



THUASNE®

THUASNE UNVEILS THE ECO-FRIENDLY REISSUE OF ITS BEST-SELLING BRA:

***THE ALL-NEW  
TOP'STRAP CONSCIOUS***

***SPORT***



UNDER EMBARGO UNTIL SEPTEMBER 1<sup>ST</sup>, 2025

After four years of research and development, Thuasne unveils Top'Strap Conscious, an eco-friendly reissue of its iconic model. This new version combines high-performance support with recycled materials, a first step towards sustainability. Comfort, performance, and commitment come together in a sports bra designed for all moderate-impact sports.



## INNOVATION AT THE SERVICE OF SUSTAINABLE SPORT

The Top'Strap Conscious retains the technical DNA of the original model while incorporating recycled materials, a revamped design, and guaranteed comfort. A natural evolution for those who want to combine performance and commitment to a more responsible approach to sport. This bra represents a first step in Thuasne's commitment to eco-friendly and more sustainable fashion. It will replace the previous model.

Thanks to its patented Thuasne elastic band, the Top'Strap Conscious effectively limits vertical and horizontal movement of the breast without compression. This system provides support for moderate-impact activities such as running or cycling. The pre-shaped cups of the bra hug the body, while the padded straps enhance comfort. All this in a bra made from 59% recycled materials, combining technical innovation and environmental responsibility.

## DETAILS DESIGNED TO REINVENT A BEST-SELLER WITH CONSCIENCE



### ➤ **Comfort and freedom of movement**

The padded straps and pre-shaped cups ensure an optimal fit for all body types.

### ➤ **High-performance support**

The patented elastic band limits breast movement without causing compression.

### ➤ **Maximum breathability**

The breathable fabric helps wick away sweat during exercise.

### ➤ **Eco-friendly development**

This model is made from 59% recycled materials, all sourced in the EUROMED area and manufactured in Tunisia.

### ➤ **Designed in France**

Designed and developed by the Thuasne teams in Saint-Étienne (France).



The Top'Strap Conscious by Thuasne is available in black and khaki, in a wide range of sizes (from 85 A to 105 E) **at price of €50.**

**About Thuasne®:** Founded in 1847, Thuasne® imagines, develops and manufactures medical devices allowing everyone to become actors in their own health. For 6 generations, the Group has been offering concrete, adapted and innovative health solutions in the fields of orthopaedics, medical compression, and sport. With its 2,400 employees, the company generated a turnover of 290 million euros in 2024 of which 50% in international sales. The Group is now present in 110 countries, in particular through its 18 subsidiaries in Europe, North America, Asia and Africa.

[thuasne.shop](https://thuasne.shop)



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