

Lingerie

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

FEBRUARY 2011 / VOL. 02 ISSUE 02
www.lingerieinsight.com

INSIGHT

BOUX WHO?

Theo Paphitis reveals the secret behind his company name

A LA MODA

Find out what the brands will be exhibiting this year in Birmingham

EMPIRE LIFT

Rigby & Peller owner celebrates 50 years in business and speaks about fitting royalty

STAR POWER

Learn about the designers making big money off the backs of celebrities

FIT FOR A QUEEN

Discover the impact of the Royal Wedding on the bridal lingerie sector



**NEWS
REVIEW**

OPINION

**SALON
REVIEW**

**LINGERIE
COLLECTIVE**

**NEW
PRODUCTS**

**BRIDAL
BEAUTY**
CHECK OUT THE
LATEST BRIDAL
LOOKS IN OUR 2011
PHOTOSHOOT





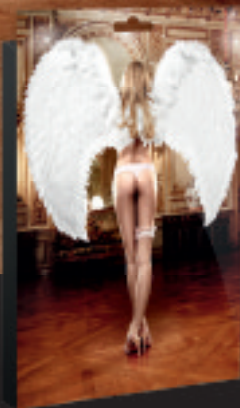
baci
LINGERIE



BLACK LABEL COLLECTION



BACK IN HEAVEN | No. 818



www.baci-lingerie.com

CONTENTS

FRONT

- 4 News Review**
A round-up of this month's lingerie and swimwear news.
- 7 First Stitch**
We take a look at the lingerie brand of De Montfort student Hannah Catherine Thomas.
- 8 Voice of the Industry**
Mint Siren owner on British lingerie in the 21st century.
- 9 Speakers' Corner**
Brands speak out about the new date for Mode City.

ON THE COVER

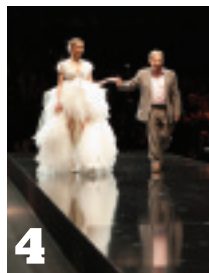
- 12 Fit For A Queen**
We investigate how the Royal Wedding is impacting on the lingerie industry.
- 16 Bridal Beauty**
Lingerie Insight reveals a selection of looks that will be melting hearts this bridal season.
- 22 Boux Who?**
Theo Paphitis on new lingerie company Boux Avenue.
- 26 A La Moda**
Take a look at the latest news from MODA exhibitors.
- 32 Empire Lift**
June Kenton reveals what it takes to provide Royal service.
- 36 Star Power**
Sarah Cook explores the world of celebrity underwear.
- 40 Après Paris**
We bring you a summary of the Salon and Interfilere events.
- 44 London Luxury**
A showcase of London's Lingerie Collective exhibitors.

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.



39



4



8



12



16



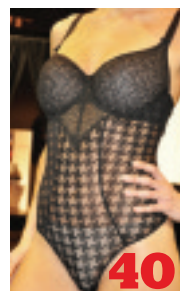
26



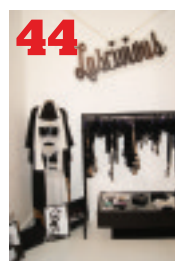
36



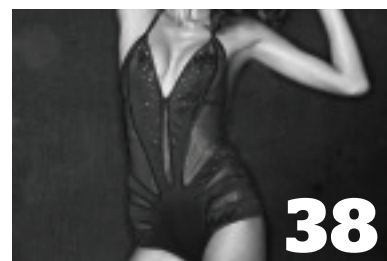
32



40



44



38

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

Sarah Cook, Josefine Wang

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

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

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.



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

FOREWORD



Whilst January has been a busy month for the majority of those in the UK lingerie and swimwear

sectors, with the Lingerie Collective, Salon International and Interfilere trade shows, the hard work is not about to end.

February brings London Fashion Week, MODA and Curve, three huge dates in the industry calendar.

While the first two events have been long established in the UK fashion sector, Curve is less well known. However, as one of the major shows for intimate apparel in the US, it is only going to become more prominent over the next few years.

This is because, more than ever, intimate apparel is becoming an international industry, with companies recognising that to be a big player, you cannot be satisfied with being stocked in just one country, or even three.

And British brands are beginning to come into their own in this respect. With the lingerie sector traditionally dominated by France, which, even today, still produces the majority of high end lingerie, UK designers have been forced to explore other avenues of creativity in order to find a market. This has led to some inspirational innovations by British designers, who are truly pushing the boundaries of their craft into the realm of art.

Names such as Bordelle's Alexandra Popa, Nichole de Carle and Fleur of England designer Fleur Turner are just a few of the British designers currently taking lingerie by storm abroad. With celebrities, such as Rihanna, Lady Gaga and Britney Spears wearing their pieces in shoots and on stage, they aptly portray that Britain has arrived in the sector and, with its unique offerings, is there to stay.

KAT SLOWE

EDITOR

kat.slowe@itp.com

THIS MONTH'S CONTRIBUTOR



Sarah Cook is a freelance stylist with a background in fashion and, more recently, specialising in lingerie. Her work includes album covers, lookbooks and her styling has appeared in national papers and some of the highest circulating men's magazines in the UK, including FHM and Shortlist magazine.

PHOTOSHOOT

The cover shot for the February issue of Lingerie Insight came from our 2011 bridal photoshoot, shot in The White Room, Brixton, London.

Photography: Jon Baker

Stylist: Rebecca Sammon

Hair & makeup: Lucy Gibson
using Nars and KMS

Model: Lucy Jaques at Nevs

Model wears: Bra and suspender belt by Dirty Pretty Things, knickers by Lejaby, stockings by Bebaroque and vintage gloves.



FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

- > NEWS IN BRIEF
- > NEWS IN QUOTES
- > GRADUATE FOCUS
- > VOICE OF THE INDUSTRY
- > SPEAKERS' CORNER
- > CALENDAR
- > WEB HIGHLIGHTS

5
6
7
8
9
9
10



HIGH END FRENCH LINGERIE BRAND LISE CHARMEL SEEKS TO EXPAND IN THE UK MARKET

French lingerie brand Lise Charmel has revealed plans to enter into the UK in 2011.

The high end label will be exhibiting at MODA for the first time this February in order to 'sound out' the UK market.

Managing director Olivier Piquet told Lingerie Insight: "We have plans for a very strong push in the UK... Our team is in discussions with the major department stores and we will be showing in MODA for the first

time this year."

With a turnover of €75 million a year, Lise Charmel is the best selling luxury brand in France and currently stocks in 45 countries around the world.

Piquet claimed that the company would be looking to speed up its expansion in the UK within three to five months.

He said: "We have many priorities and the UK market is truly one of them today. There is no reason why we cannot be a major brand in the UK depart-

ment stores."

Lise Charmel headlined at the Salon International de la Lingerie trade show last month, where it hosted a catwalk show on the first night, celebrating the 35 year anniversary of owner and designer Jacques Daumal, who bought the company in 1975.

The brand is known for its luxurious style and technological innovation. It was the first to use Swiss guipure lace, elastic lace, print micro-fibre and bright colours in line with

ready-to-wear trends.

Recent advancements include a 12 colour embroidery, which is produced by only one machine in the world, and the incorporation of the laser cut on nano-stitch fabric. Piquet added: "When Charmel decides to do something, it will do it. However, I want to discover the opinion of the UK women."

The brand will also be exhibiting at Curve in New York, this February, as it seeks to expand its presence in the US market. ♣

>> FOR IMAGES OF THE AW11 COLLECTIONS AND DAILY BREAKING NEWS VISIT **Lingerie.com**

NEWS REVIEW



⬆ Kim Winsor has left her job as **Agent Provocateur** chairwoman less than a year after she was promoted to the role.

Winsor stepped up in March to chair the company, which is run by chief executive Garry Hogarth, a year after being hired by private equity firm 3i to work on 'special projects' across its retail businesses. The firm's interests include Agent Provocateur and high street fashion chain Hobbs.

A 3i spokesperson said: 'She came to do special projects for us and to reposition the brand into the luxury sector. I think the general perception here was she had accomplished what she came in to do.'

Swimwear brand **Zoggs** has reported record growth, with overall business up 15 percent year on year.

An increase in business with Intersport, up 50 percent on last year, contributed a 'significant' amount of the growth, with Zoggs the first swim brand to be featured on the Intersport website last month.

Forward orders are up 30 percent on this time last year and, as the brand gets set to launch its new goggles Fusion Air and Predator Flex Polarised, it is optimistic that the period of growth and expansion will continue.

⬆ Maternity lingerie brand **Hot Milk** has reported a steady upwards sales growth for 2010, with the UK market seeing an increase of 30 percent in year on year sales.

The figure made up 65 percent of total combined UK and European growth for the New Zealand brand.

The growth has been attributed to higher volume ordering and a steady increase in new accounts.



⬆ **Tamara Ecclestone**, daughter of Formula One boss Bernie Ecclestone, is in talks about launching her own TV show later this year to promote a new lingerie company.

The model and socialite hopes to cast off her image as a party-going billionaire's daughter by proving she has the brains and determination to succeed in business.

She hopes the Osbournes-style reality TV show will follow her as she works to establish companies selling lingerie and hair products.

"The show will be about me trying to launch a career and my day-to-day life," said Ms Ecclestone.



Independent online fashion and beauty retailer **ASOS.com** unveiled the first European fully integrated Facebook Store last month.

The new integrated Facebook application, powered by Usablenet's platform, seeks to combine shopping and social media, and extends full e-commerce functionality to the ASOS Facebook community.

Customers are able to shop the entire ASOS product range, which expands by approximately 1,300 new product lines each week, through the Facebook Store, using their existing ASOS login.

⬆ Buckingham lingerie store **Sweet Dreams** is encouraging its customers to recycle their bras in support of Middle Clayton autism charity Puzzle Centre.

Shop owner Karen Baines, who started the business with her mum Carol Tomes 24 years ago, was approached by fundraiser Jo Garside to install the 'bra bank' in her store.

The customers' unwanted bras will be collected by a recycling company, who will weigh, sort, and pack it up to sell on very cheaply to parts of the world, such as Africa, where women's underwear is in short supply.



Trend Boutique has announced the launch of a competition for students and graduates to write a Spring Summer 12 trend report.

The prizes up for grabs by one lucky winner include £1000 to spend on visiting an international trade show of their choice and writing a report that will be published on The Trend Boutique site.



⬆ Celebrity swimwear designer **Ashley Paige** unveiled her latest pieces at The Sundance Festival 2011 in Park City, Utah, last month.

Ashley Paige said: "The influence of film and theatre have inspired me personally and played a major role behind this Hollywood brand's success."

"Having being blessed over the years with mass media coverage, and a cult-like celebrity following, I truly believe I owe my good fortune to Tinseltown. It makes perfect sense to bring The Bikini Show to Sundance."

⬆ The **Office of Fair Trading** (OFT) is cracking down on celebrities who are paid to endorse products on blogs and through Tweets.

Numerous celebrities could be facing court action over claims that they are endorsing luxury products on social networking sites, such as Twitter, without making a declaration that they are being paid to do so.

The OFT said online advertising and marketing, including writing about products on blogs and in tweets that did not disclose paid-for promotions, were deceptive under fair trading rules.





Introducing
HOTmilk
COUTURE

HOTmilk
NURSING LINGERIE
www.hotmilklingerie.com

NEWS IN QUOTES



"Empreinte is the only brand for generous bosoms in France. They are coming up with many innovations. Diva is a magnificent product, a total revolution."

Eurovet director MARIE-LAURE BELLON-HOMPS on handing over the award for Designer of the Year to fuller figure lingerie brand Empreinte at the Salon International de la Lingerie show.

"We have a commitment to women and I'm thrilled we're now catering to this segment of the market too. It's been a while coming, but it was imperative we got the fit 100 percent."

Cake lingerie founder and designer TRACEY MONTFORD on the expansion of its maternity and nursing lingerie with a new collection of bras for the fuller-figured woman.

"Jacqui is the perfect girl to show the two sides of the Boux Avenue woman - feminine and elegant while also being sultry and sexy. Boux Avenue is about appealing to your moods - one day it may be sophisticated, another seductive. Boux Avenue will offer a fantastic lingerie and nightwear shopping experience for women who want to feel special."

Boux Avenue founder THEO PAPHITIS on the new appointment of Jacqui Ainsley as the new lingerie brand's lead model.

"In recognition of fifty years of fundraising, our aim is to raise £50,000, but I am confident that we will smash this target, whilst having a fantastic evening."

Contour Fashion Ball chairwoman and Debenhams head of lingerie design SHARON WEBB on her hope that the figure raised through the event for charity will exceed last year's amount.

"I'm designing this swimsuit range with Sandstorm and I'll be flying out to LA for the Oscars. What do I have to complain about?"

TV presenter LIZZIE CUNDY on being signed by Sandstorm Boutique to design and promote a brand new collection of swimwear.

» Something to say? Email info@lingerieinsight.com

FIRST STITCH CELEBRATING EMERGING TALENT



De Montfort student **Hannah Catherine Thomas** won the Glamour Shapewear Project 2011 last month with her shapewear collection 'A Girl's Best Friend.' The competition, created in conjunction with Charnos, will see her winning pieces enter into the brand's Hourglass collection for 2012.

She will also receive a £250 cheque and a two week work placement at Charnos over her Easter holiday.

Over this period, Thomas will be able to watch her garments be made production-ready and learn the process of taking concept through to garment approval.

» Are you a student or recent graduate and want to be featured in First Stitch? Email info@lingerieinsight.com

STORE ENVY



RIGBY & PELLER, Mayfair, London

This iconic Rigby & Peller store is based in the heart of Mayfair, taking a prime location among the likes of Vivienne Westwood and Issey Miyake.

Its boutique style setting allows shoppers to browse before they are taken to the plush waiting area with monogrammed carpets and the discreet changing rooms with their personal fitter.

The store is home to thousands of products, bras, briefs, corsets, basques and swimwear, as well as accessories and cover ups. Rigby & Peller's famed lingerie drawers, which line two walls of the store, provide maximum choice.

While customers are waiting, they can also enjoy a cup of fresh tea or coffee, or flick through a selection of style and fashion magazines.

» Got a Store Envy suggestion? Email info@lingerieinsight.com

NEWSREVIEW



» **Cake Lingerie** has continued to expand its maternity and nursing lingerie with a new collection of bras for the fuller-figured woman.

Cake lingerie founder and designer Tracey Montford said: "We have a commitment to women and I'm thrilled we're now catering to this segment of the market too. It's been a while coming, but it was imperative we got the fit 100 percent."

Cheesecake and Blue Cheesecake are made with specific construction techniques and selected fabrics, in an effort to provide support along with the right amount of coverage.

» **Daisy Lowe** has announced that she will be designing a new swimwear collection for Peacocks.

With the new range, to be released in May, Lowe will be following in the footsteps of mother Pearl, who has already created five successful collections for the high street retailer.

The Biba model will design and pose in items from the line, which will be inspired by vintage looks, fifties pin-ups and old family holidays.

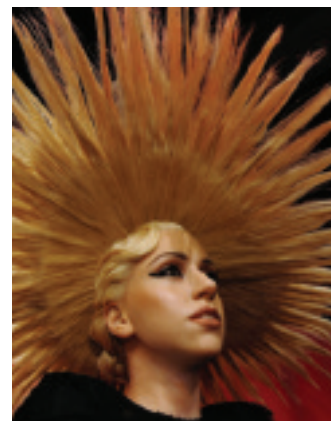


The **Contour Fashion Ball** will return for its 50th event this May 26, to be held at the newly refurbished Savoy Hotel.

Hosted in aid of the Retail Trust and the Fashion & Textile Children's Trust, the **Triumph International** sponsored occasion aims to bring together some of the key figures in the lingerie and swimwear industry for a night of music and dancing.

The event raised £45,000 last year at its sell-out 2010 ball and organisers have now set their sights on exceeding all previous years' totals for 2011.

Contour Fashion Ball chairwoman and Debenhams head of lingerie design Sharon Webb said: "In recognition of fifty years of fundraising, our aim is to raise £50,000, but I am confident that we will smash this target, whilst having a fantastic evening."



Lady Gaga wore a Bondage dress by high end lingerie brand **Bordelle** at an impromptu gig in New York's Plaza Hotel last month.

The dress was originally made last year as an exclusive piece for the controversial star to wear in her Alejandro video. However, after the theme of the video was changed, the dress was pulled out.

The brand has since been incorporated as the Bondage dress in the Bordelle's new SS11 collection, which is about to go live on its online shop.

The piece is an adaptation of the brand's classic Angela with oversize gold plated accessories.

VOICE OF THE INDUSTRY

Lingerie arrives in the 21st century



JOSEFINE WANG
Owner, Mint Siren

Lingerie has traditionally been a necessity more than anything else, something to wear underneath, hidden away from view. Design was kept to a minimum for these garments of practicality, and the same can be said for the materials used. Stripped down to their under garments, everyone looked the same.

But, at last, a new age is dawning in the world of under garments. Choice is emerging. Fashion has arrived. Lingerie is coming into the 21st century and it is all about style and taste, the way it should always have been. We put a lot of emphasis on style and fashion in every aspect of modern life. It's about time that underwear follows suit. People use clothing to accentuate their personality. Living in London, a place where style is regarded as an art form, this is more apparent than anywhere else. Perhaps it isn't all that surprising the revolution of lingerie design has its headquarters here.

Underwear, in my mind, is no different to any other fashion; there should be choice, freedom for you to express yourself all the way down to the skin. And, it has arrived, in the

form of an ever growing number of directional lingerie brands. These brands have decided to push new styles onto the market, experimenting with everything from materials and colour to shape and detailing. Forget boring shapes and little satin bows; we're talking bold lines, over sized detailing and brand new garments that aren't on your conventional list of lingerie. This is only the beginning. It's going to be an interesting decade and it might prove to be one of the most important in lingerie design history. With such wonderfully creative directional brands, like UK based Lascivious, Ell & Cee, Nichole de Carle, Mint Siren (my own brand) and Bordelle leading the way, a new era of lingerie fashion has begun.

The French have traditionally been leading the lingerie market and dictating its trends. French style has always been lavish, sweet and feminine, thus making most lingerie that way. Now that lingerie design is spreading to places like London, Rome, New York and Berlin, where style has a different set of characteristics, it naturally creates a different dimension to the market. I, for one, love it. Viva creativity!

NEWS REVIEW



⬆ Theo Paphitis has announced that his new brand **Boux Avenue** will be including fitted swimwear and a range of nightwear, in addition to its lingerie collection, when stores open this March.

The business entrepreneur and Dragon's Den investor told Lingerie Insight that the brand will be featuring swimwear in a range of band and cup sizes.

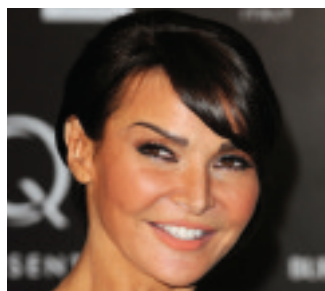
"That has been a bit of a nightmare to be honest," Paphitis said, "because we are fussy. We have done God knows how many fitting sessions and then you go to sampling... But we are getting there."

✓ TV presenter **Lizzie Cundy** has been signed by Sandstorm Boutique to design and promote a new collection of swimwear.

The 38-year old star will also act as a beachwear guru for the online store, answering summer holiday style questions for Sandstorm boutique customers.

Despite recently splitting from her husband, the celebrity is happy with her new venture.

"I'm designing this swimsuit range with Sandstorm and I'll be flying out to LA for the Oscars. What do I have to complain about?" she said.



Ultimo founder Michelle Mone has announced on Twitter that she would be keen to become the newest member of Dragon's Den, replacing James Caan, who revealed he would be leaving the show last month.

She tweeted: "Thanks for all your messages and support, I'm blown away!"

"If I commit to something my heart has to be 100 per cent in it. Let's see if it's meant to be Mx"

Mone added that if an offer was to come through from the show, she would base her decision over whether to join on the results of a Daily Mail poll that was set up, asking readers 'do you think Michelle Mone is the right person to take over from James Caan on Dragons' Den?'



⬆ Luxury lingerie and swimwear retailer **Rigby & Peller** has announced it will be teaming up with retail expert Mary Portas to launch its first direct charitable outlet through her Living & Giving Shops.

The Living & Giving shops for Save the Children seek to merge the best of fashion, charity shopping and local talent. There will be three stores, situated in Westbourne Grove, London, Primrose Hill and Edinburgh.

Rigby & Peller will be donating designer and haute couture samples, along with end of season lingerie, which will be unveiled at a special Rigby & Peller evening at the London Living & Giving Stores in Primrose Hill and Westbourne Grove, on February 10.

➤ Got a story? Email **news** at **lingerieinsight.com**

SPEAKERS' CORNER

MAGALIE LAGATHU
director of marketing
and design, Empreinte



MYRIAM VAN DER VLIET
marketing director,
Lingadore



CHRISTIAN KUSSEYAN
managing director,
Pain de Sucre

WHAT IS YOUR VIEW ON THE NEW JULY DATE OF MODE CITY?

“We are really happy the date is changing, because our collections are ready at the end of June, so we will give the collection to the sales force then and they will begin to show it at the beginning of July, and take the orders then.

When it showed in September, the buyers had already seen the collection, so they had no reason to come.”

“We are used to working in a rhythm and now we have to rush the collection out. This has meant that we have had to start a lot earlier already.

There might be brands that are under a lot of pressure and are just starting now.

However, for us, it is okay – luckily.”

“It is great, because we are used to taking the orders in September, which is really late for us. It is better for all the countries in the Caribbean, South Africa and South America. In July, it is the perfect time for them.

We still have some worries about the French market and we don't know if they will come.”

DIARY DATES

10-17th February, Damrosch Park, New York, USA

Mercedes-Benz Fashion Week

kicks off the global calendar of Fashion Weeks. The event will see designers gather from around the world to exhibit their Fall/Winter 2011 collections at the Lincoln Center's Damrosch Park.

13-15th February, Olympia and Earl's Court, London

Pure London is a trade fashion event for mid to high end womenswear, footwear and accessories. There are daily catwalk shows and a series of trend presentations. Visitors include buyers from independents, multiples, department stores and online outlets.

14-16th February, The Venetian Hotel Resort Hotel Casino, Las Vegas, and 21-23rd February, Jacob K. Javits Convention Center, New York, USA

Curve Las Vegas & Curve New York are the largest and only events of their kind in North America. With more than 200 brands exhibiting, they attract lingerie boutiques, swimwear retailers and department stores from across the world.

18-23rd February, Somerset House, London

London Fashion Week will showcase a series of the top British and international designers. Specialist lingerie exhibition, The Boudoir, will take place at The Portico Rooms in Somerset House.

20-22nd February, NEC Birmingham

Moda Lingerie & Swimwear is the UK's national show for the lingerie, swimwear, nightwear and hosiery industries. It is home to the industry's biggest brands, including Triumph International, Fantasie, Panache, Ballet, Gossard, Lejaby, Chantelle and Calvin Klein.

NEWS FLASH

ETAM grabbed attention with a star studded catwalk event during Paris Couture week in January. The lingerie show, hosted by model Natalia Vodianova, was attended by the likes of Kate Moss, Monaco royal Charlotte Casiraghi, Eva Herzigova, Alexa Chung and Alice Dellal. Entertainment was provided by Beth Ditto, Karen Elson, Boy George and Alison Mosshart. Etam has made a strong push to revamp its image over the past year and recently launched a UK website for its lingerie and swimwear products.

For more
news visit
www.lingerieinsight.com



LingerieINSIGHT.com

MOST READ ONLINE



- 1** Burlesque lingerie fires demand for luxury lingerie
- 2** Lady Gaga wears Bordelle for New York gig
- 3** EXCLUSIVE: Boux Avenue to offer fitted swimwear
- 4** Rigby & Peller teams up with Queen of Shops
- 5** Wolves football club launches lingerie range
- 6** Baci Lingerie launches \$20m Black Label Collection
- 7** Michelle Mone seeks to join Dragon's Den
- 8** 15 mature models rebel against one size fits all
- 9** GALLERY: Lingerie collective
- 10** VIDEO: Lingerie Insight 2011 bridal shoot

EDITOR'S CHOICE



VIDEO

Maison Close burlesque striptease

Lingerie brand puts on an erotic display at the Salon International de la Lingerie trade show in Paris.



GALLERY

Lingerie Collective

A selection of the UK's premier lingerie, loungewear and swimwear designers exhibits in London's South Molton Street.



COLLECTION

Silk Cocoon AW11

Luxury loungewear brand Silk Cocoon introduces a new high end range, featuring vintage lace and silk.



NEWS

ASOS launches first European Facebook Store

Independent online fashion and beauty retailer ASOS.com unveils the first European fully integrated Facebook Store.



LINGERIE TWEETS

« "LizzieCundy featured in OK! this week. Lots of fab pics of Lizzie in Sandstorm bikinis & a lovely story too. We want those dresses! :)"
@sandstormboutiq

"We're off for cocktails with Julien MacDonald and @Debenhams_Retail!
Good job we're thirsty..."
@MyFashionLife

"Having breast cancer is NOT FUN! Please help me with my journey, and help those who may be suffering."
@HealingPajamas

"Early bird gets the worm. Yesss!! Got a free copy of Lingerie Insight from class."
@AngelaMYWU

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

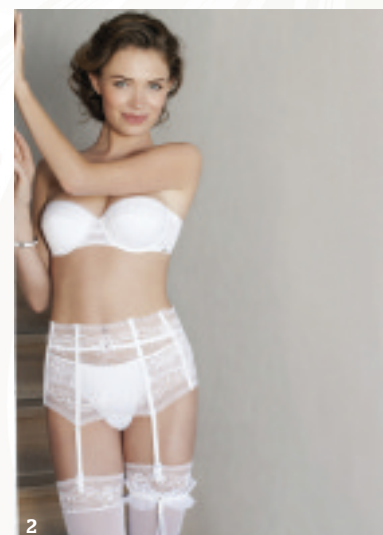
Bra Style 12741
Brief Style 02741

Stand C 15
Moda- Lingerie & Swimwear



FIT FOR A QUEEN

TONGUES ARE ALREADY WAGGING ABOUT THIS YEAR'S ROYAL WEDDING, BUT WHAT WILL ITS EFFECT BE ON THE LINGERIE INDUSTRY? LINGERIE INSIGHT INVESTIGATES THE EVENT'S IMPACT ON THE BRIDAL SECTOR.



If weddings were to follow fashion trends, then 2011 would be the year to get married.

It is impossible to escape bridal fever this year, with the Royal Wedding looming, as Britain – and the rest of the world – waits with bated breath for April 29, the date when Kate Middleton will finally walk down the aisle.

Prices have doubled for couples wishing to be married on the same day and sales of commemorative gifts have boomed, with factories in China struggling to keep up with demand.

The betting industry has also been busy, with odds available on everything from whether Kate and William will still be married on the date of their 10th Wedding Anniversary to if the car will break down on the way to the Abbey.

One topic that will not be available to bet on, however, is that of Kate Middleton's bridal lingerie designer. This is probably because the choice of Middleton's bridal lingerie is expected to

remain a private decision between the royal couple and is unlikely to ever enter the public realm.

However, this has not stopped brands from using the event to gain free publicity. Reports that Ultimo boss and recent OBE winner Michelle Mone had already designed bridal lingerie for the Prince's fiancée reportedly caused amusement in royal circles late last year.

Mone told reporters at her OBE ceremony that she had already designed pieces for Middleton and would be sending them to her to look over.

It has also not stopped speculation by the press, who immediately picked up that the most obvious choice for the bride to be would be high end brand Rigby & Peller. Owner June Kenton currently fits the Queen for lingerie and formerly fitted Princess Diana. With Kate Middleton already wearing William's mother's ring, she could be tempted to turn to the retailer.

Another option might be luxury French brands Simone Perele or Lise

Charme, the latter of which will be launching in the UK this year. However, whichever brand Kate chooses, the whole bridal industry is likely to be laughing, with brands predicting that the wedding will cause demand to soar.

Eveden head of marketing Ann-Marie Manley says: "I think the Royal Wedding will give designers the creativity to produce some truly elegant collections. Sales for Rosa (Fauve) alone are up 25 percent on our predictions for 2011."

Fauve's Rosa collection is launching this March. It includes a strapless moulded bra and basque, in response to the increased popularity of strapless gowns over recent years, and incorporates moulding technology to ensure a smooth silhouette.

The new style combines Italian fabrics, French lace, diamante charms and keyhole finishing. Manley believes these reflect the key trends for the year.

Manley adds: "Fabrics for 2011 feature a predominance of French lace combined with diaphanous Italian fabrics,

1

Bridal bustier, knickers and garter from the Fauve collection

2

Bridal set in white with suspenders and stockings by Lejaby.

accentuated by the essential attention to detail.”

LingaDore marketing manager Myriam van der Vliet agrees with this assessment of the materials that will be taking centre stage.

“We believe the main bridal lingerie trend is the increasing popularity of use of embroideries and laces,” she says. “LingaDore has always made a lot of use of luxury embroidery and laces, so this new trend suits our brand very well.”

According to the marketing manager, the most popular bridal colour is still ivory. Because of this, each half year, LingaDore releases a new lingerie range in the colour. For AW11, it is introducing new range Salvatore; an ivory-colored range with embroidery in a rose pattern. The shoulder straps have special details and small pearls have been added to all styles to give it a bridal touch.

“For the Netherlands, the impact [of the Royal wedding] will be very small,” Van der Vliet says. “The wedding isn’t on the news much and women do not seem to be very much concerned with it (sorry UK). For the UK, the impact will

definitely be much bigger and, hopefully, many women will follow their example and buy the Royal LingaDore range Salvatore to add some elegance to their own wedding.”

Another new theme, which looks to be coming into the bridal lingerie sector, is the incorporation of new technology to aid with function and fit. In order to provide effective and invisible support under an ever increasing array of wedding dress styles, designers are forced to constantly innovate.

Atlantis junior designer Carley Williamson says: “Traditional concepts will be updated through technological advances to create beautiful, functional lingerie pieces that can be worn during and after the ‘big day’, such as cleavage enhancing, multi-way bras and shapewear.”

She adds: “The lingerie must be beautiful, yet discreet, under a wedding dress, so we have developed garments with flat bonded finishes and delicate lace panels for an invisible look.”

The Atlantis Nadia Bridal range offers bridal lingerie pieces that seek to

enhance the bust by one cup size in a strapless style and two cup sizes in a liquid plunge.

Panache will also be introducing brand new range Evie Bridal for SS11 under the Superbra brand. Based on existing style Evie, it features added touches of embroidery with an elaborate trim to provide a more luxurious feel. In the current economic climate, affordability is an important consideration for many brides, but there will always be those who look to the higher end labels for their big day.

Tallulah Love managing director Michelle Taylor says: “We have had a number of brides coming to us to find their Bridal Lingerie over the last year and many of them are looking for something extra special, something that you won’t find everywhere on the high street.

“A number of brides that come to me are still looking for high quality lingerie and are willing to spend a fair amount. I had a gorgeous bride that was getting married on New Year’s Eve and she called me in a panic just after



3



4



5

3
Embroidered bra in white by LingaDore

4
Model poses by a vintage car in a bridal corset by Fred & Ginger

5
A bridal set with suspenders, white lace and in vogue blue bows by Tallulah Love

Christmas; she spent £300 on her bridal lingerie and was more than happy to do so. I think the harsh economic climate is effecting everyone to some degree, but as far as I am aware it's not effecting bridal lingerie, at this level anyway."

Tallulah Love has named one of its SS11 styles 'The Royal Welcome' in celebration of William and Kate's marriage. The piece is lined in silk and uses Chantilly lace.

"I may even send Kate a special set as a celebratory gesture," Taylor says. "Anyone know her size? I have read many reports already of various designers proclaiming they are designing Kate Middleton's lingerie etc... I think the Royal Wedding will have a fabulous effect on bridal sales to be honest."

For AW11, Tallulah Love will be introducing a more risqué collection, as Taylor has identified a trend for naughtier bridal pieces.

"I think maybe lingerie in general has become more risqué in general," she says. "I am noticing more and more brands using very sheer fabrics and sexier silhouettes. Tallulah Love will be backing this trend and launching for AW11 Tallulah Darkside, which will be much darker and sexier than an current collections. We will certainly market this collection to brides to be for their honeymoon lingerie as an alternative to the sweet and innocent look of the actual bridal collections."

The managing director also considers that garters are becoming more of

a feature and, though Tallulah Love is only selling one this season, Taylor is planning to launch a whole collection for 2012. She has recently noticed that some brides will just buy a knicker and the garter, as a number of dresses are becoming so structured that they are providing all the necessary support.

Fred & Ginger founder and chief executive Victoria Holt believes sheer fabrics, lace, fluid shapes in barely there nudes, old rose and ivory's are the trends to look out for in 2011.

"Glamour is back," she says. "The Royal Wedding will make marriage fashionable again, impacting on sales globally.

Taking the opinion of Tallulah Love's Michelle Taylor a step further, the chief executive feels that the current economic environment, far from reducing demand, could help push sales.

"In these hard times, I really feel couples are looking for the added support and security that marriage offers," she says. "The demographic is changing, in so much that girls are waiting longer to get married, thus they have a higher disposable income and are in turn increasing sales in the luxury lingerie sector."

The Fred & Ginger bridal collection features French silk, Italian Chantilly lace, Swarovski crystals and pearls.

Unlike some of the more affordable brands, Fred & Ginger pays less attention to practicality and function, and more to the style of its pieces.

"Here at Fred & Ginger, we create less practical underwear and more fanciful lingerie, and negligees, that are designed to ignite passion," she says. "Therefore, there really are no boundaries; we can go crazy with gorgeous designs, fabrics and trims that we know the bride and her groom will love."

No boundaries means some of the brand's designs can be quite risqué. Most recently, it created a Crotchless Beau Knicker with lace detail exclusively for Coco de Mer. The products apparently sold out, with more on order.

Like Taylor, Holt feels there is a strong demand from brides in the UK for the more extreme items.

"British brides are very naughty," she says, laughing. "The virginal bride hides all her secrets underneath the dress." ♦

6



6

A bridal basque with suspenders and thong from Panache's Evie collection.

Naomi & Nicole®

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^{ltd}

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

Website: www.patricia-eve.co.uk



Bridal Beauty

WITH THE BRIDAL SEASON RAPIDLY APPROACHING, **LINGERIE INSIGHT** BRINGS YOU A SERIES OF FUN, FRESH AND YOUTHFUL LOOKS TO REFLECT HOW WEDDING LINGERIE IS BEING REVITALISED FOR THE DISCERNING, MODERN BRIDE.

*Polka dot sheer
body by Ell & Cee,
flowers by Jane
Packer*

CREDITS

Photography : Jon Baker

Styling: Rebecca Sammon

Hair & makeup: Lucy Gibson using Nars
cosmetics and KMS haircare

Model: Lucy Jaques at Nevs



*Cream basque with
lace trim by Fred
& Ginger, cream
knickers by Fauve,
lace garter by Fred
& Ginger, white
polka dot socks by
Chaussettes*



*White lace bra with
black trim, knickers
and suspender belt
by Mimi Holiday,
stockings by
Jonathan Aston,
necklace by Shaun
Leane*



*White full length
lace gown by La
Perla, white full
knickers by La
Perla, necklace and
ring by Van Cleef &
Arpels*



*Bra, knickers and
suspender belt by
What Katie Did,
gloves by Cornelia
James, headband
with flowers and
polka dot mesh
by Piers Atkinson,
vintage seamed
stockings*



*Cream bra and
knickers by
Lascivious,
sheer blouse by
American Apparel,
feather ring by
David Marshall,
necklace by Laura
Gravestock*

“So far, it has all been a bit clandestine,” Dragon’s Den investor and entrepreneur Theo Paphitis admits of his latest project, Boux Avenue.

The new company has not been lacking in publicity, despite the dearth of information. Part of this could be attributed to the high profile status of its founder. Paphitis is best known for his role on BBC TV programme Dragon’s Den, but he gained the position through his business credentials.

These currently comprise the ownership of Rymans Stationery and co-ownership of Red Letter Days with fellow ‘dragon’ Peter Jones. But Paphitis’ former ventures are equally impressive, including an equity stake in lingerie retailer La Senza and chairmanship of Millwall FC.

Paphitis made the official announcement of his new lingerie company in November 2010, under the name DNA Lingerie, on social networking site Twitter.

“DNA Lingerie,” he laughs, revealing the working title evolved due to a phone call from a journalist who managed to uncover their plans and was digging for information.

“I couldn’t lie, obviously, but I didn’t want to tell them anything,” he says. “I think she said, ‘what is the DNA of the lingerie?’ So, I said, ‘DNA lingerie, that’s what it is. That’s exactly what it is. It’s called DNA Lingerie. That’s the name. And, I told everybody that we had a name, but we didn’t have a name at the time.’”

It took Paphitis a number of months to come up with title Boux Avenue. With former company La Senza’s name directly translating to mean ‘The Without,’ the words ‘Boux Avenue’ were eagerly typed into an online translator, which came up with... nothing.

“We like the word Boux,” Paphitis says, with transparent enjoyment. “It’s cheeky. Does it have to mean anything? I can make it mean anything I want it to mean. It’s Boux. Boo boo, peek-a-boo, bou-tique, bou-doir, boux girls, boux babies. We can have boux anything, can’t we? It just works.”

After further hedging, the entrepre-

BOUX WHO?

LINGERIE COMPANY BOUX AVENUE HAS BEEN HITTING THE HEADLINES IN RECENT MONTHS, BUT DETAILS ON THE NEW VENTURE HAVE BEEN FEW AND FAR BETWEEN. DRAGON’S DEN MEMBER AND ENTREPRENEUR THEO PAPHITIS TALKS TO **KAT SLOWE** ABOUT WHY HE STARTED THE PROJECT AND REVEALS HIS PLANS FOR THE YEAR AHEAD.

neur finally elaborates.

"It has influences from people who didn't realise they were influencing," he says. "Truth be known, there was a girl called Boux in France (not spelt the same)... a very, very pretty French girl. We are going back to exactly the same place in the next few months and if we manage to find her, she will certainly get some recognition. Search for Boux."

Paphitis claims his decision to re-enter the lingerie sector was partly based on his knowledge of the market and partly on a desire to 'have fun.' He does assert that he is not looking to compete head on with his former company La Senza, which he argues is orientated more towards the younger market. Boux Avenue, which will be modelled by Jacqui Ainsley, aims to offer a wider product range and will be geared to every age group.

"Age is dead simple," he says. "It is attitude of mind... Yes, there will be some younger people buying it and I am sure there will be some older people buying it, and I am sure there will be some middle people buying it."

"I am sure we will take some business from Marks & Spencers. I am sure we will take some business from the department stores and I am sure we will take some business from the other independents."

There will be a series of new brands entering the UK market over the next year, including Baci, Victoria's Secret, Etam and Lise Charmel, but Paphitis doesn't seem overly concerned. In fact, he already knows where the additional business is going to come from.

"There is no question the market is getting a lot more competitive," he says. "I am not too fussed about the competition... It is getting a bit cluttered, but don't forget we have a hugely dominant lingerie retailer in the UK, which is rare and unusual and, if I was a betting man, I would say that is where a lot of the additional business that new entrants will take will come from."

"When you have one dominant player, then it has to come from somewhere. There are going to be at least five new choices coming to your high street. The customer has a choice now."



Previously, she could have gone to Marks & Spencers; now she may want to try something else."

Paphitis does, however, admit to sometimes entering other stores to check out the competition, a habit which has previously got him into trouble.

"I've been thrown out of some great stores. Not now. It was before; now people know who I am. By thrown out, I mean look at you suspiciously, like you are some sort of funny character..."

"I have gone into stores and had long conversations with the store staff about what is selling, what is not selling, the lace. Now they just talk to me anyway, because I am a little more well known."

Paphitis' market research does not just extend to retailers. He also looks

for feedback from members of the public.

"I ask [girls about their lingerie] very, very often," he says. "You'd be surprised how often they actually show me their lingerie or how often they send it to me."

Lingerie will not be the company's only product. Boux Avenue will be offering nightwear, bodycare ('in three fragrances'), hosiery and fitted swimwear to its female customers. The swimwear will include bikinis, tankinis and swimming costumes, a selection of which will be available at the launch, with the rest to be phased in gradually over the ensuing months

Prices will range from £40 for a top and bottom, with cup sizes starting at...

"I will just check with Nichola," Pa-

1
Boux Avenue founder and Dragon's Den investor Theo Paphitis

2
Marilyn from the new Vintage Garden Collection by Boux Avenue

paphitis says. "I don't want to mislead you for launch."

He returns a few minutes later with the details on a Ryman post it note.

"It is confirmed," he exclaims. "The Day 1 launch is 30A to 40G. The H is coming in six to eight weeks afterwards and close on the tale of the H is the Ks. They will be another four weeks after that."

Information has been released on two collections in the initial range, Vintage Garden Party and Burlesque Boudoir. The Vintage Garden Party collection seeks to be 'soft, romantic and feminine,' with flirtatious fabrics and prints adorning retro-look designs. The Marilyn plunge bra in blush pink is embellished with French lace and organza rosebuds. A matching thong and

brief complete the set.

The Burlesque Boudoir collection aims to be 'sultry, teasing and glamorous,' with rich colours and boudoir styles. It features a Valentine corset in pink satin with black ruffle trim and lacing. Intricate boning seeks to provide an hourglass silhouette. The Frilly Milly knickers ruffled in froufrou frills and bows complete the look.

Paphitis reveals that the products in the new collections will be manufactured in a series of different countries in an attempt to keep down costs.

"It's around the world in 80 days," Paphitis reveals. "Many years ago, a big slug of our manufacturing base in previous life was very much in China and the Far East. That's changed, because that market has got very expensive

as well. And, in some ways, it pays to manufacture nearer to home because we can gauge repeats a lot quicker.

"At the moment, it is the obvious: China, India, then you've got Portugal, Morocco, Spain, Turkey..."

And the money will not all be flowing in one direction. The lingerie company boss says that he has already been approached by a series of retailers interested in setting up a Boux Avenue store abroad.

"I am a great believer in working with partners in other countries," he says. "I would have thought that we will look at getting our first franchise store up and running by the beginning of 2012. We have already had someone approach us from the Middle East for a partnership, so we are quite keen there."

The entrepreneur is looking to Europe and Eastern Europe for his first partnerships, but he eventually wants to operate around the world.

"We have had interest from Scandinavia already," he says. "We've got people on the line and we are waiting to see the stores first."

"When and if we move to America and Canada, we will have to wait and see, but there are no plans for it at the moment. So, Europe is definitely where we are going to be... Asia is certainly a possibility. I was there recently and [it is a] great market."

The first British stores will open this March, with plans to open in 30 shopping centres at a rate of around two a month. The outlets have been designed specifically for the company, with fittings custom made by a company called INK. However, Paphitis refuses to go into any detail on the store concept.

With it apparently only a matter of time before Boux Avenue becomes a globally recognised name, it could be a race for Paphitis to reach the label's - apparently still oblivious - French namesake before his product.

Hopefully, when the mystery lady is finally discovered, she will be delighted to discover she has been the inspiration for the newest name in British lingerie. ♣



3

Valentine corset and knickers from the Burlesque Boudoir Collection by Boux Avenue.

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

A La Moda

THIS MONTH WILL SEE MEMBERS OF THE LINGERIE, SWIMWEAR AND LOUNGERIE SECTORS FLOCK TO BIRMINGHAM TO TAKE PART IN THE UK INDUSTRY'S LARGEST TRADE SHOW. WE TAKE A LOOK AT THE LATEST NEWS AND OFFERINGS FROM A SELECTION OF BRANDS EXHIBITING AT THE EVENT.

DATE: February 20-22
LOCATION: NEC Birmingham

LINGERIE BRANDS EXHIBITING IN 2011
INCLUDE: Triumph International, Fantasie, Panache, Gossard, Lejaby, Baci Lingerie UK, Lise Charmel, Curvy Kate and Simone Perele.

LISE CHARMEL

LISE CHARMEL SOUNDS OUT THE UK

Luxury French brand Lise Charmel will use MODA to 'sound out' the UK market, as it forms plans to enter the country in the next three to five months.

"I want to discover the opinion of the UK women," managing director Olivier Piquet told Lingerie Insight.

"Lise Charmel is currently in talks with a number of leading UK department stores and hopes to become a big presence in the market over the next couple of years."

The high-end lingerie is currently stocked in 45 countries around the world, with an annual company turnover of €75 million.



SLENDERELLA

SLENDERELLA SEEKS TO GROW

Slenderella is looking to continue its expansion, following a record year in 2010.

Success in northern Europe and other export markets resulted in 12 percent growth in exports, with warm underwear and dressing gowns with matching slippers producing the best results.

Pure cotton will feature strongly in the autumn nightwear collections. Contemporary prints and designs will appear alongside the classic and more traditional branded ranges. Despite considerable increases in world cotton prices, the company is confident that price increases can be kept to a minimum.

This has been achieved by re-sourcing fabrics and raw materials; the sales growth has also helped increase purchasing power to assist in stabilising unit costs.

The extreme cold weather before Christmas meant that several options of thermal wear had sold out prematurely, but the company was able to fulfil most of the extra repeat business.

Kaftans will again feature in the bathrobe and housecoat collections, with sizes available up to XXXL. Following the relaunch of luxury satin fully lined quilted gowns last winter, a new collection will be launched in a pink and blue floral print, and will also include a satin lined bedjacket. The velvet robes and leisure suits will be made of an 80 percent cotton fabric in jewel colours and up to size XXL.

Soft knitted bed jackets will constitute the mature ladies offer and will include at least one pure cotton item.



FREYA**FREYA CREATES LONGLINE WITH LOUNGE**

Freya is expanding its range of loungewear, now in its third season, and introducing a new longline bra for AW11.

The additions to Freya Lounge, Ingrid and Sadie, incorporate kitsch prints teamed with berry hues and soft fabrics, with the possibility to mix and match.

New style Ingrid combines lavender with bird print detailing, reminiscent of 70's retro boho. Products in the collection includes a lounge pant with an oversized pink, satin tie at the waist, a cami, short and long-sleeved top, and a fleece hooded robe.

Sadie incorporates a soft golden rose print fabric, adorned with pink satin bow detailing and a cross-over waistband to



the pant. Detail is added by a hooded top with picot trim to the belt and matching print lining to the hood.

"It's really a huge success, so we have decided to keep on going," said Eveden European marketing co-ordinator Jean Christophe Boloffet. "We are trying to push this brand. We are trying to focus a little bit more on the Freya Lounge."

The longline bra, a new shape for Freya, comes as an addition to the brand's existing Nieve collection.

Freya is also launching new collection Taylor for AW11. The line features black lace detail and bronze velvet ribbon, and comes in a moulded plunge bra or strapless alternative. Coordinates include a high waisted brief, a short, a thong and a suspender.

JOCKEY**JOCKEY GOES 3D AT MODA**

At this year's MODA, Jockey will present two collections - 3D-Innovations and USA Originals.

The 3D-Innovations Collection seeks to offer freedom of movement in any and all directions with its use of original 3D technology.

Developed to mirror the form of the human body, the pants feature eight dimensional stretch qualities to provide ease of movement for the wearer throughout the day.

USA Originals incorporates fabrics inspired by the American flag, in terms of colours and patterns, seeking to encapsulate the style and characteristics of New England.

The collection mixes of the 'American Preppy' with rustic and relaxed country-living in an attempt to provide fresh fabrics, bright colours and comfort.

Jockey brand manager Ruth Stevens said: "The USA Originals range of underwear, bed and lounge wear for men is keeping the American dream alive. The collection is innovative, fantastic value for money, combined with the very best in quality, fit and workmanship."

GOSSARD**BURLESQUE DANCING FIRES DEMAND FOR LUXURY LINGERIE**

Gossard says a renaissance in women returning to buying more luxurious and glamorous underwear is to thank for a 65 percent rise in sales over the past year.

Gossard managing director Tony Jarvis has presided over the company during a record 12 months, in which interest in films like *Burlesque*, coupled with fashion trends, such as underwear as outerwear, have driven demand for statement lingerie sky high.

"There is most definitely a rise of interest in old-school glamour in lingerie with a modern twist which is encapsulated in this revival. Suspenders have always sold well, but the recent demand from women of all ages has been phenomenal," Jarvis revealed to a British daily newspaper.

LEJABY

LEJABY GOES LARGE

Lejaby 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.



EVEDEN

EVEDEN GETS INTO SHAPE

Eveden will be introducing shapewear for the first time this AW11 under the Fantasie and Elomi brands.

Fantasie's Esme and Elomi's Curve, which come in black and nude, were created in response to rising demand.

"It is the first time we are doing shapewear," said Eveden European marketing co-ordinator Jean Christophe Boloffet. "We decided there is a shapewear trend."

"We did not introduce it in Freya, because that is more for the younger, skinny girls."

Eveden will be the latest in a series of big names to enter the sector. Triumph launched its shapewear range in SS last year.



EMPREINTE

EMPREINTE FULLY EVOLVES



Lingerie brand Empreinte will be showcasing its latest innovation in Birmingham, this month.

The lingerie company's latest innovation incorporates guipure embroidery, formed not on a mesh, but on paper that dissolves under a chemical process.

The technique has been used by the brand, which specialises in larger cup sizes (C to G cup), within its new Diva collection.

It took 18 months and 40 versions to get the correct yarn tension to provide the necessary support for the fuller figure woman.

"It's really great the people with G sizes are the first to get this innovation... Big sizes are not a niche anymore," said Empreinte director of marketing and design, Magalie Lagathu.

"We are looking to grow in the UK market," she added. "Anglo-Saxons have bigger busts."

Empreinte won the award for Designer of the Year at Salon International de la Lingerie last month with its Diva range.

BOMBAKI

TRIUMPH UNVEILS ESSENCE OF LUXURY

Lingerie brand Triumph has launched two new ranges for AW11, Triumph Essence and The Luxury Collection

The Essence collection, modelled by supermodel Helena Christensen, comprises 19 styles and shapes across four ranges and includes vintage-inspired bras and pants, as well as tailored cuts and a Christmas range. Retail prices start at £27 for a thong, rising to £108 for a slip. This compares with the Triumph mainline, which offers thongs for about £7.

In celebration of 125 years in the industry, the brand has also launched The Luxury Collection for AW11. The high end range, available for one season only, recognises Triumph's long history of lingerie design.



AUBADE

AUBADE CELEBRATES ROMY SCHNEIDER

This Autumn Winter 2011, Aubade has been inspired by the glamour and beauty of legendary actress Romy Schneider.

Product names include Effusion de Dentalle, Coco Blues, Irresistable Romy, Love Circus, Aubade a l'Amour and Fleurs de Pommier.

Embroidery and lace feature heavily in the new line, which harks back to the decadent Roaring Twenties for its inspiration.

Black is the prevalent colour, but scarlet, pearl, midnight blue, khaki and fuchsia, also feature.

HUIT

HUIT TESTS THE WATERS

Huit has announced the launch of its first Autumn Winter swim collection for 2011.

The range is comprised of five bikinis and a bandeau, with simple styling and bold, exotic prints.

Product names in the collection include Bliss, Escape, Cruise, Beach Beauties, African Queen and Alice En Goguette.

BIGGIN & SAGE

BACI LINGERIE BATS FOR THE UK

Baci Lingerie will be making its UK debut at MODA, this year, where it will showcase its new Black Label Collection.

With the first consignment of stock due in the UK at the end in February, via UK distributor ABS Holdings, the trade show will be an opportunity for retailers to take a look at the brand's latest product offering.

Baci Lingerie's £22.5 million second range Black Label, which includes 550 different looks, is being marketed as affordable luxury and aims to offer 'a style of lingerie for every woman in the world.'

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.

**ROYCE LINGERIE**

ROYCE LINGERIE CELEBRATES 20TH ANNIVERSARY WITH NEW LOOK

Wirefree expert Royce Lingerie is aiming to capture the hearts of customers at MODA with a brand new brochure, showcasing its Comfort range.

The company, which is celebrating its 20th Anniversary this year, is marking the occasion with a selection of new images designed to shake off the current perception of non-wired bras.

New styles being launched at the MODA show in Birmingham, this month include 'Isabella', which features a delicate sheer spot mesh overlay, lace trims at the neck edge and detailing at the side seams.

The wirefree creation will be available in a choice of three colours - black/skintone, skintone/cream and white.

PANACHE

PANACHE LAUNCHES NEW STYLES FOR AW11

Panache will be introducing new styles and colourways for its series of brands, including Atlantis, Masquerade, Panache Superbra, Panache Swimwear and Cleo.

The Atlantis AW11 collection is specifically designed to accentuate the appearance of a bigger bust, using three levels of uplift: enhanced, dramatic and ultimate.

It will be introducing new product Tyra for the season, which claims to increase the bust by one cup size. It comes in pink with black lace trim and is available up to a DD cup.

The new Masquerade offering is inspired by the mine and botanical lands, featuring satin, lace, embroidery and chiffon in traditional lingerie shapes.

Colours for the season include a rose print, sheen black and slate, animal print, olive and ivory.

Panache Superbra's AW11 collection consists of jewelled colours, inspired by themes of 'floral paradise with modern bohemian prints.'

It will be launching the new Andorra range for AW11, a plunge bra that aims to provide support for the D to G cup, featuring Australian stretch lace detailing in deep purple.

Panache Superbra will also be introducing Evie Liaison. Based on the 'theatrical theme of the midnight garden,' it comes in a black base with pink embroidery and incorporates the same detailing as the SS11 Evie Bridal.

Panache Swimwear will showcase several new offerings at MODA this year. These will include seasonal style Taylor, a plunge bra in damson and slate, and new style Tao, which provides a take on an abstract camouflage palm leaf print in the same shapes as the Anna range



MARLIES DEKKERS

MALE MUSE INSPIRES MARLIES DEKKERS



These days men are just as likely as women to be the muse of female artists, according to Dutch lingerie brand Marlies Dekkers.

For her new AW11 collection, the designer has her own secret muse, who wrote a song for her entitled Blown Away.

It is this song which is responsible for the design of Marlies Dekkers' six new collections - Blown Away, Le Jeu de la Liberté, The Forest, Florence, Réveille Moi! and Afterglow.

This year, the company will also be bringing a new identity to MODA. It has been divided into two brands: the 'luxurious brand' marlies|dekkers and the 'younger, cool brand' Undressed by marlies|dekkers.

The differences between the two brands will be felt in every aspect of the lingerie. The packaging of marlies|dekkers will change every two seasons (spring|summer and fall|winter), taking the theme of the collection into account, whilst the packaging of Undressed for marlies|dekkers will consist of eco paper bags bearing the Undressed by marlies|dekkers logo.

Furthermore, the collection will offer exclusive packaging alternatives, such as luxurious gift boxes, intricate gift cards, beautiful gift bags accompanied by a paper magazine, explaining the inspiration and giving more precise information about the lingerie.



ITP **Promedia Publishing** is the fastest growing business-to-retail publisher in the UK today...



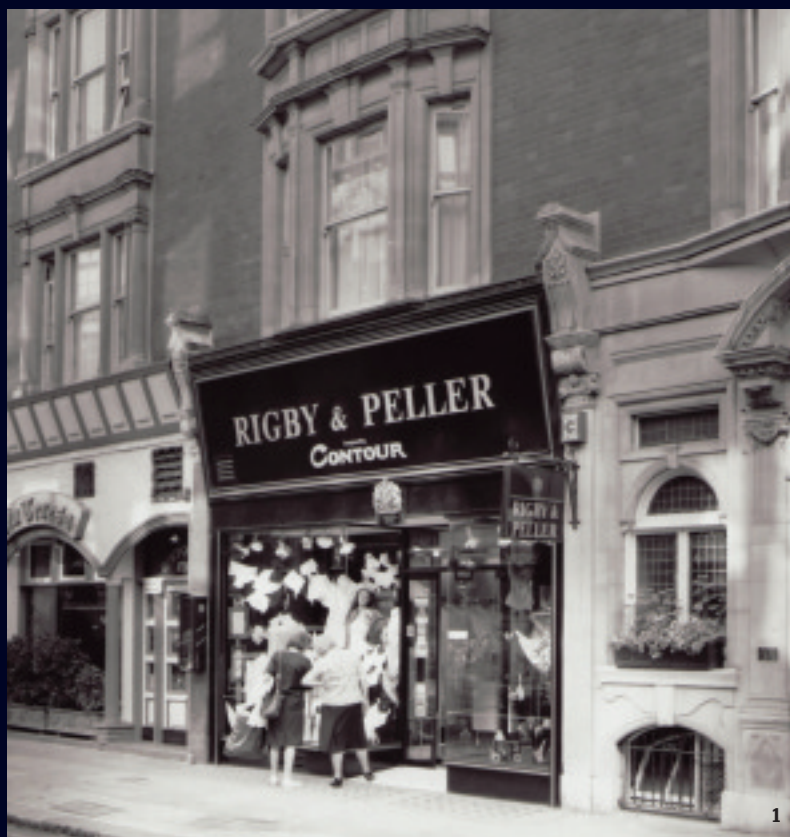
But we are already massive around the World!



ITP Publishing Group and its subsidiaries publish 70 magazines and 26 web sites in 10 countries and we're getting bigger all the time.



For marketing opportunities, please contact:
ANDREW MARTYNIUK / T +44 203 1764229 / E andrew.martyniuk@itp.com



Empire LIFT

THERE IS ONLY ONE PERSON WHO CAN SAY THAT SHE HAS FITTED THE QUEEN, PRINCESS DIANA AND MARGARET THATCHER. RIGBY & PELLER OWNER **JUNE KENTON** TALKS OVER THE PAST FIFTY YEARS OF THE COMPANY AND REVEALS WHAT IT TAKES TO PROVIDE A ROYAL SERVICE.

In person, Rigby & Peller owner June Kenton (affectionately known by staff as 'Mrs. K') appears sweet and kindly, everybody's favourite auntie. Appearances can be deceptive.

1 The first words Kenton cheekily utters are: "Your name is Kat? Kat, as in Eastenders?"

The alternative moniker 'Katie' is quickly agreed upon and a half hour fitting quickly commences. A member of staff undertakes the task, as Kenton has recently hurt her arm, but she remains on hand during every stage of the process.

"Pretend for a moment that I am your mother," she says. "I would say that this plunge bra is perhaps more suitable for evening wear."

Duly noted. The fitting is efficiently carried out and conducted with panache by the girl, under circumstances that can by no means be ideal (aforementioned hovering employer, whose credentials include regularly fitting royalty).

Fitting over, Kenton sits down in the intimate space of the dressing room, prepared to talk, and she has a lot to talk about. The daughter of big businessman, John Collier (advertis-

ing slogan 'the window to watch'), she has experienced a unique career in the lingerie and swimwear industry.

Kenton first discovered an interest in the intimate apparels sector after entering into her father's business at the tender age of sixteen. She had just left Lillesdon School in Hawkhurst, not far from the better known Benedon (she had wanted to attend Benedon, but her mother had refused due to its lack of a head of nutrition).

"It was a disgrace, because I was only really interested in sport and not really an academic," she says. "I was absolutely determined to get my O Levels, but,

1
Rigby & Peller, when it still possessed Contour branding

2
The Rigby & Peller store on King's Road

of course, my father was sure I wouldn't get anything" (Kenton ended up getting them all).

"He never handed over any responsibilities whatsoever, which was really horrific. He did everything himself, which is usual with parents; they think you're not capable."

Collier stocked lingerie in his stores and Kenton quickly developed an idea to specialise in the sector. Yet, despite buying a Brixton clothes store with fiancée Harold in 1961, and another, in Croydon, in 1970, it wasn't until 1971 that the pair opened their first lingerie and swimwear outlet. Kenton and husband Harold called their store Contour, a name which she now also regards with horror.

"We thought that was the most amazing name," she says. "Contour. It's awful. When you look back, it's horrible."

This disgust could be what led her to take over the Rigby & Peller business in 1982, four years later amalgamating the two companies under the Rigby & Peller brand. When Kenton first bought Rigby & Peller, which was situated in South Molton Street, it only sold made to measure pieces.

"They were losing money hand over fist," Kenton says.

The brand's biggest asset was possibly that it held the royal warrant to the Queen. But this belonged to the owner Mrs. Seiden, as opposed to the company itself, and was therefore not directly transferred with the sale.

"I could have bought Rigby & Peller and the royal warrant wouldn't have come to me," Kenton says. "The royal warrant is given to a person and that person belongs to a company."

"[Seiden] said 'the only way we can transfer the royal warrant to your name is if you go meet the Queen...' It was very, very scary. But I went to Buckingham Palace and I met the Queen, and she said 'that's fine,' and I have had the royal warrant since 1982.

Kenton also gained the royal warrant for the Queen Mother in 1993. Yet, the monarch and her mother are not the only people of note that she has fitted over the years, with multiple

celebrities, Princess Diana, Princess Margaret and even Margaret Thatcher numbered amongst her past client list.

She puts to rest rumours, however, that she has fitted Lady Gaga, saying: "No, Lady Gaga borrowed some stuff. Can you imagine fitting Lady Gaga?"

Once she took over the company, Kenton also made a series of changes to the store, seeking to provide proper fittings, for both lingerie and swimwear, alongside exemplary service.

Rigby & Peller was the first company to ask for 30's round the back, which Kenton claims were originally a huge 'struggle' to get. It also led the market in obtaining larger cup fittings, which it was forced to import from the US. Proper fitting is a topic on which Kenton has a very strong opinion.

"People just don't realise that we are all women and nobody knows what size to buy," she says. "It's not like some women have them, some women don't, some women fancy them, some women don't want them. We all have two and they are our responsibility."

In 1993, ITV launched a film called 'Giving the Empire a Lift.' The half hour special which took watchers behind the fitting room curtains for the first time ('what is your home address? I will send you a copy'), made business boom for Rigby & Peller. Two and a half hour

queues were soon to be seen outside its Knightsbridge shop and Kenton was forced to open the store in Conduit Street two years later due to the depth of demand.

"After this film, Marks & Spencer put up at cash desks 'we will measure you,'" she says. "They measured people over their clothes. Measuring somebody without their clothes on is not very suc-

3

Rigby & Peller advertisement from the 1980s

4

Rigby & Peller owner June Kenton poses with lingerie models



3



4

cessful, let alone over their clothes.

According to Kenton, this lack of effective fitting on the high street was not a recent occurrence, but a phenomenon that built up over a series of years.

"Marks & Spencer started it with the acres and acres of bras," she says. "The customers flowed into Marks, they wandered round, and round, and round. They were picking up bras, they were buying them – nobody knew if they fitted them... They would take them in the fitting room and they would either buy one out of sheer frustration or they would just think 'I am just a mess, I don't want anything.'"

"And all the other stores, in Oxford Street, say, thought, 'why am I paying money to do fittings? Let's us do acres and acres of bras and we will have two or three people on the floor, and we will have somebody who counts how many in and how many out, and that's it', and they didn't have the expensive fitters anymore."

In recent years, retailers appear to once again be recognising the importance of providing a fitting service. Bravissimo prides itself on this facility and it is now difficult to find a store on the high street where there is not some sort of provision available, though standards may vary.

"I don't know if I can say people copied us," Kenton says. "It is very flattering, really, to be copied. I don't believe anyone does it quite as well as we do and I don't believe anyone has got quite the selection that we have got. I feel that as a person and as a company, we have led the way."

Though, she technically retired last year, publically handing over the reigns to her son David, Kenton and her husband Harold are still very much involved in the business. The pair will be celebrating their fiftieth wedding anniversary just after the fifty year anniversary of their business.

"We will never retire, ever, until we are six foot under," she says. "We just come in, we go to meetings, we make decisions, we visit the shops. We are still very much involved, but not so much in the day to day serving the customer and worrying about who is

going to dress the window... [Me and Harold] do everything together. We are joined at the hip."

With fifty years in business behind her this November 13th, Kenton has a lot to look back on and it is doubtful she will be looking back with regret.

When asked what she feels she has achieved, she says: "Hopefully, darling, we are the leaders in lingerie. I feel very proud that I have made Rigby & Peller... quite famous and a brand that really is England, Britain, British, and an honourable brand." ♦



5
*A Rigby & Peller
shot from the 1980s
championing
underwear as
outerwear*

6
*Rigby & Peller
owner June Kenton
with husband
Harold*

In the past month, over **25,028** unique individuals
have visited **lingerieinsight.com**

25028

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



STAR POWER

CELEBRITY EXHIBITIONISM HAS BEEN OCCURRING FOR DECADES, BUT HOW IS THIS PHENOMENON DEVELOPING IN THE NOW? STYLIST AND LINGERIE SPECIALIST **SARAH COOK** LOOKS AT THE UNDERWEAR AS OUTERWEAR CRAZE AND THE BRANDS THAT ARE RIDING HIGH ON THE BACKS OF THE BIG NAMES.

Stocking tops on show, corsets over cocktail dresses and bras instead of blouses. It could be said we've seen our fair share of shock-seeking celebrities flaunting their underwear as outerwear. It is a trend that has been seen on stage and screen, red carpets and front pages, but how much life does this seemingly timeless trend have left in it?

With varying levels of dignity, we have seen a good handful of female celebrities styling themselves to the extreme for decades. Synonymous with this style is Madonna, with that bra and the less polished look of a white lace bustier and long lace gloves. We are all too familiar with her brave body hugging looks of the

late nineties and noughties. From her Confessions tour to her Vanity Fair cover. Another risk-taking artist of the '80s you may not instantly associate with the trend is Cher. She has certainly flown the flag for underwear as outerwear over the years, from almost non-existent leotards to jewel encrusted one-pieces that even the likes of Lady Gaga would think twice about – perhaps.

When we consider those that have sported the trend in the past; Madonna, Cher, Janet Jackson, Cyndi Lauper, to name just a few, we can see one common factor; Music. Increasingly we see how stars have been striving to get noticed by choosing to show a little more flesh. The music industry



1 | Madonna, in 1990, on the *Blonde Ambition* tour

attracts the attention of millions and with endless tours and lavish stage costumes, it's the perfect opportunity to show the public what you're made of. Ultimately, wearing undergarments as outerwear tells the viewer that you're strong, sexy and driven by style. It is undoubtedly one of the sexiest, most alluring fashion statements around – and it's been the basis of the music industry for years.

2010 was a big year for this trend, as we saw the ever expanding Lady Gaga brand grow. Stars like Cheryl Cole, Beyonce, Pixie Lott and Rihanna followed suit, touring the world in their most waist cinching, leg lengthening stage costumes. Not a style only fit for the stage, we have seen it on the red carpets too. Tustling for the 'Hit or Miss' fashion pages, actresses and musicians alike have been seen flaunting more than just a leg split at awards, premieres and on prime-time TV. Last year's Autumn/Winter looks had a strong lingerie vibe, as we saw key elements like black lace lending itself so well to the classic LBD (little black dress). Harry Potter's Emma Watson wowed the crowds with her choice of black lace mini by Rafael Lopez at the premiere of Deathly Hallows in November. Daisy Lowe went for all-out glamour at the British Fashion awards in December wearing a beautiful floor length, black lace gown by Elie Saab.

Red carpet aside, we can't overlook the all important fashion battle between the judges of this year's X-factor. Danni Minogue and Cheryl Cole locked horns in the name of fashion every Saturday as the women of the nation argued over who was winning in the style stakes. In week five, Cheryl showed off more than a bit of leg in a black lace and satin number by Emilio Pucci. But Danni looked every part the yummy mummy in week nine, when she donned a stunning Jasper Conran dress, with visible bra panels and a rather revealing sheer lace skirt. Dolce & Gabbana also their support for the trend on the catwalks for A/W 2010, where we saw silk bus-



CELEBRITY ENDORSEMENT

I've given credit to a number of labels whilst compiling this piece and that's exactly what these brands want. Credit, recognition, product placement. It's often not 'luck' that stars are spotted wearing a certain designer and we know that even the 'self-styled' stars don't work alone and in fact have an entourage of style gurus and press officers. Designers will more often than not pay a celebrity to be seen in their masterpieces – a culture that's more prominent on the red carpet. On the stage and screen, product placement on the most desirable of stars can be driven by a notion called 'gifting'. Many brands hope that by sending celebrities a selection of their key looks that even one item may just happen to be snapped by the paparazzi or even better, be worn at the latest awards ceremony. Even the most established designers know how well celebrity endorsement can impact the longevity of their brand. Being associated with the young trend setters is the easiest way to show the public that you're 'current', for example Alexa Chung as the face for Mulberry and Lilly Allen for Chanel.

tiers under suiting, sheer dresses, silk chemises and structured one-pieces.

Season by season trends are cemented in place by the designers and the catwalks, but we see other influences creeping in too. Movies and music videos impact what the public want as much as the fashion editors compiling pages of the 'hot-test new look'. Although it's been bubbling away for a few seasons now, Burlesque got a new lease of life this season in the movie starring Christina Aguilera and the legendary Cher. This trend has had a strong following over the last couple of years, thanks to Dita Von Tease – supported by her collaborative collection with Wonderbra. From Britney Spears on her Circus tour, to Katy Perry's quirky interpretation, corsetry and all things burlesque have had more than their five-minutes-of-fame. Kylie's latest tour 'Aphrodite' is kicking off next month and we can safely predict yet another array of show-stopping costumes and set design from the Queen of Pop. With Dolce & Gabbana on-board and an innovative stage design rumoured to have a number of water features, we're certain of a visual bonanza ahead.

2
Cher, in 2004, on her Farewell Tour

3
Lady Gaga appears in lingerie for an appearance at the MTV Awards

4
Rihanna wears Fifi Chachnil in a spread for GQ

5
Emma Watson is inspired by black lace at the premiere of Harry Potter and the Deathly Hallows: Part 1

The trend for underwear on stage is most certainly lead by shape-wear, a market we are seeing grow season on season at the moment. The 'Bridget Jones' days are behind us and we now seem to be spoilt for choice with retailers like Marks and Spencer, and specialist vintage brands setting the scene. With the need to out-shock the competition, the young wave of artists are turning to the hottest body-con designs to keep their tummies tucked. Lady Gaga wowed crowds in New York recently in a signature Bordelle dress with luxurious S&M influences. A brand I hope to see a lot more of in the next year is Made By Niki. Also led by their shape-wear, this relatively young brand was recently spotted on Rihanna when she wore their Bandeau bra on stage. I'm also excited by another name that embraces elements of shape-wear - Nichole de Carle. Her designs are led by inspirations in architecture and the lines and structure in her garments are second to none, a look I can only describe as Bordelle meets Marlies Dekkers. She sells very exclusively to a handful of retailers and I hope to see a lot more of her in 2011.

Besides shape-wear, another look that we're sure to see more of is the 'gym pant' or high-waisted brief. It's a trend taken from the sportswear looks fresh off the S/S catwalk and it can already be seen in the January issue of GQ. A red-haired Rihanna looks sizzling in a vintage S/S look by Fifi Chachnil and the gym pant is a look already favoured by the likes of Pixie Lott and Lily Allen.

With the mention of Lily Allen, we shouldn't overlook her support of the new hosiery trends that seem to be going from strength to strength at present. She's been spotted in coloured hold-ups and those suspender-top tights that we've seen so much of. Henri Holland certainly made a splash last year with his Pretty Polly collaboration and his tights were a favourite for Fearne Cotton and The Saturdays. The look has been replicated for the mass-

es by Primark this season. As stars perhaps start to question where they can take their on-stage looks next, they adopt hosiery as their latest look-clinching accessory. Cheryl Cole was seen in Wolford's latest 'Bondage' tights during her X-Factor performance last year, and the brand's newest styles are likely to be snapped up as hosiery becomes the novel way to update an old look. There is so much life still left in this trend, it's exciting to anticipate how much more fun we can have with a piece of nylon.

So, we're set to see more prints and patterns for hosiery, a continuation of the vintage trend, and more from shape-wear, but what else can we expect? We certainly haven't seen the back of the one-piece yet and can expect to see an update on the look, from lacy leotard styles to silky playsuits. As we step into Spring, a shift in colour palette is obligatory and we can be sure to see lots of it. We'll see romantic pastels in mint, yellow and pink tints, and for the more seductive styles, we'll see rich shades of teal and sapphire. Silk will be a big trend, which will sit seductively alongside the shift, creating feminine shapes and detailing. As we move away from the lingerie trends, we're already seeing a smattering of underwear and swimwear influences on the SS11 catwalks from Dolce & Gabbana and Julien MacDonald. But the stars at the Golden Globes have just trodden the red carpet where we've seen more attempts to cover up this year. Angelina Jolie went for a long sleeved gown which also had a higher neckline - a look also favoured by Emma Stone. So, is it that we expect to see less flesh in 2011? Should we hope to hide behind our feminine charms? On the catwalk and the high street perhaps, but I strongly suspect that with fresh meat like Gaga and Rihanna on the fashion war path we're bound to see the 'underwear as outerwear' trend evolve to fleshier highs - if that's possible. Oh, and girls? Watch out, because there's a new girl on the scene. Jessie J, the 2011 Brit Awards Critic's Choice Winner. Watch this space. ♣



6
Christina Aguilera,
in 2010, at the
American Music
Awards

7
Britney Spears on
the Circus Tour

8
Katy Perry wears
underwear as
outerwear at the
Victoria's Secret
Fashion Awards

9
Kylie Minogue
performs on her
Showgirl Tour

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?



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**

Lingerie
INSIGHT

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

Après *Paris*

THE INDUSTRY GATHERED IN PARIS LAST MONTH FOR TWO OF THE INDUSTRY'S LARGEST TRADE SHOWS, SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIÈRE. HALLS 3 AND 4 OF THE PORTE DE VERSAILLES BUZZED WITH VISITORS, AS THEY EXPLORED THE LATEST OFFERINGS FROM THE LINGERIE, LOUNGERIE, NIGHTWEAR, FABRICS AND ACCESSORIES SECTORS. FOR THOSE WHO MAY HAVE MISSED OUT ON SOME OF THE ACTION, WE BRING YOU A SUMMARY OF THE THREE DAY EVENT

Salon International *De La Lingerie*

VISITORS

18,381 visitors came to Salon International de la Lingerie in 2011, including:

42% from France

58% international

+25% multi-brand retailers

+14% buyers

+22% number of brands present.

TOP 10 VISITOR COUNTRIES

- 1 Italy
- 2 Germany
- 3 Spain
- 4 Belgium
- 5 UK
- 6 Switzerland
- 7 Russia
- 8 Japan
- 9 USA
- 10 The Netherlands



DESIGNER OF THE YEAR AWARD



Empreinte was the exhibitor chosen to receive the award for Designer of the Year at the show

MD Philippe Berthaux, who collected the award from Eurovet director Marie-Laure Bellon-Homps, said: "We are proving we can stay in Europe and don't have to go across the world to produce this kind of thing."

The company's latest innovation is its use of guipure embroidery, which is not embroidered on a mesh, but on a paper that disappears under a chemical process. The technique has been used in the brand's new Diva collection.

It took 18 months and 40 versions to get the correct yarn tension to provide the necessary support for the fuller figure woman.

Berthaux added: "It's a special day. We are very happy. It's the first time full figured women will have something beautiful - first."

Empreinte is a specialist in the larger sizes, producing from C to G cups.

Bellon-Homps said: "Empreinte is the only brand for generous bosoms in France. They are coming up with many innovations. Diva is a magnificent product, a total revolution."

WALKING THE WALK

In addition to the main catwalk events in Pavilion 3, this year a series of brands competed against one another to put on the best show at their respective stands. They battled it out to see who could provide the most creative concept and the loudest music, thereby drawing the most visitors to their exhibition.

Companies putting on catwalks included Jolidon, Lise Charmel, Passionata, LingaDore and Maison Close. Maison Close won the undeclared fight decisively with its quirky – and raunchy – burlesque shows, drawing members of the public to watch, not just once, but repeatedly.

However, the other brands clearly inputted a lot of effort. Lise Charmel and Jolidon both drew significant attention with their live model walks, whereas LingaDore put on a spirited performance to Katie Perry's Fireworks and Passionata instigated a vigorous mime-like performance. Sister brand Chantelle took a slightly different route with its first ever 3D video display.

The video was inspired by the myth of Orpheus, as reinterpreted by Jean Coctou. In the story, two women found themselves on the other side of a mirror in the 'world of Chantelle.'

On the first two evenings, Lise Charmel and Triumph also had their own individual catwalk events in the main hall area of Pavilion 3, where they celebrated their respective anniversaries. Lise Charmel marked 35 years of designer Jacques Daumal and Triumph launched The Luxury Collection in recognition of 125 years in the industry.



HOT TOPIC: SHAPEWEAR

Whilst cone bras and full figure lingerie both had a big presence at the Salon International de la Lingerie show this year, shapewear was undoubtedly the hot topic, with an entire – very crowded – presentation by Network Dessous devoted to the subject.

And, on the exhibition floor, it was also causing a bit of a shake up, as traditional shapewear brands were suddenly met with the likes of giants Triumph and Eveden invading their space.

Triumph launched its first shapewear line a year ago and Eveden will be launching pieces this AW11 in both its Fantasie and Elomi ranges. But, while the interest of the big names could have the impact of raising the profile of shapewear, making it increasingly mainstream, there are other, more niche ways in which this sector is developing.

A second conference – not so well attended – called Ying and Yang in lingerie, discussed the possibility of combining shapewear with acupuncture. Having had the presentation recommended by one of the show organisers, Lingerie Insight decided to attend and find out what it was all about.

Dr. Kristina Shin from the ACE Style Institute of Intimate Apparel at The Hong Kong Polytechnic University, made the presentation.

She looked at the technology behind shapewear and how it interacts with the body. Shin then showed evidence by South Korean scientists Jeong-Rim Jeong and Hee Eun Kim, published in 2007, suggesting that shapewear could have harmful effects to the body, causing an increase in the core temperature and in the secretion of melatonin, potentially

leading to loss of sleep and other negative side effects.

She pointed to Qi, a Chinese philosophy which believes that a person's organs can be affected by pressure on certain points of the body, and asked why certain forms of alternative therapy, such as acupuncture or cupping, could not be incorporated into shapewear design. Pressure points and magnetic therapy are already featured in some slippers and a patent has already been filed in the US (1999) for magnetic treatment clothing.

Shin was convincing, explaining where the pressure points would go and how they would work on a shapewear product. Could this be the next direction for the sector to head in? Perhaps, when you visit Salon in 2015, shapewear will no longer be about controlling your shape, but about supporting your health.

NEW EXHIBITOR PICKS

PASSIONATA

Passionata universally impressed at Salon International with a fun and flirty catwalk show; its models cheerfully strutting their stuff, overacting in the best possible way and mischievously playing to the crowd.

Yet, despite all their hard work, it has already been confirmed that Bar Refaeli, will be continuing on as the brand's face for AW11, with the company claiming that she 'epitomises the brand.'

Having such a well known celebrity image attached to it could help Passionata as it seeks to expand over the upcoming year. The brand will be launching this Spring Summer in Harrods and it is presently in talks regarding a possible entry into the US, where Chantelle is already established.

For AW11, Passionata will be introducing colours red, aubergine, ultramarine, small print flowers and Klein blue tulle. It will also be launching new range Lovely in aubergine and black, and fashion range Charisma.



AUBADE

Aubade has dipped into its archives this year for its new Retro Sculpt collection. The shapewear range, which pays homage to 1950s pin-ups, incorporates cone bras, a style that looks to become increasingly popular over the next couple of seasons.

For AW11, the brand is celebrating legendary actress Romy Schneider. Once again vintage in tone, it gains its inspiration from the Roaring Twenties, featuring Leavers lace, floral print embroidery and Swiss tulle frills.



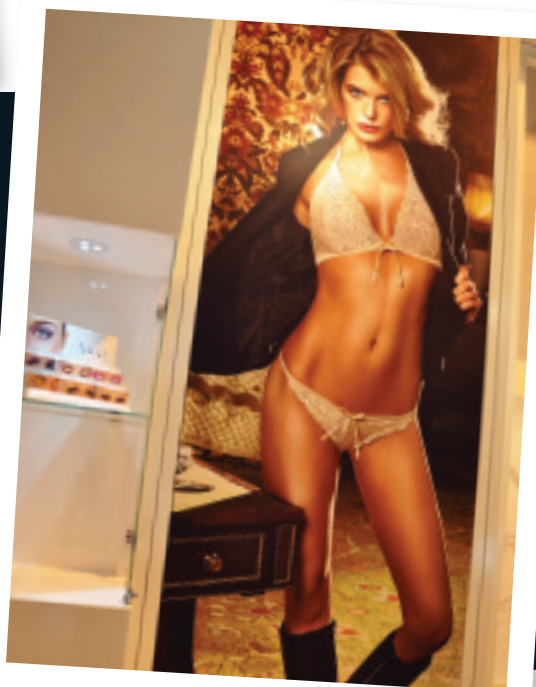
BACI LINGERIE

Baci Lingerie went all out at its first Salon International de la Lingerie trade show. You couldn't move an inch without seeing the Baci branding, which was emblazoned everywhere, from event pamphlets to the hall walls.

Men stood at all entrances, handing out Baci bags containing CDs full of collection images, until everyone walking by became a living advertisement.

Branded strip poker sets were handed out at the stand, which looked chic in glossy white and black, and was constantly thrumming with visitors.

For a first year, it was all guns blazing and Baci Lingerie was without doubt one of the most visible brands at the show. With this as a starting point, however, it has set expectations for MODA very high indeed.



Interfilière

VISITORS

Interfilière welcomed
10,753 in 2011.
36% France,
64% International

TOP 10 VISITOR COUNTRIES

- 1 Italy
- 2 Germany
- 3 UK
- 4 Spain
- 5 Japan
- 6 US
- 7 Belgium
- 8 Turkey
- 9 Netherlands
- 10 Russia

WALKING THE WALK



Interfilière fashion
manager Fanny
Espinasse

The **Winter 2012/13 Preview** conference, led by Jos Berry from Concepts Paris and reserved for exhibitors, and certain VIP buyers, gained strong attendance. It attracted buyers from a series of brands, including: Chantal Thomass, Chantelle, Corsena, Esprit, Gap, Simone Pérèle, Triumph International and Victoria's Secret.

Interfilière fashion manager Fanny's top 3 trend picks

1 Lady Astley – new colours, in a way that is eccentric, chic, but also in bad taste, a novelty. Off tones and dirty colours were not in the market. The customer was not ready but, now they are so much in made-to-wear, they are going to be seriously big.

Exhibitor example: Be Be Cotton

2 Fashion and technology – style is being combined with technology in new ways, creating exciting products and helping develop the shapewear sector.

Exhibitor example: Liebaert

3 Cross-over wardrobe – beachwear, going out wear and loungerie is all mixed up now. You no longer wear a garment for a specific thing; you can adapt it.

Exhibitor example: D&D

PHOTOGRAPHY COMPETITION

This January, exhibitors were given free rein to express themselves in a competition, offering an opportunity to photograph what best represents their company. Lingerie Insight voted alongside other journalists, buyers and visitors for its three favourite photos, two of which were winners!

Results

1st - KALARAV, Italy

Prize: a communication pack worth €4,500 for Interfilière's July 2011 session.

2nd - LIBERTY TEX, Taiwan

Prize: a one page ad in the show catalogue for Interfilière's July 2011 session, worth €2,100.

3rd - ENCAJES, Colombia

Prize: ad insert in the show map, for the July 2011 session, worth €1,650.



LIEBAERT WINS DESIGNER OF THE YEAR

Belgian company Liebaert won the Designer of the Year award at Interfilière last month. textiles. It gives us motivation to continue and not go the easy way and do mass production.

Liebaert, which will be celebrating its 125th birthday in 2010, was rewarded for its innovation capacities and the development of products designed for the shapewear and eco-sustainable markets.

Founded in 1887, the company is now run by the 4th generation of the same family, Alain and Pierre Liebaert, with 250 employees split between two production units.

Alain Liebaert said: "It was a total surprise. It gives us hope that people still believe in the quality



LONDON Luxury

A SERIES OF LONDON'S HIGH END BRANDS GATHERED TOGETHER LAST MONTH AT THE LINGERIE COLLECTIVE EXHIBITION IN SOUTH MOLTON STREET. WE BRING YOU A BEHIND THE SCENES GLIMPSE OF WHAT WENT ON AT THE SHOW.

QUOTES:

Nichole de Carle

"The Lingerie Collective was a room exploding with creativity. It was a good selection of the key London lingerie companies."

Kriss Soonik

"It was very good. It's great, because it is such an intimate atmosphere. It is a perfect start before you go to Paris - in preparation."

Dirty Pretty Things co-founders



Bordelle founder Alexandra Popa



New collection by Kriss Soonik



Beautiful Bottoms mannequin and rack

THEMES: CIRCUS, FANTASY AND CELESTIAL

On January 28, some of London's most luxurious brands gathered to exhibit their AW11 collections at the Lingerie Collective in the heart of Mayfair.

The event was a hive of activity, with a series of common themes presenting themselves.

Unstructured pieces, black combined with soft, romantic colours, and luxurious fabrics were on show, with the most recent ideas ranging from fantasy and nature to the celestial.

Beautiful Bottoms and Yes Master looked to the sky with their latest collections, Beautiful Bottoms with an exclusives Antique Bird print on pale blue and Yes Master with a print that captured the mystery of the night sky.

Fantasy was another common theme, with Mint Siren and Ma Mignonette both being motivated by mythical creatures in their ranges. Mint Siren's winter collection was inspired woodlands 'filled with hunters, animals and elves' whereas Ma Mignonette's imagination set sail for SS11 with a storyline of a shipwrecked sailor on an enchanted isle.

The brand's previous AW10 collection, also on show, was no less fantastical, being based around a Night at the Circus theme. This was picked up by

Playful Promises with its quirky circus tins, exotic charmer swimsuit and burlesque styles.

Pieces which stood out for their combination of old school glamour and modern styling included Lascivious' new Candy Crystalised bodysuit in black, sewn with hundreds of Swarovski crystals, Nichole de Carle's Westminster silk-satin corset and briefs in lilac and Bordelle's high impact bondage stockings/leggings for AW11.

And, though blacks and romantic hues dominated the exhibition, a few designers broke ranks with flashes of bright colour. Fleur of England, which is celebrating its 10th anniversary this year, launched a collection titled 'Electric' in a bright purple shade. Lola Haze also shocked - almost physically - with range in a variety of flashing neon colours that could not fail to catch the eye.

To say, merely, that there was talent on display would be a disservice, for the degree of creativity exhibited in the room was little short of spectacular. And, with many of the brands already big hitters on the world stage, it can only be a matter of time before London begins to be truly recognised as a birthplace for innovation in the industry.

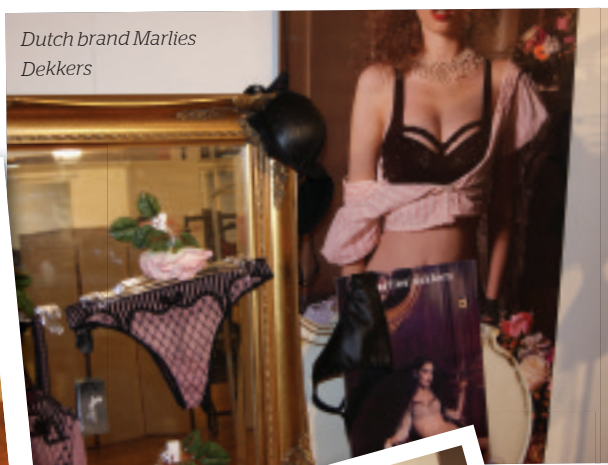
Lascivious stand



Mint Siren owner
Josefine Wang



Dutch brand Marlies
Dekkers



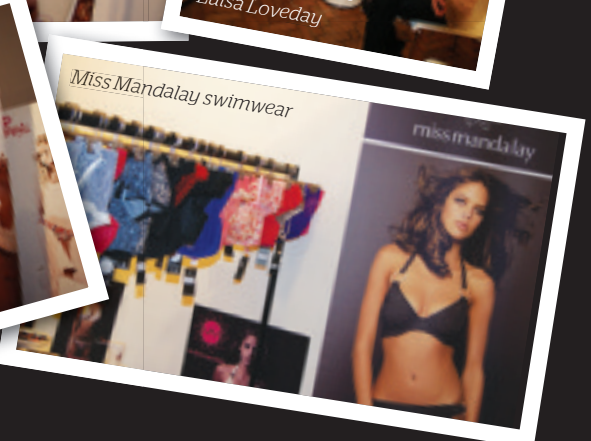
Fleur of England's
Luisa Loveday



Shelle Belle display at
the show



Miss Mandalay swimwear



Nikki Noo set in green



OBJECT OF *Desire*

» **CANDY BY LASCIVIOUS**

Lascivious has launched a new, black version of its Candy Crystallized bodysuit. The piece features hundreds of Swarovski crystals, hand-embellished in the designer's studio. All that glitter does not come cheap but, with those who have worn the piece including the likes of Britney Spears, there will doubtless be many for whom the price will not cause even the slightest of hesitation.

RRP: £925



^ **VICTORIANA BY ALOE**

Reminiscent of 1930s French style and fused with an oriental flavour, Aloe creates a completely individual look. The Victoriana frill bra and Coquette knickers are made from Silk Georgette fabric. Each piece stands alone as an individual style or can be matched with another piece to make a set. Existing stockists of the brand include Coco de Mer and Fenwick on New Bond Street.

RRP: (bra) £38, (knickers) £30

Contact: **Aloe Loungewear**, 0208 960 0612
aloeloungewear.com

NEW PRODUCTS *Lingerie Look*

^ **DANIELLA BY SALLY JONES**

Danielle features navy-spot chiffon trimmed with nude frilly French laces and satin bows.

A matching babydoll, thong, nightdress and robe are available now, with animal printed chiffon to be available from August onwards.

RRP: (bra) £99 (frilly back brief) £69

Contact: **Sally Jones** 0797 943 5480
sallyjones.com.au



^ **LINGADORE DAILY BY LINGADORE**

The new AW11 range is a mix and match assortment of products designed for everyday life. It will introduce a padded t-shirt bra, a padded strapless bandeau t-shirt bra, hipster, brief and string.

Details include dotted shoulder straps, double bows and fine laces at the waist belts.

RRP: £32.95

Contact: **Lingadore**, +31 (0)31 565 3202
lingadore.com



^ **ANTIQUE BIRD BY BEAUTIFUL BOTTOMS**

The Antique Bird is a new shape for Beautiful Bottoms' AW11 vintage themed collection.

It features the first print to be designed exclusively for the brand. The style comes in an under wired bra and ruched knicker.

RRP: (bra) £54 (knicker) £29

Contact: **Beautiful Bottoms**, 0207 348 3754
beautifulbottoms.com

^ **NIEVE LONGLINE BY FREYA**

The Nieve longline bra is a new introduction for AW11. The addition to the Nieve range features a low cut neckline for effective uplift, a deep cradle and a six hook and eye fastening for a smoother back. It is available in 32C to 38G.

RRP: TBC

Contact: **Freya**, 0153 676 0282
freyalingerie.com





«AFRICAN QUEEN BY HUIT 8

African Queen, from the Huit 8 AW11 collection, focuses on Africa with a multi-coloured print accessorised with little black beads and pom-poms. The piece is finished with Nemo lining.

RRP: TBC

Contact: **Huit 8, 0153 676 0282**

eveden.com/our_brands/huit.aspx



^ HELSINKI BY FANTASIE

Helsinki features a bright pink and white rose design, set against a neutral base with bourbon shadow print leaves. It is available in a full cup bikini up to a 38H and an underwired tankini up to a 42G.

RRP: TBC

Contact: **Fantasie, 0153 676 0282**

fantasie.com

✓ EUGENIA CUPIDO BY TATJANA ANIKA

The Eugenia is a glamorous cutout, one piece swimsuit. The bandeau top has ruched detail at the edge of bust and ties at the back, and has ribbed boning for extra support.

RRP: £150

Contact: **Tatjana Anika, 020 7385 9343**

tatjana-anika.com



^ LEAF PRINT BIKINI SET BY MOUILLE

Mouille was created in 2008 by Sarah Turner and Abhijeet Ajjan. Its latest collection is 'Falling Through the Cracks - a tribute to nature'. Inspired by nature's organic beauty, this range features nature inspired prints, drape and quilting.

RRP: separate bottoms, from £35, quilted one piece, from £105

Contact **+33 (0) 65 094 9300**

mouille.co.uk





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 • www.swimshow.com

FOR OUR NEW COLLECTION.
Come and see us at Moda
on **stand C21, Hall 17.**

RINGIERE UP TO A 10UP.



CLEO

by Panache

WWW.CLEO-LINGERIE.COM

TELEPHONE: 0845 270 6222