

Press Release

Paris, April-5th 2022

Perdième.
LINGERIE

Perdième will attend for the first time Foire de Paris

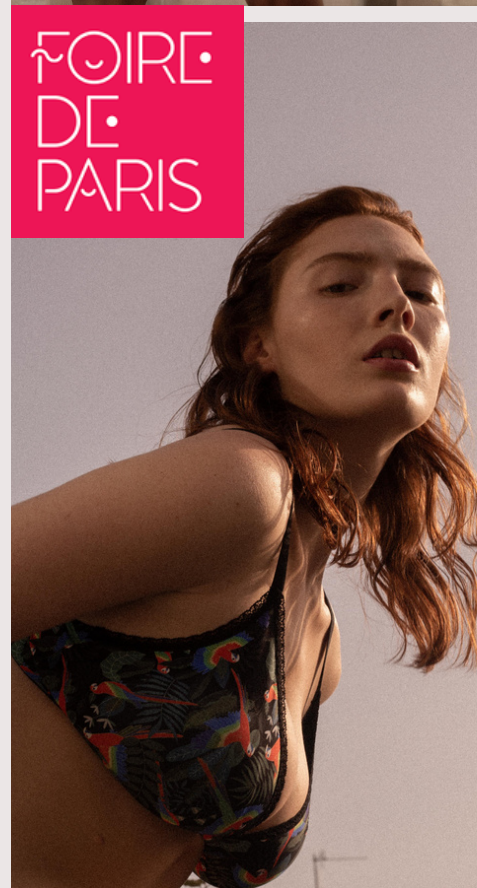
Perdième Lingerie attendance at "Foire d'Automne 2021", in last October has been particularly noticed! Women of all generations as well as men came in numbers to the booth stand to discover menstrual underwear. This new kind of washable protections is a real revolution in terms of women hygiene and are getting more and more popular over the past few years.

Perdième is a new French brand created in 2020, which proposes an exclusive range of menstrual panties, menstrual shorties and matching bras. It has been selected among many start-ups by a committee of experts to join the Start-Up Boost 2022 program by Foire de Paris.

Perdième commitments and values : a responsible manufacture in a family owned factory in Portugal, affordable prices, and exclusive patterns and design to help women feel beautiful and free everyday. It was about time to offer period underwear which can also be trendy, colorful and premium !

What is next? With over 5000 satisfied clients online and in stores, Perdième will keep on distinguishing itself enlarging the range with premium laces and swimwear. The next step is also to export it premium parisian style lingerie worldwide : Europe first then the rest of the world.

Perdième will attend the Foire de Paris from April-28th to May-9th in the Young Creators Area (Village of Innovations).
See you at H024, Hall 2.2 !



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