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Contact: Casey Strauch
+1 612 239 8830
C.Strauch@Hohenstein.com

Objective sports bra testing fills a gap in the market

Hohenstein fitting experts develop new test method for measuring support levels of bras

BOENNIGHEIM, Germany (February 13, 2024) – A new Hohenstein test method scientifically measures the support level of sports bras, a previously subjective claim. The new method, developed by the fit experts at Hohenstein, creates reproducible, independent results, without human influence. The neutral data will help bra manufacturers and brands improve products and communicate verified claims.

The new bra testing method classifies the amount of support a bra provides (high, medium and low). Hohenstein then benchmarks the bra with other products on the market. The classification and benchmarking data help with product development, quality management and marketing claim verification. The results can also be used for credible marketing to end consumers.

A specially developed torso from Hohenstein's 3D printing facility enables testing of different cups and sizes. The breast is replicated using suitable materials and in customizable shapes. During the test, the movement of the breast is simulated and analyzed in all three movement directions (up/down, right/left, forwards/backwards).

Hohenstein has in-depth expertise in fit and pattern development. "Our garment engineers have been studying the market and improving fit for decades. Knowing the target group - intended use and cup size - is one of the most important factors," said Simone Morlock, Hohenstein's Head of Clothing Technology. "Yoga and horse riding require very different levels of support." In partnership with a brand, the Hohenstein team goes through the requirements and works to optimize the product for the specific target group.

Although the focus is on sports bras, testing is not limited to this application. The test works in combination with a required fit testing, for which Hohenstein draws on a large pool of human fit models. The movement of the breast can be reduced through an optimized pattern. This combination of services is unique on the market.

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Hohenstein Institute America

304 Sroufe Street
Ligonier, IN 46767
Phone: 800.731.9468
E-mail: USA@Hohenstein.com
www.Hohenstein.US

Contact:

Casey Strauch
Phone: 612.239.8830
E-mail: C.Strauch@Hohenstein.com



A different level of support is required depending on the sport. A handball player, for example, needs a high level of support.

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About Hohenstein

Hohenstein has more than 75 years of experience in testing, certification and applied research. With roots in the textile sector, the Hohenstein testing spectrum now includes both softlines and hardlines. Around the globe, more than 1,000 employees work to improve the human-product-environment interaction with offerings such as testing for harmful substances, performance and fit. They develop science-based methods and standards that consider the user in real life, not just in the lab. Through standard or customized testing, and interpretation of the results, Hohenstein experts solve problems, verify claims and help partners bring better, safer products to market – more sustainably. Hohenstein is a founding member and leading provider of OEKO-TEX® services, and is certified by the U.S. Consumer Products Safety Commission (CPSC ID #1058) as a third-party, independent laboratory for CPSIA compliance verification. [Hohenstein.US](https://www.hohenstein.us)