

BANDELETTES®

media kit 2016



INTRODUCTION



Freolla LLC is a company that was born out of pure passion and registered in September 2012. For years, one of the founders, Julia Abasova had a problem with thigh chafing. A simple pleasure, such as wearing a dress or a skirt became a challenge for her. She never talked about this issue with anyone just kept it to herself. She even created spandex-like thigh bands which she used for years. One day, over a cup of tea during a problem-solution-business-idea-search discussion with her friend Rena Abramoff, she decided to bring up this issue hoping that together they would find a solution for her and everyone who suffers from chafing. They discovered that this problem is quite common and that many women around the world were struggling with chafing. After intensive research, keeping both comfort and convenience in mind, with Julia's idea and Rena's design, Bandelettes were born!

In September 2012 they filed Patent and Trademark applications. Bandelettes are as effective as they are convenient to wear. While they look similar to thigh high tights, you will never have to deal with the burden of stockings slipping down. Bandelettes are made of high-quality and delicately crafted stretchy lace, that lightly wraps around the thighs and brings an end to skin rubbing as well as chafing. The two rows of stay-up silicone inside the bands holds them in place all day long without any risk of slipping. Aesthetically pleasing and chic, Bandelettes offer a welcome and attractive alternative to tights and pantyhose during the warm and hot weather. Not only are Bandelettes sexy and chic, they also get rid of that embarrassing thigh chafing so many women experience despite their body shape or size.

Bandelettes are available at select retailers and online at bandelettes.com





These are life changing, no exaggeration! They make my commute to work painless, where it used to be awful to experience chafing every day. They are comfy and they stay put. I only wish I had discovered them before my walking trip to Europe last summer when I had to wear uncomfortable and sweaty spandex shorts under my cute clothes. I'm singing Bandelettes praises to all my friends and will continue to rock them every time I wear a dress or skirt!

Review by Melanie

OUR MISSION



Chafing thighs is a problem some women have had to struggle with their entire lives. Our mission is to provide women with a solution. Bandelettes are used by women all over and from all different walks of life, whether they're into being glamorous, sexy, or are serious runners and athletes because not only plus sized women experience chafing thighs.



The assumption that Bandelettes are just for plus sized ladies and gentlemen couldn't be further from the truth. Believe it or not, our top selling sizes are "B" and "C" meaning that the majority of our customers range from a size 4 to a size 12. Chances are, if you aren't part of the very small percentage of the population with a thigh gap you have probably suffered from uncomfortable chafing between your thighs.

This chafing is especially apparent when you are wearing shorts or a dress and are engaging in vigorous exercise or walking for long periods of time. This chafing is caused from the friction of your legs rubbing together which can lead to dryness, ingrown hairs, redness, and unpleasant irritation. For those of you who deal with this often, you know that the more you continue to create that friction, the worse the chafing and irritation becomes.

That's where Bandelettes come in.

They protect your inner thighs from rubbing against one another to eliminate chafing and irritation. This is why Bandelettes have also become a huge hit among athletic, fashion-forward men. They look great under gym shorts and provide a buffer along the inner thighs when you are active or playing sports.

Bandelettes were designed with fashion and functionality in mind. They comfortably conform to your legs so that you don't have to worry about them riding up or down and they are offered in a range of great colors and fabrics. They even come in a unisex option which is great for athletic gals and also allows men to wear them with confidence and ease.

ABOUT



BIOGRAPHIES



Rena Abramoff

Born in 1964 in Azerbaijan, between the two beautiful seas Caspian and Black.

Abramoff works as a comptroller by day. Her attention to detail and passion for her professional work led her to develop Bandelettes alongside Julia Abasova.

Abramoff attended Azerbaijan University in Baku where she majored in accounting. In 1986 she took painting classes in Art School. In 1989 she joined the first and only Theatre of Marionettes in Azerbaijan as a puppeteer. Got married in 1990.

in 1992 due to unstable political situation Abramoff and her family left for Moscow and lived there for 4 years. Then for same reason in 1996 she left Russia and went to USA.

Abramoff works as an accountant by day, but she is writing by night.

Now Rena lives with her husband Elhanan in New York.





Julia Abasova

Born in Baku, Azerbaijan, Abasova graduated from College with a Masters in Financing. She started as the Director of Operations of a commercial bank in Baku. Working her way through the system, Abasova soon took on the role of Vice President.

In December of 1999, Abasova moved with her family from Baku, Azerbaijan to the United States. In 2000, she began taking classes in Estimating School in Manhattan, New York. After graduating, Abasova took a position at David Shuldiner, an upscale Architectural Metal/Glass Company, as Lead Estimator for 11 years.

Joining forces with Rena Abramoff, the two have developed their patent pending product line of anti-chafing “Bandelettes”.

Now Abasova lives in New York with her husband. She has two daughters and two grand children.

COLLECTIONS



Sizing Chart:

21"-22" (53-56 cm)	A
23"-24" (58-61 cm)	B
25"-26" (63-66 cm)	C
27"-28" (68-71 cm)	D
29"-30" (73-76 cm)	E
31"-32" (78-81 cm)	F



Leg garters and garter belts have long been one of the sexiest and sultriest pieces of lingerie for decades. However, traditional leg garters don't always come in the most flattering or fitted designs. Bandelettes are the ultimate in thigh wear as they are both fashionable and functional. Best of all, they fit comfortably on your thighs and stay in place so that you don't have to deal with that awkward feeling of fabric riding up and down your legs.

Nothing will get your partner's heart racing faster than a peek at some racy lace fabric at the very top of your thighs. Bandelettes look amazing both subtly showing beneath your favorite pair of shorts or a skirt, or you can wear them completely hidden under a pair of pants for a fun surprise that's just for you and your partner. They even look great paired with your favorite lingerie set or worn by themselves.

No matter what your partner's preference, Bandelettes come in plenty of different options that are sure to please. The lace versions are by far a favorite among couples. For those of you who are more traditional, try out our beige onyx or white onyx colors. If you are feeling a little more feisty, opt for a pair in black onyx or red.



beige onyx



white onyx



black onyx



beige 1004



black 1004



chocolate



romance



beige unisex



black unisex



AS SEEN IN



People

FashionMANNUSCRIPT

Star

MailOnline

theguardian



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– Melanie

Bandelettes CHANGED MY LIFE! I ordered my first pair 4 days before I was going on a date, and I was really wanting to wear a dress. I got my Bandelettes in the mail the morning of my date, wore them that day with a dress, and I was SO COMFORTABLE! I have now ordered another pair, and I will probably eventually own every color. Knowing I can wear skirts and dresses without worrying about my thighs being unbearably uncomfortable makes life so much easier.

– Candie

The majority of my wardrobe is dresses, but they can be very uncomfortable to wear for a long period of time when you are a victim of chafing! Bandelettes are a life saver. I don't wear a dress without them now, I plan on ordering more!

- Allison, NY

From the casual outfit to the extravagant party, Bandelettes are comfortable and easier to put on than other products. Loving the lace detail and basic colors I'm telling everyone I know about this ingenious little garment!

–Ashley, New found lover of skirts, New York, NY

TESTIMONIALS



MEDIA INQUIRIES



For Press & Media Inquiries, please contact:

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212-868-8183

Print or Broadcast Media featuring Bandelettes.

Interviews with the Founders of Bandelettes, Rena Abramoff & Julia Abasova,
for broadcast, digital, and print media.

Imagery & Product Requests.

Appearances at press and media events.

Lectures on topics of women in business, lingerie industry, etc.



