



**Just Jai Enterprise, LLC**

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## **FOR IMMEDIATE RELEASE**

### **JUST JAI WEAR PRESENTS SWEAT PRETTY & SLEEP PRETTY A Quality Women's Active and Lounge Wear Brand On A Mission To Partner With Women, Globally, To Get In The Best Shape Of Their Lives While Advocating For Optimal Women's Health, Breast Cancer Awareness, And Survivors.**

**ATLANTA, October 25, 2022** – Just Jai Wear, a Black-owned limited liability company, was founded in 2017 by Jai'eta Colvard three years after a personal hypertension health scare, she experienced. This shocking experience motivated her to commit to her own fitness journey to balance her blood pressure and get in the best shape of her life so she could feel and look better. Jai'eta quickly learned she was not alone. Her story was so inspiring to other women around her; they began to make a similar commitment to take control of their health and joined Jai'eta to get in the best shape of their lives. Shortly thereafter, Jai'eta saw an opportunity to fulfill a need in active wear she and others in her new tribe expressed.



*"I created Just Jai Wear to be a stylish fitness and athleisure line. I wanted the fabric to feel buttery soft against skin while providing adequate tummy control. Our high waist leggings achieved that objective. Also, we designed accessories to help women feel good about themselves while exercising, sleeping, or relaxing. Just Jai Wear empowers women, builds their self-esteem, and supports breast cancer survivors by encouraging them to "sweat pretty" on their wholistic self-care journey."*

*– Jai'eta Colvard*

During the pandemic, Jai-eta created the Sleep Pretty lounge wear line with women, facing the challenging care giving duties that heightened at that time, in mind.

*I created a "sleep pretty" line to help women relax, mediate, and decrease anxiety during challenges times while improving the quality of life. –Jai'eta Colvard*

Just Jai Wear is poised to serve the needs of active and femininity embracing women, globally. From the busy stay at home mom, to the athlete, to the student, to the corporate executive Just Jai Wear has something for women at all strata of life.



I must say Jai Wear has become my favorite active wear. For years I have searched for leggings that maintained their fit and held me in places I needed more support. My Jai wear leggings give me the confidence I have needed when working out and when I am running errands around town. They are me essential item! – **Turea Flowers**



I recently discovered Just Jai Wear and LOVE it! The leggings are butter soft, yet supportive. The tops are cute, while providing ample coverage and support for any workout. They come in cute colors; they are super flattering; and they are more affordable than big box brands without sacrificing quality. The icing on the cake is that I am supporting a fellow female small business owner with my purchase! -**Elizabeth George**



I absolutely love Just Jai Wear when it comes to my athleisure wear. It is the right fit and quality on which I can depend. I love their creative styles and would definitely recommend Just Jai Wear! -**Dr. Felicia Phillips**

### **About Just Jai Wear**

Just Jai Wear (JJW) was founded in 2017 in Atlanta, GA by entrepreneur and fitness activist, Jai-eta Colvard. JJW produces quality active wear that is stylish as well as accessories that inspire women to stay active to achieve their personal health goals. JJW empowers women by celebrating achievements, sharing life stories, and encouraging all women to embrace the skin they are in. JJW is comfortable and multi-purpose. No matter your journey, JJW is with you every step of the way! Join **#JustJaiWear** and be a part of the Sweat Pretty Movement!

### **Our Vision**

To become an influential global leader in women's active and lounge wear while being fierce advocates for women's health and breast cancer awareness.

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