



Cotton
Incorporated



An Unusual Babe Undercover original, this seductive black chemise and bedtime jacket are made of 100% soft cotton interlock. They feature lace accents, a deep décolletage, and a front closure with fabric-covered buttons.

Redefining Sexy

Unusual Babe Offers Alternatives to Traditional Lingerie

To be sexy or not to be, that is the question. To put it in layman's terms: does slipping on a fire-engine-red-synthetic-lace-plunge-push-up-bra and matching mesh-side-tie-thong constitute the epitome of sexiness? Furthermore, does choosing not to wear such tight fitting and, frankly, uncomfortable articles relegate you to the ranks of the terminally unhip, unsexy and generally granny like? We beg to differ.

Welcome to the wonderful world of Unusual Babe Undercover, a unique line of seductive intimate apparel made from the finest 100% cotton. Created ten years ago by Jannie Whitt, a Mississippi-born designer whose originality pushed her to fill a void in the area of classic lingerie, the company is now at a crossroads and on the cusp of massive success both nationally and internationally.

Whitt's success story is one of sheer determination and a steadfast belief in the American Dream. Born into an African-American family of limited means, Whitt grew up one of seven children in the small town of Pace, Mississippi (population 300). Her mother was a sewing teacher who exposed her children to her trade at an early age. Her father was a factory worker who instilled in them the importance of hard work and perseverance. Predestined for a career in the fashion industry, Whitt left home after high school and moved to California where she was accepted into the Fashion Institute of Design and Merchandising.

"I finally made it to California and the school told me that my sketches were unacceptable, that I didn't have the creativity to become a fashion designer," says Whitt, incredulousness still sounding in her voice. Instead, a counselor recommended she pursue merchandising. Rather than being pigeonholed into something that she knew she wasn't suited for, Whitt decided to leave, a little voice in her head—her father's—telling her to follow her dream.

The next few years would bring valuable insights into the lingerie business. Whitt worked as a manager in the intimate apparel department of a Los Angeles department store where she heard firsthand what customers were asking for. This was the '80s when Tupperware parties

were all the rage and spawning copycat parties that sold anything and everything, from cosmetics to panties. She began designing for these parties while working as a manager; her first attempts were received with lukewarm success.

In 1992, Whitt decided to start again with a clean slate. This time the self-described “perfectionist” decided to do some homework before moving forward. “I went to lot of trade shows to make sure I was going in the right direction,” says Whitt. “Cotton underwear was always thought of as your grandmother’s panties and it’s not that at all. So I made a decision that I was going to try to educate women on how cotton underwear is actually elegant, comfortable and healthy.” The concept of Unusual Babe was born and soon became Whitt’s full-time occupation.

Surprisingly, Unusual Babe’s first success was in Asia where department stores recognized an American line that offered an alternative to traditional satin and lace. Soon Whitt was designing her own fabrics and hitting the American trade show circuit where her line of sexy, cotton intimate apparel filled a void in an otherwise overloaded marketplace and was quickly swept up by retailers nationwide.

Today, the demand for Whitt’s brand of sexiness still continues to grow but that’s not stopping her from looking to other, future projects. Next on her list: lingerie for the full figured woman, an intimate apparel line targeted to department stores, and a nationwide chain of Unusual Babe lingerie stores. Oh, and she’s also ready for her closeup. “Tell Oprah to call me!” she says with a laugh. And why not? You see, in Whitt’s world dreams really do come true.

For more information on Unusual Babe Undercover: Call: 877-356-1056 or 661-242-2287 or e-mail: Info@unusualbabe.com ~ Web: www.unusualbabe.com.

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