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ARMOURED FEMALES

“My boobs were only half covered and were constantly being squashed by the chest plate,” - Fempro creator and founder, Stephanie Bofinger. “The other girls didn’t look right either, a lot of tugging and adjustments being made throughout the day.”







An all-female crossing of Australia's Simpson Desert, the world's largest parallel sand dune desert. What Stephanie noticed was something that many female riders had witnessed while riding motorcycles, there's no female specific impact protection armour on the market. And with that was born Fempro Armour ...

The marketplace is beginning to change, many manufacturers are taking on what riders want yet there are still gaps and with it Stephanie saw that she could do something about the aiding of women who, in the past, were forced to wear gear designed for the vastly different male body.

"Female bodies are not made to fit a male garment," she explained. "We can wear it, but this doesn't mean that it's comfortable or will fit right."

Research indicated that the problem wasn't just confined to motorcycling, many impact sports didn't provide gear suited to the female form.

"It was made more from a male pattern and then adjusted to sort of fit a female. The apparel is still very boxy with no shapes and ill-fitting lengths."

Information came through feedback from over 5,000 female motorcycle riders, leading to further research conducted into form fitting armour designed to protect the female chest.

Stephanie took a chance launching the first, and to date, only Viscoelastic foam chest protection for women who ride motorcycles or take part in impact sports.

Many riders sing the virtues of the Fempro Armour, including Lisa Campbell, General Manager of Race and Road.

"When I started dirt bike riding a few years ago, I found my gear never sat right," explained Lisa. "(It) used to move around everywhere and I felt awkward with it.

"I started to look around at what other protective gear I could wear dirt bike riding, and this is where I came across MissMxG/Fempro armour."

Lisa, who works within the motorcycle accessories industry found that Fempro is a product that works well, offering a simple, yet effective solution.

"I was particularly interested in the 'built in armoured' jersey to protect my every move and be an 'all in one solution' that I was searching for and ticked off the box for me," she continued. "Then to be able to pull out the Breast/Chest armour and insert this into my racing leathers and road leather jacket enabled me to step up my chest protection even further."

Lisa says she thought it was crazy that no other company had created a product dedicated to women riders. Impressed so much with the Fempro Armour Lisa's Race and Road were the first retailer to stock the product.

It's a similar story for Mountain Bike Rider, Zoe Baker. "I think the armour is a must have," explained Zoe. "I

will definitely always wear the chest and back protector. They fit and feel perfect when riding, I don't notice I'm wearing it."

Viscoelastic foam is that stuff that softens with body temperature and forms a shape that hugs the body, most CE rated shoulder, elbow and knee pads are a similar material. The benefits are that it fits your body and when impacted spreads the force evenly.

"The best part of this armour is that it warms up fairly quickly once against your chest and I find it moulds beautifully to your own shape once it softens with the warmth," explained Lisa. "Making it comfortable to wear with no digging in or any issues."

Zoe agrees that the benefit of the Fempro Armour is the comfortability as well as the protection offered, "It moulds very well to your body. I like how the crop is very tight keeping the armour hard against my body."

Fempro and MissMxG are solely Australian owned businesses that design everything inhouse, in their Brisbane headquarters. Their exclusive range of motocross gear is made in Brisbane while the Fempro Armour is manufactured in Germany under CE ratings through Italy. Fempro Armour is rated both CE1 and CE2; different prices for the level of protection required.

CE, or Conformité Européene (European Conformity), is the standard that all European Union countries abide by and to ride a motorcycle on the road in Europe your protective gear must comply to one of the CE standards. CE Level 1 means that Fempro Armour must offer impact protection to a level that transmits a force of below 18 kilo Newtons and no single value exceeding 24 kN, whilst CE Level 2 is a higher standard that requires armour to absorb a greater amount by transmitting a lesser amount: only 9kN and no single point higher than 12kN. CE is now recognised as the international standard being used by many countries including the United States and Australia.

Stephanie points out that all Fempro Armour is ideal for any impact sport or activity to protect the chest, sternum, and upper rib cage. Each piece of Fempro Armour is individually evaluated to ensure conformity.

Although lightweight, Fempro armour is designed to work across assorted sizes from C to DD cup however, Stephanie points out that A, B, and E will still be covered.

"The armour won't prevent injuries," adds Stephanie. "But will go a long way to reduce the severity.

"We think we have the first female breast and chest protection armour company that radically changes the way females look at protection."

Information and the Fempro product range can be found at MissMxG.com and FemproArmour.com

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