

# Adidas by Stella McCartney debuts post-mastectomy sports bra

In recognition of Breast Cancer Awareness Month, Adidas by Stella McCartney has launched the brand's first Post-Mastectomy Sports Bra, a post-operative bra created to empower breast cancer survivors to introduce sport and fitness back into their lives.



The sports bra was created in partnership with bra consultant, Monica Harrington, who has over 30 years of experience in the industry. Harrington has worked closely with breast cancer patients, gaining extensive knowledge of their needs post-surgery, which she imparted when working with Adidas and Stella McCartney.

## Tailored fit and features

The new sports bra is constructed with unique design features that cater to the needs of women who have had surgery as part of their treatment for breast cancer. Prioritising comfort and support, the Post-Mastectomy Sports Bra has been constructed with ultra-soft fabric that provides a luxurious feel to the skin, whilst sweat-wicking Climalite technology works to keep skin dry.

In addition, four unique design features have been tailored to the needs of women who have undergone surgery for breast cancer:

**Front zip closure** – The front fastening closure allows for easy closure when dressing and undressing, tailored to women with restricted movement post-mastectomy.

**Front pockets** – The soft inner front pockets with removable pads are unique to the mastectomy bra, ensuring prosthetics are kept firmly secured during various intensity workouts.

**Strategic seam placement** – Strategic placements of seams around the arms reduce discomfort and irritation to areas of the skin that prone to sensitivity due to surgical scarring.

**Adjustable straps** – Designed to provide a controlled fit and high support, the adjustable straps allow for versatility of wear and comfort, accompanied with a wide under band for optimum fit.

The Adidas by Stella McCartney Post-Mastectomy Sports Bra is a the latest addition to the ongoing creative partnership, supporting a cause close to McCartney's heart, following the loss of her mother, Linda McCartney to the disease in 1998.

Stella McCartney comments: "With the Post-Mastectomy Sports Bra, I really wanted to encourage women to take care of their health through wellness and self-care. This bra allows us to support recovering patients through the next phase of their journey, and hopefully give them the confidence to get back into training. It has a cool and modern look that will help motivate the wearer, as well as assuring them, they are not odd one out in the gym."



## Michele Aboro

Alongside the launch of the Post-Mastectomy Sports Bra, the campaign features British professional boxer Michele Aboro, who is a breast cancer survivor, mother and mentor.

"After my surgery I felt lost. As a professional athlete, I was used to relying on my body but after my mastectomy, I started to lose belief in myself and how my body would react. When I was ready to get back into fitness, I couldn't find a sports bra that didn't require being pulled over my head or lacked in support. Now I wear the Post-Mastectomy Sports Bra every time I train – it is comfortable and supportive and has helped me build back my confidence to get back into the game," Aboro explains.

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