

# Stylish and Comfortable: Bandelettes® Introduces Innovative Solutions for Thigh Chafing

*Bandelettes® combines fashion and function to combat thigh chafing, offering a glamorous, comfortable solution for women.*

UNITED STATES, June 14, 2024

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Solution to a Common Problem

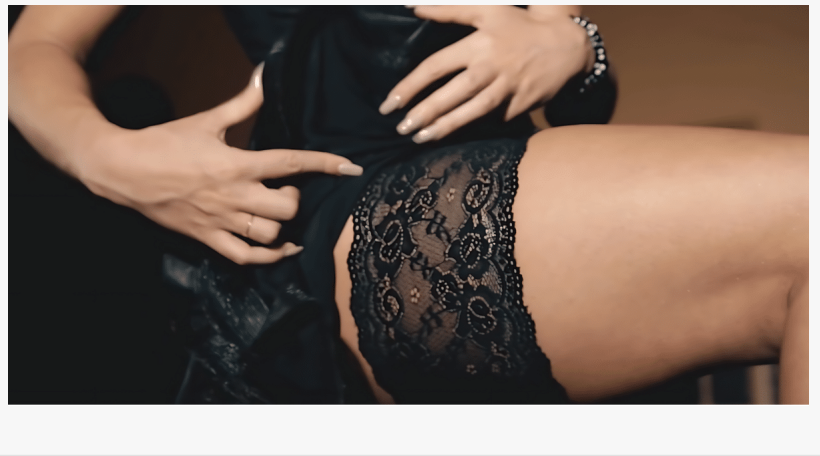
Freolla LLC, doing business as

Bandelettes®, has introduced a

groundbreaking product that

addresses a common yet rarely

discussed problem: thigh chafing. Designed by women for women, Bandelettes® thigh bands provide a stylish and effective solution to this issue. With their patented design and high-quality materials, Bandelettes® offer a comfortable, glamorous alternative to messy gels, suffocating shapewear, and unattractive biker shorts.



## From Personal Struggle to Innovative Creation

The inception of Bandelettes® is rooted in the personal experiences of its founders, Julia Abasova and Rena Abramoff. Both immigrants with no background in fashion or manufacturing, Julia and Rena turned a personal challenge into an innovative business idea. Julia's struggle with thigh chafing led to the creation of spandex-like thigh bands, which she used for years before discussing the issue with Rena. Their collaborative effort and extensive research resulted in the development of Bandelettes® thigh bands, which were patented in 2013.

## Unmatched Expertise and Inclusive Care

Bandelettes® are made of delicately crafted stretchy lace, featuring two rows of stay-up silicone that hold them in place all day without slipping. Unlike thigh-high tights, Bandelettes® do not require any attachment that could drag them down, ensuring a hassle-free experience. The thigh bands come in various colors and patterns, catering to different tastes and preferences. With sizes ranging from Small to 3XL, Bandelettes® accommodate women of all shapes and sizes, and the unisex version has gained popularity among men as well.

## Breaking the Myths Around Thigh Chafing

A common misconception is that only plus-size women experience thigh chafing. In reality, slim and fit women, as well as athletes with developed thigh muscles, often face this issue.

Bandelettes® effectively dispel this myth by providing a solution that fits a diverse range of body types. Their thigh bands create a barrier between the thighs, preventing skin-to-skin chafing and irritation, allowing women to wear their favorite dresses and skirts with confidence.

## What Sets Bandelettes® Apart

Bandelettes® stand out in the market for their unique combination of function and fashion. Unlike other solutions such as gels, creams, or powders, Bandelettes® offer a non-messy, breathable option. Their aesthetic appeal makes them a chic alternative to conventional shapewear or biker shorts. The thigh bands are lightweight and breathable, made from soft lace or microfiber, ensuring comfort and durability.

## Recognition and Acclaim

Since their launch, Bandelettes® have received numerous accolades and positive reviews in the press. A major milestone was the feature in *The Guardian* in 2013, which praised Bandelettes® as an exciting new product. The brand has continued to garner attention and recognition, including a highlight in *Vogue's* coverage of New York Fashion Week Spring 2018, where the diversity and functionality of Bandelettes® were celebrated. Bandelettes® Thigh Bands were honored to be showcased at the Metropolitan Museum of Art in the 'In America: A Lexicon of Fashion' exhibit in 2022, in collaboration with the body-inclusive collection for Chromat by renowned designer Becca McCharen-Tran.

## A Mission Rooted in Empowerment

The mission of Bandelettes® is to empower women by providing a practical yet glamorous solution to thigh chafing. By addressing this common issue, Bandelettes® help women regain their self-confidence and embrace their bodies. The brand's commitment to quality and inclusivity is evident in its wide range of sizes and styles, catering to both regular and plus-size individuals.

## About Freolla LLC dba Bandelettes

Freolla LLC, doing business as Bandelettes®, was established in September 2012. The company's flagship product, Bandelettes® thigh bands, was developed out of a personal need and a desire to provide a stylish solution to thigh chafing. The patent for Bandelettes® was registered in February 2013, and since then, the product has gained international recognition and acclaim. Bandelettes® are sold in various sizes and colors, ensuring a perfect fit for everyone. The company's dedication to comfort, style, and inclusivity continues to drive its success.

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