

# Maidenform and Us Weekly Present Reality Star Style Awards

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To celebrate the boldest, most expressive style moments in reality TV, Maidenform teamed up with Us Weekly to present the first-ever Reality Star Style Awards on April 22.

Hosted by Ciara Miller, who appears on reality shows "Summer House" and "The Traitors," the event at the Moxy Hotel in New York City drew in press, influencers, and more stars.



"Our partnership with Us Weekly puts our brand at the heart of pop culture, where style meets stardom," said Whitney Newell, Senior Manager, Brand Marketing. "The Reality Star Style Awards seamlessly integrates Maidenform to showcase how women embrace their confidence through style — starting with what's underneath."

At the event, a bra activation display presented a range of Maidenform styles including Custom Lift, Barely There, T-Shirt, Smoothing Strapless, and more.

Four influencers out of The Bachelor and Love Is Blind franchises also arrived as the brand's style icons, flaunting their Maidenform intimates in interviews.

"By leveraging the reality awards and influencers, we are aligning with consumer passions and fashion innovators to drive brand and product equity as a staple for the perfect stylish outfit," Whitney added.



Inspired by the infamous booth that spans across reality TV networks, the "Confessional Corner," elevated the night's moments and served as a hub for content creation. Celebrity guests spilled their style truths in exclusive interviews and shared social content in real time.

The Reality Star Style Awards are just one piece of Maidenform's ongoing partnership with Us Weekly and Ciara, including a video series, influencer collaborations, and digital and print editorial coverage pulsing out over the next several weeks. Congrats to the brand team on an amazing event!

