



PRESS RELEASE

**From Software To Underwear:
Award-Winning, Former Tech Entrepreneur Dr. Shaula Yemini & Daughter, Digital
Marketing Expert Noa Arias Launch Chic Line Of Lace, High-Waisted Panties**

*Bloomers Intimates Are As Comfortable As They Are Stylish, Eliminating Muffin Tops,
Visible Panty Lines & Hiding Lumps & Bumps*

New York, NY (November 11, 2021) – Award-Winning, Former Tech Entrepreneur Dr. Shaula Alexander Yemini and her daughter Digital Marketing Expert Noa Arias have teamed up to bring chic back to women’s cheeks. The dynamic mother-daughter duo has unveiled **Bloomers Intimates**, a sophisticated line of high-waisted, lace panties.

Utilizing an innovative design and high-quality scalloped lace that allows for both stretch and coverage of troublesome spots, **Bloomers Intimates** panties help eliminate muffin tops, visible panty lines, and “wedgies” as well as hiding unsightly lumps and bumps.

“I searched all over the internet for women’s underwear that was both stylish and offered full coverage,” said Yemini, co-founder and head of product at Bloomers Intimates. “And I couldn’t find anything. I thought to myself, ‘I can’t be the only woman in the world looking for comfortable, sexy granny panties. Being an entrepreneur, when I see a void in the marketplace, I have to do something about it. And that’s how Bloomers was born.”

While offering full coverage – with a few added body shaping benefits – “Granny panties” these certainly are not. The soft lace features a sexy “peek-a-boo” appeal and flattering cut around the legs and bottom, making Bloomers Intimates the perfect panty for a special occasion or just for women who enjoy a little luxury and comfort from their undergarments.

“When my mom first approached me with her idea, I laughed it off,” said Arias, co-founder and head of marketing at **Bloomers Intimates**. “But after performing some market research, we realized there was a definite need for full-coverage underwear that’s also chic – for women of all shapes, sizes, and ages.”

Designing a product that is inclusive to women of all sizes and ages is a priority to Yemini and Arias. So much so that, while today Bloomers comes in three colors in sizes S to XL, every one of their panties will be offered in sizes XS to 2XL and in four colors in time for the holiday season.

What's also important to the founders is offering their customers a quality product at an affordable price (each pair is \$38.00) and every panty sold comes with the official **Bloomers Intimates** reusable mesh laundry bag for easy machine washing.

Bloomers Intimates are available at <https://www.bloomersintimates.com/collections/womens-panties>.

To learn more about **Bloomers Intimates**, visit <https://www.bloomersintimates.com> and/or follow on IG/FB @bloomersintimates.

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ABOUT THE FOUNDERS

Dr. Shaula Yemini

Dr. Shaula Alexander Yemini is an entrepreneur, an angel investor and advisor to technology startups. In 2021 Yemini transitioned from software to soft-wear, co-founding Bloomers Intimates with her daughter Noa Arias. Bloomers bridges the gap between old-fashioned granny panties and chic women's panties, producing underwear that's as comfortable as it is sexy.

Earlier, Yemini founded software developer SMARTS, automating diagnosis of IT system problems, and led it as CEO until its acquisition by EMC. SMARTS counted among its thousands of customers many of the global 1000 enterprises. At SMARTS, Yemini was named as one of 10 "Leaders Among Leaders" in Information Technology by *Information Week Magazine*, and selected as an Ernst and Young Entrepreneur of the Year. SMARTS was an INC 500 company, a Deloitte & Touche Fast 50 company, and won other prestigious awards.

Prior to founding SMARTS, Yemini was the Senior Manager for Distributed Systems Software Technology at IBM's T.J. Watson Research Center and earlier, she was an Assistant Professor of Computer Science at NYU's Courant Institute.

Noa Arias

Noa Arias began her extensive marketing career at L'Oreal Paris, where she was a semi-finalist in the Beauty Shaker Awards for Corporate Excellence. After leaving L'Oreal Paris, she spent nearly a decade in marketing at American Express and has since held senior marketing roles spanning technology and consumer goods. While at American Express, Arias and her husband founded Cribsters.com, a website where parents could find and review childcare providers, which they later sold to a third party.

In her spare time, Arias volunteers in her community, serving on the board of the PTA and various local non-profit organizations. She received her BA from Columbia University and MBA from NYU's Stern School of Business, with concentrations in marketing and strategy.

