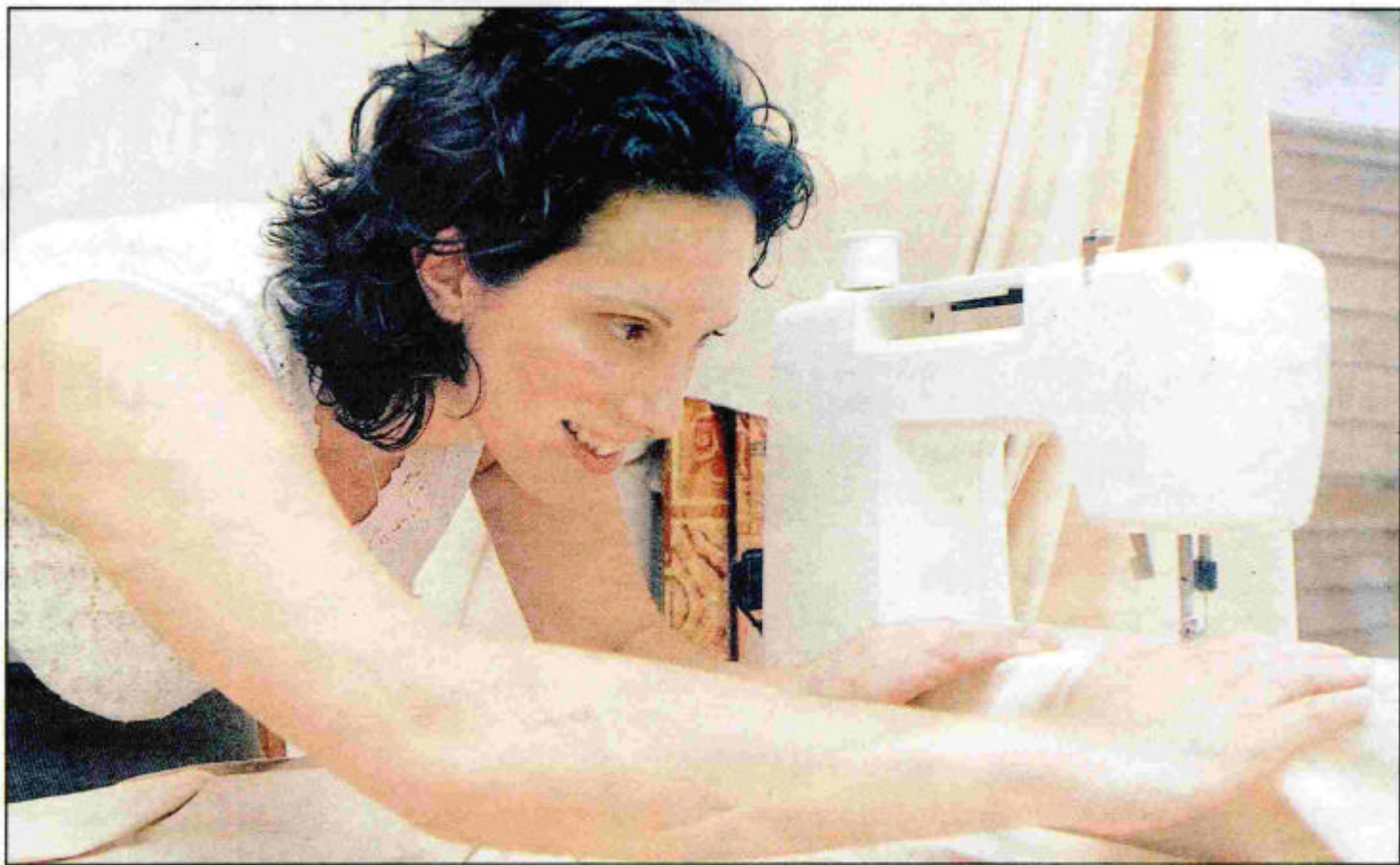


# Dress crisis inspires scientist to invent



**UPLIFTING EXPERIENCE:** Dr Jo Morgan busy at work and (below) modelling a backless dress — thanks to her new bra design

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By **NATALIE MURPHY**

**WHEN Cinderella could not go to the ball, she had to call in a fairy godmother.**

But when Nottingham scientist Dr Jo Morgan was faced with a ball dress she could not wear, she solved the problem for herself — and the answer may make her fortune.

Dr Morgan, 30, whose PhD is in cancer research, was unable to find a bra that would go with the glamorous strapless dress. She is 34F and the stick-on and see-through designs available were simply not up to the job.

"My mum made me buy it but I thought I would have to take the dress back," said Dr Morgan. "I had a couple of glasses of wine and thought 'Hang on, why don't I do it like this?'"

"I cobbled together something in my bedroom from lots of different pieces of material and it worked."

The effect won compliments at the event. Now Dr Morgan is patenting her design, at a cost of £10,000, and is in negotiation with bra companies.

Until the patent protection comes through, she dares not describe exactly how her idea works. But she will say that it avoids the cantilever system used in traditional bras — where the straps provide the lift — and that it can work in sizes up to 46G.

"At the moment we have to wear a bra your granny would have worn," she says. "But this way we can wear a pretty, strappy bikini or backless



# The bra doctor!

bra."

Dr Morgan is supported by a retailer and a designer. Both have given their time for free, instead taking shares in her company, Faveo.

The project has received grants worth £5,000 from Innovations Futures, East Midlands Textile Association and the Designer Forum. Dr Morgan has also put in her own money and she was a runner-up in the East Midlands section of the Shell Livewire Young Entrepreneur of the Year competition in June.

She also has the experience to back up her ideas. She worked in a lingerie shop to fund her studies, and her job as intellectual property manager at the East Midlands NHS Innovation Hub involves helping other inventors bring their ideas to the market.

She said: "The UK is rich with inventors, and I want people to know that we are not just men."

"I've done hours of research and I know that what I have come up with is completely new."

"When people see how it works they won't believe it." Dr Morgan is looking for a curvy model, preferably at least 32E or 34E, to become the face of Faveo. For more information, visit [www.faveo.co.uk](http://www.faveo.co.uk) or e-mail [info@faveo.co.uk](mailto:info@faveo.co.uk).