



## Storm in a D Cup

Maree Smith has taken the concept of "portfolio worker" to a new extreme. Originally coined in the 90s by Charles Handy, the term reflects the trend to hold a number of jobs/contracts instead of having one "proper" job.

She currently works in two very different businesses and regularly travels between Auckland and Wellington, and sometimes Christchurch. Some days she is working with managers and business owners in her Change Your Spots coaching practice, and on other days she is the designer, photographer, webmaster and sales woman for Sonsie – the online swimwear company for women with bigger boobs.

Every woman who has boobs that are a D+ knows that you cannot walk into an ordinary shop and find a full range of bikinis and swimsuits. A lot of people don't like the swimsuit buying process but it is much worse for bigger-boobed women. So after years of frustration trying to buy swimwear that fits and flatters she has designed and manufactured her own.

**The Sonsie swimwear range has:** Flexible sizing - there are only two sizes, Small (approx NZ 10-12) and Average (approx NZ 14-18). All the swimwear pieces are adjustable in fit and are based on the measurements of a woman's ribcage and hips.

Funky patterns and colours – no more nana suits, and the patterns distract the eye and make your boobs less obvious.

These swimsuits are made for the beach or the resort - there is a bikini top, a tankini, a pant and a wrap skirt. They can be worn in combinations that cover the body parts that are least loved, or worn all together and they become a sundress. The tankini can be worn as a top over other street clothes.

They are also a good fit for pregnant women and after the baby is born.

Right from the start Maree knew that she wanted to have a web-based and out-sourced business model. Sonsie is manufactured in New Zealand, available 24/7 on the website, and can also be seen and tried at various

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fashion/women's expo's around the country. The next one is the Women's Expo at Hamilton on 15-16 March.

"All I wanted was swimwear that felt and looked as good as what smaller women could buy, so in the end I just had to make it myself" Maree said, "And I love the confidence that it gives bigger boobed women – it does feel great and look fabulous and the feedback from happy customers has made it even more worthwhile!"

And once you've been the only person wearing a swimsuit at places like the Women's Expo (in the winter!) with thousands of people looking at you, you soon get over whatever body image issues you may have. This experience has now spread to one of her friends joining her on the expo stand and in December, three women from the Sonsie newsletter list volunteered to be models for the website which is about to be updated. Turns out being a model is very good for your self esteem as well as your business. And encouraging women with bigger boobs to feel good about their bodies is Sonsie's secret agenda!

**For more information go to:**  
[www.sonsie.co.nz](http://www.sonsie.co.nz), [www.changeyourspots.com](http://www.changeyourspots.com).

See Sonsie advert on the left on page 14.