



BRA-série

WE'RE REINVENTING THE BRA STRAP

# Step Up Your Bra Game

Your bra straps are already showing, why not make them look gorgeous?

[WWW.BRASERIE.COM](http://WWW.BRASERIE.COM)

STYLE/VIDEO GUIDELINES

 bra\_serie

 BRAserieCA

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# Tammi Relyea

ABOUT THE FOUNDER



## BRA STRAPS REINVENTED

Signature Studded  
Collection

Tammi Relyea  
Founder, BRA-série



One of my favorite quotes!  
"Age is no barrier.  
It's the limitations you put on your mind."

After years of hearing women of all ages express frustration about their bra straps, and seeing bad "solutions" emerge like cheap clear plastic straps, I was inspired by an idea.

At 48 years old, I then realized it was time for me to step out of my comfort zone and disrupt the outdated norms in the bra industry — time to reinvent the bra strap into a stylish fashion accessory!



SIGNATURE STUDED  
COLLECTION  
ALSO AVAILABLE IN SILVER

BRA-série



#StepUpYourBraGame



CHIC



DARING



SEXY



STYLISH

OUR SIGNATURE STUDED  
COLLECTION® IS PATENTED.

STYLES FROM  
DAINTY TO DARING  
[www.braserie.com](http://www.braserie.com)



We remain committed to manufacturing in the U.S. and working with other women-owned businesses whenever possible.

# PACKAGING



BEAUTIFUL  
Pouch  
Travel • Home



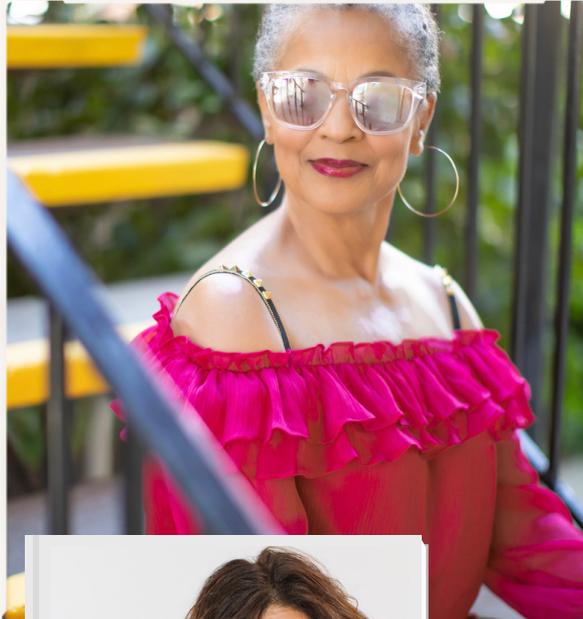
All BRA-série styles  
can be purchased  
individually.



CUSTOMIZABLE



# VIDEO GUIDELINES



BRA-sériē is a new brand to many women. In our efforts to communicate a consistent message, please follow the guidelines below:

- PLEASE spell BRA-sériē correctly - using the accent over the first é and the dash above the last ē.
- What's a BRA-sériē? They are stylish and fashionable interchangeable designer bra straps that simply hook into the elastic loops inside your strapless bra.
- BRA-série is challenging the outdated norms i(e. "invisible" clear plastic bra straps, halter bra-lette) by reinventing the bra strap into a stylish fashion accessory.
- Please incorporate in your video presentation, the background about the Founder (See Page 2).
- Please view our brief "Welcome Video" for visual guidelines.
- Key phrases to use when appropriate: "Styles from dainty to daring", high quality brand", "designer bra straps", "woman-owned brand located in Northern California."
- Other Key Verbiage: "A woman's shoulder is timeless!", It's the one spot on our bodies that ages more gracefully making us feel sexy at any age!"
- Please tag us **@bra\_serie** (in the text and image) and/or use assigned **URL/CODE** and include our brand's hashtag **#StepUpYourBraGame**
- Please follow us on IG and/or Facebook.

# MORE ABOUT BRA-SÉRIÉ

Retail Cost for Individual Styles: \$25 - \$35 per pair

Collection Boxes: \$75 - \$80 (three pairs in a box)

We have select styles with wider straps (1/2" wide) that works well for bustier women.

Quality is important is to us. We source high quality materials for comfort and long-lasting wear.

We are woman-owned brand located in Northern California.

## Our "Gratitude Project"

We invite you to learn about our annual grassroots campaign that is inspiring women from all around the globe to partner, promote and support other female owned businesses.

Together we can make an impact!  
Visit our site: [www.wo3connect.com](http://www.wo3connect.com)



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IG: bra\_serie

FB: BRAserieCA

