

FOOD FASHION FITNESS TRENDS SHOPPING

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HARDIP JOHAL (EDITOR) • 604-605-2782 • hjohal@png.canwest.com

Uplifting news

A bag made for bras, update on the water bra and more ...

BY KERRY MOORE
STAFF REPORTER

It's a full frontal attack on bras and a local woman is fighting back.

The Bra(g) — a contraction of "bra" and "bag" — is a pretty yet tough little bag that holds up to six padded bras.

Designed by North Vancouver entrepreneur Jane Webb, the Bra(g) is for travelling women tired of padded bras getting rumpled and dimpled from luggage-crush.

So cute it can be carried like a purse, yet designed to be packed, the bag is reinforced against the bumps and grinds often suffered by suitcases. In colour choices of black, pink with polka dots and leopard print, the bag is \$69.95. (To find retailers, go to bra-g.com or 1-877-716-4739.)

While we're on the subject of frontals:

■ Singer/actor Queen Latifah is the inspiration behind Curvation, a line for women of shape and sensuality. The collection is at Wal-Mart and

includes a stay-up strapless longline bustier and a lace tummy shaper thong. The line is priced from \$10.96 to \$29.96.

■ La Senza has launched the So Free bra, described as "the most comfortable bra ever." Cups are stretchy, without stitching and tag-free; it closes with a microfibre hook-and-eye. It comes up to size DD and in seven colours (\$34.50).

■ La Vie en Rose has redesigned its Water Bra — a real candidate for the protection of the Bra(g)! The inserts are a mix of water and mineral oil and enhance cleavage a full cup size. Seamless and of a smooth knit, it is intended to be discreet even under form-fitting clothes. In four colours and sold with a free matching panty, it's \$49.

kmoore@png.canwest.com



bra(g)TM in the press

the bra bag

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