Multioptional Straps</div> 	<div>Comfort Wire</div> 	<div>Adjustable Straps</div> 
<div>3D Powertech</div> 	<div>Active Stretch</div> 	<div>Breathable Cup</div> 	<div>Easy On &amp; Off</div> 	<div>Cushioned Straps</div> 
<div>Front Closure</div> 	<div>Ultralightweight Cup</div> 	<div>High Bounce Control</div> 	<div>Extreme Bounce Control</div> 	<div>Extreme Bounce Control 83%</div> 
<div>Antibacterial</div> 	<div>Cooling</div> 	<div>Quick Dry</div> 	<div>Reflective</div> 	<div>Thermal</div> 



