

**FOR IMMEDIATE RELEASE:**

## **Jean Criss, Multimedia Entrepreneur and Author, Launches CRISSCROSS Intimates for Breast Cancer Survivors**

**Springfield, New Jersey – April 18, 2017 – Founder, designer and CEO of  
CRISSCROSS Intimates Creates Luxury Apparel for Fellow Survivors**



Jean Criss was a breast cancer patient for more than four years.

Much too long to go without sensible fashion, she said.

“I would always have to wear such ugly, utilitarian bras in and out of the hospital,” she said.

As one of the 1 in 8 women and 1 in 1000 men diagnosed in the United States with breast cancer every day, Criss wanted to help others achieve the confidence and comfort she lacked during her recovery.

Introducing CRISSCROSS Intimates, luxury intimate apparel designed and manufactured for breast cancer survivors – by a survivor – in New York City.

Criss’ story began when she was diagnosed with stage zero and one noninvasive bi-lateral breast cancer in 2007. Massive complications from bilateral lumpectomy with radiation and then, mastectomy with reconstructive surgery led to 13 surgeries over the

course of several years.

“I would try to schedule my surgeries on Thursdays so I could return to work Monday without anyone knowing that I had breast cancer,” Criss said.

Meanwhile, Criss was juggling a 25-year career in digital media, yielding more than \$100 million in sales for various technology and publishing companies.

Then she was laid off while a leading and successful manager in cable television.

“I was devastated, because on top of breast cancer and recent divorce, I did not expect this to happen,” Criss said.

However, Criss quickly picked herself up. In 2011, she founded [Jean Criss Media](#) in pursuit of a successful, independent career in digital media, sales and marketing.

She also penned an educational and inspirational trilogy series entitled “[My Pain Woke Me Up](#)” – “[Bliss](#),” “[Legal Injustice](#)” and “[Live Your Dreams](#)” – detailing her journey through breast cancer.

That's when she was reminded of how irritating her recovery was.

"I felt the need to improve apparel for other breast cancer survivors," Criss said.

She began with The Nina Bra – the first of several revolutionary designs for post-surgical patients who have undergone single or bi-lateral lumpectomies, mastectomies, augmentation or other reconstructive breast surgeries.

"CRISSCROSS Intimates provides undergarments for women and men of all stages and phases of breast cancer," Criss said.

The Nina Bra, for example, boasts machine washable, seamless compression European fabrics; detachable loop snaps or a CRISSCROSS pouch that conveniently hold drainage tubes during recovery to be worn near your side over or under garments; racerback breast cancer symbol back with magnet and Velcro technology side closures for maximum comfort.

The Grace Bra is available for plus-size women, and the Christina Bra is available for women who need to wear prosthesis inside their bra in lieu of having reconstructive surgery.

While bras retail for about \$125, eight bold colors of mix-and-match separates are available for women, including briefs (\$28) and thongs (\$24), while two styles of vests (with shoulder straps \$125; and strapless \$95) are available for men.

CRISSCROSS Intimates provides more than 150 SKUs overall, all of which are in stock or customizable and made to order.

"I am currently working with insurers to have the costs at least partially covered," Criss said. And, if you purchase online at [CRISSCROSSIntimates.com](http://crisscrossintimates.com) you may select a Breast Cancer Research charity of choice to DONATE to as well." "Don't let cancer get the BREAST of us!" Criss states.

CRISSCROSS Intimates apparel is currently available online at [CRISSCROSSIntimates.com](http://crisscrossintimates.com) and will launch with [Fashionact](http://fashionact.com), a global online shopping magazine reaching more than 8000 visitors/day - [Shoptrieb.com](http://shoptrieb.com), [ReadtheTrieb.com](http://readthetrieb.com).

Criss, a single working mother with two kids in high school and college, intends to exponentially grow her business this year.

"I would like my business to be global to help survivors around the world," she said.

**CONTACT:** Interested in carrying the line or speaking with Jean Criss about her story? Please contact [jean@crisscrossintimates.com](mailto:jean@crisscrossintimates.com), (908) 247-8443 <http://crisscrossintimates.com>. Preview the collection <https://youtu.be/FIR-trYqx40>.