

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

I N S I G H T

APRIL 2011 / VOL. 02 ISSUE 04
www.lingerieinsight.com

A DECADE WITH DAMARIS

Damaris Evans discusses 10
years of designing lingerie

THROUGH THE HOURLASS

Velda Lauder speaks curves and
designing for Dita Von Teese

TOP DRAWER

Learn what Selfridges looks for
in the brands that it stocks

SUMMER FASHION

Discover how Ann Summers
intends to redefine sexy

LEGS 11

We investigate the latest
developments in the hosiery sector



**NEWS
REVIEW**

OPINION

**TRIUMPH
INSPIRATION
AWARDS**

**2012/13
TRENDS**

**MIAMI
GIRL**

FIND OUT WHAT TO
EXPECT FROM THE
2011 MIAMI SWIM
SHOW



Playtex®

REVEALING ... A NEW SHAPE IN BRA INNOVATION.



Size range: 32-40 B-F
Colours: Black and Skin

The new Tonique Contour bra features the **patented** Flexi Support panel, creating natural shape and lift. The result is that the bustline looks younger, naturally rounded and contoured.

Available from October/November 2011, the launch will be supported by a high profile marketing campaign.

For more information or to speak to a sales representative please call 01475 504175

playtex.co.uk

CONTENTS

FRONT

- 3 News Review**
A round-up of this month's lingerie and swimwear news.
- 6 First Stitch**
We take a look at the work of LCF student Yue Zhou.
- 8 Voice of the Industry**
HOTmilk director Lisa Ebbing on fraudulent celebrity promotions.
- 9 Speakers' Corner**
Brands discuss the controversial issue of airbrushing.

ON THE COVER

- 12 Legs11**
Lingerie Insight investigates the latest movements within the legwear market.
- 22 Through The Hourglass**
Designer Velda Lauder talks on the changing face of fashion.
- 26 Top Drawer**
Selfridges' Intimate Apparel buyer Jordana Morrison describes how the retailer chooses the labels it stocks.
- 28 Summer Fashion**
Ann Summers' directors reveal their plans to redefine sexy.
- 30 A Decade With Damaris**
Damaris Evans speaks about 10 years with her brand.
- 32 Triumphant Innovation**
Jane Fenlon-Smith gives details on Triumph's 2011 awards.
- 38 Evolution**
We bring you the Interfilere trends for 2012/13.
- 44 Miami Girl**
Judy Stein explains changes to this year's SwimShow event.

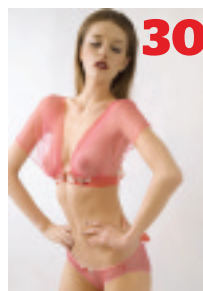
REGULARS

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

48



8



FOREWORD



Legs 11 is no longer just a bingo term – it is a reflection of the times.

With celebrities such as Cheryl Cole, Jessie J, Lily Allen and Rihanna regularly sporting legwear's latest offerings, it is little surprise that the hosiery sector's profile is on the rise.

After years of declining sales and reduced demand, legwear finally looks set to make a comeback. But, what does this depend on? Fashion, yes, to a degree, shapewear hosiery to drive summer demand and, laugh at your own peril, the men's sector. We have covered this for the April issue in a hosiery special. Legs 11 – this is your year.

Many brands are celebrating their birthdays in 2011, so we would like to give a special shout out to Triumph for its 125 years, aptly represented by the theme of

its latest Inspiration Awards, Charnos Hosiery for its 75th anniversary, celebrated last month at the Natural History Museum, Anita UniqueBodyWear for 125 years, Fleur of England for a successful ten years and Damaris, also celebrating an incredible decade in the industry.

For April, Damaris Evans has talked to Lingerie Insight about her brand and how it will be developing in the next few years. We have also spoken to Triumph's Jane Fenlon Smith about the brand's student awards ceremony, for which the theme, this year, is 125 years of the brand. Charnos Hosiery's 75th anniversary images are gracing this month's cover, courtesy of some talented students from Nottingham Trent University.

KAT SLOWE
EDITOR
kat.slowe@itp.com

THIS MONTH'S CONTRIBUTOR



Judy Stein is the executive director of the Swimwear Association of Florida and organiser of the annual Miami SwimShow. She writes about what to expect from the upcoming event, at which lingerie will be introduced for the first time, this year.

APRIL COVER

Image: Charnos Hosiery's 75th anniversary celebration

Designers: Nottingham Trent University (NTU) BA Fashion Communication and Promotion course students Clare Absolon & Kate Summers

Website: charnoshosiery.com



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
Judy Stein

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

ITP
PROMEDIA
PUBLISHING

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

FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

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



LINGERIE INSIGHT LAUNCHES THE INAUGURAL UK LINGERIE AWARDS IN SEPTEMBER 2011

Lingerie Insight is proud to announce the launch of the inaugural UK Lingerie Awards.

The UK Lingerie Awards, 2011, will take place at an exclusive central London location, this September 9.

The ceremony will be attended by 500 key individuals from the British lingerie industry, including designers, wholesalers, agents, department store and web site buyers, and the best independent and nationwide

retailers in the country.

The event seeks to celebrate this year's greatest creativity, design, business achievements and personal contribution. The winners and finalists will be the brands, retailers and individuals that have set the British industry in 2011.

A shortlist of finalists will be created by an online application process on LingerieInsight.com, and then judged by a panel of industry experts to select a winner in each category. All winners will be announced on the night

of the party.

Kat Slowe, the Editor of Lingerie Insight, said: "This awards ceremony for the UK lingerie and swimwear community is a long-overdue recognition of the extraordinary talent and hard work by the hundreds of professionals that make up this booming industry.

"It will provide a unique opportunity for individuals from all spectrums of the field to meet face to face, network and celebrate the year's biggest success stories."

Following the Awards, Lingerie Insight will publish a UK Lingerie Awards Special Report with its October issue, which will pay tribute to all the winners and finalists, along with pictures from the ceremony and thoughts from the industry.

The event will benefit from the support of Lingerie Insight's parent company – ITP Publishing Group – the global publisher of multiple titles, including Harper's Bazaar, Esquire, Time Out, Grazia and Cosmopolitan in the Middle East. ♣

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

NEWS REVIEW

German retailers have named **CYELL** the best beachwear brand for the younger target group

The 'Sterne der Wäsche' prize was awarded during a gala evening in Munich, organised by specialist journal SOUS.

'Sterne der Wäsche' is an annual prize awarded within the lingerie sector, which seeks to honour the sector's efforts and professionalism. Each year, SOUS researches more than 500 retailers to find the lingerie industry's best-selling brands.



King's Road Sporting Club will be the first retailer to stock young contemporary brand **Hurley YC's** SS11 women and kids collection, from May 2011.

The Hurley girl swimwear category is represented in UK by two swimwear agents, Jaqui Copley and Nicola Groom.

Retailers OSD RIP GIRL and Simply Beach have also placed orders for the new collection, to be delivered later this year.

Ultimo has announced the unveiling of a new cleavage solution, the 'Invisible' Frontless Cleavage Bra.

The design uses Grade-A Silicone pouches to boost the cleavage, at the same time as exposing the majority of the décolletage due to its 'barely there' design.

The bra is comprised of two slim line cups – 25 percent smaller than the average bra

cup, clear straps and a transparent centre front to achieve its 'invisible front' effect.

A scarlet chiffon nightdress worn by the **Duchess of Windsor**, as seen in Suzy Menkes' book 'The Windsor Style,' sold for £5500 at auction, last month.

The item was part of a series of items of the controversial Duchess of Windsor, formerly known as Wallis Simpson, to be sold by Kerry Taylor Auctions.

The collection included several nightdresses, petticoats, handbags, vanity cases and shoes.

Lingerie, swimwear and nightwear retailer **Bravissimo** was named the 8th best company to work for in the Sunday Times' annual Best Companies list, published on March 6.

Bravissimo was founded in 1995 by Sarah Tremellen, following her own frustrated experiences trying to find pretty bras in D cup and above, and has grown from a small mail order start up based in the founder's living room to a multi channel retailer, employing nearly 750 people.

A HM Revenue and Customs consultation could lead to the implementation of spot checks on company records, which the **Federation of Small Businesses** has warned will be used purely as a revenue raising exercise.

The consultation, called Business Records Checks, states that 50,000 small businesses will be targeted by HMRC agents in order to check that their business records meet minimum reporting standards. If not, a fine of up to £3,000 will be levied, with the potential to raise £600 million over the next four years.

The FSB has said that it is concerned that the consultation lacked information on how HMRC would choose businesses

and how they would carry out the checks.

Freya announced the launch of Bra Doctor on Facebook last month.

The new Freya Bra Doctor Facebook tab seeks to 'banish bad bras and with it bad bra hell.'

It allows women to ask a question of a Freya Bra Doctor and, within 48 hours (subject to demand), receive a diagnosis and a potential remedy to try.

INVISTA will host its second legwear event, entitled LYCRA fibre MOVES, in Barcelona, this September 29-30.

The show will seek to bring close to 250 textile industry professionals to the Mediterranean city for an 'experience that will stretch the imagination' and provide insights into future industry, retail and consumer trends, as well as a networking platform.

The company will also use the two-day forum to introduce its international clients to the new features of its best-known brand, LYCRA fibre.



Rigby & Peller has invited high end lingerie designer Nichole de Carle to work on an exclusive collection for the bridal season.

Available in stores from April 1, the silk 'Iridescence' collection seeks to combine Nichole De Carle's signature style with the 'distinguished luxury' for

which Rigby & Peller is renowned.

Ranging from cup sizes DD-F, the limited edition collection – featuring just 50 sets – consists of a bra, thong and culottes and has been designed specifically with brides in mind.



Former **Ann Summers** employee Fay Lindsay has been fined £200 after carrying out hundreds of pounds worth of fake refunds at the retailer's Union Street, Aberdeen store.

Lindsay, 25, who worked as a team leader at the store, admitted to embezzling £645 from the high street retailer. The theft which was discovered after store managers noticed a 'larger than usual' volume of cash funds had been put through by the same till operator.

The former employee was caught by the store's CCTV scanners removing goods from the shelves and scanning them through the till as a refund, before replacing the products back on display.

Charnos Hosiery celebrated its 75th anniversary at the Natural History Museum last month.

The brand showcased its new AW11 and 75th Anniversary collections during a catwalk event that took place on an escalator within the venue.

Despite escalator problems, many visitors commented positively on the impressive display.

NEWS IN QUOTES

"Congratulations to Charnos... 75th anniversary. The women of Britain salute you for your service to the perfect pins."

Broadcast journalist **MAGGIE NORDEN** speaks during a presentation for Charnos Hosiery on the celebration of its 75th anniversary at the Natural History Museum last month.

"A lot of people in today's world want the perfect body, instantly. The BumBum creates the 'J Lo' effect without going through surgery or paying any costs."

Esbelt spokesperson **PETER OLDHAM** on how the Brazilian Bodywear company achieved a 120 percent increase in its yearly sales.

"I want to be a fuller busted bra company, but seen in the same way as Agent Provocateur, Mimi Holliday, Myla and Damaris. My bras aren't boring. They are sexy."

DMU graduate **SANDRA PALMER** on launching new DD+ lingerie label Louise Ferdinand Lingerie in the UK.

"We've conducted extensive research over two years and we understand what these women want, but are not getting from what's currently out there - they feel ignored."

Playtex marketing manager **MARICA CARLESCHI** speaks about the brand's launch of a £1 million marketing campaign to officially reposition itself as the underwear brand of choice for 50-something British women.

"Obviously, it was unfortunate that - for whatever reason - she felt she was unable to present me with the award... It slightly took the shine out of the moment of winning. But, it's ironic, I got a lot more press attention because of it."

BlueBella founder **EMILY BENDELL** talks about how former MP Ann Widdecombe refused to hand her the Small Business of the Year prize at the Women of Worth Awards (**READ MORE ON PAGE 8**).

» Something to say? Email info@lingerieinsight.com

cette[®]
Belgian legwear and shapewear

Have you discovered
Cette yet?



AW11-12 collection
... try something different.

- For more information -

Angela Sinclair
+44 (0) 755 400 6433
angela.sinclair@cette.com

www.cette.com

NEWS REVIEW



⬆ **Velda Lauder** is phasing out leather from her designs in a move to bring ethical fashion back to the fore.

The corsetiere, who recently took part in ethical fashion showcase Ecoluxe, told Lingerie Insight that she no longer feels comfortable designing with the material, which can necessitate the killing of baby cows and rabbits.

Lauder said: "I am starting to phase it out, because I am a vegetarian, I do Yoga, I am really clean living at the moment..."

⬇ High Street giant **Gap** has announced that it is planning to close 200 of its 900 stores by 2013.

The move by the retailer, which stocks loungewear, underwear and swimwear, has been made in response to a change in direction by the company.

During a recent presentation at the Bank of America Merrill Lynch 2011 Consumer Confer-



ence, Gap chairman and chief executive Glenn Murphy admitted the retailer's market share amongst African, Asian and Hispanic Americans was too low.

He also mentioned plans to expand Gap's product range to include categories such as jewellery and to increase the amount of trend-led product.

Discount clothes retailer **Matalan** has removed its gingham padded bra from sale after mass public outcry over the product's sexualisation of young children.

Costing just £4.50 and available in sizes 28AA to 34A, the padded Gingham Bra was marketed under the 3 to 13 year old category as part of a 'structured' underwear group.

The bras have since been removed from the retailer's website, along with others styles in black and white that were 'lightly padded for support.'



⬆ **Royce Lingerie** has added a brand new colourway to its Impact Free Sports Bra range.

Now available in grey marl with hot pink piping trim, the new Impact Free Sports Bra is based on the same design and incorporates all the key features and benefits as the existing bra.

The moves comes after an announcement by the brand earlier this year that it would be introducing JJ and K cups to its 2011 offering, in all three colourways. The complete size range is now 28-40 D to J, 30-38 D to JJ and

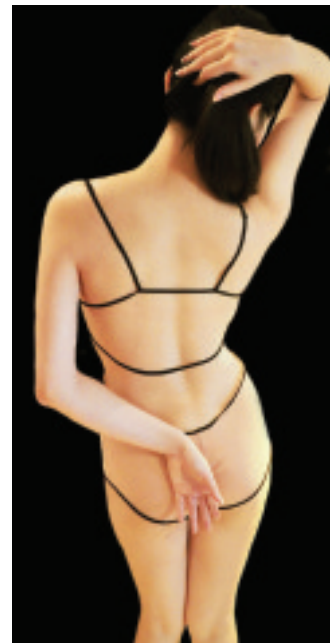
FIRST STITCH CELEBRATING EMERGING TALENT

London College of Fashion's **Yue Zhou** is the February winner of online retailer If You Please's new, Student Showcase competition.

Yue Zhou, known by friends as 'Elf', recently worked on a live project for the Triumph Inspiration Award and is currently building her industry experience by taking a part-time internship for high-end lingerie label Bordelle.

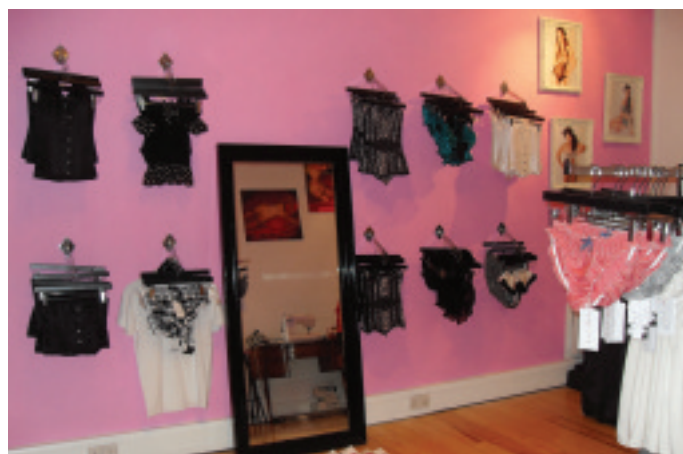
The work, which Elf submitted for February's showcase, is an avant garde piece inspired by minimalism and futurism, drawing on modern art and architecture as a starting point for her designs.

Elf says: "I believe that lingerie is not about eroticism, but about self-expression."



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

STORE ENVY



SUGARLESQUE BOUTIQUE Kingley Court, London

New lingerie retailer Sugarlesque Boutique opened for business last month in Kingley Court, London.

The store name is based on the Sugarlesque lingerie brand by Ruka Johnson and the project was set up in collaboration with Clare Willmer, headmistress of the London branch of the international life-drawing and

cabaret phenomenon Dr.Sketchy's Anti-Art School.

The Sugarlesque Boutique claims that its aim is to supply 'high quality' lingerie, accessories and artwork to the 'discerning customer'. All of the products within its range are hand-picked, with glitter reportedly a recurring feature.

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



Lingerie
INSIGHT

uklingerie ²⁰¹¹ Awards

**SAVE
THE
DATE**

**Join Lingerie Insight on September
9th for a stunning celebration of the
British Intimate apparel industry.**

*Details of venue and tickets to be announced in
next month's Lingerie Insight.

For Sponsorship information contact

ANDREW MARTYNIUK - SALES MANAGER

T: +44 203 1764229 M: +44 7760 996205 E: ANDREW.MARTYNIUK@ITP.COM

VOICE OF THE INDUSTRY

Celebrity endorsement can be false advertising



LISA EBBING
Director, HOTmilk

I am the first to admit that having paparazzi shots of your brand photographed on a red hot celebrity is a major coup. Let's face it, these shots drive a whole industry. What I find somewhat unethical, is the claims made by some companies that celebrities are endorsing their brands – and hence driving sales – when in fact they have only been sent product and then usually only to their publicist.

We do rely on the celebrities we send products to, to formally acknowledge receipt and use of it. Then, and only then, do we share this information to our clients and their customers, and – I am completely honest here, when I say – we shout that really loud!

In its most literal sense, and that is what I feel needs to be clarified here, the term 'endorsement' needs a signature or qualifying comment. This does not cover sending product to an address where a celebrity might receive it, if their publicist decides to pass it on. The correct procedure when asking a celebrity to lend you their might, to add some leverage commercially to your product, is to seek written approval from them.

I am proud to say we have

always gone down this route when sending HOTmilk lingerie to pregnant celebrities. And, I am delighted that because we have stuck to 'the rules,' we have more often than not received a thank you and a note from them to say they are loving the product.

When we first approach a celebrity via their publicist regarding sending product and we receive information on the celebrity's size, we also receive a message from the publicist along the lines of the following: "Please be advised that our acceptance of the products supplied is by no means an official endorsement of the products supplied and neither does it allow for you or your clients to use or infringe any of the IP rights for xxxx."

"Obviously this does not apply to instances where xxxx may be photographed in public areas using the product."

Are those companies who make claims celebrities are wearing their brand not guilty of false advertising? I feel these companies should be held accountable. The repercussions, I predict, are that we will soon all find securing credible celebrity endorsement that much harder, as celebrities strive to protect their own IP and also begin to demand more.

NEWS REVIEW

Bespoke lingerie and corsetry brand **Nicole Gill** has transformed its website into an online boutique.

The new design, which is a step away from the former 'portfolio' type offering, seeks to ensure that the website is 'much easier' to use and control, with products now listing related items and the addition of new 'Bespoke' page.

Product features have been included on the homepage and the whole blog section has been re-designed to allow the information to be presented in a much stylistic way. Social aspects, including Facebook and Twitter, have also been incorporated as part of the development.



BlueBella was left red faced last month after former MP Ann Widdecombe refused to hand over the Small Business of the Year prize to founder Emily Bendell at the Women of Worth Awards.

The bizarre 'act of principle' reportedly took place when Widdecombe, who was giving out awards at the event, discovered the nature of Bendell's business from a video that played shortly before she walked up to receive her prize.

The former MP, a strict Catholic, left it to fellow judge Penny Mallory to present the gong to the lingerie boss, whose company BlueBella stocks lingerie, outfits and accessories, along with a nightwear range.

Dutch label **Beachlife** is introducing a new loungewear collec-

tion, in stores from winter 2011: Loungelife.

The new line is aimed at women within the Beachlife target group, who it claims 'like to wear comfortable yet fashionable garments, both in home as well as outside.'

New brand **Baci Lingerie** has signed an exclusive strategic distribution agreement with Sensualove, one of Spain's largest wholesalers.

The agreement guarantees the launch of at least 75 Baci Lingerie mono brand stores in the country within the next five years, with the first two opening this year. Sensualove, which will be doing business as Baci Lingerie España S.L., is reportedly a 'highly recognised brand' in the Spanish market, and designs, produces, distributes and markets its products through multiple channels, such as its network of self-owned stores, franchised stores and its website.

Triumph has been honoured as the best brand in the lingerie industry by members of Associated Independent Stores (AIS).

The AIS Supplier of the Year Awards took place at a buying meeting in Solihull last month, with Triumph scooping the top prize in the lingerie category. Eveden Group, representing the Fantasie and Freya brands, came second, with Playtex in third place.

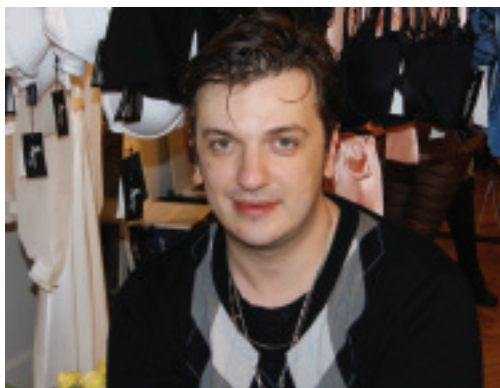
CORRECTION

We stated in the March issue of Lingerie Insight that La Perla's second range with Jean Paul Gaultier would feature two collections of swimwear, in addition to lingerie. Whilst La Perla and Jean Paul Gaultier are in discussion regarding further collaborations, nothing is as yet confirmed.

» Got a story? Email **news@lingerieinsight.com**

SPEAKERS' CORNER

LINDSEY BROWN,
Founder, Mya Blue Beach



IGOR PACEMSKI,
Owner, Yes Master

IS IT RIGHT TO AIRBRUSH CAMPAIGN IMAGERY?

“I am very strict with my ‘no air brush’ policy on all Mya Blue Beach photography, as we don’t need to. Our models look fantastic and the feedback we receive from consumers and retailers is that it’s great to see real natural beauty because, ultimately, that’s what women want to see, how fantastic their dress or beach kaftan is when they’re covering up for lunch or a cocktail!

Women of all ages have hang-ups on pictures they see in magazines, and say, ‘but I will never look like that.’ My response is, ‘yes, you can, as we haven’t airbrushed anything at all.’

Our brand focus for 2011 is on a healthy body image for women. Myabluebeach uses models from a size 12 upwards and all images are never air brushed or digitally enhanced in any way.”

“In the digital era, the technique has become the key means to visual improvement. There are limits, of course, and making Beyonce’s face lighter, and Kate Winslet emaciated, are strictly verboten, but is airbrushing the root of all evil? To those of us who have done photo shoots in the big smoke to acceptable standard, in an era of extremely tight budgets and timelines, airbrushing is a god sent tool to cover blemishes, sort out imperfections, speed up the shoot and the post production.

Like many things that are perfectly harmless, this has become a favourite topic of [certain people], who clearly disregard the fact that airbrushing, when used for the right reason, saves time, money and gives us a little bit of magic... Whatever next? No make up on shoots? No chicken fillets? Susan Boyle as the new face of Ultimo? Let’s get things into perspective folks.”

NEWS FLASH

Former DMU Contour Design graduate Sandra Palmer is launching new DD+ lingerie brand **LOUISE FERDINAND LINGERIE** in the UK.

The current collection, which includes bras and knickers, is inspired by 1950’s glamour and the images of glamorous women of the period, such as Betty Page, Lana Turner and Sophia Loren.

The garments are traditionally made to order in the UK. They have no padding, but seek to accentuate the natural breast shape, with comfort a key priority.

For more news visit
www.lingerieinsight.com

**DIARY DATES**

6th April, Lingerie Collective Boutique, Ganton Street, London.

Five top designer brands – **Marlies Dekkers, Mint Siren, Modern Courtesan, Yes Master** and **Bordelle** – will meet up for a Press Day at London’s Lingerie Collective Boutique. The brands will be inviting top fashion and industry editors and stylists, as well as bespoke clients and registered members, to view their AW12 Collections.

29th

April, Westminster Abbey, London.

The Royal Wedding will take place at Westminster Abbey, this April 29. The event has instigated much furore in the lingerie industry, as designers vie to create Middleton’s wedding night apparel. Brands have also sought to cash in on the event by using it to market their Spring Summer bridal collections.

2-6th May, Circular Quay, Sydney.

The **Rosemount Australian Fashion Week (RAFW)** will take place from May 2 – 6, 2011 against the spectacular backdrop of Circular Quay. RAFW is Australia’s premier fashion industry event, providing a platform for designers to showcase their wholesale collections to the world’s most influential buyers and media.

26th May, Savoy Hotel, London.

The **Contour Fashion Ball** returns for its 50th event, this 26 May 2011. Sponsored by Triumph International, the event will bring together the key figures of the lingerie and swimwear industry for an evening of music and dancing at London’s newly refurbished Savoy Hotel. The Contour Fashion Ball is hosted in aid of both Retail Trust (www.retail-trust.org.uk) and the Fashion & Textile Children’s Trust (www.ftct.org.uk).

Lingerie.com

INSIGHT

MOST READ ONLINE



- 1** Kate Middleton negligee goes on sale in London
- 2** Model considers sex change for lingerie contract
- 3** Victoria's Secret airbrush fiasco continues
- 4** VIDEO: Sneak peek of Jessie J in Marlies Dekkers
- 5** M&S employee 'set fire to lingerie department'
- 6** Ann Widdecombe refuses award to lingerie boss
- 7** Sonata Lingerie picked for Top Model UK
- 8** Rigby & Peller teams up with Nichole de Carle
- 9** EXCLUSIVE: Velda Lauder abandons leather for ethics
- 10** Fox News fooled by padded bra hoax

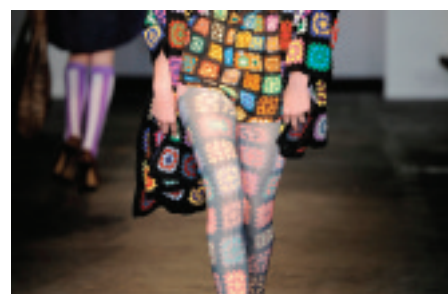
EDITOR'S CHOICE



VIDEO

VIDEO: Boux Avenue launches competition

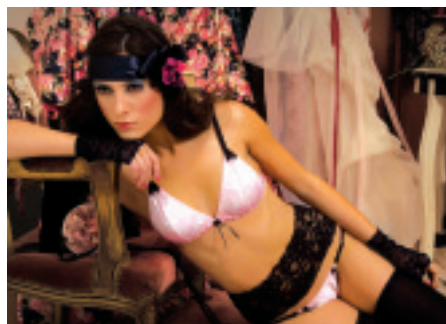
A Boux Avenue model urges the public to post videos on the brand's Facebook page.



GALLERY

House of Holland for Pretty Polly AW11

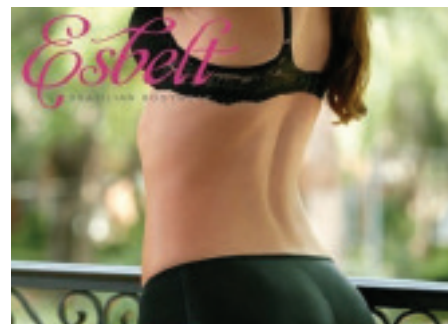
Pretty Polly presents its AW11 collection with fashion designer Henry Holland.



COLLECTION

Jesus Fernandez Couture Corseterie

Argentinian lingerie brand Jesus Fernandez introduces the high end Couture Corseterie range.



NEWS

Esbelt announces 120% increase in sales

Brazilian Bodywear company Esbelt has announced a 120 percent increase in its yearly sales.

TWITTER

« Triangular, unstructured bras are making a real comeback. What's your take on the unstructured approach - do you enjoy wearing this style? »

@FoxandRose

"Update on our E-Boutique progress: nifty little features are being put in and smooth looking welcome page as well! Oh, what fun! Xo"

@kristelAtbonbon

"PSA: Be careful what you wash your lingerie in... Even Woolite can break down the elastic that keeps your bra firm & supportive!"

@IntimacyBraFit

"Tres excited to review the latest in fabric innovation next week in Hong Kong! Oh and to have tea in the Peninsula!"

@VaBienLingerie





TRENDS ADDICTS ONLY!

9-10-11 JULY 2011

Paris Expo • Porte de Versailles • Pavillon 1

Contact:

Tel: 020 8216 3100 / enquiries@promosalons.co.uk

www.mode-city.com

**mode
city**

**LINGERIE
SWIMWEAR
WELLBEING**

Eurovet
agence Five®

LEGS 11



TO ALL BINGO, TIGHT WEARING ENTHUSIASTS OUT THERE, 2011 IS YOUR YEAR. A CELEBRATION OF ALL THINGS LEG-RELATED CERTAINLY APPEARS TO BE IN ORDER AND SO WE HAVE CHOSEN TO KICK OFF THIS ISSUE WITH A LOOK INTO THE LATEST MOVEMENTS WITHIN THE LEGWEAR MARKET.

It is every brand's dream, that moment when it becomes unnecessary for the public to refer to them by name, the second they say 'what did you think of THOSE tights?'

Last year, it was Wolford's turn to enjoy the limelight after Cheryl Cole's appearance in the brand's bondage tights during an X Factor performance sparked a massive media frenzy.

The headline of the Mirror read 'Raunchy Cheryl Cole sends sales of bondage tights soaring', as Selfridges sold out of the item within just 48 hours and was forced to undertake a rapid re-stock.

This year, House of Holland for Pretty Polly took its turn when Jessie J performed wearing its Super Star hosiery for a performance at Koko nightclub in London.

Pretty Polly brand director David Hinchliffe said: "Jessie was wearing our new Spring Summer collection and pic-

tures of it were appearing almost before we had got it into store. We were taking back orders from customers who were desperate for it, so the pre-sale for those products was just amazing and that has continued now the products have rolled out into store, as well. Our new Super Star tight is going to be another really, really, really big success story."

Pretty Polly has now worked with celebrity designer Henry Holland for three years and has plans to extend the partnership, which it describes as 'the most successful collaboration' it has ever taken part in.

Outside of its House of Holland offering, the brand has several new developments planned for AW11, which include a new tight with a printed cable effect and the re-branding of Pretty Polly's XXtra range under the name Curves for AW11. The collection, which has been presented to retailers over the past few weeks, echoes the label's desire to provide a breadth of product that encom-

passes all shapes and sizes of women.

While Autumn Winter has traditionally always been the season during which any major innovations will be introduced, this year, the brand is also seeking to further develop its Spring Summer offering in an attempt to boost sales outside of the traditional boom periods.

"I think seasonality is always a challenge for us, to be honest," Hinchliffe says. "It is a challenge for us to grow in Spring Summer, as well. Lot of things that we have been doing recently have been geared towards just that, such as our 30 dernier semi-opaque product.

"If girls are wearing sheer products during the summer, which they seemed to start doing again last year, that is always really good for us."

Hinchliffe feels that shaping hosiery could be an effective means to develop this side of the market, a theory suggested by the lack of sales decline of Courtauld's Bodytoner range – under the Aristoc brand – during the summer months, when girls are still 'squeezing into their party dresses.'

And Courtaulds is not the only company to consider that shapewear could be an important area for growth in the coming years.

Charnos Hosiery, which is currently celebrating its 75th anniversary, recently conducted a survey that revealed that legs are second only to the stomach as the body part women feel most self-conscious about. Nearly 89 percent of women said that they feel most self-conscious about their stomach, legs or bottom.

For 2011, the brand has acted on this information by introducing a new range called Charnos Killer Figure, which combines hosiery with body shaping briefs, 'wonderpants' and a waist cincher.

INVISTA, which owns the LYCRA brand, has also made some impressive inroads into this sector, an area that it agrees with Courtaulds is key to defying hosiery's seasonal tendencies.

"I think the importance of the seasons has become less defined," INVISTA legwear marketing manager Claire O'Neill says. "The seasonality doesn't seem to have a defined cut off point as it would

1

*Legwear
International's SS11
collection*

have had many years ago. There are so many new shaping products in hosiery and people want the shaping impact on their bum and tum... with mixed fine gauge products, that can take them right through the Spring and Summer.

"We are seeing quite a lot of hybrid products, dual purpose products. I think that is a really new innovation in hosiery."

With the developing world now coming on board and an entire new generation of women from countries such as India and China joining the workforce, seasonality has been further broken down. This has been reflected not just in the increasing number of skin tones available in hosiery, but also in the demand for more complex technology.

"I think innovation is really key," O'Neill says. "Products need to continue to be relevant to consumers and fulfil a need."

LYCRA's range of healthcare hosiery aims to do just that. LYCRA Legwear seeks to improve the circulation of the legs so that, at the end of the day, people won't feel 'that very tired, heavy legs sensation, a decrease in vitality'.

INVISTA runs a whole medical segment for hosiery and provides fibre for the NHS which is specifically constructed for post-operative care, in order to keep circulation flowing around a wound site. Graduated levels of compression down the leg increase the circulation of blood and decrease the amount of swelling at the ankle.

"If you are working on a store and standing on your feet all day, and at the end of the day you are feeling tired, your ankles are swollen," O'Neill says, "something like this would really work... We've seen a lot of innovation coming from the Japanese market where they sleep in products every night to make their legs look better in the morning. They sleep in graduated compression hosiery."

"That's the level of dedication we need," she adds, laughing. "The Japanese market is very advanced in these sort of applications. I haven't tried it myself, I have to say. I am sure I could do it – I could do it as an experiment."

Shaping and medical applications are not the only means by which INVISTA is



2



3



4

hoping to widen the sector.

O'Neill also perceives the opportunities available for expansion within the men's sector, or mantyhose – as is the popular joke term. According to the marketing manager, whilst there are obviously cultural barriers towards men wearing hosiery, these might be surmounted by the virtues of functionality.

"Anecdotally," O'Neill says, "I know of guys who wear them when they are skiing or snowing, or often during the winter, when it is freezing, guys wear tights under their leathers when they go out on their motorbikes... If it was in very masculine packaging and called something different, then why not? I think men wore tights before women so, there you go, we could start a revolution."

According to others, the revolution may already have started.

Tightsplease marketing assistant Lauren Percival says: "We estimate that a large majority of our customers are already male; our discreet packaging encourages sales of hosiery to men. Many of our suppliers are also expanding their size ranges to provide for the male market."

Tightsplease even has a specific section for men on its website, featuring several 'male friendly' brands, under which it says: "At Tightsplease we are aware that a number of our customers are men buying hosiery for themselves. If you are a first time wearer, we'd recommend you try the reasonably priced Cette Dublin Tights. We have picked these tights through feedback from other customers who like to wear them."

Ironically, when Cette was asked its opinion on whether there was an opportunity to develop hosiery for the men's sector, tights did not even occur. A spokesman for the brand, which is currently looking to widen its distribution in the UK, responded: "Well, interestingly, men are wearing less socks now than ever before, this is due to the growth in younger men wearing thong sandals. So, not sure the timing is right at the moment."

Legwear International is one brand that takes a different view. According to the company, there is an enormous market for sophisticated sheer hosiery

2

*Cette hosiery's
Nairobi*

3

*Jonathan Aston
London AW11*

4

*House of Holland
for Pretty Polly
AW11*

for men and it is experiencing continual demand for larger sizes in its current ranges to cater for this sector.

Legwear International marketing and design manager Kirsten Taylor says: "This is a market that we recognise and are looking to do a better job at satisfying the requirements of this market. There is also an under catered functional market for hosiery that is warm and comfortable to be worn as an undergarment for men in professions that take them outdoors in the cold winter months. Equally, there is also a big demand for hosiery for sportsmen."

GERBE describes itself as a forerunner in the male sector. It has already stepped into the market by launching a collection for men in 2007 and claims that the sector is growing year on year.

"These products have a real opportunity to be a huge market," GERBE export development assistant Audrey Ramage says. "We just think that society is a long way from accepting men wearing sheer hosiery, which has thereby delayed the rapid development of it."

It is not just within the male arena that GERBE is unafraid to shape fashion. It has worked with a series of key designers over the years, including famous names such as Christian Dior and, more recently, Gaspard Yurkievich.

"Our recent partnership with the French designer Gaspard Yurkievich for its new AW11/12 collection, launched on 4th of March 2011, reflects this strong link between the fashion world and us," Ramage says.

The relationship between hosiery and fashion has never been more important, as brands struggle to make hosiery into a product that consumers buy all year round. Pamela Mann's Cassie Magee agrees that there has been a shift of purpose in the sector.

She says: "Hosiery was once deemed a practical garment, which allowed women to wear skirts/dresses in chilly climates. More recently there has been a shift of purpose. Hosiery is classified, more and more, as an accessory - not just underwear.

"Thanks to catwalk trends, such as the 'geek-chic' look, which re-invented the ankle sock, hosiery is not just a win-

ter warmer."

Magee claims that the catwalk is becoming a more important influence on hosiery, as brand's seek to cash in on an increasingly fickle public.

"All fashion is dictated by the catwalk," she adds. "Designers have given greater attention to hosiery and frequently showcase pieces on the catwalk. These concepts trickle into the high street and are seen on celebrity legs, making them a must have for fashion conscious individuals."

Jonathan Aston is another big name that is currently making waves in hosiery and regularly appears in magazines such as Cosmopolitan, Glamour and Company. The influence of fashion has been a key inspiration for the brand's AW11 On Show collection, a new range that aims to reflect provocative glamour of recent fashion icons, such as Taylor Momsen, Jessie J and Lady GaGa.

Jonathan Aston brand manager Kate Peters says: "If [hosiery] can be worn as a fashion accessory, it immediately becomes a must wear item, rather than a functional item for keeping you warm. Socks are also becoming a key fashion staple during the summer."

In the current economic conditions, with many people finding it difficult to make ends meet, hosiery is ideally placed to cash in on consumers' desire for quick fix fashion. With fashion designers recognising this and releasing increasing amounts of the product onto the seasons' catwalks, hosiery companies could be in for a windfall if they play their cards right.

Pierre Mantoux, which just launched distribution in the UK and Scandinavia, is determined to do just that.

Pierre Mantoux export director Lucia Corbellini says: "Accessories can play a clever role in one's wardrobe and a pair of stunning legwear can do a lot to freshen up the look of a simple dress or skirt for a fraction of the price of the current 'it' bag.

"As long as it is fuelled by catwalks and by creative teams who work in close contact with them, like at Pierre Mantoux, we still have a bright future. After all, we did suffer through several years of black opaque..."



5

Pierre Mantoux's
Collant Raye

6

Pierre Mantoux's
Collant Bea

7

Pierre Mantoux's
Collant Lucy

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

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

AW11/12 HOSIERY TRENDS BY GERBE

SAFARI

The animal and ethnic prints are definitively in the spotlight this season. Safari style becomes fashionable in a sophisticated way.

GEOMETRIC URBANS

Legs are enhanced and elongated through geometric and striped patterns.

They express in plays on opacity and transparency, in openwork checks, designs inspired from knits and eye-catching giant-sized interlaced patterns.

WINTER FEMININES

To feel cosy and snug is also a key theme for legs this winter. It is featured through combination of soft comfortable fabrics on chiné or woolly base, with cable and lace effects.

Other key details are floral patterns and fringe effects highlighting a feminine silhouette within this cosy atmosphere.

GLAMOROUS AND FESTIVES

In a glamorous atmosphere tights celebrate the eternal feminine. They are adorned with elaborated seams or floral patterns reflecting seduction and sensuality. For the festive period, they are embellished with a touch of gold and silver to get back with dreams and magic.

8

Safari

9

Geometric Urbans

10

Winter Feminines

11

*Glamorous and
Festives*

60 SECONDS WITH HENRY HOLLAND

Why did you choose to get into hosiery and how did it occur?

Pretty Polly first approached me a couple of years ago and it felt like a natural choice to work together with the brand, given our love of all things British along with the quirkiness of House of Holland. I felt like there was a real affiliation with Pretty Polly and the collaboration has proved to be incredibly successful.

What inspires you in the design process?

I am always inspired by the people around me, whether it be close friends or girls I see around me in London. I also love street culture and for me London has the most eclectic mix of styles and attitudes, which I often draw upon for inspiration. For the new AW11 collection, I referenced Granny Chic and was particularly inspired by crochet prints and bingo!

What do you believe attracts celebrities to your hosiery and who have you been proudest to see wear your designs?

It's always great seeing celebrities wearing my tights - most recently it has to be Jessie J, who has worn them in her videos and out to events. To be honest, I get the same buzz from seeing ordinary girls I pass in the street wearing my designs - it is such an honour when people choose to buy and wear something that you have created.

What did you want to do when you were younger?

A gymnast! Believe it or not, I was a competitive gymnast until the age of 13 and even competed in national finals.



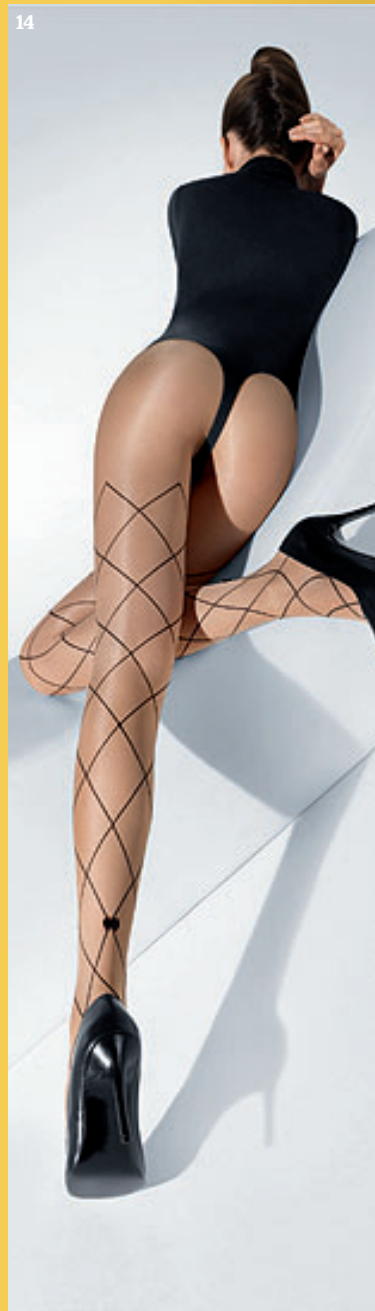
12



13



14



TIGHTSPLEASE MARKETING ASSISTANT LAUREN PERCIVAL'S TOP 3 HOSIERY PICKS

HENRY HOLLAND

Pretty Polly's collaboration with Henry Holland has been hugely successful for us. Getting designer fashion at a reasonable price is definitely appealing to our customers. The quirky prints and designs have attracted a lot of attention from celebrities and the media which has boosted the attractiveness of this particular brand even further.

PRETTY POLLY FASHION RANGE

The Pretty Polly Fashion Range has been influenced by the designs from the House of Holland Hosiery collection. The slightly lower price points of the Pretty Polly Fashion Range are encouraging sales and are proving to be popular with our shoppers.

WOLFORD

Wolford is renowned in the hosiery industry for their incredibly luxurious hosiery. Our shoppers are incredibly influenced by celebrity fashion, so seeing Cheryl Cole and Jessie J. in Wolford tights has really encouraged Wolford sales for us.

12

*Henry Holland for
Pretty Polly AW11*

13

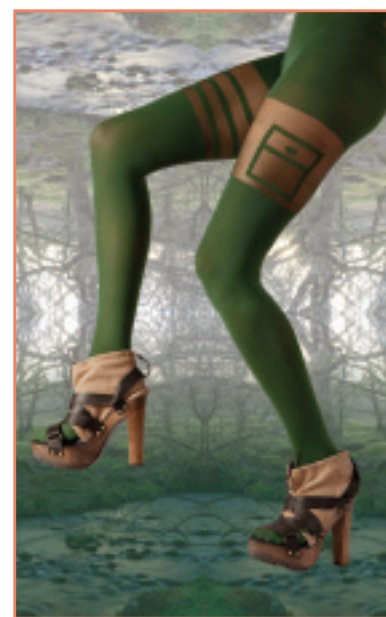
*Pretty Polly Fashion
Range*

14

Wolford AW11

HOSIERY TRENDS AW11

FOR THOSE OF YOU WHO STILL HAVEN'T FINALISED ALL YOUR AW11 STOCKING (NO PUN INTENDED), HERE ARE SOME OF THE SEASON'S TRENDS - COURTESY OF INVISTA - TO HELP YOU ON YOUR WAY.



ARMY LOVERS

Uniform and utilitarian style returns to the fore. The Army influence is given a feminine twist, as green makes a comeback within a palette of camouflage colours.

FESTIVAL NOMADS

Festival Nomads re-interprets folk and myth into contemporary, cutting edge statements for the modern day. The colours used reflect the depth and warmth of traditional spices, such as cinnamon, cardamom and ginger.



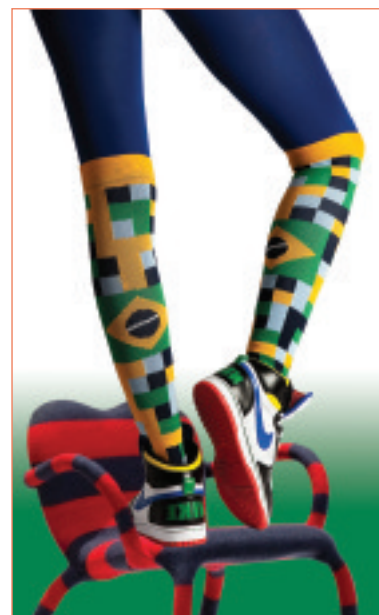
^ **NATURAL VIBE**

We revert to our natural roots with a touch of mysticism. Forest greens, stone grey and wood brown take their inspiration from Mother Earth, while a touch of copper adds that magic glitter.



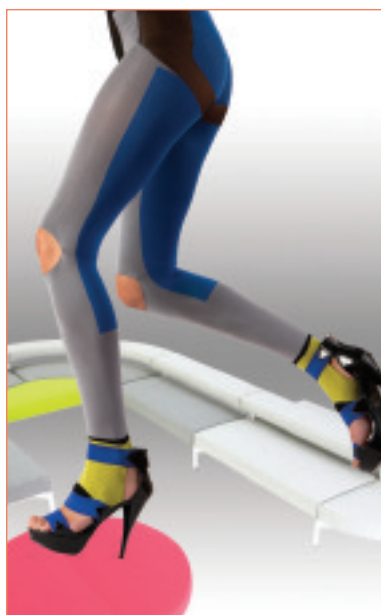
^ **RAW ROMANCE**

The glory days of old school romance are updated for the 21st century, with a soft and sensual palette of nude, blush, lilac, burgundy, black and white. Pale legs will dominate, this year.



^ **GRAPHIC EXPLOSION**

Go back to the days of your youth with this playground of vibrant expression. Citrus yellow, cherry red, royal blue, steel grey, black and white will be putting a spring in people's step, this winter.



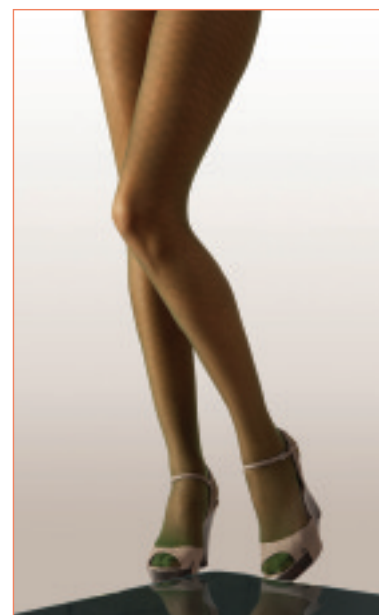
^ **CLEAN CUT**

Clean cut incorporates expressive and bold graphic elements, with experimental, technological styles that combine the natural with the high tech. Colours include clashing primaries, pastels and neutrals.



^ **GLAMAZONES**

Star Trek and Star Wars lovers will celebrate this explosion of feminine, Sci-Fi power. Celestial and nocturnal influences gain expression through shades of petrol, deep purple, pale mineral and metal.



^ **SOBER CHIC**

Reserved, stylish and absolutely perfect. This is simple, effortless chic. Colours ooze sophistication in classic and sober tones.

THROUGH THE *Hourglass*

CELEBRITY CORSETIERE **VELDA LAUDER** TALKS TO **KAT SLOWE** ABOUT THE CHANGING FACE OF FASHION, WHAT IT IS LIKE WORKING WITH DITA VON TEESE AND WHY SHE WOULD LOVE TO DESIGN FOR LADY GAGA.

“We are turn of the curve,” Velda Lauder says, relaxing back into her chair and glancing at her new book, ‘Corsets: A Modern Guide,’

displayed prominently on the table in front of her. “We are in the era of, ‘this is my body, how can I change it?’ [People do] everything from piercing, tattooing, plastic surgery, pilates, weight lifting, supplements and steroids to fashion garments, tailoring and contour. All of that, it’s basically, ‘how can I be who I want to be?’”

And, right now, people apparently aspire to be curvy. Lauder, who is famous for dressing the likes of Burlesque sensation Dita Von Teese, Heidi Klum and singer Charlotte Church, has revolutionised the corsetry industry with her unique, hour glass designs and high quality materials. Her work goes against the current ‘ectomorphic’ grain and is inspired by the old screens sirens of the 1940s and 50s, figures Velda watched when growing up at her grandmother’s house.

“Marilyn Monroe was a size 16,” Lauder says, “but looked fabulous. They – Marilyn, Sophia Loren and Jane Russell – were big women... Nice, big bottomed, big boobied ladies, but with good foundation garments.”

Lauder’s current muse, with whom she works constantly, possesses an E cup, 38 to 39 hips and can corset down to 20. Her natural curves are archetyp-

ical of the type of beauty that Velder aspires to achieve with her work, a beauty that she feels could soon see a return to the fore of fashion.

Velder says: “The fashion industry is like a great big juggernaut – it moves very slowly. We may have at least two collections every year, but basically the ethics, ethos and rule book that was written is set in stone – it is going to take a little while for that to catch up. The higher echelon of things moves very, very slowly, unless something like what has happened to John Galiano occurs, where it is like a lightning bolt – that’s another story.

“They are starting to change and that is really good. But the people who have been running the fashion industry have been there for a long very time, so they do what they do best, which is a certain look, but now it is starting to change and it is starting to get embraced.”

According to the designer, foundation garments are once again regaining popularity, as women seek to emulate the likes of *Mad Men*’s Christina Hendricks and incorporate a more structured style into their outer garments.

Lauder has taken the eighteenth and nineteenth century corsetry designs and sought to make them applicable for the larger 21st century woman. She has re-cut the patterns and given them little wells about the ribs and the hips, in order that women can sit and breathe, but still obtain ‘a great nipped in waist’. The corsets are primarily aimed at women with exist-

ing curves, which Lauder claims are easier to shape.

“The bigger you are, the better for corsetry, actually,” she says. “The more spongy you are, the more you can shape and contour, and really, really work it, and become very three dimensional.

“In a way, if anything, we are kind of an anti-fashion statement, because we will basically take who you are and put on a corset, and instantly you become this beautiful, stunning, empowered woman, rather than having

“At the moment with corsetry, you have got the good, the bad and the ugly,” she says. “You have got the cheap, you have got the nasty, you have got the emerging new designers where there is some really interesting things going on and you have got the other corsetieres who have been around for a while, who all have their own unique angles on it.

“I have been doing this for a very long time, for over 15 years, when people were laughing at my corsets and saying, ‘ooouhhh, these corsets aren’t

“We may have at least two collections every year, but basically the ethics, ethos and rule book that was written is set in stone”

to strive to be this ectomorph, that is just like a very small percentage, which is why supermodels are paid so much.”

It is little surprise that corsetry, with its emphasis on ‘real’ women’s figures, is currently increasing in popularity. As women begin to backlash against the boyish figures that have for so long dominated the catwalks and the media, corsetry – shapewear that seeks to provide curves as opposed to simply restrain – seems the ideal solution. Yet, according to Lauder, consumers should still be careful when making purchases, as not all products on the market are of equal quality.

cut right,’ because the only corsetry that was around were these little PVC, horrible goth jobs.”

A lot has changed in 15 years. Business for Lauder has now taken off. She obtained 15 new stockists at the Salon International de la Lingerie show, this year, and demand for her Corset Complements collection – now in its second season – has also boomed. The countries demanding Velder Lauder Corsetiere pieces included the US, France, Italy, Portugal, Holland, Denmark, Sweden, Majorca, Spain and, much to Lauder’s surprise, even Romania.

“We are looking to try and do our next international show in Russia,

1
VLC muse ‘Bex’ wears a low hip demi cup 6 vintage suspender corset. - shot by Maria Thompson from her book and exhibition ‘Comfort in Chaos’

2
West End burlesque star Miss Polly Rae wears VLC classic Khaki Militray collection for the ‘Eldos Battleground Pacific’ game.’

3
Velda Lauder with models at Home House corset presentation, Valentines day Feb 2011 - photo by Stephanie Stan Smith. Models: Harriet and Bex,





actually," Lauder says, "so I think it is a really big market for us just waiting to happen."

The Japanese are also reportedly massive fans of the corsetry and Lauder has received a lot of interest from the country for her designs.

"They love their corsets in tiny little sizes," she says, "because they are tiny people. We will have to make things in sizes 18, 20 and 22, which is XXS, XS and S."

For April, the designer will be re-developing her website to incorporate e-commerce. Her aim is to create a store button, so that customers will be able to shop for her Corset Complements and latest collections through the website.

"And we need to blog," Lauder says, "because there are so many exciting things happening. I have written a

book now, so I am used to putting things into words. I just need to blog every few days and put up updates."

Ultimately, Lauder's ambition is to have her own atelier. At the moment, she makes do with a 'tiny workshop' in London, where she hand makes all of the custom pieces. There will often be a few items being made at any given time. Some corsets may take two to three people at least ten days to produce and the cost of these will amount to thousands of pounds.

The ready-to-wear pieces are produced by a separate, family run company. Lauder will create samples and it will make up the final products. The quantities made are still not huge and often amount to just five pieces per size, per colour. Lauder explains that she is unsure whether she will ever mass produce, as the complexities of a

proper fitting corset make it difficult to churn out in large numbers.

But Lauder's fame was not always been founded on her custom commissions. Her first big break occurred when she was running 'a tiny shop' in Brewer Street. According to the designer, stylists would often drop in and on one occasion, one took a series of items from her patent leather collection.

"It was for Red or Dead for London Fashion Week," Lauder says. "I was watching London Fashion Week and it was all my stuff. And the press went crazy - The Times, The Guardian etc. My labels were always on the outside, because stylists would always put it on the models the wrong way round. So, as the models walked away, there was this amazing shot of my stuff with my label written right across the back."

Wayne Hemingway's (co-founder of Red or Dead) PR, Red Rooster, called the company and asked about the corsets. When Wayne Hemingway told them they were not his own pieces, but accessories from the stylist, Red Rooster took Lauder on as a project.

"From then on, it took on a life of its own," Lauder says. "I didn't want to be a shopkeeper anymore, so I sort of retired to Shoreditch and created again... After that, I had the opportunity to meet up with Dita. I told her I saw Brief Encounter and fell in love with this movie. Black and white and repressed passion, post war tailoring - the whole thing just inspired me and I told her, 'I just want to create a corset that is going to be monochromatic, very structured with a black heart in the centre."

"She just loved it and also said she was looking for some red carpet pieces. She said, 'I'm back in London in six weeks and have some exciting things lined up, like Bob Carlos Clarke's shoot, would you have it ready?' So, I measured it up and had it all ready for when she came back."

The photo shoot was the iconic photographer's last. He died shortly afterwards and the images, featuring Lauder's corset, further launched her into the public's awareness. The

4
Malmaison Lingerie show during Oxford Fashion Week, shot by Velda Lauder

5
Harriet wears, black mesh and lycra 'gothikka' collection corset complements and nude silk swarovski corset, during London Fashion Week.

designer continued to work with Dita, who went on to become her favourite client.

"She is lovely," Lauder says. "She is a connoisseur. She understands everything... Old movies, artistic references, we have even got some mutual old friends in the whole thing. She is a true artist, as well. I think she is quite odd and quite strange behind it all, and I like that. I like people who have got a little oddness going on there."

But, out of all the breaks that Lauder has had, her work for Victoria's Secret has probably had the greatest impact on the label. It started off about 'three to four years ago' when one of the production staff from Victoria's Secret attended the brand's launch at a burlesque place.

"He went crazy," she says, "and he said, 'you have to meet Charlotte Stockdale', who was the creative director for the show. So, I was called in to meet Charlotte and gosh, that was scary. But she took the military outfit, the corset, and whispered to her assistant, 'the detail, the detail,' and she said, 'hmmm, we will be in touch.'"

"Then she called me in again and she said, 'we have got a project we want you to work on. Do you think you could do some corsetry for the Victoria's Secret catalogue show? We want you to dress Heidi Klum.' I said, 'I think I could do something.'"

The show was the first in which Victoria's Secret was to include 'good, proper, strong corsetry,' so they brought Lauder over as the expert to talk to Heidi Klum about styles.

"That was a big break," Lauder emphasises. "We have done lots of celebrities since. I would love to do Lady Gaga, because it's the creativity. The sky's the limit. You really have to push it to beat what she has done last. It is art. It is sculpture as clothing."

Lauder is very confident going ahead and willingly explains what she feels will continue to make her stand out in the increasingly competitive sector of corsetry.

"I think being around forever," she says. "I am their mummy, the Grand Dame of corsetry." ♦

EXTRACT FROM 'CORSETS: A MODERN GUIDE' BY VELDA LAUDER

"LIKE MANY OTHERS, I first became fascinated with the corset on rainy afternoons watching classic black-and-white movies as a child. The iconic screen goddess with her delicious curves, tiny waist, and heaving bosom made a huge visual impression on my young mind. The magnetic power of Marilyn Monroe as she wiggled her voluptuous magnificence across the screen, while possessing a 20-inch corseted waist, was unforgettable. Television and movie images of both familiar screen idols and anonymous showgirls tightening their corsets caught my imagination and my Barbie's home-made wardrobe was forever changing.

The timeless and enduring beauty of the corset is at once ancient and futuristic. It evokes the legendary female warrior in her armored bodice, but in the present day is increasingly fused with images of modern comic-book heroines. A controversial garment constantly evolving yet always classic, full of paradoxes, the corset is both underwear and outerwear, a symbol of chastity and restraint while at the same time highly erotic. Does it subjugate women or empower them? Is it titillation or armor? Is it made to conceal or reveal the body?

A personal corset epiphany

The potential of the corset for evolution and expression fascinated me, and one night, when a friend of mine fainted at a gig while wearing a badly-made corset, it all suddenly made sense. I released her from the offending garment

and immediately began to mentally redesign its anatomy so it would fit her form more appropriately. Her corset had been made from an unmodified Victorian pattern and was putting great pressure on her ribs and lungs. 20th-century women are considerably larger than Victorian women - and a significantly different shape - so adaptation was required.

Months of research and mentoring followed as I deepened my knowledge of corset construction. Both myself and the master corsetière, Mr. Pearl, share a common mentor in "Jeannette," who introduced me to the late, great Michael Garrod, who dedicated his life to preserving the art of corsetry. Under Michael Garrod's expert tutelage, I learned the technical side of corset-making which gave me a solid foundation from which to develop my own unique style, patterns and cutting methods.

What I seek in a well-cut modern corset is the ability to shape and sculpt the waist without crushing a woman's ribs or hips, so freeing her inner goddess. Whoever wears the corset should be transformed by it in what is truly a "red carpet moment," a wondrous couture experience.

The corset symbolizes the divine, demonic, and desirable, and elicits controversy and sensation wherever it is shown. My own obsession with the corset as my canvas for expression has lasted for over 15 years and has been a constant source of inspiration and creativity as I continue to discover new and fascinating aspects of this unique garment."



Top DRAWER

TO BE STOCKED AT SELFRIDGES IS THE DREAM OF NEARLY EVERY DESIGNER WITHIN THE INTIMATE APPAREL SECTOR, BUT HOW CAN THIS DREAM BE REALISED? SELFRIDGES' INTIMATE APPAREL BUYER **JORDANA MORRISON** TALKS TO LINGERIE INSIGHT ABOUT WHAT THE RETAILER LOOKS FOR FROM THE LABELS IT STOCKS AND HOW BRANDS CAN MAXIMISE THEIR CHANCES OF BEING TAKEN ON.



1

A lady carries the iconic Selfridges bags

1

The best way to approach Selfridges with your designs

Nothing is better than seeing the range, but if it's an approach, an email, and some details about the brand, with some pictures, gives a good idea of if it's worth seeing more.

2

Selfridges metal plaque

The shows that Selfridges attends to buy stock

Salon International de la Lingerie in Paris, and then it depends on the needs of the business, and the amount of potential newness. This year, we'll also probably travel to Miami for the SwimShow and New York for Curve. We also do research trips, depending on where we think the most exciting trends are developing.



2



3
Selfridges window display from 2008, featuring Agent Provocateur

4
Dita Von Teese takes a photocall at the department store

5
Burlesque star Dita Von Teese

6
Selfridges bags



How to obtain promotional opportunities within the store

There's a lot of competition for windows at Selfridges. There are only two available to brands and the design has to be of a certain quality, as well as fit the current theme of the store. We have light boxes throughout the store. These work to both promote a brand or new product and drive traffic into the department. In season, there are in-store events that we ask brands to be a part of, based on suitability.

The frequency with which Selfridges will look to stock new designers

Nothing is static. Decisions can be made very quickly when they need to be and it is important to always have freshness on the floor, so there is always something new for the customer when they come in the store.

The best-selling brands for 2010-11 and the reason behind their popularity

We've seen fantastic growth in our contemporary designer area in the last year. Stella McCartney, Mimi Holliday and Dirty Pretty Things are some of the brands that are cleverly designing product that is edgy, whilst still commercial. Chantelle and Wa-coal continue to strengthen, with the focus being on the fit of their product.



Whether Selfridges would consider a competition for up-and-coming designers

It's a fun idea that would help up-and-coming designers get exposure and learn about dealing with a department store. We did something similar with the Bright Young Things event in February, where over 20 designers were chosen to produce items for the store, as well as design installations for the Oxford Street windows.

What Selfridges offers brands that is different to any other retailer

It offers an inspirational environment that showcases the leading and most exciting brands to local and international customers. ⚡

THE KEY ELEMENTS SELFRIDGES LOOKS FOR IN A LINGERIE/HOSIERY DESIGNER

- Unique product
- Strong brand identity
- Exclusive or limited distribution
- Continued support once the stock is in store

Summer FASHION

ANN SUMMERS' MARKETING AND BUYING DIRECTORS, **FIONA DAVIS** AND **GARY DONOGHUE**, TALK TO **LINGERIE INSIGHT** ABOUT HOW THE RETAILER INTENDS TO REDEFINE THE PUBLIC'S UNDERSTANDING OF SEXY THROUGH THE MEDIUM OF FASHION.

“With this refocus, Ann Summers is just on the ascent again and we have to land it with authority,” Ann Summers buying director Gary

Donoghue says. “That is the biggest challenge.”

Donoghue is talking about the latest developments to occur within the notorious, UK retailer. With an ambition to double sales inside a ‘short period,’ Ann Summers is currently looking reinterpret itself through the lens of fashion, updating itself while remaining true to the core principle of its ‘sexy’ heritage.

“We are sexy first, not fashion first,” Donoghue says. “It isn’t a shift in that sense – it is about framing the total. We are in a progression here with a different approach to photography, a different approach to window communication, to catalogue, to absolutely everything that confronts the customer.”

One aspect of this is the way that the brand has ‘significantly’ contemporised and upped the fashion credentials of the product offer. This was translated through Ann Summer’s latest Spring Summer line with the launch of the retailer’s first high-waisted knicker, an evolution of its shapewear offering, which started the previous season with

the kissing Cleavage bra.

“The high waisted brief was something very new for us,” Donoghue adds. “We thought very hard about it and we were very pleased by the response – within Ava, it sold out.

“The way that we interpreted the high-waisted knicker made it look really sexy... Shapewear is all over the high street. It is something that the customer is demanding. We have got to respond to that, so you are definitely going to see a growth in solution wear from Ann Summers during Autumn Winter, but it will be by being the sexiest, as opposed to just everyday shapewear.

The need to be sexy lies at the very heart of the Ann Summers brand. It is something that marketing director Fiona Davis cannot emphasise enough and it is a reinterpretation of this which lies behind the brand’s fashion influence.

“We have been working on a refreshment of the brand expression for Ann Summers in the last year or so,” she says.

“There are a lot of other people out there being sexy and a lot of other brands using sexy or sexual connotations in order to reflect their product

1,2,3&4

Products from Ann Summers’ new fashion inspired SS11 collection.



5,6,7&8

Products from Ann Summers' new, fashion inspired SS11 collection.

and their offer. It is about retaining and translating that which is the really unique aspect of Ann Summers, in a way that is contemporary and relevant to today's customer."

The retailer plans do so this taking inspiration from popular iconic figures of the century, which it claims have replaced supermodels at the top of the fashion ladder. Through interpreting cultural influences, and picking and choosing the catwalk looks that it considers best apply to its unique brand identity, the retailer aims to expand its appeal to the market.

It has also gathered a new buying team from a variety of different industries, including high fashion and lingerie, to further extend the breadth of its range.

"We are changing the portfolio of the capability and credentials of the team," Donohue says. "We are becoming much more influenced by what is going on the catwalk and I think you probably see that represented by some of the collections we have had from Spring and Summer. However, it is really important that we also look to where our everyday customer on the high street is getting his or her inspiration and totality, and that will be through cultural

icons of this century, which are at the moment pop stars or media stars.

The company has developed an expression for the brand, which it describes as 'fearlessly unleashing sexual confidence.'

While this branding is not customer facing, it underpins all Ann Summers' decision making in terms of product, store environment and brand communication. It is also how the retailer intends to choose which of the cultural cues it will act upon.

"When we think the cue is right for us, we will reflect it," Donohue says. "What we definitely won't be doing will be trying to compete with others on the high street. We have got to be unique. Our offer has to be the sexiest and, if we don't tick that box, we have failed, honestly.

"The high street has become so homogenous... What this brand delivered 30 years ago and is continuing to do so makes us a unique proposition. Nobody is and nobody should be more sexy than Ann Summers."

Davis agrees, adding: "Ultimately, what we really sell is orgasms. We are selling orgasms through enticing her in to buy lingerie and sex toys, and nobody else can do that." ♦



A DECADE

WITH

Damaris

AS HIGH END, LUXURY BRAND DAMARIS CELEBRATES ITS 10TH ANNIVERSARY, FOUNDER AND DESIGNER **DAMARIS EVANS** TALKS EXCLUSIVELY TO **LINGERIE INSIGHT** ABOUT HER PLANS FOR EXPANSION, FUTURE COLLABORATIONS AND THE MOMENTS THAT LED TO THE COMPANY BECOMING ONE OF THE INDUSTRY'S BIGGEST, MODERN SUCCESS STORIES.

✦ **How do you feel that Damaris evolved over the past decade?**

Damaris was experimental – I like to think outside the box – using fabrics and sewing techniques that haven't been used in lingerie before and putting a different angle on lingerie design. I come from a design background and do not work alongside rules – aren't rules there to be broken?

Damaris is fun, fresh, young, avant-garde and is constantly evolving, driven by creativity and necessity.

✦ **In the past 10 years, what has been your proudest moment with the brand?**

Ah, there have been so many wonderful moments - receiving the Elle Style award for 'Young Enterprise of the Year' for the Spring/Summer 2003 collection. In 2005, when I was invited to Buckingham Palace to meet the Queen for a 'Celebration of British Design' and, last year, Mimi Holliday was crowned 'international player,' winning the UKFT Export award in lingerie.

✦ **What, in the past 10 years, do you feel has been your greatest challenge?**

For the first five years, production was a constant struggle. I have produced in Italy, our own atelier in the UK for five years and Portugal - all of which struggled to produce my designs. Lingerie factories could not make my product, as the designs were too intricate, too fashion/womens-wear based, and so it was a struggle working with factories.

For the last five years, we have been working with a factory that works exclusively for us and has a unique way

of working. The quality is amazing and the factory director can work from a basic rough drawing and understand exactly what I am thinking. First samples are perfect 90 percent of the time – that is unheard of.

✦ **How are you planning to celebrate 10 years in the industry?**

We will split the celebrations into two parts. We will hold a Private View party for part one of the celebrations in April. For part two, we will be having a show in September – the first since our launch show at Julies in Holland Park in Sept 2001. We're due to work with a superstar photographer, but it is all under wraps for the moment.

✦ **Where do you hope to be in 10 years' time?**

We have plans to open Mimi Holliday stores, aiming for ten Mimi Holliday stores worldwide (two a year for the next five years) and a number of concessions. And, as a final goal, [I will] possibly sell both brands and be creative director for both.

✦ **Have you any plans for**

expansion in the near future and, if so, what are they?

Our first store is to be launched in 2012.

✦ **How has the current climate affected your plans for the business?**

We have grown – doubled season on season for the last three years. There are a few trains of thought for this, one being people haven't been able to afford to buy expensive clothes but still want to feed their shopping addiction, and so buying into wonderful lingerie has satisfied that urge.

Another is that people haven't been able to afford to go out for dinner as much, so they buy lingerie, cook supper at home and make their own entertainment.

✦ **Last year, you collaborated with film director Justin Andersen – do you have any ideas for future collaborations in the works?**

We are planning another film - Project Lift – for Damaris and, for A/W12, Daisy De Villeneuve – who is a great friend – will be collaborating

with Mimi Holliday (Mimi and Daisy) on a capsule collection.

✦ **What was the inspiration behind your latest AW11 collection?**

I don't actively seek out design inspiration. I pick up most of my ideas through travel, absorbing what I see, channelling creativity through fun colour and not taking it too seriously.

✦ **Why did you first decide to create a lingerie brand?**

For my degree show at Central St Martins, I designed lingerie for under the dresses - I found this the most fun, secretive part of the process and something I saw a niche in the market for.... little nuggets of luxury, no expense spared, exquisite indulgence.

✦ **If you have any advice to pass on to young, aspiring designers, what would it be?**

I always suggest to complete a degree in an academic subject, such as English Literature or History - broaden your horizons to another level - keep fashion as a hobby, then do a masters in fashion design of some kind.

1
Chiacchiere (AW11) features jet-black silk tulle and fuchsia stretch silk satin.

2
Crème Fouettée (AW11) features ivory silk tulle and ivory scallop lace with multi coloured Swarovski crystals.

3
Pannetoni (AW11) features bubblegum pink silk tulle with coral silk satin and coral/pink Swarovski crystals.

4
Granita (AW11) incorporates a new padded plunge bra with V insertion in a midnight blue silk satin.



2



3



4



Triumph

INNOVATION

TRIUMPH PRODUCT MANAGER **JANE FENLON-SMITH** TALKS TO **LI** ABOUT THE INSPIRATION BEHIND THE BRAND'S ANNUAL STUDENT AWARDS.

“For me, I like to really have a wow factor,” Triumph product manager and Inspiration Award judge Jane Fenlon-Smith says, “though most of them have a wow factor of some description, whether you like it or not.”

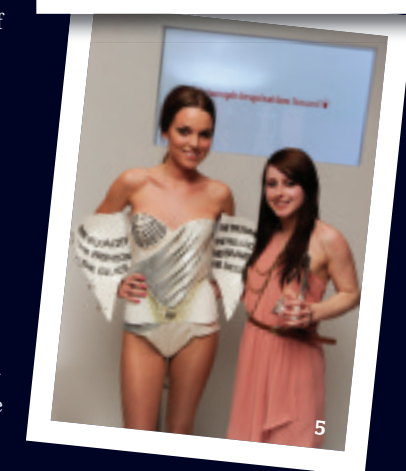
This is the fourth year that Fenlon-Smith has taken part as a judge for the event. The annual awards celebrate young, emerging talent. Each year, ten students from two design schools go head to head to win the UK prize and be in for a chance of competing in the global finals, against finalists from 36 other countries.

Last year's global winning design, 'Morphology' by Nikolay Bojilov of Bulgaria, will go on sale in July 2011 as a limited-edition item at select Triumph and other retail stores worldwide. Second and third place winners receive, respectively, €10,000 (£8,777) and €5,000 (£4,389) prizes.

This year, contestants from the UK's De Montfort University and London College of Fashion, were asked to present their interpretation of '125 Years of Celebrating Women,' in recognition of Triumph's 125th anniversary.

The ceremony, hosted by showgirl Immodesty Blaize, saw Emma Walters from De Montfort University take the prize for her Liberation design. She will go on to compete in Berlin, this July against winners from the 36 other participating countries.

Chloe King of Leicester took second place with her creation, The Silhouette of Ascendancy, and Basma Masri of Surrey and Pim Bencharit of Leicester came in joint third place, with designs Tribal Heritage and Soft Cage.



Judges for the 2011, national final, included designers Dani Felder and Annette Felder, fashion writer Angela Buttolph and stylist Charlotte Stockdale.

“They are a very nice bunch,” Fenlon-Smith says. “We all get on very well. The Felder and Felder girls are great, except I can never remember which is which.”

“I would say the most difficult thing is the other judges' decisions, because we all have a different opinion; it is quite difficult if you have a firm favourite and it doesn't even come in the others' top three. So, there is a lot of compromising.”

The method of judging can vary each (continued on p.34)

1
Triumph product manager Jane Fenlon-Smith

2
The four top designs for 2011.

3
Triumph marketing manager Purminder Mondair

4
Designers Felder Felder and Grazia fashion editor Angela Buttolph

5
Emma Watson and her winning design

DE MONTFORT STUDENT EMMA WALTERS TALKS TO LINGERIE INSIGHT AT THE EVENT AND DESCRIBES WHAT IT MEANS TO WIN IN 2011

“It's absolutely amazing. I'm still in shock now, I'm shaking.

Everyone's garments are so different. It was so hard to imagine what they were looking for. I think it would be a tough decision to make, just because they are so different.

It took me about a week and a half to make, but I literally spent every waking moment on it.

I looked at the 125 years as a whole and I started off with the Victorian women, which is what the outside represents, and it opens up, and the inside represents the modern women. So, it represents the suffragettes fighting for women's rights and modern constrictions being released.

I can't wait [for Berlin]. Fingers crossed.

It's incredible. I can't believe it. It's an amazing honour. It's definitely put me into the spotlight. At the minute, I'm not sure what I want to do. I'd quite like to be a designer. I'd like to think I could create my own label.”

GRAZIA FASHION EDITOR ANGELA BUTTOLPH EXPLAINS WHY THE JUDGES CHOSE WATSON'S DESIGN AND THE IMPORTANCE OF THE TIA

"Well, it was absolutely unanimous. From the moment we saw that design, we were all kind of freaking out.

There's absolutely nothing that you can fault with it.

It completely references the past, structural, restricting corsetry and it also links very 'modernly' with the past in this extraordinary way. We loved all the words on the inside, the way it opens up, its heart shape and how it looks like angel wings.

We just absolutely loved it. And the designer's explanation was so eloquent. We just think she is a very, very, clever, little girl. I am sure she has got an amazing future in fashion and/or lingerie.

I think it's a brilliant entry for England. We are super excited that it is going to go on and represent us in Berlin. I think we have a very good chance with that. I would love to see what the rest of the world is going to come up with in competition.

I think this year is very, very impressive compared with last year. The standard just gets higher and higher, and I think contests like this encourage that.

Lingerie is really unrepresented in terms of design contents and there are so many students out there who are slaving away. Lingerie is such a huge part of fashion now. You see Lady Gaga and pretty much all she wears is lingerie, and who is more influential than lady Gaga now? I think it is great to see lingerie designers finally get some recognition."

6

Grazia fashion editor Angela Buttolph

7

T4 presenter and 2011 judge Jameela Jamil

8

The 2010 UK TIA winner with her design

9

De Montfort programme director Gillian Proctor

(continued from p.32) year, in regards to how the judges reach their top three. Sometimes, they will each literally write down their three personal favourites and find the common denominators. Other times, they will write down their top six and then work their way through them, discussing each in further detail.

"I really like to hear from the students what their story is," Fenlon-Smith says, "what the inspiration is and how they have interpreted that into the garment. I try not to look if it can translate into a commercial garment, because I think that is somebody else's job if it wins."

It was the story that most appealed to Fenlon-Smith about her favourite student to date, 2009 UK winner James Nolan. Despite the small size of the room, she claims when she first

saw the movement of his garment on the model's body, it 'almost took her breath away.'

"It was just really beautiful and very graceful," she says. "And I really like the whole background, the swan story. He really just transported what he thought into the garment, which I think is sometimes hard. They talk about one thing and I'm thinking, 'well, how does that translate into what I am seeing?'

"It was probably the least detailed sketch, very charcoal and smudgy, but when you saw the actual garment it was a really amazing transference of idea into garment."

The product manager believes that the competition acts as important tool to recognise and reward young talent in a very competitive industry.

"I think that we believe in creating opportunities which challenge young designers," Fenlon-Smith says. "They are the lifeblood of the industry and, if we can't get inspiration from these wonderfully creative people, we are really lost."

Fenlon Smith is often approached by contour students looking for placements, particularly at trade shows. She says that she will usually ask them to send their CV in case an opportunity comes up. She claims they will have a greater chance of getting something, however, if they are willing to travel to Europe or Hong Kong, or if they have undertaken some commercial experience to glean what the end consumer wants.

"I think it must be very difficult," Fenlon-Smith says, "especially if you want to work for a prestigious company. I think a lot of it is... perhaps just meeting the right people at the right time. You know, somebody spotting you during your end of term show.

"Different companies look for different things. Some people want creativity, but they don't want them to be so way out that they think they don't make a good commercial designer... I think if you want to be successful - a bit like the Damaris thing - you have to be very strong willed and ideally find yourself a nice backer. But I don't blame people for not compromising on what they really want to do, if they really want to stick out for that high end." ♦



WE BRING YOU THE DESIGNS FROM THE UK CONTESTANTS OF THIS YEAR'S TRIUMPH AWARDS

Angela Wu



Jane Fenlon-Smith



Pim Bencharit



Nabila Omar



Fiona Coxon



Charlotte May



Emma Walters



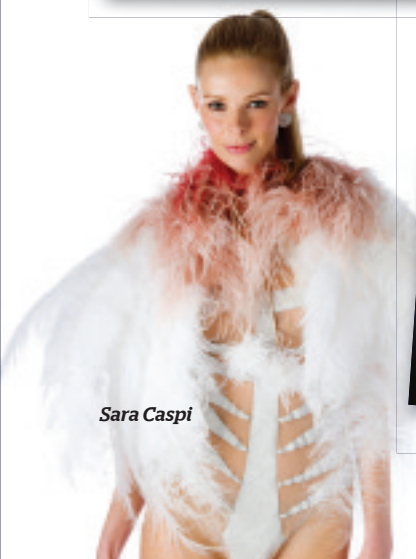
Hannah Thomas



Stephanie
Middleton



Sara Caspi

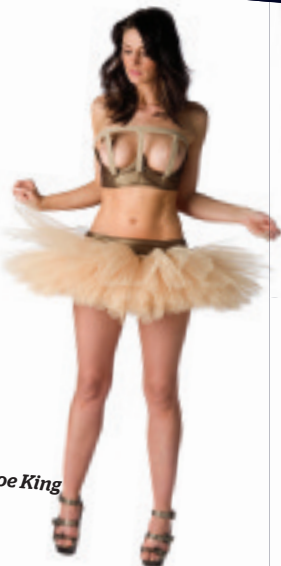


De Montfort

Basma Masri



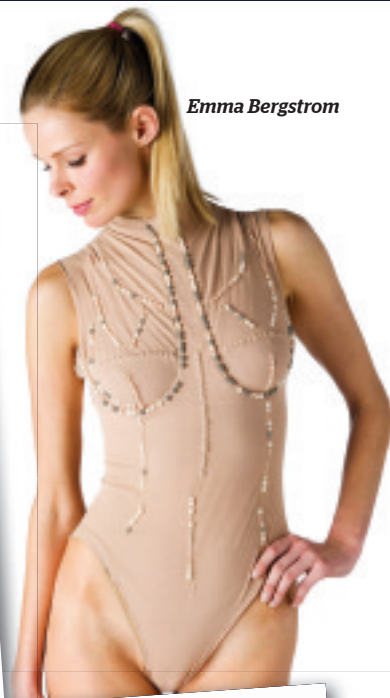
Chloe King



Elf Zhou



Emma Bergstrom



Isabelle Zeretzke



Robyn Strong



LCF

Katalin Aradi



Laura Harris



Louise Maxwell



Marie Gallagher





**WHERE IT
ALL
BEGINS**

**Interfilère
PARIS**

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

9|10|11 JULY 2011

**PARIS EXPO - PORTE DE VERSAILLES
PAVILION 1**

Contact:
Tel: 020 8216 3100 / enquiries@promosalons.co.uk
www.interfilere.com

 Eurovet



EVOLUTION



DISCOVER THE AW12/13 TRENDS AND NATURE INSPIRED COLOURS THAT WILL BE DOMINATING THE INTERFILIÈRE TRADE SHOW IN PARIS, THIS JULY.

In July 2011, Mode City & Interfilieré will be presenting lingerie which has been made-to-measure for a world where people's bodies and aspirations are in constant change.

The earlier timing seeks to help exhibitors and visitors respond to an international market, which is no longer dominated by seasons or segmentations.

Brand leaders are now focusing closely on the emergence of new and changing life styles and adapting their products.

Women's bodies are becoming rounder, so the demand is growing for shapewear that combines comfort with control and for bras that are functional, as well as seductive. Travel and sunny beaches are more and more accessible;

therefore, beachwear is evolving into holiday wardrobes.

And, because the home is the focal point par excellence of wellbeing, there is a growing demand for soft knits and elegant upmarket eco loungewear. Rising prices of raw materials, reflected in the price of the end product, places a premium on creativity.



ENDS / AW12/13

The Colours

Nature, with its infinite treasures and looks, never ceases to inspire us. A Nature, that often leaves the beaten paths, is ready to lead us into a fairytale, into deeply mysterious grounds.

Top position is saved for the mineral nuances and effects, which will be combined with refined mixtures of details, materials and finishes.

The colour specialists are unanimous: while minimalism continues to seduce and conquer RTW, bodyfashion needs to remain true to the value which its success is abased on - pleasure.



The Trends

Couture Lab

Tradition reinvented. Seduction rich in graphics and design personality, puts the accent on perfectionism in make, materials and garment proportions. Decoration and motifs inspired by both the Belle Epoque and the Sixties, periods of great creativity and the exquisite elegance of Parisian chic and seduction. A comeback of costly decorations made possible with the aid of new technology in surface decoration. All this in black, red, copper reflections and dark accents.

WALLPAPER TRADITIONS RE-VISITED

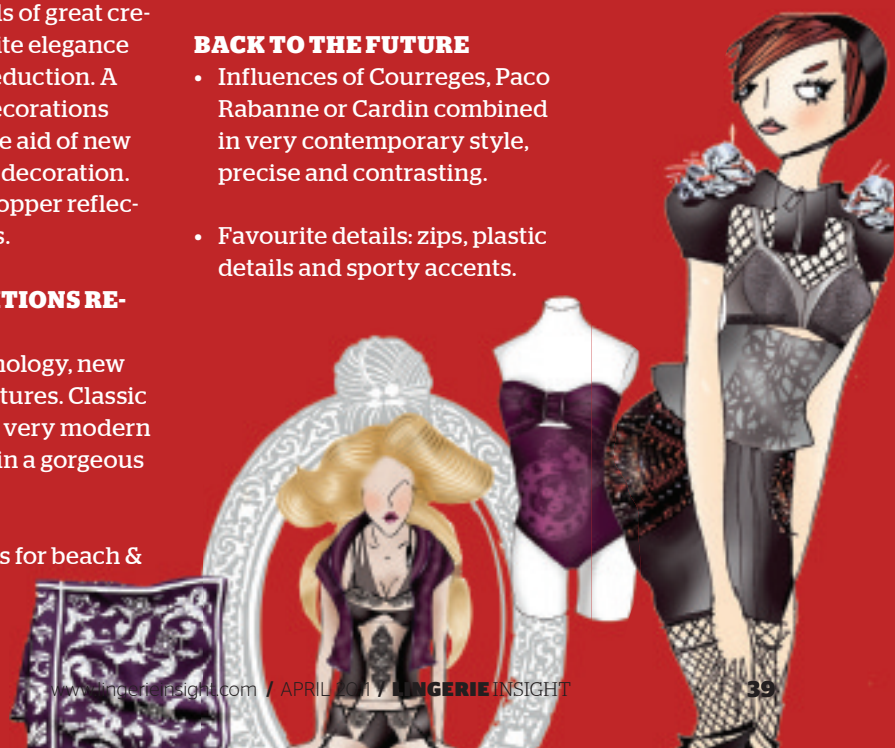
- Cut-outs, laser technology, new proportions and textures. Classic ornaments take in a very modern graphical direction in a gorgeous Parisian spirit.
- Monochrome effects for beach & shapewear.

BODY DECO

- Engineered modulus is combined with super looks : high waists are back.
- Young people adore the look of the classics: Doreen, Cross-your Heart etc.

BACK TO THE FUTURE

- Influences of Courreges, Paco Rabanne or Cardin combined in very contemporary style, precise and contrasting.
- Favourite details: zips, plastic details and sporty accents.





Pumpkin Princess

A dream revived. Every woman has her princess moments when she dreams of a magic wand that changes her teddy bear into a prince. Lingerie, as nothing else in fashion, has all the elements to create that magic with its lightness, frivolities, moods of gracefulness. Here set in a naughty cool mood, a show of iciness that warms the spirit. An atmosphere of opposites: sexiness and ingenuous purity. Our princess is given a sexy charm with frosted effects and fur accents, roughened textures, a halo of pastel shades enlivened with fresh accents. She is ready to reign in the realm of lingerie.

WHIPPED CREAM

Focus on raised reliefs with yarn novelty and very lightweight surface effects: waffle, brushed, gathered, high-bulk yarns.

ICICLES & GLACIERS

- Ultra fine laces and metallic accents, brushed and surface effects for a winter wonderland mood.
- Corded embroideries and mini beads and sequins for smooth silhouettes.

EXPRESSIVE FLOWERS

- Evolution of laser & thermo cuts for ultra lightweight accents.
- The mood is the result of mix of different techniques in ultra mat whites and low contrast colours.



The Naturalists

Nature reborn. A lot of unknowns on the horizon as we start to look at Nature as if we've never seen it before. This is not Nature as a fashion trend, but rather as an infinite source of creativity, explored here for its refined nuances and details. Copper reflections, amber, iridescence, glowing and shaded effects. But also a completely new view on flora and fauna motifs, new proportions... a focus on a rich yet fragile world, wild yet tamed.

UPCYCLING

A rising trend: Upcycling to give a second life to left-over materials. The July Interfilière gives a chance for all forgotten fabric stocks to enter a new life cycle.

PASTORAL ECCENTRICITIES

- Bloomsbury twists are the Naturalists favourites for their strangeness in colour mixes and painterly effects. Petal effects and insects add to the eccentricity.

PLANT LIFE

- Expressions in every possible form and at their best in non-traditional colours. The orange/brown/ochre family and very dark colours give the subject matter a novel twist.
- Ornamental plants with precise contrast outlines.





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



The Travellers

Adventures revisited. The call of Bohemia in holiday mood in search of sunny winter breaks. On the look-out for new adventures and far-away cultural and folklore discoveries. This time, we look for the dynamism and generosity of Latin America and India. Focus on flamboyant colourations and arty eccentricity ranging from Frida Khalo's opulence to Navajo geometrics and Indian metal & silk traditions. Artisanal crafts from batik to Ikat. An explosion of colours and motifs with something for everyone.



TRIBAL GIRLS

Patchwork of small motifs and neverseen-before assemblages.

PRIMITIVE ART

- Primitive designs of global solidarity, freed from rules, artistic and liberated, batiks, block prints, handembroidery, engravings are the height of inspiration.
- Guipure is reborn as ultra avantgarde.

BLANKETS

- With the help of Missoni the multi-nomad mood takes every direction and mixes it all: from Navajo to Asia, from Mexico to Siberia.
- Beachwear Trends

WINTERSUN

- Portobello Road's bohemian chic comes together with design dynamics from India introducing names like Manish Arora and Samant Chauhan.
- New printing and laser engraving technology.

FOULARDS

Laser printing has no restrictions for multiple colourations and although more expensive than wet printing, dry printing saves water.



Beachwear Trends

WINTER SUN

- Portobello Road's bohemian chic comes together with design dynamics from India, introducing names like Manish Arora and Samant Chauhan.

- New printing and laser engraving technology.

FOULARDS

- Laser printing has no restrictions for multiple colourations and although more expensive than wet printing, dry printing saves water.





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



MIAMI Girl

MIAMI SWIMSHOW IS ONE OF THE BIGGEST EVENTS IN THE SWIMWEAR CALENDAR AND WITH THE INTRODUCTION OF LINGERIE FOR THE FIRST TIME, THIS YEAR, IT LOOKS SET ONLY TO GROW. ORGANISER **JUDY STEIN** PROVIDES AN INTIMATE ACCOUNT OF THE PREPARATIONS THAT ARE CURRENTLY TAKING PLACE FOR THE 2011 SHOW.

With July just around the corner, my plans and preparations for the

29th Annual Swimwear Association of Florida's SwimShow are in high-gear. It's an exciting time for all us at SAF, but especially for me. Having been with the organisation for over 14 years, I've been working with the participating brands, the designers and their reps, and with the retailers for a long time. Every year is like a family reunion. I love to mix and mingle with everyone and catch up on their lives. Of course, meeting the new members is another major highlight. I really enjoy forging new relationships. I know you've heard people say 'I'm a people person,' but in this case it's not only true, it's one of the main characteristics of my job. I'm a type 'A' personality who likes to be in charge and a multi-tasker who enjoys

taking on a challenge. There are over 2,000 people who will be working to exhibit their collections from July 16 – 19, 2011 and over 7,500 people including buyers, national press and VIP's who will walk through the show. I love that my responsibility is to make sure that they're as happy and as successful as possible.

Planning the floor layout, deciding how to organise the booths and creating the ambience is another aspect of my position. There is something very special and exhilarating about seeing an empty convention center morph itself into the most beautiful tradeshow in the world. And this is a banner year for the organisation, as we launch the debut of the LingerieShow. We're very proud to be recognised as the largest and most comprehensive swimwear tradeshow in the world and now, with the expansion of the show, I feel we can really take advantage of the synergetic relationship that exists between the

two markets. Over the past several years, we've had many requests to integrate lingerie into the show and, after thoughtful consideration, the SAF Board decided that - with the critical mass of interest - this year was the right time to introduce it. The changing economic outlook is altering global buying behaviour and buyers are looking for more valuable interactions with quality brands. Our show facilitates this process by being able to offer the finest presentation of swimwear and the addition of lingerie is an organic outgrowth that will make the show even more productive. Buyers have less time to source, so they need to ensure that they use their time effectively.

In terms of the layout, we're basically creating a show within a show. Since this is our first year, our plan is to start slowly. We are not inviting a tremendously large group of lingerie brands. Our focus is mainly on our current members who have a lingerie brand ex-

1
*Miami SwimShow
organiser and
Swimwear
Association of
Florida executive
director Judy Stein*

2&3
*Behind-the-scenes
of the Miami
SwimShow*



4



5

tension and a few new vendors whose collections fit into the category. SAF is a juried tradeshow and that same level of standard holds true for the lingerie exhibitors. We have always attracted the world's leading brands and most significant buyers to our show. Global and iconic brands ranging from Diane von Furstenberg to Sports Illustrated favourite Sauvage and Luli Fama are just a few of the brands newly re-signed to participate. The swimwear exhibition will feature over 350 exhibitors from around the world, including Milly, Shoshanna, Roidal, Manuel Canovas, Seafolly, Zimmermann, Melissa Odabash, LSpace, Jets, Despi, Delfina, Emamo, Maryan Mehlhorn, Heidi

Klein, Valery, Just Cavalli, Chloe and many more. We will ensure that the lingerie category will be made up of the same caliber of design and reputation.

One of our goals at SAF is to always try and make the four days of the show a fun and affordable experience. We've partnered with the Miami Beach Visitor & Convention Authority again to offer increased access to the endless possibilities of South Beach with negotiated rates at a range of hotels, complimentary transportation, and an onsite concierge. Full of activity, events and shopping, South Beach has an amazing synergy with the swimwear industry. Since our fashion seminar has been a tremendously popular addition, we will

again be offering a thorough analysis of the industry and offer projections, and forecasts, for the upcoming season. Plans are for the seminar to be handled on-site, but it will be one of the few events open to the general public. One of the most exciting events that takes place at our show, and a personal favourite, is the annual runway presentation. It is a real treat to work closely with our show coordinator to merchandise all the looks. The show offers a sneak peak of every participating designer collection and in most cases, this is the first opportunity for buyers to see the pieces on the runway. I love seeing everyone's reaction and I get as excited about their lines as they are. ♦

SOME OTHER AMAZING BENEFITS OF THE SHOW INCLUDE:

SWIM LOUNGE

SAF invites our members and buyers to relax and unwind in our luxurious Swim Lounge area. Replete with comfortable sofas and armchairs, the space is perfect to take a quick break or utilise the table top seating for a more discrete business conversation. Free WiFi is available for all your needs. Plus enjoy Monday evening's Happy Hour from 6-7:30p.m.

BREAKFAST BAR

The breakfast bar featuring complimentary coffee and muffins is open daily from 9-10:30a.m.

KICK-OFF COCKTAIL EVENT

To be held on Saturday evening from 6-8p.m.; location to be announced shortly. Guests are advised to come early as space is limited.

PRESHOW COCKTAIL PARTY

Our annual event will be held in the Convention Center Ballroom for the ease and convenience of our members. The cocktail party will begin promptly at 6p.m. followed by the SwimShow & LingerieShow Fashion Show at 6:30p.m. which promises to be a dazzling highlight, featuring a look from each of the participating brands in the tradeshow. It is an amazing line-up of the industry's most exciting designers.

We still have quite a bit to do but we can't wait to see everyone, so get ready for four action-packed days of SwimShow & LingerieShow at the Miami Beach Convention Center from July 16-19, 2011.

4&5

*Behind-the-scenes
at the 2010 Miami
SwimShow*

OBJECT OF *Desire*

» STOCKINGS, HARNESS & NIPPLETS FROM BORDELLE'S AW11 COLLECTION

London based, luxury lingerie label Bordelle sees the arrival of its A/W11-12 collection. The new season develops on the signature craftsmanship of turning satin, elastic bandages into luxury bodywear. Colours are kept neutral in black and sand with edgings of gold to contrast the soft fabrics. Subtle retro elements are diffused with leather

and gold spikes, enhancing the S&M sensuality. This look features the Gia elastic harness, Gia webbed elastic stockings with zip and gold plated Spike Nipplets.

RRP: (STOCKINGS) £325, (HARNESS) £189, (NIPPLETS) £65

» FIORE BY LEPEL

The Fiore collection introduces the autumn/winter season with a bold pop of Coral Reef in its signature, floral lace. The padded balcony bra and short are pictured to the right. A padded plunge bra, full cup bra, brief and thong are also available in the range.

RRP: padded balcony bra, £20, short, £11

Contact: **LepeL, 0115 983 6000**

lepel.co.uk



» CHERRY BLUSH BY ANITA LINGERIE

This nursing bra from Anita Lingerie features a foam cup covered in lace and made from a concealing material.

A four position fastener at the back seeks to accommodate changing breast size throughout a woman's time nursing. The patented KwikKlip release provides easy access for breast feeding.

RRP: £39.00

Contact: **Anita UK, 0208 446 7478**

anita.com



» ROMANTIC BODYSUIT BY BODY WRAP

The multi-way bodysuit from Body Wrap's new Sheer Iridescent collection incorporates a moulded underwire bra to give support and shape under your outer-wear. The shapewear, which is lighter and includes less contouring than other lines, features the Romantica print. It is available in small to medium and large to extra large.

RRP: £59

Contact: **Patricia Eve, 01423 885374**

bodywrap-shapewear.com

NEW PRODUCTS *Lingerie Look*



» HEATHER BY ROYCE LINGERIE

The Heather Padded Comfort bra is from Royce Lingerie's latest AW11 collection. It is available in sizes 34 to 38B, and 32 to 38 C, D, & DD.

RRP: £28

Contact: **Royce Lingerie, 0129 526 5557**

royce-lingerie.co.uk



» LOTTIE BY CURVY KATE

The Lottie Bra was designed by Sarah Greenwood, the winner of the 'Create a Curvy Kate' module at De Montfort University. New for AW11 2011, it is designed with a lower satin cup to 'shape the bust and silhouette', and a sheer mesh to provide a plunge look, whilst still holding the fuller bust in place.

RRP: bra, £29, brief, £14.50, thong, £14

Contact: **Curvy Kate, 0208 861 3111**

curvykate.com





⬆ **M2M SOLID 11 BY TRIUMPH**

The M2M Solid 11 mix to match combination series features a block colour top (in pink, khaki or blue) with contrasting stitch details. The plain colour midi has adjustable drawstring sides with bead trim and decorative stitching around waist.

RRP: £29

Contact: **Triumph**, 0179 372 0300
triumph.com

⬆ **CANDY BY BY CAPRICE SWIMWEAR**

This latest offering from By Caprice includes a moulded padded bikini top and matching contrasting pant. The new halter neck style incorporates contrasting panels and is available in black, white and fuchsia, and baby pink.

RRP: top, £23, bottoms, £15

Contact: **By Caprice**, 0207 575 3053
caprice-online.com



NEW PRODUCTS

Swimwear Sensation



⬆ **GODDESS BOYLEG MAILLOT BY SEAFOLLY**

Seafolly's luxurious Goddess Boyleg Maillot swimsuit from the brand's Second Summer collection picks up on the catwalk trend for pleating, as seen at DKNY, Derek Lam and Vera Wang. It features a 50s boy leg silhouette and is boosted with underwire support.

RRP: £99

Contact: **Seafolly**, 0845 408 0095
seafolly.co.uk

⬆ **PREMIERE ULTIMATE BY SPEEDO**

The Premiere Ultimate is a member of the Speedo Sculpture family. The garment is produced in Sensitive Xtra Life fabric, which offers Medium Tummy Control and Xtra Life Chlorine Resistance. The underwired swimsuit is available in sizes 30D to 38H. Two new colours are available from July, Tribeca/Pop Pink and Black/Mystic.

RRP: £55

Contact: **Speedo**, 0115 8555165
speedo.co.uk

⬆ **MATERNITY TANKINI BY EMMA-JANE**

This new maternity style pairs under-the-bump bikini bottoms with a longer-style tankini top, featuring ruched sides that adjust to body changes during pregnancy. It also has an elasticated bra shelf for comfort and support. The product is available in black or bright royal blue, both with fuchsia pink trimming, in sizes 12/14, 16/18 and 18/20.

RRP: £24.95

Contact: **Emma-Jane**, 0845 698 0098
emma-jane.com





NEW COLOUR NOW AVAILABLE.

The bestselling Flower Lace
underwired bra and matching
shorty now available in limited
edition Mink.

Available from May 2011

Size range: 34-42 B-G

For more information or to
speak to a sales representative
please call 01475 504175

playtex.co.uk





Playtex®

FEELING BETTER THAN EVER.

These natural curves
are all mine.

This lacy bra that fits
so well is my new lingerie.

Playtex shapes my life®

For more information or to
speak to a sales representative
please call 01475 504175

playtex.co.uk