

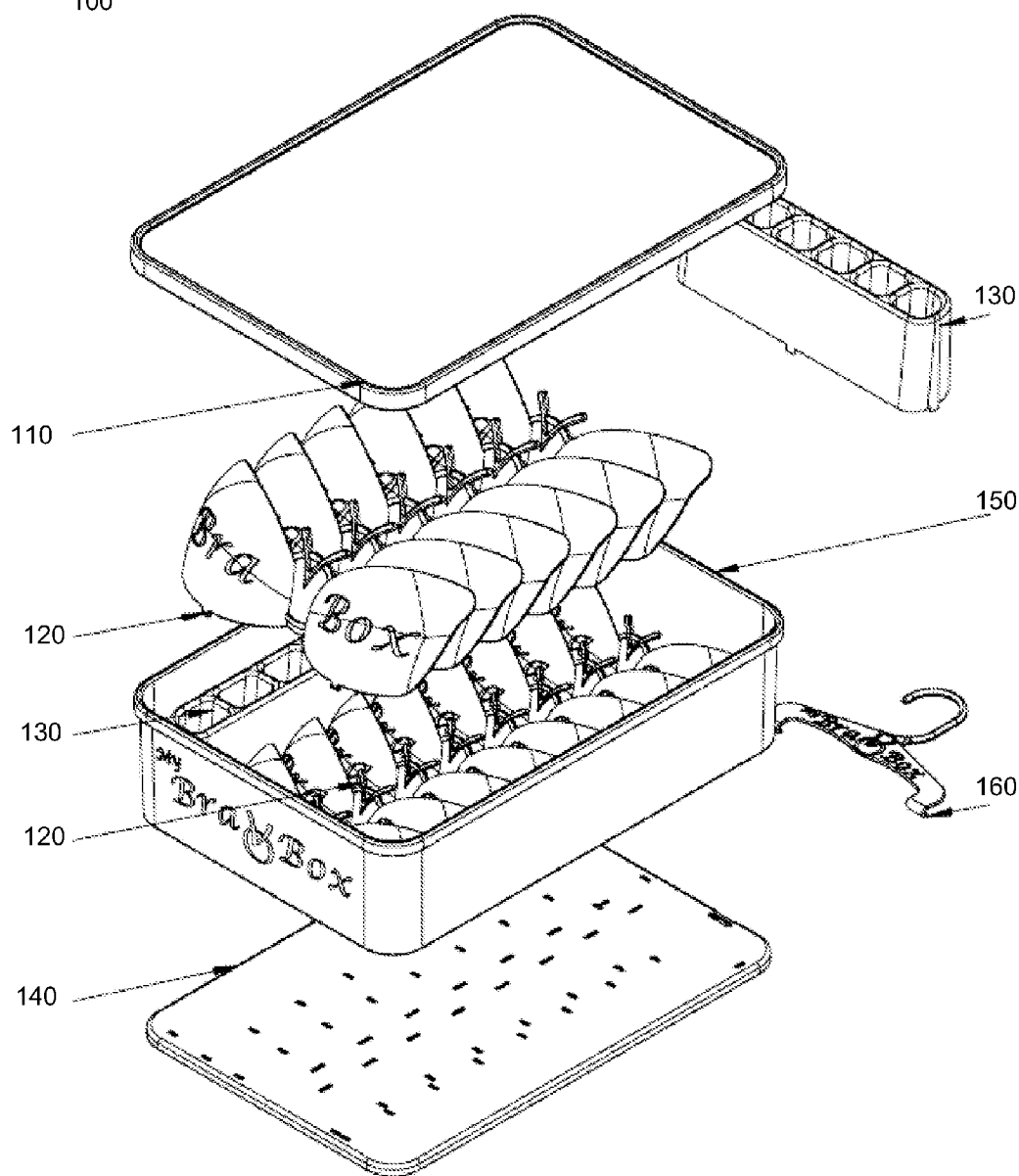


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(19) **United States**(12) **Patent Application Publication**
Willey(10) **Pub. No.: US 2012/0292209 A1**(43) **Pub. Date: Nov. 22, 2012**(54) **APPARATUS AND SYSTEM FOR STORING
UNDERGARMENTS**(52) **U.S. Cl. 206/279; 206/292**(57) **ABSTRACT**(76) **Inventor: Todd Willey, Bountiful, UT (US)**(21) **Appl. No.: 13/111,189**(22) **Filed: May 19, 2011****Publication Classification**(51) **Int. Cl.**
B65D 85/18 (2006.01)

A system for storing women's undergarments is disclosed. The system may include a plurality of brassiere inserts, and one or more underpants storage components. The brassiere inserts may include a first and second cupped feature that have a shape substantially corresponding to the shape of a brassiere, and that nestably engage a brassiere. The brassiere inserts may be removable from the storage unit including the base. The underpants storage component includes cavities into which underpants can be inserted. The system may also include a lid to cover the storage unit and to protect the brassieres stored therein, and a hanger, which gives the user the option of hanging the storage system.

100



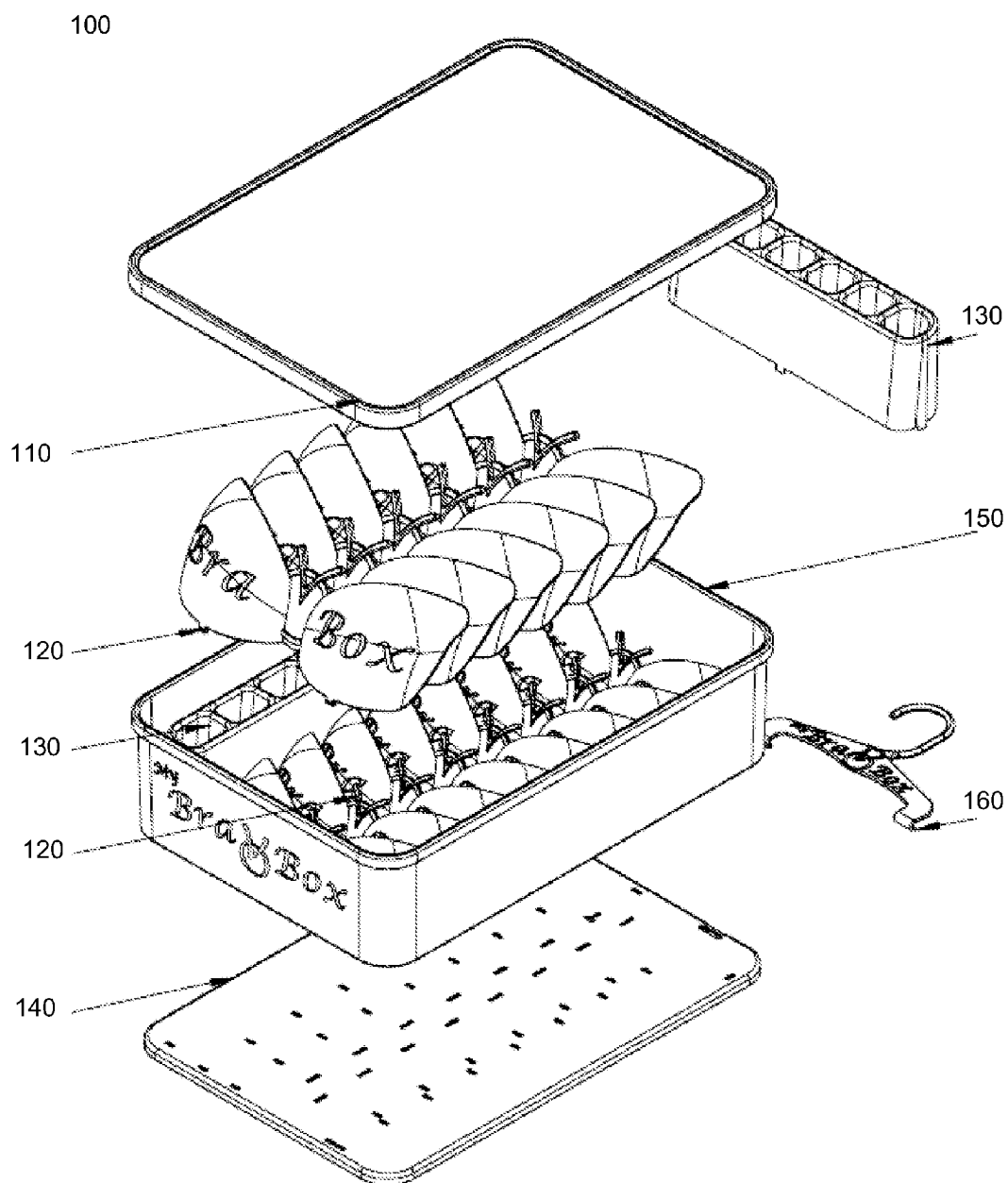
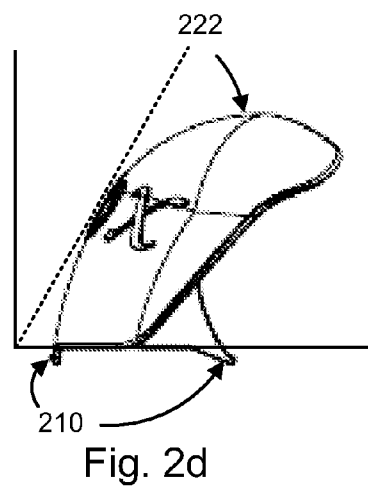
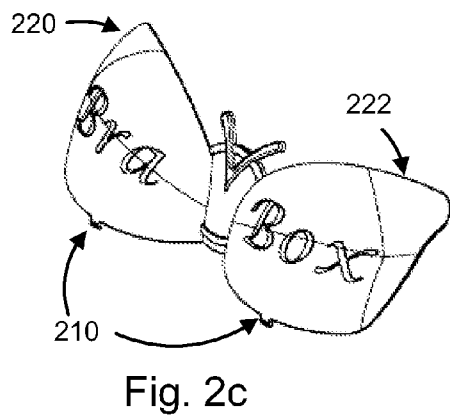
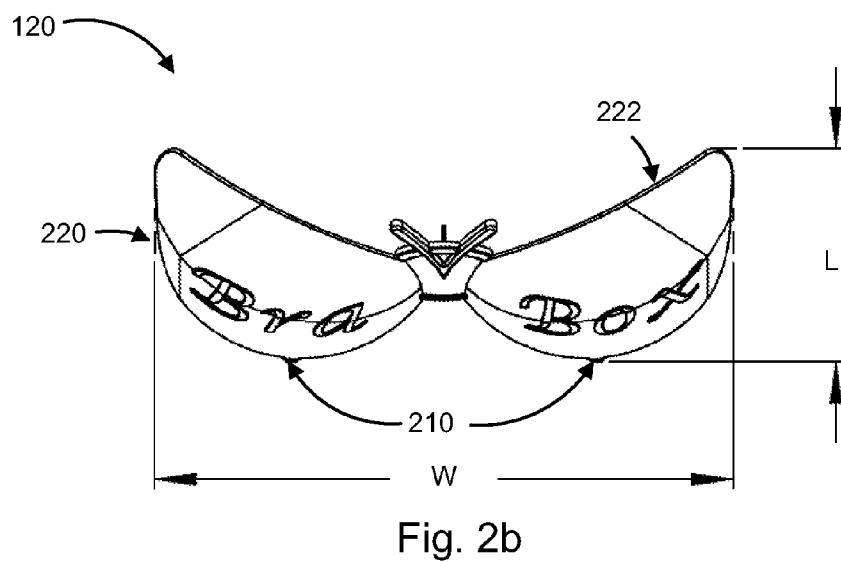
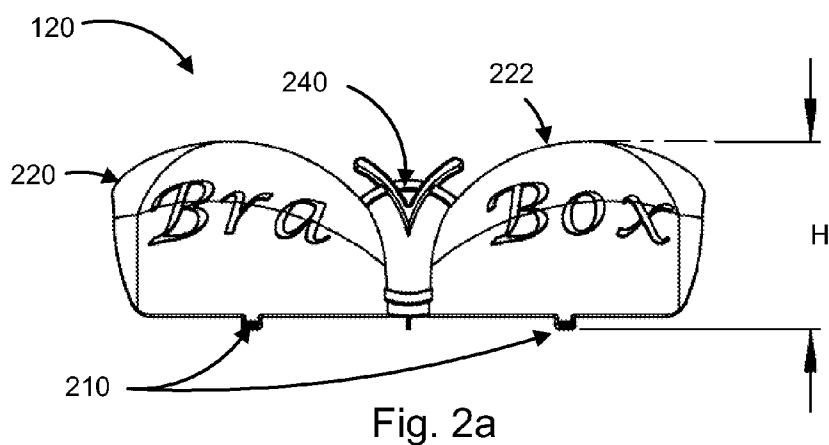


Fig. 1



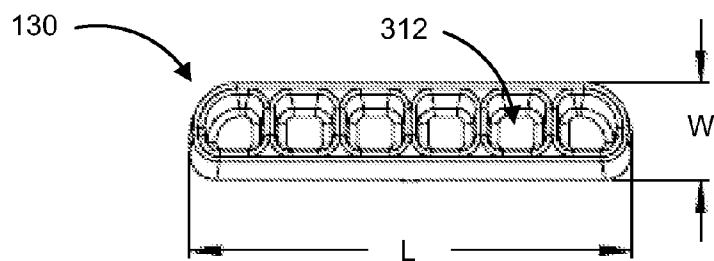


Fig. 3a

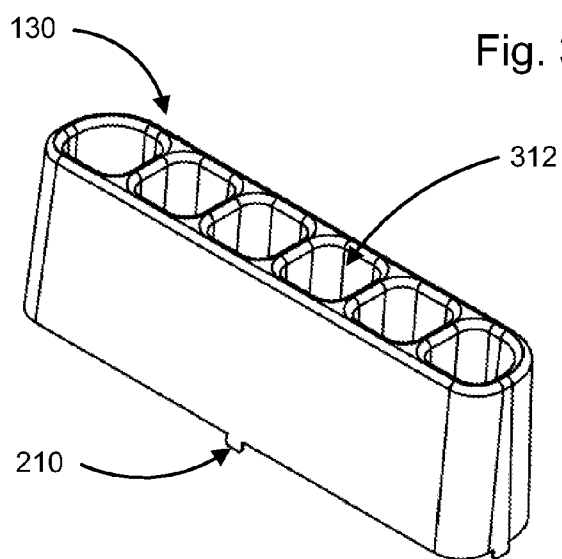


Fig. 3b

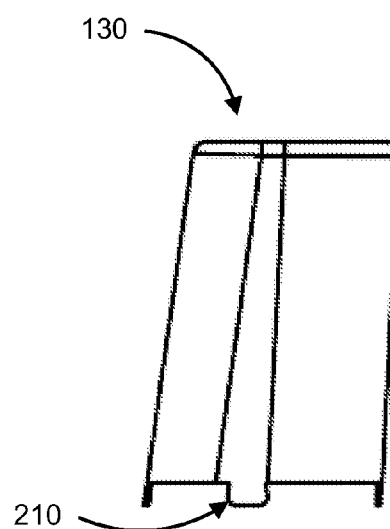


Fig. 3c

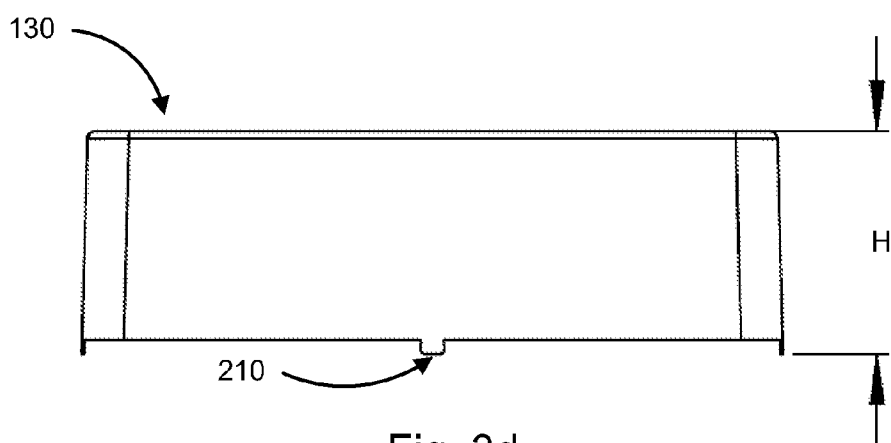


Fig. 3d

150

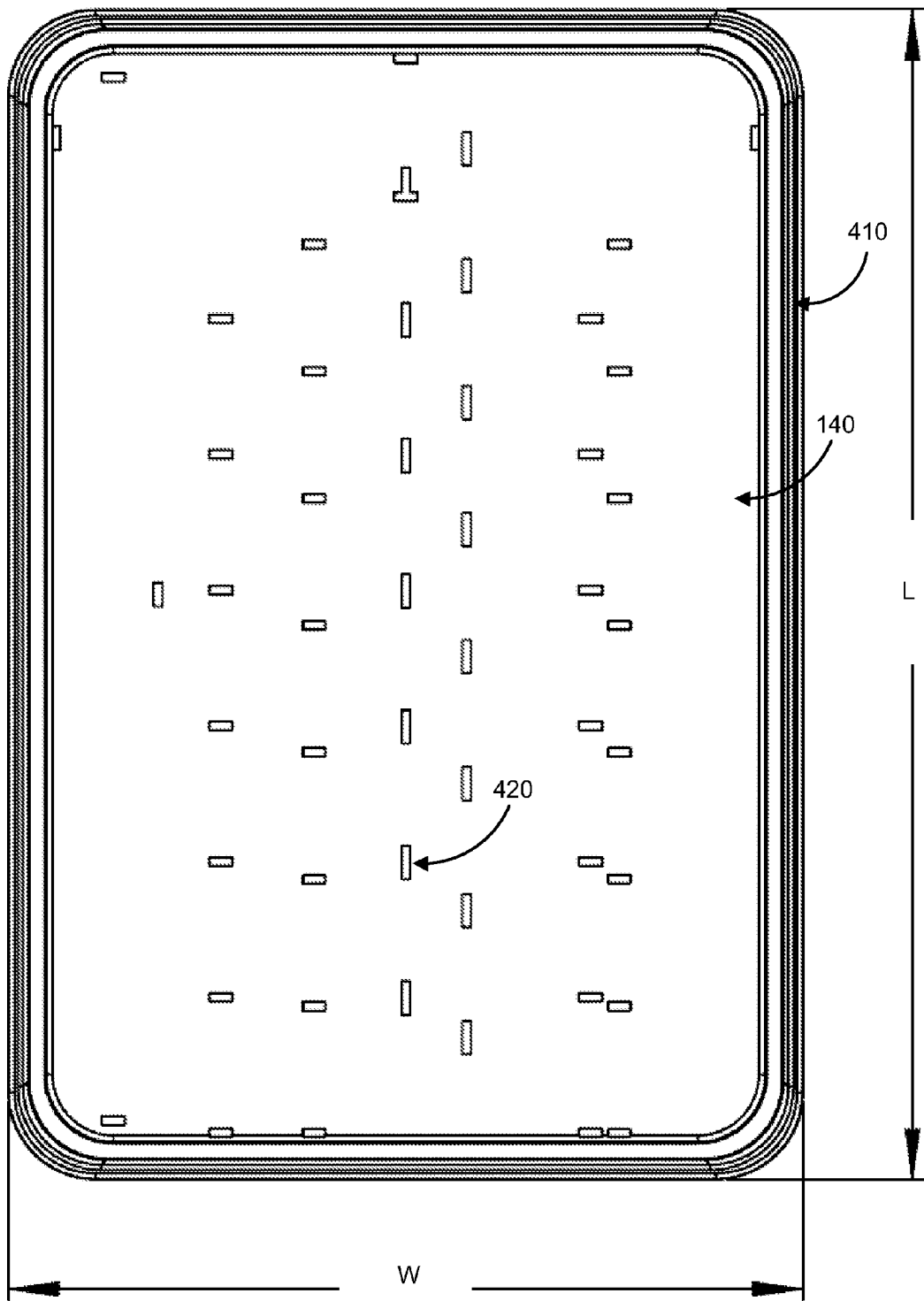


Fig. 4

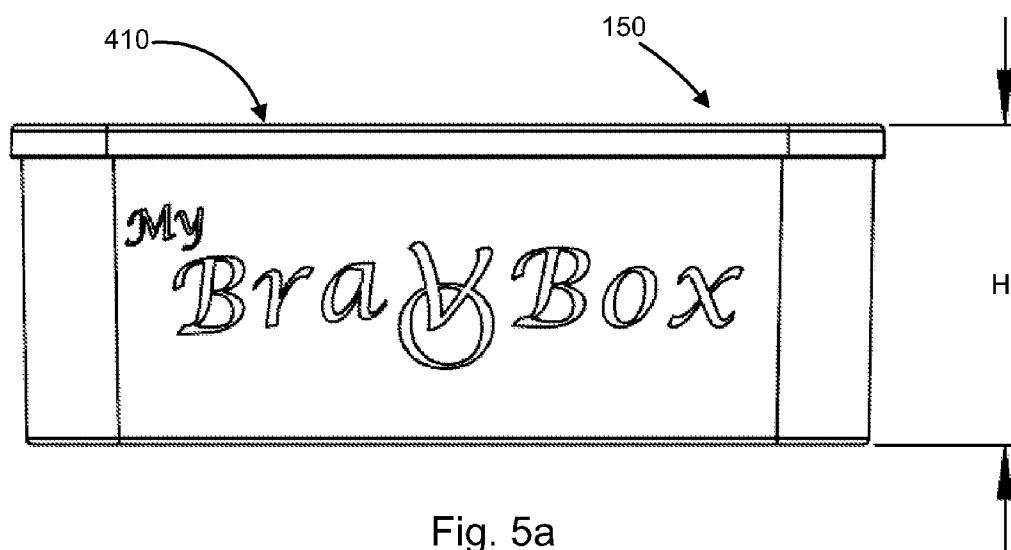


Fig. 5a

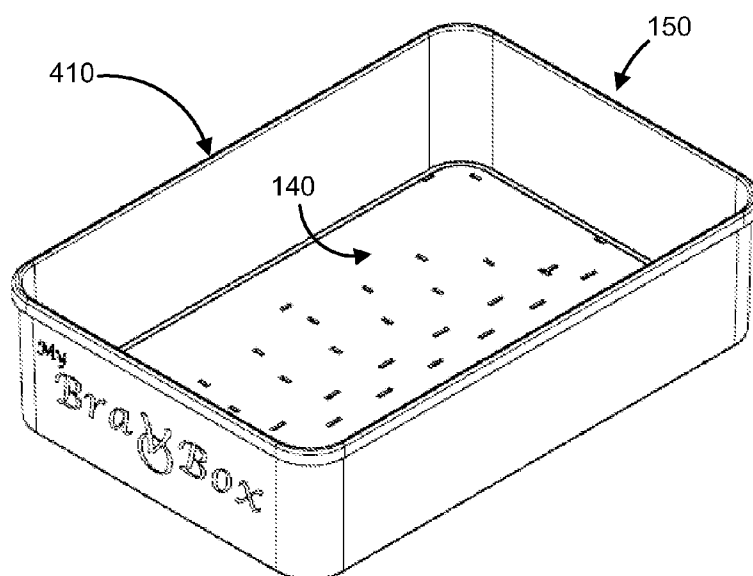


Fig. 5b

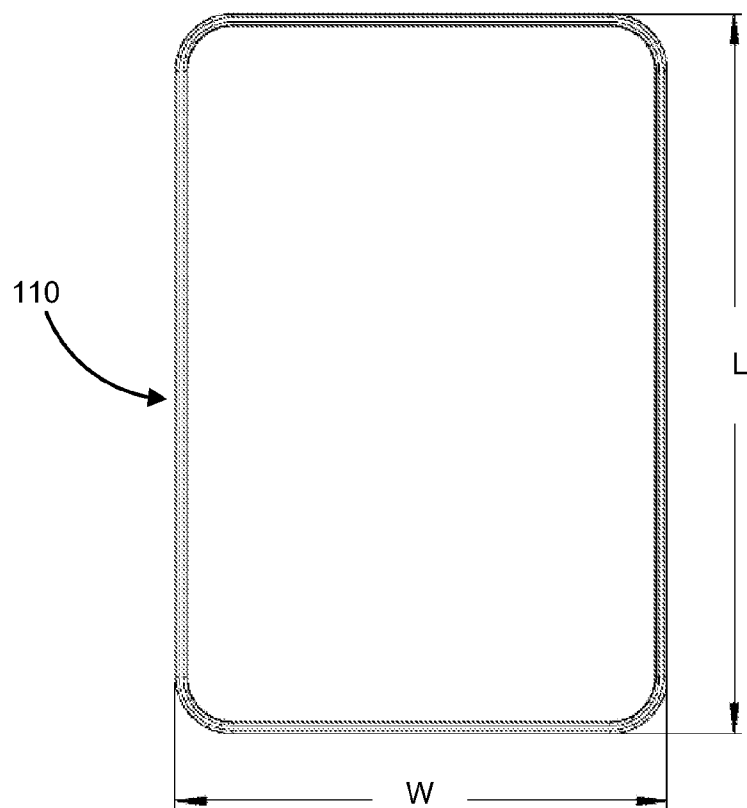


Fig.6a

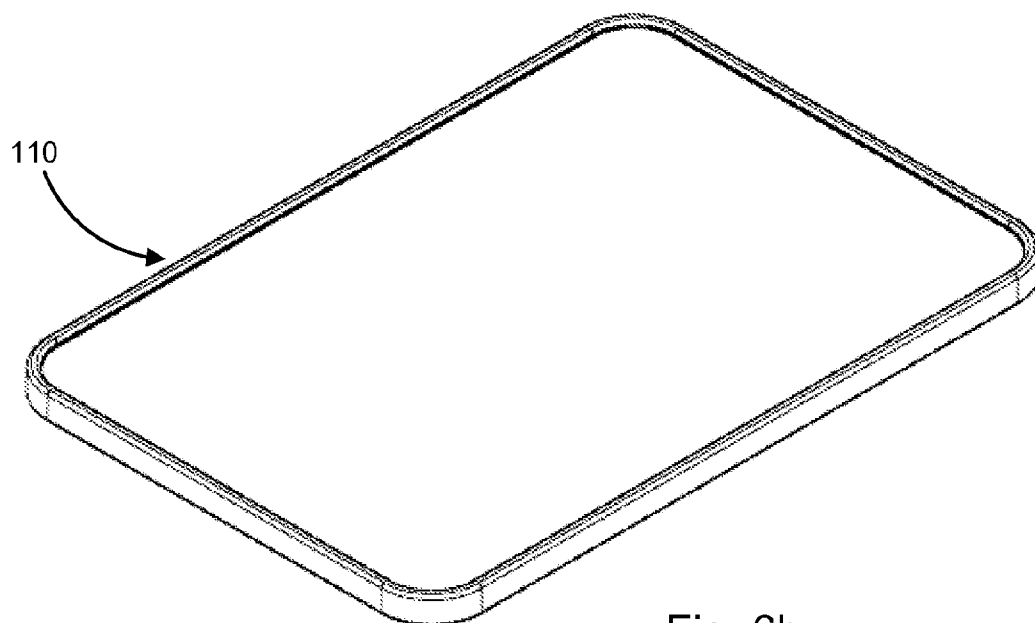
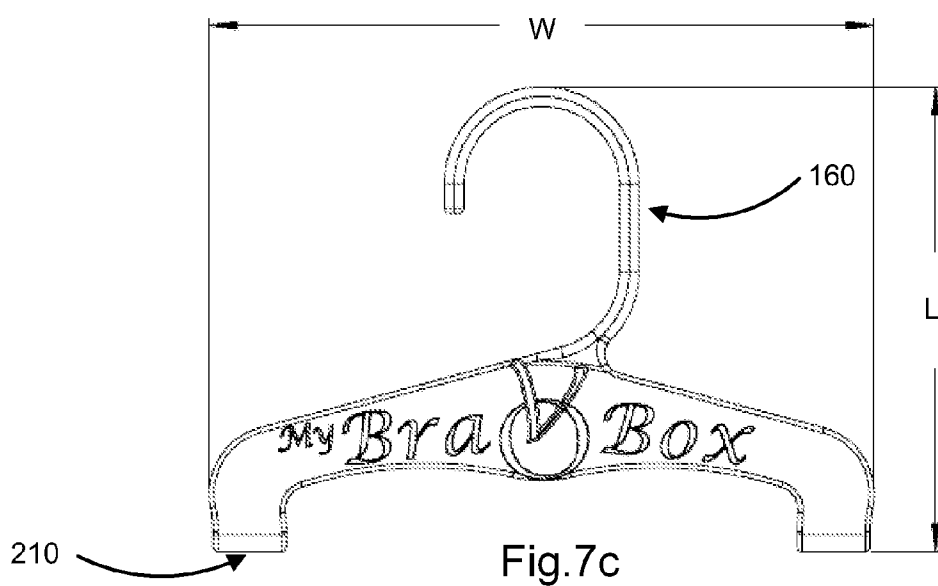
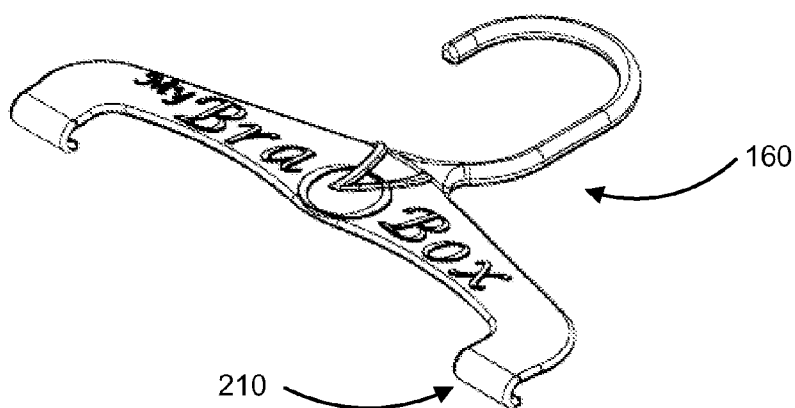
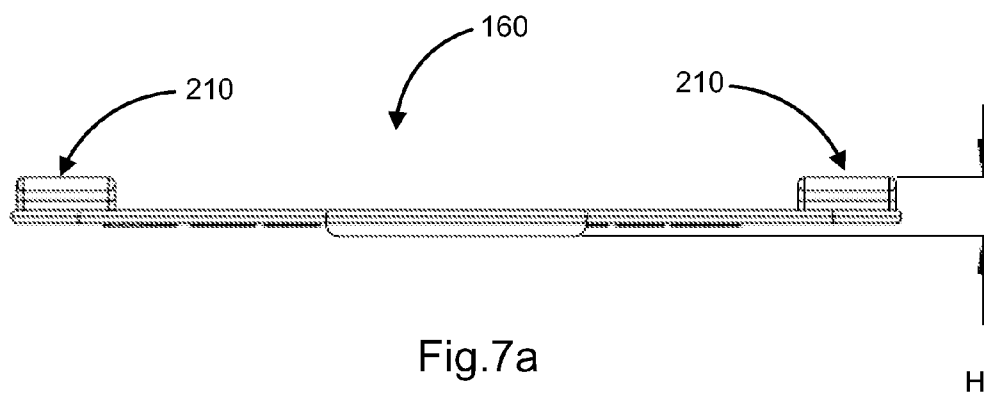


Fig. 6b



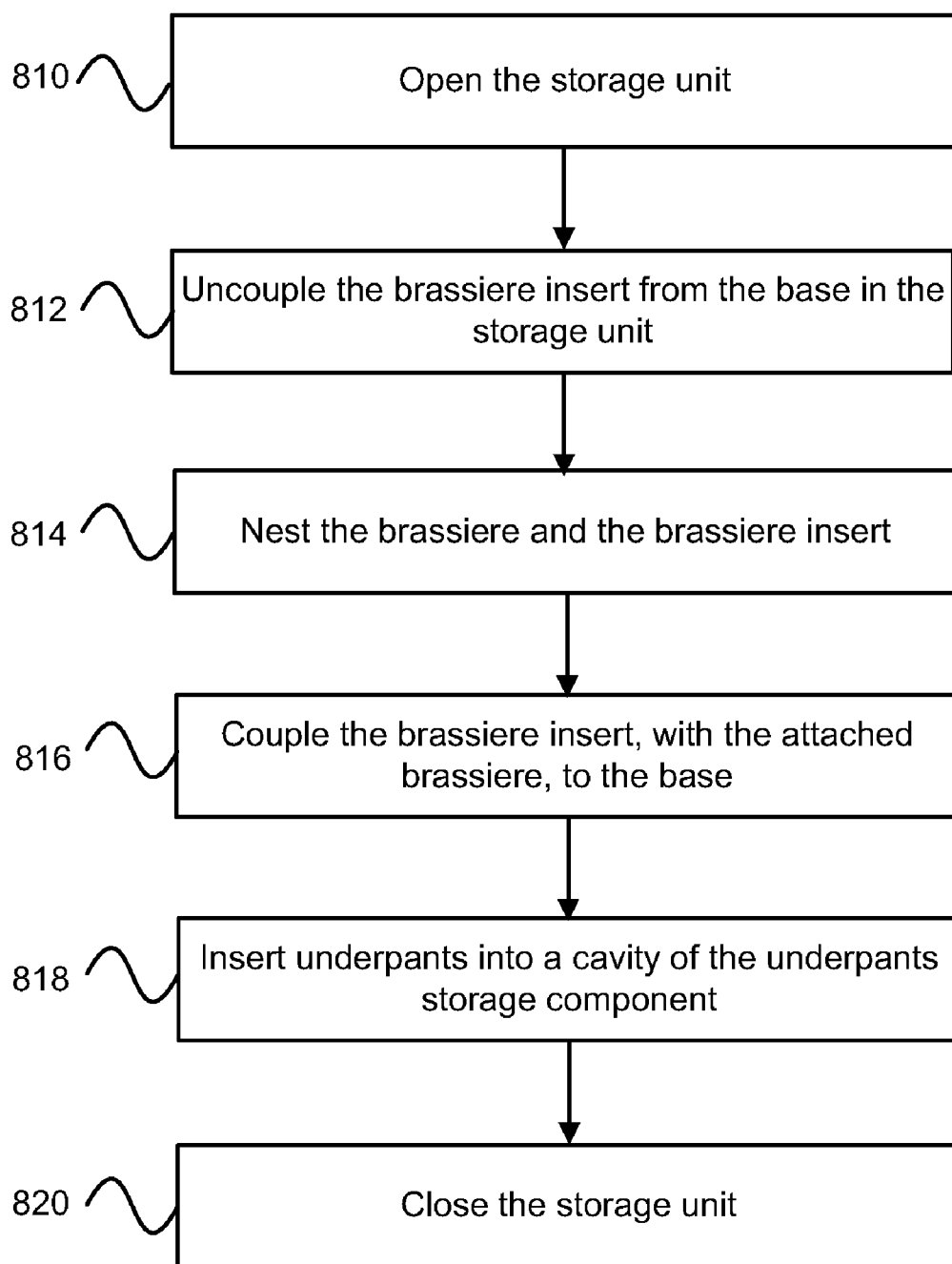


Fig.8

APPARATUS AND SYSTEM FOR STORING UNDERGARMENTS

FIELD

[0001] This disclosure relates to apparatus and system for storing and organizing women's undergarments.

BACKGROUND

Description of the Related Art

[0002] Women's undergarments generally include brassieres (commonly referred to as bras) that support and elevate the breasts, and underpants that cover the lower genitalia. While they serve a practical purpose, undergarments are often chosen for aesthetic reasons as well. These undergarments can be expensive; it is not uncommon for bras to cost upwards of \$50.00 U.S. In addition, these undergarments can also be delicate. They can easily snag, become bent, misshapen, or damaged, and as a result lose aesthetic appeal and functionality. Storing undergarments in a compact and organized fashion, without damaging them, can be difficult. It can also be a challenge to keep sets of brassieres and underpants together in an easy, accessible way.

BRIEF SUMMARY

[0003] The subject matter of the present application has been developed in response to the limitations of the present state of the art concerning storage and organization of women's undergarments.

[0004] In certain embodiments, a system for storing women's undergarments includes a plurality of brassiere inserts of a substantially uniform size. Each brassiere insert may include a first cupped feature and a second cupped feature that is fixedly coupled to, and laterally adjacent to, the first cupped feature. The first and second cupped features may have a shape that substantially corresponds to the shape of a brassiere, and nestably engage with a brassiere.

[0005] The system may also include a storage unit with a base that couples to the brassiere inserts. The base may maintain the brassiere inserts in a substantially upright position relative to the base. The storage unit may also include a sidewall that encloses the sides of the base.

[0006] The system may also include an underpants storage component that includes a plurality of cavities with at least one opening. Underpants may be inserted into the cavities for storage.

[0007] The brassiere inserts and the underpants storage components may have base engaging elements that couple to insert engaging elements of the base. The underpants storage component and brassiere inserts may be coupled to the base in this fashion. The underpants storage component and brassiere inserts may be removable. In certain embodiments, the underpants storage component and brassiere inserts are integral to the storage unit.

[0008] The system may also include a lid that has a second base. The second base may be configured to couple to brassiere inserts. The brassiere inserts, when coupled to the second base, may extend inwards into the interior of the storage unit.

[0009] Reference throughout this specification to features, advantages, or similar language does not imply that all of the features and advantages that may be realized with the subject matter of the present application should be or are in any single

embodiment or implementation of the subject matter. Rather, language referring to the features and advantages is understood to mean that a specific feature, advantage, or characteristic described in connection with an embodiment is included in at least one embodiment of the subject matter of the present application. Discussion of the features and advantages, and similar language, throughout this specification may, but do not necessarily, refer to the same embodiment or implementation.

[0010] The described features, advantages, and characteristics of the subject matter of the present application may be combined in any suitable manner in one or more embodiments and/or implementations. One skilled in the relevant art will recognize that the present subject matter may be practiced without one or more of the specific features or advantages of a particular embodiment or implementation. In other instances, additional features and advantages may be recognized in certain embodiments and/or implementations that may not be present in all embodiments or implementations. These features and advantages of the subject matter of the present application will become more fully apparent from the following description and appended claims, or may be learned by the practice of the subject matter as set forth hereinafter.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] In order that the advantages of the subject matter may be more readily understood, a more particular description of the subject matter briefly described above will be rendered by reference to specific embodiments that are illustrated in the appended drawings. Understanding that these drawings depict only typical embodiments of the subject matter and are not therefore to be considered to be limiting of its scope, the subject matter will be described and explained with additional specificity and detail through the use of the drawings, in which:

[0012] FIG. 1 is an exploded view of one embodiment of a system for storing women's undergarments;

[0013] FIGS. 2a through 2d show one embodiment of a brassiere insert;

[0014] FIGS. 3a through 3d show one embodiment of an undergarment storage component;

[0015] FIG. 4 shows one embodiment of a storage unit with a base;

[0016] FIGS. 5a and 5b show one embodiment of a storage unit;

[0017] FIGS. 6a and 6b show one embodiment of a lid for the storage unit;

[0018] FIGS. 7a through 7c show one embodiment of a hanger; and

[0019] FIG. 8 shows one embodiment of a method for storing women's undergarments.

DETAILED DESCRIPTION

[0020] Reference throughout this specification to "one embodiment," "an embodiment," or similar language means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the present invention. Appearances of the phrases "in one embodiment," "in an embodiment," and similar language throughout this specification may, but do not necessarily, all refer to the same embodiment. Similarly, the use of the term "implementation" means an implementation

having a particular feature, structure, or characteristic described in connection with one or more embodiments of the present invention, however, absent an express correlation to indicate otherwise, an implementation may be associated with one or more embodiments.

[0021] In the following description, numerous specific details are provided to impart a thorough understanding of embodiments of the subject matter of the present application. One skilled in the relevant art will recognize, however, that the subject matter of the present application may be practiced without one or more of the specific details, or with other methods, components, materials, and so forth. In other instances, well-known structures, materials, or operations are not shown or described in detail to avoid obscuring aspects of the subject matter of the present application.

[0022] FIG. 1 shows an exploded view of a system 100 for storing women's undergarments. In the embodiment shown in FIG. 1, the system 100 includes a lid 110, brassiere inserts 120, underpants storage components 130, a base 140, a storage unit 150, and a hanger 160. Other embodiments of a system 100 for storing women's undergarments may contain more or fewer items than those shown in FIG. 1.

[0023] The system 100 includes a plurality of brassiere inserts 120 of a substantially uniform size. The plurality of brassiere inserts 120 may, for example, be sized to store brassieres of a particular size, such as A, B, C, or D cup. In certain embodiments, the brassiere inserts 120 are sized to fit a range of brassiere sizes. As shown in FIG. 1, the brassiere inserts 120 may have decorative features or branding thereon.

[0024] A single system 100 may have a variety of types of brassiere inserts 120. For example, a single system 100 may have a first set of brassiere inserts 120 that nest with a traditional brassiere. The same system 100 may have a second set of brassiere inserts 120 that nest with sports bras. Other variations to accommodate different styles of brassieres may also be used.

[0025] The brassiere inserts 120 fit a brassiere and allow the brassiere to be stored in a convenient, protective fashion. When a woman is storing a brassiere, she may remove one of the brassiere inserts 120, fit the brassiere to the brassiere insert 120, and place the brassiere insert 120 within the storage unit 150. In the illustration of FIG. 1, the brassiere inserts 120 fit within a storage unit 150 that is a box.

[0026] The system 100 may also include an underpants storage component 130. The underpants storage component 130 may have cavities with an opening on at least one end for storing underpants. A person storing underpants may, for example, roll the underpants into a cylinder and place the underpants within one of the cavities. In certain embodiments, when positioned with the storage box 150, each cavity of the underpants storage component 130 along the length of the storage unit 150 aligns with one brassiere insert 120. Such embodiments may allow an individual to keep matching pairs of brassieres and underpants together. In other embodiments, there are more cavities in the underpants storage components 130 than there are brassiere inserts 120 in the system 100.

[0027] The system 100 may also include a base 140 to which the brassiere inserts 120 couple. The base 140 may maintain the brassiere inserts 120 in a substantially upright position relative to the base 140. The brassiere inserts 120 may be removably coupled to the base 140, allowing a person to remove the brassiere inserts 120 when attaching a brassiere to the brassiere insert 120, and to reconnect the brassiere insert 120 (with the brassiere) to the base 140 for storage.

[0028] The term base 140 is used broadly to encompass various structures that can connect to the brassiere inserts 120. The base 140 may be a plastic form that fits on the bottom of a storage unit 150. The base 140 may be the sidewalls of the storage unit 150. In certain embodiments, the base 140 may be the lid 110 of the storage unit 150. The base 140 may be a form that fits within a storage unit 150 such as a shelf or a dresser drawer.

[0029] The system 100 may also include a storage unit 150. The storage unit 150 is a casing in which the brassiere inserts 120 may be placed for storage and protection. The storage unit 150 includes a bottom and sidewalls. The base 140, in certain embodiments, may be integral to the storage unit 150. For example, the base 140 may be formed with the sidewalls as a single unit of the storage unit 150. In other embodiments, the base 140 fits within an existing storage unit 150, such as a bin or box. The base 140 may, for example, be configured to fit within and attach to the bottom of an off the shelf container. The base 140 may attach to the bottom of the container using glue or tape. The storage unit 150 may be part of a piece of furniture, such as a drawer or a shelf. In FIG. 1, when the brassiere inserts 120 are coupled to the base 140, the brassiere inserts 120 extend into the interior of the storage unit 150.

[0030] In certain embodiments, the system 100 also includes a lid 110. The lid 110 may fit over the storage unit 150 and may provide an added measure of protection from dust, water, bugs, or other substances that can damage or dirty brassieres stored within the storage unit 150. The lid 110 may also include a second base 140 that couples to additional brassiere inserts 120, thereby providing additional storage capacity, as discussed below. Although the system 100 is shown with a lid 110, in certain embodiments, a lid 110 is not included with the system 100.

[0031] The system 100 may also include a hanger 160. The hanger 160 may be removably coupleable to the storage unit 150 and allow the storage unit 150 to be hung. The term hanger 160 is used broadly in this application to mean any support of various types, such as a hook, loop, peg, or other component, by which something can be hung. The hanger 160 may couple to the storage unit 150 by way of the base 140. For example, the base 140 may be integral to the storage unit 150, and may provide connectors that allow the hanger 160 to couple to the base 140. A person may use the hanger 160 to hang the storage unit 150 from a dowel or rod in a closet.

[0032] FIGS. 2a-2d show one embodiment of a brassiere insert 120 that may be coupleable to the base 140. In FIG. 2a, the brassiere insert 120 has a first cupped feature 220 and a second cupped feature 222. The height (H) of the brassiere insert 120 in the depicted embodiment may be 3.994 inches. The dimensions of the brassiere insert 120 may, however, vary. The second cupped feature 222 may be fixedly coupled to the first cupped feature 220. In the depicted embodiment, the second cupped feature 222 is laterally adjacent to the first cupped feature 220. The first cupped feature 220 and the second cupped feature 222 may be coupled by a joiner 240. The joiner 240 may couple the first cupped feature 220 and the second cupped feature 222. The joiner 240 may be a piece of rigid plastic. In one embodiment, the joiner 240, the first cupped feature 220, and the second cupped feature 222 are molded from a single piece of plastic. The joiner 240 may make a rigid connection between the first cupped feature 220 and the second cupped feature 222 such that the cupped features are kept laterally adjacent to each other.

[0033] The first cupped feature 220 and the second cupped feature 222 have a shape substantially corresponding to the shape of a brassiere for nestably engaging a brassiere. As used herein, nestably engaging means that the brassiere nests with the brassiere insert 120. The brassiere may nest with the brassiere insert 120 by being placed in front of the brassiere insert 120, or by being placed behind the brassiere insert 120. By nesting the brassiere and the brassiere insert 120, the brassiere insert 120 provides protection for the brassiere, and helps support the brassiere by maintaining its shape while the brassiere is in storage. In certain embodiments, each brassiere insert 120 nests with one brassiere.

[0034] The brassiere inserts 120 may include other features to aid in securing a brassiere. For example, the brassiere inserts 120 may include magnets that attract and couple to an underwire within a brassiere. The brassiere inserts 120 may include mechanical connectors such as clips that clip the brassiere to the brassiere inserts 120 while exerting very little force on the brassiere. The brassiere inserts 120 may have a support bar or ridge on which the brassiere rests, holding the brassiere in position relative to the brassiere insert 120. The brassiere inserts 120 may secure the straps of the brassiere to ensure that the brassiere stays in place when nested with the brassiere insert 120.

[0035] The brassiere insert 120 may also include base engaging elements 210. The base engaging elements 210 are connectors that couple the brassiere insert 120 to the base 140. The base engaging elements 210 may make a removable connection between the brassiere inserts 120 and the base 140. In such embodiments, an individual may store a brassiere by uncoupling the brassiere insert 120 from the base 140, nestably engaging the brassiere and the brassiere insert 120, and re-coupling brassiere insert 120 and the base 140. In one embodiment, the base engaging elements 210 make a mechanical connection to the base 140; for example, the base engaging elements 210 may be clips or pegs that fit within corresponding apertures of the base 140 (or vice versa). The base engaging elements 210 may be hook-and-loop fasteners such as Velcro®. In another embodiment, the base engaging elements 210 make an electromagnetic connection with the base 140; for example, the base engaging elements 210 may be magnets that attract to metal or magnets in the base 140.

[0036] FIG. 2b shows a brassiere insert 120 from a second perspective. The length (L) of the brassiere insert 120 may be 4.64 inches, and the width (W) 12.594 inches. As seen in FIG. 2b, in certain embodiments, the first cupped feature 220 and the second cupped feature 222 each have a cup-shaped protrusion defining a substantially convex surface. The cup-shaped protrusion may allow the concave surfaces of a brassiere to nest with the front of the brassiere insert 120. The first cupped feature and the second cupped feature 222 may each have a cup-shaped recess defining a substantially concave surface. The cup-shaped recess may allow the convex surfaces of the brassiere to nest behind the brassiere insert 120 within the concave surface.

[0037] In certain embodiments, the base 140 maintains the brassiere inserts 120 in a substantially upright position relative to the base 140. The brassiere insert 120, when connected to the base 140, may be substantially upright, but still at an angle with the base 140. For example, as shown in FIG. 2d, the second cupped feature 222 may form an angle between 90° and 45° relative to the base 140. The second cupped feature 222 may, in certain embodiments, form an angle between -45° and 90° relative to the base. Such angles are

considered to be substantially upright, as that term is used in this application. In certain embodiments, the brassiere inserts 120, when coupled to the base 140, are angled towards the side of the storage unit 150 to which the hanger 160 attaches.

[0038] FIG. 3 (including FIGS. 3a-3d) show various perspectives of one embodiment of an underpants storage component 130. As described above, the underpants storage component 130 includes a plurality of cavities 312 that each have at least one opening. An individual may store underpants by, for example, rolling the underpants and inserting them into one of the cavities 312. In certain embodiments, as seen in FIG. 3a, the length (L) of the underpants storage component 130 is 12.584 inches, and the width (W) is 2.769 inches wide. The height (H) of the underpants storage component 130 may be 4 inches.

[0039] In certain embodiments, the cavities 312 are all of a uniform size. In other embodiments, the cavities 312 vary in size to accommodate different thicknesses of underpants. As seen in FIG. 3c, the underpants storage component 130 may also be angled relative to the base 140. In certain embodiments, the cavities 312 are also angled relative to the base 140. In yet other embodiments, the underpants storage component 130 is upright (i.e., it forms a 90° angle with the base 140), but the cavities are angled relative to the base 140. The cavities 140 and/or the underpants storage component 130 may be angled towards the side of the storage unit 150 to which the hanger 160 attaches.

[0040] As seen in FIGS. 3b-3d, the underpants storage component 130 may include one or more base engaging elements 210 that couple the underpants storage component 130 to the base 140. The underpants storage component 130 may couple to the base 140 along the length of the storage unit 150, as seen in FIG. 1. The underpants storage component 130 may also couple to the base 140 along a width of the storage unit 150. The base 140 may couple to two separate underpants storage components 130—coupling to one along the length of the base 140, and another along the width of the base 140.

[0041] FIG. 4 shows one embodiment of the storage unit 150 with the base 140 and sidewalls 410. In FIG. 4, the base 140 is integrated into the bottom of the storage unit 150. The base 140 may be separate from the storage unit 150. For example, the storage unit 150 may have its own bottom, and the base 140 may be placed over the bottom. The base 140 may couple to the bottom of the storage unit 150. The base 140 may, for example, couple to the bottom of the storage unit 150 using glue, tape, or connectors. The base 140 may simply lie uncoupled on the bottom. The base 140 may be designed to fit within the storage unit 150, and to be removable from it. In the one embodiment, the storage unit 150 is 14.262 inches wide (W) and 21.012 inches long (L).

[0042] In one embodiment, the base 140 includes insert engaging elements 420 that engage the base engaging elements 210 of the brassiere inserts 120 and the underpants storage components 130, thereby coupling the brassiere inserts 120 and the underpants storage components 130 to the base 140. In the depicted embodiment, the insert engaging elements 420 are apertures into which the base engaging elements 210 fit. In other embodiments, the insert engaging elements 420 are protrusions. The insert engaging elements 420 may be designed to permanently couple to the insert engaging elements 420, or may be designed to removably couple to the insert engaging elements 420.

[0043] As shown in FIG. 1, the system 100 may include a lid 110 that fits on the storage unit 150. In certain embodi-

ments, the lid 110 comprises a second base 140 to which the brassiere inserts 120 couple. The insert engaging elements 420 of the second base 140 may be disposed on the interior side of the lid 110. In such embodiments, the brassiere inserts 120, when coupled to the second base 140, extend into the interior of the storage unit 150. In configurations where the base 140 of the storage unit 150 lies flat on a surface (as seen, for example, in FIG. 5), the brassiere inserts 120 that are attached to the second base 140 are upside down, and hang into the interior of the storage unit 150. The base 140 and the second base 140 may have the insert engaging elements 420 arranged such that the brassiere inserts 120 coupled to the second base 140 on the lid 110 interleave with the brassiere inserts 120 coupled to the first base 140. In other embodiments, the insert engaging elements 420 may be disposed on the exterior side of the lid 110 such that the brassiere inserts 150 extend outwards and away from the interior of the storage unit 150.

[0044] In certain embodiments, the second base 140 of the lid 110 couples to a different set of brassiere inserts 120 than the first base 140 on the bottom of the storage unit 150. In such an embodiment, the storage system 100 may increase the number of brassieres that can be stored in the storage unit 150 without unnecessarily increasing the size of the storage unit 150.

[0045] As mentioned above, the base 140 may have the insert engaging elements 420 arranged such that each cavity 312 of the underpants storage component 130 aligns with a brassiere insert 120. Such embodiments may be useful to allow pairs of matching underpants and brassieres to be kept together in an organized fashion.

[0046] FIG. 5 shows a side view of one embodiment of a storage unit 150. The storage unit 150 may include sidewalls 410. In one embodiment, the sidewalls are 5.219 inches high. As seen in FIG. 5b, the base 140 may be integrated within the storage unit 150. The brassiere inserts 120 may fit within the storage unit 150, which provides protection for the brassieres stored with the brassiere inserts 120. The sidewalls 410 may have decorative features and/or branding disposed thereon. The sidewalls 150 are preferably of sufficient size to allow the lid 110 to be placed on the storage unit 150 when the brassiere inserts 120 are situated within the storage unit 150.

[0047] FIG. 6 shows one embodiment of a lid 110. The lid 110 may, in one embodiment, be 14.496 inches wide (W), and 21.246 inches long (L). As discussed above, in certain embodiments, the lid 110 may include a second base 140 that is situated on the bottom of the lid 110, facing into the interior of the storage unit 150. Brassiere inserts 120 that are coupled to the second base 140 may extend into the interior of the storage unit 150 when the lid 110 is put on the storage unit 150. The lid 110 may have rubberized edges that fit over the sides of the sidewalls 410. The lid 110 may, in certain embodiments, be attached to the storage unit 150 by one or more hinges. Other approaches to allowing the lid 110 and the storage unit 150 to engage may also be used.

[0048] FIG. 7 shows one embodiment of a hanger 160. FIG. 6a shows a side view of a hanger 160 with base engaging elements 210. As noted above, the hanger 160 may couple to the base 140, and thereby provide a user with the option of hanging the base 140 and the connected brassiere inserts 120. The hanger 160 may also be removable, allowing the user to place the storage unit 150 in locations where it lies flat, as opposed to being hung. The hanger 160 may hang the entire storage unit 150. In other embodiments, the hanger 160 does

not include the base engaging elements 210. The base 140 or the storage unit 150 may have one or more connectors (such as hooks) that can couple to a standard hanger 160. In such embodiments, the system 100 may be configured to work with any hanger that the person may have in her closet.

[0049] FIG. 7b shows a second view of the hanger 160 with the base engaging elements 210. As seen in FIG. 7c, in one embodiment, the hanger 160 is 8.542 inches wide (W), and 5.971 inches long (L).

[0050] The invention may also encompass a method for storing women's undergarments. FIG. 8 shows one embodiment of a method. The method 800 may involve a person opening 810 the storage unit 150 and uncoupling 812 the brassiere insert from the base 140 in the storage unit 150. The method may also involve nesting 814 the brassiere and the brassiere insert 120. As mentioned above, the brassiere may be placed either in front of, or behind, the brassiere insert 120.

[0051] The brassiere insert 120, with the attached brassiere, is then coupled 816 to the base 140. The method may also involve inserting 818 underpants into a cavity 312 of the underpants storage component 130. In certain embodiments, the underpants match the brassiere, and the underpants are placed into the cavity 312 that is adjacent to the brassiere insert 120 when the brassiere insert 120 is re-inserted into the storage unit 150. The method may also involve closing 820 the storage unit 150.

[0052] The present disclosure may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes which come within the meaning and range of equivalency of the claims are to be embraced within their scope.

What is claimed is:

1. A system for storing women's undergarments, the system comprising:

a plurality of brassiere inserts of a substantially uniform size, wherein each brassiere insert comprises:

a first cupped feature; and

a second cupped feature fixedly coupled to the first cupped feature and laterally adjacent to the first cupped feature;

wherein the first and second cupped features have a shape substantially corresponding to a shape of a brassiere and configured to nestably engage a brassiere;

a storage unit comprising:

a base that couples with the plurality of brassiere inserts, the base configured to maintain the plurality of brassiere inserts in a substantially upright position relative to the base; and

a sidewall enclosing the sides of the base; and

an underpants storage component comprising a plurality of cavities, each cavity having at least one opening.

2. The system of claim 1, wherein the base maintains the plurality of brassiere inserts at an angle between 90 degrees and 45 degrees relative to the base.

3. The system of claim 1, further comprising a hanger that couples to the storage unit on a side towards which the plurality of brassiere inserts are angled.

4. The system of claim 3, wherein the hanger removably couples to the base.

5. The system of claim 1, further comprising a lid that is removably coupleable to the storage unit.

6. The apparatus of claim 5, wherein the lid comprises a second base that couples to the plurality of brassiere inserts, and wherein the plurality of brassiere inserts, when coupled to second base, extend into the interior of the storage unit.

7. An apparatus for storing women's undergarments comprising:

a plurality of brassiere inserts of a substantially uniform size, wherein each brassiere insert comprises:

a first cupped feature;

a second cupped feature fixedly coupled to the first cupped feature and laterally adjacent to the first cupped feature,

the first and second cupped features having a shape substantially corresponding to a shape of a brassiere and configured to nestably engage a brassiere;

a plurality of base engaging elements; and

a base comprising a plurality of insert engaging elements that engage the plurality of base engaging elements and couple the plurality of brassiere inserts to the base, the base configured to maintain the plurality of brassiere inserts in a substantially upright position relative to the base.

8. The apparatus of claim 7, wherein the first cupped feature and the second cupped feature comprise a cup-shaped protrusion.

9. The apparatus of claim 7, wherein the first cupped feature and the second cupped feature comprise a cup-shaped recess.

10. The apparatus of claim 7, wherein the plurality of insert engaging elements and the plurality of base engaging elements removably couple the base and the plurality of brassiere inserts.

11. The apparatus of claim 7, wherein the plurality of insert engaging elements and the plurality of base engaging elements permanently couple the base and the plurality of brassiere inserts.

12. The apparatus of claim 7, wherein maintaining the substantially upright position comprises maintaining the plurality of brassiere inserts at an angle between 90 degrees and 45 degrees relative to the base.

13. The apparatus of claim 7, further comprising a storage unit having a sidewall, wherein the base is integral to the bottom of the storage unit, and wherein the plurality of brassiere inserts extend into the interior of the storage unit when coupled to the base.

14. The apparatus of claim 13, further comprising a lid having a second base, the second base comprising a second plurality of insert engaging elements, and wherein the plurality of brassiere inserts extend into the interior of the storage unit when coupled to the second base.

15. An apparatus for storing women's undergarments comprising:

a plurality of brassiere inserts, wherein each brassiere insert comprises:

a first cupped feature;

a second cupped feature fixedly coupled to the first cupped feature and laterally adjacent to the first cupped feature,

the first and second cupped features having a shape substantially corresponding to a shape of a brassiere and configured to nestably engage a brassiere; and

a base that couples the plurality of brassiere inserts to the base, the base configured to maintain the plurality of brassiere inserts in a substantially upright position.

16. The apparatus of claim 15, further comprising an underpants storage component that comprising a plurality of cavities, each cavity having at least one opening.

17. The apparatus of claim 16, wherein the underpants storage component couples to the base along a length of the base.

18. The apparatus of claim 17, further comprising a second underpants storage component comprising a plurality of cavities with at least one opening, wherein the second underpants storage component couples to the base along a width of the base.

19. The apparatus of claim 15, further comprising a storage unit having one or more sidewalls coupled to the base.

20. The apparatus of claim 19, further comprising a lid removably coupleable to the storage unit.

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