

# DOUBL

DOUBL has created the first bra **made exactly to your measurements** and **smartphone fitted**. This means you can get a bra tailored exactly to you **without leaving your home!**

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## ABOUT THE BRA

The first bra they are launching is a traditional **T-Shirt Bra**. The T-Shirt Bra is **wireless**, since the support comes from the proper fit. There are also non-stretch shaping borders which create a natural look with subtle lift. Every single aspect of the bra is tailored to you, from the depth of the cup to the shoulder strap placement. Since the bra is made exactly to you, molded foam cups are not used. Instead the bra is double lined.



## ABOUT THE PROCESS

To get your measurements a quick scan is done using the latest smartphone 3D measurement technology. Similarly to how you can now test furniture in your home, we can recognize your body shape in space using your phone camera. No photos or videos are taken and you are fully clothed. By wearing black form-fitting clothing and standing in two positions in front of a white wall we can use your silhouette to create a 3D rendering of your body with no personal identifiable features. We've partnered with a company that has 10 years of experience in this space to create this solution for DOUBL. Here's an overview of how it works (hover over the link below and click "Open Preview", or click the link directly):

 [Get Measured with DOUBL](#)

## THE FOUNDERS

Bryn Davis Williams and Jessica Bosman met while studying at the Ivey School of Business in London, Ontario, Canada a decade ago. They came up with the initial idea for DOUBL in a New Venture Creation class, winning the People's choice award at their school's pitch competition. They left the idea behind them to join the corporate world, Bryn as a Brand Manager for Fortune 500 company Unilever, and Jessica as a Buyer & Merchant at the luxury e-commerce fashion retailer SSENSE. However they rekindled the idea during New York Fashion Week 2019, when they realized there was still a massive market opportunity and that they were entrepreneurs at heart. Since then they've built an amazing team around them from manufacturing experts, to technical pattern makers, as well as technology teams and advisors. Over the last four years they've participated in many accelerator programs refining their business ideas and pivoting along the way. It's been a roller coaster ride, but having achieved their production milestones, received great feedback from beta testers, and quit their full-time jobs, they are ready to launch!



Jessica (left) and Bryn (right)

## **WHY KICKSTARTER**

Kickstarter is one of the best pre-launch platforms for a few reasons. Firstly, Kickstarter is a trusted platform for crowdfunding. It has its own secure payment collection and all projects are reviewed by Kickstarter before launch. Secondly, it's a great way to tell a brand story with a campaign page, and thirdly it's a great way to offer diverse rewards from donations, to apparel items, to experiences, and of course to the product itself. Kickstarter also creates a community of those who are willing to try new things and support small businesses. Some other businesses that got their start on Kickstarter include: Peloton, Oura Ring, and Knix bras.

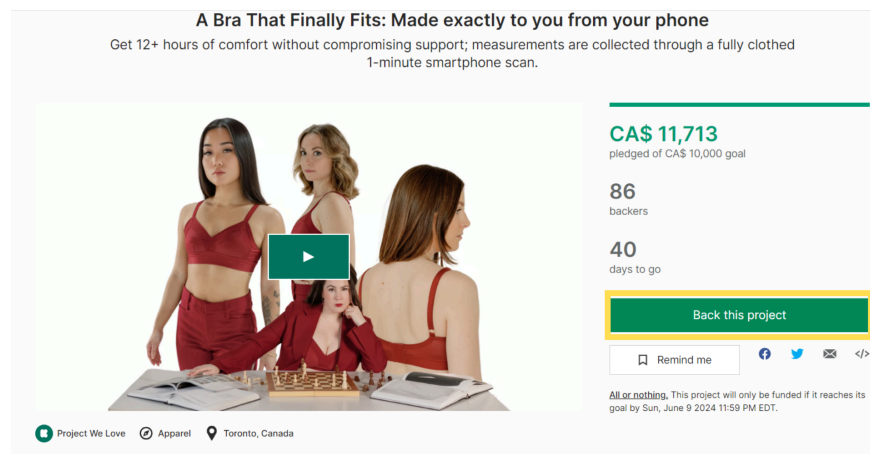
Check out our Kickstarter page here:

<https://www.kickstarter.com/projects/doubl/a-bra-that-finally-fits-made-exactly-to-you-from-your-phone/>

P.S. We were thrilled to be fully funded in less than 12 hours during our soft-launch to our VIP list. We're now looking to raise \$50K, and as a thank you everyone will get a branded notebook if we reach that goal.

## HOW KICKSTARTER WORKS

To donate to a campaign on Kickstarter you will visit their page, click the green "Back This Project" button highlighted below and then select your pledge amount. You won't be charged until the campaign closes. If you ordered a bra you will be sent a survey when the campaign closes, to indicate if it's for you or a gift, choose your colour, support level, and confirm your shipping address. You will also be sent a link to do your scan.



Since we're unable to anticipate demand we can't give a clear delivery date of the product. We are saying December 2024 to be very conservative but we will manufacture the bras in batches based on the order they're received.

Have a question about any of the above? Send a note to the founders at [bryn@doubl.ca](mailto:bryn@doubl.ca) and/or [jess@doubl.ca](mailto:jess@doubl.ca)