

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

I N S I G H T

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www.lingerieinsight.com

CAPPING SUCCESS

Caprice discusses the expansion of her lingerie and swimwear brand

LIFE IN A DAY OF DBA

We investigate what goes on behind-the-scenes at DB Apparel

BERLIN BURLESQUE

A Berlin designer provides insight into the real burlesque scene

SPORTS

Illustrated

We discover the movement that is taking place within the Sports arena.



**NEWS
REVIEW**

OPINION

**LINGERIE
COLLECTIVE**

POS

**SWIMWEAR
INSIGHT**
LOOK INSIDE THIS
MONTH'S MAGAZINE
FOR THE FIRST
PULL OUT
ISSUE

FIT

FOR PURPOSE

Berlei's **NEW** Sports range



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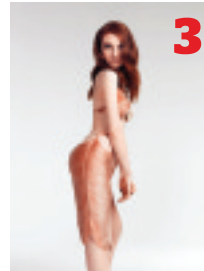
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FOREWORD



The Royal Wedding has come and gone and we still don't know who designed Princess Catherine's underwear.

Luckily, not all high profile individuals are so shy about displaying their intimate apparel – the parade of celebrities displaying their lingerie on stage thankfully remains constant. So, Princess Catherine can perhaps, this once, be forgiven for retaining her self respect and not revealing the name of the designer who created her royal panties.

Not put off, a series of brands still cashed in on the event. I doubt there has ever been so many Royal Bridal collections at any one point and, even those who did not produce 'commemorative' products, still managed to execute clever marketing ploys around the occasion.

With the wedding now out the way, the next big event to unite the populace should be the 2012 Olympics. Athletes,

not the most prudish bunch of people on the whole, will hopefully provide a welcome lift to the sports underwear sector. The big names are already planning and confirming their SS12 collections, cunningly introducing red, white and blue. And, while they won't be described as Olympic ranges (a subtle offence unless you are a sponsor) – expect heavy references, creative use of ambassadors and subtle marketing material.

A clever campaign can make a brand and UK industry has been fortunate to play host to two major occasions, events watched and read about all over the planet, within such a sport space of time. So, as the world's eyes are watching, make sure that you don't miss out on the opportunities 2012 could bring. It is your tax payer's money being spent, after all; you might as well make a profit.

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Andrew Seymour was previously group editor for Channel Middle East, overseeing technology and retail business-to-business publications in Dubai. He has recently returned to the UK as editor of GiftwarePro magazine.

MAY COVER

Image: Freya Swimwear/ Eveden Ltd
Model wears: Fusion Swim range
D-GG cup
Website: freyalingerie.com



Lingerie

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Lingerie

INSIGHT

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FRONT

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MADE BY NIKI ANNOUNCES THE LAUNCH OF NEW STRING COLLECTION IN SELFRIDGES

Lingerie brand Made By Niki will see its pre-AW11 String Collection launched in Selfridges, this June 9, 2011.

This will be the first time that the label, which can be found in over 100 retail outlets in 17 countries, will be stocked by the iconic department store.

The 'String' collection seeks to combine an animalistic vibe with anatomy. The new range was initially sparked by Niki's collaboration with KT Tunstall to create a set of unique, bespoke touring trousers for KT's 2010 'Tiger Suit' album.

Two colour palettes are featured; a blend of jet black and

steel grey creates a hard-edge, high fashion look, while coral and stone hues promote a more feminine, 50's inspired vintage style. Fabrics include two-tone stretch fringing and quick release clips, with garments encompassing triangle bras, suspended pencil skirts, suspender belts and accompanying nude knickers, as well as a string plunge body and chaps.

Brand founder Niki McMorrough said: "The greatest thing about the high fashion String collection is the sensual nature of the fabric, which creates a tingling sensation when worn against bare flesh. I love how the collection has such a physically

aphrodisiac effect on the wearer whilst looking fabulous at the same time.

"The coral and stone colourway has fleshy, anatomical references which drape and cling to the body as a soft, second skin. The black and grey colourway was chosen to be more reminiscent of 'courting creatures' with the dip-dye two-tone effect... creating a stunning wet-look effect. It almost seems like a mirage or trick of the light, which is fascinating to look at and really accentuates and flatters a woman's curves.

"Most importantly is how amazing these items look on and we are extremely proud of

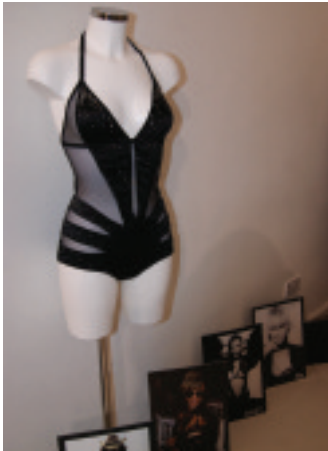
our new fashion pre-AW11 collection."

Following a ten year award winning career in consumer marketing and journalism, McMorrough studied for a second BA honours in Contour Fashion at De Montford University, starting to take orders from Coco de Mer and Barneys in her third year, when 'Made by Niki' was founded.

McMorrough went on to become winner of the 2008 East Midlands Business Award. She was a 2008 UK Fashion Export Finalist, a 2008 CILA Best Shapewear Award finalist and a featured catwalk brand at Ultra Lingerie and Prima Res 2008. ♣

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

NEWS REVIEW



▲ Luxury brand **Lascivious** has announced that it will be entering into Harrods for AW11.

The label will be designing three limited edition pieces, which will be handmade and embellished with hundred of Swarovski crystal, to celebrate the launch in-store.

Lascivious spokesperson Rachel Littlejohn said: "This launch, along with our AW10 launch in Selfridges last year represents the exciting transition Lascivious have made; from a niche, 'in the know' boutique brand, to a truly aspirational luxury label, available in the most exclusive concept, lifestyle and department stores."

▼ Shapewear brand **Spanx** by Sara Blakely made third in the list of top 25 percentage growers with a 312 percent increase in 'likes' to 51,054 fans.

Online retailer **Bare Necessities** also performed well with a 162 percent rise to 4,207 fans.



Fashion Targets Breast Cancer (FTBC) launched its 15th annual collection in shops last month. The initiative will see 30 percent of sales from the FTBC line, created by the charity campaign and its high street and online partners, go to Breakthrough Breast Cancer.

The collection features products such as a 'Love' t-shirt by Topshop, a heart print blouse from River Island and an Aamaya by Priyanka cocktail ring, alongside offerings from retailers Marks and Spencer, Laura Ashley, Coast and Warehouse.

FTBC has also enlisted the aid of the likes of Cat Deeley, Sadie Frost and Doctor Who's Karen Gillan, in spreading the charitable word.

The celebrities will take part in a 'glamorous' black and white photoshoot for the campaign, which has already raised £11.5 million for Breakthrough Breast Cancer's research from previous years.



▲ Princess Kate has been spotted shopping for discount panties at a lingerie store on King's Road, Chelsea.

In addition to the £3.90 'Brazilian-style' briefs, she also bought two bikinis at the retailer last month, according to The Sun.

Protection officers waited outside lingerie store **Goldenpoint** as the royal browsed for the underwear. The purchases were part of an intimates splurge by the princess, as she geared up for her honeymoon.

Later the same week, she visited the lingerie department of **Peter Jones**, where she picked up two Calvin Klein bras.

The online lingerie sector saw 18 percent growth for the year ending March 11, according to figures from the **IMRG Capgemini e-Retail Sales Index**.

The results came as the high street reported the worst drop in sales in 15 years, partly offset by a growth in online retail.

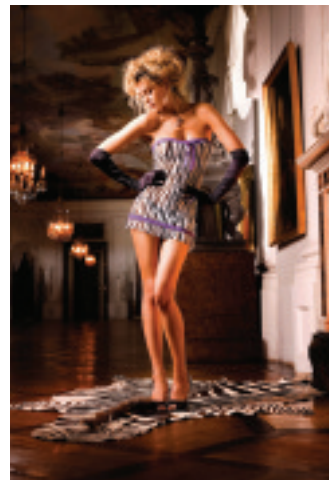
In March, shoppers in the UK spent a total of £5.1 billion online, 14 percent more than March 2010 and equivalent to £82 per person. Significantly, the Index showed 18 percent growth during Q1, compared with the same period last year, confirming it as the strongest first quarter performance in three years.

▼ **Baci Lingerie UK** revealed the identity of a series of new high street and online retail stockists last month.

Stockists include Bentalls and Allders department stores, discount lingerie multiple, Camille, and a large number of major specialist e-tailers including Base.com, Legs11.com and Tight-please.co.uk.

Since its UK launch in February, Baci Lingerie has secured a total of 83 customers nation-wide.

ABS Holdings, the exclusive distributor of Baci Lingerie in the UK, has reported that it has been forced to make replenishment orders of Baci's debut White Label Collection of up to 40 percent, within three weeks of receiving opening stock.



▲ Lingerie and womenswear brand **Ultimo** has signed up another seven women after it was inundated with over 10,000 applicants for its recent 'real women' competition.

The newly appointed women represent the second 'real women' campaign for the firm in the space of two weeks and are pictured modelling the latest underwear and dress collections for Miss Ultimo, Ultimo and Ultimo Couture.

The images from the shoot will be used online at www.ultimo.co.uk and in Debenhams stores throughout the UK.



▲ **Marks & Spencer** launched the high street's first ever carbon neutral bra last month, as part of its new Autograph Leaves lingerie collection.

The footprint of the Autograph Leaves collection, which includes four styles of bra, three knickers and a set of suspenders, has been calculated and independently certified by The Carbon Trust Footprinting Certification Company.

The collection is being manufactured at the M&S eco-model factory in Thurulie, Sri Lanka. The renewable energy features and reduced waste initiatives implemented at the site seek to reduce the carbon intensity of the energy used by an estimated 33 percent, compared to typical factory production.

NEWS IN QUOTES



"Maybe in hindsight it was a squeal too far and we sincerely hope we haven't damaged the 127 year old institution that is Marks and Spencer."

Ann Summers chief executive JACQUELINE GOLD issues an apology for the retailer's satirical take on M&S' Meal Deal campaign.

"I entered the Star in a Bra competition because I truly believe that women everywhere can feel fantastic in their underwear. I want to prove that even the most curvaceous ladies can dazzle others in the right bra - without having to compromise on shape or style."

28J Star in a Bra finalist HANNAH ROWE on why she entered the model competition of fuller figure brand Curvy Kate.

"We're delighted that these latest high street customers have come on board with Baci Lingerie. The response from retailers has been excellent, and with healthy replenishment orders already coming in, we're confident this is just the start for us."

Baci Lingerie UK head of sales and marketing MIKE FLAY speaks during the announcement of the brand's first UK stockists.

"We had no idea the pieces had been used and it was a real surprise to learn that the reality TV show star had loved the bra so much, she had kept the set."

Yes Master creative director IGOR PACEMSKI on how reality TV star Kim Kardashian wore the brand during a shoot for Cosmopolitan magazine.

"Media nervousness and a general sniffiness towards adult retail has often proved a barrier for Lovehoney.co.uk. BeCheeky will enable us to reach a wider audience with a unique product range."

Lovehoney co-founder RICHARD LONGHURST explains why the online adult retailer chose to purchase BeCheeky.com.

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NEWS REVIEW



⤴ Lingerie retailer **Ann Summers** was forced to withdraw its new S&M Squeal Deal campaign last month, after high street giant M&S threatened legal action over the 'copycat ads'.

The £28 package, a parody of M&S' Meal Deal, offered customers the choice between a 'main' (erotic bedroom lingerie), a 'side' (discreet adult accessory) and a 'dessert' (flavoured lubrication), over the bank holiday period.

Ann Summers chief executive Jacqueline Gold said: "I have nothing but respect for Marks and Spencer. We wanted to take one of the most iconic campaigns and add a humorous Ann Summers twist."

"Maybe in hindsight it was a squeal too far and we sincerely hope we haven't damaged the 127 year old institution that is Marks and Spencer."

Lingerie brand **Victoria's Secret** topped the list of retailers with the most Facebook fans in March, according to the ChannelAdvisor Facebook Index.

The retailer's number of fans increased in the month by 482,945 to 12,085,962, a four percent growth.

⤴ UK retailer **Laura Ashley** will be introducing a small underwear collection for AW11.

The new range will include camisoles, vests and knickers in archive prints. It is expected to launch in the retailer's flagship UK fashion stores.

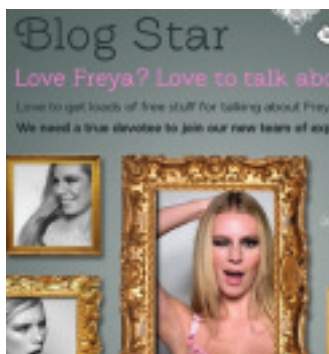
The moves come as Laura Ashley's US branch has announced a licensing agreement to produce a line of lingerie called Laura Ashley Intimates and Laura Ashley London. The products, which will not be available in the UK, are predicted to go on sale at the beginning of next year.



⤴ **Eveden** owned lingerie brand **Freya** has announced that it will be launching its first blog.

The blog, which will feature the latest Freya news and lingerie trends, as well as fashion gossip, will be written by a series of exclusive lingerie and fashion experts.

Freya will also be choosing a guest blogger, who is a Freya fan, to join the blog panel and contribute. The Freya Blog Star will receive a year of 'goodies', including a digital camera, as well as tickets to major fashion events, on which they will be required to write up 'all the action'.

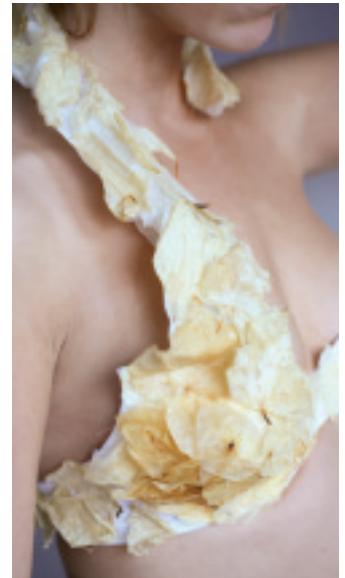


FIRST STITCH
CELEBRATING EMERGING TALENT

Milly Grimes is currently in her foundation year studying Fashion and Textiles at Loughborough University. Her love of unique fabrics and textures is demonstrated through her design work - inspired by modern architecture, nature and her immediate surroundings.

Grimes has worked for the design team at Next and as an assistant stylist on various fashion shoots. Her ambition is to one day run her own fashion label.

She says: "I enjoy having the freedom to design whatever I like. Fashion holds no boundaries and the list of materials you can use to create a garment is endless."



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

STORE ENVY



BOUX AVENUE STORES, NATIONWIDE

The new Boux Avenue stores, the first of which was launched on April 1, were designed by Ink Associates.

The colour scheme features shades of black and white, with polished Carrera Marble effect flooring, textured cream wallpapers, moulded paneled walls, gloss lacquered furniture and white satin sheer curtains.

Each fitting room is slightly different, with a thick carpet floor and each room has an intercom to the

concierge desk where you can call through for different sizes or assistance. Three different light settings reflect the different moods of day, dusk and night.

Items are displayed on conventional rails, as well as sized draws which slide out to reveal additional product.

A digital in-store point of sale seeks to provide synergy with the online site www.bouxavenue.com.

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

NEWS REVIEW



▲ Burlesque star **Dita Von Teese** has signed a deal with Australian brand development powerhouse lime door brands to release her own lingerie and associated garments range.

Intended for global distribution - with the UK launch planned for 2012 - the collection will include sizes ranging from extra-small to plus-size and bras up to an E cup.

Von Teese said: "I love lingerie that fits well and is also beautiful, bringing function together with glamour and sensuality. I am especially excited to be designing lingerie with a vast sizing range so that women of all shapes and sizes can have a beautiful, sensual lingerie wardrobe that suits their body type.

For the 50th edition of the Salone Internazionale del Mobile in Milan, from April 11 to 17, 2011, **La Perla** will be presenting the project NesT | NidO in collaboration with De Ponte Studio.

The Italian architect Silvio De Ponte has designed a project for the La Perla showroom that seeks to bring together the concepts of intimacy, interlacement and sinuosity.

In relation to the presence of EuroLuce exhibition, La Perla will also be showcasing 'Couture Lights', light sculptures created by Silvio De Ponte with pieces of the new La Perla ShapeCouture collection. This is described by

the brand as the 'most innovative underwear collection of the season' and has been created in collaboration with Invista, owner of the LYCRA fibre.

▼ Lingerie label **Victoria's Secret** has signed curvy new angel Kate Upton, just weeks after it attracted criticism for the ultra skinny appearance of model Candice Swanpoel at a swimwear launch.

Upton, an 18 year old university student, first gained notice when she appeared in this year's Sports Illustrated Swimsuit Issue. She has also featured as a 2010/11 face of Guess and modelled for swimwear brand Beach Bunny.

A former horseback rider and winner of five world equestrian titles, Upton achieved minor celebrity status after a video of her on YouTube, dancing at a Dodgers game in LA to 'Teach Me How to Dougie by Cali', received over 368,000 hits.



Luxury lingerie company **Vande Velde** experienced its 'best every year' in 2010 with a 7.3 percent organic turnover growth, according to an annual report, released last month.

Overall turnover rose from 140.1 million euro to 160.3 million euro and post-tax profit increased from 26.6 million euro to 40 million euro.

Business reportedly improved in all countries for the company, which owns brands such as Marie Jo, PrimaDonna and Sarda.

The UK's largest online adult retailer, **Lovehoney Ltd**, has relaunched **BeCheeky.com**, a week after buying the site out of liquidation.

Lovehoney acquired the domain name, trademark and customer database of lingerie website BeCheeky.com, which was facing liquidation following the website's poor financial performance over the past two years.

The move from Lovehoney follows a six-figure investment last year in the independent lingerie and party plan company BlueBella, suggesting the company are looking to further establish itself in the lingerie sector.



▲ Breast pump leader **Medela** has acquired nursing apparel specialist **Bravado Designs**, with the aim to extend its breadth of offering to include lingerie.

Together with Bravado, Medela plans to complement its product range with 'fashionable' nursing lingerie and tanks - focusing on the US market, with further global potential.

Bravado Designs will continue to work as an independent business unit, based in Toronto. It will operate as a stand-alone business under the current president and chief executive Kathryn From, and the entire Bravado team.

High end designer **Nichole de Carle** has announced a competition to celebrate the launch of its new Iridescence bridal collection for luxury retailer **Rigby & Peller**.

One will winner will gain the

opportunity to design a made to measure set created by Nichole de Carle.

The designer's new, pure silk, 'Iridescence' collection for Rigby & Peller is inspired by 'pearls' long told romantic history' and aims to evoke Aphrodite's emergence from the sea.

Cup sizes range from DD to F, with a three piece-piece matching set that includes a bra, thong and culottes.

Marchesa has created a one-off version of the iconic Playboy bunny costume to mark the launch of the new Playboy Club London.

Marchesa designers, Brits Georgina Chapman and Keren Craig, created the unique design based on the original costume worn by Bunny Girls worldwide, to which they added signature Marchesa touches.

Marchesa co-founder and designer Georgina Chapman said: "Marchesa is thrilled to be a part of the Playboy London Club launch, and for the opportunity to design a one off Playboy Bunny costume - one of fashion and pop culture's most iconic emblems, in celebration of the return of this club.

High street giant **M&S** is set to re-launch in Paris later this year, with plans to open a flagship store on the capital's renowned Champs-Elysees.

The company, which left France ten years ago due to financial constraints, formerly had an entire floor devoted to lingerie for the French market.

The move will also see Marks & Spencer launch a new, French, retail website.



VOICE OF THE INDUSTRY

Lingerie in the Vintage Age



EMMA PARKER
founder, Playful Promises

My first encounter within a vintage fashion store brought me face to face with a 1940's blush pink garter corset dress. The lace was in almost perfect condition, it fitted perfectly and I imagined myself teaming it with grey skinny jeans or a tight black maxi skirt. It was absolutely gorgeous, but sadly a little dear at the time. I've always regretted that dress.

With vintage fashion being such a huge influence, where does vintage lingerie sit? It's a fantastic source of inspiration, from the prints and laces to the silhouettes lingerie has shaped over the decades. Corsets are, obviously, still hugely popular. Whether vintage pieces, shaping garments or simply modern day structured fashionable belts, corsets will always have their place in fashion.

However, it would seem that stockings and bras are even making an appearance in a vintage vixen's wardrobe. More and more so stockings are becoming collectables and wearables. Vintage shops are suddenly creating space in their jumbled up entourage for 1920's, 30's and 40's stockings. Preference goes to the stockings with the thick seam

at the back, but also the stunning colours of the periods from blues to mustard yellows. What is astounding is how these pieces have survived so long without laddering. I was recently given a pair of 60's Dior Stockings in their original box. The lace at the top is in perfect condition and surprisingly these stockings have been worn and not laddered. They're a pale violet colour with mauve lace trim. I can't possibly wear these treasures, mostly due to always laddering my tights and stockings... I can't allow it to happen.

Furthermore, 1940's and 50's bullet bra's are making a huge comeback. Playful Promises Boutique is stocked to the max in bullet bras, which are some of the most popular pieces. Longer-line lingerie has also, recently, been in high demand. Lady Gaga began the high waist knicker trend and since then they have been increasingly popular, and not just with the older generations. Vintage influences and antiquarian lingerie have brought a lease of life to the industry, bringing in energy and fun for designers and wearers. Whether clad in vintage pieces, reproductions or simply contemporary designs, wearers are becoming more daring with their intimates.

NEWS REVIEW



Reality TV star and model **Kim Kardashian** was spotted wearing Yes Master in Cosmopolitan (Cosmo) magazine, this month. The brand was contacted by Cosmo UK fashion editor Sairey Stamp with the request for the celebrity, who was being shot for the magazine in LA.

Yes Master creative director Igor Pacemski said: "Our hot pink set sample in 34B was simply too small for the star's ample assets. The turnaround was very tight and my wonderful technical designer Kate (Bea) Waddel, who is a wizard at making, googled lots of pics of Kim in bras and found her true size. She made her a set that we hand delivered to Cosmo by Bea, (who was stuck on a broken down train for 20 mins), five mins before Sairey was to leave to LA.

Pop sensation Porcelain Black has been spotted wearing **marlies|dekkers'** Cafe Society plunge bra in the music video of her first single, 'This is what Rock 'n Roll looks like.'

Black, who was discovered by Lil' Wayne and is produced by Red one - known for writing and producing hits for singers including Lady Gaga, Jennifer Lopez and U2 - is a big fan of the Dutch lingerie brand.

She was seen in the Cafe Society during her Red Carpet appearance at the Grammy Award Show and also wore marlies|dekkers' black Electric Ladyland balcony bra during one of her performances at Lil' Wayne's concert tour.

Mode City has picked Canadian brand **Shan** as 'Designer of the Year' for the July trade show in Paris.

Judges felt Shan, considered to be the creator of the 'Resort wear' concept, stood out due to the breadth of its range of clothes and swimwear accessories, the brand's daring style and the simplicity of its lines and cuts.

Shan is present around the world in more than 400 outlets, from Bon Marché to Harrods and Saks Fifth Avenue. It employs 150 people and has international distribution reaching to over 25 countries.



Ayten Gasson has announced that her Autumn Winter 2011 collection will soon be available at famous French department store Le Bon Marche, located on Paris' Rue de Sevres.

The launch will be part of the Vintage Britain showcase, featuring UK based designers. The key shapes will include the Claudine teddy, Isobel camisole and knicker set, and the Josephine set.

Brand founder and designer Ayten Gasson told Lingerie Insight: "We are so excited... The collection will sit alongside other well established UK designers, such as handbag designer Natalie Thakur, so we couldn't be happier.

» Got a story? Email news@lingerieinsight.com

SPEAKERS' CORNER



KATE HODGSON-EGAN
customer service
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HARLETTE DEFALAISE
founder,
Harlette Lingerie



CHRISSEY KOLMEGIES
branding/communications
director, Nichole de Carle

TO WHAT EXTENT IN LINGERIE DOES SEX STILL SELL?

“The word ‘lingerie’ is intrinsically feminine, and in the world of Baci Lingerie, that means ‘sexy’ too!

I’ve been selling erotic lingerie to retailers for several years now, and I’ve learnt that fantasy plays a big part in how successfully a garment sells. Sure, practical, everyday underwear has its place, but for Baci - lingerie is an expression of sexuality and desirability.

Does sex sell? Most definitely!”

“If you’re looking for instant attention, then sex is something that will always work well once. To maintain trust in the relationship, lingerie has to draw upon sensuality. Lingerie walks the tightrope between activating this and the sophistication of the art of desire, mystery and role play. We rely heavily on each other’s imaginations about sex to run wild, letting it transport us into each new sensual scene constructed for campaigns season after season.”

“It takes a lot more than sex to sell a product these days, even lingerie..

As branding & communications director for Nichole de Carle, it is my understanding that women want to connect to a brand lifestyle they aspire to, and not just sex. Our female consumers buy lingerie that expresses their sexuality and enhances their state of mind. Nichole de Carle designs lingerie that plays with the essence of a woman’s natural femininity. That is sexy.”

NEWS FLASH

Ten ‘curvy beauties’ from across the UK have beaten hundreds of D+ hopefuls to take part in a professional photoshoot, in a fight to become the face and bust of fuller figured brand **CURVY KATE**.

The brand reported overwhelming support from the public, with over 10,000 votes for the bra stars recorded within the first voting stage.

The top 10 girls, who range in size from a F to J cup, took part in the professional photoshoot last month in London, with styling from top professional hairdressers and finishing touches from Helen-E Cosmetics.

The photoshoot images went live on Facebook in April and the public will have one vote to choose their favourite girl to front the fuller figure brand.

For more
news visit
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DIARY DATES

2-6th May, Circular Quay, Sydney. The **Rosemount Australian Fashion Week (RAFW)** will take place from 2 – 6 May 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.

3-5th July, Music Rooms, London. **The Lingerie Collective Show**, reportedly a favourite of department store Selfridges, exhibits high end, fashion-forward brands. Past exhibitors have included Marlies Dekkers, Fred and Ginger, Chantal Thomass, Black Neon and Eternal Spirits.

9-11th July, Porte de Versailles, Paris. **Mode City** is an event that brings together retailers, buyers, designers, brands and manufacturers within the swimwear and lingerie industry. Guests travel from around the world to attend the event from sectors including lingerie, clothing, couture, bodywear and sportswear.

16-19, Miami Beach Convention Centre, Miami. Often described as the most comprehensive swimwear show in the world, **Miami SwimShow** will be announcing the launch of the inaugural LingerieShow at this year’s event. The move is taking place in response to the needs of buyers and vendors within what has been described as an increasingly synergetic market.

Lingerie.com

INSIGHT

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- 10** OPINION: Big bra receives N-otice

EDITOR'S CHOICE



COLLECTION

Gerbe & Gaspard Yurkievich

Hosiery brand Gerbe unveils its latest range with top fashion designer Gaspard Yurkievich.



GALLERY

OMD event at Bordello

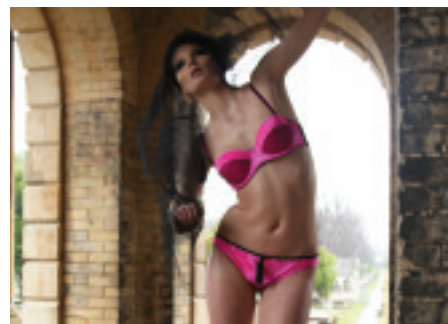
Leanne Brooke's luxury lingerie label Obey My Demand makes its official launch at London's Bordello.



NEWS

EXCLUSIVE: Laura Ashley to launch underwear

UK retailer Laura Ashley introduces camisoles, vests and knickers in archive prints for AW11.



VIDEO

Yes Master 'White Witch' for AW11

High-end lingerie brand Yes Master debuts its artistic, fashion film for the new, AW11 season.



LINGERIE TWEETS

« All our staff have over 50 hours of training in the art of brafitting. we like to call them Brasmith's! Maybe we should start a new college»

@SHELINGERIE

"OMG Check out Eliza Doolittle in TAVIK Swimwear's sophia palm top and bottoms at Coachella!"

@TAVIKswimwear

"Sorry girls but you'll have to wait until next summer for swimwear!lucky Me just gets to trial it at the moment x"

@curvykate

"Loves it when my pr magic works! check out @Zatchels in this weeks Heat magazine P81 wow! Xx"

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SPORTS *Illustrated*

WITH THE OLYMPICS COMING TO LONDON FOR 2012, SPORT IS ALL AT ONCE ON THE FOREFRONT OF EVERYBODY'S MIND. BUT HOW COULD THE EVENT IMPACT ON THE UNDERWEAR INDUSTRY AND WHAT DEVELOPMENTS DOES THE SECTOR ALREADY HAVE IN STORE FOR THIS YEAR?

With the Olympics coming to London for 2012, sport is all at once on the forefront of everybody's mind. But how could the event impact on the underwear industry and what developments does the sector already have in store for this year?

The deadline for the tickets has now

gone. And, as the majority of the public twiddles its collective thumbs - counting down the minutes until it can discover whether it has won Olympic ticket gold - businesspeople are playing a different game. They are counting potential profits.

As the Olympic Games near, brands and retailers are busy plotting how they can best make a fortune from themed

products. And, while they may not be allowed to use the logo, anything sports related is fair game.

DB Apparel's Shock Absorber will be adding a new style to its range in SS12, which it hopes will help bring new users into the category. It will also be incorporating the seasonal colours (red, white and blue) in two of its bestselling styles, the Shock Absorber RUN bra and the



Max sports bra top. DB Apparel senior brand manager Kirsty Kathakota says: "The regulations around the games are very strict, so they will not directly tie into the Olympics in any way. However, one of the biggest opportunities for the growth of the sports bra category is education (68 percent of exercising women still don't wear a sports bra when they work out)."

The Shock Absorber RUN bra was the brand's first sports bra designed specifically for runners and was the result of 18 months of research and design. The 'infinity 8 support' targets the figure of eight pattern of bounce, achieving up to 78 percent bounce reduction.

Through its own investigations, Nike later confirmed these findings, also discovering that low impact activities like yoga applied 1.0 times body weight in

impact forces to the body, but more rigorous activities like agility drills, jumping and landing could apply anywhere from 3.0 to 10.0.

"There are no muscles in the breasts," Kathakota says. "They are supported by the skin and the delicate Coopers' Ligaments which, once stretched through repeated bounce when exercising, will not return to their former shape. A good sports bra not only helps prevent the bounce that leads to strain on the breasts' support structures, but it also gives you the comfort and confidence to perform to the best of your ability, whatever your level."

As we head into 2012, we could see sports bras significantly gain in popularity. According to Mintel (2010), the Beijing Olympics contributed to an increase in sports bra sales.

"We have to hope that the legacy that the Olympic committee are also focused on will encourage increased sports interest and participation over the long term," Kathakota says.

Anita UK is another company hoping that the event will boost demand. It will be launching a new Olympics relevant colour for 2012 in its best selling sports style, 5527, in addition to some new innovations for the equestrian market. Equestrian sports is one sector in which Anita UK general manager Jemma Barnes still feels there is room for expansion.

And, as UK athletes begin to gain the spotlight, demand for sports specific products is likely only to grow, a phenomenon that will only be heightened by clever marketing through key personalities.

1
*Made By Niki's
Knockout sports
range*

1



Barnes says: "We all have different favourites from the world of sport or TV. However, I would have to admit any British sports star who had a strong chance of performing well in the Olympics in 2012 would be a great choice."

Other sports underwear brands are also savvy to the opportunities present in such marketing ploys.

Lingerie company Gossard has just launched the new Berlei sports range, for which it is currently building distribution.

Managing director Tony Jarvis says: "I suppose you could say 'Berlei is back in Sports.' This is really our first major season back.

Under Jarvis' direction, Berlei has founded the Berlei Academy, where it goes to real sports people, gets them to test the product and gains their feedback.

Current members of the Academy include the French rugby team, GB dressage rider Natalie Allen, the ladies football team and GB cyclist Emma Davis. But Jarvis claims that the group will continue to build up as more and more people start to come to the brand.

"The date was a bit of a coincidence, but it couldn't be better timed could it?" Jarvis says. "During the Olympic period, there is definitely a surge in people's participation and that is linked to sports bra."

This interest, as well as pushing sales, is also likely to increase investment in both technology and awareness, with health and fitness becoming increasingly high profile. Berlei is attacking the four areas of Running, Fresh (no-sweat), Move X (posture) and Fit (gym bra).

"They have all just gone to market last week," Jarvis says, "and the reaction has been great. We will keep building the range appropriate to demand."

Technology plays a huge part in today's underwear and its efficacy. Like in shapewear, different properties are required in sports products from standard lingerie, with fabrics and shape fundamental to its success.

Trinny & Susannah Shapewear acts as a prime example of where the two sectors can cross over. The two founders often promote their products to the gym

market, despite their products not having been designed with exercise specifically in mind.

Indeed, the pair even have plans to potentially develop a sportswear line, which would feature a development of the newly launched tummy tuck vest and a shapewear legging, to be introduced this June.

Donna Karan International EVP of Global Licensing Cathy Volker agrees the crossover exists, saying: "Most activewear compresses. Shapewear compresses. Combined, they would enhance muscle training, support and lessen impact. In addition, we have stripped a lot of the heaviness and armour that historical sports undergarments have had, so women can use these every day under normal clothing.

This dual purpose, however, does rely on modern fabrics and design techniques. For the product to truly compete in the sports arena, the science must be cutting edge.

"Donna Karan Sports underwear must have either cooling

or moisture wicking properties, as well as offer a more specialized support, whether it is low impact or high," Volker says. "It is a marriage of function and form. Compression improves circulation and blood flow and most importantly eliminates unwanted movement when exercising on top and bottom."

According to Volker, moisture wicking, temperature and odour control are becoming more common in the industry, with copper, silver and coffee the next areas of exploration.

For 2011/12, DKNY Intimates will continue to build upon the DKNY Play bralette story and will be adding tanks with built in support. Heading into 2012, Volker considers placed resin prints will

become more mass acceptable and more feminine,

light padding will start to become incorporated in the category and the silhouettes will start to include delicate trims and details without minimizing the performance and



2

2

Royce Lingerie
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Gym

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3



4

function that can be worn at any time.

Eveden is also looking to expand further in the sports underwear market with its Freya Active brand. According to Eveden head of marketing Anne-Marie Manley, the main difference between a regular bra and a sports bra is construction and function. Sports bras are meant to control bounce while exercising while regular bras are meant to shape, separate, and uplift.

In contrast to DKNY, Freya Active sports bras work with non compression

in an attempt to optimize shape.

“Not only are the functional and constructed to offer optimum support whilst exercising,” Manley says, “they also separate the bust, giving excellent shape and uplift, unlike many sports bras in the market that compresses the bust giving an unflattering squashed effect.”

Manley also believes that fibres and finishes are vital, with focus needing to be placed on maximising sporting performance.

“We set out to revolutionise the fuller bust sports bra market with Freya Active,” she says, “and have had success from our first three seasons, and will continue to make some key innovative additions with our next collection. We rely on gaining and learning from feedback from all who have tested our sportswear; this way we can go from strength to strength and meet with demand.”

For 2011/12, Freya Active will be looking at how it can evolve its fabrics, addressing elements such as durability and weight. It also predicts changes in colour, with the boundaries being pushed, to become more daring and vibrant. Functionality will also continue to change.

Manley feels the sector has room for a lot of growth, with the need for a balance between functionality and the aesthetic. According to the marketing manager, there is room for sports underwear to become quite specific to suit every individual’s needs, with underwear being developed for every type of sport.

Made By Niki founder Niki McMorough agrees. She says: “Everything in this world needs to be designed for its purpose. All lingerie, and within that all kinds of sport lingerie, have specific design requirements. Our Knockout range is designed with stretch, movement and ‘sweaty moments’ in mind, but is still practical and stylish enough to wear day to night.”

Made by Niki’s Knockout range uses a combination of ‘super-lightweight’ fabrics and antibacterial treatments in attempt to ensure products dry quickly, remain comfortable and stay fresh.

But not every one brand is looking to pursue the latest in fabric technology.

Royce Lingerie avoids the use of artificial materials in its products.

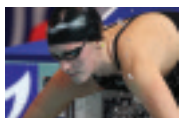
“We pride ourselves on using natural fabrics,” Royce Lingerie senior designer Nicki Hall says. “We mainly use Cotton Jersey’s – natural wicking and comfortable to the skin.”

In reflection of this, Royce sees development as coming less from technological advancements and more in design innovation. The brand perceives an opportunity for expansion through offering a greater breadth of sizes to the

3
DKNY Intimates
Play Reversible
Sports Bra

4
DKNY Intimates
Play T-Back Sports
Bra

WHO WOULD YOU PICK AS A SPORTS AMBASSADOR?



Anne-Marie Manley, Freya Active - "Swimmer Francesca Halsall and Maria Sharapova; both are in great shape and professional sportswomen."



Niki McMorrhough, Made By Niki - "Personally, I'd like to see people from all walks of life people becoming ambassadors for sport, rather than top of the game athletes. Our problem in society is that we are all slowly becoming more obese due to inactivity. We are more intimidated than motivated by super-humans such as David Beckham or the Williams Sisters (Tennis). I felt more motivated by Fearne Cotton and Cheryl Cole climbing Mount Kilimanjaro, as they were girly weaklings (like me), and if they could do it then so can I. With our Knockout collection, we are trying to inspire normal women to fit a little bit more sport into their everyday lives, by being ready for any kind of action at all times."



Nicki Hall, Royce Lingerie - "The Williams sisters, the England Netball Team, the Hockey Team, the Rugby Team and Olympic competitors."



Gemma Barnes, Anita UK - "I would have to admit any British sports star who had a strong chance of performing well in the Olympics in 2012 would be a great choice! So top of the list for a UK company would probably be Jessica Ennis."

marketplace.

"We can see a focus continuing around bigger cup sizes," Hall says. "The Royce Sports bras were specifically designed for the larger cup market place and this year we increased our size range to a true K cup due to customer demand."

As the Olympics beckon, people of all shapes and sizes are likely to want to leap onto the track, but exactly how far reaching the impact of the Olympics could be is almost impossible to accurately judge.

Only one thing is certain and that is with the increasingly impressive level of players in the field, brands will have to compete at their very best to be in with a chance of winning gold 🏆



5

5
Made By NIKI's
new Knockout
collection.



PERFORMANCE SPORTS BRAS UP TO AN H CUP

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- No VPL

ACTIVE FIT

AS FREYA ACTIVE ANNOUNCES SOME KEY ADDITIONS TO ITS AW11 COLLECTION, LINGERIE INSIGHT TALKS TO DESIGNER DIRECTOR **RUTH FOX** ABOUT THE EXPANDING RANGE.



1

How are the new products a development of what you have introduced to date?

Our newest sports bra is a moulded racer back. This soft cup breathable style gives a perfectly smooth contour and will eliminate any potential chaffing. It offers high performance medium coverage with a racer back for optimum support.

Do you believe the upcoming Olympics are helping push demand for Sports-related products?

Definitely. Everyone seems to have an interest in the upcoming Olympics and wants to be part of it in some way or another. I think this is definitely

pushing demand for sports-related products.

How is the product different to anything that currently exists on the market?

We have developed our own special mould to give shape and definition by encapsulating the breast rather than using traditional compression, yet still maintaining a high level of control.

What was your inspiration in the design process?

The development was a result of our wear test procedure; the demand was for a high fashion product combined with great performance and functionality.

How do you seek to balance style with functionality?

Colour is an integral part of hitting the right spot; we have been able to introduce some great new fashion colours in our best selling performance bras.

How do you think these additions sit in relation to Freya Active's development over the next year?

We have some exciting new development for next year, including new styles and size extensions, as well as new fashion colours.

Will you be continuing to expand the Freya Active range?

Absolutely! ♣

1
Freya Active jet underwired sports bra.

CAPPING *Success*

BY CAPRICE FOUNDER **CAPRICE BOURRET** TALKS TO **KAT SLOWE** ABOUT NEW MODEL AMY CHILDS AND HER PLANS TO EXPAND OVER THE UPCOMING YEAR.

Lingerie Insight's editorial policy for any interview is to refer to the subject by their surname, but with By Caprice founder Caprice Bourret or 'Cap,' as she is known to her friends, this feels strangely wrong.

The supermodel turned lingerie, swimwear and - yes - bedding entrepre-

neur has for too long been referred to by the public by one, single moniker - Caprice. Much may have changed for Caprice in the past six years, but it still seems only right and respectful to use her chosen title.

"The last few years, to be perfectly frank, were just about keeping the business going," Caprice says. With the economy, it was an awful time."



“But now we are seeing light at the end of the tunnel and now it is about expansion, and it’s about expansion not only with the brand internationally, but also expansion internally within my office, just hiring new people and just going for it.

It has been a scary few years for Caprice who started her company in her early thirties, using purely her own money. At the time, almost oblivious to the risk, Caprice invested £263,000 into her start up. Whilst this meant that she received 100 percent of the profits, it also meant any losses were taken entirely out of her own pocket. It took two years for the business to start turning a profit and to pay herself back.

“I didn’t know that you had to keep thrusting hundreds of thousands of pounds into the business to keep it afloat,” she says.

“The economy, that was really difficult for me. I came from the hay days of

modelling and celebrity-ville to starting my own business and putting my ego in my back pocket to all of a sudden a crash. Not only did my ego take a hit, but financially I just thought ‘oh my goodness.’

“And I was a bit of a schmuck, because I put my own money into it. No loans from the bank, it was all me. I mean who does that? Caprice does. Like a dumb dumb.”

At the time, Caprice already had a license deal with Debenhams, which had been ongoing for around five years. She determined that the right progression would be to buy her license back and operate it herself.

“Especially because I saw what a fortune they were making – they were killing it,” she says. “I had to go in there and convince them to buy the lingerie from me, since they couldn’t have my name anymore. That was another little bit of a challenge. I got my top down a

little bit and, I said, ‘I swear it will sell.’

“Ok, Cap, we will go with it.’

“It just seemed like the right progression and it has worked.”

With business now beginning to pick up, Caprice will be looking to break into new markets in 2011. Her primary objective is to return to Germany and look into Holland, where she had successful accounts before the recession took hold.

As a long term project, she also hopes to enter the US, a market that she considers is particularly tough but with huge potential for future growth.

“I want to grow by three times what I’m doing now, this year,” she says.

In pursuit of this, Caprice has plans to hit all the major trade shows and will be buying extra stock for replenishment. Already stocked heavily by on-line retails, she sees this market as an optimum medium to develop further in the upcoming year.

“It is just to bring on these last minute online accounts, because these online accounts – some of them are huge, she says.

“If you have even ten online throughout Europe, there’s huge money there... That’s where it is all going guys. It’s all online. Everything is online.

Everything. So that’s what I am focusing in on.”

According to Caprice, it can be easier and more efficient to operate through online stockists. Not only is turn around far quicker, but reaction is also faster, potentially leading to greater profits for all parties.

“Reaction is fast, because visually – I mean, it sounds weird that I am talking about my own picture, but we’ve seen a change... let’s say ASOS chucks another one of their models up there and I look at my sales figures and I think what is going on here? I don’t get it. Sales are awful this week. Well, it’s because they’ve chucked another girl in there.”

Caprice took on Amy Childs, reality star of ITV show *The Only Way is Essex*, as her new face a few months ago and claims that the reaction was ‘interesting.’ Sales reportedly started to pick up due to the huge media hype surrounding the transition but, after the media

1
Caprice proves she can pull off the fresh faced look.

hype died down, began to drop off.

"I am tempted to put my picture back up there again, Caprice says, laughing, "so it kinda creeps up a little but..."

Yet, despite the teething problems, Caprice believes that the step was the right thing to do for the label. Having placed her modelling days firmly behind her, she now wants to concentrate on the administration side of the business and let others take over the responsibility of modelling her products.

"I have moved on so much from when I was the FHM GQ babe of the century," she says. "I'm an adult. I am almost 40 years old now. We have got to move on. It's really sad when I look at people like Pamela Anderson... and she's still living and trying to be like something she was in her twenties. I have moved on."

Caprice picked Childs, 19, despite her lack of previous modelling experience, because she felt that the reality star would appeal to the brand's youthful target market.

"She is the hot young thing," Caprice says. "Everyone watches that stupid show. I don't know if it is quality, but it is total entertainment. We took a gamble and we made the right gamble."

However, Caprice isn't prepared yet to completely eschew the limelight. She is currently in talks with TV bosses to feature in a programme, where she would provide 'useful' business advice to companies on topics such as cash flow and negotiating margins.

"I want to get back into entertainment a little bit, as well," she says. "I want to have my own business TV show. Because I started this business, I think I could go into any business and turn it around or re-structure it or see what is wrong or not wrong."

"I think people are really interested these days, because it is all about small businesses. Most people don't understand what a damn cash flow is. I mean, how could you not understand what a cash flow is if you want to start your own business? Or how to find funds, or customer service, or how to negotiate your margins?"

The By Caprice founder recently proved her business savvy when she participated in a business charity initiative organised by City Index and financial magazine The Exchange. Each month, a pair of celebrities were given £5000 to trade on the real markets for a charity of their choice.

Caprice beat rugby star Ben Cohen

and Westlife singer Kian Egan to top the profit leader board.

"That wasn't too hard to do," she says, laughing. "I mean, I do do this for a living as well. It wasn't that difficult. I think I was trading gold and silver. I wasn't even trading currency. Normally, I trade currency and, I thought, I do that all the time, so let's try gold and silver."

"They had no chance – bless them. I may look like fluff..."

Any who underestimate the former model's potential could be in for a big shock. The depth of Bourret's determination is only emphasised when you consider that she left formal education after high school and learnt the majority of her skills through practice.

"I sort of learnt it from the streets," she says. "I never went to college. So right out of high school, I had to start supporting myself."

"It was trial and error with me. You make mistakes – you better learn from them so you don't do it again, otherwise you lose money. So you gotta learn and you gotta learn fast and you gotta know to never f**k up, because you lose money and if it is your own money, it is a different kind of inspiration... It matters a lot more... So, that's that sister." ♦



2
Caprice models projects Eastern mystique in an orange dress..

A LIFE IN A DAY OF **DBA**

KAT SLOWE TAKES THE TRAIN TO WOKING TO NOSEY BEHIND THE SCENES OF THE **DB APPAREL LTD.** OFFICES AND TALKS TO THE STAFF IN ORDER TO CATCH A GLIMPSE OF THE INTIMATE MOMENTS THAT MAKE UP THEIR DAILY WORKING LIVES.

DB APPAREL GENERAL MANAGER **PAUL DEVIN**



"It's an early start, normally," general manager Paul Devin says wryly, as we sip caffeine in his office.

"Thankfully, I live relatively close to the office, so I usually get to the office any time between half seven and eight. There is a time difference of an hour with our French business, so I usually catch up with my colleagues in Paris, set the stall out for the day..."

It is has always been a pet curiosity to discover exactly what top bosses do. One often has images of them relaxing back in a chair, playing solitaire, or indulging in a spot of mini golf on their office floor. However, it quickly turns out that Devin is not one of 'those' bosses.

"On an average day, we look at any retail sell out and check in with the sales and marketing teams. Inventory management is also a big thing for us. There is a challenge when you have got a seven month product lead time and cash management is important. We have got to make sure we have got the optimum mix of inventory, so there probably isn't a day where we don't have

conversations or discussions on that."

DB Apparel's year finishes at the end of June, so around March to April time it has the balancing act of landing the year and making sure that it is on track with all the projections that it has given on sales, profitability, cash and inventory levels to its owners, in addition to 'fleshing out' the strategy for its next financial year.

"It is always the most exciting time of the year for us, this latter part of Spring," Devin says. "We really have to be on our game and focused, because at the same time we are launching new products, new initiatives..."

We have done some really great work on repositioning the Playtex brand. We have got a huge launch in September on a range called Tonique Contour, which is so exciting. To be investing in media in a significant way again as well is great. It is really great.

We have also got a major launch for Wonderbra coming up within the new financial year and some really exciting brand initiatives, as well.

"Shock Absorber? We are just really proud of the brand" Devin concludes, happily.

Devin has already applied for tickets to the Olympics sporting event, which is apt considering its natural tie in with the sporting brand.

"I am terrified someone is going to tell me I have got all of them!" he says.

Devin could, himself, be considered a keen sportsman. Next month, he will be running (for charity) in the Edinburgh Marathon with a few others from the office - the third marathon that he has participated in within the past year.

"In October, we did the Loch Ness marathon for ChildLine," he says. "Yes, there is a Loch Ness marathon. I wouldn't recommend it - it almost killed me."

Today is Devin's last day in the office for three weeks. He is getting married on the Saturday and is then heading off on honeymoon.

"I am getting married in Yorkshire," he says. "We are going on our honeymoon to the Maldives, because I have never been anywhere like that before. So, it has been manic trying to get everything done."

RECEPTIONIST **MAXINE LAWSON**

Maxine Lawson is fronting the reception area as I enter into the office. She is the first person to greet me and quickly asks who it is that I am here to meet.

“Well, you,” I say, utterly honest about my mission to dig out the secrets of all DBA staff.

“There is never a dull day at DBA,” she says, excitedly. “We are always busy. I receive phone calls all day from Glasgow and lots of our customers.

“I really like my job. I love the industry and I do like it when the models come in. That’s lovely. So, it’s very varied. There is always something going on....”



PLAYTEX BRAND MANAGER **LAURA MITCHISON** AND MARKETING MANAGER **MARICA CARLESCHI**



“We are launching Tonique Contour in November and will start the marketing campaign after Christmas,” Mitchison tells me.

The Tonique Contour launch is one of the most important events on DB Apparel’s annual calendar.

“We will be spending about the same amount we have spent this year on the brand, but with one product,” Carleschi says, “which is a really big thing for us.”

Today, the pair are meeting to discuss the messaging and how best to explain the product to both the store staff and the consumer.

“The innovation is an insert that supports the breast underneath, in between and at the side, so it gives a really nice, natural, rounded, youthful shape with no requirement for an underwire. It is a patented technique.”

Playtex will be supporting the product launch with a huge

campaign, especially PR. The brand reportedly has received fantastic feedback with Playtex Brand Ambassador Ruth Langsford over the past few days and is determined to repeat its success.

Playtex will be supporting Tonique Contour with advertising, PR and lots of digital. Historically, until this year, the brand barely used digital marketing, its online presence was a website. But now, though the brand’s spend is predominately print and other media, digital is definitely growing.

“People will hopefully start sitting up and taking notice. It is a case of ‘we are back, this is what we do, this is what we do well.’”

She concludes: “We have more celebrities in the pipeline, more famous women really interested and willing to work with Playtex... Mary Portas is an interesting collaboration for later in the year and everyone is really fired up about it.”

WONDERBRA BRAND
MANAGER **MICHAELA
GOLDSMITH** AND
MARKETING MANAGER
MARTINA ALEXANDER



“We are currently holding international castings to find the new face of Wonderbra for SS12,” brand manager Michaela Goldsmith explains. “We are looking in five cities, London, Paris, Milan, Barcelona and New York, and working with a number of different casting directors. The further you spread the net, the more likely you are going to find someone.”

The new face for the iconic brand has to be ‘absolutely perfect,’ oozing confidence and sexiness in both her personality and physique. And Wonderbra is really prepared to go to great lengths to find the right person.

“From a product launch point of view, we have a really exciting product launch for SS12,” marketing manager Martina Alexander says, “which is a follow on from the very successful Ultimate Strapless, building on the hands technology and working on the same principles, but in a different and new bra.”

“It is really, really exciting, because Ultimate Strapless has been so fantastic. We have got strapless covered now. We can develop the technology into new things.”

Goldsmith and Alexander are currently working on how they will launch these new initiatives, both to the media and, most importantly, Wonderbra’s customers.

They will be presenting the whole plan to the sales teams at their company conference, this July. Stay tuned for updates!

MARKETING ASSISTANT
MEGHAN FITZPATRICK

Shock Absorber is away for the day at the Marathon Show, so marketing assistant Meghan Fitzpatrick agrees to give me a brief glimpse into the brand.

With the increased interest and participation in women’s sport and the UK playing host to the forthcoming Olympics, there has never been a better time for female focused sports brands. And Shock Absorber fully intends to make the most of all the opportunities.

“Our objective is to raise brand awareness and profile as well as supporting our retail partners in both the lingerie and sports classes of trade,” Fitzpatrick says.

“In addition to working with the traditional elements of the marketing mix, such as advertising, PR and promotions, we also focus heavily on sponsorship of women’s sporting events and attendance at key sporting exhibitions.”

The team are currently attending the Virgin London Marathon show, an event held over three and a half days. Shock Absorber has a huge bespoke stand there, offering sports bra fittings and advice.

“It’s all hands on deck,” Fitzpatrick says, “as it’s such a busy show for us.”

“We pride ourselves in our innovative, category leading products and have won a multitude of product awards. SS12 will see the launch of a new style within the range as well, as new one shot colours on our bestselling styles, the revolutionary RUN bra and the popular Max sports bra top.”



SENIOR HR OFFICER **LOREDANA SOLE**



“These are our little bibles,” the glamorous Loredana Sole tells me, fervently flapping around what looks like a piece of paper with A LOT of text.

“These booklets were cascaded to every single employee within our organisation. It is to allow the employees to better understand the company’s strategic direction. It is all colour coded and easy to understand.”

Gulp.

“Our corporate values are passion, responsibility, respect, integrity, collaboration and driving excellence,” Sole reels off, barely looking at the powerpoint presentation – yes, powerpoint presentation – that she has very kindly and efficiently put together for our little chat.

Affectionately known by some members of staff as ‘Oh God Save Me,’ the piece of paper or ‘OGSM’ is, it appears, at the beating heart of DBA ethos.

Standing – in real life – for ‘objectives, goals, strategies and measures,’ the OGSM is carried by each member of staff to appeal to at a moment of decision crisis (and, so, is really not that different from a real bible at all).

“Our main focus is to drive organisational excellence and to achieve the OGSM,” Sole, holder of the script, says. “OGSMs are our objectives, goals strategies and measures. You’ve got the main OGSMs on one piece of paper (in very small writing) and then each responsible party will have

further information on how they are going to achieve that result. It is, basically, a way to ensure that all the company is going in the one direction.”

But Sole’s job certainly doesn’t stop there. Her other priorities include building and developing training plans, meeting personal and professional development needs, continuing to develop a high performance, motivated team, facilitating best practice in management and, of course, communicating the OGSMs throughout the business.

“Do you want to know what UFG is?” Sole asks. I dutifully nod my head. “It means Up For Grabs – it is basically training. We will work with an external provider who will come in and help us develop a comprehensive plan of what we have consolidated and collated from all the appraisal training requirements and what individuals have highlighted that they could benefit from.”

“UFG was Julia’s idea,” she adds, shooting an impressed glance across to the responsible party, who duly smiles and attempts to look modest.

“We send an Up For Grabs e-mail letting people know that the training is taking place on a certain date and it is on a first come, first serve basis. And, if there is huge demand and not enough space, we will hold the training again another day.”

FINANCIAL REPORTING MANAGER **ANN MCKENDRY** AND COMMERCIAL ACCOUNTANT **JOHN MCALLISTER**



I have always been a little frightened of finance but, reassuringly, when I meet this very Scottish pair (you can tell from the names), they look a little more scared of me.

McKendry and McAllister are in charge of the finances of the UK operation and, as such, hold the proverbial

purse strings. They are in Woking today to check in on the progress of the current Shock Absorber media campaign.

“We like to give a call to each of the marketing managers just to see how things are progressing,” McKendry says, “if there are any problems with any of the campaigns, if there is something being done that needs our attention or any invoices that need to be paid.”

The pair will liaise with the head office in Paris to have budgets approved for each campaign. Going over budget is apparently not even an option.

“Julia is very good,” McAllister adds. “But, if they spent more, they would only spend it once. When you are given a budget to start with, that’s your full commitment.

“There are no surprises, but that is part of the reason why we come down regularly. We keep the communication open.”

NATIONAL ACCOUNT MANAGER FOR MAIL ORDER **LINDA BENTLEY**



“My job is to make the product stand out on the page,” say Linda Bentley, who works on the mail order content across the company’s brands.

A lot of the work that Bentley is concentrating on involves DB Apparel brand Playtex, which is currently attempting to shake off its rather old-fashioned image.

“I was fifty last week,” Bentley reveals, “so I am now in the brand’s age bracket. It’s that new buzz word - ‘quintastic’, glamorous fifty, and that is how Playtex now looks on the page, really glamorous.”

It’s Bentley’s job to control how Playtex looks within the mail order catalogues and ensure that the new Playtex styles are not on the same page as its older, traditional styles, because it is a different consumer.

“We have got the new innovation with Tonique Contour,” she says. “We are working on Tonique Contour at the moment, on how we can communicate it through mail order and how it can make women feel by wearing its new technology. The official selling starts on the first of May.”

COMMERCIAL OPERATIONS TEAM

When I meet with the commercial operations team, they are sitting in a board room staring at a projection screen covered with confusing data.

“Our day to day job is forecasting for all the brands and ensuring that all the right stock is coming across all the sizes to the right customers,” one sympathetic soul pipes up, after catching sight of my blank face.

“Right now, all of us are working on the COGNOS project. COGNOS is a business intelligence system, so it links in to our existing system, which is where we input all our forecasting.”

Translating this, I take the statement to mean that members of other departments will be able to access the forecast data that the team has compiled. Even better, the system should eventually present that data in the form which is most useful for that particular department.

This time saving measure will be very useful for Comm Ops department staff, who many in the company have already claimed have the most difficult jobs in DBA. Forced to predict likely demand often six months or more in advance, few appear to envy them their task, which this year will be particularly challenging.

“We have got a lot of innovation coming down the line,” a woman explains, “so we’ll be doing a lot with marketing and sales. It is easier to forecast when styles are ongoing, because you get more of a history.”



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INSIGHT

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THE
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BERLIN *Burlesque*

DESIGNER **GEMMA MOSS** DESCRIBES HER LIFE CREATING COSTUMES FOR THE BURLESQUE SCENE IN BERLIN.

“Some years ago, when I moved to Berlin and its active burlesque scene, I, like many designers do when starting out, worked at a small burlesque themed party where everyone was a fresh, new talent.

The woman who was running the show was also a performer, and I remember she came to me telling me that she could not find any double sided sticky tape to attach her nipple tassels to her nipples, so she used super glue instead. I told her she would have quite a job removing them after the show, but she really did not seem to care... She

went on stage anyway and, during her piece (I believe she was quite drunk), she climbed onto one of the tables in the audience. Within two minutes of being up there, she fell off.

We had to rush her to hospital, not only because she had broken a bone or two, but also to have her super-glued nipple tassels removed. From then on, I have always carried around double-sided sticky tape in the bottom of my bag, so that this kind of situation can never happen again, and dancers can have the correct adhesive for their pasties.

Since then, I have been working my way up through the scene and work-

ing with some truly fabulous artists. The Berlin burlesque scene is growing and many years ago, back in the 1920s to early 1930s, its Cabaret scene really thrived. We have all seen and adore the film Cabaret, which is loosely based on the novel 'Goodbye to Berlin' by Christopher Isherwood. The film, Cabaret, is set in Berlin's notorious Kit Kat Club. We still have the Kit Kat Club in Berlin. However, today it is a fetish club and the venue has changed since the days when cabaret first made its appearance in the Berlin club scene.

When the Nazis came to power in 1933, cabaret was banned, forcing



many clubs to close and the artists to flee in exile to other countries. After World War 2 ended in 1945, cabaret slowly started to make a comeback in Germany. Nowadays, we have many parties in Berlin where cabaret and burlesque is adored; parties such as Boheme Sauvage, which has a 1920s theme with a strict dress code, showcasing beautiful burlesque dancers from around the globe. Other parties include La Fete Fatale, and The Wintergarten hosts many fabulous performances and acts.

Currently, I'm working on a costume for a burlesque performer known as

Lady Lou. She is a dancer from New Zealand, but she lives in Berlin, traveling around performing her art. I am creating a corset of rich, exquisite fabrics and colours. Soon, I will be working on her ostrich feathered bustle, all for her next act. Burlesque dancers tend to spend a lot of money on their costume, to have it absolutely perfect, especially when it comes to applying rhinestones, as each has to be applied one at a time to the costume. It's a very time consuming process. And, it's always best to use good quality fabrics. The performance is very important and the costume is equally key; both need

to be flawless. Burlesque is about the art of seduction and the tease: every item of clothing that is removed has to be practiced and performed to perfection. It's an art of titillation, tempting and teasing the viewer. However, with Burlesque, the viewer will never see the nipples or a lady's private parts. These are always covered by some fabulous nipple pasties or a G-string, as there is no need to reveal all. Not being able to see everything allows your imagination to wander.

What came to my attention recently is Hollywood's idea of burlesque. The film *Burlesque* came out earlier this

1
*Lady Lou and
 Julietta le Doll
 by photographer
 Markus Esser*

year, but to me this film has nothing to do with the real art of burlesque. It is a glamorous music video with 'nice' costumes. There is little about the strip tease, which is essentially what burlesque is all about. Lady Lou teaches the art of strip tease at the Berlin studio called Schönheitstanz. She said to me that many girls have seen the film *Burlesque* and when they actually attend the classes to learn how to burlesque dance properly, they are very surprised at how different it is.

According to Dita Von Teese, (in my eyes the leading lady of modern day burlesque), the little must-haves in a burlesque dancer's wardrobe are:

- Sparkling pasties
- Scintillating G-string
- Stockings and suspender belt
- Feathers, fox stole, or a similarly glamorous and luxurious item
- Shoes that can be easily removed
- Opera-length gloves

For those of you who do not know of Dita Von Teese, she is a Burlesque performer and fetish model from America and is really fascinated with classic vintage fashions and films. She is known as 'the Queen of Burlesque' by the press and her performances and costumes are absolutely sensational.

I love my field of work and I get to work with some really fabulous people in the business. The best thing for me is that the costumes can be really over the top and extravagant. I love costumes with glittering rhinestones and I love it when I see my corsets being used by the performer in such a delicate, provocative and exciting way. It really gives me goose bumps when I see my creations come to life on stage.

My plan and dream is to travel to different countries, creating costumes for burlesque dancers all across the globe. This month, I will be working with artists performing at La Fete Fetale in Berlin. In May, I am showcasing a collection or designs at Berliner Nacht in Stockholm, Sweden. I would love to make it to New York City, this year, to get involved in the burlesque scene there and keep seeing my work come to life time and time again." ♣
www.corsets-in-berlin.com





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Collective *Luxury*

DATE: JULY 3-5. THE MUSIC ROOMS, 26 SOUTH MOLTON LANE
 LINGERIE COLLECTIVE FOUNDER KELLY ISAAC TALKS ABOUT WHAT
 RETAILERS CAN EXPECT FROM THE EXHIBITION, THIS JULY.

What will the Lingerie Collective be presenting that is new for this season? How will this year differ from previous years?

Obviously this is the SS12 show so what's new will be the fabulous collections from all of the wonderful independents we have the pleasure of working with. Ayten Gasson returns after missing last season, due to the arrival of her gorgeous little boy Sonny, and we have some new brands that we are delighted to welcome such as Beaujais and Fraulein Kink. We are fortunate this season to have a mainline sponsor on-board who is going to help us with the marketing side of the event and we will have an improved website with online registration.

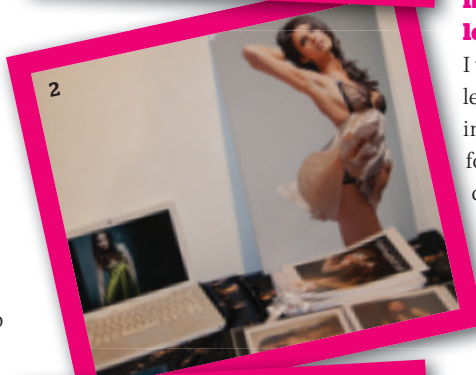
What stage are you currently at in developing this year's show? How much more have you got to do?

We are very far advanced, which is great, as it's normally a little more crazy! We decided last season to cap the number of brands as this works better for the venue and we finalised the exhibitor list the first week in April which is fantastic - the only downside is that we have had to turn some brands down - but obviously that is a huge compliment to the show and recognition of how established it has become in five seasons.

What do you count as your biggest success since the forma-



1
 Lingerie Collective founder Kelly Isaac



2
 Gilda & Pearl at the January 2011 show



3
 Kriss Soonik Loungerie at the January 2011 show

tion of Lingerie Collective?

I think that we have given the directional side of our industry a greater voice through working together. The Collective has become a little bit of a 'hub' and it's amazing to see all the individual brands and designers working (& playing!) together - it's always a great atmosphere at the show and at events, such as our recent joint press day for AW11.

What are the greatest challenges involved in organising the event? What have been the biggest lessons that you have been forced to learn whilst running the event and how did you learn them?

I wouldn't say there are huge challenges - we are a boutique show offering a good platform in a great location for independent brands at a workable cost. Everyone is responsible for driving attendance and that takes a lot of the pressure off.

Which buyers do you currently attract and how are you looking to grow these numbers?

We have been hugely fortunate to attract buyers from department stores, boutiques and online retailers from all over the world. We hope to be able to continue to attract those buyers, as well as grow the attendance from outside Europe.

How does Lingerie Collective differ to other trade shows?

As a show, we focus on supporting the independent, directional brands and we do it in a way that makes sense financially for the brands. We have a no walls policy, which means it's an open relaxed environment where buyers can see the best of the designs for the coming season at their leisure.

Will you be looking to expand in the upcoming year and, if so, how? More visitors? New brands?

Demand is starting to cause us to consider bigger venue space, although we love The Music Rooms and being in the heart of Mayfair is definitely a benefit. I would love to take the show to other countries.

How did the decision to form the Lingerie Collective come about and what direction do you see the organisation heading in over the next couple of years?

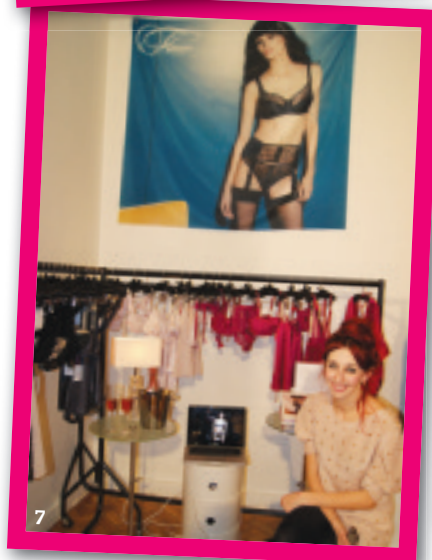
It came about because there was a gap with the existing shows for our type of products/brands and I really wanted a show in London. Paris is the aspiration for everyone, but it's a huge undertaking financially, and, when we launched, the national show at Harrogate simply wasn't delivering. There were five brands, Bebaroque, Ell & Cee, Fred & Ginger, Lascivious and my own brand Modern Courtesan and we all shared a stand at London Fashion Week under The Lingerie Collective label - that's how it started,

If you were to sum up the ethos of Lingerie Collective in a single sentence, what would that sentence be?

Yikes... that's a tough one... maybe we can come back to that next season!

What are the top five reasons why buyers/retailers should attend the show?

It's a fabulous show with an amazing collection of brands, and it's the first show of the season... do we really need five? ♣



LINGERIE COLLECTIVE EXHIBITORS, JULY 2011

- ❖ AYTEN GASSON
- ❖ BEAUJAIS
- ❖ BEAUTIFUL BOTTOMS
- ❖ BELLE ET BON BON
- ❖ BORDELLE
- ❖ BO'S TIT BITS
- ❖ CAKE
- ❖ CANDY BAKER
- ❖ CHANTAL THOMASS
- ❖ ELL & CEE
- ❖ ELSE
- ❖ ETERNAL SPIRITS
- ❖ FLEUR OF England
- ❖ FRAULEIN KINK
- ❖ GILDA & PEARL
- ❖ KRISS SOONIK
- ❖ LASCIVIOUS
- ❖ LELO
- ❖ LIGNE DE SOIE
- ❖ LISA BLUE
- ❖ MADE BY NIKI
- ❖ MARLIES DEKKERS
- ❖ MC LOUNGE
- ❖ MINT SIREN
- ❖ MISS MANDALAY
- ❖ MODERN COURTESAN
- ❖ NICOLE DE CARLE
- ❖ OPHELIA FANCY
- ❖ PLAYFUL PROMISES
- ❖ SHELL BELLE
- ❖ SEXY PANTIES & NAUGHTY KNICKERS
- ❖ YES MASTER

4
The AW11 Lingerie Collective press day

5
Dirty Pretty Things at the January 2011 Lingerie Collective show

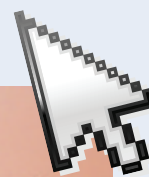
6
Miss Mandalay at the January 2011 Lingerie Collective show

7
Fleur of England at the January 2011 Lingerie Collective show

8
Bordello at the AW11 Lingerie Collective press day



PRICE POINT



1



2

FOR MANY LINGERIE RETAILERS, AN ELECTRONIC POINT OF SALE (EPOS) SYSTEM IS NOTHING MORE THAN THAT UNGAINLY PIECE OF HARDWARE STRADDLING THE PAYMENT COUNTER. BUT, AS **ANDREW SEYMOUR** DISCOVERS, FAILING TO TAKE THE TECHNOLOGY SERIOUSLY COULD HURT YOUR BUSINESS IN MORE WAYS THAN ONE.

1, 2, 3 & 4
POS software

5
Orcus sales and marketing executive John Cooper

Whether you're an independent retailer operating a single outlet or a much larger chain managing multiple stores and sale points, the aim of the game remains the same: to serve customers quickly, efficiently and without error.

Over the past decade or so, electronic point of sale systems — essentially PC-based till systems — have overtaken traditional cash registers as the de facto method of processing all transaction-related sales activities.

Aided by a reduction in hardware costs, and even a decrease in the overheads associated with websites and web design, EPOS technology has become affordable for everybody, irrespective of size or turnover.

But there's a lot more to consider regarding this essential piece of kit than mere affordability. While the cash tills of yesteryear barely did anything more than print out ink-based receipts and act as a storage compartment for notes and coins, the EPOS systems of today play a comprehensive role in binding together critical elements of a retailer's business.

As well as facilitating all point of sales processes, of course, an effective EPOS infrastructure will ensure

stock control, order activities and sales records are instantly captured and updated once an item has been scanned.

Make no mistake about it, a robust EPOS system that is managed properly can have a massive bearing on a retailer's entire operational structure and decision-making policies — and therefore its profit margin.

"Simply by scanning a barcode and guaranteeing price accuracy you would normally put 1% to 2% on GP immediately, because at the end of the day people forget prices, labels fall off or staff tend to guesstimate things," notes Rob Finley, business development director at Cybertill, a Knowsley-based provider of retail technology solutions.

He adds: "Systems have got clever now; they understand that if you replenish something then you might replenish it at a different price [than it was before] so it will re-average your margin. It is what we call a weighted cost price averaging solution, allowing you to know exactly what your average margin is so you can look at your pricing."

Other data cited by Cybertill lends further support to the impact a robust EPOS system can have on a retailer's business. It reckons that clients report an average turnover gain of 10% simply from turning to an EPOS system, while stock



3

holding can be slashed by as much as 30% due to the added clarity of what is selling and what is stagnating.

A study from technology giant IBM, meanwhile, found that as much as 3% of sales were being lost via a non-EPOS till, usually through unintentional miskeying and staff fraud.

As with any technology, when considering an EPOS system purchase or upgrade you need to make sure that the investment sets you up for the future, not just for the here and now. The key thing to remember is that everybody is different. A retailer in a large shopping centre or city high street will have a completely different requirement to someone operating out of a boutique outlet away from the mainstream crowds.

John Cooper, sales and marketing executive at Orcus, a provider of EPOS solutions and specialist software to the trade, says it's no good paying for extra functionality if you aren't going to use it.

"The best systems are ones which are flexible and can adapt to people's needs," he explains. "If somebody does

want to capture customer details for every transaction you need a way of making that efficient. If you are not bothered about that kind of thing though, you need to make the transaction straightforward."

Orcus is well-versed in the challenges that independent retailers face. It has deployed its own Myriad EPOS software at numerous sites, most recently completing retail projects with the likes of personalised giftware specialist PMC, toy and games retailer Honeyjam, and luxury homeware supplier The Orchard.

As somebody who has seen his fair share of EPOS installations, retailers would do well to heed Cooper's advice that time should be taken to assess how existing systems are being managed.

"The wasted potential of people that use EPOS systems is not capturing customer details during a transaction, because all you need as a minimum is an e-mail address. Then you can link purchases to that e-mail address, you don't even need the person's full name and second name, and target them with marketing.

"If you are in [lingerie or swimwear], you have got seasonal stuff and new ranges coming out all the time. If people favour certain designers and you get a new range in you want to make people aware of, you don't want to just rely on them walking past the shop and seeing it. That is something I think a lot of re-

CHOOSING AN EPOS SYSTEM: WHAT YOU NEED TO CONSIDER

Keep it simple - Make sure tills are user friendly, easy to maintain and won't lead to customer-facing staff constantly seeking supervision. Your technology provider should be able to give you a clear demonstration of the product and relate it to the individual needs of your business.

Focus on functionality - Pay careful attention to the sales reporting and stock management aspects of the system. These are areas of functionality that can really pay dividends on your bottom line and save you a lot of time by eliminating laborious manual tasks.

Look to the future - Take time to assess the scalability of the system. Will it still be the best solution for your business in five years' time? Does your provider guarantee free support and upgrades as the system ages? Remember to look at the long term picture before making your decision.

Explore all options - If you're working to a tight budget, why not consider leasing an EPOS system? Most suppliers will offer a leasing rental service and it could give your working capital a welcome boost by eliminating any high up-front investment. Some lease-based systems are even tax deductible these days.

Timing is everything - Depending on the size of your business, an EPOS implementation could take anything from a week to six months once your order has been placed. Pick a time that doesn't cause disruption. Doing it two weeks before Christmas is probably not a good idea!

"The wasted potential of people that use EPOS systems is not capturing customer details during a transaction."

5



4

tailers could do better,” admits Cooper.

Customer management is an issue that Cybertill’s Finley is keen to stress too. He calls it a “buzz word” in the retail sector at the moment, and says the role that an EPOS can play in harnessing client relationships should not be underestimated.

He explains that simply by logging a customer’s postcode at the point of sale, retailers can track buying behaviour, tailor marketing material and facilitate loyalty schemes.

“When the market is in recession you can either sit on your bum and hope people come through the door or you can get out there and drag people through the door,” he says. “And if you have got a good customer database and you know who buys what and how often they shop with you it is quite easy to get them to come back in again by enticing them with a reward, a discount or a new range. EPOS systems are no longer just about taking a sale and producing a receipt.”

As you’d expect, cost is always a major consideration when deciding what sort of EPOS system to invest in. One supplier making progress with a new and innovative payment model is CTS Retail, a Swindon-based supplier of



6

tember then you are going to have a high volume of transactions in those months, but between November and January you are going to have very little or nothing at all, then why should you pay the same amount or tie up capital in that type of environment?” he says.

Storey claims a typical retailer processing 20,000 transactions a year — about 60 to 70 a day — could expect to pay about 13.5p per transaction and for that they would get the software licences and even the use of a web store, which would usually cost extra if you owned a system

and added it separately.

“Obviously if you are doing huge volumes of transactions then you can get the price down to literally pennies — 1p or 2p, or even less,” he says.

Whether you choose to buy an EPOS system outright or embrace a payment structure offered by the likes of CTS Retail, the fact remains that retailers who take the time to understand how this unglamorous part of their business can be properly utilised are certain to see tangible benefits.

As Cybertill’s Finley puts it: “One of the few things that people tend to neglect is that all the money they have invested in their business per se has to come back through a till or a website. People will have a fantastic display, buy new racking, but then forget about the one thing that is gathering all this information.” ♦

“In recession you can either sit on your bum and hope people come through the door or you can get out there and drag people through the door.”

EPOS technology to the retail market.

It is providing what it describes as a “software plus services” EPOS offering from Cervello that commands no up-front licence cost, but instead charges retailers a fee for every transaction they process.

This pay-per-use arrangement is ideal for retailers of souvenirs, merchandise and gift products because it recognises the seasonal nature of the business, insists the company’s managing director Scott Storey.

“If you’re in a holiday destination and your peak season is from July to Sep-



7

6
Receipt printer for
POS

7
Cybertill’s Rob
Finley

OBJECT OF *Desire*

» **WILLOW BY SALLY JONES**

The 2011 collection is inspired by romantic moods and what better way to embrace romance, this year, than with a bridal collection?

Willow is handmade using French eyelash lace, delicately trimmed with diamantes and satin bows, and finished with ostrich feathers. The end product is a soft and feminine collection that wouldn't look out of place in a modern

fairytale (Princess Catherine, take note).

Sally Jones claims that lingerie is made to be beautiful and to make the wearer feel beautiful – according to the designer, wearing 'luxurious underwear in the finest silks and laces' makes a woman feel elegant and sensual, which translates to her outer confidence.

RRP: £298.00

LINGERIE / **SHOWCASE**



✦ **CITY DREAMS LAS VEGAS BY LITTLE MINX**

Little Minx's new City Dreams collection aims to take you through fashion capitals of the world, including Paris, Madrid, Florence, London, Rome and Monte Carlo. The Las Vegas style features blue satin teamed with black lace and chiffon. The collection also includes a new cupped slip with a double chiffon skirt.

RRP: bra £35, boyleg brief, £25

Contact: **Little Minx, 0289 070 5973**

littleminx.com

✦ **CHIC LACE BY WONDERBRA**

Wonderbra has announced the return of the Hello Boys Wonderbra to the high street. The updated product, named 'Chic Lace,' keeps the black galloon lace, bow detailing, three part cup and removable padding as per the brand's original 1994 style, but has improved rounded shaping on the cups and comes with a matching shortie.

RRP: bra, £27, shortie, £14

Contact: **Wonderbra, 008003 436 3840**

wonderbra.co.uk



✦ **BETTY BALL BY BODYWEAR SOLUTIONS**

Bodywear Solutions has introduced a new product, the Betty Ball. This plastic ball, in which two to three padded bras can be washed at the same time, claims to totally protect and extend the life and appearance of the bra in the washing machine. The bra does not come in touch with the drum or with any other laundry, which prevents damage to the cups and the underwire.

RRP: £12.99

Contact: **Bodywear Solutions, + 31 24 663 5853**
bettyball.com

✦ **FLASH MOB BY OPHELIA FANCY**

These silk and tulle bow back bra and peep hole knickers come from Ophelia Fancy's new collection 'Flash Mob,' constructed from soft stretch silk satin, polka dot tulle and finished with gold buttons. Clean lines and bold shapes of the silk satin give a 'cheeky' military twist to the soft frou frou pleats and drapes of the tulle.

RRP: bra, £74, knickers, £58

Contact: **Ophelia Fancy, 0127 369 8897**

ophelifancy.com



✦ **RUN BRA BY SHOCK ABSORBER**

Sports bra brand Shock Absorber is launching two of its sports bra styles in a brand new colour for AW11. The eye-catching 'Coral and Charbon' colour way will be introduced to both its RUN bra and Shock Absorber Max Sports Bra Top.

RRP: RUN bra, £37.00

Contact: **Shock Absorber, 050 036 2430**

shockabsorber.co.uk





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I always run in my Shock Absorber sports bra because it lets me focus on my performance and train harder.

Katie
30DD, wears the Shock Absorber RUN bra
Loves distance running



www.shockabsorber.co.uk

For further information on stocking Shock Absorber sports bras contact Gill Gosden on 01483 291450

