

FOR IMMEDIATE RELEASE

VALID LAUNCHES NEW LINE OF GENDER AFFIRMING SHAPEWEAR

8/1/2017

Portland, Oregon

Today, Valid launched it's Indiegogo pre-order campaign for the first piece of gender affirming shapewear in it's new line, Post Secondary. This new line is starting with a pair of cute tucking panties, called Alex, that were created by transfeminine people to overcome the current limitations on the market.

Through the Indiegogo pre-order campaign supporters will be able to order their own pairs of tucking panties, t-shirts, and buttons. Valid has also made it possible for people to support the transgender community if they personally don't need the product. Valid partnered with Point of Pride, a 501(c)(3) non profit, to distribute donated pairs of these tucking panties to transgender people who cannot otherwise afford them.

The current tucking options available are quite limited, and are either expensive and not really functional, frighteningly expensive and on backorder, or a nightmare of Do-It-Yourselfing and guessing at sizes. The sad truth is there just aren't a lot of options for transfeminine folks out there, and even fewer for people who just don't have a gender. Post Secondary aims to begin fixing that with Alex. In a time when transgender people, and transfeminine people especially, are at the news forefront, this project seeks to give something positive to the community that helped pave the road for LGBT rights. Between August 1st and September 4th, you can help Valid with this mission. Pre-orders are currently live on Indiegogo (<https://igg.me/at/post-secondary>), and as goals are reached Valid has plans in place to offer youth sizing, additional colors, and begin prototype production of the next designs in the Post Secondary line.

If you have further questions about Post Secondary, Alex, or Valid you can contact the company founders via email at proud@wearevalid.com.