



The Company Behind an Innovative Backless Strapless Silicone Bra Discusses the Evolving Success of Their Undergarment Online

October 20, 2015

October 20, 2015 - PRESSADVANTAGE -

The noted lingerie boutique Minka In Jade, based out of Boise, Idaho, have recently released their new Strapless, Backless and Seamless White Lace Bra. The bra is currently available for purchase on Amazon.com, where it is quickly rising within the Amazon Bestseller charts. Since the Minka In Jade bra was released earlier this year, it has quickly made an unprecedented name for itself as one of the top-selling backless bras.

The Minka In Jade bra was designed to be worn during weddings and special events. It is the ideal undergarment to wear with a low-back, prom, evening or wedding dress. Although it can still be used in a more casual setting as it works well with halter or tube tops.

The built-in silicone push up pads uplift breasts to enhance cleavage and ensure that there are no slips. Women can also create different degrees of cleavage by positioning the bra cups closer together or further apart. The bra is made out of a reusable molded adhesive which is lightweight, breathable and completely safe for skin. The bra is held together with a front closure and can be worn over 200 times.

?Our new bra offers flexibility and freedom of movement.? explains Sayuri Fretz, the Founder of Minka in Jade. ?We wanted to create a bra that is barely there in appearance but has the full support of a regular bra. It is totally seamless and invisible under sheer clothing. Yet it offers women full cleavage. It was designed with weddings in mind but we have found that it works just as well for everyday use.?

Sold in a compact EVA foam zippered carrying case, the Minka In Jade lace silicone bra is easy to store and bring on travels. The bra is washable and should be hand cleaned using soap with water and then air dried, which allows the adhesive material to regenerate itself. The bra is available in all sizes from A to D.

The Minka In Jade Bra is available exclusively online through Amazon.com. Although the bra has only been available for a few months, it has steadily maintained a high review rating from customers. Several of which have detailed their positive experiences and added pictures of the actual product.

Minka In Jade is currently offering a \$10 discount on their Backless Strapless Bra. To find out more information about the product, visit their Amazon page directly.

###

For more information about Minka In Jade, contact the company here:Minka In JadeSayuri Fretz888-364-7081support@minkainjade.com2303 N 36th StBoise, ID 83703

Minka In Jade

Minka In Jade is an intimate apparel company based out of Boise, ID.

Website: <http://minkainjade.com/>

Email: support@minkainjade.com

Phone: 888-364-7081



