

Saving Women from Nature

Submitted by: Esteem – No Pause

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Saving Women from Nature

Christian Dior once said " My dream is to save women from nature. " This is exactly what Manchester based entrepreneur Jane Hallam is doing with her innovative range of clothing Esteem - No Pause.

The initial inspiration to launch a nightwear brand for menopausal women came from a desire to find a stylish and effective clothing solution to the discomfort of nightsweats, which affect 75% of menopausal women. The result is a highly versatile collection of clothing with appeal to a wide range of customers, including menopausal women, with garments that are suitable for lingerie, exercising, lounging, travel and sleeping. All tops have hidden bra shelves and adjustable straps which assist with both fit and comfort.

In her search for suitable clothing Jane became increasingly disheartened with the ranges currently available both in design and fabric and kept asking herself would Liz Hurley wear that in bed? The answer being an overwhelming No.

Price points for the garments are at the high end of the market reflecting both the quality of fabric and manufacturing. The technical high performance fabric is Made in Italy and the garments are Made in Britain.

Future plans for Esteem - No Pause in addition to expanding upon the range of designs include the introductions of a male range of clothing - a t-shirt is currently being tested, a transgender (male to female transition) range and a maternity range that will facilitate breast feeding.

To celebrate the launch of Esteem - No Pause there is 20% off all pre-paid orders before the end of March 2017 at www.esteemmanchester.com with the code ENPL20. Offer runs until 31 March 2017.

For further information and images, and to discuss interview requests, please contact Jane Hallam direct:

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Notes for editors:

The initial collection comprises:

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|----------------------|----------|
| - Knickers | GBP15.00 |
| - Vest | GBP45.00 |
| - Vest Slipdress | GBP85.00 |
| - PJ / Palazzo Pants | GBP70.00 |

all available in the following colours:

- White
- Nude
- Fuchsia
- Black

There are 3 gift packs available:

- Black Essentials (1 of each item in Black)
- Holiday Getaway (Vest, Vest Slipdress, PJ/Palazzo Pants available in either Fuchsia or White)
- Lingerie Essentials (Vest, Knickers available in White, Nude and Black)