

THE WEEKLY NEWS

No. 7836 — 3

August 20, 2005

Price 58p

Invisible invention gives buxom bosoms a big lift



A WOMAN who couldn't find a suitable bra for a special night out came up with her own backless and strapless design, writes *Jane Wolstenholme*.

And now, her "invisible" bra creation for ladies with a fuller figure could stand to make her a fortune.

Scientist Dr Jo Morgan, pictured left, almost couldn't go to the ball when she discovered that the stick-on bras designed to wear with backless tops couldn't contain her 34F bust in the new slinky dress she was determined to wear.

But after creating her own makeshift bra, she's now started her own company and has secured support, so to speak, from a designer and retailer. She's already in talks with lingerie manufacturers about putting her idea into the shops.

Expensive process

"My mum made me buy the dress, saying it would look lovely but, when I couldn't get a bra that didn't show, I thought I'd have to take it back," explained Jo, who works for the NHS.

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

"I was supported, nobody could see my bra and people were complimenting my outfit at the ball.

"I decided to patent my design, which is a very lengthy and expensive process, but I'm sure it'll be worth it when other women see what it can do."

After starting her company, Faveo, with the help of her designer, Jo now has five creations based on the original, including a bikini, in sizes up to 46G.

It's hoped the bras will be in the shops by next year. For more information, visit www.faveo.co.uk