

*Back
to glam*

THE BACKLESS LINGERIE EXPERT



2023

Backless is the new neckline !



The DNA brand

In order to smooth the exchanges with your customers who try this type of lingerie for the first time; we allow ourselves to give you some “conversation” axes.

Back to glam is a technical “solution” lingerie more than a seduction lingerie.

Our lingerie is nothing less than show off: we love it when you forget you are even wearing it. This is why all our products have been designed to bring you maximum comfort while staying totally invisible with a perfect nude palette.

Our products stay invisible under crepes and other delicate textures of dresses. Once correctly adjusted and positioned on the body, do not mark even under the thinnest dresses bringing support and comfort.

Since 2016 many brides and women, have trusted the brand's products to feel sublime and confident with a backless dress.

Our products and all our accessories are designed in the privacy of wedding dress fitting rooms with great attention to detail and high quality standards.

They have been designed, developed and manufactured with our industrial partners in order to respond to specific needs of weddings and cocktails world.

Our backless bra

Thanks to its unique, innovative and patented* shape, our backless bra allows women to wear deep backless cleavage , offering real support from cup A to cup G, with total discretion.

The Back to Glam bra performs much better than self-adhesive cups or cups sewn into dresses who do not offer specific support. Our bra provides support and projection that some of your customers might be looking while wearing a deep back neckline. No «adhesives» are used in its design and once placed on the body, the bra will not move.

To start using this product in your fitting room, you need to take a complete kit of 9 sizes in order to be able to identify which size will suits the best to each silhouette.

Customers are very often between 2 sizes. A fitting is therefore very recommended to determine the size of the bra that will suit to your client.

Back to glam is not really a “classic” bra product. It has no longer a back and even the cup size is stays an «indication».

What really matters are the shape and placement of the breasts, their «gap» (in between the breasts) but also their «gravity”.

We advise you to keep your «fitting kit» complete so that you always have a fitting product in each size to identify the product suitable for each client to ensure you buy the right size when you place an order.

Our bra is available in two tones: light skin and dark skin.



Our accessories

Each bra is sold to customer with two sets of straps, a H hook, half-moons (push-up or natural) matching to cup size with a transparent organza bag to pack all these items.

If lost, all these accessories can be purchased separately.

Our straps

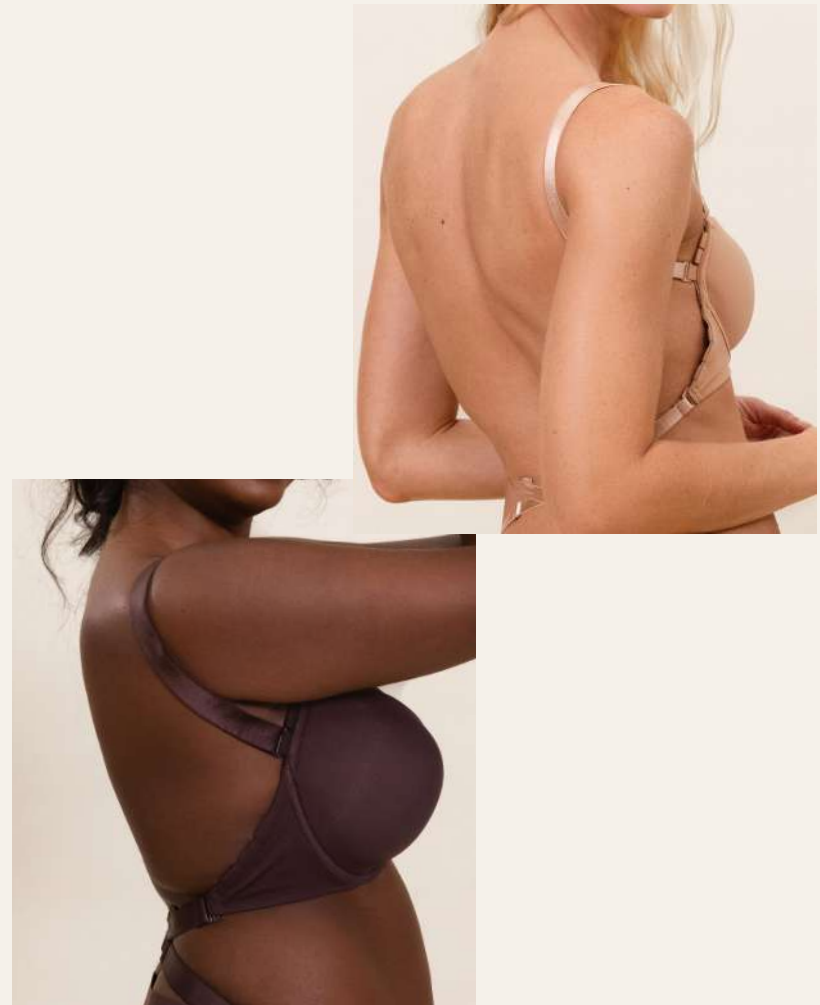
Two sets of straps : transparent straps and nude (in two skin tones: light skin and dark skin)

In order to ensure comfort, we have two straps widths.

Bras from T1 to T5 : 12 mm straps width

Bras from T6 to T9 : 20 mm straps width

Our straps are soft and comfortable and stay invisible.



Our accessories

Our half-moons

The natural half-moons (T4-T5 / T6-T7 / T8-T9) re-give a natural curve to generous breast in the case the cup is slightly yawning (if the breast as a “pear” shape for example). These accessories allow also to rebalance one breast if it is weaker compare to the other. These half-moon can be placed on the side or on the bottom of the cups , they are soft and made in a memory foam.

The push up half-moons (T1-T2-T3) provide a lovely push up effect to small breasts.



Our H hook

With its magic transparent H-hook, Back to Glam is a bit like the ninja of backless bras!

It allows you to cross-over the straps in the back and to wear (almost) all backless outfits: crossover, American armholes...

Organza bag

Each Back to glam product is sold with its lingerie organza bag.



Our hipster and thong

Our boxers and thongs are **seamless**.

They are made in a specific lock stitch fabric which is “raw cut” and not “laser cut” in order to prevent these items to roll up under delicate dresses.

These products are **invisible** and very comfortable to wear: almost like a cloud sensation.
They can also be placed discreetly inside our panties.

They are worked in a **perfect nude color** adapted to the color of wedding dresses.

They will allow you to serve your customers in order to avoid them to run all over town for a simple and beautiful invisible panty!

Our hipster and thong are available in two tones: light skin and dark skin.



Our panty

The Panty, an **ultra-comfortable** control product that allows total **invisibility** and absolute **comfort** even under the tightest dresses with the option to “clip” the little hooks cleverly hidden inside the V back belt.

The product is available from size 34 to 54.

The panty is made with an hosiery fabric which sculpts without compressing, and which help to create the perfect silhouette. The V shape in the back allows it to fit under the deepest backless pieces.

Our panty is only available in light skin color for the 2023 season, please contact us for more information. Dark skin color should be launch next season (to be confirmed)



Our fitting kits



Your first order must be realized with at least one or several fitting kits.
Available in our e shop.

OUR FITTING BRAS KIT

Our kit includes :

- . 9 bras sizes (T1 to T9)
- . 5 sets of transparent straps 12mm
- . 5 sets of satin straps 12mm
- . 4 sets of transparent straps 20mm
- . 4 sets of satin straps 20mm
- . 3 pairs of push up half-moons (T1/ T2/ T3)
- . 2 pairs of natural half-moons (T4/ T5)
- . 2 pairs of natural half-moons (T6/ T7)
- . 2 pairs of natural half-moons (T8/ T9)
- . 9 transparent H
- . 9 organza bags
- . Additional 4 separate sets of straps

Our bras kit is available in two tones: light skin and dark skin.

Our fitting kits



● — OUR PANTY KIT

Our kit includes :

- . 7 panty (T1 to T7)
- . 7 organza bags

● — OUR HIPSTER AND THONG KIT

Our kit includes :

- . 5 hipster (T1 to T5)
- . 5 thong (T1 to T5)
- . 10 organza bags

Available in two tones: light skin and dark skin.

Our size charts

Bra size chart - UK									
Size	1	2	3	4	5	6	7	8	9
Cups	32A	32B	32C	32D	32DD	34DD	32F	40/42DD	38/40E
	32B	32C	34C	34C	34D	36D	34F	36E	36/38F
		34A	34B	36B	36C	38C	36F	32/34F	
		34B	36B	36C	38B		38F		
← Straps 12mm					← Straps 20mm →				

Panty size chart - UK							
Size	1	2	3	4	5	6	7
Hips	90>95 cm	95>105 cm	105>115 cm	115>125 cm	125>135 cm	135>145 cm	145>155 cm

Boxer/string size chart - UK					
Size	1	2	3	4	5
	6-8	10-12	14-16	18-20	22-24



Our cleaning guide

Recommend to your customers to ideally use a lingerie bag and washing there items with a delicate program.

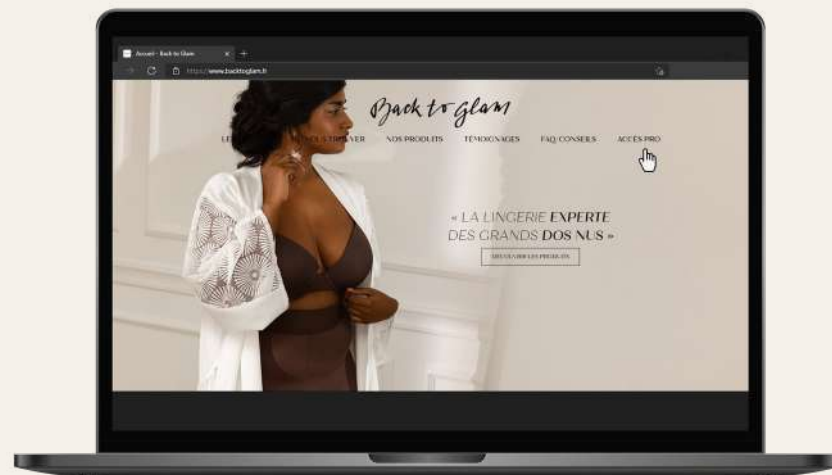
Washing should not exceed 30° and the number of variable-speed drives of washing machine drum should remain low in order to protect the elastane, which is a heat-sensitive material. For the same reason, it is absolutely necessary to banish the dryer and favor only a natural flat drying and away from direct sunlight. Our transparent straps can be hand or machine washed according to the criteria above.

We recommend wearing transparent straps only with light-colored outfits or under wedding dresses. It is best to wear your satin straps with your colored or dark outfits.

Indeed, a transfer of pigment from your outfits can be done on the transparent straps.

Your customers can find all these tips on our website section: FAQ.

Order our products



www.backtoglam.fr



Orders must be placed through our e-shop pro.

Orders are processed within 48 hours by our logistician on working days (excluding holiday periods announced on the website). Any order received after 1:00 p.m. may be postponed to the next working day.

Orders including kits may take longer to process.

Do you need assistance ? Contact us !

Mondays, Tuesdays and Wednesdays

contact@backtoglam.fr +33 (0)7 86 29 97 81

Products training

Scan this QR Code and have an initial view our product tutorial.



In a first step, we suggest to set up a live video meeting according availability in our respective calendars.

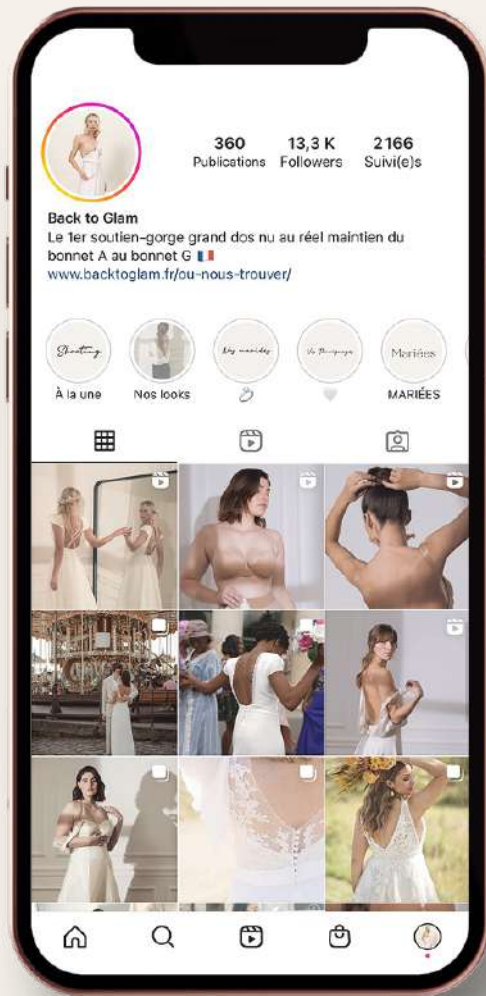
However, if a face-to-face training seems necessary to you, let's talk about it!

Communication pack

No more WeTransfers that are often difficult to download due to lack of time!

All our communication media, photos, videos, etc. can be downloaded and are permanently available via your “**PRO ACCESS**” on our website **www.backtoglam.fr** in the “**PRO RESOURCES**” section.

Let's communicate together



We would like to push our communication policy in order to speak on our social networks with photos and testimonials from real brides.

You are our best ambassadors!

Do not hesitate to tag us under your brides pictures that you publish on your social networks **@backtoglam**.

We will relay them to our **13K subscribers** in order to create a communication synergy with your brands and shops.

We will take care to contact you in order to obtain an agreement mail from your brides so that we can re-publish their pictures (no publication without their agreement).



J'ai adoré l'expérience Back to glam !

J'ai pris le soutien-gorge ainsi que le panty, et ces deux éléments faisaient partie intégrante de ma robe. Ayant une forte poitrine, je n'aurais pas pu imaginer porter une robe dos nu sans l'ensemble.

J'avais un peu peur au départ de n'être pas bien tenue au niveau de la poitrine, le soutien-gorge étant forcément un peu moins "enveloppant" qu'un soutien-gorge classique, mais j'ai été très agréablement surprise, car je n'ai pas vraiment senti de différence une fois porté et accroché au panty. La largeur des bretelles invisibles et l'accroche au panty permettent vraiment de bien tenir le tout et de ne pas se sentir "nue" sous la robe.

Le système de fixation par l'avant (dans le cas d'un dos nu) est parfaitement étudié et tient très bien! Je me demandais si les bretelles accrochées devant n'allaient pas "rouler" sur mon ventre et remonter, mais pas du tout, et pourtant j'ai beaucoup bougé ce jour-là :)

Merci à toute l'équipe Back to glam d'avoir développé ma taille et de m'avoir permis de vivre ce jour en portant la robe de mes rêves !!

Margaux

Contact

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