

UNDERLINES EXCLUSIVE

FREEDOM... AT LAST!



THE FREEDOM BRA BY FAVEO® IS SOMETHING YOU MIGHT NOT HAVE HEARD OF JUST YET ... BUT WE GUARANTEE THAT YOU WILL BE HEARING A LOT MORE OF IT IN THE FUTURE. THIS BACKLESS, STRAPLESS BRA IS THE INVENTION OF DR JOANNE MORGAN AND WILL BE LAUNCHED TO TRADE BUYERS IN FEBRUARY NEXT YEAR. PAMELA SCOTT FOUND OUT MORE ABOUT THIS REVOLUTIONARY NEW ITEM OF LINGERIE, WHICH WE BELIEVE IS THE NEXT 'MUST-HAVE' IN WOMEN'S UNDERWEAR WARDROBES.

JOANNE Morgan, inventor of the Faveo® Freedom Bra, is first and foremost a scientist (a BSc and MSc in Oncology and a PhD in Cancer Immunology) but gained business and commercial experience as an Intellectual Property Manager for four years. However her 'Road to Damascus' moment had little to do with her previous education or training and more to do with her frustration at not being able to wear a new dress she had bought because she couldn't find the right underwear!

"I had rather a sexy backless and strapless dress and could not find anything that would support my bust and I really didn't want to wear those bras with transparent plastic straps. I cut up some fabric and fashioned the strips into two cradles supporting under and just above my bust. I went into my local lingerie shop (A Touch of Class in Lichfield) and asked the owner, Susan Powell, where I could get it. She said there wasn't anything like this around."

From these rather makeshift beginnings, Joanne has taken her invention and created a product that is set to take the market by storm. After 18 months of research and development of the product, she is really to launch it nationwide in 2007. Along the way she joined forces with Meg Powell-Vreeswijk (Susan's daughter) who had extensive knowledge of design and manufacture of underwear and it is Meg that has been instrumental in making Joanne's invention much more than a pipedream.

"The beauty of this product is that it appeals to a tremendously wide range of women – backless being the main interest for younger women and strapless for older women. We are aiming it at girls from size 14 upwards but really it is for all sizes, shapes and origins," comments Joanne.

Meg explains how this business venture is a calculated risk, even in a competitive market: "We have presented the Freedom Bra to a retailers' forum and their enthusiasm was such that they wanted the product immediately. Without exception they all gave it the 'thumbs-up'. They repeatedly said that if it works so well and it comes in larger sizes, then they can sell it – the market is already there." And it is not just Joanne and Meg who are convinced of its terrific commercial possibilities but also

the investors who have come on board. It certainly helped that Joanne had already won the Handbag.com Barclays Bank Innovative Business Plan 2005 and been a regional finalist in the ShellLIVEwire Young Entrepreneurs of the Year 2005.

At a glance, the attributes of Freedom by Faveo are:

- 8 sizes equating from 34C to 34GG;
- totally reusable and totally washable;
- outer fabric with stretch Lycra and inner layer with silicone for security;
- similar life span to a 'normal' bra;
- adjustable with a hook & eye fastener which sits on the side and gives a half-size adjustment (useful for those women who have one breast distinctly bigger than the other – not as rare as you might think!);
- no back straps, no shoulder straps;
- can be in any colour or indeed print;
- will work with body lotion on the skin;
- stock replenishment system in place;
- no minimum order (although it is realised that about 40 pieces are needed to present the product in the sizes needed for all consumers);
- a very reasonable recommended retail price of £35.00!

Whilst it is not an easy concept to explain but Joanne and Meg are both convinced that when it is available to the consumer, it will be an essential buy. Joanne comments: "I could not believe that no-one had actually ever done anything like this before. All the bras I saw that were in any way comparable, were push up, push in, push around ... whatever! Freedom by Faveo® is about moulding your breast shape, creating a feeling of serenity and comfort. I call it an enabler – it allows women to wear what they want to wear with total confidence and security."

Freedom by Faveo® will be presented for the first time at Harrogate Lingerie Exhibition in February 2007. ■

Freedom by Faveo® is protected under Registered Design with patent pending.

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