



Panty by Post Media Kit

What is Panty by Post?

Panty by Post is an online subscription service based in Vancouver, BC to send a pretty panty in the mail monthly. We bring back the nostalgia of receiving a wonderful surprise in the mail!

What are the Company Origins?

The co-founders have had a lifetime appreciation of all things French. Natalie Grunberg spends the best part of her summers in France, and Lori Sholzberg grew up in Montreal. The dynamic duo has watched and admired French women of all shapes and sizes, how confident and well put together they are, and the care they take in selecting and wearing their pretty lingerie. The Panty by Post concept took shape to provide women worldwide with French panties of superior quality and comfort, an excellent price point and a fast and easy online order process. They added the element of a wonderful surprise every time a panty is delivered by the local postman in a beautiful package; a delightful experience that people want to have over and over again, whether they order for themselves, or as a gift.

State-of-the-Art Ordering—Old-Fashioned Delivery

Placing a PantybyPost.com online order is easy and is as much fun as receiving the panties in the mail! Enticing styles (hipster, thong, bikini, vintage) and order options are presented within the Signature Line, such as: Sexy Single, Double Dare, Ménage à Trois, Sultry Six and The Commitment Package (receive 12 panties per year). A variety of thoughtful packages can be ordered for the bride, curvaceous gals and men too. Orders can also be placed via the toll-free line 7AM-10PM (PST) and we ship worldwide.

Exclusive Suppliers

Panty by Post has an exclusive wholesale arrangement with Blush, an established family-owned and operated business based in Montreal, Quebec. Blush products are sold worldwide to carefully selected boutiques and Panty by Post offers direct access to this hard-to-find, appealing brand at prices that match those of mass-produced lower-end retail products. Other suppliers include Change, a Danish company, for plus size goddesses and JM for the PBP men's bamboo Briefs in a Box package.

Pricing—Service—Quality

Our panties rival retail stores in price (\$13 CAD per panty with a Commitment package to \$16 CAD for a one time Sexy Single order), plus every panty includes pretty packaging, a note and delivery by post. This unrivaled service, and the quality and durability of our brands is what drives repeat customers and referrals. We have tested Blush panties for durability over many laundry washes, sporting activities and the dryer.

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Who Buys a Panty by Post?

While our largest subscriber market is mainly in Canada and the USA, we have discovered an emerging market for our products/services in France and other parts of Europe and the Middle East.

- Women 20-24: young women tired of inferior-quality, mass-produced offerings
- Women 25-59: professional, time-strapped women of all sizes who are Intimate Apparel Enthusiasts and have an appreciation for European style
- Men 25-59: men looking to please the woman in his life with the perfect gift that is convenient, thoughtful, sexy and romantic

The Mistresses of Panty by Post

Co-Founder: Natalie Grunberg

Natalie Grunberg brings her marketing, sales and years of teaching experience to her position at Panty by Post. Her passion for business has made her a fast expert in her field. She draws on her past careers for her big ideas and project management skills. She is known for her vigorous work ethic and works tirelessly to manage, run and develop this growing business.

Co-Founder: Lori Sholzberg

Lori Sholzberg knows how to take care of Panty by Post customers. She manages all the many customer service requirements to ensure PBP delivers the best product, on time and beautifully packaged. She brings her years of experience running a Veterinary Clinic to the dynamic team. Lori's writing, business management skills and radiant personality drives the customer focused side of the business. She makes each interaction with Panty by Post a memorable one!

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Image requests: High resolution images of our logo, products and look book fashion shots can be obtained by emailing natalie@pantybypost.com.