April 30, 2021

For Immediate Release:
Ithaca, NY based Luxury Lingerie Brand seeks to raise $35,000 by May 20th to Scale and Launch Community Project

Adrina Dietra (AD) is a Black owned, Ithaca based, luxury lingerie brand offering quality garments and accessories in ready to wear, made-to-measure, and custom applications as well as small batch natural apothecary goods. AD is one of the only true size inclusive luxury lingerie brands based in the USA - and with a successful Kickstarter she will be able to expand to include binders, insert bras {for post mastectomy, transitioning, and drag performance folks}, nursing bras, and capsule collections. AD is fully owned and operated by Adrina Graham, a Fashion Institute of Technology graduate, single mom of two young kids, and domestic abuse survivor.

Adrina has been designing, cutting, sewing, and finishing every single item made for AD clients since the founding of the company, alongside making all apothecary goods from scratch. In order to truly scale and harness full creative control and have optimal impact, it's time to develop a full line of AD designs in collaboration with a small scale manufacturer in NYC. This will allow for a steady stream of products to our devoted clients, while expanding capacity for custom order intakes and providing bespoke, hard to find lingerie for our diverse and extraordinary clients. AD is devoted to slow fashion and is also working towards being a zero waste design and production house.

AD has a firm commitment to activism as proven by the coordinated launch of The Ife Project, which aims to bridge the gap in essential body care, undergarment, and toiletry needs for all genders and age ranges, starting in Ithaca, NY. Ife -- the Yoruba word for 'Love,' has close ties to founder Adrina Graham's, familial roots, and is the perfect name for this community driven initiative. The Ife Project personal care kits will appear in Ithaca's Mutual Aid blue cabinets and key pantries starting May 2021.

AD infuses a breath of fresh air, activism, and inclusivity into the lingerie world, and she needs your help. Supporters of the kickstarter campaign can choose from a variety of "perks" which include the new "Eartha" line of silk garments, donations to The Ife Project, apothecary goods, and more.

The success of this campaign is truly contingent on the exposure that it gets. Adrina is seeking connections that might support this fundraising campaign in getting national press, the attention of social media influencers, and other visibility.

Donate at: https://www.kickstarter.com/projects/adrinadietra/adrina-dietra-luxury-lingerie
Search Kickstarter for "Adrina Dietra"
Alternatively you can donate via venmo @Adrina-Graham or Cashapp $ShopAD and funds will be put towards the campaign.

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