

cheri

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brandbook



'redefining the shapewear industry'
by cheri lee

in a cheri world

Bienvenue à cheri, where sculpting magic meets modern femininity — shaping every curve with our next-generation sculptwear.

Our name, cheri, inspired by the French word for darling, embodies the elegance, charm, and softness of Southern Europe — just like the sculptwear we create.

cheri offers a carefully curated collection of sculptwear, designed to celebrate your natural shape and the beauty that's already yours.

Designed in the heart of Stockholm, Sweden, and produced with precision in the fashion capital of Italy, cheri combines Scandinavian innovation with Italian craftsmanship to bring you the finest sculptwear experience.

All garments are made from OEKO-TEX® certified fabrics — gentle on the skin, and made to last.

Driven by a collective vision to revolutionize the shapewear industry, cheri was created to redefine outdated notions of beauty and body image. We saw a clear gap in the market: sculptwear that didn't aim to change or compress — but to support, enhance, and celebrate what's already there.

Our goal? It's simple yet profound: to embrace, enhance, and elevate your body in the most positive way possible.

Join us on this journey of self-love. Let cheri be your companion as you sculpt your silhouette with grace and embrace the beauty of every curve.

by cheri lee





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why cheri?

cheri redefines shapewear, offering sculptwear designed to enhance your natural shape — not change it.

Breaking free from outdated notions of exclusivity and control, we infuse sculptwear with a high-end, fashion-forward, and contemporary feel.

Our commitment is clear: creating thoughtfully designed pieces that support, sculpt, and follow your existing curves — whether you're dressing for everyday ease or elevated structure.

You're invited to a new era of sculptwear. One defined by thoughtful design, precision fit, and the confidence to feel like the most empowered version of yourself.



innovation

In a time of unprecedented change, both products and brands must adapt to meet evolving needs. Our commitment to innovation isn't just about products; it's a mindset that drives us to constantly evolve, anticipate trends, and exceed expectations.

confidence

At cheri, we believe confidence begins with feeling like yourself — not someone else. Our sculptwear is designed to follow your natural shape, enhancing what's already there. It's not about hiding or holding in — it's about supporting you, exactly as you are.



sustainability

We're committed to making thoughtful choices — from using OEKO-TEX® certified fabrics to partnering with trusted, responsible manufacturers. While we're still on a journey, we're continuously working to make better decisions that balance quality, longevity, and care for the world around us.

everyday heroes lifestyle



Everyday Heroes, a lifestyle collection designed for the modern woman who values comfort, ease, and support in her daily routine.

Crafted with care, these sculptwear pieces are made to be a part of your everyday wardrobe — providing a smooth base without compromising on feel.

From versatile panties, shorts, and bodysuits — each product is thoughtfully designed to follow your natural shape and offer support that lasts all day.

Experience confidence and comfort with Everyday Heroes, by cheri lee.

innovation performance



Innovation, a performance-based collection where advanced construction meets sculptwear.

Crafted for the woman who demands more from her shapewear, each piece features panels that contour and enhance your natural curves with precision.

Perfect for those moments when you want everything to sit right — and feel even more like yourself.

Whether dressing up or on the move, these shorts and bodysuits are made to hold you — and move with you.

Experience the next level of sculptwear with Innovation by cheri lee.

meet a cheri woman

Meet a cheri woman — confident, graceful, and self-assured. She embraces her curves with pride, recognizing them as a testament to her inner strength and beauty. With a timeless spirit reminiscent of the romantic shores of Southern Europe, she exudes elegance and femininity with every step.

A cheri woman defies societal standards and trends, finding her identity in her unwavering self-belief and unique allure. She defines beauty on her own terms — and understands that feeling like yourself is the most powerful look of all.

Whether she's indulging in the sun-drenched moments of a Mediterranean getaway or facing the rhythm of everyday life, a cheri woman navigates with poise and purpose.

She knows that true empowerment comes from embracing her natural silhouette — not changing it.

With cheri, she sculpts her silhouette on her own terms — held with intention, sculpted with care.

A cheri woman is more than just a muse; she's a force of confidence and self-acceptance, celebrating every curve, contour, and her own natural beauty.

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contact us

Sales and Distribution:
Welcome Agency
Östgötagatan 100,
116 64 Stockholm Sweden

Brand Manager:
Elin Johansson
elin@welcometowelcome.com
+46 (0)72 981 41 55

[@bycherilee](#)
bycherilee.com



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by cheri lee