

Let girls be girls

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BlossyBloom provides a wide range of beautiful and comfortable bras for the "first bra" market.

Pic of the owner Josie Chapman.

By NICOLE VALICEK

BlossyBloom is setting a new benchmark for girls and teens' underwear and bra options.

A GROUP of women are proving girls should stay girls when it comes to finding age appropriate brassieres and underwear. BlossyBloom was officially launched in January 2013 to provide a wide range of original and comfortable bras for the "first bra" market.

The idea, targeted at mums with tweens/young teenage daughters was the brainchild of Williamstown mum Josie Chapman after a less than desirable shopping trip to find her daughter's first bra.

Ms Chapman would not buy a padded bra and anything she did pick out was described by her daughter as something her nanna would wear.

Along the way Ms Chapman spoke to two friends who loved the idea so much they decided to invest in the business.

"Girls can get crop tops, but once they want to move to a bra, there really is not much on offer that is specifically made for the first bra market," Ms Chapman said.

The range has two collections, Nina and Allegría, with a total of 17 different designs, each available with matching underwear.

BlossyBloom has made the decision to not have padding in its bras.

"We know girls love fashion and pretty things, so we have designed bras and matching underwear that are beautiful, comfy, great value and the part that I think most important – they are age appropriate," Ms Chapman said.

"BlossyBloom wants mum to be happy too, so the range is age appropriate, affordable and good quality." BlossyBloom also hosts parties and brings the whole range to the girl's house. The ladies also talk to them in a fun and informative way about important bra basics including how you know when you need one, and how to put on a bra.

"It's a really lovely environment for girls to shop and learn about "secret women's business."

Ms Chapman said it was a chance for mum and daughter to look at the range in a relaxed environment and girls could get fitted properly.

"I think there are many mums out there like us, who don't want their girls to be in bras that make them look older. Mums really get the concept and appreciate what we are doing."

The first three months of trading for BlossyBloom have been described as exciting, frustrating and fun rolled into one.

BlossyBloom are currently working on their next range of Balconette Bras which will be available later in the year.



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