

# Hogengård

OF SWEDEN

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# THE STORY

I have been a dressage rider almost all my life. It's my passion. And bras have always been a big problem. Having a bigger cup size and a quite small chest size made it almost impossible for me to find a sports bra that gave good support and was comfortable. So if no one else would make a perfect sports bra, I had to do it myself. This is briefly how my company started in 2005.

I began with producing the sports bra Comfort Support and a sports/riding brief. During the years I have built up my web-shop and have had booked fittings at the office. I have really learnt what my customers want and it has been hard to find that in the sizes I wanted. Comfort without making it look like "grannies bras" have been my goal with this new collection.

I have worked really hard finding the perfect production in Europe. The highest quality of the products and working conditions for the employees in the factories are really important.

Now days my passion for horses is shared with the passion for making the most comfortable lingerie. I hope that you will find this new comfort collection interesting. On the last page you will find all contact details.

*With Kind Regards*  
Helene Hogengård



“There is something about the outside of a horse  
that is good for the inside of a man.”

Winston S. Churchill



# Posh Emma

First out of the new styles is the jewel if you ask me and my Swedish customers. The three part cup gives a very nice round cup shape. It is cut high enough to capsule the breast but still give a sexy flair.

30 mm wide chest band.

Four hook/eye in the back and three rows.

Broad padded shoulder straps that are adjustable.

Shoulder straps sits closer together in the back to prevent them from slipping.

Special made strong under-wire casing.

Exclusive details and fabrics.

## Sizes

B 75-85

C 75-85

D 70-90

E 65-90

F 65-90

G 65-90

H 65-90

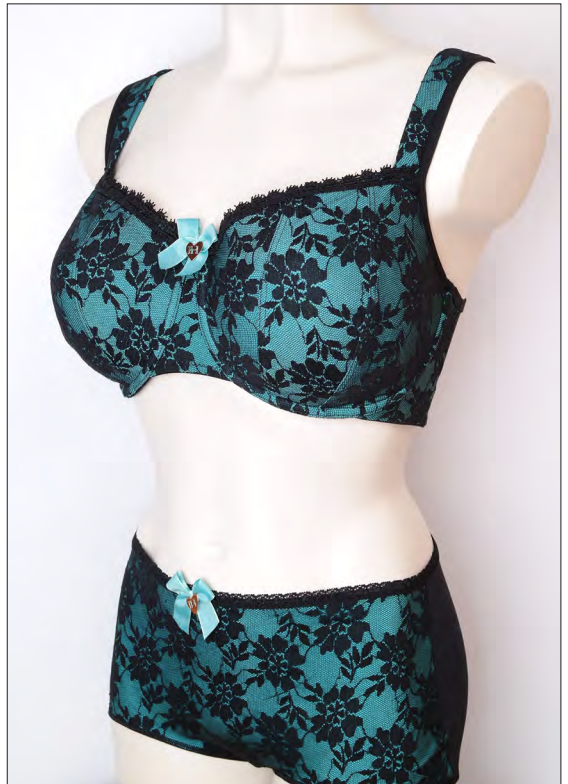
I 65-85

## Short

S, M, L, XL, XXL

## Brief

S, M, L, XL, XXL





Smiles never goes out of fashion.

# Lacy Sanna

This style many of my customers are waiting for. It is a classic style but with a rounder and younger cut cup. It has a strong side support that goes under the cup.

30 mm wide chest band.

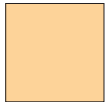
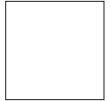
Four hook/eye in the back and three rows.

Broad padded shoulder straps that are adjustable.

Shoulder straps sits closer together in the back to prevent them from slipping of the shoulders.

Special made strong under-wire casing.

Exclusive details and fabrics.



## Sizes

B 75-85

C 75-85

D 70-90

E 65-90

F 65-90

G 65-90

H 65-90

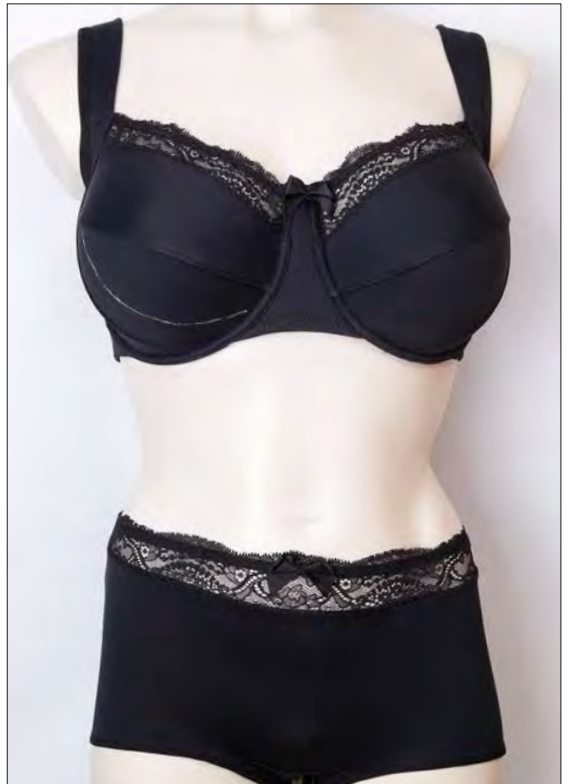
I 65-85

## Short

S, M, L, XL, XXL

## Brief

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# Smooth Nadja

A t-shirt bra with a natural and nice round cup shape. A discrete model that fits perfectly underneath tight or thin clothes.

30 mm wide chest band.

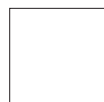
Four hook/eye in the back and three rows.

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Shoulder straps sits closer together in the back to prevent them from slipping of the shoulders.

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Exclusive details and fabrics.



## Sizes

B 75-85

C 75-85

D 70-90

E 65-90

F 65-90

G 65-90

H 65-90

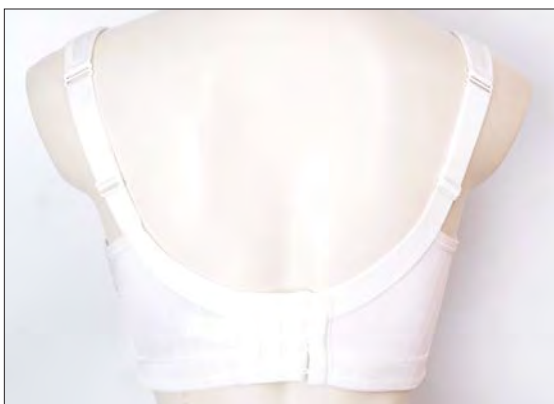
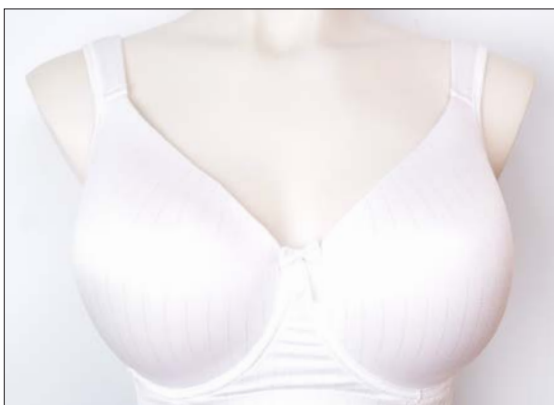
I 65-85

## Short

S, M, L, XL, XXL

## Brief

S, M, L, XL, XXL



# Comfort Support sports bra

Truly loved by my customers for over twelve years now. I have had to expand the size range every year. The comfort and support combination is the key. It is worn by women in most sports. From training at the gym to riders and ironman triathletes.

Four hook/eye in the back and three rows.

High in the front to really absorb bounce.

Broad padded shoulder straps that are adjustable.

Special made strong under-wire casing.

The under-wires are well capsuled in the bra so it will not chafe.

## Sizes

B 75-85

C 75-90

D 70-90

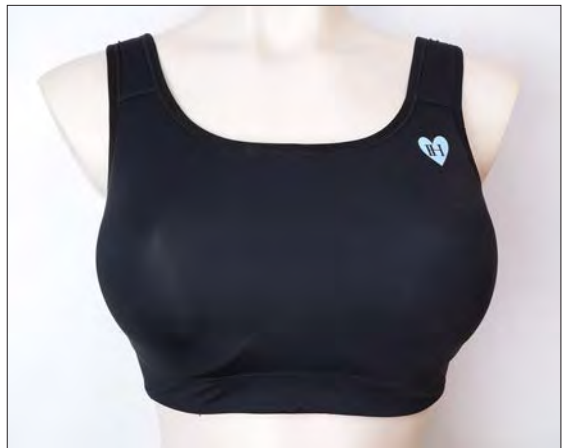
E 65-95

F 65-95

G 65-90

H 65-85

I 65-80







I use my friends and customers as models.  
I think it is important to show the real thing  
and no bodies will ever be retouched.

# Sports/Riding short

The perfect fit and fabric for the active woman. Tested and worn by some of the best riders in the world. But the best compliments I have gotten is from the riders that have problems with chafing and this short have really helped them.

Seamless gusset area.

All seams are flat.

Sizes

S, M, L, XL





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