

CRISSCROSS Intimates

📍Fashion New York, NY, US

"LUXE Post-Surgical Intimate Apparel for Women & Men"

Company Summary

CRISSCROSS Intimates offers luxurious, contemporary post-surgical undergarments while you recover in style! Precise and fashionable, utility-patent designs, and award-winning Nina Bra ensure a maximal comfort with innovative criss-cross magnet wrap closure. Fashionable solutions for any stage or phase of post-op breast recovery. Designs that let patients focus on rejuvenation without stressors. The Luxe line has styles for women and men.

Executive Summary

Management

Jean Criss CEO, Founder & Designer has a passion for fashion. As an intimate apparel designer, she innovated her line by journaling her experience as a breast cancer survivor and becoming an author. Jean is an avid speaker and digital media-preneur. She is a columnist, contributing writer for leading lingerie and industry journals, and blogs. Her work is featured in the press, social media, print, online, TV/video, advertorials. CRISSCROSS Intimates received HOLLYWOOD accolades with her launch with award-winning ISO accreditations for her Intimate apparel designs, putting innovations to work w/media and tech.

Customer Problem

The Impersonal Problem. Drawing upon her vast experience in media and tech, Jean Criss strategized about easy-to-use transitional undergarments to wear after any form of breast surgery recovery. Over the past few years, she designed a luxe collection of undergarments that offer styles with high comfort to accommodate any stage or phase of breast patient's needs. We offer compression undergarments, accessories, educational resources, products of inspiration. Garments to rock a survivor's world, also worn as activewear and adaptive fashion.

Current and future products include innovative designs, wearable technology with magnet-source energy, microbial, micro-fiber and Eco-friendly fabrics, UV-protection (UPF 50+), award-winning accreditations, and our signature utility-patented designs. Women's bras, panties, leggings, apparel accessories, Mens, educational resources and products of inspiration.

Product/Services

Updated: Jan 15, 2021



Company

URL:

<https://crisscrossintimates.com>

Founded: April 2017

Employees: 6

Entrepreneur

Jean Criss

jean@crisscrossintimates.com

Round Overview

<https://www.fundable.com/crisscross-intimates>

Funding Stage: series_a

Capital Raised: \$1k

Capital Seeking: \$1M+

Pre-Money Valuation: \$2.5M

Run Rate: --

Net Burn: --

Team

Jean Criss Founder/Fashion

Designer, see team and advisory board via deck

Social

<https://www.instagram.com/crisscross.intimates>

<https://www.linkedin.com/in/jean-criss>

https://www.twitter.com/jean_criss

<https://www.facebook.com/crisscrossintimates>

Target Market

CRISSCROSS Intimates lives at the intersection of a few markets. The **Global Wellness** market, specifically women's and men's breast health and wellness, is worth around half a trillion dollars. The **Intimate Apparel (Lingerie)** market is expected to be worth \$250B by 2022 and is growing at 8.1% year over year. The **Medical Supplier** market is currently worth around \$100B and is growing at a CAGR of 6.3%. The **Affiliate Partner Brand and e-Commerce** market is the largest growing space currently worth around \$2.3B, growing at 15%. The **Athleisure market** is valued at \$83B USD for the global market in 2016 and expected to rise by 30% by 2020. In 2019, the global **Adaptive Clothing market** size was US \$256M and it is expected to reach US\$ 294 million by the end of 2026, with a CAGR of 2.3% during 2020-2026.

Business Model

Business Model. Although CRISSCROSS Intimates has been accruing revenue since launch as a privately held company, no returns to-date, and a happy customer-base while seeding hundreds of samples in the marketplace for brand awareness, Criss has maximized funding with production and ops, and recognizes constraints for growth capacity. Prepared to streamline production, outsource, and has many manufacturers pre-vetted by the Founder in prep for this phase.

Customers

Global Wellness/Healthcare, Intimate Apparel, Medical Supplier, Affiliate Partners, E-Commerce & Retail, Adaptive Fashion, more. Our current marketing model relies heavily on boots-on-the-ground participation at both lingerie shows and cancer events, extending into luxury hospitality venues. We maintain extensive marketing lists of survivors (B2C) and retail purchasers (B2B) in the industry. Marketing could scale quickly with supply support.

Sales/Marketing Strategy

Direct to consumer, VIP Buyers, e-retailers, boutiques, specialty stores, Healthcare medical supply companies, Plastic Surgeons, and others.

Competitors

Crisscross offers full ensemble from head to toe with post-surgical solutions in utility-patented line of undergarments for women and men. Most competitors do not offer patented designs, have limited styles and are not trendy, stylish or sexy like CRISSCROSS. They are rather non-flattering utilitarian devices.

Competitive Advantage

What sets CRISSCROSS Intimates apart in this currently small market is that our products are functional devices, sexy, contemporary designs and make a woman feel amazing wearing our undergarments immediately after surgery and post-recovery activewear, the transitional use for the garments is a longevity in the line, typically unforeseen. By focusing on ISO certification and USPTO protection, we've built a company that offers quality apparel for both healthcare and retail consumers worldwide. These products are wholistic, inasmuch as they help rejuvenate patient's mental self-image and the underlying need for physical healing assistance. CRISSCROSS Intimates Annual Financials.

Revenue Driver: consumer sales, B2B

Revenue\$ undisclosed

Expenditure\$ undisclosed

Profit (Loss)\$ undisclosed