

# Stapleford woman wins national business award

**A** STAPLEFORD woman has won national business recognition as a winner in the 2005 handbag.com Barclays Business Plan Awards.

Dr Joanne Morgan was named category winner in the Most Innovative New Business Idea for Faveo Ltd, which is set to revolutionise the lingerie industry.

Joanne's impressive business plan for Faveo Ltd, a start up business producing a completely new concept in lingerie - a backless and strapless bra suitable for women with larger breasts - clinched the win for the 31-year-old, who will now receive a year-long business support package worth over £1,000 to help her on the road to success.

Joanne recognised a gap in the market for a new breast-support system for the 50% of women who have a larger bra size.

She invented the patented technology used in the backless, strapless bra in 2004 and has since been hard at work with a lingerie designer, lingerie retailer, two experienced entrepreneurs, legal expert and five investors to bring the Faveo Freedom Bra to the market.

Commenting on the win, Debbie Djordjevic, handbag.com's Editorial Director says: "Joanne's entry met all the criteria in this category. We were looking for a business plan that demonstrated innovation with a unique product or service that has the potential to fill a gap which no other currently fills. Joanne's plan for Faveo will certainly appeal to a huge number of women both in the UK and potentially internationally too!"

The handbag.com Barclays Business Plan Awards, now in its third year, aims to encourage women into business, offering them a platform to launch their business idea and guide them through the business plan process.

Alison Hopkins, managing director, Small Business at Barclays and panel judge, added: "Female entrepreneurs are making a major impact in the UK, contributing to wealth and job creation and this is demonstrated by the innovativeness of Joanne's business, which has identified a gap in the lingerie market.

"We are looking forward to supporting her using our expertise to help her grow and carve out a niche in the market and capitalize on the potential of her business."

