Remember a few months ago when I spoke to Linda Wachner and she followed up w=me? She gave me some ideas and told me to think about them.

I am thinking about them.

She says big bra companies are in creative and don't care about bras. Her be=ief seemed to be that women really didn't care much about bras either mostl= the way the bras made them feel. I believe that.

When we were talking she suggested that [redacted] I should approach a company like Victoria's Secret and sell t=em a new line around an image that would bring in the "less than perfect". S=e pointed out that most bras sold at VS are to fat ladies who look nothing l=ke angels. Her suggestion was that I could champion great bras for imperfec= women who have either had implants, mastectomies or even just good sports b=as (which VS doesn't do yet!). Being a [redacted] helps.

She says starting an independent line is a pain and dealing w manufacturers i= a pain.

I never met her in person so she doesn't know what I look like but she says i= I am half way decent looking (UH oh!) I could create a great brand within a= existing brand and she suggested I start soon before someone else did it.

Some good ideas like offering a free post op bra to each mastectomy patient e=c.

It didn't sound like something I could do before but actually that whole spa=e is kind of wide open.

I'm early 40s and there are lots and lots of women like me.

Do you think this is something I should think about more? Other than VS I do='t know of a ton of brands big enough to matter.

More on other stuff soon=?xml version=.0" encoding=TF-8"?> <!DOCTYPE plist PUBLIC "-//Apple//DTD PLIST 1.0//EN" "http://www.apple.com/DTDs/PropertyList-1.0.dtd">
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