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I'M A WOMAN ON A MISSION

She is an ethical business woman with entrepreneurial abilities running through her veins. Anna Moody reveals what drives her to succeed and what new ventures are on the horizon

ANNA Moody is an entrepreneur who is bouncing around her Chilworth home, filled with energy chatting about various projects she has done, wants to undertake or would like to see other people engage in.

There are the talks she has done in schools in Greece, where she now lives most of the time, encouraging children to make more mindful choices about their lives, her plans for a fashion show here in Southampton with ordinary local women modelling her stunning British Brazilian range of clothing (you could be part of this,

Sally Churchward



but more on that later), her ideas about communities pooling resources, objections to the wastefulness of cheap, throw away clothing and much more – all part of a general desire to actively make people's lives better.

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Who needs men...?

I chose to be a single parent

Rebecca* had spent years looking for Mr Right, but still single and in her 30s, she decided to have a baby alone by artificial insemination. With unsparing honesty, she reveals why choosing to be a single mum is the best decision she has ever made

HAVING a baby without a father was the best decision Rebecca* has ever made.

Like so many 30-somethings she always imagined her life would fall into place and she'd have it all – a career, a loving relationship and an idyllic family life with two-point-four children.

But aged 34, still single and fed up of waiting for Mr Right, Rebecca decided to get pregnant alone using donor sperm from a fertility clinic.

And like an increasing number of British

Tara Russell



women who are going it alone, Rebecca has no regrets that it is just her and her three-year-old daughter, Ellie*.

In fact, the 40-year-old single mum wouldn't have it any other way.

"Don't stereotype me as a single mum

because I look upon myself as a lone parent by choice. Who needs men?" she smiles.

"People ask me how can you be a lone parent and have such a nice house, car and lifestyle but it is because I have worked hard for it and ensured I have the nest in place needed to do this properly. The satisfaction of doing it alone is just wow.

"I don't see how people can say it is selfish.

"I've given my daughter a loving home and stability. I've planned for this.

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Picture posed by model

THE HEART OF HAMPSHIRE

Your lifestyle



COVER STORY CONTINUED

INSPIRING MINDFULNESS

The businesswoman has had a number of different careers in the various businesses she has run – model agent, graphic designer and now running her own fashion brand – but she's keen to emphasise that above all, she's an entrepreneur.

It is the passion for learning new things, networking, being creative, working with people, taking on challenges and that boundless energy that is the secret of her success, rather than carving out a specific niche for herself.

The former Barton Peveril student grew up in West End, where her parents still live, although she is now based on the Greek island of Rhodes.

She started her first business at just 17, making clothes in her parents' living room and putting on fashion shows.

After a few years working overseas for Benetton, she returned to the UK and opened a Southampton-based modelling agency when she was 20.

"I'm an entrepreneur – I see business opportunities and what I don't know, I learn very fast," says the 46-year-old. "I ask people the things I need to know and I use the networks."

After five years she sold the business so that she could travel more.

"I wanted to broaden my experience," she says.

"Without seeing different cultures and having different experiences, how can you speak from a position of knowledge? If I'd stayed in West End, who would listen? I've made mistakes, experienced obstacles and had to get over them – and when you're in a different culture you can't necessarily do that the way you do here."

Anna set up a successful graphic design business in Greece, but having her daughter, Ariadne, when she was 39 prompted another change of

direction and a shift in attitude.

"I used to make a lot of money and spend a lot of money," she says. "But when I had Ariadne, something changed in me. I think if you're making money and you haven't got any responsibilities as such, you just spend. But since I had my daughter, I haven't wanted to waste money."

Anna's change of attitude prompted her to set up her own clothing business, British Brazilian, for which she creates 'stylish clothes for the busy woman'.

When she started researching the business, she was horrified to discover the huge mark-up on clothing and felt that many brands were founded on exploitation – something she was determined not to be part of.

order to fuel expensive marketing campaigns – we prefer to give our customers the very best for the very lowest price we can."

She acknowledges that her clothes aren't cheap, with dresses starting at more than £150 and trousers from £130, but as I can see from the samples she shows me, they are incredibly well made and are timeless styles that aren't going to go out of fashion in a season or two. The clothes are made in small runs – forget factories churning thousands of the same garment. Anna's clothes are made in runs of three dozen.

She wants to turn the tide against that rapid consumerism.

"I want to return our wardrobes to how they were in our mother's days," she says.

"Our mothers didn't have four wardrobes bulging at the seams and 100 pairs of shoes. They didn't buy clothes because they were cheap and would wear out after a few washes. They were more mindful, more practical and more focused on other things."

Mindfulness is important to Anna – from her company investing a quarter of its profits into charity to encouraging people to spend less time thinking about acquiring shoes and more quality time with their families – it is something she lives as well as preaches.

"I thought to myself, 'You can change things, you can inspire mindfulness,' because if you inspire people to understand they have a 'choice' you can actually empower them and it becomes effortless after a while."

"It became clear what I had to do: start making mindful choices about clothing, the garments journey. You can follow fashion or you can take a stand!"

FURTHER DETAILS

For more information about Anna's clothing line, visit britishbrazilian.com

WIN WIN WIN WIN WIN WIN WIN WIN WIN

You could be a British Brazilian model, have a makeover and win an item of British Brazilian clothing!

ANNA only uses 'real women' to model for British Brazilian – the photos on the company website feature her and her friends showing how great the clothes look – and she is looking for eight local women to take to the catwalk in a show she is planning to hold in Hampshire next month.

She stresses that looks aren't important – attitude is what matters.

She is looking for sophisticated women aged 30 to 70 plus, who wear a size eight to 16 and who are classically stylish. The eight winners will be styled and coached in how to walk and turn on the

catwalk, before taking part in the show and will get to keep a British Brazilian garment.

For a chance to enter the competition, answer the following question:

Q: In one sentence, who do you most admire and why?

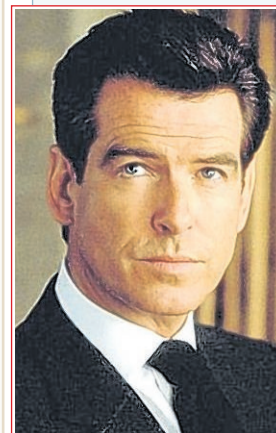
Shortlisted winners will be contacted for more details and asked to send a photo.

Send your answer with your name, address, email address and daytime phone number to: British Brazilian Competition, Sally Churchward, Southern Daily Echo, Newspaper House, Test Lane, Redbridge, Southampton, SO16 9JX by May 7. Usual Daily Echo competition terms and conditions apply.

Me & My Body:

PIERCE BROSNAN

I'm into yoga in a big way, and practice whenever I can. I also ride my horses – something else for which you need to be fit



THE 60-year-old Irish-born star made his name as a debonair detective in the hit TV thriller series, *Remington Steele* – and then became the fifth James Bond, following Sean Connery, George Lazenby, Roger Moore and Timothy Dalton.

He first arrived in London on August 12, 1964 – the day Bond creator Ian Fleming died. Before he made the big time, he busked on the London Underground and had a two-week stint as a circus fire-eater.

He became an American citizen in 2004 and now divides his time between his beachfront homes in Malibu and Hawaii with his family.

FRAMEWORK

The chisel-jawed, flinty-eyed, lean 6ft 2ins, 195lb mean and keen actor has bright blue eyes, raven-black hair and seriously brooding eyebrows.

At the age of 11 he was almost six feet tall, but he was still the target of bullies due to his being Irish.

He is not afraid of growing old, but is happy that at the moment he does not show too many signs of ageing. And he says that is all because of his Irish genes.

He was voted one of the cinema's sexiest men after appearing in his swimming trunks in *Mrs Doubtfire*.

His only facial blemish is a scar above his top lip. He got that when he was hit by a stuntman while filming *Tomorrow Never Dies* in 1997.

EXERCISE

He is a fitness fanatic and thoroughly enjoys keeping his body in great shape. "I'm into yoga in a big way," he says, "and practice whenever I can. I also ride my horses – something else for which you need to be fit."

He's even been known to keep weights and bell bars in his dressing room while on the set. "It was hell being Bond, with all those bedroom scenes with beautiful women."

DIET

He is just as sensible about his food intake as he is about his body, with lots of chicken, pasta, salads and fish. He has three good meals a day to keep up his energy level.

"If I have a weakness, then it's butter – good Irish butter, thickly spread."

PERSONAL LIFE

He tragically lost his first wife, actress and former Bond girl, Cassandra Harris, who died from ovarian cancer on their 15th wedding anniversary, December 28, 1991.

He then devoted himself to looking after their son, Sean, now 30, and her children from her first marriage, Charlotte and Christopher.

He married American journalist, Keely Shaye-Smith, in 2001 and they have a two children. Dylan, 16, and Paris, 12.

Sadly, his adopted daughter Charlotte died on June 28, 2013 of ovarian cancer, the same illness that claimed her mother's life. She was 42.

