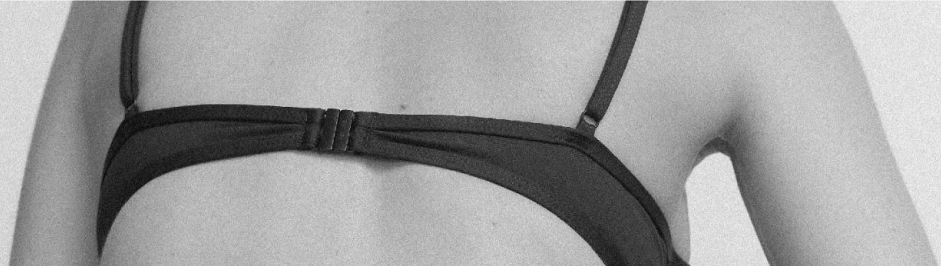


Webinar Series

Tune In
Every Wednesday
@ 12:30PM EST



Wednesday, May 27th, 2020
12:30pm EST

VIRTUAL SUPPORT: Simple Ways to Serve Lingerie Clients with Virtual and Digital Offers

by Kimmay Caldwell
Owner of Hurray Media LLC.

This webinar is in partnership with Mykigai, a curated community for people over 50.



curve

Virtual Support

Simple Ways to Serve Lingerie Clients
With Virtual & Digital Offers

Hosted by Kimmay Caldwell
of Hurray Media LLC for Eurovet



Who am I?

hurray!
KIMMAY

Kimmay Caldwell

HurrayKimmay.com

Say Hurray Inside, Outside, & Underneath™

Contact:

@hurraykimmay

Kimmay@hurraykimmay.com

@hurraykimmay

HurrayKimmay.com

@Curvexpo

Who am I?

Bra Fitter

Marketer

Consultant

Content Creator

TV Personality

Coach

Mentor

Writer



Kimmy has been featured in...

REAL SIMPLE
LIFE MADE EASIER

BRIDES

MARTHA
THE MARTHA STEWART SHOW

THE HUFFINGTON POST

Women's Health

Shine
from YAHOO!

bloomingdale's

NEW YORK
Weddings



BUSTLE

TIM GUNN'S
GUIDE TO STYLE

DAILY NEWS

...and many more!



Virtual

1. not physically existing as such but made by software to appear to do so.
2. carried out, accessed, or stored by means of a computer, especially over a network.

Virtual

3. almost or nearly as described, but not completely or according to strict definition.

Support

1. bear all or part of the weight of; hold up.
2. assistance provided by a company to users of its products
3. the act of helping someone by giving love, encouragement, etc.

Who can you support with virtual offers?

- Covid customers



Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons

Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons
- Long distance customers

Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons
- Long distance customers
- Differently abled customers



Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons
- Long distance customers
- Differently abled customers
- Injured or sick people

Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons
- Long distance customers
- Differently abled customers
- Injured or sick people
- Parents and caregivers



Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons
- Long distance customers
- Differently abled customers
- Injured or sick people
- Parents and caregivers
- Marginalized folks



Who can you support with virtual offers?

- Covid customers
- Longtime or frequent patrons
- Long distance customers
- Differently abled customers
- Injured or sick people
- Parents and caregivers
- Marginalized folks
- Busy people

Examples of virtual and digital offers:

- Online or social media shop

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media
- Private VIP groups

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media
- Private VIP groups
- Newsletter

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media
- Private VIP groups
- Newsletter
- Customer service chat

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media
- Private VIP groups
- Newsletter
- Customer service chat
- Virtual events

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media
- Private VIP groups
- Newsletter
- Customer service chat
- Virtual events
- Podcast/blog

Examples of virtual and digital offers:

- Online or social media shop
- Virtual personal shopping
- Virtual bra fit sessions
- Phone orders
- Educational resources
- Social Media
- Private VIP groups
- Newsletter
- Customer service chat
- Virtual events
- Podcast/blog
- Quiz

Learn from other industries!

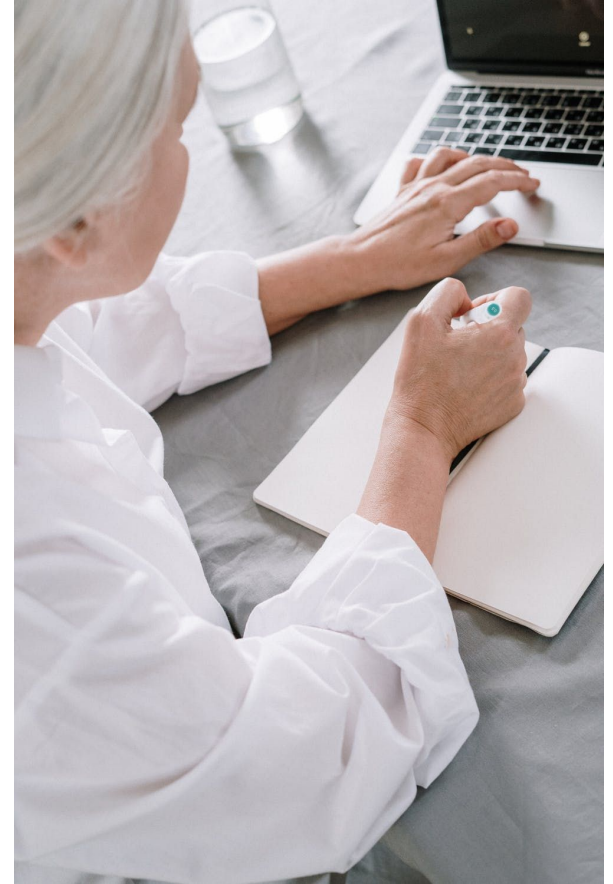
Ask yourself:

- What's working for that industry?
- What have they tried and applied?
- How can I try and apply that to my business?
- What can work for us?



Learn from other industries!

- Doctors and medical professionals
- Eye glasses
- Ready to wear/clothing
- Shoe companies
- Grocery stores
- Restaurants
- Etc.



May 20

Hello Kimberly. This is Fromer Eye Centers and we are open for your urgent eye care needs. We are pleased to offer virtual at home office visits for you to see your eye doctor. Visit us at <https://www.fromereye.com/telemedicine-message> for more information. Or call us at [929-281-2760](tel:929-281-2760) to schedule a virtual office visit with our doctors.

10:00 AM

Examples Of Problems That Can Be Addressed In A Virtual Office Visit:

- Red eyes
- Tearing, discharge, and/or itchiness of the eyes
- Swollen eyelid
- Eye pain
- Decrease in vision
- Concern for eye infection
- Questions or clarifications about eye medication
- Any other questions or concerns about your eyes that need to be addressed by a doctor

For problems that require an in-person office visit, we are still open with limited hours. We have taken every precaution to make your visit as safe as possible.



For problems that require an in-person office visit, we are still open with limited hours. We have taken every precaution to make your visit as safe as possible.

- Our doctors and staff will be wearing protective surgical face masks, face shields and
- Our doctors and staff will be wearing gloves and changing them in between each patient after following rigorous hand washing and sanitizing.
- The exam rooms are disinfected before and after each
- We are checking the temperature of everyone that walks into our facility; any person with a fever will not be permitted in the
- Social distancing will be

Important reminder: If you are experiencing any signs of illness, such as fever, shortness of breath, cough, etc. and are scheduled to come into the office, please reschedule your appointment or

Blue-light-filtering lenses for any pair >

WARBY PARKER



Locations

Sign in



Home Try-On

Eyeglasses

Sunglasses

Contacts



Try 5 frames at home for free

Shop Men

Shop Women

Take a quiz to find frames >

How does Try Before You Buy work?

—

1. Try 1 of our featured Try Before You Buy bras for free and only pay \$4.95 for shipping.
2. Try it for 14 days before you decide if it's a good fit. If you love the bra and want to keep it, you will be charged full retail price + tax.
3. If you don't love it, initiate a return within the 14 day window, drop it off at USPS right away and you will not be charged.

How long do I get to try my bra?

+

How do payments work?

+

How can I return the product?

+

Can I take the tags off?

Can I try more than 1 bra?

Is this program for any bra?

<https://trueandco.com/try-before-you-buy>

App Store Preview

This app is available only on the App Store for iPhone.



Warby Parker 4+

Rx glasses, contacts, and more

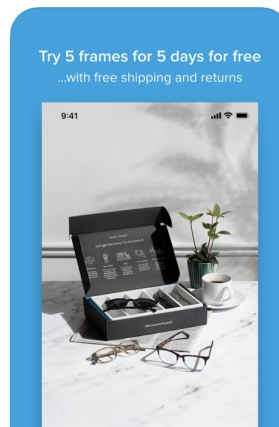
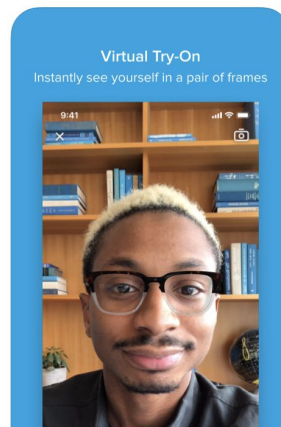
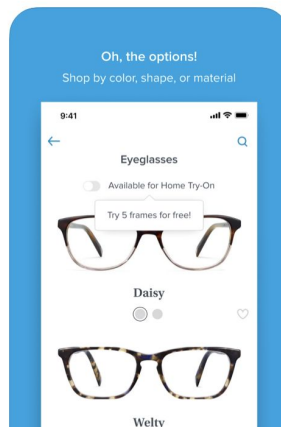
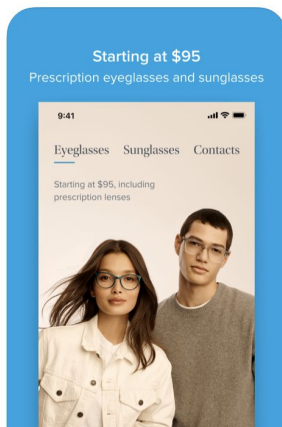
[Warby Parker](#)

#90 in Shopping

★★★★★ 4.9, 104.8K Ratings

Free

iPhone Screenshots



Apps



Bra Size Calculator
Appshub2019

★★★★★



Bra Size Calculator
Digital Applications Isla

★★★★★



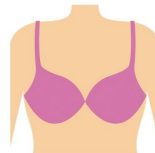
My bra size
Oscar GM

★★★★★



Bra Calculator
Digital Applications Isla

★★★★★



Bra fitting
Mateusz Jaworski

★★★★★



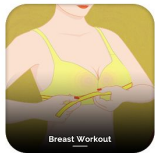
Zivame - Shop Ling
Zivame

★★★★★



Breast size increase
CoolDevs

★★★★★



Breast Workout Red
ABDreams Apps

★★★★★



Bra Size Calculator
App Wings

\$0.99



MySizeID - Measure
My Size

★★★★★



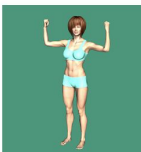
Bra Guide | Types of
Global App Zone - Lifest

★★★★★



Breast Workout Red
ABC studioApp

★★★★★



Bra Sizer

Statistics show that, due to improper meas
Wardrobe Coach, Image Consultant and...

[View more >](#)



WhatsCup

To choose a suitable bra is very important.
need a photo to measure your...

[View more >](#)



Adore Me Designer Lingerie

Oh, hey there! Looking for the latest linge
come to the right...

[View more >](#)



Soma INNOFIT

A game changer in online lingerie retail; ou
together with the app, find bras...

[View more >](#)



Bra Size calculator, converter

This app helps you to calculate and conver
enter the hand size and bust



<https://hellogiggles.com/lifestyle/bra-sizing-app/>



“The app was problematic, to say the least,” said a former engineer we’ll call Ben. “It basically only worked if the photos were good.” When people tried out the at-home instructions exactly — take two pictures in front of a full-length mirror in good lighting while wearing a tight tank top, making sure the phone is at waist-height — the results were reliably accurate. But getting people to do that was difficult.

Then there was the matter of data security. Co-CEO David Spector **told Inc** the company never “recorded” people’s images, but no one was clear on what that meant. Once the photos were submitted via the app, where did they go?

*“THE APP WAS PROBLEMATIC,
TO SAY THE LEAST”*

<https://www.vox.com/the-goods/2019/11/18/20966941/thirdlove-bra-pivot-ai-inclusivity-employee>



Renew your glasses prescription at home!

Happy with your current distance prescription and between the ages 18 and 50? Use Prescription Check to renew, well, your prescription for \$40 with a laptop, an iPhone, and your current pair of glasses.



[Watch an intro video](#)

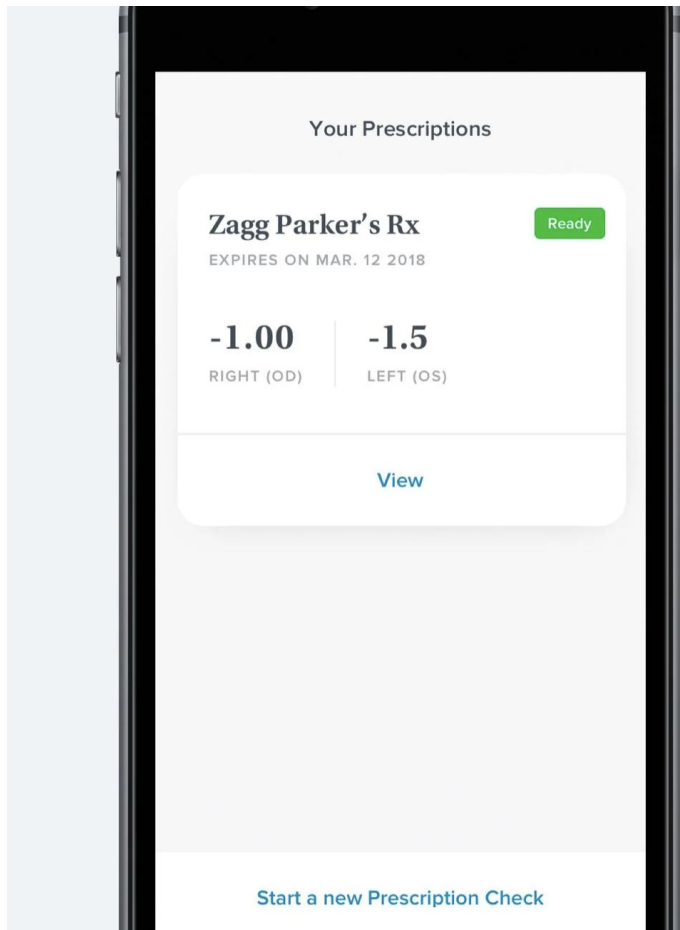


IF YOU ARE ELIGIBLE...

Take a few tests in about 20 minutes at home

We'll pair your laptop (stand about 12 feet away) and iPhone and then you'll swipe through a few tests so our doctor can assess how well you're seeing through your current glasses. As simple as reading the eye chart at the doctor's office!





LAST BUT CERTAINLY NOT LEAST

A doctor will review your results

If your vision hasn't changed since your current prescription was issued, the doctor may renew it! Otherwise, they may suggest a comprehensive eye exam (you won't pay for using the app). Either way, you'll typically hear back within two days.

QUICK NOTE

Prescription Check is not a comprehensive eye health exam and it isn't meant to replace visits to your eye doctor. It's important to get your eye health examined periodically even if you aren't experiencing any vision problems, so please follow the advice of your doctor. Good to keep those peepers in check.



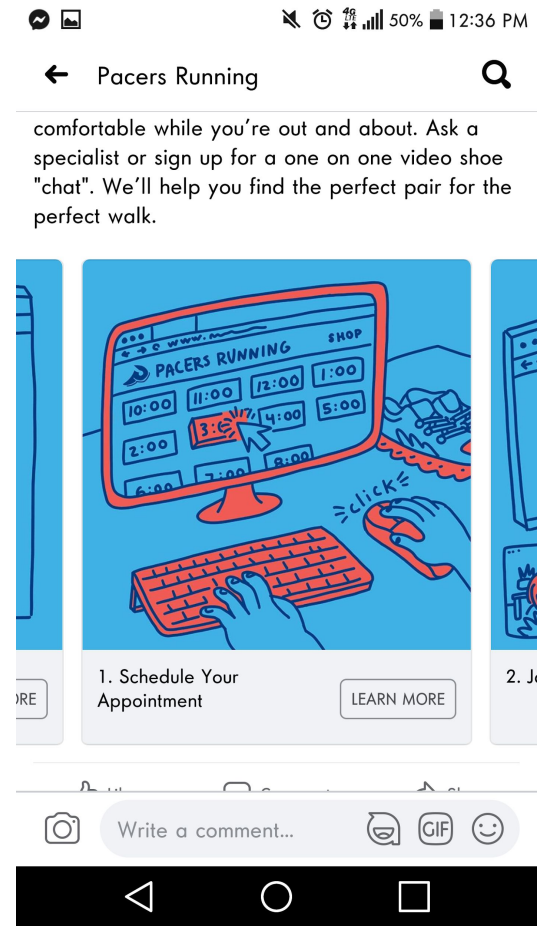
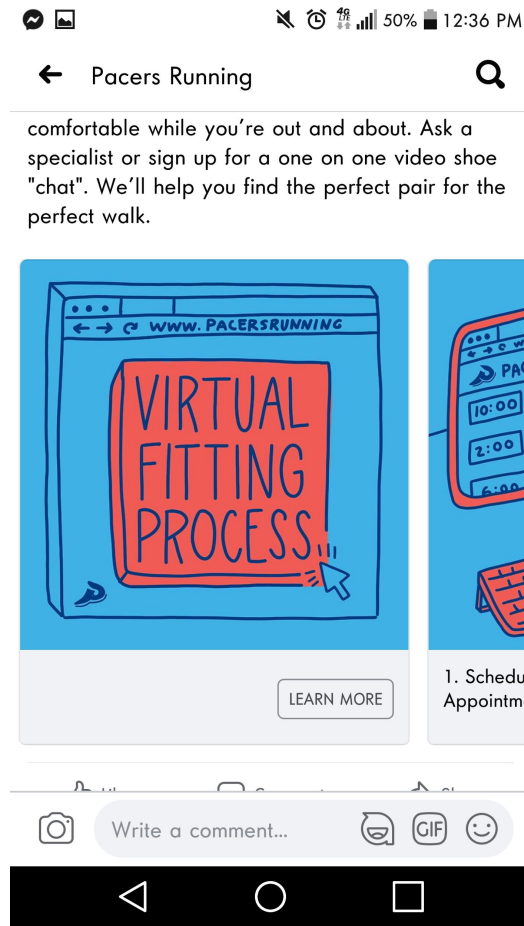
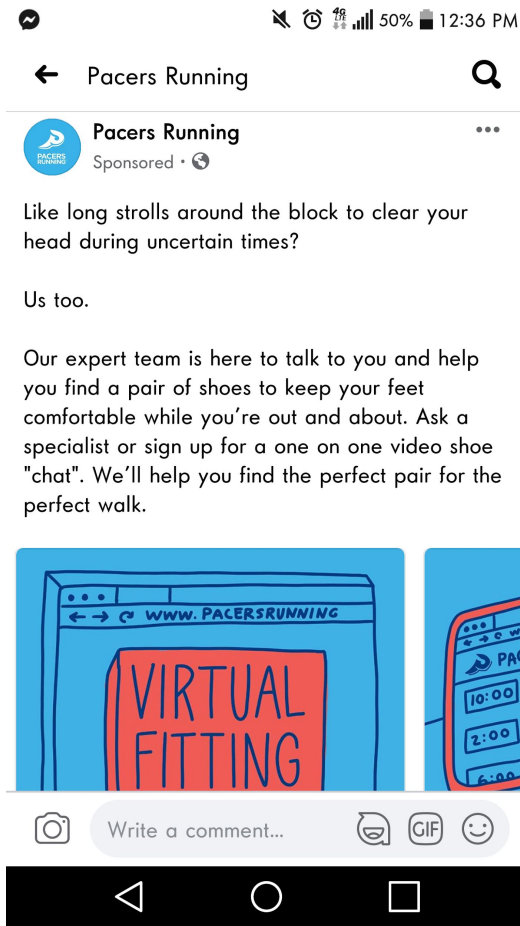
applauselinger...

Active 47m ago



Hi Kimmay,

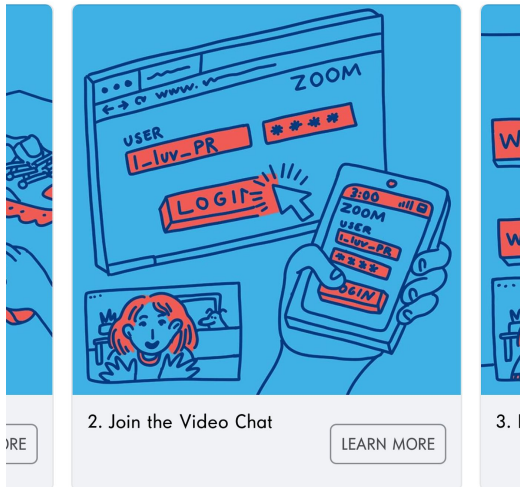
I have done a few virtual bra fittings and from what I can see, it works to do a kind of bra diagnosis for issues based on the bra the client is wearing through video. You can make some educated guesses about sizing. I have done a kind of hybrid of video diagnosis and then sent off some bra samples and underwire (I like to check the underwire size against the body) in the mail. I feel like I could learn a lot more from other bra



← Pacers Running



comfortable while you're out and about. Ask a specialist or sign up for a one on one video shoe "chat". We'll help you find the perfect pair for the perfect walk.



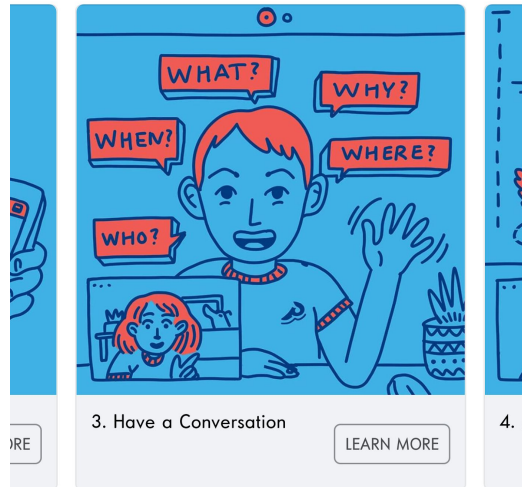
Write a comment...



← Pacers Running



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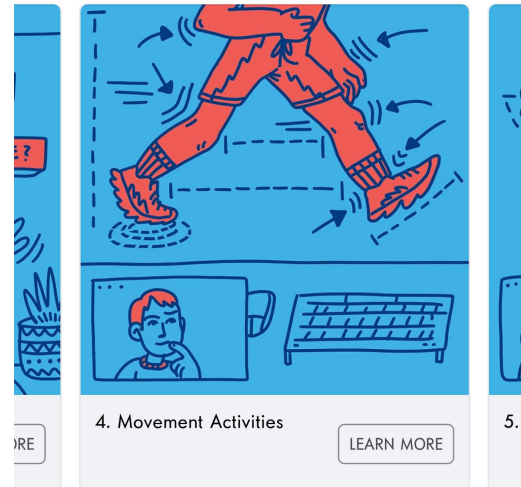
Write a comment...



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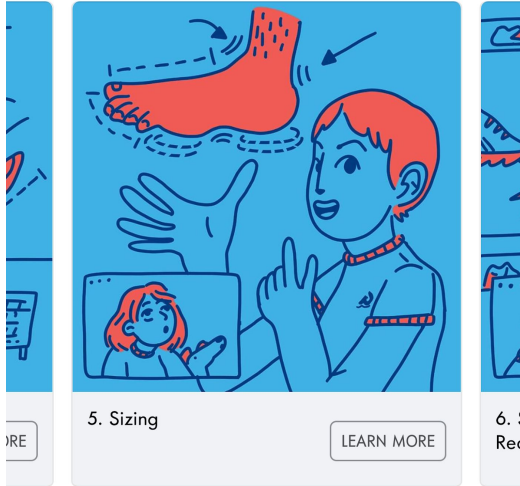
Write a comment...



Pacers Running



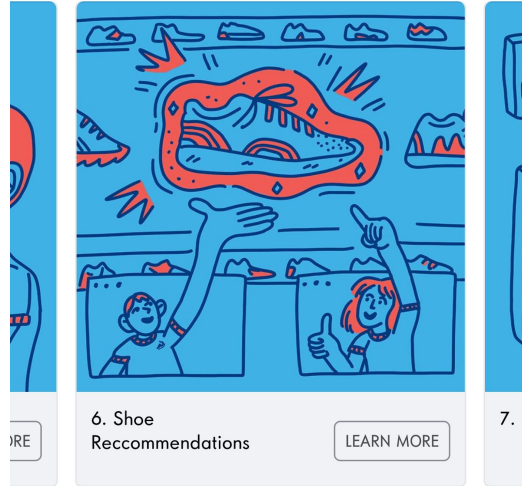
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Pacers Running



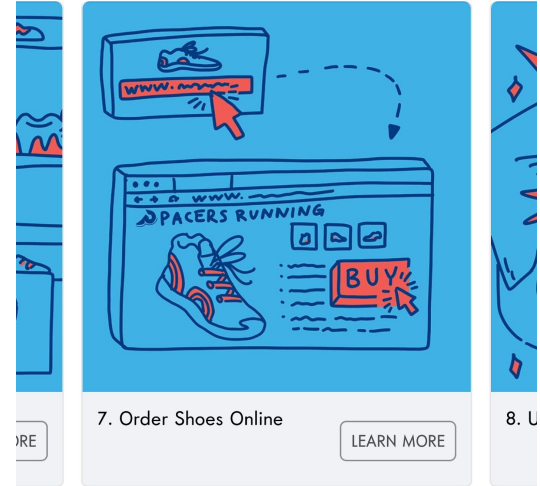
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Pacers Running



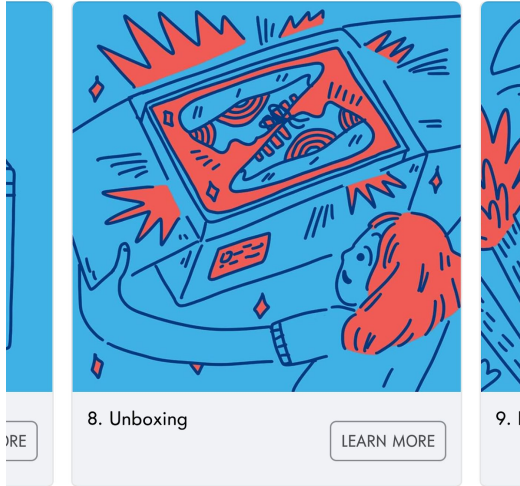
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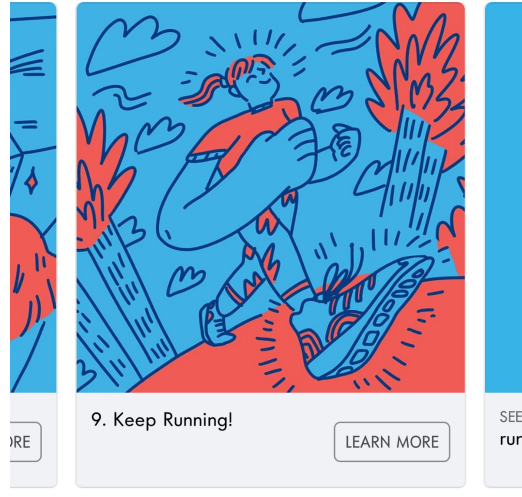
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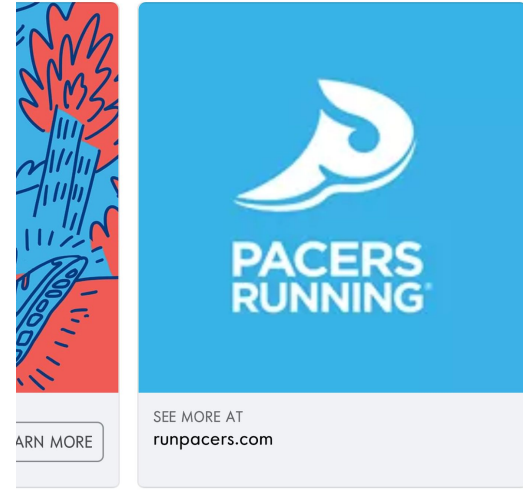
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TECHNOLOGY

The New Bra Sizing System Is Invasive, Uncomfortable, and Unnecessary

In the name of women who don't fit traditional yet frustratingly restrictive bra sizes, Jockey has boldly created a new, more inclusive "volumetric" system — a noble effort that doesn't seem likely to lift off since it still forces women into one of 10 "new" normal shapes... in the middle of the mall.

REBECCA GREENFIELD MAY 31, 2013

This article is from the archive of our partner "wire".

In the name of women who don't fit traditional yet frustratingly restrictive bra sizes, Jockey has boldly created a more inclusive "volumetric" system — a noble effort that doesn't seem likely to lift off since it still forces women into one of 10 "new" normal shapes... in the middle of the mall. Forgoing the oft-rapped-about sizes featuring numbers and letters, the underwear giant has introduced 55 new fits with two numbers per tag — 1-30, 7-36, 9-42, for example — and at first the Volumetric Fit System sounds simpler than the already confusing and inconsistent 34-D situation, except it isn't. Just like OG boob-fitting measurements, one of Jockey's numbers stands for the inches around the rib cage — that's the second, thirty-something figure — but it's that first, *other* number that makes all the difference. While standard cup letters

JOCKEY®



Bra sizes: 28A-42O (US sizing) 28A-42K (UK sizing) and everything in between - NO body shaming - Trans friendly - Everyone is welcome



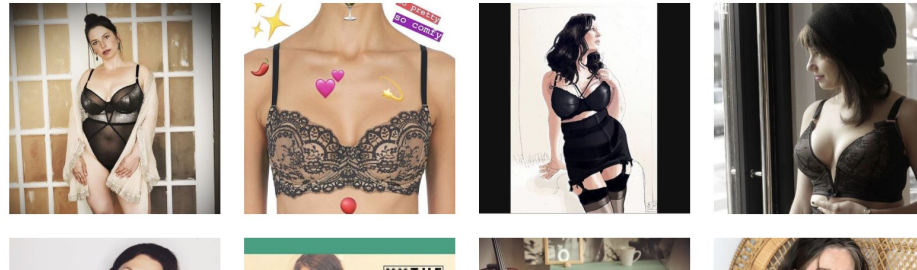
HOME ABOUT SHOP SHIPPING & RETURNS WEAR & WASH DESIGNERS CONTACT

To protect the health of our community, The Rack Shack is temporarily closed until the restrictions enacted by NYS are lifted. For the time being we offer **virtual shopping and bra fittings**.

Click **here** for more information.

Stay safe and healthy!

SCHEDULE APPOINTMENT



THE RACK SHACK

The Rack Shack is a lingerie and bra fitting boutique, aiming to empower people of a variety of shapes, colors, and genders through lingerie. Located in the Bushwick neighborhood of Brooklyn, New York, we offer bras in sizes 28A through sizes US 42O and UK 42K, as well as lingerie in sizes XS-4X. We

@hurraykimmay

HurrayKimmay.com

@salondelalingerie



latallaperfecta • Following
Mexico City, Mexico

...

#underwear #instalingerie #bralette
#curvy #boobsfordays #boobs
#lingerie lover #inclusionrevolution
#bodypositive #selflove
#embraceyourself

1w



tanashely Yo quiero mi asesoría
virtual ❤️ ❤️ ❤️



1w Reply

Hide replies



latallaperfecta
@tanashely Hola! Te
escribo mensaje



1w Reply



latallaperfecta

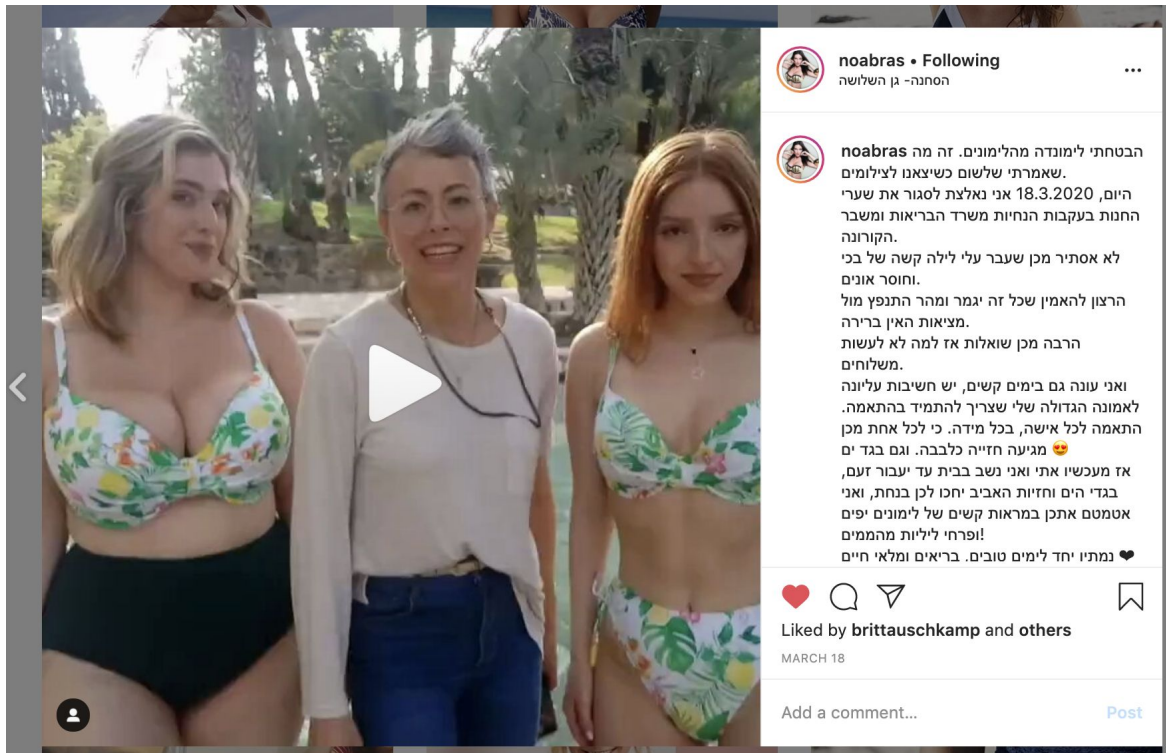


Liked by katbautista.asesora and others

MAY 12

Add a comment...

Post



I promised lemonade from the lemons. That's what I said yesterday when we went out for a photo shoot.

Today, March 18, 2020 I am forced to close the store gates following the Health Ministry's guidelines and the Corona crisis.

I will not conceal then that I had a hard night of crying and helplessness.

The desire to believe that all this will be over and quickly shattered in the face of unreal reality.

Many then ask why not make deliveries.

And I answer even on hard days, it is of the utmost importance for my great faith to be endured accordingly. Fit for any woman, to any degree. Because each comes a bra. And a swimsuit 🥰

So from now with me and I will sit at home until rage passes, the bathing suits and spring bras will be so leisurely waiting, and I will dull you with hard sights of beautiful lemons and stunning nocturnal flowers!

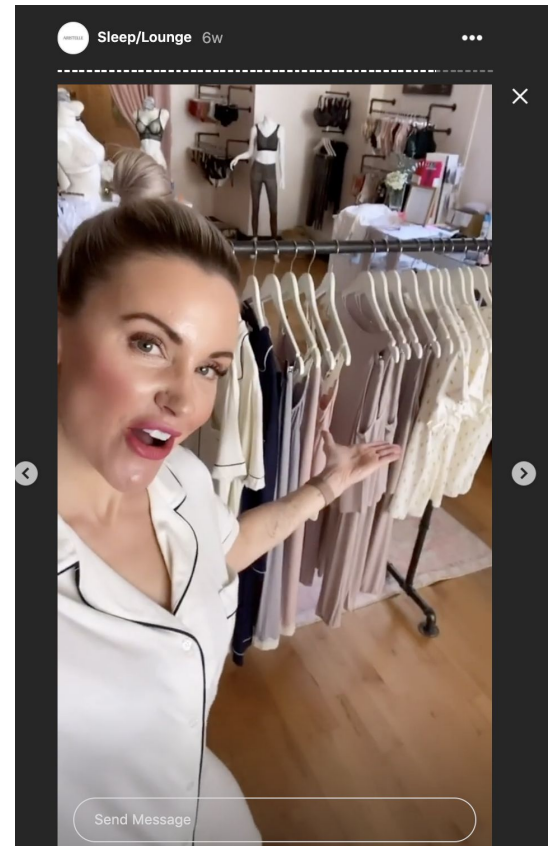
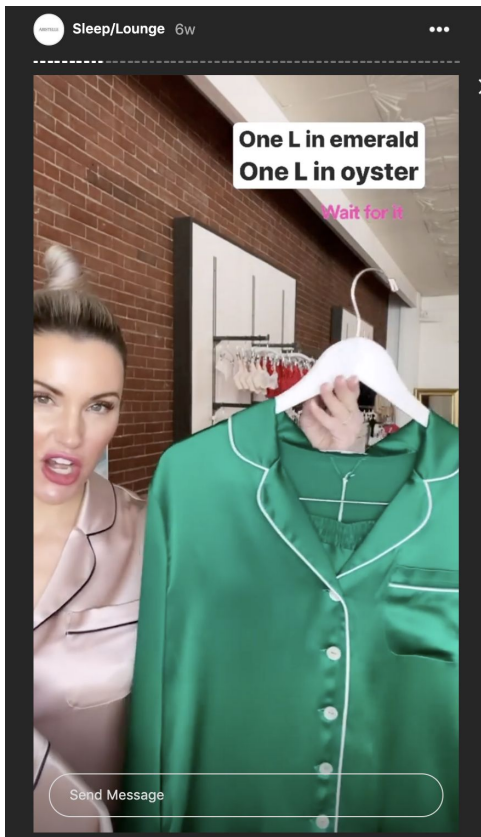
We will wait together for good, healthy and vibrant days ❤️

Yours,

Noa

In the Lemonade Sweet Lemon video:

@leezoharr & @sivanzaltsman



Virtual Personal Shopping & Fitting Tips

1. Set aside specific hours for virtual appointments
2. Make it easy to request/book an appointment
3. Gather information ahead of time with an intake form
4. Set up clear confirmation, and a cancellation plan
5. Set up a private well lit area & product
6. Relate, Accommodate, Communicate
7. Use your current point of sale to ring up
8. Ship, drop off, or curbside pickup
9. Follow up



1. Set aside specific hours for virtual appointments

Kimmy Caldwell

Virtual Bra Coaching

1 hr

Skype or Google+

Hurray! Schedule your 1 hour virtual bra coaching with Kimmy.

Select a Date & Time

May 2020

< >

Monday, May 11

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Central Time - US & Canada (10:14pm) ▾

1:30pm

2:00pm

2:30pm


3:00pm


3:30pm

4:00pm

POWERED BY
Calendly

1. Set aside specific hours for virtual appointments


FOREVER YOURS
LINGERIE


Forever Yours Lingerie
Consultation
🕒 30 min
💰 \$10 CAD

Thank you for your interest in virtual fitting with Forever Yours Lingerie. We are excited to meet with you to find your 'breast' bra fit! Prior to this appointment, please complete the short survey in your confirmation email to help us better understand your bra needs.

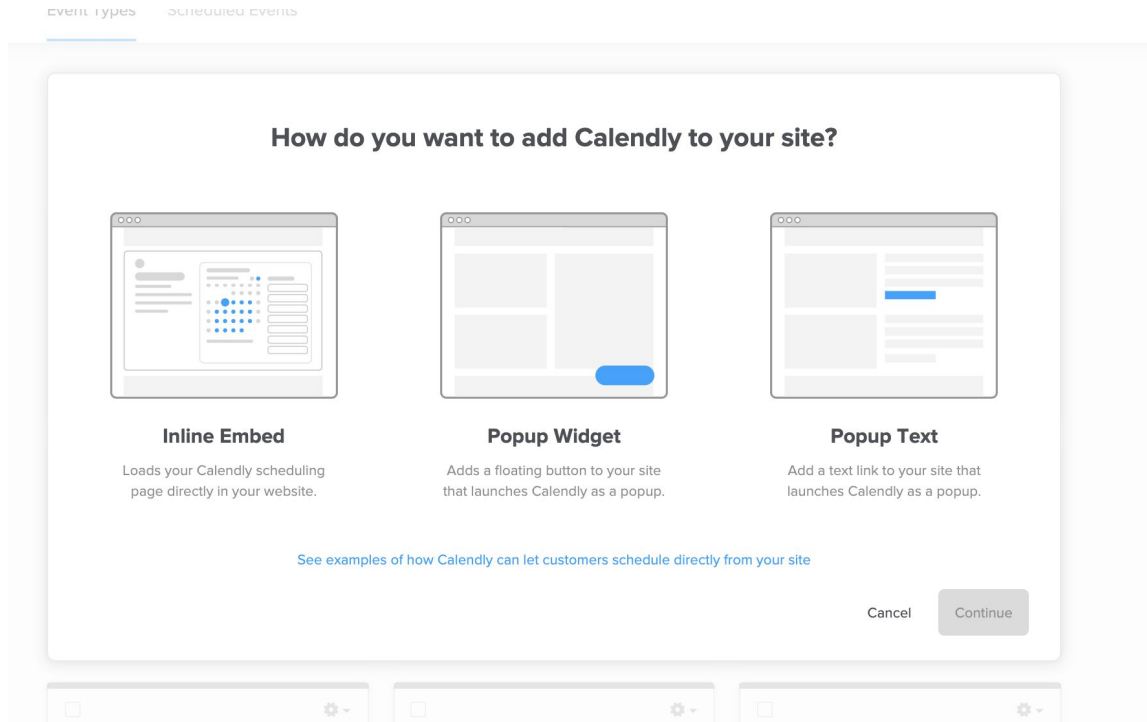
Select a Date & Time

June 2020

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

🌐 Central Time - US & Canada (8:23pm) ▼

2. Make it easy to request/book an appointment





<https://foreveryourslingerie.ca/virtual-bra-fitting>

3. Gather information ahead of time with an intake form

Questions Responses 10

What is your name?

Short answer text

What is your email address?

Short answer text

Do you have any specific requests or questions about bras and undergarments?

Long answer text

Are there any additional notes about you that may be important for me to know?

Long answer text



4. Set up clear confirmation, and a cancellation plan



Hurray! We're about to have a bra fitting and shopping session. I can't wait! Before you pay your invoice, a few very important things to note. Some of the items below sound super serious and legal – and they are! But they're all written out to ensure that we are on the same page, and that you and I each feel safe. That way we can focus on having a great time and saying hurray. OK? OK!



For the below:

- Kimmay = Kim Caldwell, Hurray Kimmay, Hurray Media and its team members
- Client = the person being fit for or shopping for undergarments with Kimmay

Important notes:

There are NO REFUNDS. In extreme circumstances only – to be determined by Kimmay – rescheduling may occur, and only with 48 hours notice or more via email.

In the rare circumstance that Kimmay will need to reschedule, a 48 hour notice will be given with a request to choose another time. In the event that Kimmay needs to cancel, a full refund will be given for any invoices paid.

Please note that your allotted time starts at the time stated in your confirmation email and on the invoice. Should you arrive late, the



Send them what to expect in advance to alleviate uncertainty or hesitation to do it



mayanageneviere

Love this!

It's so simple to us

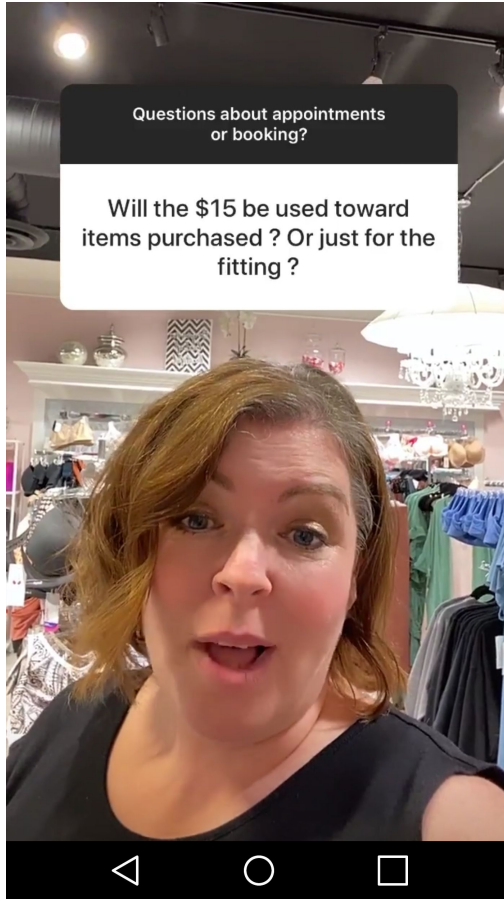


But to people it's a barrier ...

Yup I have a sign up page



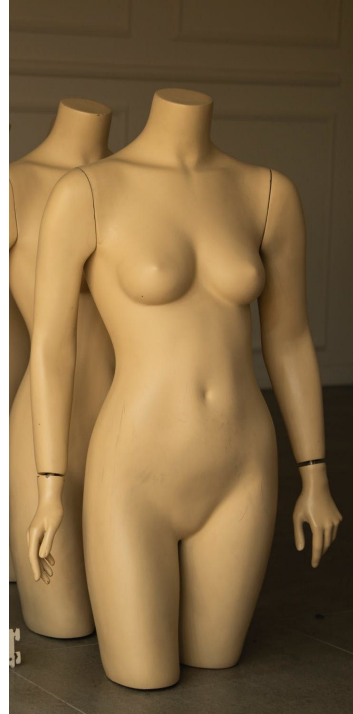
And I send an automatic email with details



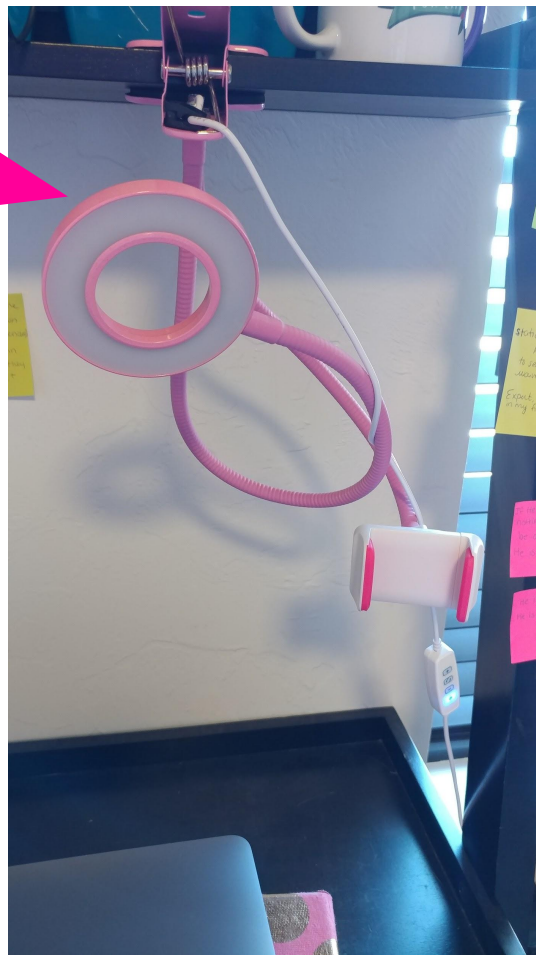
"We charge \$10 USD for this session. That cost is included in their bra. If they decide not to purchase, fee is non refundable."

Does not currently charge for fittings;
Everyone has shown up, everyone has purchased.

5. Set up a private, well lit area & product



Images: Amazon, Curbly, Pexels







Popular video software:

- Zoom
- GoToMeeting
- Google Hangouts
- Skype
- WhatsApp
- FaceTime



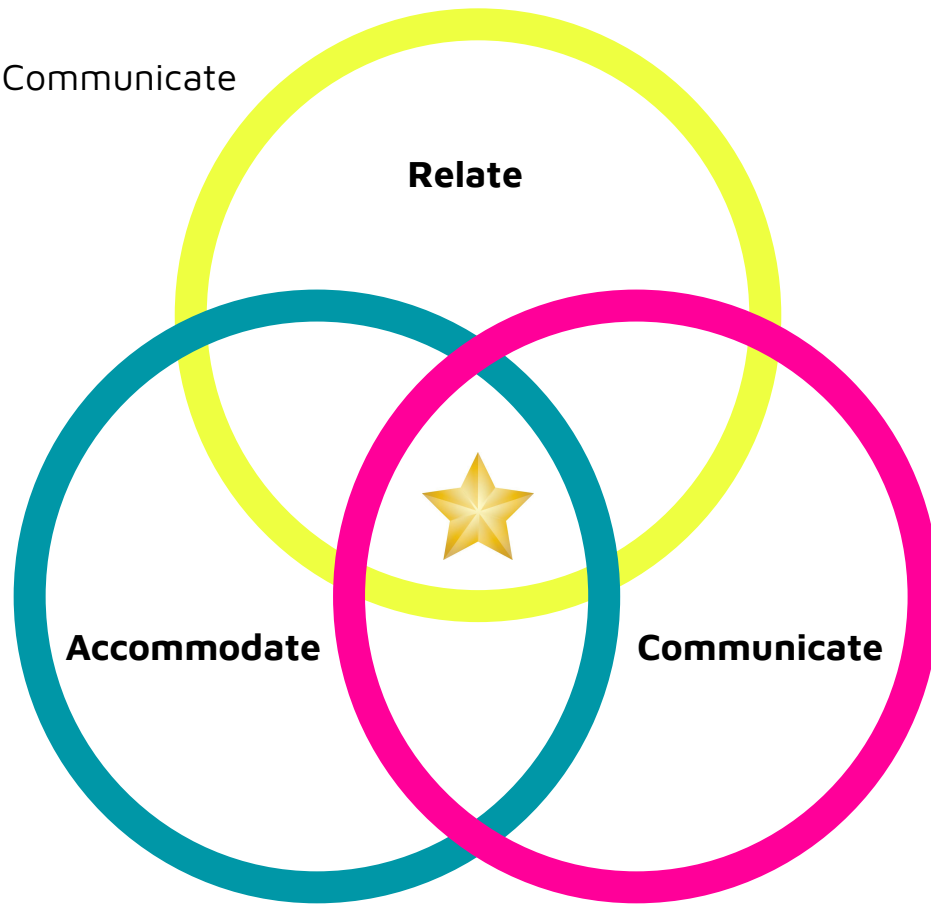
“Zoom is really fancy and so... do not make your customer jump through hoops to sort out technical stuff to get to speak to you.

We use WhatsApp, as it is the simplest way to get a video call with someone.

Not everyone has an iPhone for Facetime, Google Hangouts is a nightmare, and not everyone knows what Zoom is, but WhatsApp is universal.”

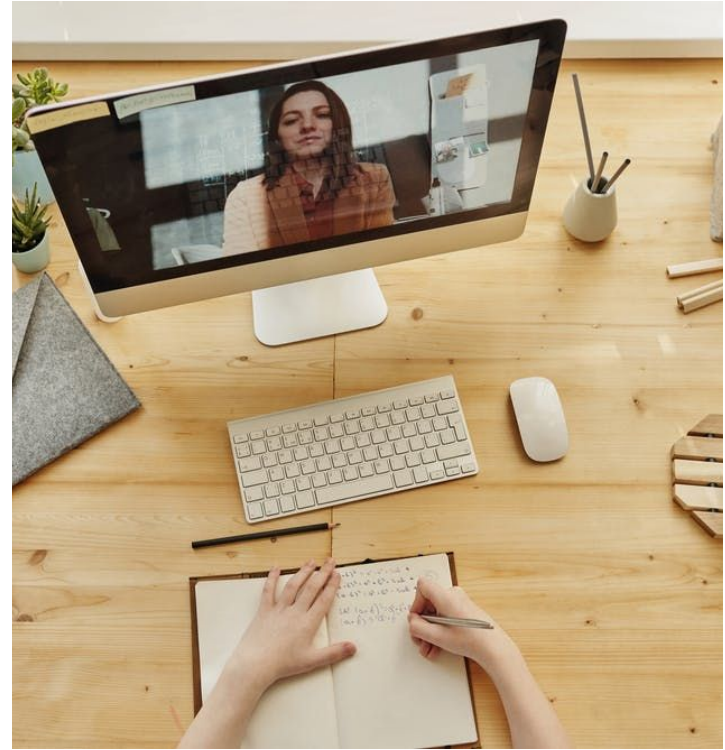


6. Relate, Accommodate, Communicate



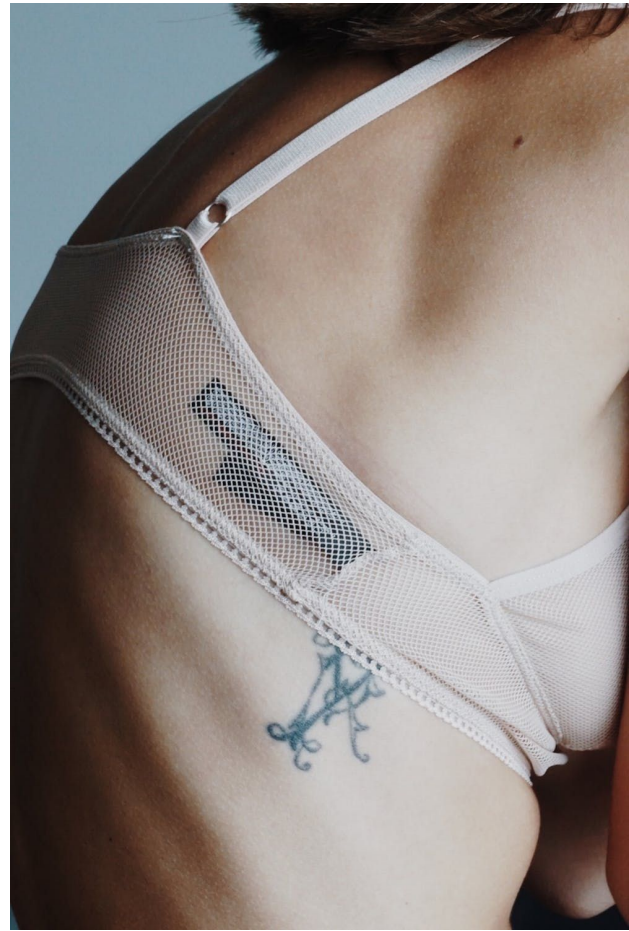
During the session...

- Greet and thank them for joining you
- Talk into the camera as much as possible
- Affirm or clarify their shopping needs from the intake form
- Assure them you're here to help and how this will go
- Keep smiling and use slightly larger than usual energy



During the session...

- Assess their current fit and typical sizes
- Use a measuring tape or whatever they have (ribbon & ruler etc)
- Ask questions and listen, make adjustments
- Use a mannequin, photo, or your own body to illustrate and demonstrate
- Educate on fit basics and suggested size(s)



During the session...

- Showcase and share the product through the camera or by sharing your screen
- Confirm selected item(s), prices, and sizes
- Inform of next steps



7. Use your current point of sale to ring up (or update to a new one!)



8. Ship, drop off, or curbside pickup



9. Follow up



Q&A


#MoreThanMy
Numbers



@hurraykimmay

HurrayKimmay.com

@Curvexpo



New Webinars every
Wednesday at 12:30 PM EST

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the community connected

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UPCOMING WEBINARS

Thursday, May 27, 2020

12pm EST

**Looking Ahead at Key Design Shifts in the Intimates,
Sleep & Loungewear Markets**

By Fashion Snoops



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Webinar Series

Tune In
Every Wednesday
@ 12:30PM EST



UPCOMING WEBINARS

Wednesday, June 3, 2020

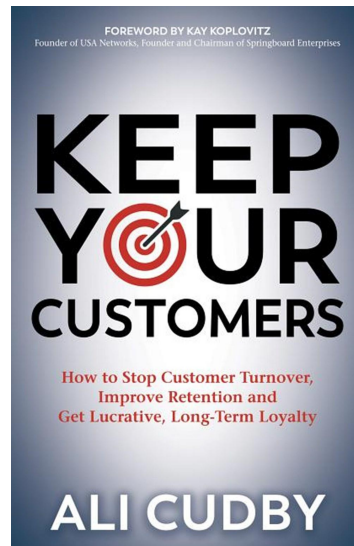
12:30pm EST

KEEP YOUR CUSTOMERS:

Three Simple Steps to Unlock Long Term Loyalty

*By Ali Cudby , CEO of Your Iconic Brand and Louise Schultz ,
Journalist & Consultant*

**June webinar schedule will be sent out Thursday May
28th.**



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