

Bright tights sold globally

Many people holiday in the North East, love it and decide to relocate. Developments in technology have enabled one couple in their 20s to move here, prioritise lifestyle goals, create and operate two businesses and improve the health of people internationally, all within the space of a few years.

At just 25, Phebe Liston applied her physiotherapy knowledge to develop exercise tights that combine active wear and joint support. This was in response to her mother's experience of not being able to find suitable joint support when she started on a fitness regime.

With her husband Scott's graphic design skills, they created Articfit tights (from articular, which relates to joints). The tights provide support to the lower back, hips and knees.

"We send the designs via the internet to a factory in China where they are made. It's a very particular circular knitting machine that makes these tights that isn't available in Australia," Ms Liston said.



"Once they are made, our main sales are through our e-commerce store. We have sold them to customers in Queensland and Western Australia as well as Macau, Singapore and New Zealand.

Ms Liston said she and Scott are big fans of skiing, running and cycling.

"We moved here to start the business because of the lower overheads and the lifestyle. In Melbourne we were right in the hub of the city and sick of driving to go riding. Now I work two days at the physio clinic in which I am a partner and on the other days, if it's good weather, we can decide to go skiing or do something else, and then work on the business later and into the night.

"The other thing I do partly online is work with a mentor from the Australian Sports Technologies Network. Right from the start, they were very clear, telling me our location isn't a hinderance, rather it's a marketing point.

Ms Liston said the main challenges have been internet speed and working out how to price the tights to reflect the product's point of difference and that it was a new product in the market.

"The mentoring has helped with the pricing and a key element of this is gaining credibility as a new brand. I've entered a few business entrepreneur competitions and have found real value in these. They have given us some cool opportunities."

articfit.com and physiophebe.com

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