

# FITKNICKS

## **From taboo to training essential. FitKnicks launches gym-ready leakproof undies to de-stigmatise SUI in sport**

### **FOR IMMEDIATE RELEASE**

**BRISBANE, Australia, Jan 27 2026** - Stress urinary incontinence (SUI) is a reality for many active women, particularly during heavy lifting and high-impact training. Yet it is rarely discussed, and practical gym-ready options are limited. FitKnicks is changing that with leakproof performance underwear designed specifically for women who train, helping manage leaks and visible panty lines (VPL) without bulky pads or uncomfortable alternatives.

Research published in the NSCA Journal reports 59.1% of female strength athletes experience SUI during training.

FitKnicks says its mission goes beyond product. It is about opening up the conversation, challenging stigma, and helping women keep training for longer.

“SUI is far more common than most people realise, and it is not just an ‘elderly’ issue,” said Maddi Kimber, Founder of FitKnicks. “It shows up in strength sports, in high-impact training, and often after childbirth. The silence around it stops women from feeling confident. We want to normalise the conversation and keep women doing what they love now and for years longer.”

FitKnicks launched in September of 2025 and has already sold out of multiple sizes in popular styles. The brand is now expanding its range, including the introduction of briefs, to meet customer demand and preferences.

Kimber says the fitness market often speaks to the young, while a large cohort of consistent women are overlooked. FitKnicks’ own customer data reflects that. The brand’s largest customer segment is women aged 45 to 54 (44.7%), followed by 35 to 44 (28.7%) and 55 to 65 (18.1%).

“There is a whole group of women who train consistently in their 30s, 40s, 50s and beyond, and they deserve products and messaging that reflect their reality,” Kimber said. “We are here for the unsung heroes of the gym floor.”

FitKnicks’ internal post-purchase survey highlights the main underwear frustrations women want solved in activewear. 26.2% named leaks as their number one concern. 35% reported underwear that shifts, rolls, bunches or causes wedgies. 29% said they actively dread VPL.

Further external research highlights the scale of the issue. The NSCA Journal also reports across strength sports high prevalence rates, including 73% in CrossFit, 43.9% in

powerlifting, and 41.7% in weightlifting. More broadly, SUI affects 10 to 39% of women across their lifetime, and post-partum women are particularly vulnerable. The Mayo Clinic notes SUI as one of the most common post-partum conditions, affecting up to 45% of women over age 30.

FitKnicks currently offers two core ranges, both designed for training and made to feel like normal gym underwear, not a bulky add-on.

- Leakproof FitKnicks is designed for light athletic SUI during lifts, jumps and high-impact training. It features a leakproof gusset built to absorb 20 to 25 ml, with breathable, moisture-wicking fabrics and a secure fit designed to stay in place without rolling or bunching.
- Seriously Seamless FitKnicks is designed for a smooth, no-show look under gym tights. The seamless construction helps reduce VPL and shifting, and the gusset includes silver ion technology to support freshness and hygiene.

Both ranges are full coverage for women who prefer not to wear a g-string.

The brand is currently available online and ships across Australia. <https://fitknicks.com/>

Media assets can be [found here](#).

**Media Contact:**

**Maddi Kimber, Founder**

[maddi@unbasic.com.au](mailto:maddi@unbasic.com.au), 0401965445

*FitKnicks is an Australian performance underwear brand for women who train. Founded by recreational fitness competitor Maddi Kimber, FitKnicks designs gym-ready underwear to help manage light stress urinary incontinence (SUI) and reduce visible panty lines (VPL), with a stay-put fit built for movement. FitKnicks is available online at [fitknicks.com](https://fitknicks.com).*