

Reclaim "Mum Boobs" with
Bras N Things This Mother's
Day

1 min read

MUM BOOBS

From being climbed and cried on to fed from, boobs have emotionally and physically carried the load. This Mother's Day, it's time to show up for them like never before.

To empower moms and help them embrace their bodies, Bras N Things casted real mothers (with real "Mum Boobs") to share their honest, candid mum boob glory.

"Female bodies continue to be the subject of society's intense scrutiny, and we're saying 'ENOUGH' to unrealistic expectations," said **Natalie Chalmers**, General Manager, Marketing & Product. "Mum Boobs' are real – they're soft, stretched, lifted, fuller, flatter – and they are a symbol of strength, nurturing, and the power of motherhood."

Women's bodies are not a before-and-after story – they're evolving – and the brand's campaign isn't just about bouncing back – it's about moving forward and standing up for mom boobs, just as they are.

Supporting women through every change with expert fittings and bras for all shapes and sizes, Bras N Things is here to help moms own whatever shape motherhood has bestowed upon them.

Launched in time for Mother's Day, it's time to reclaim mum boobs.

