

THE **edge** **Business Spotlight**

CONNECTION

Treasure Styles



Treasure Styles is a company that serves the intimate apparel needs of women through comfort and design, at an affordable price, with a cutting edge product called "BRASOL®". Brasol is a soft spandex undergarment that covers the cleavage area and comes with adjustable straps. Think of a camisole without the added bulk of unnecessary fabric. They are available in more than 10 different colors and fabrics as well as two different necklines.

Contact Treasure Styles Today!

Online: www.brasolclothing.com

Facebook : www.facebook.com/BraSolclothing

Email: info@brasolclothing.com

Meet the Owner: Martha Gamble

In 2007, Martha Gamble had a vision of creating a line of intimate apparel that covered cleavage with comfort and style. At the time Martha had no clue how her vision would come to life. As she sat pondering, Martha states, "I heard the voice of God say, "I want you to sell this"." In her vision the undergarments were shaped like flags. When Martha woke up from her dream the concept became clear to her, the flags meant the start of a new business adventure that would change the lives of women today. At the time Martha had no clue what God was preparing for her, but due to the fact that she had just had a little baby boy she was more focused on the care of him. About a year later, Martha was watching Steve Harvey on television and he was discussing "AH, HA" moments. Martha states, "He said "Sometimes we waddle in poverty because we are not utilizing the tools God has given us..." THAT WAS MY AH-HA MOMENT."

With only \$500 from a income tax return, Martha decided to start her undergarment business. She started off with getting her EIN number and her business banking account. Martha received a small business loan from a friend to take care of all the legalities and another small business loan from a friend to finance production. Everything else was funded through financial assistance provided by her parents.

Martha and Treasure Styles now serves women all over the world through social media such as Instagram, Pinterest and Facebook. Martha states, "My customers select me over my competitors because I have created a product that is a one-stop-shop deal. Brasol accommodates women of every size and shape and provides versatility in its use. The undergarment offers a look that is appropriate for the business/professionals, church ladies, and the fun/party girls. Women of all ages, sizes and shapes, no longer have to use safety pins, wear tank tops or camisoles because BRASOL® is here!

The Treasure Styles Vision for the Future:

By the end of this year, Martha states, "we are looking forward to expanding our undergarment line and adding matching panties to BraSol. In addition, we are planning to work with non-profit organizations that are focused on finding a cure for breast cancer. "

