

Urban Essentials Launches Seamless Nude-Toned Loungewear for Every Skin Tone

New inclusive brand empowers women to feel seen, supported, and stylish with wire-free, skin-tone-matching basics for every body.

CALIFORNIA, CA, UNITED STATES, June 3, 2025 /EINPresswire.com/ -- Urban Essentials, a rising inclusive fashion brand, is proud to announce the official launch of its first [seamless loungewear](#) collection: a curated line of wire-free bras, buttery-soft bodysuits, and neutral-toned basics crafted for diverse skin tones and everyday comfort.

In an industry dominated by limited shade ranges and unrealistic body ideals, Urban Essentials sets a new standard by offering real comfort for real women. The collection features five inclusive nude tones, adaptive stretch materials, and silhouette-smoothing designs that blend naturally under clothing — or shine solo as statement essentials.

“We didn’t want to just sell seamless bras — we wanted to solve a problem,” says Jones, founder of Urban Essentials. “No wires, no digging seams, no guessing between beige and ‘almost your tone.’ Our pieces are built for movement, softness, and confidence — for every kind of body.”

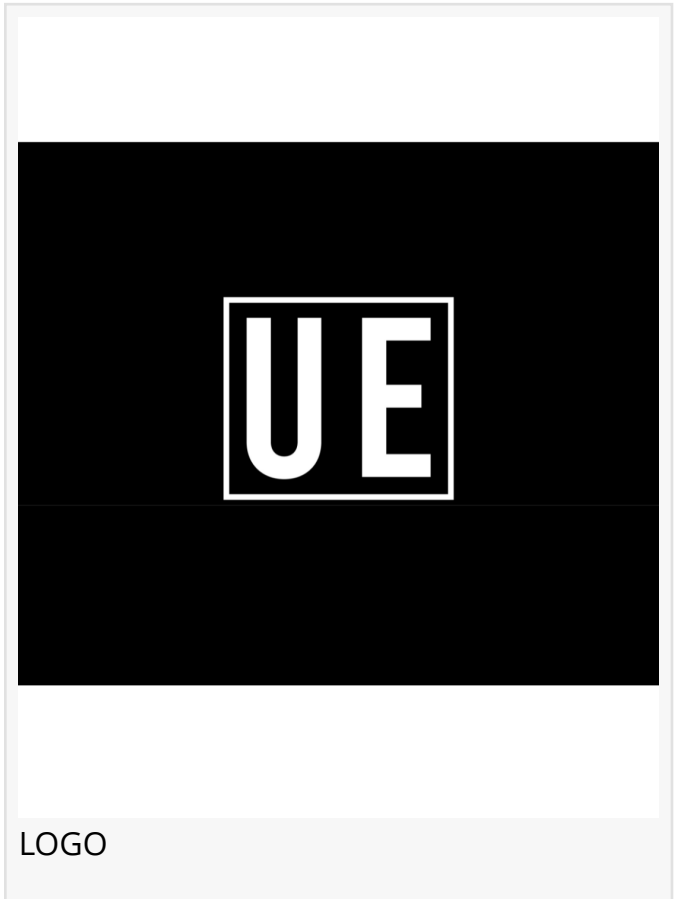
“

Comfort isn’t a luxury — it’s a baseline. Urban Essentials is for every woman who’s done compromising.”

Cory Jones

Designed with input from a diverse community of wearers and inspired by the ease of brands like SKIMS and Knix, Urban Essentials bridges fashion and function. Whether it’s a lounge day, Zoom meeting, or airport dash, the brand’s lightweight pieces move with the wearer while offering

light support and flattering compression.



The debut collection is now available exclusively at www.urbanessentialsapparel.com, with styles ranging from XS to 3XL. Free shipping is offered within the U.S., and first-time buyers receive 10% off their order.

About Urban Essentials

Urban Essentials is a California-based loungewear brand focused on seamless, inclusive, and nude-toned everyday apparel for modern women. Built on the belief that comfort is power, the brand delivers premium-quality basics that celebrate every body in its truest tone.

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Urban Essentials Seamless Bra and Bottoms

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