

The Business of Bras: How a local business is giving back to women in need

May 12, 2015, Langley, B.C.: A cultural necessity for women in North America — the bra is often an over looked item for women in need. In the business of bras for more than 19 years, Forever Yours Lingerie owner, Sonya Perkins came to recognize a gap in the need for undergarment donations for women and launched her charitable initiative, **Supportive Start by Forever Yours Lingerie** in April 2014. Developed to help women who face barriers in accessing properly fit bras, **Supportive Start** facilitates the donation of quality bras, panties, and toiletries to women from across the lower mainland.

“We have been fortunate to partner with some incredible organizations within the past year; delivering bra fit clinics and bra donations to women from Vancouver to Fort St. John,” says Perkins. “Each bra fit clinic we have hosted introduced us to amazing women who do not have access — for whatever reason — to properly fitting bras and panties.” The Supportive Start team have provided more than 300 bras through organizations including Raincity Housing and Glory House.

Most recently, the Forever Yours Lingerie team provided a Supportive Start bra fit clinic to the residents of the Rainier Hotel. “The joy that the ladies from Supportive Start brought to the women was both tangible and contagious,” says Maija McLean, case manager for the Rainier Hotel. “Well-fitting undergarments are one of those things that are often over-looked and seen as non-essential; these things are very important and Supportive Start is filling an important gap in service to these women.”

How it works: Through Supportive Start, Forever Yours Lingerie collects donations of new and gently used bras of all sizes, and provides them to women-in-need through free fit clinics. In addition to bra donations, the Supportive Start initiative also provides new panties and toiletries.

“We do not want any woman who attends a fit clinic to go without a bra that is fit to them. We work with our supporters and donors to ensure we find a bra that fits — regardless of size,” notes Perkins. Supporters like Chantelle whose B.C.-based sales representative Tanya Beaucage have donated bras and underwear, but also expertise as a fit specialist to help out at a recent fit clinic, “The women we met were very appreciative and shared some personal stories with us — it was great to see something we take for granted in our day like putting on a bra, being so appreciated.”

On Friday, May 29, Forever Yours Lingerie is hosting their second annual lingerie fashion show event, ‘A Night at the Carnival’ benefiting Supportive Start. Funds raised from the event will support the purchase of items like new panties and toiletries for upcoming fit clinics. Tickets are now available through ForeverYoursLingerie.ca.

*Forever Yours Lingerie was founded by Sonya Perkins and born out of the frustration to find fashion-forward, contemporary bras, lingerie and swimwear for the curvy woman. With the unique brands sourced from across Canada, the United States, and Europe, their knowledgeable team of fit-specialists will allow you to have fun with foundation-wear fashions regardless of your size. To learn more visit foreveryourslingerie.ca.
For #SupportiveStart updates follow us on Twitter @FYL_Lingerie and Facebook*

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