



Show Your Straps



Manifesto

For Too Long
We've Been Told To Cover Up
Conform
And Be Complacent When It Comes To Our Bras

For Too Long
We've Held Onto Ugly Bras
Scroungy Straps
And The Idea That We Shouldn't Show Off Our Skivvies

The Time Is Now To Make A Statement
The Time Is Now To Free Our Straps

Matchy Matchy
Revolutionizes How We Reveal Ourselves
Restyles The Way We Customize Our Clothing
And Finally Adds Fashion As A Function Of Bra Straps

Matchy Matchy
Allows Us To Personalize Our Straps
And Mix And Match Gorgeous Colors With A Little Bling

It Is Your Style From Inside Out

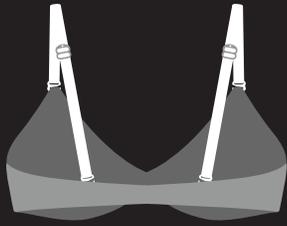
So Snap Up A Strap And Hook It On
We Have The Right To Bare Arms And Color-Coordinated Bra Straps
And Are Restrained Only By The Supportive Nature Of Our Bras

Our Bra Straps Are Showing
And It's Going To Stay That Way

Matchy Matchy

Matchy Straps

\$20



Interchangeable Straps

Connect Matchy Straps to Matchy Bras or anything with interchangeable straps.

Matchy's signature gold-toned hardware with Swarovski crystals matches or magnifies every outfit.

Choose from 35 vibrant colors to blend in or stand out.

Straps are sold separately from bras.

Made in Colombia.

Hardware from Italy.

Fabric Content: 86% nylon - 14% elastane

matchymatchy.com

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Glacier

Daring, satisfying, a delicious life

Your breath at the top of a ski slope moments before you push off. The way fresh, untouched snow crunches under your feet. Hot chocolate that is more marshmallows than chocolate.



Angel

Carefree, giddy, surprising promise

Rosebuds arranged delicately on a crown of flowers. Running through a field with audacious abandon. An unexpected kiss that makes your stomach flutter for hours.



Peony

Heartfelt, innocent, beautiful anticipation

Love letters tucked away inside a book. A quick peck on the cheek. Trying on a million and a half outfits before a first date.



Georgia Peach

Juicy, charming, always summer

The perfume of a country summer. Your mother's coveted vintage blouse. The hue of the glorious boozy concoction you drank on Spring Break.



Persian Melon

Invigorating, effortless, feels like home

A glass of grapefruit juice at the kitchen table. Your hair in loosely braided pigtails. The lovely longing you get from being in your hometown.



Screaming Pink

Vivacious, playful, yours for keeps

Laughing a bit too loudly. Lipstick adorning the rim of a coffee cup. The dress you're never giving back to your best friend.



Hibiscus

Off the cuff, fabulous, debonaire

Jet-setting at a moment's notice. A striking sun hat that catches attention and rays. Sipping drinks poolside and mixing with a most exceptional crowd.



Crimson

Intense, layered in mystery, seductive

Lips like rubies. Fog rolling under the light of a street lamp. Secrets you're willing to tell... for a price.



Cherry

Blissful, impassioned, we've got this

Opening the door to "Surprise!" How your heart races when you see lovely faces. Losing all inhibition when you and your girls go up for karaoke.



Clementine

In vogue, on top of it, daring differently

Your wardrobe speaking louder than your words. Always innovating. Ditching the status quo for your dreams.



Hazelnut

Tasty, toasty, hidden pleasures

Aromas of coffee and bakery treats mingling in your nose. A sweater that warms you like a hearth. How the hours fly by at your out-of-the-way café.



Buttercup

Ambrosial, special, sweet and delightful

The earthy smell of your skin after lying in the grass. The first day your favorite t-shirt comes into rotation. Sipping lemonade on the porch to tease the noontime sun.



Mojito

Exciting, flashy, joy to the otherworldly

The growing buzz in the air before a parade begins. Spinning with sparklers in each hand. Racing to finish a Popsicle before it melts.



Kiwi

Risky risqué, unapologetic, Spring Fever

Rocking a head-turning print on the street. Saying what you want, when you want. Staying out until sunrise and sealing it with a kiss.



Emerald

Unforgettable, dynamic, bold

When everyone at the party knows your name. A ring that hits the light as you run your fingers through your hair. Loud laughter following one of your notorious stories.



Mint

A rush, energizing, purifying

Sweet sea air tingling your face as the boat dashes through the water. The cool beads of a necklace against your skin. The music between diving in and coming up for air.



Caribbean

Water goddess, breezy, tranquil

The crest of a wave carrying you to shore. A beach towel drying on a warm dock. Being lulled to sleep on a hammock rocking gently in the wind.



Duchess

Lavish, exquisite, worth it

Spurging on the handbag that dreams are made of. Ordering the most expensive dish on the menu. Never settling for second best.



Tanzanite

Precious, treasured, doing you

A mantra passed down from mother to daughter. Laughing with old friends until tears cascade down your cheeks. When you can't wait to be alone with the person you love most- yourself.



Marina Blue

Simple, idyllic, down-to-earth

Escaping to the rustic simplicity of cottage life. Foghorns and seabirds singing solace. Feeling one with the world when you dig your heels in.



Midnight

Nocturnal, exhilarating, spontaneous

Crickets chirping harmoniously with a crackling bonfire. A soft whisper that makes your heart skip a beat. Jumping into a lake with nothing on but your skivvies.



Cabernet

Magnificent, graceful, on everyone's lips

Descending the stairs to a gala in a gorgeous floor-length gown. Unmatched poise and emulatable etiquette. The words "I've heard such wonderful things about you."



Plum

Silky, classic, intoxicating

A deep, velvet laugh. A dress that plunges in all the right places. Your lips after too much vino.



Amethyst

Confident, proud, you deserve it

An ensemble that flaunts what you've got. Never apologizing for being yourself. The instant your long-awaited dream becomes reality.



Eggplant

Hot hot hot, palpable passion, mind-blowing

Night falling on a sweltering day. The heat of another body close to you. Taking a breath, but just for a moment.



Dusk

Enchanting, sensual, a je ne sais quoi

Perfume that lingers in a scarf. Your dresser drawer filled with mentionable unmentionables. The dazzling magnetism only a woman has.



Provence

Whimsical, relaxing, living a dream

Finding shapes in the clouds as they pirouette above you. Bouquets of lavender drying upside down in your kitchen. Gliding between the sheets in silky pajamas.



Blue Bell

Uplifting, freespirited, brilliant

A song that makes everything fall into place. Lifting your hands through the sunroof to touch the open skies. The sunglasses that all your friends try to steal.



Oyster

Serene, lovely, taking it all in

Morning dew on a magnolia. Birds singing you awake from a reverie. A billowy dress that catches the air as you throw open the windows.



Warm Ivory

Indulgent, mellow, icing on the cake

The inside of a crème brulee. Relaxing in a bubble bath by candlelight. How the wedding dress you covet seems to glow brighter than the rest.



Dusty Rose

A soft melody, coy, chapter one

A coffee spoon tinkling as you stir in cream. Blushing and biting your lip. Being asked on a second date.



Smoky Quartz

Electric, in tune, trailblazer

The thrill of a dimly-lit room. Boots stomping in time on a wooden floor. Knowing you started the dance.



Espresso

Delectable, sentimental, warm and cozy

Taking the first bite of cake. Listening to an old classic on vinyl. When a couch and a blanket become the best inventions in the world.



Graphite

Lucky, glam, carpe diem, girl

Rolling out of bed with miraculously perfect hair. Wearing a lil somethin' somethin' under your clothes just because. Kicking butt, taking names, and not breaking a nail.



Jet

Sexy, essential, powerful

An amorous glance through smoky eyeliner. Music pulsing in your body like a heartbeat. Heels that stop time when you enter the room.

Classic Convertible Tee Shirt Bra

\$39

Your go-to bra: Sleek support, super soft, and simply sexy. Foam-lined contour cups show off your shape while comfy underwire means flexibility for everyday wear, everywhere.



Warm Ivory



Hazelnut



Smoky Quartz



Jet

How To Wear

Step 0

A most important step! Buy as many Matchy Straps as you need to match your wardrobe or make a statement.

Step 1

Call loved ones into the room for your transformation. Live broadcast to your social networks after you've connected with us here



Step 2

Hold strap with Swarovski crystal facing up. Take a deep breath, because things are about to get cute.

Step 3

Insert hook into bra's front loop. Insert other hook into bra's back loop. It doesn't matter which hook goes into which loop, but you may prefer to have the slider in back. We trust your fashion sense.

Step 4

A girl needs options.

Front To Back: Classic. Vintage. Put-together.

Criss-Cross: You fancy!

Halter: Perfect for an open-backed outfit.

Solo: We admire your commitment to wowing people with your unconventional style.

Wildcard: You tell us!



Kristine Ross

Artist, Entrepreneur, Activist

It all began with a sleeveless peach dress on a hot summer morning. Putting together my outfit for the day, I was faced with the age old “bra strap dilemma.” There was no way that I was going to be able to prevent my bra straps from peeking out from under my dress all day long. I didn’t have a peach colored bra, and I am not a fan of uncomfortable, hot, and sticky strapless bras. I had to choose between wearing a white bra or a nude bra. Neither would match my skin tone, and both would appear as a fashion “no-no” when peeking out. Frustrated, I thought to myself “someone should design a bra that allows you to switch out the straps so that you can match them to your outfit.”

This idea seemed so simple and obvious. Why isn’t there a bra that allows for many strap possibilities? Why is it a fashion faux-pas if our bra straps are showing? After much discussion with girlfriends of all ages I realized that we really do need these color options in our lives! My formal art training taught me “form follows function.” Here was a very functional item- a bra strap, that just needed a little love in the “form” department. I had my work cut out for me!

I began with the bra. It was very important to me that I create a bra that is “everyday,” comfortable, and provides good support and quality that withstands daily use. As for bra colors- the two basic colors that women really need for most outfits are nude and black. For the nude colors, I hit the make-up counters to survey what the most popular and pretty foundation colors are for all skin tones. From there I was able to narrow it down to three nude colors: Warm Ivory, Hazelnut and Smoky Quartz.

As for strap colors, my goal was to offer as many color options as possible. From trend books, to fabric swatches, to studying friends’ wardrobes, I created a color spectrum that accommodates as many color stories and seasons as possible. 35 colors seemed like a good place to start. Finally, the “bra strap slider” was in need of some serious re-design. This gave me a platform to turn an ordinary, functional strap, into an accessory. I designed the slider to be simple and elegant, yet with a Swarovski crystal on each, it becomes a piece of jewelry for your shoulders. I had it made in Italy, and now it is just perfect.

When all was said and done, it was clear to me that if our straps are showing, it will be intentional. Our straps will be more than just “function,” they will be colorful accessories chosen for the right dress and the right occasion. I want women of all ages to be able to show their straps and use them to express their inner colors.