

Strap Chat

AN UNHOOKED NEWSLETTER BY

intimi

intimi is excited to introduce a fresh new format for our newsletter — and we're even more excited that it's now monthly!

The *Strap Chat* newsletter will be your regular check-in for all things intimi: from in-store happenings, new product launches, and upcoming events to behind-the-scenes moments, community collaborations, and what we've been up to outside the fitting room.

We're also thrilled to announce a new creative partnership with Stacy Conde of Fresh Condiments to make this newsletter happen.

Stay tuned for inspired collaborations and exciting things to come. We can't wait to stay more connected and share all the goodness coming your way! Until then, take a peek at what's happening now!

xo, Carolyn



Images from The Intimi Affair Fashion Show - a fundraiser for Up North Pride

Meet Carolyn



Like so many of us, intimi owner Carolyn Greenman knows that all-too-familiar feeling of something being “not quite right” when it comes to the grind of choosing undergarments. After undergoing breast reduction surgery some 20 years ago, she stopped into Bon Fitte, a lingerie store in her hometown of Traverse City, for a new fitting. The experience was so moving that she literally passed out—right there in the fitting room. The store owner offered her a job on the spot. That’s how passionate Carolyn is about the importance of a good fitting—and that’s how her path to intimi began.

While working at Bon Fitte, Carolyn learned how to do a proper bra fitting. She also saw a need for there to be more respect shown to the client’s body and the individual experience while in the shop. For decades, lingerie has been rooted in the “male gaze,” seduction, and structure. While there’s still a place for that for some, Carolyn wanted to expand what “lingerie” could mean—for every body shape, size, color, ability, gender, and identity.

In 2023, after a few years of doing impromptu fittings at her Pokey Robinson Hand Poke Tattoo Studio, a client shared a heartfelt story that solidified her decision to create an inclusive, safe, and comfortable space where customers could feel immersed in care while shopping for undergarments.

With the help of Carolyn’s significant other, friends and family, intimi went from concept to opening in six weeks in the spring of 2024 . Within the walls of 124 S. Union Street in Traverse City, Carolyn has built the space she envisioned—and it continues to evolve to meet the needs of the community. Yes, you can shop for lingerie, get fitted for a bra, and explore sexual wellness products. You can also work with in-house seamstress Katelyn of Rogue Button to tailor your favorite item of clothing to perfection. And in the newly renovated studio at the back of the shop, you can get a hand-poked tattoo from Carolyn (aka Pokey Robinson). These are the tangible things the shop offers—and they’re all much needed in our small town—but it’s the intangible things that make intimi a one-of-a-kind gem.

Walk through the door and you’ll be greeted by a passionate, diverse staff ready to help you find exactly what you need. Sometimes that need is more emotional—like, “Help! I am at my wit’s end. I cannot find a bra that fits right!” or “I have breasts and they don’t feel like they belong.” Let the intimi team solve that (or a similar conundrum) for you, and trust me—you’ll be a customer for life.

Along with care and compassion, community is at the heart of this business. The shop hosts gatherings, fundraisers, a book club, guest speakers, workshops, and the occasional rambunctious fashion show.

When asked why the community needs intimi, Carolyn puts it simply,

“We need this store so that people have a resource and a comfortable place to buy undergarments right here in Traverse City ... and so that they can get something that fits their body really damn well!”

Whats On



OCTOBER 18

Witches' Night Out 5pm-9pm

It's time to get witchy. This Saturday we're brewing up spells, sales and With Love permanent body jewelry.



OCTOBER 29

Mindful Masturbation

Hosted at intimi | 6pm-8pm

Join us for a workshop where self-love and mindfulness meet in the most beautiful way, guided by Sam of Be Here Now Baby.

TICKETS [HERE](#)

COMING UP

NOVEMBER 1

Northern Michigan Woman's Expo

Catch us at Kirkbride Hall from 10am-2pm

TICKETS

NOVEMBER 5

The Foundation

Hosted by intimi | 6pm - 8pm

Are you a tailor, seamstress or clothing maker?

Join us for a complimentary private event to discuss how properly fit undergarments can assist you!

NOVEMBER 13

Cabi + intimi Night

Cabi Clothing Hosted by intimi | 5:30pm-8pm

Spend an evening viewing the Fall & Winter Collection and enjoy complimentary fittings. More info coming soon!

NOVEMBER 15

Erotic Art Night

Hosted by intimi | 9pm-12am

Spend an evening highlighting the incredible erotic artists of all mediums from our area!

This Month's Curations



**NEW
PRODUCT!**

Previously only offered in black latte and ivory, the much loved Allure Full Cup Bra is now available in honey at intimi!

Visit [intimi](https://intimi.com) to order your honey Allure today!

**NEW
PRODUCT!**



The Magic Wand Plus takes everything you love—deep, rumbling vibrations, plug-in power, and a soft silicone head—and turns it up a notch. With four speeds up to 6,300 RPM and intuitive controls, it delivers legendary performance with a modern twist. Bonus: the cord detaches for easy storage.

RESTOCKED

Dame





IN PARTNERSHIP WITH OUR LOCAL ATI AND
AND MARY FREE BED CLINICIANS

We're thrilled to announce that intimi has partnered with our local clinicians at ATI Physical Therapy and Mary Free Bed at Munson Hospital to provide pelvic floor tools and resources for our greater community. Together, we aim to support your health with a personal, compassionate, and non-intimidating approach to pelvic wellness.

"I'm excited to be partnering with intimi for a local supplier of pelvic health and wellness supplies. Carolyn has created a welcoming and inclusive space to normalize caring for some of the most important muscles in your pelvic body - the pelvic floor."

- Hannah Mulder, Clinic Director ATI Physical Therapy



Together At Last

We're turning up the heat by bringing Pokey Robinson Hand Poke Tattoos into the heart of intimi — because intimates and ink make a damn good match. As the creative force behind both brands, Carolyn is merging sensuality with edge to create a space that's bold, intimate, and unapologetically badass. Get ready for edgy new drops, unexpected collabs, and a store experience that doesn't play by the rules. The studio is snugly nestled in the back of intimi.

Learn more at PokeyRobinson.com



The Intimi Affair: Lingerie, Liberation & \$7K Raised for Up North Pride

In late September The Intimi Affair — a lingerie fashion show with a mission — lit up the Hotel Indigo H&L Social Rooftop Bar for its second year, raising over \$7,000 for Up North Pride. The private event shut down the rooftop for a night of bold expression, featuring 9 stellar local models, 3 sassy muses, and a team of over 10 volunteers. Centered on inclusivity and body positivity, The Intimi Affair is more than a show — it's a spectacle.

"We are so thrilled to be able to partner with intimi, who truly represents the idea of inclusivity and helps everyone feel empowered to embrace themselves authentically as they are."

- Adrienne Brown-Reasner, Executive Director of Up North Pride



What's Next?

With year two wrapped, we're already dreaming up year three, where the theme will be the French Revolution — think powdered wigs, corsets, and a little Annie Lennox "Walking on Broken Glass" energy.



Catching Up At Mode's

We recently caught up with one of our lovely clients at one of our favorite local spots, Mode's Bum Steer — we love supporting our local friends! Naturally, we had to ask Deb how her undergarments were treating her. Here's what she had to say...

I Love These Bras!
They Are Honestly
The Best!
They Are Extremely
Supportive, Which Helps
Take The Pressure Off Your
Shoulders, While Helping With
My Posture.
While Doing All That, I
Can't Believe That They
Are Also Sexy And Stylish.
Thank You Intimi,
I'll Never Buy Another Bra.