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LEADERS PLEDGE EFFORT TO REACH A MIDEAST PEACE

WHITE HOUSE MEETING

Year of Negotiations Set to Begin for Israelis and Palestinians

For the A-Cup Crowd, Minimal Assets Are a Plus

By CATHERINE SAINT LOUIS
September 1, 2010

IT is commonly assumed that small-chested women feel that nature's lottery has left them coming up short....

Women with flat to small chests disagree about what they want from a bra. One camp consists of traditionalists who take little issue with push-up bras; their complaint is never being able to find one with a small enough band and with cups close enough together to create yelp-worthy cleavage. The Little Bra company, which has 28 to 36 in the A to B range, delivers this kind of instant gratification.

Emily Lau, the chief executive and the designer, said most padded bras look and feel as subtle as "two pillows over a flat board." Often a push-up bra stands away from the body in an unflatteringly way that makes even the most assured woman wish she had more to "fill" the cup. By contrast, Ms. Lau created her line with contoured-to-the-body padding so that minuscule breasts can be enhanced with no gaps at the bustline...

For too long, bra shopping has demoralized women with just a bit on top. Some department-store saleswomen tell adults to head to the children's department for training bras. Others are just dismissive. As a size 28A, Heidi Brockmyre, an acupuncturist in San Diego, says she has been turned away from bra-fitting boutiques. "They were like, 'No, we can't help you,' " she said. "I felt like I'm a freak of nature."

She has since bought five Little Bra Company bras, and now dabbles in the joys of cleavage — on occasion. "I'm O.K. with not having cleavage," said Ms. Brockmyre, 33. These bras just make it "more fun to wear tank tops."

EXTRA! EXTRA! The Little Bra Company's best-selling "Lucia" makes front page news!