

# *Evolve*

hotmilk



PRODUCT KNOWLEDGE GUIDE:  
DESIGN, FIT & FEEL

# FEATURES

NOT A NURSING BRA — MADE FOR EVERY WOMAN

**Cups:** Stretch with natural changes - perfect for fluctuating sizes, with no added bulk

## **Smoothing Underarm Panels:**

Create sleek, smooth lines

**Hidden Support:** Discreet reinforcement gives lift and shape - support she feels, not sees

# FEATURES

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**Straps:** Adjustable and convertible with cross hook option

**Strap width** widens with larger cups

**Wide smoothing back:** Smooths lines, reduces bulge, and provides gentle support.

**Customise your fit:** 4 hook-and-eye that adjust with you

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# FEATURES

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**Fabric:** Buttery-soft fabrics and luxurious lace come together for a feeling of pure, luxe comfort.

**Wirefree:** Gentle lift and natural shape, all-day comfort

**Flexiwire:** A flexible wire that moves with her body, offering lift without restriction and superior comfort - without the rigid feel of a traditional wire.

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# FEATURES

**Mid-rise**, smooth, flattering and gently supportive

**Lightweight leakproof liner:** everyday protection and peace of mind

**Flat seams**, minimal show finish

Pairs perfectly with every Evolve style

# INSIDE THE BRA

Helping customers find their perfect fit – see how our thoughtful design features work together for comfort, lift, and a flawless silhouette.



## Wirefree

Gentle lift and natural shape, all-day comfort.



## Flexiwire

Moves with her body, lift without restriction.



## Smoothing band

Create sleek, smooth lines for a flawless, seamless silhouette.



## Customise your fit

4 hook-and-eye back closure that adjust with you.



## Straps

Adjustable and convertible, designed for comfort and a perfect fit.



## Breathable

Cool and comfy all day.



## Hidden Support

Discreet reinforcement gives lift and shape, support she feels, not sees.



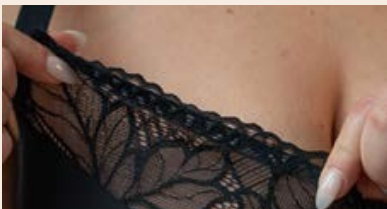
## Adaptive cups

Stretch with natural changes, perfect for fluctuating sizes.



## Smoothing underarm

Smooth lines for a seamless look.



## Delicate lace

Lightweight, soft, modern.

Your body evolves.  
Your lingerie should too.

# DESIGN, FIT & FEEL

NOT A NURSING BRA — MADE FOR EVERY WOMAN

## **EFFORTLESS T-SHIRT BRA** (No bulk T-shirt bra) **RRP \$79.95**

BAND 10–16 CUP: B–F

- **Support Level:** Medium, natural lift and shape
- **Fit Tip:** Flexible underwire with wide smoothing underarm panel adapts quickly, providing a sleek, invisible finish under clothing and no added bulk.

*From the Designer :* Perfect for customers seeking a smooth, no-roll T-shirt bra that delivers elevated comfort, lasting support, and a polished silhouette all day.



## **LUXE WIREFREE BRA** (Inspired by Show Off) **RRP \$89.95**

BAND: 10–18 CUP: B–H

- **Support Level:** Medium – High, balanced comfort and everyday support
- **Fit Feel:** Soft, flexible, and supportive with a gentle hold. Ideal for customers who want wirefree comfort without compromising shape and support.

*From the Designer :* Perfect for all-day wear. Designed for women moving from wired bras who want a supportive, polished fit. Buttery-soft, lightweight, with a comfortable cotton lining.



## **REFINED FLEXIWIRE BRA** (inspired by Temptation) **RRP \$99.95**

BAND: 8 | D–H BAND: 10–18 | C–H

- **Support Level:** High – flexible underwire with beautifully lifted silhouette.
- **Fit Feel:** Moulds gently while maintaining rounded lift and definition; moves comfortably with the body throughout the day.

*From the Designer :* Ideal for customers who enjoy the support of a wired fit but want something more flexible and forgiving. Provides a smooth, comfortable band with superior lift, shape, and all-day stability—while feeling light and effortless.



## **THE CLASSIC BIKINI & G-STRING** (Elevated everyday brief) **RRP\$34.95**

BIKINI SIZING: S–XXL | G-STING SIZING: SIZING: S–XL

- **Support:** Mid-coverage back with a seamless, comfortable design
- **Fit Feel:** Smooth, flattering silhouette that sits comfortably under clothing

*From the Designer :* This lightweight leakproof liner is your go-to solution and an everyday essential, providing discreet protection and peace of mind. It softens and molds to the body with wear and washing, delivering all-day comfort and confidence.



# DESIGN, FIT & FEEL

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## HOOK-AND-EYE

Evolve bras feature a 4-step hook-and-eye back closure, for the perfect fit (compared to 6-step closures on other Hotmilk styles). They are more generous than most brands, that have a 3-step system.

**Fit tip:** Keep this in mind when fitting - you can use sister sizing if needed (up a band, down a cup).

*From the Designer: When fitting a customer, start with the loosest hook to allow room for adjustment as the band naturally eases over time.*

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## SIZING

**True to size:** Evolve styles fit true to size, so customers can start with their usual size.

**Softer skin tip:** For women with softer tissue or more squish around the back/underarm, try sister sizing up (up a band, down a cup).

**Example:** Lisa, our founder, says: "I used to wear a 12D but now wear a 14C — it feels so much more comfortable."

*From the Designer: Use this example to reassure customers who feel tightness under the arms or across the back - a simple sister size adjustment can make all the difference.*

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## COMFORT

**Fit feel:** Evolve bras may feel snug at first, but softens and moulds beautifully to your shape after a few hours of wear.

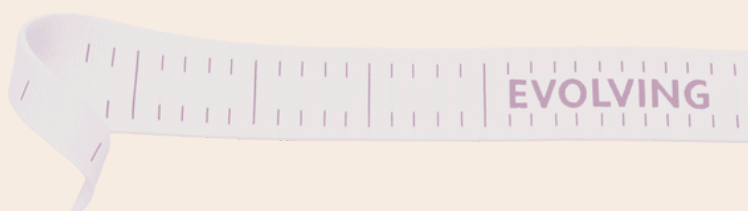
### Straps (luxé & refinded):

- Strap width increases as cup size increases
- 15mm straps on smaller sizes
- 18mm straps from 10F upwards for extra support

*From the Designer: Make sure straps aren't too tight, and remind customers to give the bra a little time to "settle in." This helps them get comfortable with the initial firmness and feel confident all day.*

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**Care Instructions:** Cold wash - love your lace and it'll love you back, gently drape to dry.



**Need help or advice?** Email the team at Hotmilk: [Salessupport@hmcollective.com](mailto:Salessupport@hmcollective.com)

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