



For immediate release: December 7, 2009.

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## Best Friends Dream Up New Business: Panty By Post

VANCOUVER, BC: A recent trip to France changed Natalie Grunberg's life. "Everyone in France is so put-together," she says, "even while running errands, they look chic. And it's not about having lots of money to spend on clothes. It's about attitude."

She was intrigued. Could the French attitude have to do with what they were wearing beneath their clothes? Who, after all, does not feel elegant, sexy and confident when they are wearing luxurious lingerie? She came home and pitched the idea to her best friend, Lori Sholzberg, and Panty by Post was born.

Panty by Post is part surprise, part indulgence, and part sexiness. At the website, <http://www.pantybypost.com>, you can order decadent French panties (from Montreal's Blush line) in quantities of Sexy Single, Double Dare, Ménage a Trois, Sultry Six, and the Commitment (12 months supply). Then, you, or the person you are gifting, will receive a surprise—a panty in the post!

"It's our goal to help women rediscover their inner sexiness and confidence," says Sholzberg, who posed as one of the models for the website photo shoot. "As women, we often find ourselves doing so much for other people, it's hard to find the time for us. Even if no one ever sees the sexy little panty you have on underneath your polar fleece and yoga gear, you'll know it's there, and that sexy little secret might just turn a few heads. It's about attitude."

Coming up on their one-year anniversary in December 2009, Panty by Post has already sponsored numerous charities to the likes of The Weekend to End Breast Cancer, An Evening with Diana Krall for the Leukemia Foundation and the Big Sisters Gala. Their newest packages include, *Briefs in a Box*, a strictly eco-friendly line for men, as well as a *Plus Size Line* for women.



## *About the Panties*

Panty by Post has an exclusive agreement with Montreal's Blush Lingerie for their signature and Bridal Line. Panties come in hipster, thong and bikini types, and are made with the luxury of French lace and satin. All panties are also machine-washable for convenience, and come in three sizes: S, M & L. The Plus Size line is exclusively hand selected from the prestigious Danish company, Change. Briefs in a Box are from JM Intimode, a Montreal, Quebec based manufacturer specializing in eco friendly wear.

## *About the Owners*

### Natalie Grunberg

Natalie was born and grew up in Vancouver, BC. Though she has traveled and studied in many places, she came right back to her hometown to live in the heart of the city. She feels lucky to have grown up in B.C., second only to France, where she spends her summers!

She currently teaches at Prince of Wales Secondary and loves inspiring the kids to explore their writing, while daydreaming about their future as innovative small business owners.

Natalie likes to keep her life simple but full. Her favorite things include: cake from Ganache Yale Town in the shape of a panty, panty purchasing and Panty By Post marketing. She's a certified Pantyologist along with her best friend, Lori.

### Lori Sholzberg

Having been born and bred in the cultural metropolis of Montreal, Lori's goal is to bring a French inspiration to the development of her current joint venture, Panty by Post. A student of life and laughter, Lori is currently working on her graduate degree in Educational Psychology but aspires to get her doctorate in Pantyology first.

While living on the east coast, she spent a great part of her career involved in the animal kingdom; whether it was managing a veterinary clinic or feeding orphaned lions on the African continent. Her love of all things four-legged can be seen in the fall animal print line! She currently resides in the Great West of Canada with her two beloved large pound puppy specials, a love for writing, a keen interest in anything to do with chocolate and a her loving husband.



## *The Panty by Post Photo Shoot*

The real-life story of how a regular gal became a lingerie model.

Twelve, thirteen, fourteen.... one more lunge and legs are jelly. Besides, if I find just one more 'model' for our photo shoot, my buttocks will not be exposed for the entire world to see. And by 'model', I mean an attractive woman who was somehow convinced to model French panties for our business' upcoming website, Panty by Post.

Finding beautiful women in a town saturated with them isn't a difficult task, however, finding beautiful women to agree to model panties at an old shipyard somewhere off the coast of no where is a challenge. Being new to the city, I turned to my good old friend and ardent addiction, Craigslist, and placed an ad seeking 'normal' type models to bare some skin for a website.

The agenda for the shoot was set before I even had my first conversations with the girls. This is partly because we were so excited, but really because Natalie is a teacher. Eliminating her from public bum display was essential, but also she is the most meticulous organizer in the world.

The first to confirm was Tanya, a Keira Sedgwick look-a-like, and life-long friend of my boyfriend, who spoke to me with great ease over the phone. Her friend Wu, whose bubbly and cute persona paired with her laissez-faire spirit, became number two. Robyn, the tall blonde with no airbrushing required on her perfect butt, as I later couldn't help noticing, and my boyfriend's massage therapist, ahem, was more than compliant to show her assets even in the freezing cold. Then there was Andrea, my business partner's brother's girlfriend, not once removed, who had previous modeling experience and no problems looking good in every panty she tried on. Lastly, there was backup if someone retracted their initial vow, and believe me, you are signing your butt away here, which was me. I can't say I suddenly didn't miss the blonde hair that defined me through my twenties and the bronzed skin that I often sported in the summer time months without a thought to what it might do my skin later on (when I had to do a panty shoot, for example). Luckily, good genes only imprinted laugh lines on my face and laughter is good. Right?

And a lot of laughter went on, nervous laughter to start with. Tanya, who surprised me with her level of eagerness, confided in me after one glass of pink champagne on set that she thought it was a joke up until when she received our email about the day's itinerary. Side note: champagne does wonders to a group of semi naked women confined to a public washroom full of racks of panties.



Our stylist arrived on time and the girls all got free reign in choosing their panties for their first shots and after trial cat walks down the runway between the toilet stalls and the sink. The accessorizing wardrobe was decided by the specialists, that being, my partner and me, our new assumed role besides on site caterer, prop manager, assistant photographer and motivational counselor. I'm not exactly sure why I needed to add 'panty provocateur' to my profile at that moment; perhaps I knew that one day someone would let me write a story for the website, but I am pretty sure it was the way in which the idea behind Panty by Post evolved.

Allow me to elaborate. The retail side of Panty by Post was never meant to be a large focus for us; instead, we wanted to create a concept that would generate a feeling. First, the anticipation and nostalgia of receiving something in the mail like waiting to open that first present on Christmas morning when you were a kid. Or it could be the surprise and excitement of getting a package addressed to you as a gift. Most profoundly, it was the essence of the way you feel after slipping into one of our French satiny and lacey panties...need I say more? So I decided to slip them on and experience the public side of Panty by Post, or what Natalie termed as "taking one for the team".

I found myself back in the public washroom with the rest of the everyday-type-women-transformed into America's Next Top Panty Model, going through the same practices that became the concept-utilized framework of that day. Twelve panties later, with the help of the group's encouragement, the push up bra loaned to me by my new model/masseuse friend Robyn, I slithered into lucky number thirteen, grabbed my big overcoat, just in case, and headed down the path to my shoot.

Besides the frigid cold air and the dusk narrowing in on our natural daylight, it wasn't so terrifying after all. Whether it was the warm reception from our fabulous and patient photographer, the familiar sweet encouraging sounds from Natalie standing by, or the cold air freezing my brain, and therefore making it impossible to grasp what was actually happening, I decided to let go. Unleashing my inner whatever-it-was that was waiting to come out, shockingly took over my body at this moment. The black silky fabric and frills encased my butt with the same safe feeling a warm fuzzy towel gives you that waits outside a cold pool. But, there was more--I felt sexy! And powerful! Suddenly, my posture became erect; I threw off the trench and dropped all my previous worries about lunge and crunch capacities at the gym. I breathed it in and I embraced this new found confidence. I am a woman. A real woman. Now, although I don't think I can or ever want to, live the narcissism I self-imposed on my spirit, nor do I think I may have a career in modeling, I definitely think the results were great!

You can see Lori's photos from the shoot at [www.pantybypost.com](http://www.pantybypost.com).