



Jun 18, 2013 00:00 BST

Perfect fit for breast cancer survivors

A Northumbria University student has designed a collection of attractive lingerie for women who have had mastectomies.

Blossom – a range of bras that incorporate pockets for prosthesis without neglecting style – is the brainchild of Jasmine Morris, a final year Design for Industry student.

The 23-year-old, from Scotland, is the daughter of breast cancer survivor, Melanie Morris, and wanted to find a solution to the limited bra options available to women who have had a double-mastectomy – the removal of both breasts.

“My mum has had breast cancer twice and had a double mastectomy so I already had a lot of knowledge about this subject,” Jasmine said.

“For 10 years she’s struggled to find nice underwear because few retailers stock mastectomy bras and those that do have a limited selection of clinical-looking bras. I felt strongly that there is a need to create a range that offers women attractive and functional mastectomy lingerie.”

Blossom offers feminine and sexy lingerie, including strapless and front-fitting bras, which include pockets that prosthetic breast implants can be placed into. One of the bras in the collection features a removable lacy insert designed to hide the tops of the prosthesis when wearing V-necked tops.

One in eight women will get breast cancer and, due to advances in detection and treatment, 82% now survive. Many women who have mastectomies opt not to undergo reconstructive surgery therefore need to wear mastectomy bras that hold their prosthesis in internal pockets. Very few high street stores stock a wide range of mastectomy bras, meaning that many women buy them online where they cannot have a fitting before purchasing.

Jasmine hopes to get more companies interested in stocking her lingerie and has also created a service and fitting guide to accompany the Blossom range, which advises staff on how to fit mastectomy bras sensitively and properly.

She added: “My mother has tried all of the bras in the Blossom range and has found them a massive help and support. She’s even asked me if she can keep the final products that I designed for my end of year project!”

Blossom will be on display, alongside designs from fellow final year students, at the REVEAL: Design show from June 19. One of the North East’s most anticipated cultural events, REVEAL: Design is respected by many industry professionals and sees hundreds of visitors pass through its doors each year.

This year, the show is part of the wider Festival of the North East and will run alongside the University’s REVEAL: Arts and REVEAL: Media shows.

Renowned for producing the best new designers Northumbria Design has alumni working for River Island, Abercrombie and Fitch, Apple, Mars, Habitat, Phillips, BBC and Nokia to name a few.

Work will be on show from across the Design programmes, including Fashion, Graphic Design, Motion Graphics, Animation, Design for Industry and Transportation Design.

Also on show will be a selection of work from postgraduate courses; MA Design, MA Design Management, MA Design Professional Practice, and MA/MSc Multidisciplinary Design Innovation.

REVEAL: Design will be exhibited at Northumbria University Design, Newcastle, every weekday between 20-27 June. Entry is free for members of the public and doors will be open from 10am to 4pm.

Date posted: June 18, 2013

Northumbria is a research-rich, business-focussed, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

If you have a media enquiry please contact our Media and Communications team at media.communications@northumbria.ac.uk or call [0191 227 4571](tel:01912274571).

Contacts



Rik Kendall

Press Contact

PR and Media Manager

Business and Law / Arts, Design & Social Sciences

rik.kendall@northumbria.ac.uk

07923 382339



Andrea Slowey

Press Contact

PR and Media Manager

Engineering and Environment / Health and Life Sciences

andrea.slowey@northumbria.ac.uk

07708 509436



Rachael Barwick

Press Contact

PR and Media Manager

rachael.barwick@northumbria.ac.uk

07377422415



James Fox

Press Contact

Student Communications Manager

james2.fox@northumbria.ac.uk



Kelly Elliott

Press Contact

PR and Media Officer

kelly2.elliott@northumbria.ac.uk



Gemma Brown

Press Contact

PR and Media Officer

gemma6.brown@northumbria.ac.uk