

# Ulla - History

In 1948 the Weidauer family started up a lingerie workshop with two sewing machines in the German town of Leinach. Still family-owned and now a team of 70, Ulla Lingerie is still created by hand and with sewing machines and are producing some innovative designs and fitting solutions for the lingerie world.

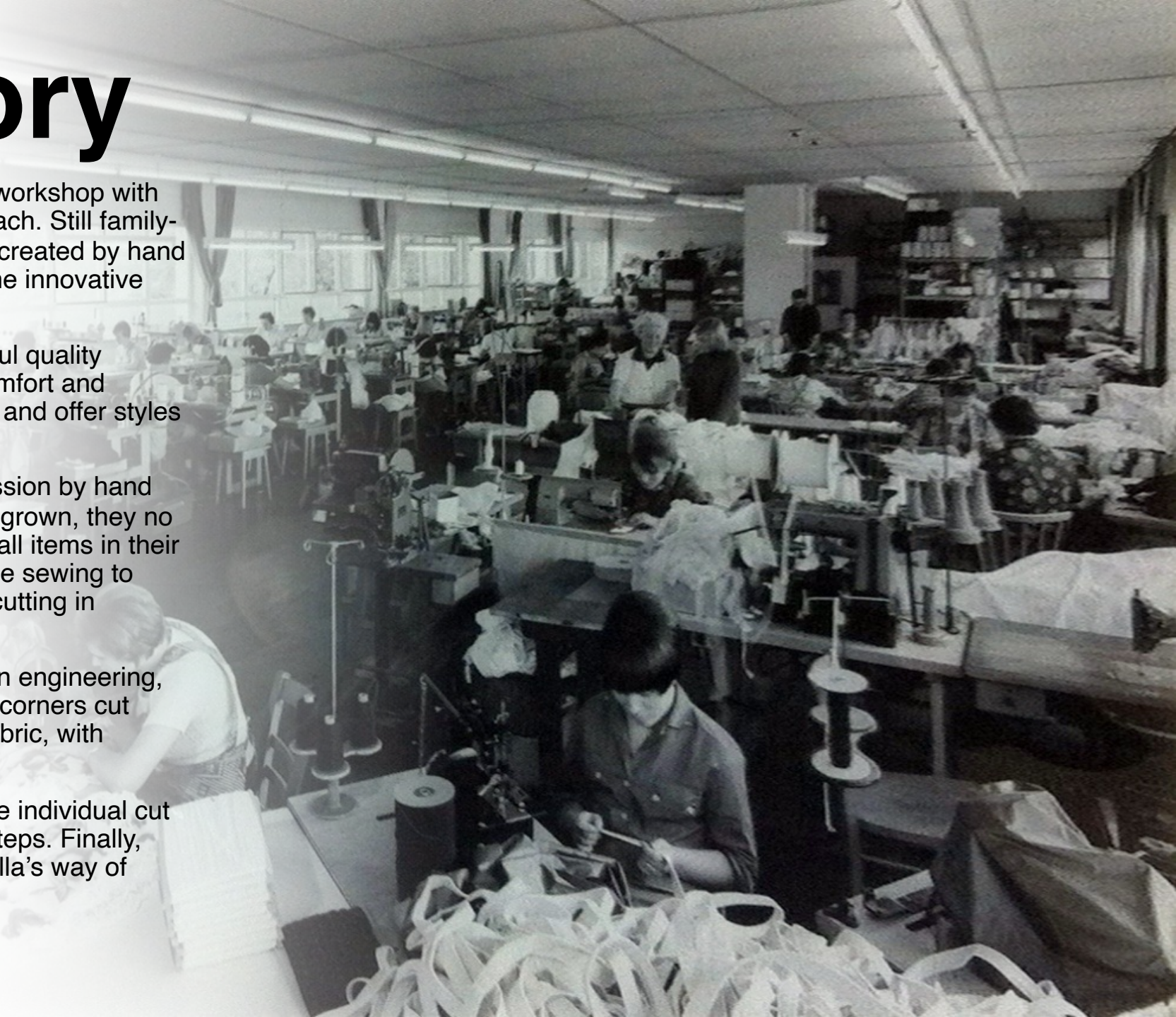
Ulla is a premium, luxurious brand offering beautiful quality fabrics, clever tailoring and the highest level of comfort and functionality. They cater to an amazing size range and offer styles and sizes no other brand does.

Ulla is still made with the same perfection and passion by hand and with sewing machines in Europe. As Ulla has grown, they no longer have the capacity to produce every part of all items in their Leinach factory. They have outsourced some of the sewing to their factories in Latvia and Slovenia, keeping all cutting in Germany.

Well and truly living up to the reputation of German engineering, Ulla take high standards to the extreme. The only corners cut during the meticulous process are the pieces of fabric, with precision, hand cut and sewn.

Experienced seamstresses precisely assemble the individual cut pieces into a finished bra, with many small work steps. Finally, each item is subjected to careful quality control, Ulla's way of guaranteeing their consistently high quality.

*Image Right: Ulla workshop in Leinach, Germany – 1972*



# Materials



It takes 53 different pieces & 33 various processes to make an Ulla Bra

## **Underwires:**

Ulla's underwires are made of spring steel that are very resistant to pressure, burden and high temperatures. They are softer and thinner than underwires in for example Elomi bras, but still very strong.

The materials used for the underwires are free of nickel, in line the Oeko-Tex standard (certified as free of harmful chemicals). They are specially designed and produced according to Ulla's specifications regarding radius, size and graduation and are unlike any other company's underwires.

In terms of the shapes, Ulla is well known for providing options for the largest sizes without the wires being too high under the arm, this is a result of their crescent shaped and low cut underwires. They do make some styles with a deeper and U-shaped wire but they are still low at the under arm compared to competitors.

## **Fabrics:**

The quality and sophisticated fabrics are chosen at the Paris Textile Fair and are all sourced from Europe

Embroidery and lace work is acquired from St. Gallen Switzerland and Austria

Ulla's fabrics need to meet Ulla's high standards and the material composition has to offer optimum support

Fabrics are ethically sourced and produced in accordance with the EU standards

Ulla use several unique and innovative fabrics including their satin microfiber, power lace, lycra beauty and trevira bioactive antibacterial fibres (please see product details for more information on this)

# Scripts: Price Point

Ulla bras are at the higher end of our price ranges. Below are scripts to respond to the price point barrier with our customers ...

- “Ulla are what we refer to as the Rolls-Royce of the bra making world and are a worthy investment in your comfort and support”
- “Ulla bras are hand cut and sewn in Germany, they undergo vigorous quality control before making their way to us”
- “The higher cost relates directly to the quality of the engineering, meticulous production and the use of superior materials.”
- “Ulla well and truly lives up to the trusted reputation of German engineering, their bras are handmade and take high standards to the extreme”
- “As our premium brand we 100% stand by their quality and consistency. It is trusted and genuinely valued at Brava.”
- “The price reflects the exceptional quality. Ulla bras are made of high-quality fabrics, that are specially selected, to ensure the bra will last longer and be more comfortable than most standard bras.”
- “Ulla are German, premium cars and bras – say no more!