

Pretty Lovely Bra Collection Supporting Breast Cancer UK and African Ladies

By Sharron Hardwick

Pretty Lovely Lingerie, High Street, Narberth, is encouraging local ladies to donate their old bras to support two excellent causes.

Katie Howells opened Pretty Lovely Lingerie Solutions Five years ago and has been collecting unwanted bras for various charities ever since. Recently regular customer, Sally Lloyd, told Katie about Bosom Buddies bra collection project; now both are keen to get on board.

For every tonne of bras collected at Pretty Lovely £1,000 will be given to Breast Cancer Uk; plus the donated bras will be sent to Africa in an effort to help protect vulnerable women from abuse and violence, via a textile recycling company.

Katie shared how: "Surprisingly 90 percent of women are thought to be wearing the wrong sized bras! The ladies who visit Pretty Lovely after a measurement fitting elsewhere, often found that they had been wearing the wrong size and had excess bras. I decided to look for a place to donate the bras, to put them to good use. "

Some women may find shopping for lingerie embarrassing, but Pretty Lovely's friendly, family atmosphere puts customers at ease. Katie offers a free bra fitting service, where she sizes ladies by sight, with a personal and comfortable approach.

One Pretty Lovely customer shared that after years of wearing the incorrect sized bra, 44D, Katie measured her by sight and was found to be in fact a 36GG, saying: "the difference that having the right bra and size has really changed my life for the better."

Katie and Sally Lloyd hope that this bra collection can really help to change women's lives for the better, by fighting breast cancer and supporting vulnerable women in Africa too.

You can donate your bras to Pretty Lovely Lingerie: [27, High Street, Narberth SA67 7AR.](#)

