

EVERYTHING YOU NEED TO MANAGE YOUR WORK, SEX LIFE, RELATIONSHIPS, HEALTH AND MORE

Life Made Easy



In The Spotlight...

YU CHIA MIN
co-founder
of Mileti

Banking and bikinis seem like an unlikely combination, but when 31-year-old ex-banker Yu Chia Min saw a void in the market for chic, functional and well-priced swimwear, she quit her job and set up Mileti in 2010 with a good friend. Their debut collection hit stores in April 2011.

• Why swimwear?

Letizia (my friend and business partner) and I are often disappointed with the swimwear selection available in our home cities of Geneva and Singapore. So we decided to create our own line of swimwear that is stylish, made with luxurious fabrics, yet still affordable for the everyday woman.

• Do I need to have a perfect body to wear your designs?

It's very important to us to have styles that suit women of different body shapes, which is why our collection has a good mix of both bikinis and one-piece swimsuits. Our bikini tops and bottoms are sold separately, so customers can mix and match the pieces that best suit their body shape.

• Banker vs Businesswoman

Previously, I had a steady income and benefits like medical insurance. I also had a helper for my administrative tasks, but now my partner and I do everything on our own, from designing and marketing the swimwear to speaking to suppliers and retailers. We also organise parties to raise brand awareness and build rapport with our retailers, so we have to deal with caterers, models and photographers, too.

• Dealing with challenges as a first-time entrepreneur

Convincing retailers to believe in us and work with us has been a very humbling experience. I've learnt to be thick-skinned, and use their criticism constructively. I also seek advice from friends who are also entrepreneurs in similar industries.

THREE
DESIGNS
FOR EVERY
WOMAN



(1) **Zig-zag one-piece** The diagonal strap across the body helps women with athletic body shapes look more curvaceous. (2) **Halter and twisted bandeau bikini tops** Lightly padded tops (padding is removable) help women with smaller bosoms create a fuller bosom, without looking fake. (3) **Toga one-piece** A good choice for women who are more voluptuous and curvy – it offers more coverage while being subtly sexy.