

# Bra-pocket sales aim for boom from bust

Girls at Chilton St James School have come up with an uplifting business idea for their Young Enterprise (YES) project.

The year 12 students are promoting a "bra pocket" – a handy holder that can be attached to the front of a bra – with an unusual twist. They're made from costumes worn on TV's *Dancing With The Stars*.

The girls have formed a company, and everyone has been given a position – from communications manager through to managing director.

Last week they invited Petone-based actor Geraldine Brophy to the school to talk about their project. She told the girls she has been asked to give a speech at Fashion Week about the merits of being a bigger woman, and said she would

make sure everyone knew about their great idea.

She advised the girls to emphasise some of the profits would go to breast cancer research and that they were being environmentally responsible by recycling fabric.

Managing director Mehr Vather said they had initially struggled for a YES project idea.

But the girls believed the \$8.95 pocket, which can be used for everything from cellphones to small change and memory sticks, had a market – and they've been proved correct by sales so far.

One of the girls, Morgan Falloon, works on *Dancing With the Stars* and she suggested using material from the dresses. Communications manager Joella Pietras says having the link to show had made it easier to market.



**Over shoulder holder:** Chilton St James School students are producing bra pockets made from costumes worn during TV's *Dancing With The Stars*. Helping the girls promote the pockets is actor Geraldine Brophy, who appeared on the show earlier this year.