

# DaDa Underwear a 'small's' success

 *FASHION SUCCESS FOR UNDERWEAR ENTREPRENEUR*

A young Edinburgh businessman is celebrating the success of his small's which he launched thanks to support from the Prince's Trust Youth Business Scotland and the BT Scotland Young E-ntrepreneurs scheme.

Hamish Lawson, 28 from Broughton in Edinburgh set up DaDa Underwear Ltd in 2012 after spotting a gap in the market for luxurious, yet comfortable men's underwear made from bamboo and organic cotton.

Having previously worked in sales management for three years, Hamish had a desire to start his own business.

He saved up most of the money himself and approached The Prince's Trust Youth Business Scotland for additional funding to get his business off the ground. And securing a BT Scotland Young E-ntrepreneur Award will enable DaDa Underwear to produce further lines and collaborations which will be available through [www.dadaunderwear.com](http://www.dadaunderwear.com)

Through vital start-up funding and mentoring support, The Prince's Trust Youth Business Scotland supports young people aged 18 to 30 years old to set up and continue in business. Working in partnership with BT Scotland, the Young E-ntrepreneur Awards support young people to develop online tools for developing their business.

In the last 12 years, BT Scotland has invested in excess of £570,000 in the Young E-ntrepreneur programme, helping more than 170 young people to start up in business.

Hamish commented:-“The Youth Business Scotland programme has enabled me to set up my business – something I have longed to do for a number of years and I’m delighted my dream has come to fruition.

“At the same time, the BT Scotland Young E-ntrepreneur Award is a godsend as it will help make my business grow and reach out to new markets. I’m looking forward to seeing what the future holds for Dada Underwear.”

Hamish credits his business mentor as a valuable source of support during his journey and said:-“The support from The Prince’s Trust and in particular my business mentor has been great. As a sole trader it helps me to feel like I’m not alone.”

James McClafferty, Partnership Director at BT Scotland, said:-“Our E-ntrepreneur scheme gives a helping hand to fledgling businesses of all kinds. Hamish’s take on his product is innovative and contemporary and we’re delighted to support his venture.

“Young entrepreneurs are the lifeblood of the local economy and it is imperative their businesses are nurtured to enable them to grow.”