

CAKES body Takes Its \$100M+ Social-First Business Into Ulta Beauty and Revolve as Retail Expansion Accelerates

LOS ANGELES, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [CAKES body](#), the category defining brand creating innovative boob solutions and invisible essentials, today announced the continued expansion of its retail footprint with an expanded presence at [Ulta Beauty](#) and an upcoming launch at [Revolve](#). The moves mark the next phase of growth for the company, which has generated more than \$100 million in gross sales and is now translating the community driven demand that fueled its digital success into broader retail distribution.



Founded by twin sisters Taylor Capuano and Casey Sarai in 2022 with \$10,000 in personal savings, CAKES has built its business by listening directly to its community and using organic social content, creator partnerships and customer feedback to develop products that replace traditional bra solutions and solve the challenges women face when getting dressed. The brand has since become a top 1% TikTok Shop brand and sold more than 1.5 million products through the platform, building significant consumer demand across social media and DTC before expanding into traditional retail.

“We built this brand in the comments section, with women telling us exactly what wasn’t working and what they actually needed,” said Taylor Capuano, Co Founder and Chief Creative Officer of CAKES body. “That community first approach allowed us to build a business at a pace we never could have predicted, and now we’re seeing that demand translate beyond social commerce into some of the country’s leading retail platforms. Expanding into retail is an exciting next chapter for us because it means making the solutions our community helped us build accessible to even more women.”

CAKES’ expanded presence at Ulta Beauty and upcoming launch at Revolve are part of a broader

distribution strategy, with additional national retail and marketplace partnerships planned for 2027. Customers were asking for more of the products in-store and they can now find select sizes and shades of the CAKES CLEAVAGE BRA in Ulta Beauty stores as part of this first phase of expansion along with full size range and CAKES TAPE Kit on Ulta.com. Further product expansion and takeover for the women's undergarment solutions in Ulta Beauty will occur in 2027.

The expanded Ulta Beauty presence follows strong sales during key promotional moments, including 21 Days of Beauty, when CAKES' Grippy & Sticky Circles and Triangles were featured and sold through. The continued momentum reflects growing consumer demand for alternatives to traditional undergarments and further establishes CAKES within the boob solutions category.

Beyond Ulta Beauty, CAKES will expand its retail presence to Revolve, marking the brand's entry onto the fashion and lifestyle platform. The launch will introduce CAKES' portfolio of boob solutions and invisible essentials to a new audience and position the essentials for occasion wear, while further expanding the brand's reach beyond its direct to consumer roots.

With additional national retail and marketplace partnerships planned for 2027, CAKES is continuing to expand its distribution while developing new solutions across the boob solutions and invisible essentials categories. The company's growth from a \$10,000 startup investment to more than \$100 million in gross sales in four years demonstrates the strength of the community driven model behind the brand and its ability to translate digital demand into broader retail success.

The CAKES CLEAVAGE BRA is designed to replace the need for a traditional bra, with seamless construction that disappears under clothing, including sheer and fitted styles. The \$46 bra is available in Honey, Caramel and Cocoa, with select sizes available at Ulta Beauty stores and the full size range available at Ulta.com. The \$48 CAKES TAPE Multi Length Strip Kit offers customizable support in a one size design and is available in Honey, Caramel and Cocoa at Ulta.com, with an in store launch at Ulta Beauty on October 4.

For more information, visit cakesbody.com or follow @cakesbody on TikTok and Instagram. About CAKES body: CAKES body is a category defining brand creating innovative boob solutions and invisible essentials designed to help women feel more flattered and free in what they wear. Founded by twin sisters Taylor Capuano and Casey Sarai in 2022 with \$10,000 in startup capital, the self funded company has grown to more than \$100 million in gross sales in three years.

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