

# Chums Unveils the New Improved Front Fastening Magic Bra

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Liverpool, UK ([RPRN](#)) 05/10/13 — The Chums online store launches the new and improved front fastening [Magic Bra](#), along with a mix and match special offer. Discover a more comfortable and supportive bra today.

The new and improved, front fastening [Magic Bra](#) is now available from the popular Chums

Magic Bra

online store, and customers can also take advantage of a fantastic mix and match deal, making it more affordable than ever to discover these innovative new bras.

A range of styles are available, in sizes to suit every cup size from A to DD.

With maximum support and luxurious comfort, the front fastening Magic Bra is made from a unique material which stretches to adapt itself to any woman's natural cup size. All customers need is their dress size and the Magic Bra will do the rest. It stretches into the ideal size for every woman, and fits better than any traditional bra ever could.

But there's more to this exceptional piece than its state of the art fabric. Every aspect of the Magic Bra has been designed with comfort, simplicity and support in mind. It features hook and eye front fastening for simple, fumble free dressing. An underbust panel provides the best possible support, which is enhanced by its deeper sides and side panels. This unique design

ensures that the Magic Bra is comfortable all day and all night. Women can even sleep in them.

There are three new and improved Magic Bras to choose from. [The Original Magic Bra](#), made from nylon/spandex soft woven fabric, hugs the body providing constant support without the need for painful underwire.

Customers can also purchase the new Lace Magic Bra, made from delicate yet supportive lace, which stretches just like the original. Alternatively, ladies who prefer the feel of natural fibres can opt for the Cotton Magic Bra.

Right now, customer can take advantage of a mix and match special offer at the Chums online store and purchase 2 Magic Bras for one brilliantly low price, £19.99. This means they can pick up 2 of their preferred bras from a choice of 3 different styles.

The Magic Bra by Eden House from Chums is a revolution in underwear design. Pay a visit to the Chums online store today to find out more about this exceptional new product and explore the rest of the new fashion range for spring and summer 2013.

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