



## LUXXIE BOSTON™ IS ENCOURAGING WOMEN TO RESHAPE THE WORLD, NOT THEIR BODIES

*Reinventing the slip and taking on the multi-billion dollar shapewear industry, Luxxie Boston is running a Kickstarter Campaign to start a movement*

Boston, MA – Luxxie Boston, an emerging lingerie startup, is offering a selection of slips and camisoles to combat daily wardrobe annoyances without the pain of shapewear and the embarrassment of antiquated polyester slips. The Boston-based company announced a Kickstarter campaign from June 23 through July 28 to help finance its first production run in the United States.

“For Luxxie Boston, sexy does not mean uncomfortable; feminine does not mean delicate; functional does not mean dull,” explained Stefanie Mnayarji, co-founder and CEO. “We want women to stop spanking themselves with shapewear and indulge in the proprietary foundation wear we created for them.”

Luxxie Boston’s foundation wear has a built-in chest support system and comes in a variety of colors, such as platinum, noir and cosmic latte, as well as a selection of trim options. After searching on three continents (Asia, Europe and North America), the company developed a washable silk-blend material that’s non-static, breathable-yet-insulating, and will keep women cool in summer and warm in winter.

“The discomfort of clothing should be the last thing on a busy woman’s mind,” Mnayarji added. “Our slip and camisole pieces smooth and contour the body without the torturous feeling of shapewear. We are living in an unprecedented time for women and Luxxie Boston wants to empower them – not restrict them.”

More information about Luxxie Boston can be found at [luxxieboston.com](http://luxxieboston.com).

### **About Luxxie Boston**

Founded in 2014, Luxxie Boston LLC is headquartered in Boston, Massachusetts. To fill a void in the market for a good slip, the company has developed a collection of foundation wear garments manufactured to the highest luxury standards in the United States. While offering its customers exquisitely executed comfort, function and style, Luxxie Boston aims to simplify a woman’s day by mitigating the risk of endless wardrobe malfunctions. For more information, please visit [luxxieboston.com](http://luxxieboston.com) or email [info@luxxieboston.com](mailto:info@luxxieboston.com).