



The Wolverhampton Chronicle

Support on offer in the search for perfect bra



Clients view the latest underwear



Busty and proud, glamour model Jordan and American song star Dolly Parton



WOLVERHAMPTON women who have problems finding the perfect bra need not worry as support is on offer. 2nd Skin is a bra fitting service which offers women the chance of being sized up in the comfort of their own home.

Originally from Stourbridge, Karen, who lives in Bromsgrove, launched the service in May this year to help women with small or big backs, who have a large cup size to get a good fit. She deals with cup sizes D-L.

Karen, who has one daughter, aged 12 called Chloe, is married to Martin, who is company director of 2nd Skin.

The business was set up in May this year and was inspired by Karen's need to feel comfortable in the underwear she wore.

The 41-year-old felt women today were not getting the right fit when it came to bra measuring. According to statistics 80 per cent of women nation-

ally are wearing the wrong bra size, which can lead to back pain and bad posture.

Often many sizes are too small around the back or the cup size is too large. Karen says that 2nd Skin Lingerie aims to give women great looking quality bras and swimwear that are the right fit.

For Karen the bra fitting service is personal and demands a friendly face, someone who will not judge bigger sized women.

She said: "I myself face the same difficulties as most women do.

"I was having trouble getting lingerie that is pretty and comfortable, which could support me comfortably and felt getting the right service was hard as it can be embarrassing.

"I didn't want to be served by a stick skinny young girl and I felt the same was true of many women who have big busts. It's quite intimidating going into a shop and being approached by an 18-year-old thin girl.

Reality

"People want to deal with people. It's all about customer service, not pressuring people into buying things they don't want, but about looking after their needs.

"It is no good the media telling you that you have to be stick thin the reality is very different."

Karen has a fitting room in her house where she offers clients the personal measuring service and she also has a top range of brand name lingerie including Panache and Faive to sell.

She says it's a friendly home service and after meeting a woman to assess her size, she is willing to make home visits.

Her clients are not only from Wolverhampton, she has many customers from across the West Midlands.

Karen began her career as a bookkeeper 25 years ago for various accountancy firms but decided to try her hand at lecturing on accounting in a bid to support her business.

She lectures at New College Bromsgrove in North East Worcestershire in the evenings and has been doing it for



Measuring a customer, Karen at work with a client



two years. Her part-time lecturing job has allowed her to fund a new lingerie service which allows women to view the latest range over lunch and is described as a very girly afternoon by Karen.

The lingerie business is big with more than £2.48bn retail sales last year in the UK market alone.

To combat the market Karen did some market research over a period of six months, where she asked fellow colleagues and family questions about lingerie.

She also went on the internet to

learn more about other competitors and went to visit some lingerie shops to get a better understanding of the measuring service.

Karen says her company reflects the real woman of today.

With more than 40 clients already on her books business is booming.

Kared added: "Once my clients get to know me, they feel at ease. I have had such great feedback, and I love doing the job I do."

● For more information visit www.2ndskinlingerie.com