



Sue Whyte of Intimo (LEFT) and Nicky Buckley, the public face of Intimo (ABOVE). Sue targets women who want comfortable but beautiful quality lingerie through in-home presentations.

Sue gives women the chance to 'have it all'

Intimo, a direct sales company which is endorsed by model Nicky Buckley, sells high quality lingerie through in-home presentations. The company started 10 years ago in Melbourne, created by fashion designer Sue Whyte after she realised there was a need for the services offered by Intimo.

Seventy per cent of women are wearing the wrong size bra, which is not only uncomfortable and looks unflattering but it also causes health problems, especially for women with larger breasts.

Whyte saw women struggling to find a well fitting bra and noticed women tended to sacrifice comfort for something that looked good. Now there is no need to sacrifice anything.

"With more than 140 different styles, a full spectrum of colours and over 50 sizes ranging from 30A to 46E, Intimo has one of the most comprehensive lingerie collections under one brand name," says Whyte.



While your underwear isn't on display all day, the comfort can add confidence to individuals. Buckley says: "It's amazing the difference good lingerie can make to the shape of every woman's body. Something as simple as buying a gorgeous new bra can make you feel great!"

Intimo is empowering women all over Australia and New Zealand by offering a career alternative that still allows them to be active in their children's lives. It's ideal for women who find it hard to re-enter the work force or who have to juggle their duties as a mother.

Under the direction of Sue Whyte, Intimo has developed a unique culture and structure that is in stark contrast to traditional corporations. A focus on people, personalised attention and the human touch combined with a dedication to providing women with a supportive environment in which to run their own business has seen Intimo recognised as a viable and rewarding career opportunity by women all over Australia and New Zealand.

"Shopping with friends in a comfortable setting for sexy properly fitting lingerie, Intimo offers so much for women, including career opportunities," Whyte adds. "Women can have it all, if that's what they want."

Intimo focuses on women as their clients and as their sales people, but it also focuses on social problems facing women through Intimo Aware. Each year 408,000 Australians suffer from family violence and 87 per cent of them are women.

Around one in five Australian women report being subjected to intimate partner violence at some time in their adult lives. With the help of

Southern Family Life, Intimo has developed an awareness program to combat family violence.

"Working with businesses on highlighting social issues and using their communication channels is an effective method of raising awareness and tackling the problem from another angle," says Jo Cavanagh, Southern Family Life CEO. "Hopefully there will be other companies as socially aware as Intimo."

www.intimo.com.au.

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