

**FINALLY, A BRA THAT DOES
WHAT IT'S SUPPOSED TO.**

**SCIENTIFICALLY PROVEN
33% BETTER
SUPPORT**

University tested and proven to deliver 33% more support than the top sports bras in the industry

PERSONALIZED FIT

Made for all shapes and sizes to support cups A-I

PATENTED TECHNOLOGY

Patented ZIP / CINCH / LIFT design lets you personalize your fit and control your level of support



ZIP

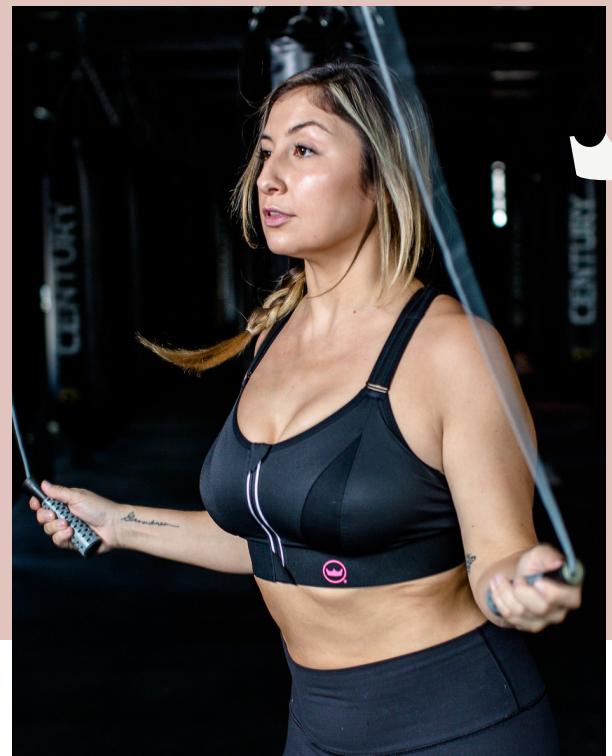
Front closure with magnetic locking head for easy on, easy off.

CINCH

No roll shelf and 8" adjustable band to provide a custom fit.

LIFT

15" adjustable straps to customize your level of support.



**WE'VE BEEN SETTLING
FOR FAR TOO LONG.**

SHEFIT® was designed by a woman for all women. Whether you're an A or an I cup, an athlete or a nursing mom, you can feel empowered to be your best.

SHEFIT® isn't a one-size-fits-all solution. It's a sports bra revolution. One that celebrates all that we are and all that we can be. Settle no more. Radical support has arrived.

FINALLY.

WE BELIEVE

We're exceptional the way we are. We deserve essential gear that rises to the occasion. We need a bra that refuses to settle.

For women of all shapes and sizes, SHEFIT® beats the bounce and lifts our confidence.

With unparalleled support and comfort, we can finally move the way we were born to.



2004

After the birth of her first child, Sara is challenged to get back in shape while breastfeeding. Her biggest hurdle is finding a sports bra that supports her.



2012

Sara hires a seamstress to refine the prototype, requiring four hours of travel, multiple times per week.



2013

Following valuable feedback from women of all shapes and sizes, Sara spends the next year traveling from Michigan to LA to bring SHEFIT® to market.



2015

The SHEFIT® HQ moves from Sara's basement to an office and warehouse, and is once again featured on national TV, this time on the TODAY Show.



2016

Sara recruits retail strategist and turnaround expert, Jeffry Aronsson, to guide the company's growth.



2018

University study reports
SHEFIT IS SUPERIOR TO OTHER LEADING BRANDS
and ranks #154 on the Inc. 500 list of fastest-growing companies in the nation.



2011

Frustrated by the lack of supportive sports bras on the market, Sara uses a glue gun and an old nursing bra to create the **FIRST SHEFIT PROTOTYPE.**



2013

Feeling confident with her new prototype, Sara seeks feedback from 20 of her friends.



2014

SHEFIT IS FEATURED ON THE DOCTORS and inventory sells out immediately.



2016

SARA GOES ON SHARK TANK to pitch a deal for SHEFIT®, and inventory sells out again.



2017

SHEFIT® Facebook post goes viral with over 10 million views, and as inventory sells out again counterfeiters emerge. SHEFIT'S social media followers express outrage against counterfeiters.