Mango creates underwear and swimwear for women who have undergone a mastectomy

By Triana Alonso  •  April 27, 2021

Women who have undergone a breast mastectomy will now be able to purchase their bras and swimsuits from Mango. The Spanish brand responded to the challenge laid down by feminist collective teta&teta last year. The goal was to create a new version of ‘Lola’, the first single-cup bra created in a craft workshop, with the aim of providing more underwear options for women with a single breast.

“Each year, 14,080 women begin their life with only one breast,” said the Spanish association’s video presentation. The film went viral last October. According to information published by the Spanish Society of Plastic Restorative and Aesthetic Surgery, over 64% of breast cancer cases result in a mastectomy and only 30% of women have a breast reconstruction.

“The first time I walked into a lingerie store, I felt sad,” “you don’t belong anymore,” “it looks like you are being forced to buy a prosthetic bra,” “me, I don’t want to pretend, I’m not like that,” read the testimonies collected by teta&teta show that many are not just content with normalising the idea of women with only one breast, they also aim to get big brands to take note, encouraging them to develop and distribute adapted bra models -- all under the hashtag #massujetadorescomolola (‘more bras like Lola’).

Following the success of the social media campaign, numerous big brands have answered the call including Carrefour, Oysho, C&A, and Mango.
At Mango, the brand answered the campaign's call in just a few months with a capsule collection consisting of three bras, two swimsuits, and a bikini, easy to wear and adapted both for women with a one breast and for women who wear a prosthesis. The collection was made in Spain and is available to purchase in all countries where Mango’s online store is accessible, available in sizes S to XXXL.

The aim of the project was to, “create an accessible product, because the price of this kind of underwear is currently very high,” according to details given by Mango in a statement.

“Our community, our customers, are our priority,” said Justi Ruano, Mango’s design director. “Listening to them, offering solutions and adapting to their needs.” All profits from the collection will be donated to teta&teta.