



Style and comfort: Intimo Lingerie founder Sue Whyte

# Luscious lingerie for all shapes

## Sue Whyte Intimo Lingerie

**Sum up your business in one sentence.**  
A direct selling lingerie company.

### What sizes do you cater for?

I am very proud of our size range which starts at 30A and extends up to 46F.

### What is the biggest challenge working in this industry?

Producing a bra! Bras are perhaps the most difficult and labour intensive fashion item to make and require a very large production lead time. They can each have over 30 different components and coordinating the fabric and lace and the intricacy of the size specifications is quite a challenge!

### What is your role in the company?

My role is quite diverse and refreshingly varied. No day is ever the same. Whilst I am heavily involved in the strategic management of the organisation at the director level, I still retain a hands-on role in product design, sales and development and marketing.

### Tell us about Intimo's domestic violence campaign.

Intimo Aware is a program designed to raise awareness and understanding of domestic violence. Information about domestic violence and the support services available is filtered through the Intimo network via guest speakers, special promotions, literature and web-based resources. We decided to become involved when it was brought to my attention that domestic violence affects one in five Australian women so as an organisation full of women, it is something that affects us. Domestic violence is often swept under the carpet, discussed in hushed tones or ignored altogether. The biggest perpetrator of domestic violence is silence. By not openly discussing

domestic violence, acknowledging that it happens and trying to educate ourselves about healthy and unhealthy relationships, we are allowing it to happen and further isolating the victims. At Intimo we come into contact with over 5000 women a week and our business is based on networking, relationship building and chatting, so we are in a unique position to talk about domestic violence and raise awareness in an intimate, non threatening and comfortable manner.

### What do you love most about running your own business?

I love the variety and the challenge but most of all I love the people and the relationships. I have been lucky enough to meet and work with so many talented women and it has been the most rewarding aspect to see that Intimo has been able to provide them with a forum in which they can develop and grow.

### Any tips for budding entrepreneurs?

Believe in yourself, be passionate about your product or service and never give up!

### How did Intimo Lingerie come about?

I had enjoyed a career in fashion importing and wholesaling for many years and realised that there was a major gap in the market for fashionable lingerie in larger cup sizes. The only affordable bigger cup sized bras you could find were beige, beige or beige and not particularly flattering! So I decided to develop a range of fashion bras that would suit women of all ages and tastes. Instead of wholesaling the collection, I decided on the party plan model of distribution as this gave customers a chance to be fitted, measured and to try on the product in a comfortable and relaxed environment.

### What is your website address?

[www.intimo.com.au](http://www.intimo.com.au)

## BUSINESSOWNER



Editor: Joanna Tovia  
Email [toviaj@dailytelegraph.com.au](mailto:toviaj@dailytelegraph.com.au)



Advertising: Karen Graham  
Phone 9288 3602 Classifieds 9288 3504