

2017 MEDIA KIT

MAYANAGENEVIERE. COM







melaniefiona Los Angeles, California

melaniefiona I remember the #PostPartum melanieflona I remember the #PostPartum days when I couldn't look in the mirror and smille. I had to work so hard mentally and physically to eliminate the false expectations of what my body should look like after birth. Now, the only expectation I set for myself is to always appreciate what this body has done for me...And the reward in that, is true happiness. The Navana Bodysuit by @imavangeneyiere Nayana Bodysuit by @mayanageneviere xo #CelebrateYourBody □: @dirtysoufyankee

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Idvwdefitness 😎

yasminmonly You look beautiful!!!!

mayanageneviere Yesssi!!! @melaniefiona comp Amazingi Own your transition! You look and ARE so incredibly beautiful!

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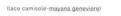
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#### MIRIAM STERNOFF

SEXY THANG









Samantha

BodyPositive

- 66 I had about given up until I came across an angel, her name is Nadine Woods. Her company Mayana Geneviere lingerie is every womans answer to nursing wear and postpartum recovery garments. She basically makes the anti nursing bra if that makes any sense. These bras are not a far cry from my beloved triangle bras. They are black, lacey and sexy. There are no snaps, hooks, or fumbling fingers trying to feed your baby. just simply pull the soft cup down and voila. The cherry on top is that they have this little ring clasp in the middle of the bra that slides back and forth, so you can remember which side you last nursed on. 99
  - Miriam Sternoff Celebrity Stylist & Star of "Kosher Soul"

Spoil Morgan Hutchinson

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akeBackPostPartum#



# alont MAYANA GENEVIÈRE®

Mayana Genevière® is a unique intimate apparel line designed to celebrate and support the journey of womanhood. Initially created to bridge the gap between fashion lingerie and maternity undergarments (with a focus on the restoration required during postnatal recovery), this innovative intimate apparel brand has evolved into a versatile line capturing the essence and needs of a woman as she transitions through life's many stages.

Changing the undergarment industry on a global scale, Mayana Genevière® is the innovator behind ALUXTRA™ Clasp-Free Technology, a revolutionary patented function signature to every bra in the brand that cleverly conceals the bra's nursing capabilities. This unique function allows for a bra that supports the breasts during maternity, nursing and beyond.

Developed and designed with impeccable attention to detail, every garment from bra to control bottom, is carefully crafted to fit the curves, changes and needs of a woman. Special attention has been placed on comfort required to support women during the transitional moments in life such as nursing, body changes and personal preference, without having to compromise on fashionable undergarments or personal wardrobe style.

With social responsibility at the forefront of garment construction, the brand takes pride in ethical sourcing and quality of production in-house at the Mayana Genevière® Atelier in Toronto.

Mayana Genevière® is dedicated to supporting women and motherhood. Nadine M. Woods is the label visionary, lending both her experience and her desire to guide women through the transitions of womanhood.

Mayana Genevière\*



- Inventors of the world's first and only ALUXTRA™ clasp-free technology
- Only brand dedicated to the needs of postnatal recovery
- Designed and made in Canada
- Founder of non-profit organization Maternal Goddess®

REVOLUTION BEAUTY
REVOLUTION BEAUTY
THE LINGLOBALLY
THE LINGLOBALLY

# UXTRA

**CLASP-FREE TECHNOLOGY** 

Mayana Geneviere is the developer of the world's first bra with the patented ALUXTRA®, clasp-free technology. This innovative feature is exclusive to our bras and is designed to give women wardrobe-friendly breastfeeding versatility. Learn more about the science behind this fashionable function.



BOND & BREASTFEED IN Style

The first of its kind, this one-handed, fold-over function transforms our luxurious bras into nursing simplicity. With cups that can retract to create a sling effect for continuous support, skin-to-skin contact between mother and baby is effortless.



SKIN-TO-SKIN CONTACT



SLING EFFECT FOR UNDER **BUST SUPPORT** 



**BRA SHAPE** RESILIENCE



UNDETECTABLE NURSING BRA



- 1. RESILIENCE ALUXTRA® allows cups to descend and retract without clasps.
- 2. **SHAPE** ALUXTRA® is an exclusive pattern development with fitting precision to give our bras a unique structure with premium support.
- 3. MATERIALS ALUXTRA® is supported through a combination of flexible molds and multi-way stretch textiles that create bra versatility.

## ALUXTRA® FOR Fashio



Designed for the woman who loves the feminine allure and elegance of fine lingerie, ALUXTRA® Clasp-Free Technology allows for a nursing bra function in a traditional bra style.



- 1. ALUXTRA® Clasp-Free Technology makes nursing bras undetectable
- 2. Low-plunging neckline
- 3. Multi-way strap capability
- 4. Multiple bra styles
- 5. Elegant and luxurious designs \* Demi Cup & Plunge See our Collections for more information



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### FUNCTIONAL. SEXY. COMFORTABLE.

A combination of style and comfort, the Opulence Collection accentuates your feminine curves. Sexy meets function in this sensual and elegant intimate line. Every garment transitions with the needs of your ever-changing body.

From everyday luxury to a nursing necessity, these timeless pieces are delicate yet durable.



#### FOR MORE INFORMATION OR STOCKING INQUIRIES, PLEASE CONTACT: INFO@MAYANAGENEVIERE.COM

34A	36A	38A	40A	42A		Opulence Collection				
32B	34B	36B	38B	40B	42B			Bra	Sizing	
30C	32C	34C	36C	38C	40C	42C				
	30D	32D	34D	36D	38D	40D	42D	44D		
		30DD	32DD	34DD	36DD	38DD	40DD	42DD	44DD	
			30E	32E	34E	36E	38E	40E	42E	
ALUXTRA® LYCRA  CLASP-PREE TECHNOLOGY  30F				32F	34F	36F	38F	40F		
Reinforced power mesh back					30G	32G	34G	36G	38G	
Reinforced power mesh back & wider strap						30H	32H	34H	36H	



## VERSATILE SIMPLICITY

Simplistic style with our signature features makes the Transcendence Collection an ideal line for women in search of quality and fashionable function. The line is completely hardware-free with stretchable and breathable control sized S - 3XL the perfect introduction to our timeless pieces.

Transcend from day to night, undergarments to stand alone pieces – the options are endless.



By Popular Demand Same Sized Band, Larger Cup

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34A	32B	30C	Transcendence Collection						
36A	34B	32C	30D		11 411	SCCIIG	CIICC		
38A	36B	34C	32D	30DD				Bra S	ızıng
	38B	36C	34D	32DD	30E				
	40B	38C	36D	34DD	32E	30F			
	42B	40C	38D	36DD	34E	32F	30G		
		42C	40D	38DD	36E	34F	32G	30H	
S			42D	40DD	38E	36F	34G	32H	
MI			44D	42DD	40E	38F	36G	34H	
L	•	<b>CDA</b>		44DD	42E	40F	38G	36H	
XL	4	YCRA.		46DD	44E	42F	40G	38H	
2XL 3XL	ALU	XTRA®			46E	44F	42G	40H	
	CLASP-FR	EE TECHNOLOGY							

ECollection
FEATURING ALUXTRA®

STYLE NAME	STYLE NO.	SIZE	MSRP USD	
LORENNA WIRELESS ~ Lace Soft Cup (Wireless)	1001	30-44 A-H	\$110	
LORENNA WIRE ~ Lace Soft Cup (Wire)	1002	30-44 A-H	\$115	
	10		1	
SEAN WIRELESS ~ Cotton Soft Cup (Wireless)	1003	30-44 A-H	\$106	-
			1	Ī
SEAN WIRE ~ Cotton Soft Cup (Wire)	1004	30-44 A-H	\$110	
			1	
TARA ~ All-in-One Waist Corset	101	XS-3XL	\$132	
,			10	
LOREN ~ Control Thong	102	XS-3XL	\$97	Total Control
				Par le
LENEA ~ Control Lace Coulotte	103	XS-3XL	\$77	200
		1	9	100
MERCEDES ~ Control High Cut Brief	104	XS-3XL	\$79	~



## TRANSCENDENCE Collection

FEATURING ALLUXTRA\*

STYLE NAME	STYLE NO.	SIZE	MSRP USD
ALEXANDER ~ Bralette	3001	S-3XL	\$100
NIKKI ~ Long-Line Bralette	3002	S-3XL	\$114
NAYANA ~ Bodysuit	3003	S-3XL	\$188
CAMILLE ~ Chemise	3004	S-3XL	\$168

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