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# Swiss **ENTREPRENEURS** Magazine

**Showcasing and Celebrating our Swiss Entrepreneurs**



## **THE EYEWEAR MOGULS**

### **VIU FOUNDERS**

Peter and Kilian tell us what investments they would bet their money on and why



# Sexy Little Bag

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**Q: What is the name of your business and what do you do?**

Sexy Little Bag. We make bags out of bras no longer in use. [www.sexylittlebag.com](http://www.sexylittlebag.com)

**Q: When did you start your business and who are the founders?**

It all started in 2012 with my favorite bra that I couldn't wear anymore. It still looked good, but I couldn't use it any longer. While I would have given away a shirt or skirt to my best friend or to charity without any problem, with bras that doesn't seem to be a socially acceptable option. Frustrated about the fact that again I was supposed to throw away something that looked good and could be used longer, I started to think of ways I could re-use it. And there it was - flip it into a bag! - and Sexy Little Bag was born. I researched whether any similar bags already existed, and spoke with the usual 3F's (family, friends & other fools) about it, and they all agreed that this was a good idea. This motivated me even more to further elaborate the bag idea. Within less than two months, I had 'bra-raised' more than 50 bras to produce my first prototypes. The founders are me and my wonderful partner, who is also my IT specialist and mental support.

**Q: What motivated you to start your business?**

The sheer fact that I finally had something to improve the world. I could:

- Upcycle and reduce waste
- Create jobs for underprivileged people
- Support networks and NGOs financially and with my (communications) work

**Q: Have you encountered any challenges?**

Local and social production - getting started on this part was the trickiest one! It took almost 2 years to find a good partner that could produce the SLBs. Furthermore, in some cases organizations did not

want to work with us if the majority of people employed were men, i.e. in the Prison Pöschwies, as well as some refugee sewing projects that mainly employ men.

**Q: What are the positive aspects of your business?**

We want to:

- Re-cycle no longer used bras and bikini tops
- Re- integrate people in the secondary labor market (refugees, unemployed, migrants)
- Re-turn money for more social projects

By :

- Up-cycling bras and bikini tops
- Up-grading people into active participants of society
- Up-ward adjusting other social projects' budgets as we are successful

We want responsible fashion that extends the life of things and helps people in need. We believe that it is possible to create a lasting social impact and have financial returns at the same time.

**Q: What are the future goals for your business?**

To grow our online fan community on social networks, grow our network of partners, and finally, grow in terms of sales, so we can keep creating jobs.

**Q: What advice would you give a young or aspiring entrepreneur who wants to start their own start-up business and be as successful as you are?**

Never EVER give up!

A successful entrepreneur thinks about how their idea can benefit our world and society, is motivated as well as perseverant to execute decisions, does not stop when faced with barriers, and stays open-minded and involves customers at every stage of the process. Team is also a key element that will help an entrepreneur to succeed.