

Designing Their Dreams: Fashion Bra Anchors Tennessee State Student's New Business

Contributed by Melisa Brown - Black College Wire
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She used to cut up shirts and hot-glue items

For Brittany Wilson of Tennessee State University, any dream can become reality.

Over the summer, Wilson's childhood dream came true.

On Aug. 25, Wilson, a junior accounting major from Clearwater, Fla., held her first fashion show to showcase and promote her own clothing line, Britache'.

"I am beaming with joy right now," Wilson said. "It has always been my dream to own my own clothing line, and I am so happy that it is finally coming true.

"In my first fashion show, I had nine special ladies that I will always hold close to my heart because without them, my fashion show would not have been possible," she added.

Tempestt Finch, a junior elementary education major from Saginaw, Mich., was one of the models in Wilson's fashion show. She said she enjoyed the experience and loved the fact that Wilson took a chance on her and the others.

"She had young women in her fashion show that you normally would not see on a runway," Finch said.

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"Now
don't get me wrong, we were all beautiful ladies, but
most of us did not have any modeling experience, but
she still worked with us and taught us."

Wilson said Britache' currently carries designer

bras,
an idea that came to her while wearing one of her
creative designs in Nashville's Green Hills mall.

"I was at the mall doing a little shopping, and I
noticed these two young ladies staring at me," said
Wilson. "After a few minutes, the girls' mother came
up
to me and told me how much she and her girls loved
my
outfit.

"At the time, I was actually wearing one of my
designer
bras," she added. "She asked me if I had a business
card, and I gave one to her, and a few days later she
called and asked if I could make six of my designer
bras for her. They were my first customers."

Sybol Haskins, a junior elementary education major
from Clearwater, said, "I remember when I first
saw Brittany, she was wearing the coolest outfit I
had
ever seen. I noticed her designer bra and thought it
was so pretty and different.

"My mom surprised me and had her to make one for me;
I
wore it out this summer. I cannot wait to see what
new ideas she comes up with," she added.

Britache' carries sizes from an A cup all the way
up,
priced from \$50 up to \$250.

"I cater to all people in all shapes and sizes,"
said
Wilson. "I do not discriminate. If a person wants to
wear it and has the confidence, then I will make it
to
fit their bodies, because all women are beautiful

regardless of what size, color, shape . . . they are in.

"That is why I love that show 'Monique's F.A.T. Chance,' because she has women on her show that are different shapes and sizes, but they always look so beautiful."

Janiqua Owens, a senior nursing major from Lexington, Ky., said she noticed Wilson's clothing line while browsing through profiles on facebook.com.

"I thought that she made swimsuits," Owens said. "But, when I contacted her I found out that yes, she does make swimsuits, but what I was actually looking at on Facebook was a designer bra."

Owens said she was planning to buy her sister a swimsuit for a trip to Miami, but decided on one of Wilson's bras instead.

"I thought it would be something cute that she could wear on the beach underneath a net top," Owens said. "This way, she could still be covered and be dressed for the beach. She absolutely loved it."

Through word of mouth and Internet-savvy customers such as Owens, Wilson said the brand was expanding every day, and she was looking forward to the next show.

Britache' is expanding to swimwear, dresses and a jewelry line. Since her fashion show in August, Wilson said she has taken in more than \$4,000 in sales revenue.

"I am really excited about this new project," said Wilson. "I have been working day in and day out trying to ensure that my next project is as successful."

"I have so many different things going on right now, like my magazine entitled Fashion Spice Magazine, which will be out in February or March, and I am working on

a men's clothing line, Atanomine, that will be out in June or July."

Wilson said her company is the result of a vision God gave her at an early age, when she cut up shirts and hot-glued items to them.

When starting her company, she said, she opted not to take out loans. Instead, she realized her dream using her life savings, a \$5,000 investment from her mother and careful budgeting.

"So my advice to those out there with a dream is simply do it," she said. "It does not matter how old or young you are. If you have the vision, go after it and make it your reality, because it will come true.

"I just did it. I used the tools and creativity that God gave me and went after my dream."

Melisa Brown, a student at Tennessee State University, writes for the Meter.

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