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## BRA FEATURES POCKET FOR CARRYING PHONES AND KEYS

 FASHION & BEAUTY

**JoeyBra products include a side pocket that could eliminate the need for women to carry a purse.**

Men's underwear has already been modified to give them added functionality thanks to [Sly Underwear](#), and now [JoeyBra](#) is doing the same for women's undergarments with a side pocket for carrying essentials. While some women may use their bra as a makeshift holder when no other alternative is available, the JoeyBra features an elastic pocket on the side which is able to securely fit a smartphone, keys, loose change or identification into it. The startup hopes that the items will allow women to go out and about without having to take a purse with them, as well as making their belongings harder to steal. The bras are designed to be fashionable as well as practical and look like a normal bra when not carrying anything. The Original JoeyBra, which retails at USD 19.99, comes in three sizes and features a leopard print design. According to the company, it has sold out of its first run but more will be available soon. The JoeyBra offers a simple solution that provides convenience and safety to women. How else could clothing be adapted for better practicality? Spotted by:

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