

# Joanne invents the 'invisible' bra

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NEWS REPORTER

A BUSTY Tamworth scientist has defied the laws of gravity to create the first ever 'invisible' backless, strapless bra.

Joanne Morgan, who is originally from Amington, is hoping to see her award-winning creation in the shops by next year.

The 31-year-old, who has a degree in genetics, said: "I'm a larger size myself and have been unable to buy or wear certain types of clothing.

"We needed a new invention. Not because people were unwilling to make them, but because they simply didn't work. They needed a scientist to figure it out!"

While working part time in Lichfield's Touch of Class lingerie shop, Joanne realised many women shared her frustration.

"I went to buy a dress for a ball and my mom talked me into buying a backless one. I thought I would have to take it back, but then the idea just came to me.

"I cut up a load of old clothes, cobbled something together and it worked!"

Joanne patented her idea, which grew into a fully-fledged business plan, backed up by expert Susan Powell, of Gillway Lane, who runs [www.finestlingerie.co.uk](http://www.finestlingerie.co.uk) and Touch of Class, and Susan's daughter Megan, a designer with a degree in contour fashion.

Working under the name Faveo – Latin for 'I support' – the Tamworth team are putting together a collection of bras and bikinis up to a G cup.

Joanne says being named the most innovative new business in the handbag.com and Barclays Business Awards, was just the boost they needed.

"It has been such a long process. The award came at just the right time. We never expected to win."



Lots of support... Bra creator Joanne Morgan with her award. (SI)



Joanne modelling her revolutionary invisible bra, underneath a backless dress. Pictures of her creation are being kept under wraps until its launched next year.