

## Interviews

## Petite intimate talk with Emily Lau

08.01.2012

A gorgeous piece of lingerie gives a woman confidence and makes her feel feminine from the inside out. However, in today's world that idealizes a large bust, many Asian ladies are frustrated with their petite breast sizes. Do not worry anymore because finally we have a bra designer focused on creating perfect-fitting bras for petite body sizes. Emily Lau, designer and founder of The Little Bra Company (TLBC), shares with us her lingerie passion, goals and design concepts.

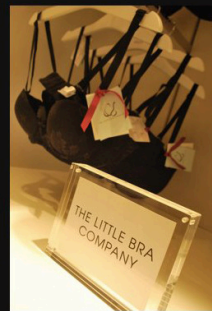
**Q1: What made you get into the lingerie industry and what's your background before that? Where's your design inspiration coming from?**

Before I started in the lingerie industry, I used to be a TV producer and writer for the History and Discovery Channel in Los Angeles. Although I loved producing, my real obsession is with bras.

Since I was a teenager, I was obsessed with finding a bra that would fit me. All my girlfriends had no problems finding the right bras. I tried to look for bras that would give me a little bit of shape and a good silhouette, but I could not find it anywhere. So I decide to make one myself! I worked with experts to design a perfect-fitting bra for my petite body type. Soon after, I launched TLBC and now we have many different styles and designs. My goal with TLBC is to make petite women feel sexy and confident with their body.



Emily Lau showcasing her first best seller bra (Lucia, HK\$490)



**Q3: What is a perfect bra cutting in terms of comfort, form-fitting and function?**

I strive to hit all these points when designing the bras. Fit and function are important. For comfort, we use a mix of cotton and microfiber to make the soft inner lining so that the fabric closest to the skin is as comfortable as possible.

As to function, I really think of everyday functionality, and try to figure out how to be attractive and supported at the same time. Every woman deserves to feel special and wearing a pretty bra every day helps us achieve that.

Fit is very important and people are increasingly more knowledgeable about this. I advise every woman to have a professional lingerie specialist help them choose their perfect-fitting bra.

**Q4: What will be the trend of lingerie for the year 2012?**

Bright colors will be very popular for spring and summer. As to the style, silhouettes like corsets that can shape one's figure will get popular.

I am very excited to be in Hong Kong, the TLBC collection is at an affordable price range as I hope to make it available to as many women as possible. It is a real pleasure to be here at a beautiful store like Sheer with Lisa Cheng, who also share the same passion and professionalism towards lingerie.

My customers also inspire me a lot. I thank them for taking the time to write to me and express their needs. This is how my collection has expanded and continues to grow. I try my best to create things that they really need. For example, developing C-cup bras on a TLBC's bra was requested from many customers. Now, we offer bras in sizes from 28A to 34C.



TLBC Collection is now available at Sheer (price range HK\$290 - HK\$490)

**Q2: How does the Little Bra Company stand out from other lingerie brands that also sell petite cup size bra?**

The concept behind my whole collection is about providing petite women support and a better silhouette. When the customers put on my design, I hope they will be surprised and say, "Oh, this is something different!" They no longer have to wear bras that have no effect on their body. All of the TLBC bras have a push-up function, and even those without push-up function will still provide a nice silhouette.

There may be other petite bra lines out there, but the TLBC design gives you a perfect fit for a petite frame and we also have many design options. Our collection includes bras with lace, sexy colors and feminine details to make women feel good about themselves.



(Left) Sheer founder Lisa Cheng & (right) Emily Lau

The TLBC Collection is now available at Sheer, premiere lingerie boutique in Central.

Sheer:  
4/F, W Place, 52 Wyndham Street, Central, Hong Kong  
Tel: 2147 3887

[www.facebook.com/sheerhongkong](http://www.facebook.com/sheerhongkong)

More about Sheer: [Sheer - a delicate lingerie revolution in Central](#)

