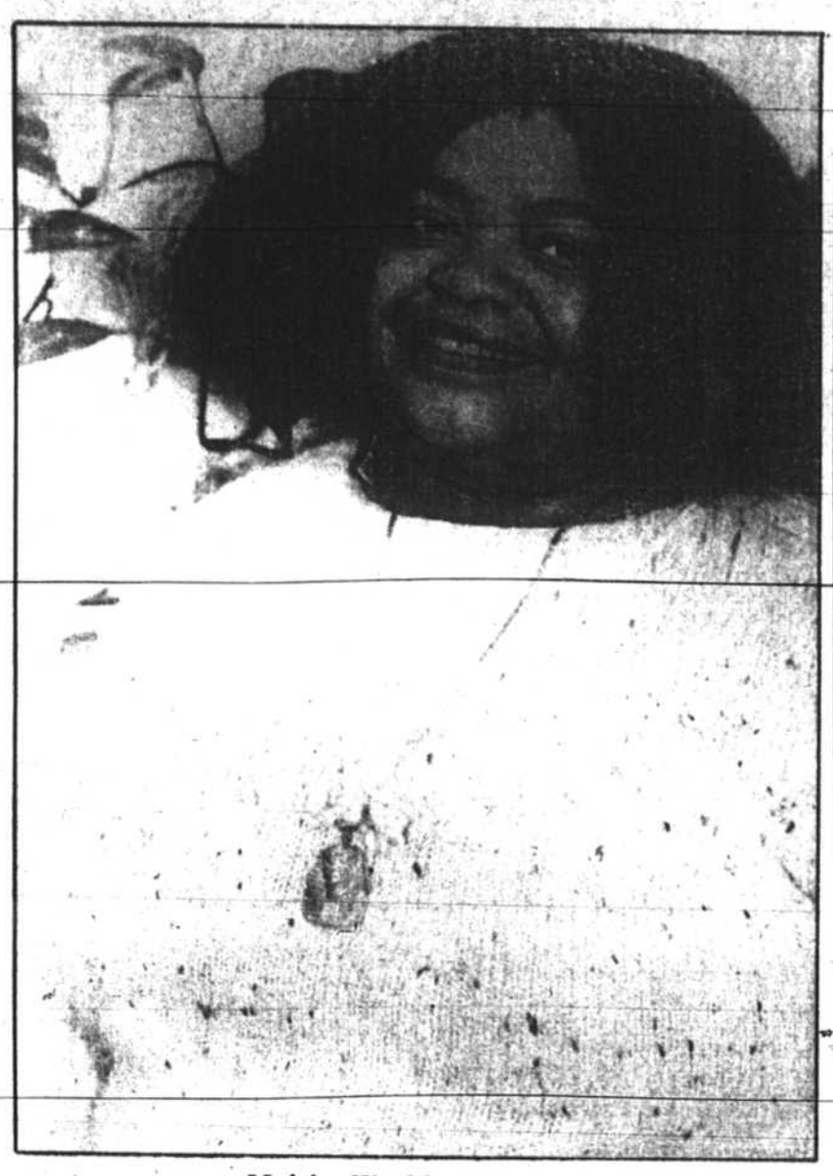

Maisha Washington
.....Designs gorgeous lingerie

Maisha Washington's Becoming

Area's Hottest Lingerie Designer

By Jalyne Strong
Post Staff Writer

Who would have thought that men design the majority of women's lingerie. That's the truth and it is also why Charlottean, Maisha Washington is fastly becoming one of the hottest lingerie designers in this area.

Perhaps the male designers don't understand the female psyche well enough to know that women want to feel beautiful in their lingerie. "I began making lingerie for myself," recalls Washington, "because I could not find any nice lingerie for full-figured women, at least there wasn't any pretty stuff."

Now she designs gorgeous lingerie for every women, whether she is petite, regular sized, full-figured or "as big as you can get," laughs Washington. "My designs look good on any size woman."

Washington's lingerie is also customized to fit women with hard to fit proportions. If she is large on top and small at the bottom or vice versa, Washington's designs can be made to accomodate.

In whatever size, Washington's Desert Nights Lingerie items are simply elegant. The collection has been called exotic. Washington admits her designs are very different from what you'll find in department stores. "I use high quality lace, polyester silks and real silks, vibrant materials imported from Asia, Japan and China," she confers.

Her designs feel luxurious, look luxurious and last a long time. Washington explains that women need not fear that these underthings will tear up in the laundry." She notes, "Silks will last for years if taken care of."

Amongst her collection are no cotton whites, pinks or paisley. "I use a variety of vibrant colors: bright reds, purples, royal blues, deep rich winter colors and African prints," she describes.

But it is the subtle details that Washington takes the time to pattern into her designs which make them most outstanding. All pajama pants have pockets and bed jackets feature embroidery. Different lingerie items are trimmed with ribbon or lace, boas or feathers. Her fashions can also be personalized by monogramming.

The lingerie is designed for the woman who wants to be comfortable but also sophisticated while she is in her home. The clothes are so stunning that many women exclaim, "I'm going to wear this when I go out."

There's no better tribute to Washington's designs than the fact that she was invited to participate in a Visions of Vera fashion show in Washington, D.C. Vera is an upcoming designer who was recently featured in Essence magazine.

It was after the fashion show that Washington decided she wanted to turn her sewing hobby into a business. "I went there to learn how to present garments in fashion shows," she concludes.

The business end of Washington's lingerie line is being taken care of in the form of a corporation called, Tradewinds Caravan. She plans to manufacture the garments by using subcontractors, 13-32 sewers. "I couldn't meet the demand if I tried to manage it myself," she acknowledges. "But I do sew the original."

Sales will be handles by salespeople through in home parties and by catalog. Women or men, "Men buy more lingerie as gifts," notes Washington, will be able to purchase lingerie in the privacy of their homes. "There are some things in lingerie people rather buy at home," Washington interjects. Desert Nights Lingerie also features men's silk robes and pajamas.

The in the home sales of her lingerie allow for Washington's lingerie to undercut the price your likely to find in department stores for lingerie of similiar quality.

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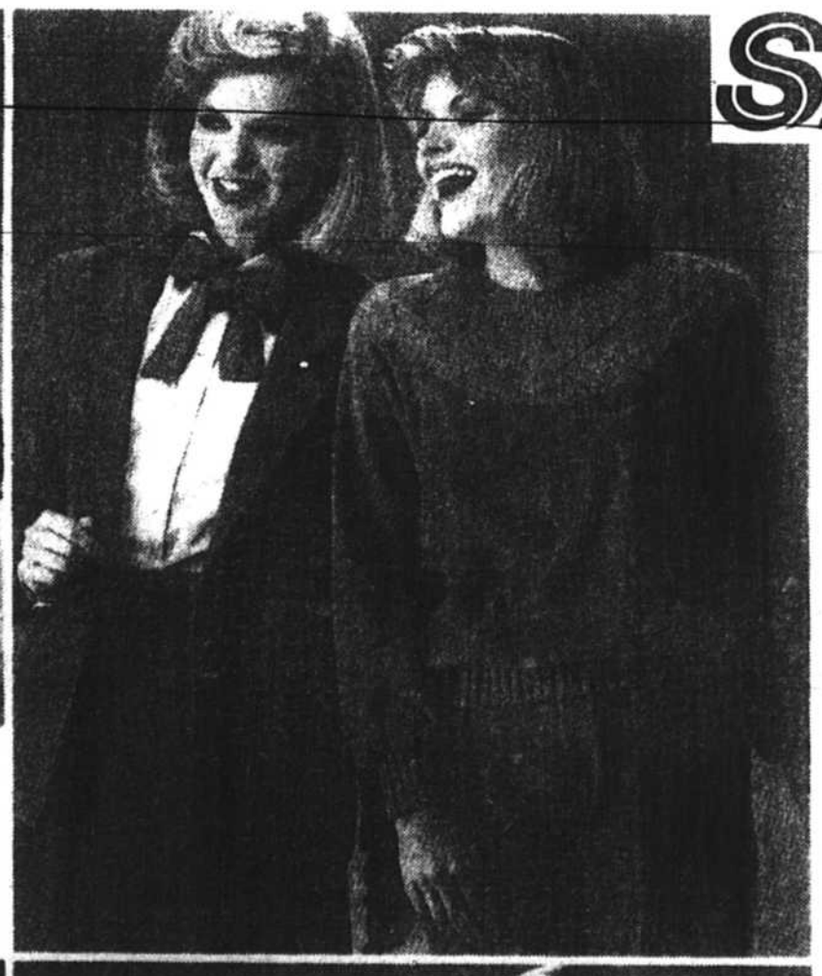

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