



DEFY

L I N G E R I E

2017 PRESS KIT

ABOUT DEFY

We specialize in providing sexy and adjustable support for every derriere.

DEFY lingerie is an intimates collection designed to lift and DEFY the laws of gravity while giving every cheeky chick her sexy back. All we wanted was a cute booty so we perfected the art of SNATCHED! NO silicone, no padding, no surgery. Just you and your natural lady curves. This line is for the women who work with what they have and DEFY the odds while doing it.

Founder Kariyma Marie

Established August 2017

Location New York City

Website www.defylingerie.com



ABOUT

The line is equipped with three core products within their “**CHEEKY COLLECTION**.” Each piece is designed to double as functional shapewear and sexy lingerie so women can ditch their embarrassing butt pads.



CHEEKY LIFT \$59.00
DL2000



CHEEKY GARTER \$69.00
DL3000



CHEEKY DEFYER \$39.00 - \$49.00
DL1000 – DL1001

DEFY Lingerie also offers traditional intimate apparel to complement the Cheeky collection. [View full collection on our website.](#)

THE PRODUCTS

FAQ

Frequently asked questions

GIRL WHAT IS THAT?

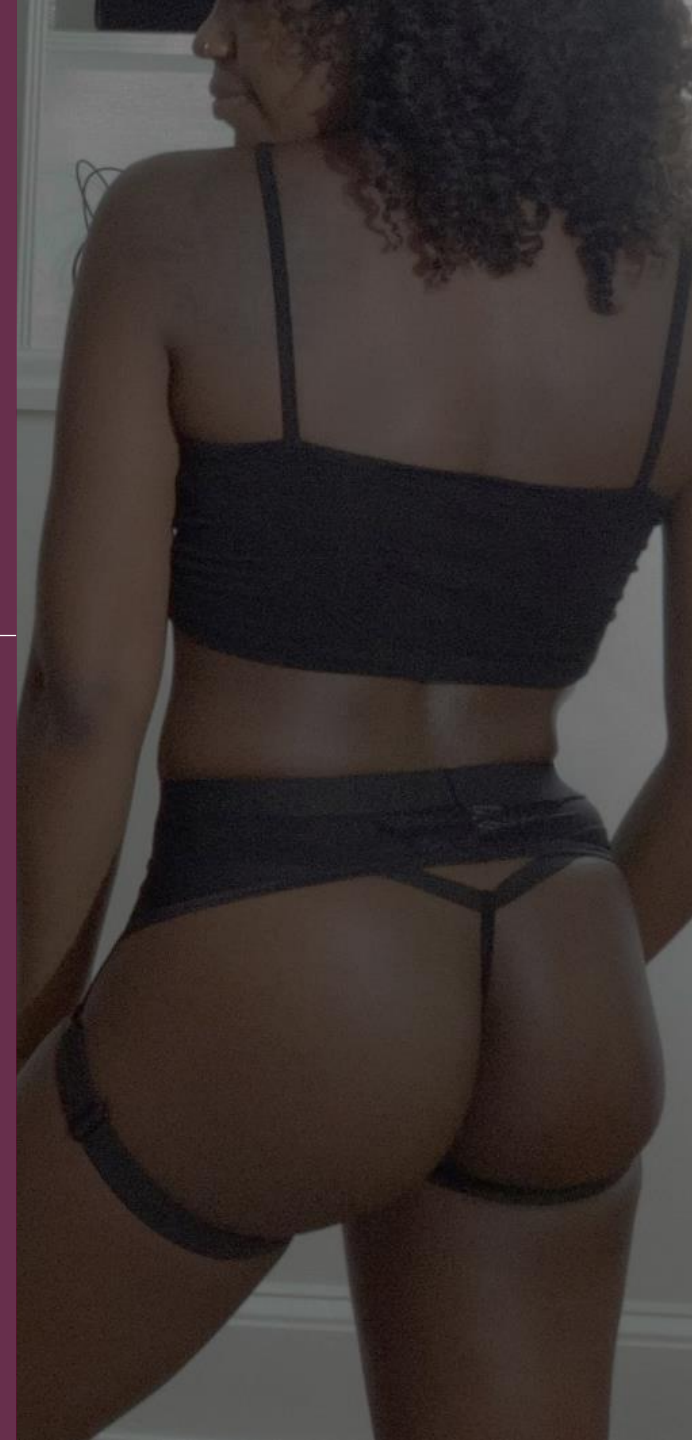
It's a Cheeky! They're high quality shapewear bottoms that lift and support little booties and big ones. They create sexy and feminine curvage for cheeky chicks. Think of them as a push up bra for your backside.

WHY DO I NEED IT?

Real booties matter! And boss babes with ass need a lift sometimes. Also because butt injections just aren't your style.

WHERE SHOULD I WEAR IT?

On that date with that guy you swiped right on. Or at the office when you're making money moves from 9-to-5 and of course... in the bedroom. This thing literally works anywhere because it's comfortable like your lazy day panties, but snatches you up like your girdle while being sexy as the stuff in your lingerie drawer. Yes... it's a triple threat! Comfort, control and a little cheeky!





DOWNLOAD RELEASE

DEFY Lingerie Just Gave Butt Pads Some Major Competition

NEW YORK, August 10, 2017 Brand Curator Kariyma Marie is introducing "DEFY Lingerie," a collection designed to lift and define a woman's derriere so she doesn't have to be part of the 40% of women considering enhancement surgery. With all the big booty Kardashians and Chynas overpopulating our media space, the brand hopes to encourage women to embrace their own sexy and DEFY the odds, in their wardrobe and in their lives.

The line is equipped with three core products within their "Cheeky Collection." Each piece is designed to double as functional shapewear and sexy lingerie so women can ditch their embarrassing butt pads.

What Makes the Cheeky Products Different?

- **IT DOESN'T LOOK LIKE SHAPEWEAR** (Thank Goodness)
A woman's lover will never know that her Cheeky panty is basically a push up bra for her backside when she undresses. The brand has created a functional product that doesn't look like grandma panties or compromise a woman's sexy.
- **FULL RANGE ADJUSTABILITY**
DEFY is the only brand who thought to make their shapewear bottoms FULLY adjustable. The pieces introduce a new way of wearing strapping so that wearers are no longer restricted to the same old three-hook setup you see on other products.
- **IT'S ACTUALLY COMFORTABLE**
Unlike basic booty lifters, this shapewear doesn't use uncomfortable compression materials. Wearers can adjust the garment to fit without leaving lines of demarcation or the appearance of an unnaturally shaped bottom the way many competing products do.

The Cheeky Garter™ is a patent pending panty using specialty bands designed to be worn like harness suspenders. The bands lift and separate a woman's buttocks giving her instantly defined hips and butt for one gravity DEFYing look. No padding, no silicones or surgery. Just the wearer and her natural lady curves.

Kariyma Marie has experience with globally recognized brands such as L'Oreal, Puma, and Jones New York dating back 10 years. Over the course of her career she's watched digital influence become a dominating force in society's view of body image. Butt enhancement procedures have rose over 200% since the year 2000.

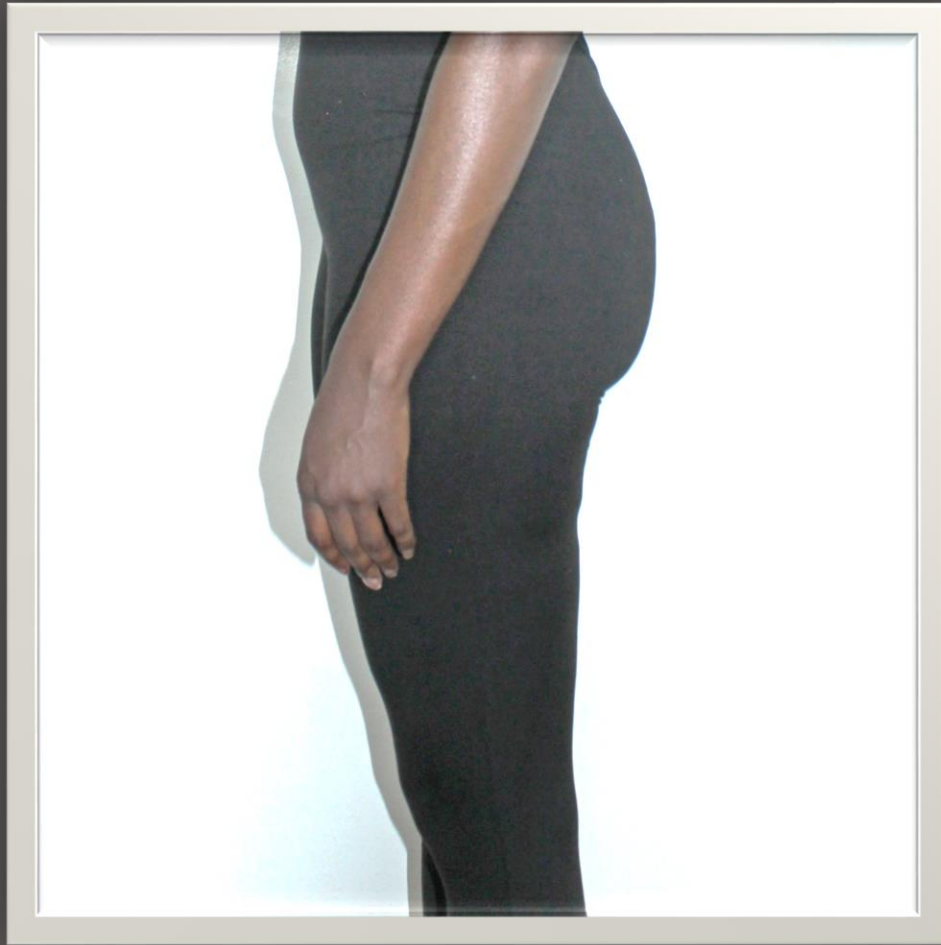
"The constant images of flawless Instagram models and celebrities surgically enhanced and photoshopped to perfection set an unattainable standard for women. It can leave them feeling inadequate and reluctant to celebrate their bodies," Kariyma said. "I actually considered getting a Brazilian Butt Lift at one point. I've since learned to truly embrace my body and work with what I have. I feel sexy. I want other women to feel the same confidence through this line." she continued.

With the help of Wanda Jones, former Design Director at Maidenform, the two have worked diligently on the development and fit of the pieces. DEFY Lingerie's Cheeky Collection is expertly designed to set you apart. Whether you've got a little booty, or a wide load, the brand intends to give you a lift from the inside, out.

DEFY Lingerie will be available for purchase at www.DEFYlingerie.com on September 1, 2017. The line will be expanding to brick and mortar retailers in 2018.

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BEFORE: Customer without a Cheeky Garter™



AFTER: Same customer wearing a Cheeky Garter™



THE PROOF

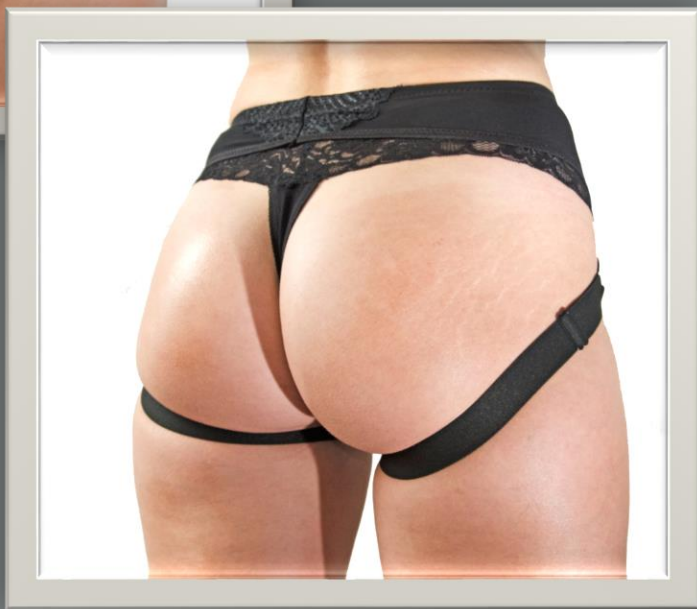
Natural Lift



Women wear regular shapewear for a slim and smooth appearance, but sacrifice the fullness of their bottom in the process. The DEFYer works like a foundation piece so you never lose your curves under your clothes. It outlines the women's frame and gives her definition she can adjust. Offering full control and a subtle lift. -- \$39.00



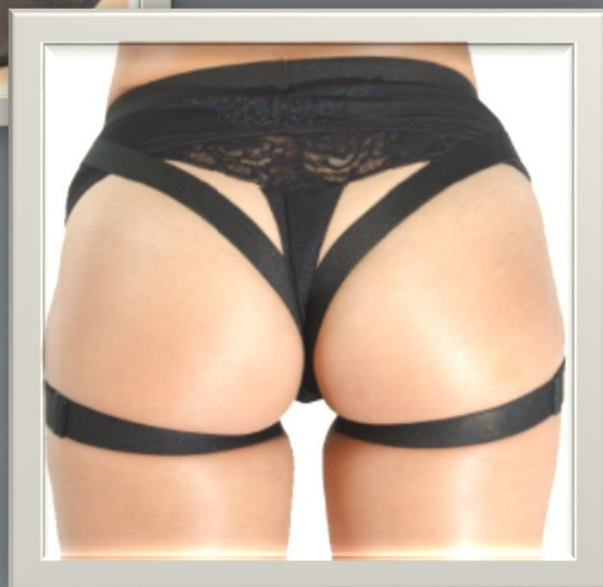
CHEEKY DEFYER



The Cheeky Lift is designed with special combination of fabrics to provide an upward lift for your tush. It's equipped with a fully adjustable band engineered for comfort and support for the thigh & butt cheek without uncomfortable squeezing from compression materials. -- \$49.00



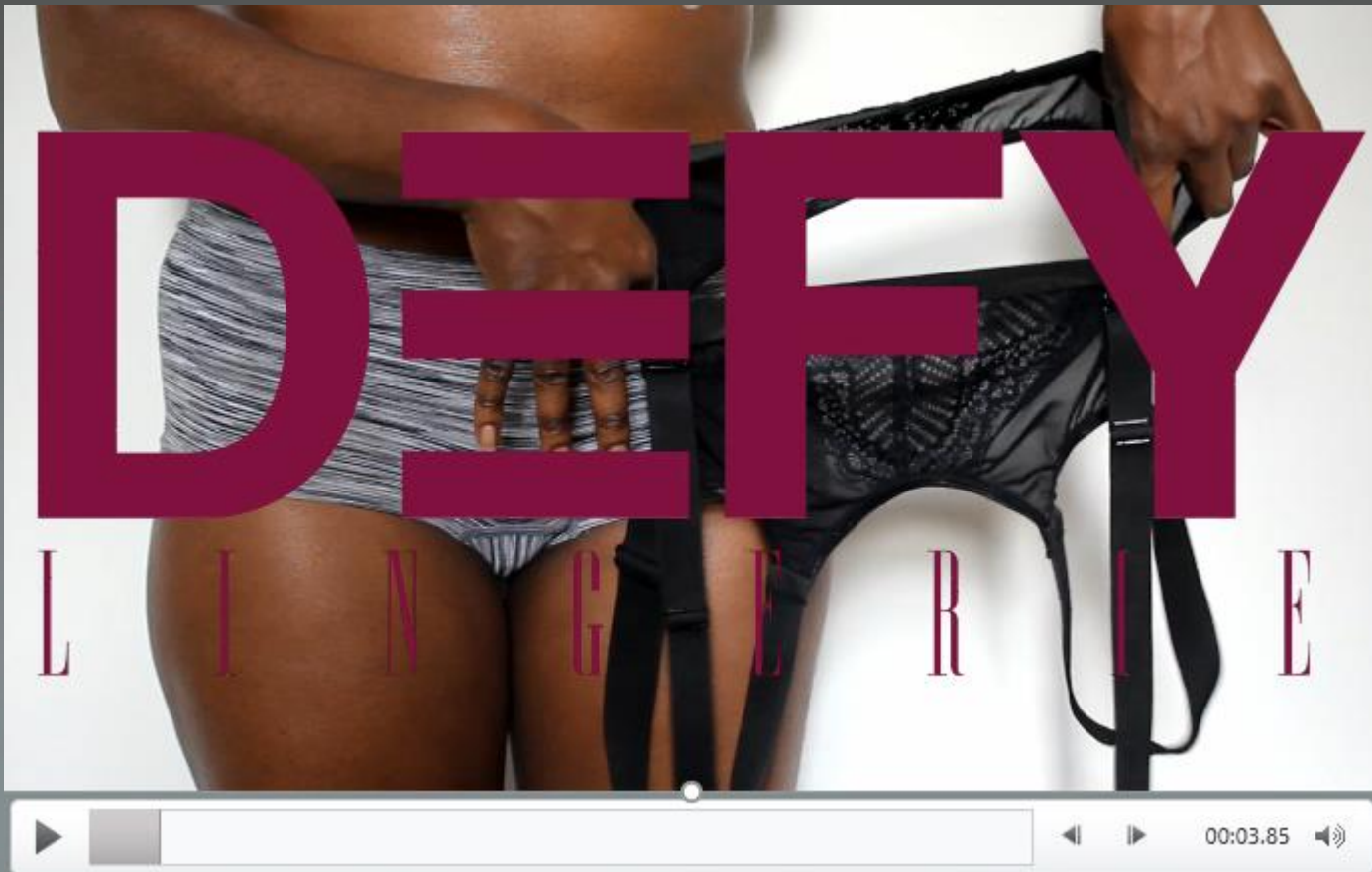
CHEEKY LIFT



The Cheeky Garter name derived from a term used to denote that the garment exposes the bottom part of the buttocks and made of narrow bands of fabric fastened around the waist, used to keep up the wearer's cheeks. Garters have been widely worn by men and women, depending on fashion trends, but never quite like this. The removable separating suspenders are used to push out the hips and create curves and buttock definition. -- \$69.00



CHEEKY GARTER™



The Cheeky Garter™ offers the maximum lift for any derriere. Putting it on can get tricky the first time around. But once you get the hang of it, it's lightwork. Watch a real woman (not a model) show how it's done.

CHEEKY GARTER™



Kariyma Marie



THE CREATOR

Kariyma Marie has experience with globally recognized brands such as L’Oreal, Puma, and Jones New York dating back 10 years. Over the course of her career she’s watched digital influence become a dominating force in society’s view of body image. When she learned that butt enhancement procedures had rose over 200% since the year 2000, she wanted to make a difference.

“The constant images of flawless Instagram models and celebrities surgically enhanced and photoshopped to perfection set an unattainable standard for women. It can leave them feeling inadequate and reluctant to celebrate their bodies,” Kariyma says. **“I actually considered getting a Brazilian Butt Lift at one point. I’ve since learned to truly embrace my body and work with what I have. I feel sexy. I want other women to feel the same confidence through this line.”** she continued.

With the help of Wanda Jones, former Design Director at Maidenform, the two have worked diligently on the development and fit of the pieces. Creative Communications Expert Macy Harrell curated a brand experience to bring DEFY to life. The women owned and operated brand created DEFY Lingerie’s Cheeky Collection to give you a lift from the inside, out, whether you’ve got a little booty, or a big one.

THE BACK STORY

Downloads

- [Hi Res Logo \(For Print\)](#)
- [Hi Res Logo \(For Digital\)](#)
- [Hi Res Product Images](#)
- [Before and After Image](#)
- [Press Release](#)
- [Fact Sheets](#)



DOWNLOADS



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www.Instagram.com/DEFYlingerie



www.facebook.com/DEFYcheeky



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