



MEET

Mad die

Founder and Lead Designer

MADALYNNE INTIMATES



Maddie Flaingan is a 30-year-old lingerie designer and sewing teacher, who turned her dream of sewing and blogging into a passionate career. Her emerging lingerie brand, Madalynne Intimates, is designed in Philly and sewn in Brooklyn.

Originally from Fort Lauderdale, Fla., Maddie began sewing as a teenager on her mom's old sewing machine. After her mother passed away from breast cancer, Maddie decided that she would only surround herself with the people and things that matter to her most. Sewing was one of them. Maddie went on to complete a two-and-a-half-year apprenticeship with former Christian Dior seamstress, Myshka. She studied fashion design at the Savannah College of Art and Design and, later, fashion merchandising on full scholarship at Johnson and Wales in North Miami.

Most recently, Maddie spent seven-and-a-half years working at the corporate headquarters for URBN, which includes the brands Anthropologie, BHLDN, Urban Outfitters, Free People and Terrain. After collaborating with Urban Outfitters for 2 sold out exclusive collections and Simplicity patterns for 5 lingerie patterns (available at Walmart, JoAnn's, Hobby Lobby and other retailers), Maddie started her own business.

Maddie's overarching vision is to provide women with feminine lingerie that is as equally beautiful as it is functional, whether that be through sewing their own or buying from the market. The debut Madalynne line was introduced in February 2017. It was quickly picked up by Anthropologie, BHLDN and boutiques across the country. In addition, she partnered with international sewing machine brand PFAFF to become their brand ambassador and recently taught 10 sold-out Bra Making Workshops, one of which was in London! In February 2018, Maddie introduced her new line - coinciding with the one year anniversary of her debut collection.

AS FEATURED IN

VOGUE

IHUFFPOSTI

CBS

Philadelphia
MAGAZINE

