

Support for bra design

A scientist and inventor has won support for a revolutionary backless, strapless bra from a major regional funding body.

The Faveo Freedom bra, billed as a "breast-support system for women with a larger bra size", was launched in February, and has won the backing of 30 private investors through the Advantage West Midlands (AWM) regional development agency.

The bra is now available – in sizes C to GG – at more than 100 shops in the UK and Australia, and the company website generates about 20,000 hits every day.

Its inventor Joanne Morgan came up with the idea after struggling to find a bra to go with a ball dress.