



## After Debuting on ABC's Shark Tank, The "Shemie" Successfully Launches on Kickstarter

LOS ANGELES, CA (10/31/12)- "The Shemie," the ultimate layering garment for women, created by Los Angeles based stylist Shelton Wilder, debuted nationally on ABC's Shark Tank and has successfully launched via the popular crowd-funding site, Kickstarter.com making it available for top retailers nationwide. After appearing on the critically acclaimed show for budding entrepreneurs, on Friday Oct 26<sup>th</sup>, and not securing a deal with one of the Sharks, Wilder is looking to the support of her Shark Tank fans and Shemie lovers to reach her goal of \$29,000 in 30 days to start production in her home state of North Carolina. (<http://www.kickstarter.com/projects/1670268821/shemie-layer-with-love>)

"I'm thrilled for the opportunity to be on Shark Tank, which is like having a \$2 million commercial for Shemie, and now I'm using all of my "POSITRON" and determination for the launch." Since Wilder's appearance on Shark Tank, the phone has been steadily ringing with potential investors inquires, and orders from boutiques, online stores and major retailers.

For years Wilder struggled to style her clients with undergarments that would make their outfits wearable, especially when designers were making clothes too sheer, too low cut, and too short.

"I'm so excited about my ultimate layering piece, The Shemie, says Wilder. "I realized my biggest issue in dressing modern day women while trying to make my clients look beautiful at the same time was the absence of a simple staple from the past, the slip!"

The finished opaque garment is versatile enough to be worn as a layering piece, or by itself and is available in three styles: (1) the elegant Scoop, called "Meet the Parents," providing coverage without bust line exposure; (2) the Cami, called "The Hoppy Top," after the playful comfort and ease it brings; and (3) the Romper, called "Paparazzi Protector," the answer to those sexy dresses women love to wear but fear exposure. It is made of a nylon/spandex blend with adjustable straps that can be worn with a simple pair of blue jeans but is also great for hiking, yoga, tennis, or any other physical activity. Designed to compliment women's bodies of all shapes and sizes 0 - 22. ([www.theshemie.com](http://www.theshemie.com))

Shelton is grateful for the exposure of her brand on Shark Tank and "I hope that my honesty and passion for my business are inspiring to everyone...I'm not giving up my dreams!"

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