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January 26, 2015

Ones to Watch at Curvexpo

By **Rebecca Dancer**

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EXES AND OHS INTIMATES

Texas-based designer Kinsey Tolley is on a mission to flatter women of all shapes and sizes.

Forgoing a typical brassiere size chart, the 25-year-old designer hopes labeling her intimates as small, medium and large will appeal to a broader range of women than traditional lingerie. Stretch-lace panties, ribbon-tie bralettes and silk-chiffon loungewear make up her overtly feminine collection launching for fall.

"I think sometimes lingerie can get a little too serious and intense," Tolley said. "I wanted to do something young, girly and fun that women would love to put on. What I want is for women to start loving their bodies."

The name Exes and Ohs refers to the brand's stylistic duality, inspired by the opposing sides of a woman's personality. "The Exes are sexy, tight-fitting...just showing a little bit more, and the Ohs are a little bit sweeter," Tolley said.

Showing at CurveNV, in booth 308, the fall



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A chemise from Exes and Ohs Intimates.

Photo By Courtesy Photo

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collection includes six Ex styles — in black, red and fuchsia — and seven Ohs, featuring lace detail, bows and floral prints. Wholesale prices start at \$28 for a chemise-and-matching-thong set and run up to \$44 for a silk robe.

Tolley also infused her own love life into the line: each piece is named after an ex-boyfriend, such as the Jared, a chemise fashioned from polyester chiffon with lace and satin, at \$38 wholesale.

“No matter how long you’re with someone, they shape you,” Tolley said. “My friends have already offered up some names of their exes for when I run out.”

— R.D.

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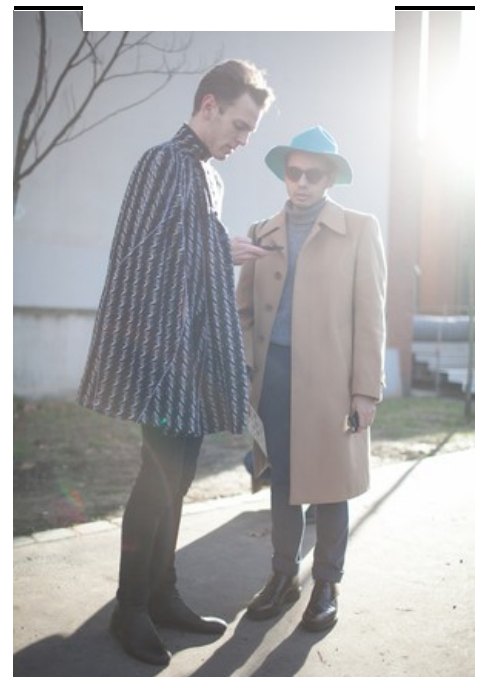


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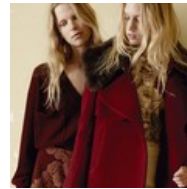
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