Current research shows health benefits from physical activity during and after breast cancer treatments. However, the diagnosis of breast cancer has a big impact on body image, which often has a negative effect on the physical activity level. Current physical activity products do not relate to this group of women and their specific needs. So through design, we see opportunities for breast cancer patients to enhance body satisfaction and encourage them to be more physically active.

For this purpose, Aymée was designed: a smart bra that transforms its patterns to stimulate the women to feel feminine and beautiful based on their physical activities. When putting Aymée on, it seems to be a ‘normal’ dark bra. However, when at the end of the day the bra is exposed to the wearer again, Aymée transforms, through integrated technology in the fabric, while revealing different patterns based on the amount of physical activities.

By placing and transforming the presentation of the physical activity level on such an intimate and confronting product, a psychological effect is pursued: Aymée aims to complement the overall appearance of the wearer and encourage her to feel proud, beautiful and feminine while encouraging her to be(come) active.