

Learn about us

What we do

We make the **most amazing underwear**.

- super comfy, eco-friendly, ethically produced by hand here in Toronto with all local suppliers.

And because amazing alone isn't enough, our underwear is also the **most fun underwear!**

- we encourage our customers to personalize them with any art, any text, on any side of the undie.

Why we do it

The world needs more smiles, more love, and more fun moments.

This is why we created do+dare – a place where everyone is welcome. Create undies that express you, bring joy to someone's world, or give you that boost of confidence when you need it most.

Our underwear are super comfy and meant to be worn every day. They get softer with age and are kind to our planet.

We give back 1% of our sales to environmental causes – we are a 1% for the Planet member.

Who we are

We are creative doers with diverse backgrounds (Sarah's a teacher, Rob's an engineer). We love adventure, living life to the fullest, and smiling often. You'll usually find us outside when we're not hanging out with our kids or working on bringing wicked undie creations to life.

How to say it

"do and dare" - you can use it with or without the "undie co." bit.

1% for the Planet

We give back.

- we are a 1% for the Planet member. That means we give back 1% of all sales (not profits) to environmental causes. So with every purchase, customers are directly funding environmental programs.

Have questions?

Message us on Instagram [@do.and.dare](https://www.instagram.com/do.and.dare) - we usually respond in seconds.

More on back →

Our undies

You already know we make the **most amazing underwear**. Here's more:

- our fabric is four-way stretch, 95% bamboo that is oeko-tex certified – this means that it hugs curves just right and is manufactured in a way that is kind to the environment and all the humans involved in making it.
- all the components that make up our undies are made in Canada (most within the GTA!). Even the bamboo is sourced in Canada.
- our elastic is the perfect balance of soft and stretch – it is custom made for us in Hamilton – and, fun fact, we had to buy 5 kilometres of it!
- we have three undie styles. In 5 different fabric colours (kid undies coming next!!).
- our undies are sewn by a female-run sewing shop in Scarborough.

Our undies are super fun – personalize your undies the way you like.

- customize any side of the undie (including the inside) with any art, any pictures, any text.
- not creative? Just check out our online Shop – we have an ever-growing set of premade designs that make for a fun scroll.
- we do the personalization and fulfillment ourselves in our downtown Burlington Studio.

Our website

doanddare.co

- we are set up to make every pair of undies unique.
- on our website customers can design their own pair right on their mobile using our online design tool, or browse a growing selection of fun undie designs.
- placing an order takes 1 minute, no account needed.

Packaging

Our undies are packaged into a small “undie-puck” – everything is 100% recyclable and reusable.

- they are held together with a paperclip.
- the tag is a drink coaster, and an elastic band attaches it to the undie.
- if ordering online, the undie is shipped in a padded all-paper mailer.

Fast turnaround

We aim to ship online orders the next business day.