

@lxccarvalho

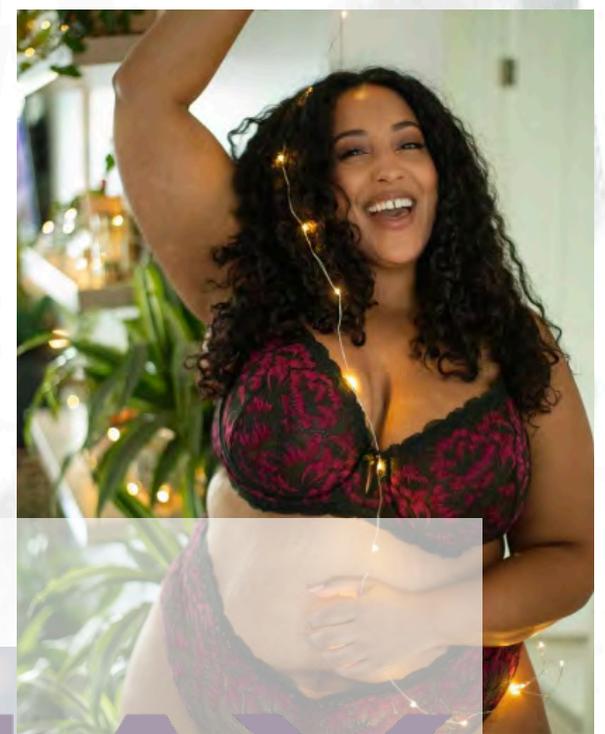
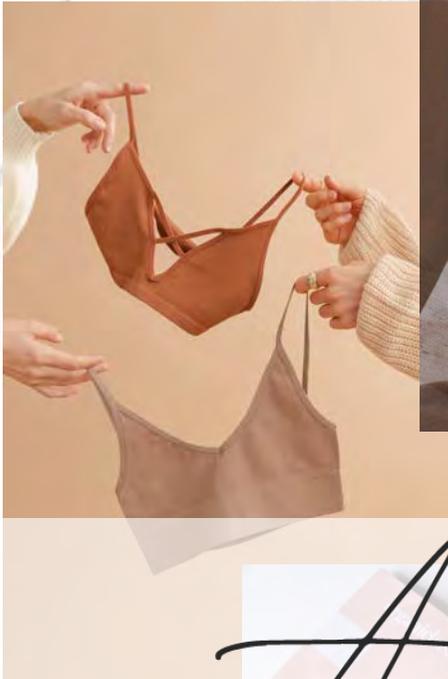
VIOLET MAY



sustainable lingerie

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WIOLETT MAY

sustainable lingerie



- LILAC
- BLUSH
- BLOOM
- DEW
- POWDER
- BLUEBIRD
- WOOL
- BRASS
- FAWN





“ The aim of
VIOLET MAY
sustainable lingerie
is to create a
sustainable
and
inclusive
lingerie brand that
celebrates women’s bodies,
combining both
functionality
and
aesthetics. ”

Brand Values



Violet May's entire mission is focused around making the wearer feel confident in themselves by providing them with high quality lingerie that has been made with their bodies in mind. Using only sustainable materials and practices, Violet May aims to pave the way and show that style does not have to be compromised for sustainability.

Why Sustainability?

“

OVER 50%.

of consumers in the UK

WANT TO SEE AND BUY

more sustainable fashion.”

- BISHOP, 2019

Why Lingerie?

“

THE WAY WE USE UNDERWEAR

right now

IS A COMPLETE WASTE OF RESOURCES

and is terribly damaging.”

FOR THE ENVIRONMENT.

- FIBIGER, 2018

Why Plus-Size?

//

LESS THAN 20%.

of conscious products

CURRENTLY IN THE MARKET

cater to above-average sizes //

- MARCI, 2020

Current Sustainable Offerings

lack of underwire

SIZE

SMALL

MEDIUM

MEDIUM PLUS

largest size: l



bralette style

Choose an option

XS

S

M

L

no support

The Seaweed Collection



SeaCell

“Seaweed doesn’t
require fertilizer,
pesticides, freshwater, or
land and absorbs CO2
as it grows.”

- WWF, 2019

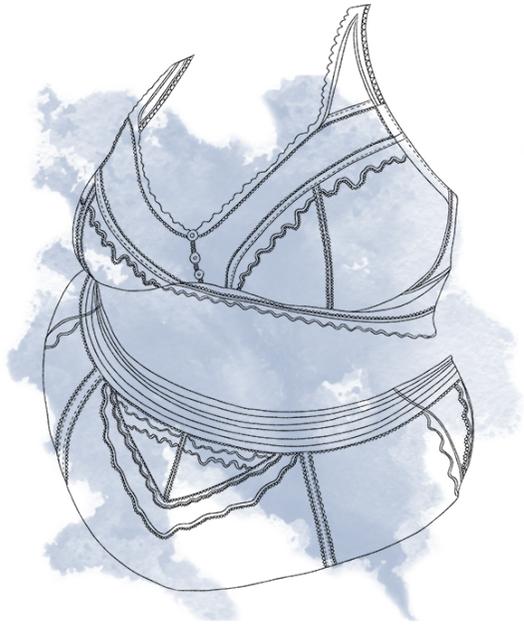


SeaCell is a fibre produced exclusively from sustainable raw materials. This is carbon neutral and completely biodegradable.

SeaCell has a smooth and silky feel, as well as being highly breathable and lightweight. Nutrients retained from the seaweed are released from the fibre when worn, activating cell regeneration and soothing irritated skin. These qualities are highly beneficial for underwear and intimate health.

The *seaweed* collection

VIOLET MAY



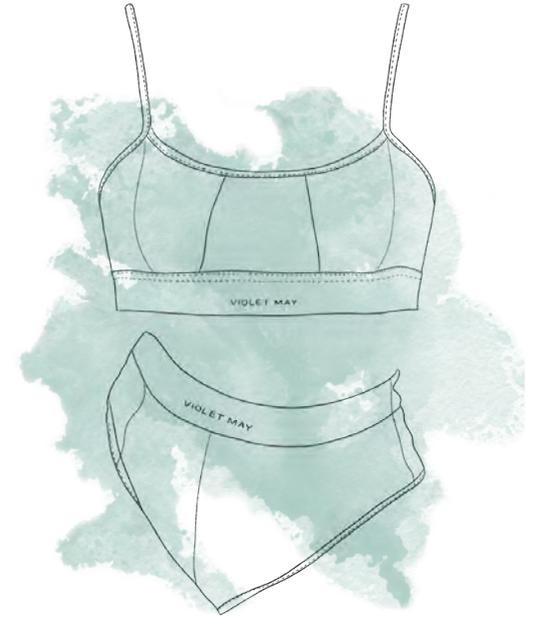
Style 01: Seychelles

Composition: Seaweed & Recycled Lace
Bra Sizes: 32B - 46J
Bra Price: £46.99
Brief Sizes: 16-32
Brief Cut: High Waisted Bikini
Brief Price: £23.99
Colourways: Sky Blue



Style 02: Amalfi

Composition: Recycled Mesh & Lace
Bra Sizes: 32B - 46J
Bra Price: £42.99
Brief Sizes: 16-32
Brief Cut: High Waisted Bikini
Brief Price: £22.99
Colourways: Olive Green

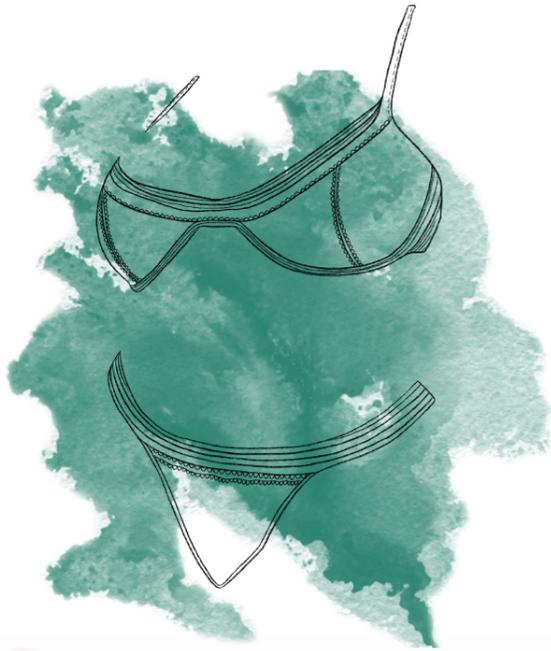


Style 03: Cancun

Composition: Seaweed
Bra Sizes: M - XXXL
Bra Price: £40.99
Brief Sizes: 16-32
Brief Cut: High Waisted Bikini
Brief Price: £19.99
Colourways: Seafoam Green

The *seaweed* collection

VIOLET MAY



Style 04 Lucia

Composition: Recycled Mesh
Bra Sizes: 32B - 46J
Bra Price: £44.99
Brief Sizes: 16-32
Brief Cut: Low Rise Thong
Brief Price: £19.99
Colourways: Parakeet Green



Style 05: Mykonos

Composition: Recycled Lace & Organic Satin
Bra Sizes: 32B - 46J
Bra Price: £49.99
Brief Sizes: 16-32
Brief Cut: Bikini
Brief Price: £24.99
Colourways: Aqua

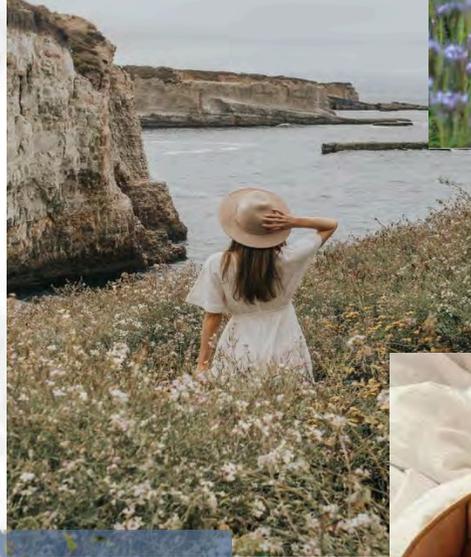
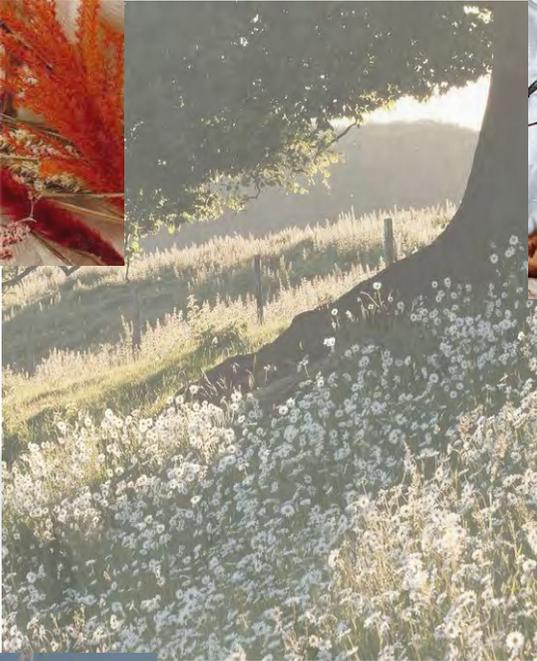
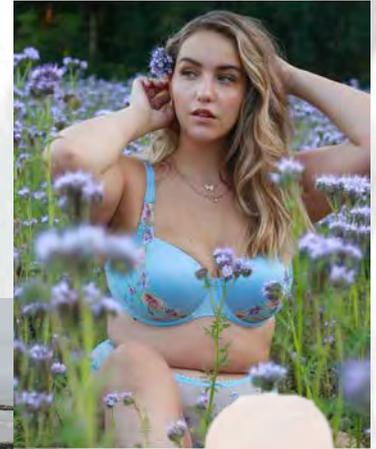


Style 06: Tahiti

Composition: Recycled Lace & Seaweed
Bra Sizes: 32B - 46J
Bra Price: £46.99
Brief Sizes: 16-32
Brief Cut: Thong
Brief Price £21.99
Colourways: Indigo



The Bamboo Collection



BLUSH



NUDE



OFF WHITE



IVORY



Bamboo

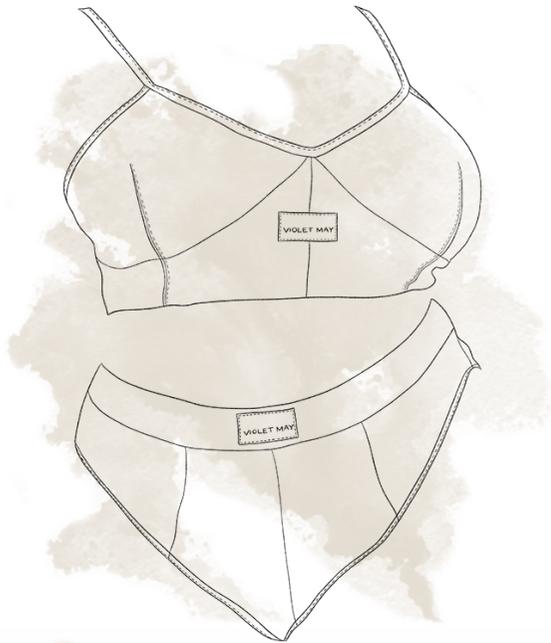
“Bamboo is 100 per cent biodegradable, the most renewable resource on our planet, and provides an abundance of usable oxygen.”

- Fibre2Fashion, 2009



Bamboo fabrics have anti-bacterial properties and are therefore odor resistant. This is a great choice for people with sensitive skin, and are absorbant and highly breathable - making bamboo fabrics cool to wear. These qualities are essential when considering fabrics used for underwear manufacture.

The *bamboo* collection *MAY*



Style 01: Cloudy

Composition: Organic Bamboo
Bra Sizes: M - XXXL
Bra Price: £40.99
Brief Sizes: 16-32
Brief Cut: High Waisted Thong
Brief Price: £20.99
Colourways: Cream



Style 02: Blush

Composition: Organic Bamboo & Recycled Lace
Bra Sizes: 32B - 46J
Bra Price: £43.99
Brief Sizes: 16-32
Brief Cut: Mid Rise Bikini
Brief Price: £23.99
Colourways: Peach

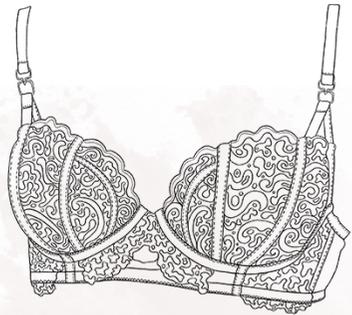


Style 03: Peony

Composition: Organic Bamboo & Recycled Lace
Bra Sizes: M-XXL
Bra Price: £40.99
Brief Sizes: 16-32
Brief Cut: Low Rise Thong
Brief Price: £19.99
Colourways: Blush

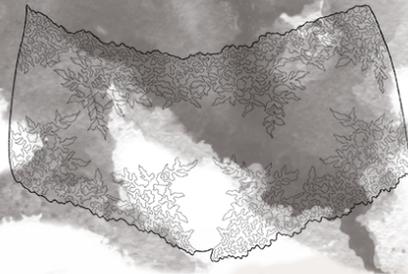
The *bamboo* collection

VIOLET MAY



Style 04: Petal

Composition: Organic Cotton & Lace
Bra Sizes: 32B - 46J
Bra Price: £59.99
Brief Sizes: 16-32
Brief Cut: Low Rise Bikini
Brief Price: £28.99
Colourways: White



Style 05: Blossom

Composition: Recycled Mesh & Lace
Bra Sizes: 32B - 46J
Bra Price: £44.99
Brief Sizes: 16-32
Brief Cut: Mid Rise Shorts
Brief Price: £24.99
Colourways: Charcoal



Style 06: Daisy

Composition: Recycled Mesh and Satin
Bra Sizes: 32B - 46J
Bra Price: £57.99
Brief Sizes: 16-32
Brief Cut: Low Rise Bikini
Brief Price: £24.99
Colourways: Aloe

Components

//

THERE'S A CHALLENGE THERE

in terms of balancing

SUSTAINABILITY REQUIREMENTS

with the function of the

//

GARMENT.

- SUMNER, 2019

Lingerie components must be recycled where possible or responsibly sourced.

Plus-Size Considerations

Wider Straps:

Maximise comfort and support. Reduce shoulder rub.



Underwire:

Strengthened and moulded for larger busts to provide extra support and reduce underarm discomfort.

Underband:

Wider elastics to position underwire directly under the bust and reduce movement and friction.

Shorter Straps:

Removes pressure on the back without cutting in and improves posture.



Wider Back Panels:

Improves support and creates a smoother silhouette on the back.

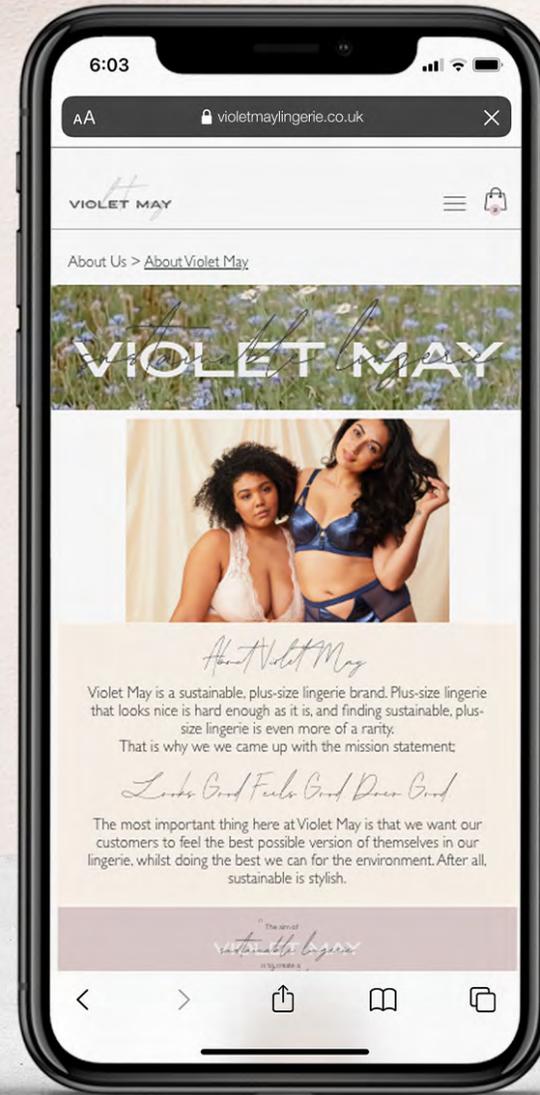
Wider Hook and Eye:

Improves comfort and prevents digging in.

Packaging

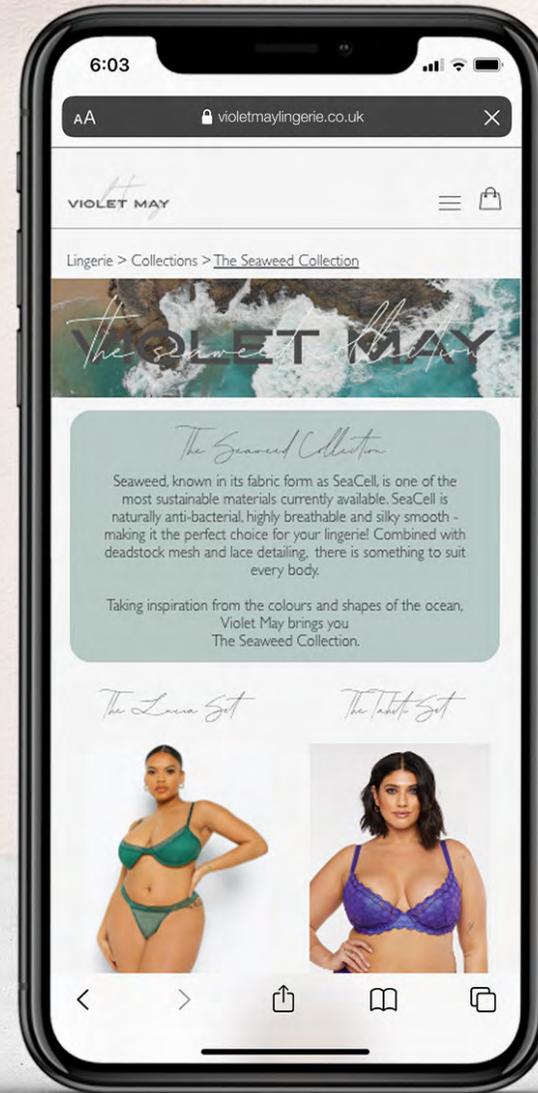


Instagram Ads



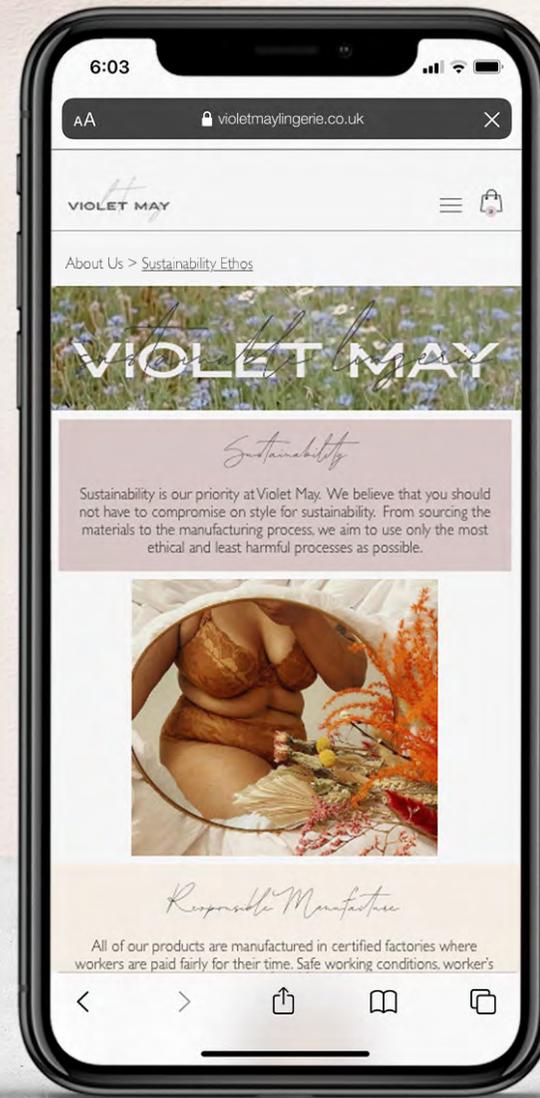
The Comfort Shopper

Instagram Ads



The Stylish Shopper

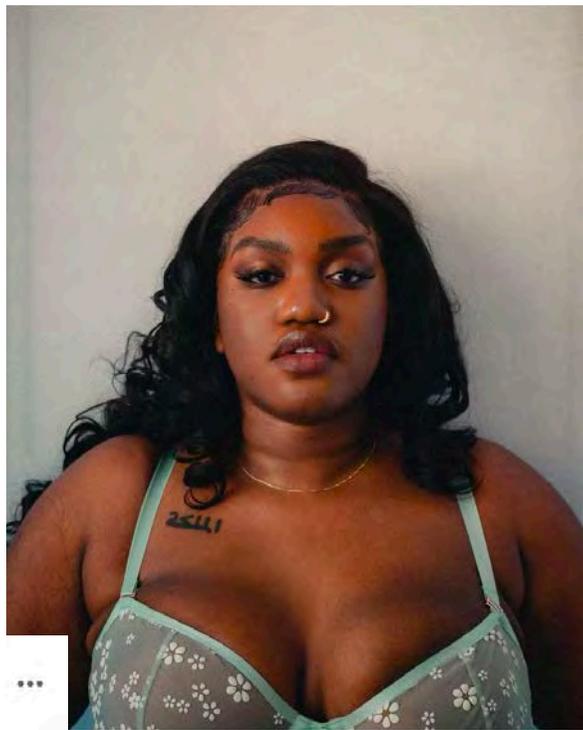
Instagram Ads



The Conscious Shopper

Influencer Marketing





Violet May Sustainable Lingerie ...
 March 18 at 11:04 AM · London · 🌐

Did you know that each year millions of tonnes of surplus fabric is sent to landfill each year by the fashion industry? More than 70% of the fibres produced are burnt or ends up in landfill, and only 1% is repurposed. Here at Violet May, we want to combat this by incorporating deadstock materials into our collections, alongside our usual responsibly sourced organic fabrics. We combine these fabrics with our specially constructed silhouettes for your ultimate comfort and support. For lingerie that is good for you and good for the planet, sign up to our mailing list to hear about our Spring/Summer 2022 launch - released 20.03.22.
www.violetmaylingerie.co.uk
#LookgoodFeelsgoodDoesgood
#VioletMayLingerie

👍❤️ 348

👍 Like 💬 Comment ➦ Share

🗨️ Write a comment...

Violet May Sustainable Lingerie
 Sponsored · 🌐

Sizes 32B - 42J & 16 - 32. Made up of 100% renewable or responsibly sourced materials. Shop our Spring/Summer 2022 collection now!
#LookgoodFeelsgoodDoesgood #Violetmaylingerie



VIOLET MAY
The Bamboo Collection

VIOLET MAY
The Seaweed Colle

👍 Like 💬 Comment ➦ Share

@savagexfenty

Facebook Marketing

Violet May Sustainable Lingerie
 Sponsored · 🌐

Sizes 32B - 42J & 16 - 32. Made up of 100% renewable or responsibly sourced materials. Shop our Spring/Summer 2022 collection now!
#LookgoodFeelsgoodDoesgood #Violetmaylingerie



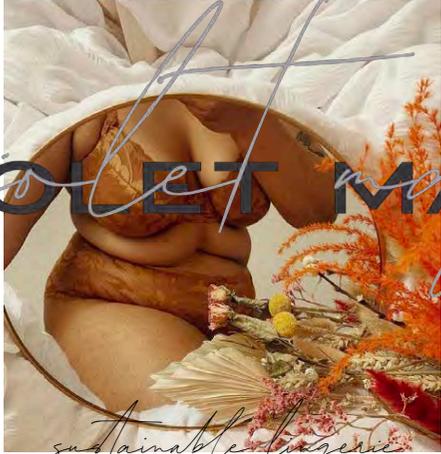
VIOLET MAY
The Bamboo Collection

VIOLET MAY
The Seaweed Colle

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Email Marketing

Collections Lingerie Fit About



**SPRING/SUMMER
2022**

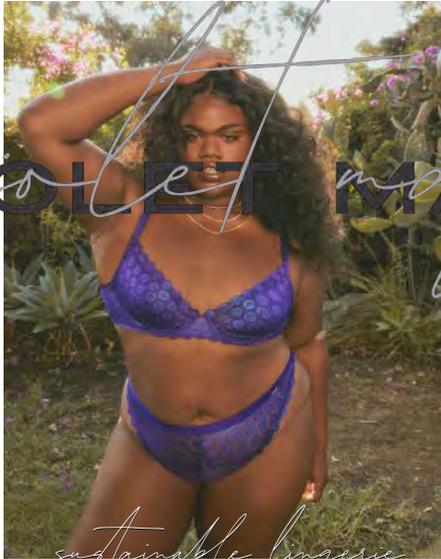
Why Bamboo?

- 01** Bamboo is 100% biodegradable
It is the most renewable resource on our planet
- 02**
- 03** Bamboo is naturally anti-bacterial and odor resistant - making it great for your intimate health!
- 04** It is the highly absorbent, lightweight and breathable
- 05** Bamboo has the softness of cashmere and the sheen of silk

f @ y

@shannonakndra

Collections Lingerie Fit About



**THE SEAWEED
COLLECTION**

Shop Now

Seaweed, known in its fabric form as SeaCell, is one of the most sustainable materials currently available. SeaCell is naturally anti-bacterial, highly breathable and silky smooth - making it the perfect choice for your lingerie! Combined with deadstock mesh and lace detailing, there is something to suit every body.

Taking inspiration from the colours and shapes of the ocean, Violet May brings you
The Seaweed Collection.

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@savagexfenty

Collections Lingerie Fit About



GIVEAWAY

Here at Violet May we are giving you the chance to win your favourite set from our new collections! Head over to our Instagram or Facebook to find out how!

Enter on Instagram

Enter on Facebook

Don't forget to tag us in your posts using @violetmaylingerie and #violetmaylingerie for a chance to be featured on our page!

If you haven't already, there is still time to pick up some of our latest collections

Shop Now

f @ y

@savannasievers



Thank you!!



Eve Grant

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eve-grant-marketing@squarespace.com