

TOOLS OF THE TRADE

Wicking fabric

Name Wendy Eade.

Job Owner and director.

Where Eaden Sleepwear.

Why is it important? Wicking material pulls moisture away from the body. I discovered it out of necessity. I was not sleeping due to menopausal symptoms [such as night sweats] and I was changing my clothes three times a night. My husband [AFL coach Rodney Eade] is always being given high-performance shirts. One night I said, "Give me one. I'll tell you if it works." It did. When your body produces sweat, the wicking fabric pulls it from the body and takes it to the outside of the fabric, where it dries. Cotton pulls moisture away, but it won't dry.

What do your colleagues think?

I had no business background whatsoever when I started; I'd been a stay-at-home mother for 12 years. I don't have colleagues, but I think my customers appreciate I've had the courage to talk about this. I started the business to help women going through menopause, but very quickly it became clear many women experience night sweats.

Unusual moment? When I first started, I got an email from my supplier saying FOB all the way through. It means freight on board, a really common term used in manufacturing, but I had no idea. The manufacturing world speaks another language, so Google became my best friend.

How much does it cost? A nightie is about \$65-\$70; pyjamas about \$110.



Dry idea ... Wendy Eade of Eaden Sleepwear. Photo: Joseph Feil