

# Pajama parade

Designer aims for a stylish, sexy look in nightwear that is also comfy

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For some people, shopping feeds a fashion fix; for others, it can lead to the breaking-the-bank blues. For 29-year-old Erin Braxton, her soft spot for shopping piloted a business venture.

After an indulgent shopping spree a couple years ago, the advertising manager quickly felt the pangs of a blown-the-budget panic attack. When she rounded up her returns, she realized the only thing she couldn't part with was her new sleepwear separates. If she felt this way, she thought other women must be as charmed with cozy casual wear and decided to launch her own line.

"I just enjoy coming home and put-

ting on something that is cute and comfy. But before I started my line, I felt that something was missing out there in sleepwear. I loved to shop for it but always got home to find it wasn't easy to care for, or sexy enough, or very comfortable, or that it needed some more sass and style," says Ms. Braxton.

She quickly jumped into her new business idea but faced one problem: She had no experience in fashion design, not even a single sewing class under her belt. She knew she wanted to design her own looks, but didn't want to make the threads. So she outsourced the sewing responsibilities and managed to produce



Ms. Braxton's tank and boy short set (left) and tunic-style nightshirt

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NATALIE CAUDILL/Staff Photographer

Erin Braxton in front of looks from her spring 2005 collection