

Nursing | Maternity | Postpartum | Breastfeeding

CATALOG

Published &
Created by

Shapee®

From Pregnancy
To Breastfeeding



From Maternity
To Postpartum

**Makes Breastfeeding
Easier**

EMPOWERING

Every Mother |

Every Moment |



ABOUT US



Who We Are?

Shapee was born out of a personal journey, inspired by Fion's own motherhood experiences. Despite facing breastfeeding challenges with her first two daughters, she successfully breastfed her youngest son for 38 months.

This journey led her to create Shapee, a brand dedicated to supporting and empowering mothers. From humble beginnings, we've earned the trust of mothers worldwide with our quality, functional, and care-driven products.

Looking ahead, we aim to expand our offerings and reach more mothers globally, continuing to be their reliable companion and empowering them with confidence and self-worth throughout their motherhood journey.

What We Believe?

Empowering mothers with confidence and self-worth is essential for their well-being and the well-being of their families.

◆ Our Purpose

To empower mothers with confidence and self-worth during their motherhood journey.

◆ Our Vision

To create a world where every mother feels valued, supported, and empowered.

◆ Our Mission

To provide mothers with comfortable, high quality maternity and nursing essentials that enhance their confidence & well-being.

| From Mother

| To Mother

| For Mother

MOTHERHOOD

journey

From Pregnancy To Breastfeeding, From Maternity To Postpartum Recovery



PREGNANCY JOURNEY



1st Trimester
- Maternity Briefs

01

02

2nd Trimester
- Maternity Bra



3rd Trimester
- Pregnancy Belt

03

04

Delivery
- Disposable Toiletries



Breastfeeding
- Breast Pump
- Nursing Pads

05

06

Postpartum
- Belly Wrap
- Shapewear



YOU'RE A MOM NOW!



ACHIEVEMENT

and awards



Best Nursing Bra

2023



Best Nursing Bra

2024



Best Nursing Bra

2025



Best Postpartum
Recovery Belt



Best Seamless
Nursing Bra



Best Postpartum
Belt



TRUSTED BY
MORE THAN

300,000+
MOMMIES

motherhood stage

PREGNANCY



nursing air bra

iNVI SHEER



Size S | M | L | XL

The iNVI Nursing Sheer Air Bra features an exclusive sheer design that blends seamlessly with your skin, making feeding time easier and more comfortable.

Part of the iNVI collection, it offers ultimate comfort with cooling fabric to keep you fresh throughout the day. Designed to fit petite to medium cup sizes, this full-cup bra is perfect for discreet, all-day wear.



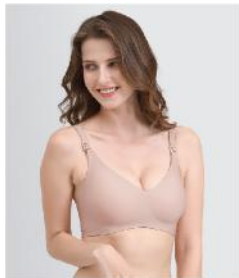
INVI

nursing air bra



No Trace Bra!

A nursing bra that blends with your skin & makes your feeding time easier. INVI collection offers ultimate comforts & keeping you fresh with its cooling fabric.



Size S | M | L | XL | XXL

LACEY

nursing

bralette

High Quality
Soft & Stretchable
Breathable

Material

Embroidery Details
Designed by

Shapee®

“New
Design”



LUXE

nursing bra

Designed For
Ultimate Comfort

The Luxe Nursing Bra features luxurious soft fabric and 360° support to keep you comfortable all day long.

Size S | M | L | XL

Perfect For Big Bust Moms!

Full Cup Design Provides Extra Support





COZY

nursing bra

Cozy Nursing Bra collection embrace the freedom to move, nurse, and conquer every moment with its 360 support and wireless design. Nothing is better for mommy, than comfort!



No doubt!

A nursing bra where comfort meets style, and support embraces versatility!

Size S | M | L | XL



CLASSIC

nursing bra



An Award Winning Seamless Nursing Bra

Simple yet comfortable without compromising on the support. Your everyday comfort bra, definitely Classic Nursing Bra.

Size M | L | XL

MATER -NITY

briefs / panties



Maternity Briefs collection designed to support every stage of pregnancy from early bump to delivery. Soft, breathable, and thoughtfully engineered, Shapee maternity briefs provide all-day comfort without compromising on style.

MATERNITY BELLY



support wrap plus+



Belly Band Plus+ works instantly to restore your pre-baby figure. It uses triple compression to help you lose inches fast so you can get back into your favourite pre-pregnancy outfits sooner.



MATERNITY COMPRESSION

support leggings

These leggings offer full abdominal support with a seamless, super-elastic design, ensuring a snug fit from belly to legs.

Size M | L | XL

3-in-1 Pregnancy

support pillow



Enjoy the peace of mind that comes with knowing you have the best support available.

Rest comfortably, feed confidently, and support your baby's growth with our thoughtfully designed pillow.



Hypoallergenic Microfibre Filling

Ideal for sensitive skin and allergies. The ergonomic design supports various feeding styles.



motherhood stage

DELIVERY





1 **Overnite Sanitary Panties**

Experience uninterrupted sleep with Overnite Sanitary Panties by Shapee, featuring 360° anti-leakage for optimal overnight protection.

Size S-M | L-XL | XL-XXL

disposable TOILETRIES



2 **Disposable Ladies' Cotton Panties**

Discover seamless comfort with our Disposable Cotton Underwear for Women, ideal for travel and postpartum needs.

Size M | L | XL | XXL

3 **Postpartum Mesh Panties**



Ensures that the period of after birth bleeding is managed discretely and hygienically.

Size M-L | L-XL | XL-XXL

motherhood stage

BREAST- FEEDING



INVI

nursing tank



Crafted with the award-winning material of the INVI Nursing Air Bra, this tank brings feathery comfort, cooling freshness, and seamless support – now with a touch of lace in a versatile tank design made for breastfeeding mums

Size S | M | L | XL | XXL



Effortless Nursing Meets Feminine Elegance

HANDSFREE

pumping bra

Size

S | M | L

Totally easy access,
easy care & flexible-fit
to your body.

A 2-in-1 pumping bra that allows you to keep breast pump
flanges in place while nurse your baby on the other side.

NURSING

support pillow



Supportive Comfort for Every Stage

Shapee Nursing Pillow features hypoallergenic filling, ergonomic design, and versatile support for various feeding positions and baby activities. Its snug fit, breathable cotton cover, and easy-care properties make it an ideal companion for both mother and baby throughout the first year.



LACFREE

wearable breast pump 3.0



Efficient Pumping

Experience

A mom's breastfeeding journey doesn't have to be miserable and difficult. It all starts with LacFree Wearable Breast Pump 3.0 with new Advanced Pulse Flow Technology.

With Slim & ergonomic design that help to save more time and give Efficient Pumping Experience to mommy.

LACPRO

double electric breast pump

A Mom's Breastfeeding Journey Doesn't Have To Be Miserable And Difficult.

With the Milkee Lab LacPro Double Electric Breast Pump with new Advanced Pulse Flow Technology that help to save more time and give Efficient Pumping Experience to mommy.



FormFit Flange Shield

PPSU Wide Mouth Bottle

Ultra Silent



MILK

storage bag

The baby-friendly material, double ziplock, & reinforced seal keeps your breast milk safe from the time you pour in your breast milk to the feeding time.

Thermal Sensors



Too Cold



Too Hot



Ready

REUSABLE

silicone milk storage bag

These reusable silicone bags are leak-proof, BPA-free, FDA-approved, and dishwasher safe. They hold up to 250ml (8oz) and feature measurement markings and a smart pour design to reduce spills and waste. They're suitable for breast milk, snacks, and baby food, and are freezer- and warmer/microwave-safe.



BREASTFEEDING

accessories / essentials



REUSABLE Ice Block

Discover the durability and versatility of our Ice Block, perfect for cooling needs in various environments. Its compact design ensures easy storage, while the robust build guarantees long-lasting use. Ideal for outdoor adventures or home use, this Ice Block is a reliable cooling solution - designed to make your breastfeeding journey easy!

BREAST THERAPY Thermal Pads

Provide therapeutic relief for the most common breastfeeding challenges - Mastitis, engorgement, blocked milk duct & slow let-down reflex.



COOLING HYDROGEL Nipple Pads

Soothe and protect with our Cooling Hydrogel Nipple Pads. Infused with hydrogel and lanolin, it provides cooling relief, nourishing care, and a contoured fit for comfort—all individually wrapped for hygiene & convenience.



WASHABLE Nursing Pads



Say goodbye to breast milk leaks with Shaplee Washable Nursing Pads. Soft, breathable, and reusable, they keep you dry and comfortable—perfect for everyday wear, working moms, and eco-conscious mamas.

DISPOSABLE Nursing Pads

For busy days or heavy letdown, Shaplee Disposable Nursing Pads offer high-absorbency protection with zero hassle. Soft, breathable, and designed to lock in moisture, they keep you dry, comfortable, and confident anytime, anywhere.



motherhood stage

POSTPARTUM



POSTPARTUM

recovery

An abdominal binder is a useful accessory for pregnant moms throughout pregnancy and post-birth stages.

1 Belly Band Plus+

Works instantly to restore your pre-baby figure. It uses triple compression to help you lose inches fast so you can get back into your favourite pre-pregnancy outfits sooner.



Size M | L | XL



3 Hips Wrap Plus+

Helps to narrow your hips after baby. It is designed with multiple levels of compression to control the amount of pressure on your hips & work towards the best possible results.



4 Belly Wrap Plus+

Works instantly to restore your pre-baby figure. It uses triple compression to help you lose inches fast so you can get back into your favorite pre-pregnancy outfits sooner.

Size M to L | L to XL | XL to XXL

5 Belly Wrap Basic

Shapee Hips Wrap Plus+ helps to narrow your hips after baby. It is designed with multiple levels of compression.



MAMATUBE

nursing bra

Convertible Strap Design

Front-Open Nursing Access



Le Mère

DUET SHOULDER BAG 3.0

Organizer Bag | Insulated Thermal Compartment | 2-Way Carry

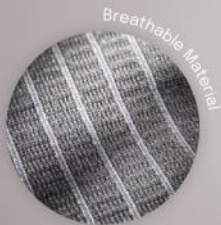


The epitome of style and functionality for mothers on the go. It's a versatile accessory designed with a multi-insulated compartment, perfect for storing your expressed breast milk or carrying your lunch box.

PREGNANCY

support band

PRO SERIES



Dual Hand Grip

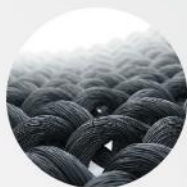
Dual Stretch Velcro Belt



BELLY

support band

PRO SERIES



CoolWeave Technology

Dual Stretch Adaptive Structure

Posture Core Support Band

Specially suitable for C-section mums—supports incision area, reduces strain, and enhances comfort. Ideal for both C-section & natural birth moms.



BELLY

support band

made by

**Bamboo
Charcoal Fiber
Polyester**

Offers customizable postpartum support with an adjustable, stretchable design for a perfect fit.

Its breathable bamboo charcoal blend keeps you cool and comfortable while providing gentle compression to accelerate recovery, stabilize the abdomen, and relieve pain. Ideal for C-section & natural birth moms.



PERISOOTHE

series

PeriSoothe WASH BOTTLE

FOOD GRADE | 500ML | LEAKPROOF

Postpartum recovery should be gentle and stress-free. Our Perineal Bottle is designed to provide soothing, targeted relief during those sensitive weeks after childbirth. Say goodbye to the discomfort of rough toilet paper—this bottle allows you to cleanse your perineal area with ease, protecting tender skin and stitches.



PeriSoothe INSTANT COLD PACK

The 2-in-1 Recovery Essential

A 2-in-1 personal care essential designed for your post-delivery and daily comfort. This pad combines a refreshing cooling sensation with soft, absorbent materials for enhanced hygiene and comfort during post-delivery or daily use.



FDA CE