

SPOTLIGHT



Lisa Morrison

Name of business: Look-NoWire.com

Owner: Lisa Morrison

Web site or address: www.LookNoWire.com. Type of business: Specialty lingerie

When opened: Three years ago

Describe your business: Specialty lingerie scientifically designed for women who have undergone breast augmentation or simply don't like underwire. We sell a variety of bra-and-panty sets to the discerning woman who desires to look as sexy as she feels. The business is largely Web-based, but our line can be found at numerous retail stores in locations like New York, Georgia and Connecticut and is also carried by an exclusive network of plastic surgeons across the country.

Where did you get the idea for the business? While working with cosmetic surgeons for six years I learned that an underwire impedes the lymphatic system after breast surgery and can lead to scarring. I was given an assignment in fashion school

At first, my business vision was for success to come overnight. I know now that it takes a tremendous amount of patience, motivation, luck and dedication.

to create a new hypothetical fashion line, so I came up with something that would allow these women to wear pretty brassieres while adhering to the recommendations of their physicians.

How long did it take from idea to startup? It took about two years to establish a catchy concept, develop a business plan and scientifically design beautiful bras that women found truly comfortable.

What did you do during that time? I started a scrapbook like a treasure chest of dreams that included fashion photographs, business ideas and articles that I thought might be useful in the future. I also bought a sewing machine and began to sew and test prototypes.

How much did it cost to start the business? About \$5,000.

Where did you get the money? After graduating from fashion school I worked in the men's fashion industry with a company named Renzi Men's Exclusive Custom Clothing House and saved the money that I earned. They taught me that with desire and hard work, any goal could be accomplished.

Your expected revenue for the year? We are still a start-up business, but this should be our best year ever. Our expected revenue is about \$200,000.

Who gave you advice? When designing the line, I received input from plastic surgeons and dermatologists. I continue to receive support on a daily basis from my mentors and fellow members of The Pond Inc. in Irvine, which is a co-op and incubator for women with product ideas.

How are you marketing yourself? Specialized Web message boards, mail advertisements, and word-of-mouth. This August, we are unveiling our latest collection at a New York fashion show.