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photo submitted
THE Bra(g) travel case promises to help brassieres stay shapely while in transit.

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Bra holder helps lingerie keep its curves

Oftentimes the best ideas come out of sheer frustration.

Jane Webb of North Vancouver found that cramming her bras into a suitcase or weekender bag was a surefire way to get her knickers in a knot. A busy travel regimen caused her padded bras to become misshapen and damaged despite trying various tricks of the trade, like placing socks in the bra cups or storing her undergarments in an air-filled Ziploc bag. Webb realized there was high demand for a product that was missing from department store shelves and lingerie stores. Adorned with satin and lace, connected with finicky clasps, and bolstered by underwire, pads and foam, bras are a costly investment worth protecting. So, through personal experience and thorough planning, Webb created the latest lingerie accessory: Bra(g). The protective travel bags recently launched in 30 stores across Canada. Bra(g) can safely accommodate up to six padded bras (cup sizes A to D) and is made from stiff PVC plastic, allowing the garments to retain their essential curves. Far from solely being functional, Bra(g)'s appearance is as sexy as the contents it holds. The case comes in three decorative and cheeky styles - pink polka dot, leopard print and classic black. You don't even have to go on a trip to use Bra(g), as the cases are attractive enough to be used for home storage. Bra(g) retails for \$69.95 and is available online at www.bra-g.com and at Bare Basics on West 10th Avenue in Vancouver.

- Brooke McLachlan

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