



Married at *First Sight* star Jules Robinson's new shapewear line, FIGUR by Jules, is every women's new wardrobe staple. We chat to Jules about the new line, body confidence, and the importance of loving and accepting your shape.

What inspired you to start your own line of shapewear?

I wanted to start my own shapewear line because, firstly, after wearing them every day for three months while filming *MAFS* and struggling with microphone packs, getting in and out of them, I thought there has to be a much more seamless, easier way of wearing shapewear with a great dress. Secondly, I had a lot of women reach out to me, who would say things like, "I wish I had as much confidence as you; I have the same body shape as you and I wish I had the confidence to wear clothes like you." Shapewear is my secret superpower – and I wanted to share that!

What sets FIGUR by Jules apart from other brands?

FIGUR is more than just a shapewear brand. The core of FIGUR is women supporting women. At FIGUR, we encourage women to not only love and accept themselves, but to also love and accept each other. We must transform competition into collaboration, and lift and inspire each other rather than pull each other down. When you know you are great, when you accept yourself, your body, you have no reason to hate or judge others; you accept and love the world around you. FIGUR is for all women, all shapes, all sizes.

You've chosen to donate a portion of your proceeds to Share the Dignity. Why did you team up with this organisation?

Share the Dignity is a charity that fights for domestic violence victims and fights for period poverty for women. When I first heard that term, 'period poverty', I wasn't sure exactly what it was. Share the Dignity supports women and girls who don't have the resources or money to have access to sanitary products such as pads and tampons. Share the

Dignity is all about supporting women, and so is FIGUR.

What advice would you give women who may be struggling to accept their bodies?

Life will give you a thousand reasons to feel 'not enough', but you are the one with the power to change that story. So know this ... That little tag inside your clothes may say size 6, 16, 26, and either way you may be challenged with fear or insecurity. Regardless of the number, that tag does not control your destiny, your potential or your purpose. You do.

Is there a particular mantra or quote that you live by to help boost body confidence?

Sexy isn't a dress size, it's a mindset.

• FIGUR by Jules is available now at figur.com.au

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ROBINSON
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SECRET SUPERPOWER'