

# Female-founded braless clothing brand, Frankly Apparel, opens pop-up shop in hometown of Chicago

*The viral TikTok sensation's first brick and mortar concept is the latest tenant of the West Town Chamber of Commerce's Pop Up Project*

CHICAGO, ILLINOIS, UNITED STATES, May 3, 2023 /EINPresswire.com/ -- After becoming a [viral TikTok sensation](#) amidst the pandemic, [Frankly Apparel](#) has joined forces with the [West Town Pop Up Project](#), which offers short term leases to growing businesses interested in testing retail concepts. Frankly Apparel's new West Town pop up store is now open at 1821 W Chicago Ave through Tuesday, May 30th with a mission to empower Chicago women to join the braless revolution. "We started Frankly by fulfilling orders from my spare bedroom in Wicker Park and running clandestine photoshoots along the lakeshore," says Frankly co-founder Heather Eaton. "Now that we're opening our first retail location in West Town, it's clear that Chicago is a pivotal part of the Frankly story."

**“** We started Frankly by fulfilling orders from my spare bedroom in Wicker Park. Now that we're opening our first retail location in West Town, it's clear that Chicago is a pivotal part of our story.”  
*Jane Dong, Frankly Apparel co-founder*

Co-founders Heather Eaton and Jane Dong met at Stanford Business School, where they started Frankly as a class project. Heather (a G cup) and Jane (an A cup) both wanted the freedom to wear any outfit without worrying about their bra, but experienced different issues with going braless. It's a big (and little) problem that Heather and Jane set out to solve.

Enter Frankly Apparel – bra-less clothing for every-body. This is not another bad built-in bra – Frankly uses state-of-the-art lingerie techniques to build clothing with support, lift, and nipple coverage. Because one size doesn't fit all, Frankly has designed options for small cups AND full cups. Available in XS - 3XL and carefully created to cover cup sizes A to G.

In the words of Dong, “we're thrilled that we are able to bring our brand to life so that people can see for themselves that Frankly can work for all cup sizes before making a purchase. There's something special about being able to try clothes on in-person instead of just following a brand from afar on TikTok or Instagram.”

Frankly Apparel is a brand created by women. For women. Frankly's styles are made from sustainable, high-quality materials at female-owned factories. Frankly donates 1% of all sales to highly-effective, woman-run non-profits.

#### INFO + HOURS

1821 W Chicago Ave (click for map)

Monday-Tuesday: Closed

Wednesday-Saturday: 11am-7pm

Sunday: 11am-6p

Open through May 30, 2023

[www.franklyapparel.com](http://www.franklyapparel.com)

[www.westtownchamber.org](http://www.westtownchamber.org)

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