

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

S I G H T

JANUARY 2011 / ISSUE 03  
www.lingerieinsight.com

## THE WORLD IS NOT ENOUGH

Baci boss reveals his plans for global domination

## MATURE MARKET

Discover the expanding world of over forties lingerie

## TOP MARKS

M&S head lingerie designer describes how to stay on top

# TOUR DE PARIS

Lingerie Insight previews the Salon International de la Lingerie and Interfiliere shows



NEWS REVIEW

PRETTY WOMAN

THE SHOW MUST GO ON

CUTTING EDGE

OPINION

WINTER VIRAL

DISCOVER THE BUGS PEOPLE ARE CATCHING THIS SEASON





**Interfilère**  
PARIS

**THE LEADING TRADE FAIR  
FOR INTIMATES & BEACHWEAR FABRICS**

**22.23.24 JANUARY 2011**

PARIS EXPO - PORTE DE VERSAILLES  
PAVILION 3

Contact: +33 01 47 56 32 32 ifl@eurovet.fr  
[www.interfilere.com](http://www.interfilere.com)



**eurovet**

# CONTENTS

## FRONT

- 3 News Review**  
A round-up of this month's lingerie and swimwear news.
- 6 First Stitch**  
We take a look at the lingerie brand of De Montfort graduate Laura Ramsay.
- 8 Voice of the Industry**  
Mio Destino ... on the internet as a marketing tool.
- 9 Speakers' Corner**  
Brands speak out about bridal trends for 2011.

## ON THE COVER

- 12 The World is Not Enough**  
Baci Lingerie reveals its master plan to dominate the world of affordable luxury lingerie.
- 16 Tour De Paris**  
LI previews the Salon International and Interfiliere events.
- 25 The Show Must Go On**  
Eurovet lingerie director talks about the 2011 Paris shows.
- 26 Top Marks**  
M&S head lingerie designer reveals what is in store for 2011.
- 30 Mature Market**  
Learn why age is such an important factor in the industry.
- 36 Pretty Woman**  
Dirty Pretty Things co-founder talks expansion and prison.
- 38 Winter Viral**  
LI investigates the brands spreading joy to the masses.
- 42 Cutting Edge**  
DMU's Art & Design programme leader Gillian Proctor on the changing face of contour fashion.

## REGULARS

- 46 Object of Desire**  
The high end piece that has the industry talking this month.
- 47 Products Showcase**  
An inspirational selection of new lingerie and swimwear.



48



3



12



16



25



26



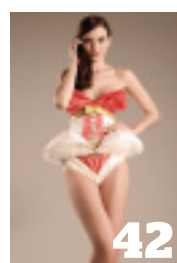
28



36



38



42



46

# FOREWORD



**January is the month of fresh starts, a time when we can slough off the mistakes of the past year and begin anew.**

With many designers having now completed and shot their AW11 collections, you would think that there would be a huge, collective gasp of relief. But, alas, no rest for the wicked. Instead, a large part of the industry will be jetting off to Paris this month to mingle and do business. Others might be heading off to Berlin for 5 Elements or the UK's own Lingerie Collective. Very few will be resting, replete with shapewear and post Christmas diet book in hand.

But, while waving goodbye to the possibility of sleep for at least another two months, try not to forget what the new year could bring. Yes, VAT is rising and yes, we have been experiencing one of the coldest winters on record. But, in an

adaption of the popular saying, when the weather gets cold, make thermals.

As Baci Lingerie, Dirty Pretty Things and even M&S are showing, in times like these – when salaries and rents are cheaper, and your competitors are struggling - there can be huge opportunities for expansion and grabbing market share. Why tread water in the shallows when you could get out of the pool, climb the ladder and dive in at the deep end? You may not have \$300 million in the bank to help cushion any potential belly flops but, as last month's series of viral campaigns showed, you can be clever with what you have got.

This time of year is the perfect moment to begin a new venture, so make that New Year's resolution and stick to it. You may be surprised by what presents you receive over the next twelve months.

**KAT SLOWE**  
EDITOR  
kat.slowe@itp.com

## Lingerie.com COMMENT OF THE MONTH

**Chloe** on *Snow brings record sales for Mio Destino*

"Nice to hear a good news story out of

adverse conditions (snowfall, economy, etc. etc.) Good luck to Mio Destino."

### JANUARY COVER

The pieces modeled on the cover of the January issue of Lingerie Insight come from affordable luxury brand Baci Lingerie. The model is wearing bra and panty set style #901 from the brand's second range, the Black Label Collection. Baci Lingerie will be exhibiting the new Black Label Collection this month at Salon International de la Lingerie in Paris.

[baci-lingerie.com](http://baci-lingerie.com)



**baci**  
LINGERIE

# Lingerie

INSIGHT

### ITP PROMEDIA PUBLISHING

16A Baldwins Gardens, London, EC1N 7RJ, UK  
Tel: +44 (0) 20 31 764228  
Fax: +44 (0) 20 31 764231

### EDITORIAL

**EDITOR** Kat Slowe,  
kat.slowe@itp.com

**CONTRIBUTORS**  
Gillian Proctor

### COMMERCIAL

**SALES MANAGER** Andrew Martyniuk,  
andrew.martyniuk@itp.com

### STUDIO

**GROUP ART EDITOR** Daniel Prescott,  
daniel.prescott@itp.com

**DESIGNER** Lucy McMurray

### DIGITAL

**CHIEF TECHNOLOGY OFFICER**

Hitendra Molleti, hitendra.molleti@itp.com

**HEAD OF ONLINE PROJECTS** Nick Davis,  
nick.davis@itp.com

**ONLINE PRODUCTION** Ernesto Ceralde,  
Rose Yorobe

### PRODUCTION & DISTRIBUTION

**GROUP PRODUCTION & DISTRIBUTION DIRECTOR**

Kyle Smith, kyle.smith@itp.com

**DEPUTY PRODUCTION MANAGER**

Matthew Grant, matthew.grant@itp.com

**DATABASE MANAGEMENT** Manju Sajeesh,  
manju.sajeesh@itp.com

### CIRCULATION

**CIRCULATION CUSTOMER SERVICE**

+971 4 286 8559

**Web:** [www.lingerieinsight.com](http://www.lingerieinsight.com)

**Printed by:** The Manson Group

The publishers regret that they cannot accept liability for error or omissions in this publication, however caused. The opinions and views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the readers' particular circumstances.

The ownership of trademarks is acknowledged. No part of this publication or any part of the contents thereof may be reproduced, stored in a retrieval system or transmitted in any form without the permission of the publishers in writing. An exception is hereby granted for extracts used for the purpose of fair review.

# Lingerie

INSIGHT

When you have finished with this magazine, please recycle it.

**ITP**  
PROMEDIA  
PUBLISHING

Published by and copyright 2011  
Promedia Ltd, incorporated and  
registered in the British Virgin Islands  
under company number 1559854.

# FRONT

## THIS MONTH IN LINGERIE AND SWIMWEAR

> NEWS IN BRIEF	4
> NEWS IN QUOTES	5
> GRADUATE FOCUS	6
> VOICE OF THE INDUSTRY	8
> SPEAKERS' CORNER	9
> CALENDAR	9
> WEB HIGHLIGHTS	10



## LINGADORE LAUNCHES NEW DAILY COLLECTION AT THE SALON INTERNATIONAL SHOW IN PARIS

**A**ffordable luxury lingerie brand LingaDore has announced that it will be launching new collection LingaDore Daily in Paris this year.

The range, a mix and match assortment of products designed for everyday life, will incorporate a padded t-shirt bra, a padded strapless bandeau t-shirt bra, hipster, brief and string.

Lingadore marketing manager Myriam van der Vliet said: "The main reason we introduced LingaDore Daily was that many customers were asking for a basic collection that is still luxurious and doesn't look cheap.

"You should be able to wear it every day and be proud of wearing it."

The range will be available in soft ivory, romantic blush and black. Women can opt either for solid colours or dotted ivory, blush and black prints. Details include dotted shoulder straps, double bows on the centre fronts and fine laces at the waist belts.

Van der Vliet added: "Our target customer is a very broad group – as the collection uses safe, black and ivory colours, basics and still whites, with polka dots that might appeal to the younger women. There are also both briefs and shorts, so I think there is something for everyone.

"It is going to be a permanent collection and we will be extending it every season. Next year we might introduce a bra top, a torsolette, or different colours and styles.

The brand will also be exhibiting its AW11 LingaDore Lingerie collection at the Paris show, a range which has been inspired by the 'golden Baroque times'.

The five ranges – Coco, Pucci, Salvatore, Marani and Rochas – seek to evoke a period where 'extravagance still existed,' with soft fabrics and embroidery in colours such as mocha brown, black, soft ivory, mauve and iron grey.

Other collections to be

featured include MOMENTS by LingaDore and LingaDore Lounge. MOMENTS by LingaDore's newest lingerie styles for AW11 gain inspiration from Italy, with names such as Vittoria, Imperia and Furore.

The final AW11 LingaDore collection, Lounge, is designed around two general themes, the sporty, casual Chakra and the more elegant Mandala. The Chakra theme features comfy fluffy wraps, jumpsuits, baggy pants and off-the-shoulder tops in brown and sand mélange. The Mandala range includes feminine dresses, leggings and vests in faded animal print, blue and aubergine. ♣

» FOR IMAGES OF THE AW11 COLLECTIONS AND DAILY BREAKING NEWS VISIT [Lingerie.com](http://Lingerie.com)

**NEWS REVIEW**



⤴ **Giorgio Armani** has announced that Rafael Nadal Parera will be the new face of Emporio Armani Underwear and Armani Jeans for Spring Summer 2011.

The first campaign to feature Nadal was shot by renowned photographers Mert Alas and Marcus Piggot, and will launch in February 2011.

Nadal is currently ranked No. 1 tennis player in the world, has been twice champion at Wimbledon and five times champion at Roland Garros.

Swimwear and lingerie brand **Speedo** has dropped model Lara Bingle from its main July campaign, replacing her with the former Miss Australia

Bingle will remain in contract with Speedo, but Rachael Finch is to become the new ambassador and face of the brand.

The model complained about the move on Twitter, before thanking fans for their support.

She wrote: "People think your success is just a matter of having a pretty face. But it's easy to be chewed up and spat out."

**Wolverhampton Football Club** has become the first team to launch a range of lingerie for its female fans.

The 'kit' comes in black and gold, and features the club's logo on the front.

Businessman Paul Robinson formed the idea for the collection on his way to a Wolves match with friend John Guy.

He said: "We got talking and I suggested having lingerie in club colours - in this case black and gold.

"Jon's in marketing and advertising, and he thought it was a great idea."



⤴ Plus size wholesaler **Curvy Kate** is to unveil a new non-transactional website, aimed at promoting the brand's retailers.

The major overhaul of the existing site by the in-house design team has taken several months and includes a new tailor made CRM system.

Curvy Kate intends for the soft launch of the new website to open opportunities with retailers worldwide and continue the growth seen in its first year of trade.

⤴ Retailers on the high street felt more positive about sales growth in December than at any point in the past eight years.

The **CBI** Distributive Trades Survey revealed that 67 percent of retailers said that sales over the month were higher than a year ago, while just 11 percent said they were lower, giving a balance of +56 percent, the highest figure since April 2002.



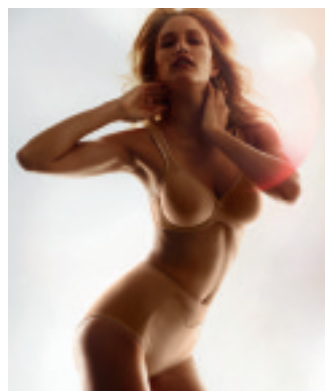
The government launched an inquiry last month to question whether marketing should be banned for a series of 'Lolita' products, including padded bras for children and 'Porn Star' t-shirts.

Measures being considered involve a code of conduct on 'age appropriate' marketing and the set up of a watch dog.

The inquiry is being headed by Reg Bailey, from Christian charity the **Mothers' Union**, who has requested that parents send him examples of the products they are concerned about.

⤴ Just one in five women is content with her body shape, according to a new survey by lingerie giant **Triumph**.

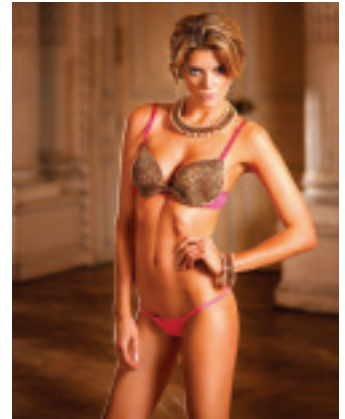
Findings from the national UK study revealed that most women (56 percent) feel self-conscious about their body shape, with 43 percent saying they are unhappy with it, putting the lack of portrayal of realistic women in the fashion industry back in the limelight.



**Mio Destino** has reported a record surge in sales due to the recent snowfall.

The online retailer reported its highest sales day on December 1, up 120 percent on the previous year.

Mio Destino marketing manager Susan Hopkins said: "Evidently, people are stranded, working from home and perhaps have a little more freedom to do some Christmas shopping."



⤴ **Baci Lingerie** has announced that it has signed an exclusive distribution partnership agreement with ABS Holdings, the country's largest adult wholesaler, to launch the brand in the UK in the New Year.

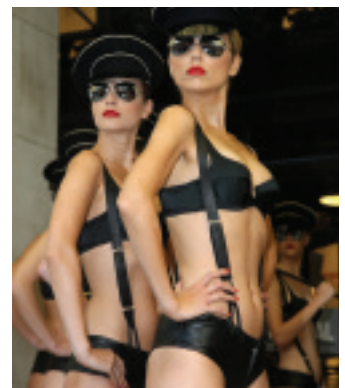
The agreement also includes a commitment to open a minimum of 50 standalone Baci Lingerie stores, set to generate a multi-million pound annual sales turnover.

ABS Holdings will trade as Baci Lingerie UK Ltd. and will distribute Baci Lingerie through its wholesale division, as well as through its own retail stores.

⤴ Lingerie brand **Agent Provocateur** has appointed Grape Digital as its first social media agency, in attempt to boost short and long term sales.

The company will be responsible for growing Agent Provocateur's presence across social networks, including the production of applications.

The brand is also reportedly looking to invest in mobile technology, such as iPhone apps.



**NEWS IN QUOTES**

“People think your success is just a matter of having a pretty face. But it’s easy to be chewed up and spat out.”

**Model LARA BINGLE** tweets on being dropped as the face of swimwear brand Speedo in favour of former Miss Australia Rachael Finch.

“What girl doesn’t want to be draped in diamonds from head to toe? What makes it so unique and sexy, is that the diamonds grace the lower back, one of the most sensual parts of a woman’s body. Also, if you have £800,000 worth of diamonds on your body, why keep them under wraps?”

**Ultimo founder MICHELLE MONE** on the unveiling of the most expensive bra in the UK, a diamond encrusted piece worth £800,000.

“We are thrilled to have exceeded our record week from last year, and by such a margin. The thaw in the weather has no doubt helped, and shoppers have been out in force throughout the week.”

**John Lewis director of selling operations DAVID BARFORD** speaks in December about achieving £121 million of sales in one week, a record for the department store.

“Baci Lingerie was seeking a partner who not only has the logistical capabilities to distribute all of our brands and products, but who also shares our goal of becoming no.1 in UK in the lingerie market.”

**Baci Lingerie chief operations officer ROBERT ROSEN** on signing an exclusive UK distribution partnership contract with ABS Holdings.

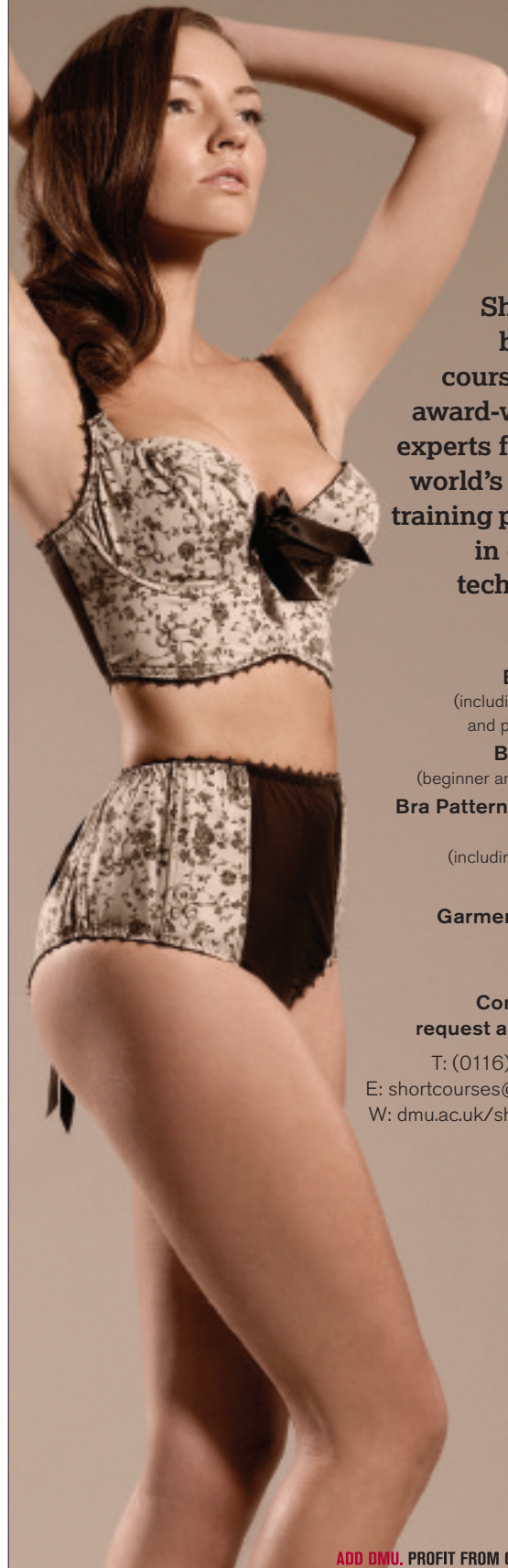
“Sales on the high street continued to rise strongly compared with a year ago, reflecting a stronger crucial pre-Christmas trading period.”

**CBI chief advisor IAN MCCAFFERTY** explains why retailers on the high street were feeling more positive about sales growth in December than at any point in the past eight years.

» Something to say? Email [info@lingerieinsight.com](mailto:info@lingerieinsight.com)



**YOUR PRODUCTS +  
OUR TRAINING  
= COMPETITIVE EDGE**



**Short and bespoke courses with award-winning experts from the world’s leading training provider in contour technology.**

**Bra Fitting**  
(including plus sizes and post-surgery)

**Bra Making**  
(beginner and advanced)

**Bra Pattern Cutting & Grading**  
(including plus sizes)

**Corsetry**  
**Garment Costing**

**Contact us to request a brochure.**

T: (0116) 250 6215  
E: [shortcourses@dmu.ac.uk](mailto:shortcourses@dmu.ac.uk)  
W: [dmu.ac.uk/shortcourses](http://dmu.ac.uk/shortcourses)

**ADD DMU. PROFIT FROM OUR EXPERTISE**

## NEWS REVIEW



▲ Britain's Next Top Model contestant Charlotte Holmes is to be the face of **Fred & Ginger's** new Moulin Rouge inspired SS11 collection.

The range features peephole knickers with chantilly lace trim, a Bella knicker and bra set with feather trim and a body suit, with sheer Chantilly lace cups and stripe side panels.

Fred & Ginger founder Victoria Holt worked as senior fashion designer for international fashion house Jenny Packham London prior to launching Fred & Ginger in 2007. She featured in an hour-long episode of Britain's Next Top Model last season, directing a Fred & Ginger shoot, in which Charlotte Holmes modelled her pieces along with other contestants of the TV show.

✔ **Miss Mandalay** has announced that it will be introducing an HH cup to its range of cup sizes.

The first HH cup style will be the nautical inspired Harbour Club swimwear for Spring 2011 and will be sold to key stockists,



including Bravissimo.

Miss Mandalay currently offers a size range of 28" – 38" in C – GG cup sizes, for both lingerie and swimwear.

Stock swimwear will also be available to buy all year round from 2011.

✔ A pair of underpants rumoured to have belonged to the Queen are to be sold at auction.

**Hansons Auctioneers** will be selling the lingerie on behalf of the estate of Miami playboy 'Baron' Joseph de Bicske Dobronoyi.

Dobronoyi was given the underwear by a friend after the Queen allegedly left it on a private plane during a visit to Chile in 1968.



**Miss Fit UK** director Nikki Hesford won recognition last month at the 2010 NatWest everywoman Awards.

The businesswoman received the Artemis Award for the most inspiring entrepreneur up to the age of 25, a category sponsored by Crystal Clear.

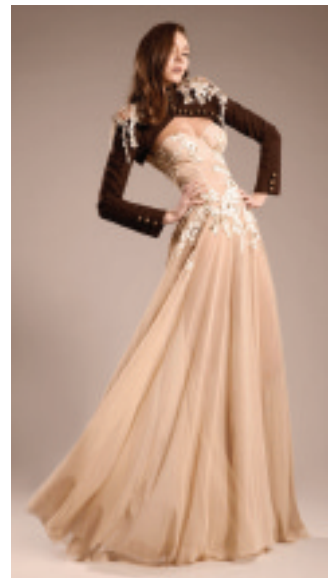
On Hesford's achievement, Crystal Clear managing director Sharon Hilditch said: "This award is very close to my heart, having started my own career straight from school aged just 15, and with no qualifications. I recognise the hard work, motivation, passion and dogged determination these young women have shown, not only in getting their ideas off the ground, but in keeping building on their success."

## FIRST STITCH CELEBRATING EMERGING TALENT

**Laura Ramsay** graduated from the Fashion & Contour Course of De Montfort University in summer 2010.

Her final year collection was featured on the London Catwalk at the Freemasons' Hall and included a selection of military styled jacket and coat styles sporting classic army 'brass buttons', counterbalanced by delicate, transparent flesh toned bras, briefs, shapewear, a pantsuit, tailored trousers and a flowing gown.

Ramsay's inspiration came from primary drawings made during visits to The Imperial War Museum as part of her research for the Hand & Lock global embroidery prize, for which she was successful in achieving third place.



» Are you a student or recent graduate and want to be featured in First Stitch? Email [info@lingerieinsight.com](mailto:info@lingerieinsight.com)

## STORE ENVY



### LINGERIE COLLECTIVE, 8 Ganton Street, London

London's Lingerie Collective opened its first pop up store on Ganton Street in the capital's West End, on November 18.

Lingerie Collective describes itself as a group of independent UK and international lingerie designers with a shared passion for exquisite

lingerie, hosiery and accessories.

Brands appearing in the first store include a series of iconic names, such as Chantal Thomass, Dirty Pretty Things, Ell & Cee, Kriss Soonik, Lascivious, Marlies Dekkers, MC Lounge, Mint Siren and Modern Courtesan.

» Got a Store Envy suggestion? Email [info@lingerieinsight.com](mailto:info@lingerieinsight.com)



*Bestform*  
Lingerie

*Lousiana*  
in C to G cup

VFB Intimates UK Limited Block L, Unit 1a Westway Park Porterfield Road RENFREW PA4 8DJ Tel: 0141 885 4730

Bra Style 12741  
Brief Style 02741

Stand C 15  
Moda- Lingerie & Swimwear

VOICE OF THE INDUSTRY

# What impact has the internet had on lingerie marketing?



**ZOE FOX**  
marketing manager, Mio Destino

**A**s the internet evolves, exciting new marketing opportunities arise to increase companies' customer base. I recently spoke to an independent lingerie retailer in County Galway, Ireland, a few weeks ago, who discussed the possibility of closing her store of 10 years due to a decline in customer sales. She talked about the trend of women in her village who were either buying from larger cities, shopping online or purchasing lower value items in her store. I couldn't help but share her despair at the thought of being reliant solely on customers from one small and economically deprived Irish town, when there's a whole world of buyers available through the world wide web. Having said that, gearing up to sell online is no small endeavour, requiring significant financial and human resources, but the additional sales can mean the difference of survival in this economy.

One new marketing method worth investing in is social media, using Facebook, Twitter or blogging. Social media provides a new vehicle to reach and engage with customers, strengthening the customer

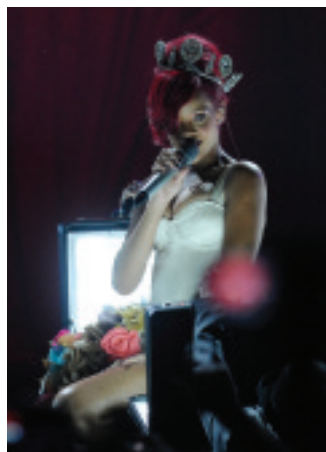
relationship and brand recognition. For retailers, it provides a wonderful opportunity to develop a brand 'personality', which can otherwise be tricky when we are unable to meet our customers personally.

Social media's culture allows for a much quicker and more casual communication. The lead time to offer promotions is significantly reduced, so it can be a great way to run a quick promotion to drive sales. Also, it is much more personal and conversational in nature, providing a friendlier tone, which most people prefer. Sometimes, however, it is out of your hands as a social network's community is empowered to become the voice of the brand.

For small businesses, it presents a low cost, high return marketing initiative. It can be a rich source of links and traffic to the website, and often introduces new groups of community-specific traffic who share the same niche interest. Ultimately, of course, the goal is to convert this traffic to sales.

Social media is no different to any other traditional marketing effort and success will rely on clever creative, delivering a consistent message and, as always, good old hard work.

## NEWS REVIEW



⤴ Singer Rihanna has appeared on the January cover of GQ magazine, wearing lingerie by **What Katie Did**, **Fifi Chachnil** and **Repetto**.

The singer modelled the pieces as part of a photo shoot and exclusive interview for the men's magazine.

The cover image, taken by Simon Emmett, shows her in hosiery by Parisian brand Repetto, a bra from vintage brand What Katie Did and knickers by Fifi Chachnil.

⤴ **M&S** will be the first retailer to launch four different nude tones for lingerie, in a move set to mimic foundation make-up.

The new nude tones come as an addition to its Nearly Naked range, to which it will be introducing bras and knickers this January.

The four new tones are being launched in response to the success of a paler skin tone that was featured in former M&S collections.



**La Senza's** Cup Size Choir video has received over 1.8 million hits on You Tube in under two weeks.

The video, which launched on December 1, was the brand's first ever interactive Christmas viral and its first piece of viral activity since Sarah Hawkins joined as marketing director of the company in September 2010.

⤴ Swiss bank **UBS** has issued a strict dress code to its employees, instructing them to wear 'skin-coloured' lingerie.

According to the new code, underwear must not be 'visible against clothing or spilling out of clothing', but should be 'skin-coloured under white shirts.'

The 40 page document also outlined that staff should abandon colourful artificial nails, avoid flashy jewellery and not wear skirts that are 'too tight behind'.



California based company **RAJ Manufacturing** will be launching swimwear brands Ella Moss Isla and Spendid on **Tica London** in February 2010.

The company, which specialises in swimwear design, production and distribution, established a direct sell model for Europe and the Middle East last year.

**Eveden** has appointed Louise Grayson to oversee and develop its UK and international PR.

Grayson, previously of J Shoes and Dr. Martens, has joined the specialist lingerie and swimwear retailer in a period of expansion, after the purchase of French brand Huit in April 2010.

⤴ Got a story? Email [news@lingerieinsight.com](mailto:news@lingerieinsight.com)

## SPEAKERS' CORNER



**VICTORIA HOLT**  
founder & CEO,  
Fred & Ginger



**ANGELA HERTAULT**  
national sales manager,  
La Perla, Hornvale Ltd.

## WHAT DO YOU PREDICT WILL BE THE BIG BRIDAL TRENDS HITTING STORES IN 2011?

“Romance is the word for 2011. A fairytale wedding is possibly every young girl’s dream, but for Catherine Middleton the dream of marrying her Prince is finally coming true.

For the Fred & Ginger Bridal lingerie collection of 2011, we’ll be reflecting the elegance and refinery that is to be expected of such royalty. Soft hues such as ivory, silver and lavender are juxtaposed with the in-vogue royal blue. Flowing, luxurious, sheer chiffon with a silver threaded weave adds to the glamour of our most enchanting collection to date.

Not forgetting the glistening jewels that will be on trend, we’re opting for some simply stunning Swarovski crystals, which will glisten beautifully under the romantic candle light. At Fred & Ginger, we believe everyone deserves to be a Princess!”

“There is so much that is classic and timeless in Bridal lingerie. But, there are also undercurrents of trends which surface and create ripples.

Examples this season are structured strapless bra’s required for the predominantly sweetheart necklines to be found at Monique Lhuillier, or seamless to accommodate the figure skimming Grecian designs of Alice Temperley. Corsets are also a key feature in bridal lingerie and even the area of luxurious shape-wear has become a future trend.

Delicate lace lingerie with intricate detailing or tulle layers reflects a trend for romanticism. Brides are also not necessarily pairing ivory or nude lingerie with their traditional coloured gowns, but instead opting for alternative colours, whether that is a soft pastel or a daring statement red.”

## DIARY DATES

**15-16th January, Marina Bay Sands, Singapore.**

**Intimate World Asia** is a trade exhibition organized by ComExpo Pte Ltd. It showcases a wide range of products and services, mainly in the fashion, private labels, textile and intimates industry.

**16-18th January, The Music Rooms, South Malton Lane.**

The **Lingerie Collective** will be putting on a show of mid to high end lingerie brands, ranging from UK high fashion labels through to international iconic names. The ‘show for the more special brands’ is by invite only and is aimed at the main department stores, top end websites and high end boutiques.

**16-18th January, Kabelwerke, Berlin.**

The aim of **5 Elements Berlin** is to get all the relevant providers of lingerie, swimwear, spa and wellness clothing together in one location and create a central platform for the fashion industry.

**22-24th January, Porte de Versailles, Paris.**

The **Salon International de la Lingerie** is an international exhibition of lingerie, nightwear, corsetry, homeward, men’s lingerie, hosiery, body, underwear, terry cloth, swimwear, slippers and household linen. It is a focal point for lingerie fashion and the latest trends, with around 20,000 visitors each year.

**22-24th January, Porte de Versailles, Paris.**

The **Interfilere** trade fairs seek to showcase technique, know-how and fabric innovation, deciphering and anticipating tomorrow’s fashion trends. No fewer than 120 exhibitors from several different countries presented their Summer 2011 collections at the 2010 event.

## NEWS FLASH

Design-led maternity and nursing lingerie brand **HOTMILK** has launched a global initiative to find a new model, with the twist that no photos are required.

Described as the ‘inner beauty pageant’, the project aims to celebrate and empower new mothers, with entrants required to answer three questions about being pregnant.

The winner will be revealed as the face of **HOTmilk** in February 2011 and will receive prizes worth in excess of £3000, including products from premium skincare range Bloom and Blossom, and Mokopuna merino wool childrenswear.

For more news visit  
[www.lingerieinsight.com](http://www.lingerieinsight.com)



# Lingerie.com

INSIGHT

## MOST READ ONLINE



- 1** VIDEO: La Senza introduces Cup Size Choir
- 2** I'm a Celebrity bosses cut Kayla Collins swimwear
- 3** COLLECTION: Christies Lingerie AW 2010-11
- 4** Stella McCartney's Spring Summer 2011 collection
- 5** Wolves football club launches lingerie range
- 6** Chantelle models La Senza Christmas line
- 7** X Factor star's hooker granny poses in lingerie
- 8** VIDEO: Akon serenades Victoria's Secret angels
- 9** Kayla Collins secures celebrity chest in monokini
- 10** Kate Middleton's bridal lingerie to remain secret

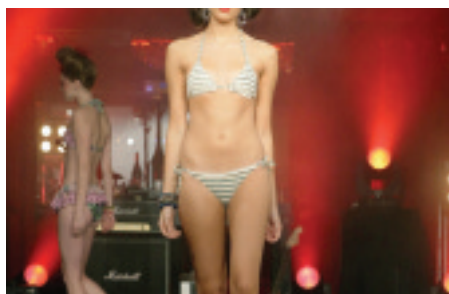
## EDITOR'S CHOICE



### VIDEO

#### Damaris Christmas Card

Luxury lingerie brand sends out an erotic Christmas greeting from designer Damaris Evans and independent film director Justin Anderson.



### GALLERY

#### Paolita rocks Helsinki catwalk

Swimwear brand Paolita takes to the catwalk in Helsinki alongside collections from big names, such as D&G and Michael Kors.



### COLLECTION

#### Fred & Ginger SS11 range

Former Britain's Next Top Model contestant Charlotte Holmes models the Fred & Ginger range, inspired by Moulin Rouge.



### SURVEY

#### Men spend twice as much on mistresses than wives

Infidelity service Ashley Madison reveals the most popular Christmas gifts for illicit lovers include lingerie and jewellery.



## LINGERIE TWEETS

« Not only is our Tilly range in the London Evening Standard today, it's on the Front Cover - Yay! »

@missmandalay

"oh no! I really don't hate 'fat women'. I'm a 34e myself (and 9 months pregnant)"

@LOVEofPsyche @tallulahlove

"Just had a delivery from Lise Charmel, can't wait to unpack it! leopard print, leopard print and more leopard print roaaaaa!!!!!"

@HoneysLingerie

"Miss B & Co are vetting glamorous London locations for the Boux Avenue launch party. Any fabulous suggestions?"

@BouxAvenue

Naomi & Nicole<sup>®</sup>

# RearLifting

FIRM CONTROL



New for 2011 Naomi & Nicoles Unique Rearlifting Shapewear.

They are lightweight sheer fabric that is airy and very comfortable, making them the perfect shapewear for under any clothes. This group of garments are specifically constructed to flatten the tummy and lift the rear with Firm Control.

Patricia  
EVE<sup>ltd</sup>

## Shaping the Future!

P.E.P - Units 1 & 2, 11 Stonefall Mews, Harrogate, HG2 7PS

Tel: +44 (0)1423 885374 Email: [info@patricia-eve.co.uk](mailto:info@patricia-eve.co.uk)

Website: [www.patricia-eve.co.uk](http://www.patricia-eve.co.uk)

# *The World Is Not Enough*

BACI LINGERIE REVEALS  
ITS MASTER PLAN TO  
DOMINATE THE WORLD  
OF AFFORDABLE LUXURY  
LINGERIE.

**T**he mastermind behind the \$300 million global launch of Baci Lingerie can be exclusively revealed as "Richard".

No second name. No biography. Just Richard.

The name doesn't quite have the chilling ring of Blofeld or Goldfinger, but the mysterious Richard might become just as feared by lingerie brands that Baci Lingerie believes are dramatically failing their customers on style, quality and value.

These brands are about to discover what happens when the billionaire Richard decides to spend his retirement spreading beauty and joy around the world in the form of stunning lingerie that will retail at 95 percent below the price of rival luxury brands.

Baci Lingerie's chief operating officer, Robert Rosen, describes Richard as "a major player in a variety of industries such as technology, cars and jewellery." But, as he approached retirement, he wanted to create a global brand that will bring beauty and happiness to as many people as possible.

The vehicle for the global export of that beauty and happiness is Baci Lingerie. "He has developed a 10 year master plan for Baci Lingerie and this is only year one. The industry better watch out for the magic that is going to be unleashed upon it," warns Rosen.

The vision for Baci Lingerie is simple, as Rosen explains. "Rather than selling lingerie that only a few can buy, Baci Lingerie makes it possible to provide lingerie to a greater number of people



2

Black lace set from  
Baci Lingerie's  
new Black Label  
Collection.

by providing low-priced products that contribute to helping more people feel better about their lives. Most companies do the exact opposite and try to make the most beautiful lingerie for the most expensive price.”

“We want to combine the look and feel of Agent Provocateur and La Perla with the lowest prices in order to open the market to a greater amount of people,” Rosen adds. The promise is for Baci Lingerie to compete with these brands, but to be 90-95 percent less expensive.

Customers will make their own assessment of whether Baci Lingerie can deliver on its promise to deliver luxury at such affordable prices when products hit the UK this spring, but few chances have been taken when it comes to creating the back end infrastructure.

“We paid Mr. Rofe [president and CEO of International Intimates] 1 million Euros and others to get the knowledge to produce the best quality products in the same factories as, for example, Victoria’s Secret,” explains Rosen.

No expense has been spared on the marketing of the Baci Lingerie launch. “The philosophy and concept is based on offering a wide range of well-designed, high quality lingerie with the best photographs and art work, the best packaging, at the lowest prices in the world,” says Rosen.

When a new collection is launched, the company invests around \$3m creating and publishing 10,000 look books that are printed on 270 gram Japanese paper and weigh in at close to 3 kilos. “These books are for every store owner so they can see, feel and touch how much love, passion, attention to detail and care has gone into bringing Baci Lingerie to life,” explains Rosen.

This perfectionism delayed the launch of Baci Lingerie by two years, Rosen reveals exclusively to Lingerie Insight. “A few million dollars were invested to start the brand and the photos were taken, but they were not the exquisite artwork which is now Baci Lingerie. Everything was printed and photos were set, but at the last minute the investor scrapped the whole project because in his eyes it was not perfection. We shot everything over again in



2

## BACI LINGERIE IN BRIEFS

Baci - pronounced Bah-chee - is the Italian word for 'kiss'. The company says there is nothing more beautiful than receiving a kiss.

The company is investing \$25m in the first year and \$35m in the second year to launch the global brand. Over \$300m could be invested over the first five years to build up a global network of concept stores.

Baci Lingerie claims to have no sales people on its staff. It has people who share its owner's passion for creating sexy lingerie for a fair price, and watching it sell itself.

prestigious castles and the end product is the amazing photos you see now.”

The business hopes to go global this year with the roll out of a franchising model that will allow retailers to create Baci Lingerie boutiques with virtually no upfront investment, as Rosen explains. “In conjunction with global partners, we are developing 3000 stores worldwide on five continents within the next five years. Baci Lingerie is developing a unique twist to franchising that provides partners with the concept and tools for them to develop and open stores within their territories in a very quick period of time.

“We do not call it franchising because we do not take any franchising fees and no royalty fees. We provide all the POS, brand concept and license; pay for fixtures and furniture for free and we only start to earn money when the stores sell a lot. If we must name it, let's call it 'Franchising for Free.'”

A UK partner was signed in December. ABS Holdings, the country's largest adult wholesaler, will trade as Baci Lingerie UK.

The company's chief executive, Tim Hemming, told Lingerie Insight at the time: “We're delighted to be partnering with Baci Lingerie, and very much looking forward to launching the brand to the UK trade in the New Year. The garments, packaging, point of sale materials and merchandising are incredibly aspirational and luxurious, easily rivalling the most prestigious European lingerie brands... We can't wait to take



3



4

**2**  
*Black lace babydoll from Baci Lingerie's new Black Label collection*

**3**  
*Champagne silk robe from Baci Lingerie's new Black Label Collection*

**4**  
*A model poses on a pool table wearing partyhose from Baci Lingerie's new Black Label Collection.*

## JUST ONE QUESTION

**Sum up the global exotic lingerie market today in five words or less:**

**“Expensive, more expensive, most expensive” - Robert Rosen, chief operating officer, Baci Lingerie**

delivery in February.”

Baci Lingerie UK aims to open 50 of its own stores over the next five years, and to open a further 50 independent franchised stores over the same period.

Not all stores need to be mono-brand Baci Lingerie stores, although those that do fully commit to the brand will receive the full package of support including POS, furniture and fixtures.

Online retail strategies will be developed on a territory-by-territory basis, but Baci Lingerie UK will not be the exclusive online retailer for the brand, nor will there be a global e-commerce website competing with independent retailers for sales.

Online retailers can sell Baci Lingerie alongside several other brands. “We do not see any problem with that because we believe the best brands will sell and ultimately win. Each of the Baci Lingerie brand owners can decide their own policy in their respective countries,” Rosen confirms.

The initial Baci Lingerie launch collection of 500 styles was an erotic lingerie line that is expected to sell predominately through Baci Lingerie UK’s

network of adult stores.

The second collection, which will include an additional 550 styles under the name of the Black Label Collection, will be a high end lingerie range that Rosen describes as, “similar to European chic in style, but 95 percent lower in price than other brands such as La Perla and Agent Provocateur.”

“The Black Label Collection is something the world has never seen before and will change the way people view the lingerie industry forever. The combination of the first and second collections will have more than 1250 styles of beautiful lingerie by January 2011 so that there will be a style of lingerie for every woman in the world,” adds Rosen.

The product launches won’t end there, and the company intends to move beyond its formative lingerie lines this year. There will be a sub-collection of 250 styles of reusable glamour eyelashes launched in 2011, followed by a collection of 150 fantasy costumes known as Dreams by Baci Lingerie. Photo Shoots for the Dreams collection will cost almost \$3m and will demonstrate the costumes in a range of ‘real life’ situations. For example, the promotional shots will see sexy flight attendants on board a real Jumbo Jet, Rosen discloses.

A men’s brand will be launched in 2012, although details of the collection are being kept under wraps for now. Swimwear, bridal wear, holiday collections, club wear and toys are also on the agenda within the first five years.

By then, Richard may be well on his way to world domination – at least of the lingerie market. More importantly, a new brand that has the potential to set the UK high street alight with smoking hot designs, a radical business plan and a game-changing pricing structure, is likely to have emerged.

Richard refuses to be the public face of the Baci Lingerie brand, but he does give Lingerie Insight a single quote that reveals his guiding philosophy: “The highest use of capital is not to make more money, but to make money do more for the betterment of life,” he states.

“This quote,” says chief operating officer Rosen, “is really the story of Baci Lingerie.” ❖



5

5

*Baci Lingerie model makes a statement with wings for Black Label Collection shoot.*



SIL Paris: Hall 4, stand no. a27-b30  
Moda Birmingham: Stand no. B14

Contact: Julie Robb, T +44 78 16 84 74 73



# LINGADORE

# TOUR DE PARIS

THIS MONTH, THE PORTE DE VERSAILLES WILL BE PLAYING HOST TO TWO OF THE INDUSTRY'S MOST IMPORTANT TRADE SHOWS. WE PROVIDE A GLIMPSE OF WHAT TO EXPECT FROM THE SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIERE EVENTS, AND BRING YOU A PREVIEW OF SELECT EXHIBITORS.

## SALON INTERNATIONAL DE LA LINGERIE

**DATE:** January 22 - 24, 2011  
**VENUE:** Pavillon 3 & 4, Paris Expo, Porte de Versailles.

**THEME:** Urban Universe

### PAVILION 4

**Be Essential** - corsetry, daytime lingerie, stockings and tights  
**Be Chic** - designers, luxury collections  
**Be Spicy** - young designers, avant-garde collections  
**Be Men** - underwear, homewear

### PAVILION 3

**Be Lounging** - homewear, loungewear, nightwear, interior collections

### NEW EXHIBITORS

New exhibitors include: **Baci Lingerie**, **Triumph International**, **Twin Set**, **Gemma** and **Med**

### KEY EVENTS

**Lisa Charmel** will celebrate 35 years and shine the light on haute couture lingerie on January 22 with a fashion show event (by invitation only).

**Triumph** launches its new Essence label with a private party on January 23 (by invitation only).

**Empreinte** presents an avant-premiere of its latest innovation at the trade show.

### BACI

#### INDUSTRY BLINKS AT BACI'S £22.5M BLACK LABEL COLLECTION

**B**aci Lingerie will be arriving in Paris with its \$35 million (£22.5 million) second line, the Black Label Collection.

The range, which includes 550 styles, is described by the brand as 'similar to the European chic style, for 95 percent lower prices than brands such as La Perla and Agent Provocateur.'

The company will also be exhibiting a sub-collection of eyelashes at the show. It will include 250 styles of easy to use, reusable eyelashes.

In keeping with Baci Lingerie's previous collections, each of the 250 styles of eyelashes has been photographed, so that every style will have its own setting with pictures from a variety of angles. A video format will also be available for each style, with a clip detailing the correct procedure of how to apply and put on the eyelashes.

### HUIT

#### HUIT GAINS INSPIRATION FROM EXOTIC 30S CHINA

Huit will launch a new collection with an exotic 30s Chinese influence at the Paris show this year. New ranges introduce deep and intense tones, including opium, olive, lacquer and moca.

Titles of new pieces include: Peking Pink, Mrs. Wang, Love in Shanghai, Nuit Celeste, Tigress and Dragon, and In the Mood for...



**ELISE ANDEREGG****DAVID LYNCH CINEMA INSPIRES ELISE ANDEREGG**

**T**he new Autumn Winter collection from Elise Anderegg has been inspired by the cinema of David Lynch.

Motivated by the street and introducing colour back to Winter, Elise Anderegg has moved away from the traditional pastels with a more modern offering.

She looks to the colour and beauty of women, and glimpses of dreams, with her use of flashy primary shades, such as green, red and electric violet.

"I really like the film of Lanvin for H & M...like a black movie... and I wanted to communicate something more arty," Anderegg said.

"I use only silk. Every line is in silk. We decided to develop the silk and I wanted to have this 'label' Elise Anderegg=silk. I also



use a lot of laces from France. We have partners like Solstiss, Noyon and Codentel, and have the label 'lace of Calais' on the products."

Anderegg is continuing to develop her line 'My Little Black Nuisette,' a range of camisoles that can be worn either for sleeping or partying. She also has high end line 'Les belles en dentelle,' which features chantilly lace in lycra from Solstiss and Strass Swarovski in electric violet.

"I have a print this season which is very 'animal'," she added, "a big leopard in electric blue, sexy and very fifties....with silk and satin ribbon.

"I also have a line in stone-washed silk, combined with chiffon. This is not a traditional silk, but inspired more by ready-to-wear."

**GILDA & PEARL****GILDA & PEARL RE-WORKS COLOURS FOR AW11**

Gilda & Pearl will be continuing with the Bacall and Goddess lines, as well as the bestselling How to Marry a Millionaire set for AW11.

The season's collection will feature rich citric greens, deep Azalea pinks, classic steel blues and delicate gold French laces.

The 'Marlene' will be re-worked in deep citric green with gold French lace overlay. Bestsellers Bacall and Backstage on Broadway will continue in their original colours, in addition to being re-worked in the season's colours.

New nightwear styles featuring bias-cutting and signature over-size bows will also be introduced, as well as a bridal range featuring silk and chiffon gowns, nightwear and bridal knicker/garter sets personalised with delicate crystal.



**PLAYFUL PROMISES**

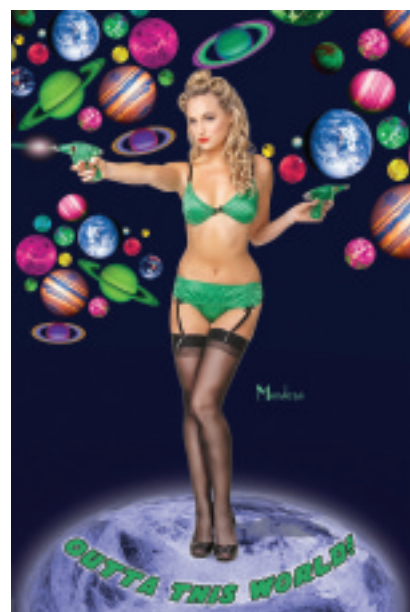
**PLAYFUL PROMISES PUTS ON A SHOW**

**P**layful Promises will be bringing the Circus to town this year with its AW11 offering. As part of the brand's new collections, with their Circus and Showgirl themes, Playful Promises will also be presenting two limited edition

pin-up Circus tins, with artwork that represents the knickers inside. In addition to the AW range, the company will be exhibiting its SS11 Sweetheart collection, which includes collections Outta This World, Sweetheart, The Mrs. Blush and Headline Honey.

**THE FIGURES**

- 48th** edition
- 18,808** visitors to the 2010 Salon International de la Lingerie
- 58%** international visitors
- 102** countries represented
- 550** brands exhibiting
- 100** new brands
- 72%** international brands



**MA MIGNONETTE**

**MA MIGNONETTE INVITES THE CATS TO PLAY**

For AW11, Ma Mignonnette will present 'The Pussycat's Tea Party,' a lingerie collection promising a sumptuous feast of the most devilish desserts, fine English teas and raucous parlour games for cats to play while the master is away.

The colour palette features Victorian plums, soft peppermints, strawberry pinks and a dollop of rich cream, while fabrics include silks, lace ruffles and pastel leathers with intricate detailing.

Designs are in keeping with the Ma Mignonnette asserted signature style: 'elegant and enhancing, whilst discreetly risqué and unashamedly flirtatious.'

**MADE BY NIKI**

**MADE BY NIKI STRINGS IT OUT**

Lingerie brand Made by Niki will exhibit its SS11 and AW11 'String' collection at the Paris show.

The range, which features a seductive 'String' bra, body and chaps, seeks to complement the existing 'Rare' limited editions, such as the Loveletter, Groomed, Rosary and Geisha sets.

Each 'Rare' edition is made in a collection of no more than 100 worldwide and comes with a certificate of authenticity and hand-painted gold number label in Niki's own handwriting.

Only available in the 'world's most exclusive boutiques', they are aimed to appeal to lovers and brides, with a focus on Valentine's and special occasions.



**LEJABY****LEJABY BIGS IT UP IN PARIS**

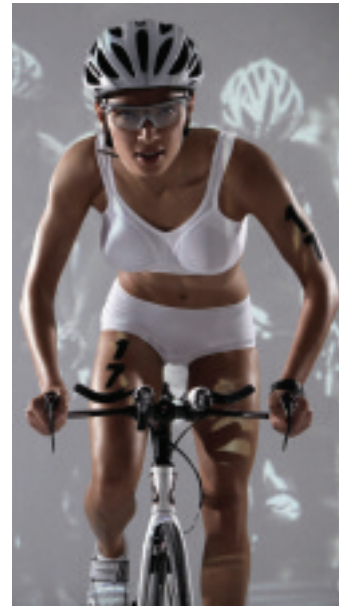
**L**ejaby has expanded its ranges to recognise the growing market for larger cup sizes this 2011 and will be introducing a new loungewear line.

The year sees the total integration of Lejaby's larger cup size products, formerly known as Elixir, into the Lejaby collection. Now known as Lejaby Cups +, the brand will show a range

of styles in A to H cups with structuring that is specifically adapted to the body types of women with larger busts

A technologically and stylistically modernised 'second skin' invisible range will also be available at the show. Likewise, a new offering in briefs, from the lightweight through to sculpting shapewear, will be revealed for the first time.

Notable collections from the brand, which visitors should look out for, include: Entrelacs, a reworked timeless classic combining textronic lace and fine fishnet mesh, Plumme, in vibrantly coloured embroidered tulle with peacock-feather like embroidery, Manoir, featuring floral patterned lace with subtle Swarovski crystal, 3D Zire, Gloss Resille and Houndstooth.

**FREYA ACTIVE****FREYA ACTIVE STAYS COOL FOR AW11**

Freya Active will come to Paris with some key new additions to its AW11 range.

The brand will be introducing a bold statement moulded racer back sports bra, with some new styling. The soft moulded cup features breathable spacer fabric for high performance, but with medium coverage, allowing for a more flattering silhouette.

A new padded hook & eye with a soft seal provides extra comfort and makes it particularly good for mat work. One of the key features, a racer back, allows optimum support with reduced bounce.

A short and thong will be introduced to sit alongside the moulded racer back bra and existing, soft cup and underwired options. With a deep leg, supersoft waistband, and the Coolmax Fresh fabric, the new style short aims to complement any exercise regime, while antibacterial properties seek to neutralise the workout and keep the wearer fresh. Both the short and the thong will be available in black with aqua to match the new storm and nude bra colours.



**FLEUR OF ENGLAND**

# FLEUR OF ENGLAND CELEBRATES 10TH ANNIVERSARY

**F**leur of England is marking its 10th Anniversary with five new distinctive collections for AW11.

The brand has identified a series of moods for the season as inspiration: Iconic, Electric, Darling, Kitty and Exquisite.

In Iconic, onyx black silk and fishnet strips have been combined with wide elastics to create a strong 'body contouring' story. French Levers lace and silver accessories finish this fiercely feminine collection. This classic black collection, with its contemporary edge, features cross-over straps and a cut-out derriere shortie.

With Electric, the name of the collection says it all. Electric blue silk satin and mesh have been combined, forming modern, clean lines and sheer panels to inject some energy into the silhouette. The collection features silk straps and a racer back cami.

Classically Fleur of England, Darling features blush silk satin and silk georgette, defined by eyelash noir French lace.

Inspired by 50s pin-up glamour with a 2011 edge, Kitty uses Leopard print and black mesh to create a playful, 'modern vintage' mood.

Exquisite is made of antique gold and black pearl silks, which are entwined with sparkly French Leavers lace. The lines seek to be clean and sexy with a 70s 'bond girl' spirit.



**NAOMI & NICOLE**

## NAOMI & NICOLE LAUNCHES REAR LIFTING COLLECTION

Lingerie brand Naomi & Nicole will be launching an innovative new Rearing Lifting Collection at the 2011 Salon International de la Lingerie show.

The new collection of garments incorporate firm control shaping zones into a lightweight sheer fabric that aims to be comfortable and easy to wear under outfits.

The company claims that the range, which has been constructed to flatten the tummy and lift the rear, is completely different from anything else on the market.

Rather than the traditional 360 degree shaping delivered by a shapewear garment, this collection is engineered to deliver the shaping where it most counts, while making it easy to slip on and off and comfortable to wear all day.

**FREYA ACTIVESWIM**

## FREYA ACTIVE SWIM LAUNCHES IN PARIS



Freya Active will be taking to the pool in Paris with a new line of swimwear, including a suit and tankini.

A key feature of Active Swim will be the innovative new fabric, Sensitive Life Soft, a soft handle textile with quick drying and chlorine resistant properties.

Both suit and tankini seek to incorporate the same performance benefits as the Active Sports bra, with a soft yet supportive inner cup made from rigid simplex, providing in built comfort.

The suit and tankini feature a crossover racer back with a swimwear clasp. The back wing is powernet for anchorage and support. A classic cut leg finishes this new take on a performance suit.

The first season will see both design options launching in black with flashes of red and mocha, and black with aqua and mocha.



July 2011...More than just SWIM!

SWIM | LINGERIE  
SHOW & SHOW

The biggest and best has just gotten bigger...

The most comprehensive swimwear tradeshow in the world announces the launch of lingerie at the upcoming tradeshow

**July 16-19, 2011** at the Miami Beach Convention Center.

*Swimwear begins in Miami Beach!*



For exhibitor or retailer information: 305.596.7889 • Fax 305.596.7713 • [info@swimshow.com](mailto:info@swimshow.com) • [www.swimshow.com](http://www.swimshow.com)

# INTERFILIERE

**DATE:** January 22 - 24, 2011  
**VENUE:** Pavilion 3, Paris Expo, Porte de Versailles.

## SPECIAL FEATURES

### Meet Lingerie: Opened to visitors in mid-December

This free service for visitors allows them to plan their visit online, ahead of the show, by arranging appointments with exhibitors. The 'Meet lingerie' platform seeks to simplify procedures for visitors and optimise return on investment for exhibitors and buyers.

### The Essence of Exhibitors: Photo competition

Open to all Interfilieré exhibitors, the competition offers them an opportunity to express the essence of their company, through unusual, funny or intriguing images, featuring their team, working environment, products or events, etc. Exhibited on the external wall of the VIP/Press Lounge, the photos will be judged by visitors and the press. The winner will receive a communication pack for the July 2011 session.

## NEW AND RETURNING EXHIBITORS

### Access Folies - Details, such as beads, braids, buttons...

JDeal-Form (Italy)

### Brod'Cust - Embroidery

Walter Natter (Austria)  
 Liberty Tex (Taiwan)  
 Estar Tekl San Tic - Broche (Turkey)

### Designer Textile - Studios/ designers

Blue Scarabie Textile Design Studio (Canada)

### Lace It - Quintessential Lace

Gayou Lace Industrial (China)

### Neoskin - Knits, wovens, prints and embellishments

Colour Textil (Germany)  
 Shantou Jin Hai Warp Knitting (China)  
 Ritex 2002 (Spain)  
 Penn Italia (Italy)  
 Sitip Spa (Italy)  
 Tex Tile Enterprise (Taiwan)

## DESIGN OFFICES SHARE THEIR EXPERTISE

**Carlin International:** 22nd, 23rd and 24th January at 3.00pm  
**Concepts Paris:** 22nd and 23rd January at 1.30pm, 24th at 12 midday  
**Nelly Rodi:** 22nd, 23rd and 24th January 10.30am  
**Promostyl:** 22nd and 23rd January at 4.30pm

## SERAM

# SERAM PRODUCES TRIPLE THREAT

**S**eram will be arriving at Interfilieré with multiple strings to its bow. A producer and distributor of ornaments, for both the lingerie and swimwear industries, it has identified three distinct themes for 2012: Gourmet, Latino Travel and Bio Element.

The Gourmet theme involves a mixture of fruit and flowers. Materials and textures are worked on with natural inspiration (bouquets, flowers, sky, etc) and aerial graphics. Colours are soft, such as mauve, sky blue, grey, pink with hints of red, plum and old rose.

Latino Travel is the ethnic

theme of the season, inspired by South America. It encompasses the Latino world (tango, fishnets), ultra seduction with strong references to Frida Kahlo paintings and mixtures of risqué patterns. Colours are warm, such as red, fuchsia, pink, grape tempered with a few touches of royal blue, turquoise and green.

Bio Element is about a mineral, maritime effect, inspired by aboriginal designs and batik. Forms are pure and graphic, with untreated materials that are contrasted with more refined details (pearls, jewels, etc). Colours are inspired by natural elements, such as brick, brown, yellow, marine blue, dark grey and emerald.

- ACCESS FOLIES





**LIEBAERT****LIEBAERT WINS INTERFILIERE DESIGNER OF THE YEAR**

**L**iebaert has been awarded the accolade designer of the year for the 2011 January show.

The company, which will be celebrating its 125th anniversary in 2012, had a company turnover for 2010 of 34 million Euros, with 250 employees split between two Belgian production units.

The first plant weaves and dyes elastic tape (125 machines, including 35 jacquards for a capacity of 40 million metres). The second plant knits, dyes and digitally prints stretch fabrics (35 circular machines and 75 Raschel and warp-knitting machines for a capacity of 7 million metres).

Five types of machine have been developed specially at

Liebaert's request, including a 50-gauge knitting machine - the world's finest - which is used to produce the famous 'nanostitch' fabrics. This latest innovation was made possible thanks to the exclusive use of an ultrafine microfibre yarn.

Liebaert will be showcasing an AW2012-13 collection consisting of three themes: New Sculpture, Chic Folk and Liberty.

New Sculpture is a very textured theme, very 'couture', where spacer fabrics and sophisticated open nets co-exist in an unexpected way.

The base of the Chic Folk theme is a new trilobal shiny Nanostitch fabric. It seeks to perfect drape and soft touch, playing with the

light, with extremely fine stitches that disappear in the structure of the fabric. A range of fine gauge circular knit jacquard fabrics completes this theme of designs with structured tricot fabrics highlighting the alternating plain and transparent parts in the fabric.

For Liberty, prints are paramount. Small flower designs, spotted effects and aquarelles are mixed with a new charmeuse of the Nanostitch family, satinated, soft and functional. Small jacquards embellish the semi-transparent and clean cut tricots. A full pallet of precious deluster prints, new flocks and glitters complete the theme.

**-NEOSKIN**

**KALARAV****KALARAV ARRIVES FRESH FOR PARIS**

Kalarav is bringing a fresh vision to Paris this January, with a palette of cool colours.

The creative design studio, which includes the likes of Playboy, Sergio Tacchini, Miss Sixty, Sundek, Guru, and Golden Lady amongst its clients, has been involved in hand beachwear manufacture and lingerie design for over ten years.

Kalarev specialises in textile and graphic designs for fashion and works closely with its clients, for whom it makes patterns, collections and offers detailed advice on plans, for both Italy and the international market.

The company's collaboration with Ravenna art school helps it employ people with fresh ideas so that it can continuously update its patterns.

For two years, Kalarav has also collaborated with companies from China, with whom it has printed and shown work in the country.

**- DESIGNER TEXTILE**



**EUROJERSEY**

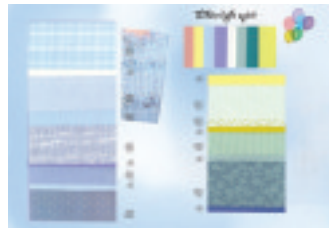
**EUROJERSEY FOCUSES ON SENSITIVE FOR SS12**

**E**urojersey has announced that the SS12 range it will present at Interfilere this month is to focus on Sensitive fabrics.

The new collection is built around the Sensitive Touch, Sensitive Sheer and Sensitive Plus fabrics, which aim to meet a number of different uses. There are three main themes: White Light Spirit, Household Taste and Live On The Water.

White Light Spirit attempts to respond to the desire to escape from routine and feel liberated. It has an innocent appeal that plays with cold, impalpable colours, watercolours with tiny geometric prints and a floral look. The textures are reminiscent of cotton and taffeta with their printed effects. The main fabrics used in this theme are Sensitive Touch and slightly matt Sensitive Plus, which seek to provide a cotton appearance that reflects the overall sense of lightness.

Household Taste is a return to the 'handmade' feel, with rustic-style period embroidery and a host of old memories. It seeks to revert back to 'our origins', on a search for classic designs and textures. There is a revival of patchwork mixed with floral pattern lace, small polka dots and Vichy fabric. Del-



icate pastel hues dominate the colour range: green, sky blue, light grey and antique pink. Lace plays a leading role with powder pink skin tones and a nod to the sky blue and printed lace decorations taken from the company's archives, which seek to emphasise the fake relief effects such as macramé and the sandblasted look. An important part is played by the featuring of Sensitive Touch with an eco print, which aims to provide a visual and tactile sand effect, through the use of a special colour range.

Live On The Water is a theme inspired by the call of nature and a return to primordality. It offers a selection of tribal stamps, as well as revamped and traditional camouflage and animal prints, with a very ethnic feel. Two elements – earth and water – join to produce green tones and shades of muddy brown. Patchworks of dark green lace with lace effect prints seek to provide a three-dimensional appearance. The main fabrics used are the light, ultra-fine Sensitive Seric Plus and the Sensitive Sheer, one of the latest fabrics dedicated to underwear which aims to 'envelop you like a second skin and is soft to the touch, fluid and shiny'.

**-NEOSKIN**

**SAKAE LACE**

**SAKAE LACE LAUNCHES GALANTE**



Asia's sole Leavers lace manufacturer, Sakae Lace, has announced that it will be introducing Galante this month at Interfilere.

Galante is the company's brand name for small bands knitted by a Leavers machine, made mainly of cotton with fine details.

With a large product range and creative design capacity, Sakae Lace works with a number of international brands, covering high-end lingerie, ready to wear and haute couture markets throughout the world.

The company is 52 years old and has factories located in Japan, China and Thailand, with large design teams in each factory.

**-LACE IT**

# The Show Must Go On

AS THE LINGERIE DIVISION DIRECTOR FOR EUROVET, WHICH ORGANISES KEY TRADE SHOWS SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIERE, **VALERIE LEMANT** IS ONE OF THE MOST INFLUENTIAL INDIVIDUALS IN THE INDUSTRY. SHE OPENS UP ABOUT HER ROLE IN ORGANISING THE SHOWS AND EXPLAINS WHAT TO EXPECT THIS JANUARY.

**V**alerie Lemant is the epitome of elegance as she sits, cross legged, on a couch in the French Ambassador's Residence.

"We are number one and being number one is not an easy place to be," Lemant says. "We always have to prove to the market that this is our right place – number one."

"When things are going very well, the big challenge is to go on developing new things, to go imagining what will be interesting for people, what will make the difference."

And this is exactly what Lemant intends to do with Eurovet's 2011 shows, for which it will be introducing a series of changes.

Perhaps the greatest of these is to alter the date of Mode City to July, the same month as the Miami Swim show. The move created a lot of controversy in the industry, with questions arising over whether the step is a direct challenge to the latter event. Lemant explains why this is not the case.

"It was a market decision and not made to fight with Miami Swimshow," she says. "Miami is, in terms of visitors, an American show, a local exhibition. In terms of exhibitors, you of course have international brands, but not as many as we have in Paris, not even half as many as we have in Paris."

She adds: "They are not positioned in exactly the same way as us. At Salon International and Mode City, we have 60 percent of international exhibitors, which is not the case at all in Miami. And, in Paris, we have 60 to 65 percent of international buyers, which is not

the case at all with Miami."

Lemant hopes that this change in dates will help attract a greater number of British buyers to the event. Currently, British visitors appear only 6th on the list in terms of visitor numbers to the Paris shows, but this is something the director hopes to fix.

"We are quite sure that new dates of Mode City, which we are launching in July, will attract a lot of British visitors," she says, "as that is the right period for them to source collections. I had a meeting this morning with Kelly Isaac (owner of Modern Courtesan) and she confirmed to me that these dates are great for British buyers, be it Harrods or smaller retailers."

Lemant will also be changing the format slightly for Salon International de la Lingerie this year with a new catwalk concept. For the first time last year, Eurovet dedicated an entire hall to loungewear and, due to its success, this year the organisation has decided to take the concept a step further.

For 2011, it will be introducing two catwalks, one in the morning dedicated to lingerie and one in the afternoon dedicated only to loungewear.

"It is a new way to provide this offer, because the figures for loungewear sales are growing," Valerie explains.

There will also be a village in the centre of the show, which will seek to act as a 'living place'. Within the village will be a number of houses, one of which will be dedicated to lingerie and include twenty pieces; ten of these will reflect 'not to miss' trends and ten will be ecological products.

The need to constantly update and



develop the best trade shows in the business is a lot of work, but work Lemant seems passionate to continue.

"I am working from 8.30 to nine am in the morning to seven to 7.30 pm in the afternoon," she says. "I have two children and I am travelling a lot. I am not home at night before 7.30 to eight pm and my children come back at five pm. It is not a problem... but it will be more positive for me in ten years if I realise that my contribution to all these stories has been a positive and an active one."

Will it be worth all the hard work? "[It will] when the show is still running," Lemant says, smiling, "when the name of the show is still strong and positive, and we have 150 exhibitors coming from Great Britain." ♦

**1**  
*Eurovet lingerie  
division director  
Valerie Lemant  
at the French  
Ambassador's  
Residence.*



# TOP Marks

RETAIL GIANT MARKS & SPENCER ACCOUNTS FOR A THIRD OF ALL LINGERIE SALES ACROSS THE UK. BUT WHO IS THE FACE BEHIND THE HIGH STREET STORE'S SUCCESS? KAT SLOWE CATCHES UP WITH HEAD LINGERIE DESIGNER **SOOZIE JENKINSON** TO DISCUSS HOW SHE RECEIVES HER INSPIRATION AND TO DETERMINE WHAT DEVELOPMENTS MARKS & SPENCER HAS IN STORE FOR 2011.

1

“Some people think that designers have a crystal ball,” Marks & Spencer (M&S) head lingerie designer Soozie Jenkinson says, “that we look into the future and predict what is happening. I guess there is a bit of Mystic Meg in all of us.”

It doesn't take psychic powers, however, to divine M&S' performance over the past couple of years. The company has over 600 stores located throughout the UK, ranging from large out-of-town and flagship stores of over 100,000 sq ft, to Simply Food stores of around 7,000 sq ft. Its largest store is located at Marble Arch on London's Oxford Street and has around 170,000 sq ft of selling space.

Underwear is one of the retail giant's key products, with about a third of all women in the UK buying their lingerie from M&S, three times as many as its closest rival Primark. The retailer sells 21 million bras a year, - that is 45 bras for every minute its stores are open - 50 million pairs of knickers and 28 million pairs of tights.

Jenkinson is the driving force behind the department and the responsibility of her position does not go unappreciated.

“A good two thirds of women have M&S lingerie in their underwear drawers - for sure,” she says. “It is a huge responsibility... If you sit on the tube on the London transport system and look at what people are wearing, the majority of

women are not wearing catwalk fashion. My role is very much about producing lingerie for every woman, every type. I find it extremely exciting, very challenging and incredibly rewarding.”

Jenkinson never intended to enter into the world of lingerie, admitting ‘it was a bit of a mistake.’ She originally trained as a womenswear designer, but asserts that she was absolutely passionate from the age of around three years old about going into design.

“My parents remember me sitting in front of a television with a sketch pad in hand,” she says. “Whilst my parents were slightly dubious about me taking a creative role on and wanted me to be either a teacher or work in a bank, I was really passionate about getting into fashion.”

After employment with a number of high street fashion retailers, the designer started working with M&S in the early nineties as a freelance fashion consultant, in order to provide the benefit of her fashion knowledge and experience to their lingerie range. The partnership was a success and, after just a few seasons, the retailer took her on full time.

Jenkinson has now been with M&S for around 17 years and they have been busy ones. With around 1300 lingerie, sleepwear and hosiery garments in its range at any one time, juggling multi-products and multi-seasons is a key part of anyone’s role in the department. She is currently ‘neck deep’ in the product design stage of Autumn Winter and in the process of buying Autumn.

The head designer is normally working on at least three seasons at once, so there is ‘never a dull day.’ The retailer puts product into its stores in about 10 different phases each year, but plans and develops product four times a year, concentrating on the Spring, Summer, Autumn and Winter seasons. The longest season is Summer, whereas Spring is ‘relatively’ short.

“I don’t personally design everything,” Jenkinson says, “but I am certainly involved in the product development process all the way down the track to the final buy of our ranges, so I do know all of those 1300 products quite intimately.

“My responsibility is to research and then provide the creative direction for



our business and to really communicate that to our buying teams, to our suppliers and create a product direction strategy that is very commercial for all of our customers.”

The biggest difficulty that Jenkinson faces is related to timing, with the current lead times for bras presenting a challenge. Changing colours or prints, or even creating some of the easier constructive garments, such as vests or knickers, is a lot easier and M&S is able to react quickly in these areas to public and catwalk trends.

“I think being in a trading mentality, as well as a design mentality, and constantly being on the ball of customer feedback really helps us stay market

leaders,” Jenkinson says. “There are always best sellers and there are always worst sellers. That’s the nature of product.”

And, it is not just keeping an ear to the ground over what is selling and what is not that is key to the designer. Jenkinson must also be able to predict future trends, something which for lingerie can be heavily dependent on the outerwear fashions. For 2011, she predicts that the Mad Men phenomenon will continue to gain ground and become increasingly mainstream. This will mean a growth in demand for shapewear and waist cinching pieces, as well as cleavage enhancing bras.

“From a womenswear perspective,

**1**  
*M&S head lingerie designer Soozie Jenkinson*

**2**  
*A Limited Collection longline Chambray bra set from M&S’ new SS11 range*

we are really seeing the whole Mad Men influence, the impact of Christina Hendricks,” Jenkinson says. “She almost is the new IT girl – the whole hour glass figure, that curvaceous 1950s silhouette, has made quite a big impact. And, particularly with designers like Louis Vuitton really reflecting that kind of look in their ranges, I think that will become a lot more mainstream into next Autumn Winter.”

According to the designer, nearly every woman wants a slimmer silhouette and a slimmer waist. She considers the Mad Men influence has enabled designers to concentrate on achieving this look through providing shape wear solutions with emphasis on the waist, as opposed to the hips and bottom, where the focus has been before.

In Summer 2010, M&S introduced a new bra that sought to create a ‘killer cleavage’ and claimed to increase a woman’s bust by two cup sizes. The piece has apparently been very popular and Jenkinson believes demand will only increase in 2011.

A countertrend to the Mad Men influence is the resurgence of 1970s fashion, with the trouser set to make a serious comeback. This could have a huge impact on lingerie, with a slim fit around the hips and waist pushing demand for the no visible panty line (VPL), as well as trouser socks.

The no VPL knicker seeks to create a very smooth silhouette with laser cut technology to ensure no ‘visible lumps and bumps.’

“We sell a phenomenal amount of no VPL knickers already,” Jenkinson says, “but once the trouser trend really hits next Autumn, that trend for no VPL knickers will really grow, and grow, and grow.”

Predicting trends is a relatively complex process, but for Jenkinson it boils down to three main things: research, research and more research. The designer and her team travel the globe to visit their suppliers, go to key industry trade fairs, both from a garment perspective and a fabric perspective, and compile feedback from customer focus groups.

In the past, the department has also



3

initiated ranges from customers who have written in, identifying a demand which it has not yet covered. M&S’ range of post surgery collections was developed in response to a plea from one of the retailer’s customers, who had been buying Marks & Spencer lingerie her whole life. She wrote into Stewart Rose and said that she had had to undergo breast surgery, after which she could only shop in niche boutiques or online retailers. She claimed that she was unable to find great value, affordable, attractive and feminine lingerie, with bras and knickers that matched.

“Stewart Rose actually handed me the letter,” Jenkinson says. “So, I immediately got in touch with the customer and we invited her in to hear her views. We then worked with her and with Breakthrough - and all of their supporters - to create the first high street post surgery lingerie collection.”

Jenkinson received a lot of feedback

from women who had surgery about their individual needs and recognised the difficulty in providing a line which would fit a wide breadth of people. With skin that had scarring or was particularly sensitive, she learnt that certain features, such as the width of the bra straps and the comfort of the bra wings, were key. She therefore used soft elastics and microfiber sewing threads in the pieces, while aiming to ensure they remained stylish, feminine and pretty.

In 2011, the head designer is looking forward to a number of new innovations. This January, M&S will be the first retailer to launch four different nude tones for lingerie, in a move set to mimic foundation make-up.

The new nude tones will come as an addition to its Nearly Naked range, to which it will be adding bras and knickers. The four new tones are being launched in response to the success of a paler skin tone that has been featured

3  
The Amazing 2 Sizes Bigger bra in leopard print for SS11

4  
The Amazing 2 Sizes Bigger Bra range, launched in June 2010, has been extended to offer more colours and prints for AW10 and SS11

in former M&S collections. The retailer measured a thousand women's skin colours with a colour spectrometer and used the average of those skin tones to create four complementary cosmetic-like shades.

Jenkinson says: "They are designed to be like foundation underwear. We are very excited about that, because it is a very innovative range, but it is also designed to meet the fashion look for the season."

The Nearly Naked collection is designed to be super light weight and invisible under clothing. The new line will incorporate unique flocking technology, similar to that used on old flocked wallpaper, on the inside edges of the knickers and the bra wing, to provide comfort of fit and to ensure the pieces remain in place. The collection will be available in stores and on the retailer's website from February 2011.

M&S will also be making an addition to its Perfect Fit range. M&S introduced the line last year, which uses memory technology to mould the bra cup to different breast shapes. In response to its popularity, the retailer will be

introducing a new strapless bra to the collections for the Summer.

Due to a predicted growth in the demand for 70s floaty dresses and maxi dresses, which are often produced without a lining, M&S will also launch a range of maxi-slips. The flip that the retailer has developed is that they will incorporate Cool Comfort technology to ensure the customer remains cool, without feeling they are wearing an additional layer.

With all aspects of the sector seemingly covered, the question of where M&S can go from its current position of market leader is one that it has clearly been considering.

"We are already market leader, clearly, in the UK, Jenkinson says, "so maintaining that position is very important, as is creating lingerie that responds to changing patterns of spending under the current economic conditions.

"One of our key strategies as a business is to grow internationally, so I am absolutely thrilled that we will be bringing our lingerie ranges to a much broader customer base globally and I think that is incredibly exciting." ♦

# Mature Market

AS WE ENTER INTO THE NEW YEAR, IT IS OFTEN GOOD TO GLANCE BACK AT THE OLD. **LI** INVESTIGATES WHY AGE IS SUCH AN IMPORTANT FACTOR IN THE INDUSTRY AND QUESTIONS WHETHER OR NOT THE LINGERIE SECTOR SHOULD BE OFFERING MORE FOR THE OVER FORTIES MARKET.



1  
Marion in white by  
Rigby & Peller

**A**s anyone who saw the recent lingerie photo shoot with X Factor star Katie Waissel's granny can testify, there are many different types of mature lady and not all of them look good in lingerie.

Modelling underwear has traditionally always been a young person's game but, with the over forties now accounting for a growing percentage of the market and an even larger share of disposable income, this could be set to change. House of Fraser head buyer Nancy Driscoll is in no doubt that it should.

"[It's a] great idea," she says, "as women of that age do not want to be patronised and would prefer to see the lingerie they are about to purchase on a realistic model."

There are a few brands who already employ older models. Louise Redknapp, 36, models for lingerie brand Triumph, Elizabeth Hurley, 45, models her own swimwear line Elizabeth Hurley Beach and Twiggy, 61, while she doesn't actually model the lingerie, is a face of M&S. Fifty plus lingerie brand Playtex also employs older models to wear its collections.

But, this is still not the norm, with the majority of brands appearing unwilling or nervous to employ middle aged models, perhaps with good cause.

There are a number of examples where campaigns featuring older women have backfired. Photos of Kate Moss, 36, modelling for French lingerie brand Valisere last year certainly caught the press' atten-

tion, but not for the right reasons. The model was widely reported to have been heavily airbrushed to achieve the flattering images, though the campaign's failure could have been due less to its celebration of age than its desire to disguise it.

When Pamela Anderson, at 40, modelled for swimwear brand Richie Rich during US Fashion Week, she was also heavily criticised by some members of the press and public, who accused her of looking 'a mess' and informed her that it was time to 'hang up her bikini.'

But, while such opinions are aired, there is a flipside to these comments, which aptly reflect that nothing worth achieving is ever gained without pain. Sex and the City's Kim Cattrall is the perfect example of a woman who has been praised and vilified in equal measure for her portrayal of a sexually liberated older woman, who is willing to – and frequently does – display her ageing body.

The popularity of such TV shows as Sex and the City, Cougar Town, Mad Men and Desperate House Wives, where Terri Hatcher was recently seen doing chores round the house in her undies, perhaps portray better than the adverts what women really want to be looking at. But, whether the shows actually have any impact on lingerie sales is a question that is still up for debate.

Debenhams released a report last year entitled 'The Cougar Effect.' The store claimed the over forties sector was its fastest growing market and that TV shows, such as Cougar Town, were giving women the confidence



to splash out on themselves. Rigby & Peller head of buying Mary McLeod, however, disagrees that TV programs are likely to have quite such a direct impact on the older consumer.

She says: "Any type of TV or film exposure of a product or certain shape can help to drive sales – look at the underwear as outerwear trend championed by celebrities, which has been translated by the High Street. Older consumers don't tend to be as easily led by TV; if they want to buy something sexy they will and Courtney Cox will probably have very little to do with that decision making process.

"On the other hand," McLeod adds, "Mad Men celebrating fantastic curves and the hour glass figure of the 1950s has been seen to affect fashion trends and sales positively as these ladies are seen as realistic and shapely role models for women."

And, whether as a result of TV or not, all seem agreed that women over 40 are now going for sexier items than ever before. With forties now the 'new twenties,' mature women are increasingly looking to revel in their sexuality and will buy lingerie that reflects this desire.

McLeod says: "The over 40's market are getting more fashion driven. We are seeing this by growth sales in bikinis rather than swimsuits and requests for more plunging necklines and trend colours.

"The over 40s customer is not prepared to settle for the products her mother did at the same age, so we are constantly revisiting our product selection to make sure we keep up with these trends."

She elaborates: "We find that a customer in her 40s can still very much have a younger taste and the products available within the industry often don't cater for that market. There should be no age limit on feeling and looking sexy and so we develop our own ranges with an ageless collection in mind that fills this gap and has naturally developed into a USP for Rigby and Peller."

DB Apparel head of marketing Julia Nolan agrees with McLeod, adding:



- 2**  
*Triumph face*  
*Louise Redknapp*
- 3**  
*Sex and the City*  
*actress Kim Cattrall*
- 4**  
*Classic bra in white*  
*by over fifties brand*  
*Playtex*
- 5**  
*Flower Lace*  
*underwire bra in*  
*black by Playtex*

## CUSTOMER CORNER

### WHAT COULD STORES DO BETTER FOR THE 40+ CUSTOMER?

**Jill, 51**

“There could be better lighting in the store, more flattering... These places sell support underwear that makes you look good - why could it not look good? Why does it have to look like your grandmother’s nappy?”

*Currently shops: John Lewis/Debenhams*

**Anne, 59**

“I like it to be functional and fit well. I go and get my bras properly fitted. I do like them to be pretty, but that probably comes second to function. I like No Visible Pantyline.

I wish lingerie was slightly better at keeping my tummy in - particularly after you wash it a few times, it tends to lose its shape a little bit. I find shape wear a bit uncomfortable and it feels like too many layers. Also, lingerie these days is so expensive. The last bra I bought cost £60.”

*Currently shops: Lejaby, Bella de Notte and Empreinte*

**Sarah, 56**

“I always get my underwear from Marks & Spencer, but they never have my bra size, which is 34C. I guess it is because it is so common.”

*Currently shops: M&S*

**Jane, 51**

“I think some of the bigger stores provide more service and better fitting. They could also have a better supply of pieces for the fuller figure, as I often like a style, but can’t find it in my size. I think Bravissimo is a good model to follow for that. I receive a very good service when I go to an independent lingerie shop, but shopping for pants is very expensive if you want to get good ones or a set.”

*Currently shops: M&S/Bella de Notte*



6

“All women have a wardrobe of bras for every occasion and women over 40 are no exception.”

“This is not a new trend. It is, however, something that is gathering speed as more and more women turn 40 or 50, and are unwilling to give up being sexy and feminine just because of their age. As this generation of women are generally closer to their daughters than mothers in their outlook, it follows that their tastes would be closer to their daughters too.”

6

*Black set by Jasper Conran for Debenhams*

But, while mature women’s tastes when it comes to style may be growing closer to those of younger women, their needs in regards to shape and support still differ. The Playtex brand is aimed at the plus fifties market. All its bras are tested on the target consumers during the development process and are based on consumer insights from research done with ladies over fifty.

Nolan explains that if you ask consumers of any age to describe what

they want from a bra, they will use similar words, but what they mean by these words will change, as will their priorities.

“A woman in her 20s might be more willing to put up with being uncomfortable for an evening to get a specific look,” she says, “whereas a lady over 40 may be less likely to do so. At Playtex, we have done research into what our target consumer looks for in lingerie and among the top answers were comfort, fit, and style.”

Did you know, **Lingerie Insight** magazine is delivered free of charge to **5,000 qualified professionals** in the UK lingerie industry?

What do they know that you don't?

What do they know that you don't?



If you are involved in the UK lingerie industry, you can get your own personal copy of **Lingerie Insight** by subscribing online at **[www.lingerieinsight.com](http://www.lingerieinsight.com)**

**Lingerie**  
INSIGHT

For marketing opportunities, please contact:  
ANDREW MARTYNIUK  
T 07760 996205 / E [andrew.martyniuk@itp.com](mailto:andrew.martyniuk@itp.com)

7  
*Kolymer set in blue  
 by Rigby & Peller*

8  
*Model Twiggy, 61,  
 is a face of retailer  
 M&S*



Debenhams buyer Annette Warburton also feels that over forties women are a lot more considered when choosing their lingerie than their younger counterparts, due to a better knowledge of function and what will suit them.

She says: "Forty year old women tend to prioritise fit and quality much more than younger women."

Debenhams' brand Reger by Janet Reger is specifically aimed at the over forties age group. The department store also has new technology comfort bras and briefs coming in for Spring Summer 2011.

"Watch this space," Warburton says. According to the buyer, the importance of function over style to a woman very much depends on a woman's status and situation.

"If they are married, with children, women generally increasingly choose function over fashion," she explains. "However, lingerie lovers, single or divorced women have a different mindset and shop more for fashion, choosing co-ordinating lingerie which makes them feel good."

Marks and Spencer is the market leader for lingerie in the 45 plus base and head lingerie buyer Soozie Jenkinson is determined to keep it that way.

"We have a very, very strong position in that market," she says. "We have got customers who have bought their entire lives at M&S."

The retailer is aware of the importance of ensuring it provides products for every size and shape of woman, no matter their age. Jenkinson also realises that women's needs often change as they go through

certain periods of their lives.

"As women age, most women's breasts change shape," she says. "The most important thing is that every woman is different and most women have a selection of different bras for each occasion. Clearly, there are certain technologies which are more important to some customers than others. For example, we have employed Cool Comfort technology to our sleepwear, which is targeted specifically to women who are going through their menopause."

One fact is inescapable, which is that the population of the UK is ageing. According to figures released in June last year by the Office for National Statistics, over the past twenty five years, the percentage of the population that is 65 and over has increased by one percent (1.7 million people).

In the same period, the median age has increased from 35 to 39 years old. If this trend continues, the over forties lingerie market will only grow and determining exactly what these women want could open up a very lucrative market. ♦



In the past month, over **10,478** unique individuals  
have visited **lingerieinsight.com**

**1 0 4 7 8**

Wouldn't **your business** benefit from speaking to them?



**Lingerie.com**  
INSIGHT

For marketing opportunities, please contact:  
ANDREW MARTYNIUK  
T 07760 996205 / E [andrew.martyniuk@itp.com](mailto:andrew.martyniuk@itp.com)



1

# Pretty WOMAN

MODEL AND DIRTY PRETTY THINGS CO-FOUNDER **CLAIRE MERRY** TALKS ABOUT HER NEW LINGERIE BRAND, REVEALS HER PLANS FOR EXPANSION AND EXPLAINS WHY SHE WAS ALMOST ARRESTED.

❖ **What led you to start your own lingerie range?**

I have always been obsessed with lingerie. I love the fact that what you are wearing underneath your clothes can set your mood for the day or evening, and also change a woman's shape.

❖ **What inspired the name Dirty Pretty Things?**

Whilst looking for names, we (Merry and Dee Murren) discovered a film we both love, called 'Dirty Pretty Things'. We were also very fortunate to know the

band members of the group, enabling us to go ahead and use the name.

❖ **What has been the biggest triumph for the brand over the past year?**

In our first season securing Selfridges, Harvey Nichols and Asos as retailers, which is unheard of for any brand's first season collection. We will be delivering our first order to Victoria's Secret for their 20 premium U.S stores this week.

❖ **What are your plans for 2011?**

To continue promoting British made lingerie around the globe. We have also started on our diffusion line for the website, called 'flirtyprettythings'.

❖ **Where do you obtain the ideas for your designs?**

One story from our collection was inspired by a series of photographs taken by the iconic glam rock photographer Mick Rock. Our best seller this season has been 'Dawn'... a bird print, inspired by graffiti I saw on a wall in East London.

1  
Dirty Pretty Things co-founder Claire Merry poses with models outside the Houses of Parliament



2



3

❖ **What has been the biggest challenge in setting up your own label and what obstacles have you had to overcome in the past year?**

Manufacturing in the UK is the biggest challenge, as it is a dying craft here with very few factories left. Also, the reliability of manufacturers. You need to develop a great deal of patience as there are many obstacles when starting a new brand, but we prefer to call them challenges that solutions can be found for. If materials don't arrive at the factory on time, the whole production can be a nightmare.

❖ **Why did you decide to model your own pieces?**

Because I am a narcissist.

❖ **Who do you personally look up to in the lingerie industry?**

Agent Provocateur, for the way they have built their brand globally.

❖ **Have you found that being a model and public figure has been more of a help or a hindrance?**

It's definitely been more of a help. Myself

and my business partner, Dee, have lots of contacts in the fashion industry and this has helped DPT to get off to a flying start.

❖ **What did you want to be when you were younger?**

I went to Drama school before I modelled. I always wanted to be an actress.

❖ **Why did you decide to market the brand by posing outside the Houses of Parliament earlier this year?**

That was Dee - she is a nutter sometimes. You just cannot reign her in! She was obsessed by the election coverage... and did not want to be condemned, so thought we could highlight the madness of the moment. I must admit it worked a treat until I nearly got arrested. There are only so many times one can circle parliament on election day in a blacked out range rover before drawing unwanted attention.

❖ **Where is Dirty Pretty Things currently stocked?**

Victoria's Secret, Selfridges, Asos, Har-

vey Nichols, Harvey Nichols Dubai... we currently have 50 stockists worldwide.

❖ **Are you seeking more stockists over the next year and, if so, where?**

We would really like to focus on Russia, China, Japan and South America in the new year... global domination would be nice!

❖ **What do you hope to have achieved with the brand in five years time?**

We would like to have made the brand a household name, and for our diffusion range to be as big as Elle MacPherson Intimates.

❖ **What is your current best-selling piece and what is your personal favourite?**

Vivian is our best seller and also my favourite. We still have orders for our first collection and now sell it as a continuity range. We change it a bit every season, although the leopard print with fluoro straps seems to be very popular.

2

*Bodysuit from Dirty Pretty Things SS11 collection*

3

*Bra & brief in pink from Dirty Pretty Things SS11 collection.*



# Winter *Viral*

THIS WINTER, WE COULD ALL BENEFIT FROM A LITTLE BIT OF WARMTH AND, IRONICALLY, THERE ARE LINGERIE BRANDS WHO ARE DETERMINED TO DELIVER THIS TO US. HOLIDAY CHEER HAS BECOME A LUCRATIVE BUSINESS IN RECENT YEARS AND LI HAS CHOSEN TO INVESTIGATE THE BRANDS MAKING BIG PROFITS FROM SPREADING JOY TO THE MASSES.

**V**iral outbreaks have a bad reputation. Traditionally, they occur during winter, spreading with inevitable momentum and leave bad humour, and misery, in their wake. Yet, as we move into a new decade, there is one viral phenomenon which has begun to buck the trend – viral marketing.

Over the Christmas period last year, viral became a cause of merriment, with a number of lingerie brands introducing out-of-the box concepts aimed at entertaining and spreading their name to the public.

The most successful of these campaigns was La Senza's Cup Size Choir. The brand's unusual concept involved a two minute film, which introduced a row

of seven girls with cup sizes A to G, each representing the note corresponding to their bust measurement. The girls then sang their notes, creating Christmas tune Deck the Halls. A purpose built website also enabled fans to compose their own songs, using the girls on mattresses as piano keys.

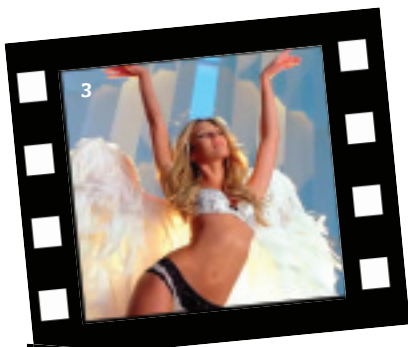
It was the brand's first piece of viral activity since Sarah Hawkins joined as Marketing Director of the brand in September 2010. Within a week of its introduction, the video, by creative agency Karmarama, received 1.76 million views and gained national media coverage.

Hawkins says: "We wanted to bring some festive cheer and what better way than the Cup Size Choir. It's a sure start to the party season ahead."





2



3



4



5

“The activity is aimed at men to help them with their Christmas shopping, but we hope that women will find it fun and engaging too.”

Hawkin’s hopes for the campaign have been more than met. The YouTube clip made number eight on the UK viral video chart list, beaten only by advertisements such as T-Mobile’s Heathrow welcome home and Evian’s roller babies.

Though, at the moment, the brand has no immediate plans to create any new viral ads, the success of the Cup Size Choir will certainly mean they won’t be ruling out similar future initiatives.

And, while La Senza’s campaign made the biggest splash in the sector over the past month, other brands have not failed to perceive the huge potential of viral advertising. Recent entries include offerings from Ultimo, Ann Summers, Damaris, Eveden, Agent Provocateur and Victoria’s Secret.

Damaris initiated viral marketing in 2010 with a film entitled ‘Chore’, which achieved over one million hits on YouTube and won numerous awards. The film, which was first featured on Vogue’s website, depicted a girl wearing items from the brand while carrying out a

variety of household chores - it was an instant success and the brand decided to conclude the year on a similar note with its second offering, described as a movie Christmas card.

According to the films’ director, Justin Anderson, ‘being original and having an idea’ is all it takes to create an effective viral campaign.

“Everyone spends so much time online, so viral campaigns are increasingly effective,” he says. “We are lucky enough to work in a sector where for obvious reasons people want to watch our films.”

Following the success of last year’s videos, the brand has plans to develop another viral campaign in 2011.

Anderson adds: “We plan another film project next year, but probably not at Valentine’s Day - too obvious for a lingerie brand. We like to try and be original and unexpected. Lingerie communication is an area riddled with cliché and we very much try to stay ahead of that.”

The director believes there are clear benefits to viral marketing, which he describes as ‘faster and more direct.’

“People have to want to see it,” he says, “so they engage much more than when they are forced.”

**1**  
*Raica Oliveira features in Ultimo viral campaign*

**2**  
*Girls form a line to make up the keys of the La Senza Cup Size Choir*

**3**  
*Victoria’s Secret 2010 Christmas Holiday campaign video.*

**4**  
*Actress wearing Ann Summers kisses her prince in Cinderfella ad*

**5**  
*Actress balances minced pie on her shoulder in Damaris’ movie Christmas Card*



And, the desire to provide something that people will choose to see leads to some very innovative concepts.

High Street lingerie retailer Ann Summers has produced a series of viral campaigns, in recognition that they are a cost effective method of reaching the consumer and raising brand awareness.

Its controversial viral ads over the past couple of years include a video of women achieving orgasm, with the headline 'Christmas is Coming' and a highly sexualised version of children's story Cinderella ('Cinderfella'). The company tends to utilise the online platform over key trading periods, such as Christmas and Valentines.

A spokesperson for the retailer says: "By looking at the growth of sites such as YouTube and our own social media profiles, we cannot ignore what an important platform this is. At busy trading periods, this is a key tool to ensure that we remain present in the minds of our online consumer."

With a range of products that is inherently contentious, it is not difficult for the company to ensure that its latest clips become a talking point for the public. After a Halloween 2010 radio ad was banned

by authorities for being overly raunchy, it was released on YouTube and became an overnight sensation, gaining huge media coverage.

While the benefits of viral campaigning may seem obvious to such risqué brands, it is not just the Ann Summers or even Agent Provocateurs of the sector who see the profits to be won through the online medium. Ultimo also sought to engage customers over Christmas 2010 with a 'sparkling' viral campaign. The 42-second YouTube video, featuring supermodel Raica Oliveira, has the new face strutting her stuff through a stately home.

Michelle Mone OBE says: "We wanted to do something a little bit special for the festive season and add an element of virality to our Christmas campaign. Raica looks incredible in the video, which is already proving incredibly popular online – particularly with men."

Oliveira modelled Ultimo's 'Disco' collection in the ad, for which the brand saw sales rise 91 percent in a single week in the lead up to Christmas.

Even lingerie giant Eveden has cashed in on the powerful publicity to be gained through viral marketing. And, while it has not jumped on the popular YouTube wag-

**6**  
Damaris model struggles to get out of bed for viral Christmas video

**7**  
Raica Oliveira tips her hat to Christmas

**8**  
Damaris' Christmas card appears on the Vogue website

**9**  
Victoria's Secret Angel appears in YouTube campaign





on, it has utilised online social networking tools to improve recognition of its brands.

The group recently launched a campaign on Facebook and Spotify through West Midlands agency Rees Bradley Hepburn (RBH), which used the social networking sites to publicise the company's new Freya 'Million Ways to Express Yourself' lingerie collection, gather consumer data and increase the company's number of Facebook fans.

RBH placed ads on Spotify, which encouraged visitors to add a track to a playlist of songs that reflected how the individual felt 'right now.' Participants of the initiative gained the chance to win a year's free supply of Freya lingerie. The scheme was also supported by ads on Facebook, which provided a link through to the website.

Halfway through the campaign, RBH claimed that the initiative led to a 40 percent increase in the number of Freya Facebook fans (over 9,300) and three days' worth of music being added to its playlist.

Eveden head of marketing Ann-Marie Manley says: "We're overwhelmed by the response. The campaign has been a fantastic way for us to engage consumers with the brand using music as a lynchpin and we have captured a great deal of consumer detail through the competition."

US lingerie sensation Victoria's Secret utilised the power of viral in the run up and aftermath of its November 2010 runway show. Videos included behind-the-scenes footage of models preparing for the show and shots of the brand's Angels miming along to track Firework, sung by guest star Katy Perry.

The YouTube clips received millions of viewers and were a huge success for the brand, whose range of supermodels has in the past included names such as Giselle Bundchen and Tyra Banks.

One thing is clear, with well over a billion people now online and the UK in the top five countries in terms of internet audience, the importance of online advertising is only going to increase. This is a field in which a computer and unlimited creativity are the only necessary tools, where success can truly be measured by the popularity of a single concept.

After all, a campaign isn't viral until it spreads. ♣

**10**  
*Note from La Senza's two minute Cup Size Choir You Tube video*

**11**  
*Damaris' viral Christmas card was shot by director Justin Anderson*

**12**  
*Adriana Lima appears on You Tube modelling the world's most expensive bra by Victoria's Secret*

**13**  
*Victoria's Secret Angel models for the brand's 2010 Holiday campaign*

**14**  
*Notes C and D from La Senza's Cup Size Choir You Tube video*



# Contour *Edge*

DE MONTFORT UNIVERSITY ART & DESIGN PROGRAMME LEADER AND PRINCIPAL LECTURER **GILLIAN PROCTOR** DISCUSSES THE CHANGING FACE OF CONTOUR FASHION.



“Fashion’s amoebic state continues to present, redefine, regroup and represent its ever altering definition of outerwear, and those of us dedicated to the definition of intimate apparel seek to support, protect, define, promote and enhance in return, and it would appear, ‘twas ever so. It was Christian Dior who said that ‘Without Foundations there can be no Fashion’. Today’s undergraduates are conceptual designers, architects, structural engineers, technicians, CAD creatures and innovators. The course has diversified incredibly since it was established in 1947 for the gentle supply of designers to the local corset industry.

We never underestimate the fact that most of our students apply to the course because they have an overriding passion for intimate apparel. Having taught on the course in the late 80’s to mid 90’s, it

was a given that virtually every brand worldwide could claim a graduate from the Contour Design course. I'm delighted to say that little of that has changed, but none of us in these delicate economic times can afford to rest on our laurels. The responsibility of the course's reputation is part of the package, but what drives myself and my team is how we develop the future to encompass the changing needs of the industry we serve. These days, we are all required to multi task, as more of us lose colleagues who are not replaced, we all adopt that amoebic state where we expand and absorb new responsibilities and those expectations are what we encourage the students to embrace.

For the first time in the 60+ years of the course we launched our catwalk show at The Freemasons' Hall in Covent Garden. A new venture. No blueprint and no budget was possibly the biggest task I have had to undertake in my role, so no pressure... I think my normal insomnia was reduced even by my record standards to an average of two hours sleep a night, and I am now an Olympic contender for list writing. Without the marvellous support of so many of our industry partners that would not have been possible. We have an enormous debt to Norman Collier of Stretchline for his absolute and unwavering support, being the first industry figure to dig out his cheque book, closely followed by many others: Panache, Shadowline, Alvanon, Triumph, Mainetti, Quantum, M&S, Crystal Martin Hong Kong and UK, Simon Butler, Curvy Kate, Desseilles, Moda, Charnos, Lepel, ASBCI, Fagleaves and my predecessor, Janice Mee. We will be eternally indebted to Vauxhall Fashion Scout, with much gratitude to Martyn Roberts, who shared my vision and made it all happen.

Those of you who managed to make the date were, I hope, impressed by what you saw, were inspired to think that the future of this industry is in appropriate hands? If the press and feedback were anything to judge by...I think we had a hit on our hands. Some of you were kind enough to send me direct feedback and I believe one of the most reassuring came



**Opposite**

*Design by Emma Davis of De Montfort University*

**This Page**

*Corset and brief by Sam Tretton of De Montfort university*

via Soozie Jenkinson from M&S in a later press quote: 'We have the fantastic De Montfort University, which runs a contour course that is purely dedicated to bra and fashion design.'

So, post the London show, we have had a bumper year with graduates heading for : Abercrombie & Fitch, Shadowline, Panache, Evedon, Seafolly, Superdry, Heidi Klein, Ace Style, House of Fraser, Next, Nicole de Carle, Jenny Packham, Crystal Martin, Karen Millen, ABC Breast Care and Ralph Lauren. to name but some, and there were those who have gone on to teach and for further study through Masters programmes.

Post Christmas, we begin all over again planning and driving through for our second and hopefully improved London show. My, but it seems like only days ago! This would be a good time to mention that we will be looking to build upon that financial support once more, so brush off your chequebooks everyone.

In addition to the external client projects, we have had a successful year with competitions: the Triumph Inspiration Awards, Hand & Lock embroidery prize, The British Bridal Awards, The Fildan Accessory Design Prize and two students awarded scholarships for exceptional creative work. We have sent garments and design work to 'The Stainless Steel' exhibition in Delhi, India, and showcased work at the Houses of Parliament and the Vice Chancellor's exhibition. Recent graduate work by Nicole de Carle hit the headlines recently, as worn by Kara Tointon, whilst Leanne Brooke's label 'Obey MY Demand' recently dressed another Strictly Come Dancing star, Alesha Dixon, for the Mobo Awards.

We are equally indebted to the industry for the continuous external client 'live projects' and competitions which manage to stimulate the students' imaginations and give brands the opportunity to access the next available talent. In the past year alone, we have worked with numerous brands and manufacturers: Curvy Kate, Triumph, Lascivious, La Senza, Harriet's Muse, Shadowline, Charnos, Abercrombie &



Fitch and Ace Style.

Of course, for some years now, we have offered a short course programme. This year, the programme has been extended to include four new options and has been delivered to RMIT in Australia, Hong Kong Poly U, courses in the USA, and bespoke courses in the UK for Figleaves and Asda.

It's a curious challenge running the programmes. The current university budgets have been hit brutally, (let's not mention recent London marches, but let me reassure you that our students have been far too busy with noses to the machines to partake) and sadly the Fashion & Contour Course has fallen foul of the pending closures. Nevertheless, it was a huge shock to staff and students alike, and we'll give our full support and enthusiasm to support the remaining two years of students to their graduation. However, progress rules and on a positive note this affords us an opportunity to rebrand the Contour Fashion Course. We have decided, post discussion with many key brands during August's Moda, to rethink our methodologies within the core Contour course. Commencing in 2011, we will be introducing a technical route at year 3, opening up potential for research and experimental exchange for specialist areas; plus sizes, mastectomy, maternity, menswear, shapewear, etc. We are looking to establish mentors within the industry to promote industry employer engagement, research ventures and KTPs.

Luckily, because we are so unique, we are able to recruit worldwide, which affords us a broad range of ideas and potential, and keeps the cohort on its toes. Recently, we entered an exchange with the Clover Group and Hong Kong Poly University. Two students who went out to HK at the end of their second year have already accepted job roles for their future. In turn, we have two lovely students on exchange from HK Poly U, who are loving the challenge, but consider they have arrived in the Arctic rather than the UK.

I am constantly quizzed about inspiration. Where do the students find their inspiration? How do we continue to present innovative design and technical



concepts? There is no stock answer. In the 20+ years I have worked in design education, I am constantly floored by the level of creativity students deliver. I love my job. I cannot tell you how busy (and at times manic) but stimulating, exasperating and utterly fabulous my job is. I am equally blessed with a team of staff who are enthusiastic and driven to inspire the students. Luckily too, De Montfort have ultimate belief in what we deliver. Long may we continue to attract those lingerie loving potential students. It all boils down to one thing, lingerie, love it or hate it!

I cannot begin to acknowledge the achievements of 'My Girls' (shades of Miss Jean Brodie) and, having no kids of my own, I have the opportunity to 'borrow' a particularly creative set. The saddest thing, and I speak for all the staff, is that you no sooner get to know the students and inspire and drive them, than they graduate and you have to start all over. In that respect, I am very lucky. There can't be many jobs where you get to start over on a yearly basis.

Essentially, my aim is to return to the intrinsic needs of the industry and what they require of our graduates, in addition to the skills and inspiration we can instil in those creative, enthusiastic, curious and, frankly, often driven individuals. ✦

**Opposite**

*Bodysuit by Carley Williamson of De Montfort University*

**This Page**

*Costume by Hayley Baugh of De Montfort University*

# OBJECT OF *Desire*

» **DIAMOND BLACK MIRACLE BRA BY ULTIMO**

Ultimo has unveiled the most expensive bra in the UK, a diamond encrusted piece worth £800,000. The 'Diamond Back Miracle Bra' was designed by brand creator Michelle Mone OBE and jeweller Grant Macintyre, the diamond expert behind Lime Blue. It features a back strap composed of 32 brilliant-cut white 1 carat diamonds, set in platinum.

Macintyre said: "We're hopeful that at least one or two men will come forward to order the bra, which will be made to order by a team of expert bra

technicians and our diamond specialists. Nothing says 'I love you' quite like diamonds."

A purse-friendly carbon copy of the bra has also been designed and is available in Debenhams stores and online, priced at £35.00. The piece, made of satin and diamanté crystals, is part of the brand's 'Miracle Solutions' range and comes in black and white, in sizes 30-38 A-D.

**RRP: £800,000**





#### ^ **CABARET CORSETS BY WHAT KATIE DID**

These spiral steel boned corsets come in sheer pink with a black satin trim, or sheer pink with black lace overlay and black satin trim. Cabaret Laurie is an overbust style suitable for cup sizes A to DD and is designed to skim 3/4 inches from the waistline. An underbust version, Cabaret Morticia, is also available. RRP: £150 to £175. Contact: **What Katie Did, 0845 430 8743** [whatkatedid.com](http://whatkatedid.com)



#### ^ **MOULIN ROUGE BY FRED & GINGER**

This Moulin Rouge set, from Fred & Ginger's Spring Summer 2011 collection, features a demi cup bra, with Chantilly lace cups and underwiring. The straps are made of 100 percent silk satin. RRP: £105

RRP: £105

Contact: **Fred & Ginger, 0207 193 9829** [fred-and-ginger.co.uk](http://fred-and-ginger.co.uk)

## NEW PRODUCTS

### Lingerie Look



#### ^ **FLAMINGO BY YES MASTER**

The new Flamingo collection by Yes Master extends the theme of far away tropics with a print that was designed in a special collaboration with avant garde design house KTZ. The collection includes a Pigalle bra, a side frill brief and a playsuit.

RRP: bra, £20, brief, £15

Contact: **Yes Master, 0774 064 5573** [yes-master.co.uk](http://yes-master.co.uk)

#### ^ **PANTS BY PEACHY PINK**

These micro-encapsulated pants come from Peachy Pink's latest collection. Targeted to reduce cellulite, Peachy Pink pieces are made entirely from natural products and have been scientifically proven to be safe for women to wear, immediately taking 1-3 inches off a woman's waist.

RRP: from £25.

Contact: **Peachy Pink, 0845 619 2819**

[Peachy-pink.com](http://Peachy-pink.com)



#### ^ **ICONIC BY FLEUR OF ENGLAND**

Onyx black silk and fishnet strips have been combined with wide elastics to provide body contouring. French Levers lace and silver accessories complete the feminine babydoll from the brand's new AW11 Iconic range. This classic black collection features cross-over straps and a seductive cut-out derriere shortie.

RRP: TBC

Contact: **Fleur of England, 0117 924 4177** [fleurofengland.com](http://fleurofengland.com)



« **MEDINA KAFTAN BY MYLA BLUE**

Myla Blue's best selling Medina Kaftan style features white cotton gauze with hand embroidery and sparkling sequins. Lightweight fabrics aim to ensure that it is both soft and breathable. Sizes range from small to extra extra large.

RRP: £65-£135

Contact: **Lindsey Brown, 0116 241 4627**  
[mylablue.co.uk](http://mylablue.co.uk)



^ **TAHOE BANDEAU BY HEIDI KLEIN**

The summer collection by Tahoe Bandeau sees a selection of summer brights and daring prints. Hidden support and under wiring seek to offer support for the fuller figures, with some styles also featuring secret padding. Details include gold accents, bright white crochet and snake print, with colours ranging from smokey hues and plums through to classic black.

RRP: £175

Contact: **Heidi Klein, 0207 259 9426**  
[heidiklein.com](http://heidiklein.com)

✓ **HOOPLA BY FREYA SWIMWEAR**

The hoopla bandeau bikini from Freya Swimwear's SS11 collection comes in black with an irregular strip of freesia, acidic lemon and bright green. It is trimmed with black rings and beads. A soft plunge tankini top, halter bikini top, reversible tie side brief and classic fold brief are also available in the collection.

RRP: Bandeau bikini, £32, Tab side brief, £12

Contact: **Eveden, 01536 760282**  
[freyalingerie.com](http://freyalingerie.com)



✓ **BEATNIK BY SEA FOLLY**

Seafolly's new collection is infused with bold prints. This Beatnik style incorporates stripes - reported to be a major trend for SS11 - into a sculpted bandeau and ruffle trim hipster pant, set off in ice-pink.

RRP: Bandeau, £53, Mini hipster with band, £42

Contact: **0845 408 0095**  
[seafolly.com](http://seafolly.com)



^ **CORSICA BY FANTASIE SWIMWEAR**

The Corsica padded plunge bikini by Fantasie swimwear incorporates a classic style with striking colour. The set comes in clue jewel and pink flambé colours, with styles including a bandeau bikini top, twist tankini top and classic draped brief.

RRP: Plunge bikini top, £30, Fold brief, £23

Contact: **Eveden, 01536 760282**  
[fantasie.com](http://fantasie.com)



# THE FAMOUS WORLD OF INTIMATES

**SALON**  
International  
de la **LINGERIE**

22 - 23 - 24 JANUARY 2011

PARIS EXPO - PORTE DE VERSAILLES - PAVILIONS 3 & 4

Contact: T. +44 208 216 3100 - F. +44 208 447 1146  
[www.lingerie-paris.com](http://www.lingerie-paris.com)



 Eurovet

FROM D TO KK CUP

# LOVE

OUR NEW COLLECTION.



Featuring: Andorra D-G cup size, 5676 Plunge Bra, 5674 Short.

**Panache**  
superbra

WWW.PANACHE-SUPERBRA.COM  
TELEPHONE: 0845 270 6222