



Treasure Chest

Lingerie



Newsletter

07 December 2011



It's almost the end of the year and this one brings a lot of changes!

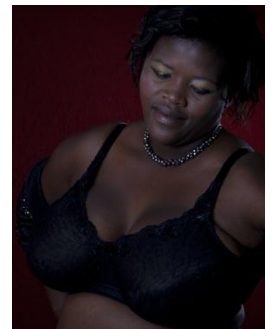
Treasure Chest Lingerie is now owned by my sister (Karley Parish) and I. We passionately believe in the product, I am a client myself being a 40DD, and so understand the frustration endured by women who have a larger bust.



Having tried and tested the various brands on the market, I couldn't deal with the discomfort and durability issues any longer. It is quite difficult to explain to those who do not understand, that there are so many flaws which "we" just tend to put up with because there is nothing else on offer. On returning to Cape Town in 2009 after 15 years in the UK I was taken aback at how far behind the fashion and lingerie industry was, with many larger-breasted women still purchasing imports and paying through the roof for comfortable, attractive underwear. Indeed, the number of women not wearing the correct bra size is in the region of 62%. For smaller busts this may not be such an issue, but for bigger-breasted women this has such a bad impact on posture and the breasts themselves.



Once the bust is lifted up and fitted correctly, your entire waist is exposed to give you a lengthened midriff and a slimmer appearance. It also means that if the bra fits correctly around your waist and the cup supports upwards and does not stretch out, the bra will not dig into your torso in the front as so often happens when it rides up your back and the cups have lost their shape.



Jax Parsons, the founder of **Treasure Chest**, spent two years perfecting the design of the **Treasure Chest** bras and we are so pleased to be able to continue bringing this fantastic product to the market.



Karley has 15 years of retail sales experience in South Africa and has become especially passionate about **Treasure Chest** and what it has to offer the market. She prides herself on her dedication to ensuring every client is satisfied with their product, be that an individual or a boutique client. We are delighted that Vicki Fourie has agreed to remain with us as her wealth of knowledge and expertise gained over the past two and a half years with the business is invaluable. As a team, the three of us work exceptionally well together and are looking forward to moving **Treasure Chest** to the next level from the solid base which it has established.



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Lingerie



Range

With an existing range of 10 bras in sizes 34D – 42J, we are also bringing to market 3 new designs in the next week or two. We have matching panties and thongs for our bras in sizes S, M, L, XL. Please do have a look at our products on our website www.treasurechest.org.za

The site is currently being updated with new products but there is still plenty to have a look at and purchase !



Stockists

For stockists please call the office on **082 3430114**. We supply to boutiques and agents **nationwide**, and will be expanding this network throughout 2012 !



We Have Moved !!

The Treasure Chest head office and studio is now based in Stikland in Cape Town. If you are in Cape Town and unable to get to one of our boutiques or agents you are welcome to visit our studio for a fitting and to purchase at retail prices but please do telephone first as the office is not always open

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Last but not least.....

We wish you all a peaceful and happy Christmas

Until next time.....

Shelley

