

# Berlei

NO WONDER I FEEL SO GOOD

## THE MARKET

Berlei is the fastest growing and largest Australian supplier of Intimate Apparel to the Australian market. Brands include Berlei and Hestia, major house brands and, under licence, Maggie T, Jag Intimates, Rio and Poppy Intimates. The brands are marketed through clearly defined and non-conflicting channels of distribution.

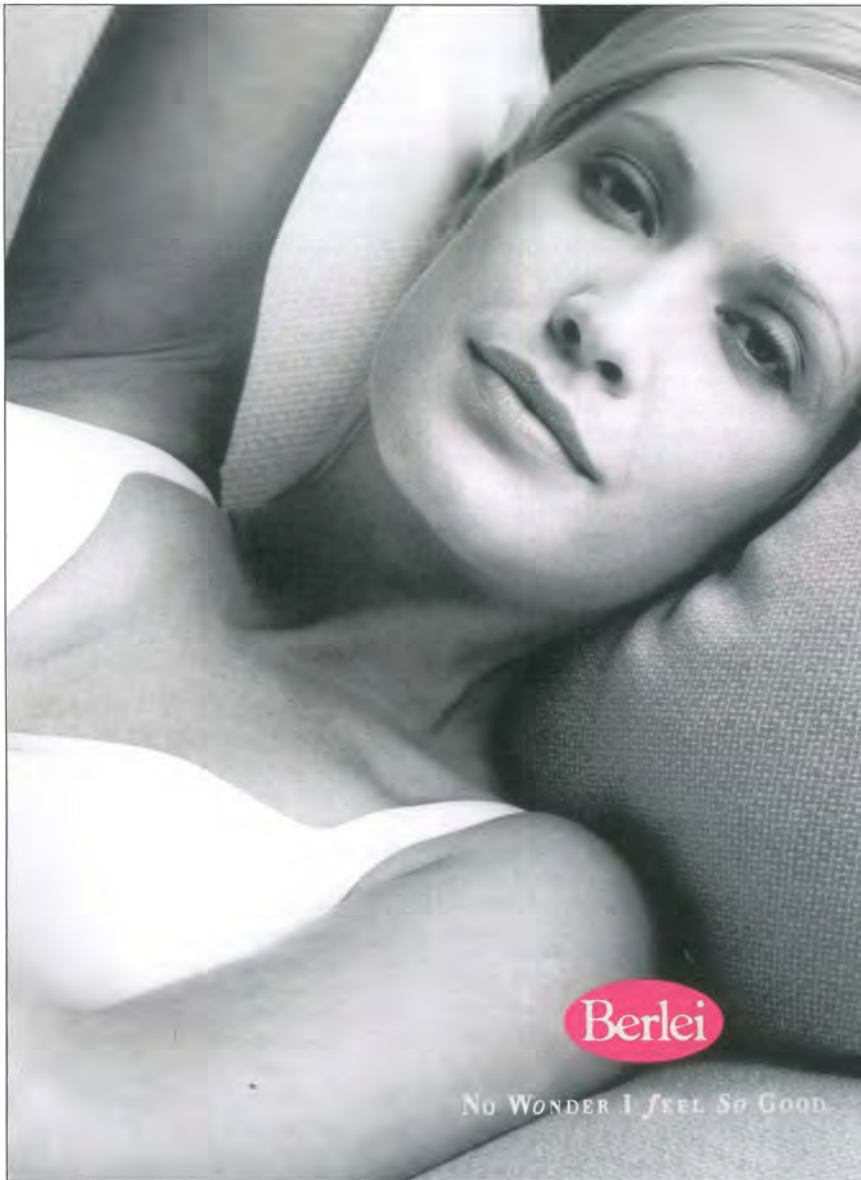
## ACHIEVEMENTS

Berlei is the number one Intimate Apparel supplier to every major retailer in Australia. It is committed to world's best practice and continues to make significant investments in research and development.

Right from the beginning of the company under Fred Burley, Berlei has been ahead of its time in recognising and using the talents of its female

employees. Even in the 1920s and '30s, in the days when women were generally excluded from senior managerial roles, Berlei had women on its management team.

Berlei has also made major contributions to women's health by funding important and often ground-breaking research. In 1926, Fred Burley, in association with the University of Sydney, conducted the very first (and still the most thorough) demographic and statistical study of 23 measurements on more than 6000 women. From these anthropological figures, Berlei developed a standardised range of clothing sizes called the Figure Type Indicator. This has been identified as the first step towards producing clothing to fit women as they were really shaped, rather than forcing them to assume the fashionable ideal. This study is still used as the prime source of data in Australia, and forms the baseline of much subsequent research.



Recently, Berlei has funded quite specific research including a study of breast movement during exercise and its health effects. Conducted by the Biomechanics department of the Australian Institute of Sport under Dr Bruce Mason, the study established that women should wear a sports bra while exercising, not only to reduce discomfort but also to prevent possible injury to breast tissue. "Breast pain is common during exercise, occurring in up to 56% of women," says Dr Mason "and is probably a significant disincentive to exercising. A

