

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

INSIGHT

JUNE 2011 / VOL. 02 ISSUE 06  
www.lingerieinsight.com

## DUCHESS LACE

We report on the lace manufacturers who contributed to the Royal Wedding gown

## FOUR SEASONS

Discover what goes on behind-the-scenes at LF Intimates

## CLIMBING THE LADDER

Melas Group MD describes what is next for the Jonathan Aston brand

## GIVING *Birth*

LI investigates the burgeoning sector of maternity lingerie



**LINGERIE  
COLLECTIVE  
PREVIEW**

**DISPLAY  
ANALYSIS**

**UK LINGERIE  
AWARDS  
MEET THE JUDGES  
OF THE EXCLUSIVE  
2011 EVENT**



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# FOREWORD



**Bridal lingerie has just had the Royal wedding, sports underwear has the Olympics, but**

**what does maternity lingerie have to drive sales?**

The name Victoria Beckham doesn't have quite the same ring as the name of Britain's future Queen, but celebrities can act to increase interest in the often overlooked sector.

A spate of recent publicity, such as a recently released picture of supermodel Miranda Kerr breast feeding, TV presenter Holly Willoughby giving birth and Victoria Beckham finally being on the way towards having her long awaited female child, will certainly only help market performance.

And, in an increasingly competitive sector, learning how to make the most of such events could certainly stand you in good stead.

This issue's feature on the lace companies that contributed in late April to the new Duchess' of Cambridge's gown portrays exactly how powerful clever – or lucky – product placement can be.

This year, the intimates apparel industry and Lingerie Insight will have a celebration of their own with the inaugural UK Lingerie Awards. In the June issue, we are introducing our prestigious panel of judges for the event, whose advice and help has already proved invaluable in this first year.

The awards website will also be launching this month. Visit [lingerieinsight.com](http://lingerieinsight.com) for regular updates on the event and how to enter the different categories.

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## THIS MONTH'S CONTRIBUTOR



**Nick Wraith** MD of Lumenal, a specialist manufacturer and supplier in the area of retail display lighting, explains the recent hype surrounding this up and coming light source. Lumenal designs and manufacture LED lighting solutions for a number of retail sectors. Applications include floor, window and recessed wall display cabinets, ceiling recessed spotlights, alcove lighting and signage lighting.

## JUNE COVER

**Image:** Ann Summers AW11 collection

**Model:** Tassara at FM  
Model wears: Bardot bra and short, with Animal Print hold-ups

**Photographer:** Ben Riggott



# Lingerie

INSIGHT

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**Printed by:** Wyndeham Grange

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# Lingerie

INSIGHT

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# FRONT

## THIS MONTH IN LINGERIE AND SWIMWEAR

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## HIGH END LINGERIE BRAND LEURRE LAUNCHES IN THE UK WITH AN E-COMMERCE WEBSITE

**N**ew luxury lingerie company Leurre launched in the UK this month.

The company was founded by medic Gauruv Malhan and creative director Rachel Braund, the former head of shapewear at a leading supplier to M&S.

The company's e-tail website went live, this month, with the company's first collection, which features a combination of

bras, knickers and nightwear.

Prices of products range between £55 for a pair of tie shorts up to £125 for a balconette bra. All garments are made in the UK, at a design studio in Somerset Corn Fields.

Malhan said: "I have a wide range of interests, but especially philosophy, psychology, music and controversy. Then I discovered Rachel. We banged our heads together (without physi-

cally touching each other) and realised that, if done in the right way, we could combine our passions to create Leurre.

"We go to great lengths to ensure the quality of our garments. All our straps are bagged out, many hours, days and weeks are spent on the ergonomics of the collection, to ensure the right contours of the female breasts and hips are seduced with our silk lingerie and a lot of Club

Classics on Heart FM."

He added: "Every woman has a beautifully complex character and philosophy about her. Our aim is to dig deep into this, and surface her stunning complexion with luxury materials to create seductive and provocative lingerie."

Leurre is hoping to exhibit at trade shows in London and Paris next year, as well as London and Paris Fashion Weeks.♣

» FOR IMAGES OF THE SS12 COLLECTIONS AND DAILY BREAKING NEWS VISIT **Lingerie.com**

NEWS REVIEW



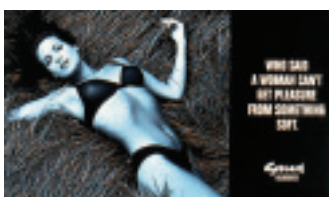
🔺 **Elle Macpherson Intimates** has introduced a new bridal lingerie collection to its current range.

The 14 piece collection, which is available up to a G cup, includes bras, panties, garters and corsets in cream, white and pale yellow.

🔻 Lingerie company **Gossard** is to re-launch a sheer bra with a controversial advert that prompted a storm of criticism when it first appeared.

Gossard's Glossies famously advertised in the nineties with a picture of model Sophie Anderton wearing the transparent lingerie, reclining on a bed of hay with the strapline: "Who says women can't get pleasure from something soft?"

It attracted hundreds of complaints to the Advertising Standards Agency from people who said they were offended when it went up on billboards 15 years ago. The company has brought the range back with an updated advert, featuring Gossard girl Elle Liberachi mirroring Sophie's original pose alongside the same controversial strapline.



**Topman** unveiled a new range of limited edition art trunks last month, featuring a series of bizarre images.

Starting from just £50, the trunks depict a 'space beach' landscape, bicycle wheels and even mannequins with shark heads.

Created by the likes of Todd Selby from TheSelby.com and London illustrator and set designer Gary Car, the products were displayed in Topman's Oxford Street window.

They were designed as part of The Swimwear Project, the latest in a series of projects whereby Topman has invited selected designers to recreate a particular staple from a Man's wardrobe.



🔺 **Curvy Kate** has announced that Leicester lady Lizzie Haines has won a public vote to become the new face of the fuller figure brand.

The 30 year old, 32H, Leicester City devotee battled it out against nine other girls in the final, who were shortlisted by the brand from over 400 applicants.

Haines said: "Despite being a little older and not short on life experiences, I don't take a single new one for granted and relish the opportunity to see this adventure through to the end. I would be honoured to represent the curvy girl by being myself and celebrating life's variety."

**Slenderella** wholesale managing director Gary Spendlove will be launching a book on the history of the Brettles brand, this June 10.

'Brettles of Belper', co-authored with local historian Rod Hawgood, catalogues the history and origins of the textile industry in the Derwent Valley together with a complete history of the Brettles company and its evolution in Belper and London.

The Brettles brand continues to this day as a division of Slenderella Ltd. The brand is sold to the public via 700 retail customers and also via its local retail outlet in Belper.

Funds advised by Magenta Partners (Magenta), an investor in high growth businesses, have invested in **JoJo Maman Bébé**, a specialist multi-channel baby, nursery and maternity retailer, in return for a minority stake in the business.

Magentas' principal founder investors are the Singh Family Trusts. Tom Singh, founder of New Look, is one of the UK's leading retail entrepreneurs.

JoJo Maman Bébé, which stocks underwear and swimwear in addition to general apparel, has seen a 50 percent increase in sales from £18 million to £27 million in the two years from July 2009 to June 2011.



🔺 US lingerie retailer **Victoria's Secrets** saw its sales rise by 14.2 percent to \$1.4 billion in its Q1 results.

The growth was largely driven by a 17 percent increase in comparable store sales, with sales at Victoria's Secret Stores & Victoria's Secret Beauty increasing by 19 percent to \$987 million. La Senza comparatives tumbled four percent during the same quarter.

Limited Brands reported a 15 percent increase in sales at comparable stores across all its companies to \$2.2bn, and a 20 percent increase in April, blowing past analysts' estimates.

Net profit was \$165.2 million, up from \$112.5 million the previous year.



🔺 **Agent Provocateur** has appointed Chris Woodhouse as its new non-executive Chairman with immediate effect.

Woodhouse is currently a Director of Debenhams and Chairman of Gondola Group Limited, the holding company for a series of restaurant brands including: Pizza Express, ASK, Zizzi and Byron. He will continue to hold these roles.

Woodhouse was introduced to Agent Provocateur through 3i's Business Leaders Network, a pool of 'high calibre business leaders' who work closely with 3i and its portfolio companies across the world.

**NEWS IN QUOTES**

“The beauty of women has won. It’s good to know that you are protected as an artist by copyright.”

**Marlies Dekkers speak out after a judge rules that lingerie company SAPPH is infringement of copyright laws against her brand.**

“The campaign sums up the spirit of summer and we’re proud to be helping our customers have their best summer ever”.

La Senza marketing director **SARAH HAWKINS** talks about the launch of the lingerie retailer’s new Interactive Swimwear Lookbook on Facebook.

“In November, we set out our plan to grow M&S into a truly international, multi-channel retailer. We have made good early progress and are focused on both trading the business in the short term and on delivering against our long term targets.”

**Marks & Spencer chief executive MARC BOLLAND** discusses multi-channel retail on the release of the company’s full year results.

“I am really excited to be joining Agent Provocateur as Chairman. The company has built an outstanding brand in the luxury retail market and has performed strongly throughout the recession. I look forward to working with Garry and the management team to help in ensuring the company continues to develop its platform for growth.”

**CHRIS WOODHOUSE** speaks about his appointment as non-executive chairman of luxury lingerie company Agent Provocateur.

“We put in an offer for the stock and we were the highest bidder... We got it for a good amount.”

**Lingerie Please buyer REBECCA HODGSON** discusses the online retailer’s purchase of BeCheeky.com stock, after it was bought out of liquidation by Lovehoney.com.

AYTEN GASSON  
BEAUJAIS  
BEAUTIFUL BOTTOMS  
BELLE ET BON BON  
BORDELLE  
BO’S TIT BITS  
CAKE LINGERIE  
CANDY BAKER  
CHANTAL THOMASS  
ELL & CEE  
ELSE  
FLEUR OF ENGLAND  
FRAULEIN KINK  
GILDA & PEARL  
KRISS SOONIK  
LASCIVIOUS  
LELO  
LISA BLUE  
MADE BY NIKI  
MARLIES DEKKERS  
MC LOUNGE  
MINT SIREN  
MISS MANDALAY  
MODERN COURTESAN  
NICHOLE DE CARLE  
OPHELIA FANCY  
PISTOL PANTIES  
PLAYFUL PROMISES  
SALLY JONES  
SHELL BELLE COUTURE  
TALLULAH LOVE  
YES MASTER



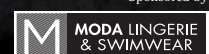
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Image from Lascivious

## NEWS REVIEW



✦ **Michelle Mone** has been confirmed to speak at 'office' on September 16, 2011, at London's Earls Court.

The MJM International co-owner and creator of lingerie brand Ultimo is the second high profile addition to the show's Keynote line-up, which already includes Ann Summers boss Jacqueline Gold.

The lingerie entrepreneur's session, which takes place from 11.45 to 12.30pm, aims to mix practical advice with a 'genuine, down-to-earth' personal account of her journey to the top.

Up and coming lingerie brand **Saint Belle** launched a new e-commerce website today.

The step comes just a month after the company opened its first boutique in founder Anabel Mount-Kirk's hometown of Chester.

Brands featured on the site include Stella McCartney, Mimi Holliday, Pleasure State, Calvin Klein, Seafolly, Spanx and Wolford. Sizes range from an A to a G cup and prices from £30 to £100.

US intimate apparel news source **The Lingerie Journal** is launching a new lingerie trade show in New York City, this summer.

The first edition of Lingerie Journal's Designer Showcase premieres from July 30th to Aug 2nd at the AKA Hotel in New

York City.

The Showcase is geared towards promoting independent lingerie designers and smaller lingerie brands looking to present their collections to buyers in an intimate and relaxed setting.

✦ **Julia Reynolds** will be leaving **Figleaves** after three years as chief executive of the company, in order to join outdoor group Blacks Leisure.

The Group announced that Neil Gillis had given notice of his intention to resign from his role as chief executive, upon serving his six month notice period, back in February 2011.

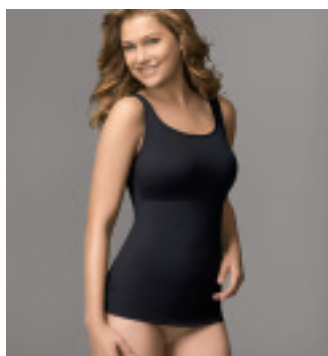
It revealed that Reynolds would replace him yesterday, on the release of its final year results.



✦ **Maidenform Brands** has seen its Q1 net sales rise by 14.5 percent year on year to \$163.6m (£100.5m).

Consolidated gross profit increased by 7.3 percent to \$55.7m (£34.2m) for the quarter, compared with the previous year's results.

The wholesale segment performed better than the company's retail sector, with sales growth of 15.5 percent and 2.7 percent, respectively.



## FIRST STITCH CELEBRATING EMERGING TALENT

London College of Fashion Contour Design student **Bianca Laporta** is the April winner of If You Please's student showcase.

She has recently completed internships for ASOS, Harrods corset designer Lee Klabin and luxury loungewear brand Aloe, with whom she attended Salon International de la Lingerie in Paris.

For a Ballet Russe project, inspired by the Spectre De La Roses, she also created a silk jersey blouson and knicker set, which was worn by a Prima Ballerina at the English National Ballet's V&A museum show. The pieces were bias-cut and hand-stitched to accentuate her body as she danced.



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

## STORE ENVY



### VIOLETTE LINGERIE, YARM

From an LI reader: "Last week, I visited Violette Lingerie in Yarm (Teess Valley) with my girlfriend to buy some lingerie and a bikini/swimsuit for our forthcoming holiday.

I was very impressed with the helpful owner Lesley and her staff, who went out of their way to find the correct size/s for [my girlfriend] without being pushy, etc.

[My girlfriend] ended up buying three sets of lingerie, a swimsuit and

a nightie. She will be returning.

The boutique has a lovely atmosphere, two roomy changing rooms, tasteful decor, and displays of lingerie that are not too cluttered.

Violette stocks exquisite lingerie brands, not usually found in the High Street (Lise Charmel, Prima Donna, Chantelle, Empreinte, Aubade, etc), together with nightwear, affordable swimwear all year round and Wolford hosiery."

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



## NEWS REVIEW



Supermodel Lara Stone has been named the new face and body of **Calvin Klein Underwear** and will be starring in the Warnaco Group brand's controversial Naked Glamour campaign, this autumn.

Described by Warnaco Group chief executive Joe Gromek as 'a very compelling campaign', the new images are reported to be in the tradition black-and-white colour theme with eye contact with lots of cleavage.

Stone already fronts campaigns for Calvin Klein Jeans, Calvin Klein Collection and ck Calvin Klein.

Lingerie and Swimwear specialist **Anita Dr. Helbig** has been given the red dot design award for outstanding design quality for its high level 'momentum' sports bra.

A high profile jury awarded the brand's 'momentum' high level sports bra the award in recognition of the high design quality of the model, which provides effective support for sportswomen during high-intensity sporting activities.

Red dot design awards initiator Professor Dr. Peter Zec said: "As always, our jury examined the submitted products extremely critically. The quality of design clearly won through during the judging process and new, truly creative solutions were also rewarded. Both criteria are not only the benchmark for good design but also for potential market success."

**Benmark** has announced that it will be introducing Belgian fine lingerie brand **Triolet** to the UK market.

Triolet is a Belgian fine lingerie brand that has been active within the underwear market since 1971. Their product range includes girdles, corselets, panties and bras.

A Benmark spokesperson said: "We are very proud to be the exclusive distributor within the UK for Triolet."

**Gelmart International** has announced that it is launching its newly re-designed corporate website, [www.gelmart.com](http://www.gelmart.com), on June 1st.

The new site, which reflects the company's new corporate brand image, seeks to convey a new energy and forward movement.

Designed to be 'engaging; user-friendly and interactive,' the site will provide information on current projects, as well as updates on new initiatives and developments in the company's pipeline.



Underwear giant **Triumph International** opened a series of 'opens' e-stores in Germany, the UK and France last month, offering the company's brands Triumph, sloggi, Valisère and HOM.

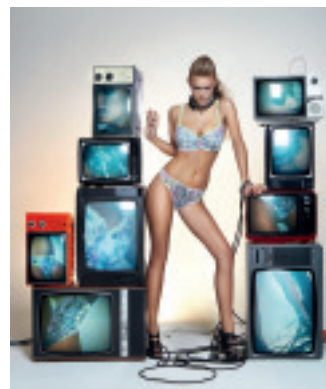
The Triumph e-stores, which are integrated into the home pages of the respective Triumph websites, went live in Germany and the UK on May 4 and will launch in France on June 8, 2011.

Front-end design of Triumph's new e-stores has been created by Wunderman, London while logistics, order fulfilment and cus-

**Fleur of England** has revealed that Harvey Nichols will be showcasing its new Autumn/Winter 2011 collections Iconic, Electric, Darling and Kitty.

The collection will be available in the Knightsbridge and the Leeds stores, with deliveries taking place in July, August and September.

Harvey Nichols will possess department store exclusivity on the lines for two consecutive seasons.



Eveden lingerie and swimwear brand **Freya** has launched for the first time a series of digital escalator panels and street posters around London's Oxford Street.

Freya lingerie can be seen in high definition across digital escalator panels in Oxford Circus Tube Station on 72 screens.

Freya lingerie is also now displayed on street posters outside key stores on Oxford Street. The street posters display QR codes, which people can scan in order to enter a competition to win a year's supply of lingerie.

**Lingerie Collective** has announced that it will be extending the lease on its Ganton Street store for a further six months, with an eye to making the position permanent.

In celebration of its extended lease on Ganton Street, Lingerie Collective will be hosting a series of events on Thursdays and Fridays, such as a 'girls only' zone, where it will offer shoppers drinks and introduce them

to its brands.

The organisation, which represents a series of independent directional lingerie designers, will be looking to open stores in a series of new London locations, such as Mayfair, over the next couple of years.

Sales for online lingerie retailer **Figleaves** have increased by four percent (like-for-like) since the company was bought by N Brown in June 2010, according to the group's full year results, published yesterday.

Despite revenues of over £16m, the company has yet to make a profit and operated this year at a loss of £0.9m.

While it saw like-for-like sales growth to the younger, more affluent customers, the sales of core basic bra packs were below last year's level.

The group suggested these figures, reflected in its other categories, were due to customers extending the replacement cycle on basic clothing and concentrating their disposable income on pieces with an impact factor.

Product innovation has driven lingerie performance at **M&S** this year, with over 25 percent of its lingerie sales coming from new products, such as its new Nearly Naked range.

Over the next two years, the company is looking to increase its focus on becoming an international multi-channel retailer. M&S Direct sales were already up 31 percent for the year, according to the retailer's final year results, published last month, outperforming the online market growth of 20 percent.



VOICE OF THE INDUSTRY

# Sex sells: lingerie and the rise of the luxury adult toy



**CHLOE PIERCE**  
press & marketing officer, Nexus

**S**elling sex toys alongside lingerie is by no means a new concept in the UK - sex shops have been doing it since the 70s and are responsible for the ownership of millions of flesh coloured 'realistic' vibrators and countless lacy thongs across the UK. Sexually empowering, yes, good for profit, certainly, but alongside the crotchless panties and novelty bottom beads, a new breed of kinky shopper is emerging: everybody, meet the Pleasure Investor.

The Pleasure Investor likes brands, they like quality and they aren't afraid to pay for it. The novelty industry recognised this previously untapped market and quickly jumped on the bandwagon - if women are willing to spend £850 on a bag (e.g a divine Mulberry Bayswater), what would they be willing to spend on a device that would bring them even more joy and pleasure by the bucket loads? This realisation changed the modus operandi of the entire novelty industry and soon brands such as Nexus, Je Joue and Lelo emerged with stunning,

high quality pleasure products, made of the finest materials and equipped with all singing, all dancing vibrations, modes and functions all packaged in sleekly discreet gift boxes.

Lingerie boutiques have, and can benefit massively from this shift in the adult toy industry. Five years ago your average sex toy for women was bright pink and luridly packaged - hardly appropriate for stocking next to rails of gorgeous, delicate under garments. Fast forward to 2011 and you have pioneers such as Coco de Mer and Myla stocking the most gorgeous of pleasure devices alongside the most gorgeous of lingerie. The products go hand in hand, and the increasing presence of quality sex toy brands at lingerie trade shows - the International Lingerie Show in Las Vegas is now regarded a must for toy brands to exhibit at - proves that this union is here to stay.

Don't be afraid of adding a little extra pleasure to your inventory, a few well placed, good quality adult products will engage your customers and keep them coming back... bras and orgasms? It's the way forward!

## NEWS REVIEW



▲ A company which purports to be the UK's 'first social shopping ecommerce platform' is vowing to transform the fortunes of retailers across the country with the launch of a fully integrated social sharing marketing suite.

London-based **Gloople**, which has developed technology that drives traffic to online stores by creating direct connections between consumers through social networks, claims it will revolutionise the way small and medium-sized businesses sell online.

**Cheeky Beach**, specialists in luxury swimwear for curvy women, used the Gloople platform to launch their fully integrated Facebook store in early 2011 and saw sales increase by 18 percent in less than three months.

"Gloople is easily the best business decision I ever made, after Cheekybeach.com of course!" said Andrea Littlefair, creator of Cheekybeach.com. "We have an army of customers and advocates generating new customers and new sales every day by sharing our latest collection and tweeting their recent purchases to all their friends and followers."

**Triumph International** has unveiled a bra which carries messages of support from overseas as the country seeks to re-build after the catastrophic earthquake and tsunami that struck two months ago.

The white bustier and matching skirt feature multiple messages and flags from 36 countries.

**Maxine Wattam** has won The Dinard International Festival of Young Fashion Designers's new Special Lingerie Prize for her Kinbaku collection.

The range was inspired by Japanese bondage for 'conceptual intimates with a jewellery-like quality'.

The new award was co-sponsored by Calais-based lace-maker Noyon-Darquer Group, Allande Lingere Fine, the French Federation of Lace and Embroidery (FFDB), the Mode City trade show and the Grand Hôtel Barrière.

▼ The government has called on 'Queen of Shops' **Mary Portas** to lead an independent review into the future of the high street.

The purpose of the review will be to identify what government, local authorities and businesses can do to promote the development of more prosperous and diverse high streets.

Portas will examine the steps that need to be taken to revitalise and reinvigorate high street shopping centres across the country.

"With town centre vacancy rates doubling over the last two years the need to take action to save our high streets has never been starker," said Portas. "I am calling on businesses, local authorities and shoppers to contribute their ideas on how we can halt this decline in its tracks and create town centres that we can all be proud of."



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

## SPEAKERS' CORNER



**LAUREN RICH**  
PR, Affinitas



**AYTEN GASSON**  
founder, Ayten Gasson



**CHLOE HAMBLÉN**  
founder, Lascivious

## DIARY DATES

**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, body-wear and sportswear.

**16-19th July, 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.

**26-28th July, Cranmore Park, Solihull.** The **AIS Lingerie & Legwear show**, which attracts primarily independent retailers, will feature lingerie, nightwear and hosiery from both mainstream and emerging brands.

**28th July, Jalouse, London. CiCi PR & Events** will be hosting a branded showcase at elite members club Jalouse, situated within the 'media hub' of Hanover Square, London. A handful of selected high end brands, including CiCi Pr clients, will showcase their AW11 /SS12 collections within the press day style event. Participating brands include Nardis Beach, Lisa Blue, MyaBlueBeach, Tallulah Love and one other label tbc.

## WHAT LINGERIE WOULD YOU DESIGN FOR PIPPA MIDDLETON?

“Since the royal wedding, there has been an obvious shift in attention away from the new Duchess to her sister. We would definitely emphasise Pippa's curves with one of the Ayten Gasson signature silk skirted knickers. The cheeky peek-a-boo detail is sure to delight the many social networking sites set up in honour of her derriere, while all our pieces are trimmed in English lace, and our knickers are skillfully made in a production unit in Wales - which is sure to impress Pippa's new in-laws!”

“To amp up Pippa's sexy side, we would design pieces that are provocative yet retain a feminine and sophisticated aesthetic. A rich, jewel-toned colour palate such as amethyst, royal blue or deep ruby would pop against her skin tone and pair beautifully with her dark brunette hair. Pippa would look amazing in a curve accentuating set like our satin Julia Bustier & Hipster. A flirty-yet-seductive satin & chiffon babydoll like our Stella would also add some va-va-voom to her effortlessly classic appeal!”

“Pippa has a very polished, classic look but tends to use vibrant, block colour to give a more contemporary finish. She has a lovely, athletic figure (not to mention a well-documented derriere), so could certainly pull off something like our new Simone for SS12. This would be a great collection for her- it has hip panels on the suspender, which would accentuate her curves, and features a vibrant raspberry colour-way, which injects a youthful and feminine energy into the range.”

## NEWS FLASH

Luxury lingerie brand **GILDA & PEARL** will be making its debut at Curve New York, this August.

Following a 'very positive initial response' from the US market, Gilda & Pearl will be showing there on 31st July, 1st and the 2nd of August.

The new collection for SS12 features rich hues of dark orange contrasted with 'barely-there' eau-de-nils and French lace with a 'subtle shimmer'. Gilda & Pearl's signature satin bows will feature throughout the collection, in tie-side knickers, halterneck underwired bras and babydolls.

In response to demand, the brand has also announced that it will be extending its bra size range to DD cup and beyond over the next two seasons for certain ranges, and that it will be looking to offer smaller back sizes in the near future.

Gilda & Pearl will be exhibiting at the London Lingerie Collective on July 3-5, 2011.



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

# Lingerie.com

INSIGHT

## MOST READ ONLINE



- 1** VIDEO: Sainsbury's new TU swimwear advert
- 2** Lisa Blue apologises to Hindus for Goddess bikini
- 3** Denhams stages live bra fitting window display
- 4** La Senza launches Nudist Interactive Lookbook
- 5** Lizzie Haines wins Star in a Bra model search
- 6** Slutwalks come to London
- 7** Curvy Kate tests US market
- 8** Triumph International rolls out e-stores
- 9** Kim Kardashian spotted in Aguacalara swimsuit
- 10** HOT PICS: Ophelia Fancy SS11 launch party

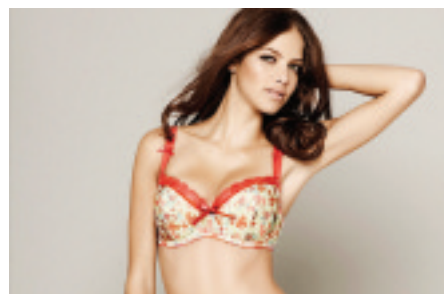
## EDITOR'S CHOICE



### GALLERY

#### Ann Summers AW11 press day

High street lingerie retailer invites the world's press to the penthouse of The Mayfair.



### COLLECTION

#### Miss Mandalay SS12

Luxury lingerie and swimwear brand Miss Mandalay previews its Spring Summer 2012 collection.



### INTERVIEW

#### Dash Direct MD David Hildrew

LI talks to David Hildrew about his intention to sell the company's Wickedel retail arm.



### VIDEO

#### Gisele Bundchen debuts lingerie range

Supermodel Gisele Bundchen takes to the catwalk, wearing her own designs for Hope Lingerie.



## LINGERIE TWEETS

"Another early morning shoot aghh I'm not a good morning person day 5"  
**@melissaodabash**

"New Hero underwear collection is finally here:)"  
**@DesignerTimoteo**

"Pre collection is very nearly ALL FINISHED. Shooting tomorrow. Very excited!"  
**@henryholland**

"Vanity Fair Italy features story about Atsuko Kudo. Thank you so much for a lovely piece. Xxx"  
**@AtsukoKudoLatex**

# FIT

## FOR PURPOSE

Berlei's **NEW** Sports range



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# GIVING *Birth*

**LINGERIE INSIGHT**  
**INVESTIGATES THE CURRENT**  
**OFFERINGS IN MATERNITY**  
**LINGERIE AND DISCOVERS**  
**WHAT THE SECTOR WILL BE**  
**GIVING BIRTH TO IN THE YEAR**  
**AHEAD.**

ty and come in at a competitive price point, as there is a real price sensitivity in this market.”

Traditional brands are realising that they have to offer prettier, more fashion-led collections to compete with the newer entrants. It doesn't help that more and more retailers are offering own-label collections, such as Mamas & Papas, and Mothercare, so specialists

are having to innovate and show the customer that they really do add value.

This year, Amoralia has revamped its swimwear to offer a mix-and-match story and is developing its best-selling Second Skin collection to offer a fuller bust version of the nursing bra, as well as adding fresh fashion ranges to its mix. It is currently seeking to expand the business significantly with new

**H**ow many maternity bras could one woman need?  
 “Generally two to three maternity bras and three nursing bras,” Amoralia director Jules Canterbury states with authority, “one to wear, one as a spare in case of leakages and one in the wash.”

Maternity lingerie has traditionally always been seen as a niche area of the intimate apparel sector. Its natural constraint – a defined and limited period of demand – appears to have put many potential retailers off, with the added complications of design only adding to their hesitation.

But, the maternity lingerie sector is now becoming increasingly competitive, as innovative entrepreneurs see the profits to be made from prettifying the previously plain panties.

“It’s a surprisingly competitive sector,” Canterbury says. “In fact, there are over 30 brands fighting for a slice of a very small pie.

“Another challenge is that we always have to have enough stock of continuity items – a retailer can’t ask their customer to come back in six months when the new collections are in.

“Finally,” he adds, “there’s always the issue of getting the right balance between style and functionality – a bra has to be comfortable, supportive, pret-



**1**  
 Amoralia Second  
 Skin nursing bra  
 and short in ivory

**2**  
 Bravado Body Silk  
 in pink ice



sales agents across Europe, greater investment in marketing to support its retailers and new product development.

Bravado Designs, recently acquired by Medela AG, is another brand that has come up with a series of new designs to help it obtain a greater share of the market.

These include 'flexible sizing,' a Bravado Body Silk Seamless Nursing bra which can be fitted at three months and be worn at birth and during nursing. The double ply fabric will expand as the rib cage changes during pregnancy and contract back after birth.

The cup also has the ability to grow with you and contract back, alleviating wrinkles in the cup when one breast is fuller than the other. Bravado Designs claims that with this product, if there is exceptional growth, the maximum number of bras would be two.

Bravado Designs director of European operations Penny Clayton says: "Following the exciting news about Bravado being acquired by Medela AG, the world's leader in breastfeeding systems, we will continue to develop innovative new products and programs under the Bravado brand that meet the needs of expecting and nursing mothers everywhere.

"We will be driving forward with lots of projects and making sure pregnant and nursing mums have access to Bravado Designs product worldwide – watch this space!"

Emma-Jane also offers a product that is designed to adapt to the woman throughout her pregnancy. The brand designed its Next Generation seamfree bra to come in just four sizes, 32 – 38, with one cup size that covers sizes B to F.

Emma-Jane sales director John White says: "This means as a woman's breast change, the bra changes with them, so they can get away with buying fewer of them."

Technology is playing an increasingly important part in the performance of brands, as they seek to stay ahead of the growing number of competitors.

Cake Lingerie designer Tracey Montford is keenly aware of this and considers technology to be a vital aspect of the maternity brand's design.



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3

She says: "For brands who are championing innovation, like ourselves, technology and unique engineering is key to product development every season. Cake Lingerie continues to innovate and is first to market in a number of areas; MyBust, Flexible Wire Fashion Nursing & other fit related improvements."

Flexiblem, or soft, wires are a concept which has recently been picked up by a number of different brands. And, according to Anita UK general manager Gemma Barnes, this development of bras with specially design soft wires has been eagerly received by nursing mothers. The bras aim to support women as they seek to regain their shape, whilst offering vital post-pregnancy comfort.

"We have developed special wires that are approved by medical teams as safe for nursing mothers to wear," Barnes says, "and this has really satisfied a need in the market place.

"Breathable fabrics and the possibility to use soft wires in nursing products

have moved the levels of choice in the sector on dramatically."

Royce Lingerie is another lingerie brand that is focusing on the development of its fabrics. Yet, it believes customers care more about the brand's ability to provide comfort than any other 'technological' property.

Marketing executive Gemma Deering says: "Generally, customers are not looking for technical fabrics in this area, but are more concerned with softer finishes and generally more comfortable fabrics for maternity and nursing bras.

"For us, one of the major advances in technology was the introduction of X-STATIC silver fibre to our Comfort & Nursing bra ranges, offering anti-bacterial, anti-odour and thermo-regulating properties."

But, while these technologies may help some brands to stay ahead of the competition, the cost of continual development can become crippling, particularly to smaller brands which don't have the money to put into constantly renewing their collections.

With consumers demanding an increasing breadth of product range, many brands are already being forced to expand the number of products they make available.

"The increases in cotton prices have had a big impact on the lingerie industry as a whole," Deering adds. Also, the

size range of maternity and nursing bras seems to be increasing all the time – Royce has recently launched styles in JJ & K cup sizes, due to customer demand."

Womama director Heidi Holbrook agrees that high cotton prices are putting pressure on the brands. She says: "We have a new set of pregnant customers coming through all the time, so although the retailers want 'new' products to pretty up their stores every six months for most customers, it is the first time they see your collection, so it is 'new' to them.

"The pressure to show something 'new' every six months, with the high minimums coming out of China, is potentially crippling to a young business. With a new collection comes new photoshoots and marketing campaigns, which are quite costly."

But, there are alternatives to heavy technological investment which brands can use to push their brands. Clever use of marketing can be very lucrative and the ability to jump on society's latest events and turn them into a profit can determine the success of a company.

Every sector has its moment. For bridal lingerie, this year, it was the Duchess of Cambridge's wedding. For sports underwear, it is the 2012 Olympics that has lingerie and swimwear bosses rubbing their hands with anticipation. But, what is the event that has



4

3  
Bravado Body Silk  
in Teal

4  
Amoralia Honey  
Lace pajama set in  
mulberry

5  
Amoralia Tutti  
Frutti set in  
raspberry





the maternity sector crying out in joy?

Carriwell spokesperson Joanna Ayrton says: "A royal baby would certainly make headlines, as will Victoria Beckham's pregnancy. Victoria Beckham is always under the spotlight and regarded as a style icon. Having the right underwear to give you the right foundation goes a long way to achieving the celebrity inspired look."

Breastvest co-founder Sam Tefler adds his opinion into the mix. He says: "People like Holly Willoughby and Myleene Klass are at the forefront of the UK's celebrity maternity and new mummy coverage due to their regular appearances on our screens and overwhelming popularity with mums-to-be. They're happy to talk about their experiences and always manage to look great without looking too good to be true."

"In addition, Holly was very complimentary about breastvest when it was reviewed on This Morning, so we love her."

Bit, in nine months time, will Tefler still love the industry? How will the sector have grown? Maternity is, ironically, not area that has space to naturally expand and, within this room, an increasing number of players are now jostling for preference. Growth can only come through offering the best product and taking other brand's market share.

Tefler adds: "More and more suppliers are cottoning onto the fact that pregnancy and early motherhood doesn't have to equal dowdy outfits and underwear. Women display their most natural beauty when they're pregnant... and more and more, they're being given the chance to have a wardrobe and lingerie drawer to wear alongside nature's gift."

"[We believe in] the continued development of lingerie and maternity clothing, which allows women to feel like women, rather than simply an incubator." ♦

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# MEET THE *Panel*

WE INTRODUCE THE INDUSTRY EXPERTS WHO WILL BE JUDGING THE INAUGURAL **UK LINGERIE AWARDS**, THIS SEPTEMBER.



## *Claire Franks*

**founder, Intimate Apparel Consultancy**

Claire Franks, founder of Intimate Apparel Consultancy, has over 20 years Lingerie Industry specific experience. She says: "There is one thing I have said for years and it still rings true, you know very quickly if the Industry is right for you, it is like Marmite, and you love it or hate it. I very quickly just simply loved it..."

With the fundamental training and background of a retailer, Franks has worked in all aspects of the industry from buying, retailing and selling to working with lingerie design and production teams. An enthusiastic former retail manager, she possesses ten years buying experience in ladies fashions, lingerie, swimwear and nightwear product groups. This is in addition to 11 years in lingerie, nightwear and swimwear wholesale sales, and many years of extensive experience managing national accounts.

On the UK Lingerie Awards: "How exciting... to be able to formally recognise and award the true achievers in our industry."

## *Kelly Isaac*

**founder, Lingerie Collective**

In 2008, Kelly Isaac founded The Lingerie Collective, a group of independent UK and international lingerie and swimwear designers with a 'shared passion for exquisite lingerie, hosiery & accessories'.

The group, now in its sixth season, has gone from strength to strength over the past three years. It holds two trade shows each year, which have rapidly become a favourite with buyers from high end, independent boutiques and department stores, such as Selfridges.

Isaac is also the owner of Modern Courtesan, which offers a selection of luxurious seduction apparel and concept lingerie, and of offshoot brand MC Lounge. On the UK Lingerie Awards: "Hopefully, the UK Lingerie Awards will recognise and help continue to raise the awareness of the amazing independent lingerie and swimwear brands that the UK has to offer. The event is set to be a fabulous evening and it will be a great opportunity for both brand professionals and consumers to come together to celebrate our wonderful industry."





## June Kenton

### owner, Rigby & Peller

June Kenton is owner of luxury lingerie retailer Rigby & Peller. She has been the holder of the Royal Warrant, for custom-making the brassieres of Queen Elizabeth II, for over fifty years.

A true icon of the lingerie industry, many would claim that what Kenton doesn't know about lingerie, swimwear, nightwear and hosiery, isn't worth knowing.

Kenton is also unafraid to put her name towards a good cause. She once joined forces with Rosalind Runcie, wife of the former Archbishop of Canterbury, to prevent the threatened closure of the Royal Marsden Hospital's breast diagnostic unit and, in 1997, she hung breast awareness labels on a million of her bras in support of Breast Cancer Care.

On the UK Lingerie Awards: "How amazing it is to bring the lingerie business to realise that you have got a competition and people will win, and they will make an effort to do a really good job; customer service, getting the proper fittings, doing what they should be doing.

"And, if it takes a competition like the UK Lingerie Awards to pull people's socks up and make us do an even better job than we are doing, I think what a fantastic thing for the lingerie trade altogether. I mean, it's absolutely brilliant."

## Gillian Proctor

### course leader, De Montfort University

Gillian Proctor is the Leader and Principal Lecturer for De Montfort University's BA (Hons) Contour Fashion and BA (Hons) Fashion & Contour Design courses.

Co-author of 'A Century of Style: Lingerie. Icons of style in the 20th Century' and consultant for the Channel 5 two-part documentary, 'Lingerie', Gillian is an established expert in the history of lingerie, with specialist knowledge of the corset, embroidery, embellished fashion and the couture industry.

On the UK Lingerie Awards: "It is a great honour to be invited to join the judging panel for the Lingerie Awards. The Contour Fashion Course at De Montfort University has maintained close links with the intimate apparel industry now for 64 years and, as the nurturer of tomorrow's designers, stylists and technicians, it is essential that we safeguard the future of the industry. Recognising levels of excellence is an ideal way to move our industry into the next decade and beyond."



## Sharon Webb

### head of lingerie buying and design, Debenhams

Sharon Webb possesses over 16 years of experience within the intimate apparel sector. Currently Head of Lingerie Buying and Design at Debenhams, she is also chairwoman of the annual Fashion Contour Ball, held last month at The Savoy Hotel in London.

Webb started her career in 1994 as Lingerie Allocator for Debenhams, before moving on to La Senza and, later, New Look, where she was a Senior Lingerie Buyer. She returned to Debenhams in 2007 and hasn't looked back since.

On the UK Lingerie Awards: "I am thrilled that I have been asked to be on the UK Lingerie Awards judging panel. I hope my extensive experience and strong passion for lingerie will be useful, I am very excited to be involved."





# Duchess LACE

WE HAVE ALL SPOKEN ABOUT 'THAT GOWN'. KATE MIDDLETON'S WEDDING WAS WATCHED BY OVER TWO BILLION PEOPLE, BUT IT WAS THE DUCHESS OF CAMBRIDGE'S WEDDING DRESS - MADE BY SARAH BURTON, THE CREATIVE DIRECTOR AT ALEXANDER MCQUEEN - THAT IS LIKELY TO BE REMEMBERED BY GENERATIONS TO COME.

**LINGERIE INSIGHT** TALKS TO SOME OF THE LACE MANUFACTURERS WHO WERE RESPONSIBLE FOR MAKING THE GARMENT TRULY UNIQUE.

“It was a patchwork,” Solstiss’ commercial director Hervee Protais says. “The lace was made of six different laces.”

French lace maker Solstiss currently provides lace for lingerie brands such as Agent Provocateur, Damaris, Lejaby and Myla. It is believed to have created at least two of the six designs used in the new Duchess of Cambridge’s wedding dress. But, discovering this was more difficult one might assume.

While Sophie Halette’s lace, with its signature motif, was clearly discernable over the shoulders of the bride, other designs were less easy to pick out.



It wasn’t until later in the day, when Protais called Alexander McQueen, that he discovered Sostiss’ lace had been used.

“When I called Alexandra McQueen on the Friday afternoon to congratulate them on the dress,” Protais says, “which was beautiful and good for every lace maker, a guy told me: ‘it is a beautiful dress thanks to Soltiss, because you are really in it a lot.’

“Ok, but where is it?’ I asked. “They told me, ‘look at the bottom.’ And, along the bottom, from the television, it is very difficult to see the lace.”

On the Monday, when Protais returned to his office, he found better photos on the internet and asked his

**1**  
*Wedding dress lace combination*

**2**  
*Kate Middleton models her wedding dress by Alexander McQueen creative director Sarah Burton*

team to zoom in on them, playing with contrast and focus. It was only then that they realised exactly how much of the dress was made from Solstiss lace, worked into a patchwork of other designs.

The drape consisted of a number of small motifs, sewn together in a type of patchwork - or mosaic. The work was undertaken by the Royal School of Needlework at Hampton Court Palace, using a Carrickmacross lace-making technique, which originated from 1820's Ireland.

And it wasn't only the needlework that was English. Protais explains why the English were, in fact, involved in the entire process.

"What we call French lace today - it was an English product," Protais states. "The French lace was invented by the English people. In the 1850s, an English engineer looked at the people all over Europe making lace by hand and he said there is probably a solution to do it by hand. So, he did it very carefully and he found a solution."

At the time, the English government decided to prohibit the exportation of the loom out of England, seeking to create a monopoly and protect the manufacturing technology.

"The English people tried to illegally export the machine from England to the rest of the world," Protais says. "The machine is about 15 metres long and weighs about 12 to 15 tonnes, so you don't smuggle it very easily."

"And the easiest place to go, from England to somewhere, was to head to Calais."

Today, 85 percent of the leavers machines are in France and 15 percent are from England, Italy, Spain, America, Mexico and Japan. In effect, the English technology became a French technology.

"It is funny today to say that England's future queen was wearing a French lace made originally, or invented, by the English," Protais adds. "The French and the English have been fighting for a thousand years, but today we are brothers."

Solstiss is no stranger to rising to the royal occasion. It manufactured lace



for Grace Kelly of Monaco's dress in 1957. The vintage design was reportedly an inspiration for Kate Middleton's final gown.

"We have had many calls, the day before the wedding, the day of the wedding and the two weeks after the wedding," Protais says. "I had to say to everybody, 'this lace does not exist. This lace is a patchwork of different laces. You will never find it in the market. We can supply part of the drape, but nobody will be able to supply the full lace.'"

Sophie Halette, one of the other major lace manufacturers who contributed towards Kate Middleton's wedding gown, was equally excited by the company's contribution towards the event.

"Everybody at the studio was thrilled to see our lace on the royal gown as we watched the wedding on TV," says Romain Lescroart, CEO of Sophie Halette. "Our lace has adorned haute couture creations and luxury goods worldwide, but this certainly



**3**  
*Prince William and Kate Middleton wave to the public as they make their way to the wedding ceremony.*

**4**  
*Solstiss chairman Cristophe Machu poses with an image of Grace Kelly, wearing Solstiss lace*

**5**  
*Solstiss company workshop in Caudry, France*



marks a crowning achievement in our history.”

The Sophie Hallette lace selected by Sarah Burton was an ‘exclusive’ design, featuring shamrocks, roses and lilies. It was first created in 1958, archived after 20 years and reinstated in 2007 as the fashion trends turned to a more vintage-inspired time-less look. Each piece of the lace, which is quickly becoming known as the ‘Princess’ design, was manufactured on 100 year-old British Leavers looms and can take up to five weeks and 23 artisan craftsmen to complete.

After being dyed in-house, the lace was hand finished by a dedicated team of menders, who can spend up to 15 hours perfecting each piece. The dainty floral motif was cut out from the original lace and hand-sewn onto the silk tulle of the décolleté, sleeves and train by the Royal School of Needlework at Hampton Court Palace, using a Carrickmacross lace-making technique, which originates from 1820’s Ireland.

Other members of the British and European Royal families were also wearing Sophie Hallette at the ceremony. Princess Eugénie of York wore a Vivienne Westwood creation encrusted with hand-painted Sophie Hallette lace, and Princess Maxima the wife of Crown Prince Willem-Alexander of Holland, wore a beige tailored suit made entirely of Sophie Hallette lace.

England didn’t only play a part in the manufacturing process. Some English lace was actually incorporated into Alexandra McQueen’s final creation. Derbyshire lace maker Cluny Lace was shocked to discover that its lace had been used in Kate Middleton’s wedding dress. The company uncovered the truth when it heard a report in the news that French Chantilly and English Cluny lace had been used. Cluny Lace is the only manufacturer of lace left in the UK.

It discovered that its lace had been used on the underskirt of the dress and that some of its motifs were used on the train. The lace was more prominently displayed on the bridesmaid’s underskirts and around their necks



6



and sleeves.

Cluny Lace sales manager Kate Knight says: “They said in the news that it was a mixture of French Chantilly lace and English Cluny Lace, so we guessed it was us... We didn’t send out lace to Alexander McQueen, obviously... Somebody must have bought it from the packages that went out in the last couple of months.”

Alexander McQueen’s staff has reportedly been too busy to provide more details to the company over the past couple of weeks, but plenty of others have betrayed interest.

Knight says: “People who know us around the world wrote and said: ‘Is that you? Because, we heard them mention English Cluny, so we wondered if it was you...’

“It is a nice advertisement, so people might know that we are here. Our market is possibly a different market, but hopefully now lace will come back and become popular again on brides’ dresses.” ♣

6  
*Sophie Hallette factory in Caudry, northern France*

7  
*The new Duke and Duchess of Cambridge kiss on the Buckingham Palace balcony*

8  
*Prince William and Kate Middleton make their vows*

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Swimwear

JUNE 2011 / ISSUE 02  
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N S I G H T

## BRITAIN'S NEXT TOP MODA

Moda organiser Penny Robinson explains what to expect from the 2011 Birmingham trade show

## WHAT KATE DID NEXT

Curvy Kate MD Steve Hudson discusses the rapid expansion of his brand

# TOP 20 SWIMWEAR

Swimwear Insight brings you the top 20 brands that retailers cannot afford to miss this year



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SI introduces its take on the Top 20 swimwear brands that buyers should look out for, this season.



# FOREWORD



**Swimwear is hotting up this summer with a series of key events.**

Brands will be spending much of their time travelling, as they seek to exhibit their SS12 ranges at the Mode City, Miami Swimshow and Moda trade shows.

With the date of Mode City moving forward to the earlier date of July, many brands will be frantically scrambling over the next month to have their collections ready to preview to press and buyers.

And retailers' task is no easier. With seasons now working a year in advance, attempting to judge tomor-

row's mood today can be a challenging prospect.

In an attempt to help out, Lingerie Insight has created a list of its Top 20 swimwear brands for the year, which includes a description of their latest ranges and their perspective on the current sector 'style.'

We also have Penny Robinson talking about what to expect from this year's Moda show in Birmingham.

Good luck with your preparations – we hope you enjoy the issue.

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

## THIS MONTH'S CONTRIBUTOR



**Penny Robinson** has worked with the Moda team on various projects in event management and publishing for over 15 years. She joined the Moda exhibition sales team in 2005 for the August edition to develop the accessories sector of the show and to launch Moda Accessories as its own sector within the show in August 2008.

For the August 2009 edition, she launched Moda Beach to give swim- and beachwear brands the opportunity to reach a fashion audience. Many of the brands enjoyed the

Moda experience and, in September 2009, Moda Lingerie & Swimwear was launched as the UK's national industry trade show, with its first edition in February 2010. August 2011 will be the Moda Lingerie & Swimwear sector's 4th edition.

## JUNE COVER

**Image:** Boux Avenue  
**Model wears:** Anya Bead Swimsuit  
bouxavenue.com



# Swimwear INSIGHT

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**Printed by:** Wyndeham Grange

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# Swimwear INSIGHT

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# FRONT

**THIS MONTH IN LINGERIE AND SWIMWEAR**> NEWS IN BRIEF  
> OPINION**4  
5**

## LUXURY SWIMWEAR BRAND PAOLITA PURSUES FURTHER EXPANSION IN AUSTRALIA AND US

**P**aolita has announced that it will be looking to grow its stockists in the upcoming year, through further expansion in the US and entry into the Australian market.

The luxury lingerie brand, which celebrated its first birthday last month with a pop up shop in central London, is currently stocked in the UK, Greece, Germany, France, Switzerland and Miami.

This year the brand will be attending London Fashion Week, Miami Swimshow, Mode city and Moda trade shows.

Paolita managing director Joseph Bachman said: "We are looking at Australia and we are looking for further expansion in the US – that is one of the reasons why we are doing the Miami Swimshow.

"In five years time, we would like to have a presence in the major in the US and areas such

as Florida. We want to have places like Australia and the Mediterranean covered.

He added: "We would want to have four times the stockists that we have now and also, maybe, one or two boutiques of our own."

Paolita will also be moving into a new studio on May 27. The space will feature a showroom for buyers and press, and will also incorporate an area upstairs where people can buy

directly from designer Anna Paola. The brand also hopes to hold a series of events at the new venue, which is situated behind Marble Arch Tube on 2 Seymour Place.

Bachman added: "Not only will we have an online boutique, but this will now allow people to come in and meet us personally and try on our swimwear... I think it will enable us to build a stronger relationship with our customers." ♦

» FOR IMAGES OF THE SS12 COLLECTIONS AND DAILY BREAKING NEWS VISIT **Lingerie.com**

NEWS REVIEW



⤴ **Heidi Klein** will be launching its first international pop up shop, this Spring Summer 11, in the marina of Porto Montenegro.

The outlet will be situated at the waterside location from July to late September 2011.

The brands team of experts will be on hand with specialist advice for swimwear fit and style.

The pop up shop will stock Heidi Klein's SS11 and High Summer collections, including swimwear, kaftans, dresses and a new range of beauty products.

Multichannel retailer **Littlewoods Europe** has unveiled its largest ever line up of swimwear and shapewear as part of its summer shop launch.

The new swimwear collection of over 200 ranges includes Speedo, Adidas, French Connection, Freya, Coleen and Roxy.

Littlewoods Europe has compiled the collections with an eye to affordable fashion that will suit every body shape. A spokesperson for the company said: "Women's swimwear shopping can be tricky. If like most of us you're not the same size

on the top and bottom or you want more coverage without compromising on style the options can be limited. This year with our widest ever swimwear range there is something to suit all shapes. With over 40 mix and match styles and 3 for 2 offers, it will suit your budget as well."

The UK's second-largest property group has said that although headline conditions in the retail sector remain tough, retailers are prepared to spend big if the location is right.

**British Land**, which owns Meadowhall in Sheffield, as well as a raft of other retail properties, last month reported a 12.5 percent increase in net asset value per share to 567p and a 2.8 percent rise in underlying profits before tax to £256m for the year ending 31st March 2011.

"In retail, the polarisation of performance between the best retail assets and others was strongly in evidence as retailers continued to focus their space on a smaller number of larger stores in the better performing locations," said chief executive Chris Grigg.



⤴ Lingerie retailer **Lingerie Please** is looking to expand into swimwear and men's underwear with the purchase of BeCheeky.com stock.

The stock became available

when Lovehoney bought the BeCheeky.com domain name in April, after the internet retailer went into liquidation.

Lingerie Please buyer Rebecca Hodgson said: "We found out about the liquidation and wondered what would be happening to the stock.

"We put in an offer for a stock and we were the highest bidder... We got it for a good amount."

The stock includes products from brands such as Sunseeker, O Lingerie, Lingadore and Aguaclara.



⤴ Swimwear brand **Lisa Blue** has apologised to the Hindu community for a bikini depicting an image of the Goddess Lakshmi on its front and rear.

The product, which was displayed on the catwalk on May 5 for Australian Week, sparked strong protests from the Indian community.

President of the Universal Society of Hinduism Rajan Zed requested that the manufacturer publically apologise and immediately recall all swimwear depicting the Hindu Goddess.

A Lisa Blue spokesperson said: "We would like to offer an apology to anyone we may have offended and advise that the image of Goddess Lakshmi will not appear on any piece of Lisa Blue swimwear for the new season, with a halt put on

all production of the new range and pieces shown on the runway removed.

Last month saw the launch of **La Senza's** Interactive Swimwear Lookbook, exclusively to Facebook.

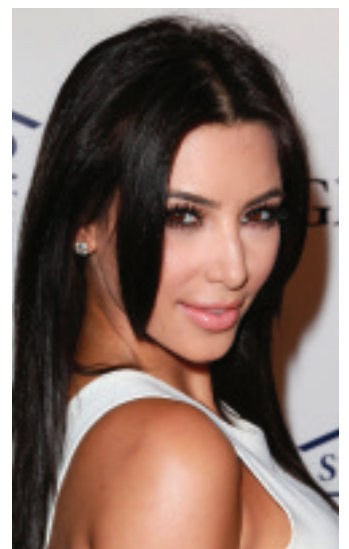
The film, entitled 'Nudist,' is shot in the style of a music video and set to 'Punching in a Dream' by Naked and Famous. It has gone live on La Senza's Facebook page and people can click to purchase at any point within the film.

La Senza marketing director Sarah Hawkins said: "The campaign sums up the spirit of summer and we're proud to be helping our customers have their best summer ever".

⤴ Retailers for luxury swimwear brand **Aguaclara** received a boost last month as pictures of Kim Kardashian wearing a swimsuit from the Peruvian brand circle the digital world.

The images, featuring the US socialite on the beach wearing a revealing leopard skin designed one-piece, appeared on fashion blog sites, including fadedyouthblog.

The Kardashian sisters are hugely influential over the US swimwear industry, and have their own line created for the Beach Bunny label.



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**DO YOU FEEL SWIMWEAR IN THE UK IS BECOMING LESS OF A SEASONAL PRODUCT?**

“Swimming remains one of the most popular participation sports in the UK with 3.16m ‘regular’ adult swimmers and 7.5 percent of all adults swimming once a week.

This consistency is supported by our retail split of 52 percent SS, 48 percent AW, a gap that has narrowed over time. We believe this is due to several factors, including an increase in winter sun holidays and the introduction of innovative product that is as relevant for regular swimmers as it is for holiday goers,

This has led to retailers stocking swimwear not only for the traditionally popular Spring/ Summer season but, increasingly now, all year round. So, in short, yes!”

“The UK Swimwear Market is growing every year and I, myself, have seen a demand from retailers for luxury swimwear for all seasons to suit the needs of the customers who take holidays at different seasons of the year and, especially, looking for winter sun breaks. Retailers such as ASOS and Sandstorm Boutique are now sourcing luxury fashion swimwear labels that are on trend and make you want to go on holiday just to show them off.

Launching Lisa Blue swimwear in AW11 has shown me that customers are looking for brands who produce collections for all seasons and also have Cruise collections.”

“Obviously, swimwear will always be in higher demand for Summer, but with our random English weather it is becoming harder to define which months are actually ‘Summer’, therefore making it less of a seasonal industry.

Introducing a cruise collection in Autumn has always been a popular choice in high end retail, but now it’s more common for us to travel abroad outside of the traditional holiday season. Hopefully, the rest of the UK will meet this demand and stock swimwear all year round - there is nothing more frustrating than searching for a bikini when the shops can only offer Winter woollies!”

**NEWS FLASH**

Fibre and polymer producer **INVISTA** has announced that it will be extending its LYCRA® beauty fabric certification programme, ‘The Science of Shaping™’, to include swimwear at this year’s Mode City.

The garment certification programme was first introduced for shaping intimates at Mode City in September 2010, in partnership with several leading brands from around the globe.

Ninabeth Sowell, Global Marketing Director of the Intimate Apparel and Swimwear Segment for INVISTA, said: “LYCRA® beauty fabric has been a resounding success within the intimate apparel segment and reflective of the market’s heightened shapewear momentum.

“A break into swimwear is a natural progression for the brand, as we extend our science of shaping insights to other areas of the textile industry. This combination of fibre and fabric technology will help our customers add value to their business through innovative and relevant new programmes.”



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

## WHAT **KATE** DID NEXT

WITH 400 PERCENT GROWTH OVER THE PAST YEAR, CURVY KATE'S STAR IS DEFINITELY ON THE RISE. MANAGING DIRECTOR **STEVE HUDSON** TALKS TO **KAT SLOWE** ABOUT THE BRAND'S NEW SWIMWEAR COLLECTION, HIS LONG TERM PLANS FOR THE COMPANY AND WHY HE DISLIKES TATTOOS.

“I wanted to be a superhero,” says Curvy Kate managing director Steve Hudson, describing his childhood dream. “I jumped out my mother’s living room window at the age of three with an umbrella. For some reason, I thought that was going to make me Batman. I had the outfit on, but I was confusing it with the Penguin.

While Hudson may not have achieved his early ambition, he has succeeded spectacularly in another area. His business Curvy Kate, which was launched in July 2009, now sells lingerie to retailers in over eleven countries, including France, Germany, Norway, Greece, the Netherlands, the UK, Ireland, Canada, Australia, Belgium, Poland and New Zealand.

But Hudson’s original business was nowhere near so glamorous. He was doing tele sales in Farringdon, selling office equipment, such as photocopiers, when the opportunity to enter the lingerie industry came up.

His stepsister ‘knew a guy’ who worked in Turkey, at a factory that made underwear for Marks & Spencers, which had some surplus stock. Hudson ended up getting some of the stock and selling it by going round hospitals.

“It was the weirdest thing,” Hudson says. “I used to drive this van round London with knickers and bras, and trestle tables in the back, flogging them to visitors, nurses and patients at hospitals.

“I went to all the main hospitals. It was a bit of a Del Boy/Rodney set up, like a mobile market stall, just selling knickers and bras. And I questioned that for many a month at the beginning, thinking, ‘should I really be doing this?’ 1992 was when we started doing that and it just kind of evolved. I got into retail and selling online, and that sort of thing, and it all sort of grew from there.”

This year alone, Curvy Kate’s sales grew by 400 percent and the business is continuing to expand, as Hudson seeks new avenues for growth. This August, the brand will exhibit at the Curve New York trade show, in an attempt to test out the US market. It is also looking to Russia as a possible region for expansion in the next couple of years.

The company will be entering into swimwear for the first time in Spring Summer 2012. The new range will feature long line tankinis, bikinis and matching briefs, offering ‘fashion and fit for D to K cups sizes’.

Styles incorporate blue leopard prints, hot pinks, aqua green and a black and pink sporting colour way to fit in with the 2012 Olympic games. The shape has been built with design inspiration from Curvy Kate’s best selling Princess lingerie range, with an added foam lining for shape and uplift.

“We wanted to introduce it last year,” Hudson says. “I think the demand has been there for some time.

“When we launched the lingerie, the bras, they had been so tried and tested that we knew the fit was going to be great. I thought we needed to introduce the swimwear as the same kind of product. We didn’t want to just drum it out there with a Curvy Kate label.”

Hudson received the first samples last week and has already shown them to several customers.

“Response has been great so far,” he says, “so we are expecting people who bought into the lingerie to buy into the swimwear side.”

In addition to the swimwear, Curvy Kate will also be introducing a basic bra into its Spring Summer 2012 collection. The step is part of a strategy to increase its breadth of offering, nec-





2

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essary if it is to become a leader in the intimate apparel market.

"We need to introduce all the basics that the customer wants," Hudson says, "rather than sending them to other brands to find them – so we want the strapless, the t-shirt and the basic sort of stuff. The swimwear all ties into that.

"I want to be competing with the market leaders that we are seeing now. We are sort of scrapping at their heels a little bit. We would like our brand to be a must have item, for the curvy girl."

Curvy Kate pursues a close relationship with its customers. This is reflected in its annual Star in a Bra competition, which was launched in attempt to promote more curvy, realistic models in the lingerie industry and provide a true representation of how a bra fits and looks on a bigger bust. The competition was held on Facebook for the first time, this year, with members of the public able to apply and vote on the page.

The company announced last month that Leicester's Lizzie Haines had won the 2011 public vote to become the new face of the brand. The 30 year old, 32H, Leicester City devotee battled it out against nine other girls in the final, shortlisted by the brand from over 400 applicants.

The competition is a big gamble for the company. When it comes to the final shoot with the top ten girls, Hudson is still not entirely sure what the applicants will be like. Though he will have seen Facebook pictures, these can be shot from a very flattering angle or a bit blurry.

"You are not quite sure what you are going to get and then they walk in the door and you are like 'right, that is not exactly what I expected,' he says. "We were quite surprised that out of the ten girls that came for the last shoot, about seven had tattoos. One of them had poetry on her back, she had things up her leg, across her shoulder almost. Funny enough, none of the photos showed them on the application.... We had to take those out.

"One or two had really gone to town on it," he finishes, laughing. We didn't think about tattoos as an issue. Everyone has got tattoos now." ♣

- 1 *Tease Me set in pink and ivory*
- 2 *Princess set in hot pink inspires new swimwear product*
- 3 *Curvy Kate's Hawaii fold brief*



MODA LINGERIE & SWIMWEAR EVENT DIRECTOR **PENNY ROBINSON** TALKS TO SWIMWEAR INSIGHT ABOUT WHAT TO EXPECT FROM THE AUGUST TRADE SHOW.

**Date:** August 14-16  
**Venue:** NEC Birmingham

**What will Moda be presenting that is new for this season and how will this year differ from previous years?**

We're re-launching our designer area as Moda Rouge this season, with a new bespoke stand build which will give the area an even greater impact as a destination within the show. We'll have some exciting new names taking part which we'll be announcing soon, with brands including Marlies Dekkers, Chantal Thomass, MC Lounge, Miss Mandalay and Yes Master already confirmed. This being August, we'll also be hosting the season's largest gathering of swimwear brands and introducing some fantastic new names to the main body of the show, including Bjorn Borg and Azura.

In terms of the visitor experience, we're also introducing an enhanced seminar programme for August. Seminars have been a hugely popular part of the show since the launch, and something which buyers now see as key to their visit to the show.

**What stage are you currently at**

**in developing this year's show?**

From the moment the show closes, we're working on the next event and there is a huge amount to do at every stage. Right now is an absolutely key time for our exhibitors to finalise their marketing plans and let us know of any particular requirements or new initiatives for the coming season. It is also a time of intense activity on our own marketing campaign.

It's around now that we really get to work on our catwalk show, working with our production company on identifying the biggest trends of the season and looking at new and creative ways to present them on stage. We are also now talking to the venue about our on-site requirements and any developments from their side which will enhance the experience for our visitors when they arrive at the show in August.

**What have been the biggest lessons that you have been forced to learn whilst running the event and how did you learn them?**

We were lucky enough to have the full support of the industry's key suppliers right from the off, but the main challenge was always going to be getting the right buyers through the doors and

making sure they get the best show experience we can offer. As well as bringing together the right selection of brands, this means putting together a varied programme of social and networking events, which now include a hugely popular drinks party at the close of the show on Sunday and a spectacular gala event on Monday evening.

It also means giving visitors the chance to pick up on new business ideas and advice through initiatives such as the seminar programme I've already mentioned. The challenge is to make sure that the show's line-up and events programme remain relevant season after season, in what is now a fast changing industry.

**What has been your greatest success since running the show?**

The support we have had from brands has been fantastic and has enabled us to create an exhibition which truly reflects the UK industry as it is today, but what has really cemented the success of Moda is the quality of retailer we get through the door. We know from feedback from our exhibitors that Moda attracts the buyers they want to see, and that the offer of one central show as part of a large event for the whole

1  
 Catwalk at the  
 January 2011 Moda  
 trade show



fashion industry has encouraged more retailers to attend their national show.

### **Are you still looking to grow your number of exhibitors/visitors?**

I am pleased to say that we do have a very strong core of brands, and continue to welcome new names every season. Going forward, we'll continue to develop new areas such as Moda Rouge, which by its very nature is ever changing. There are, of course, brands that are on my wish list that our retailers would like to see in the show and, now that the show is firmly settled at the NEC, these brands are looking more closely at supporting the UK's national event.

### **How would you describe your average exhibitor/visitor?**

I don't think there is anything average about either our exhibitors or visitors. Each exhibitor has expertise in their own products and an in depth knowledge of the market, and when it comes to the exhibition their needs can differ greatly. One characteristic of this sector that's definitely worth a mention is what a pleasure the people are to deal with - extremely professional, incredibly friendly and with great imagery which our marketing department love. Although trading conditions are challenging there are many very successful retailers who know their customers well and who skilfully buy to meet their needs. These successful retailers are constantly re-evaluating their offer by visiting Moda to seek new ideas, to see the entire season's collection modelled by professionals, to watch the catwalk presentations and seminars, and to meet with their peers.

### **How will you be looking to develop the show over the next five years?**

Having the right brands is an essential part of any successful show, but retailers now expect a lot more from a trade show than just the opportunity to place orders. The way we've developed our events and seminar programme is the most obvious illustration of this at the show, but we're also now developing

other areas, such as our on-line presence, to make Moda Lingerie & Swimwear a key resource for the industry all year round. We're very interested in the way that exhibitions are now a hub for a range of business, social media and on-line activity, and the next five years will see some very exciting developments both at the show itself and in the way we interact with our visitors and exhibitors throughout the year.

### **If you were to sum up the ethos of Moda in a single sentence, what would that sentence be?**

To provide the most effective selling environment and best visitor experience we can.

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

1. The opportunity to see the largest collection of intimate apparel, legwear and swimwear brands under one roof
2. The chance to discover new brands and innovative new products
3. Free access to expert business advice through our enhanced seminar programme
4. To be inspired by the latest trends at the Moda Lingerie & Swimwear catwalk show
5. The opportunity to meet with suppliers and other retailers both at the

show and outside of the halls.

### **What aspect of the August 2011 show are you most excited about and why?**

For the first time ever Moda is very proud to have a headline sponsor for Moda Lingerie & Swimwear. Lycra Beauty, whose portfolio of products are being used across a whole new generation of shaping and figure enhancing lingerie, is the main product to be affiliated with the show, but other key Lycra products will also be exhibited on the Lycra stand. To have such a high profile sponsor is a significant endorsement for the sector at Moda, and has been welcomed by the industry.

It's going to be very exciting to see all the work that we've put into our new initiatives come to life during the show, and on a personal level I'm also just really looking forward to seeing everyone again. After six months of intense preparation, the three open days just fly by, so my favourite time of the whole show is straight after the first day on Sunday evening, when all of my exhibitors are hopefully happy with their stands and with the first day's trading. It's then that we hold our drinks party, which in August we're usually lucky enough to be able to have outside, and we all get to relax with a drink and enjoy the evening sunshine. ♡

**2**  
*Miss Manadalay and Kiss Me Deadly stands at the January event*



2

# TOP 20 Swimwear

WITH SO MANY LABELS TO CHOOSE FROM, DECIDING WHICH TO STOCK IS NO EASY DECISION. TO HELP YOU OUT, **LINGERIE INSIGHT** IS INTRODUCING ITS TAKE ON THE TOP 20 SWIMWEAR BRANDS THAT BUYERS SHOULD LOOK OUT FOR THIS SEASON.

## AGUACLARA

Owner Jaqui Copley

### Why should Aguaclara be on the list?

"Aguaclara dares to stand out from the crowd, mixing bold prints and vibrant hues with collections that capture the joy and vigour of South American culture. Impressive new generation fabrics and are sourced from around the world and then hand finished with exquisite embellishments, embroidery and ethnic lines."

### Latest collection

Aguaclara's 2012 collection is inspired by the 'majestic' Andes and 'exuberant' Peruvian Jungle.

**1** Expect to see bursts of colour, hand finished detailing, and fabrics cut to accentuate 'sexy silhouettes'.

*Anita halterneck swimsuit*

### 2 One word to describe the current market:

Optimistic, Buoyant and Innovative (we couldn't choose one)

*Caprice Monroe bikini set in red*



## ANITA

Owner Mr. Georg Weber Unger (4th generation)

### Why should Anita be on the list?

"Anita swimwear offers something to fulfil every need; glamour, large cup sizes, fuller figures, mastectomy, maternity, suits for exercising in the pool and suits for relaxing and looking stylish on the beach, along with fabulous coordinating accessories."

### Latest collection

#### Anita Care

This collection is centred on women who have undergone breast surgery, with styling and functional details seeking to ensure maximum freedom of movement and an additional feeling of security to the wearer.

The season's themes include: Urban Safari, Mania Deluxe, Tribal Mix, Blue Lagoon and Floral Style.

#### Anita Comfort

The collection for the 2012 season incorporates a 'clear, harmonious colour scheme'. Subtle base colours such as black, brown and dark blue give way to contrasting, complimentary colours. The print area is dominated by detailed, playful patterns, ranging from floral motifs to linear graphics.

Trend themes include: Black & White, Urban Safari, Ethno Style, Tribal Mix, Blue Lagoon, Green Garden and Floral Style.

A highlight of these models is Anita Comfort's shaping swimsuit with 'Revolutional Slim' fabric to slim the figure and Nurel micro-capsule fibre to make the skin look smoother.

#### Rosa Faia Beautyfull

Youthful, expressive and diverse are the bywords for the season. This collection features seven themes: Graphik Tale, Military Luxe, Neon Love, Gypsy Queen, Hot Tropics, Wild Leo and Sea Gym.

The themes incorporate a range of vibrant colours, graphic and floral patterns, and decorative elements.

Sea Gym is a new addition to the swimwear and activewear line. A dynamic colour scheme and sporty mesh inserts aim to define the simple look of the two one-piece swimsuits, the tankini and both bikinis.

**One word to describe the current market:** Retro



## BY CAPRICE

Founder Caprice Bourret

### Why should By Caprice be on the list?

"By Caprice has gone from strength to strength since its launch in 2006. We have a very loyal customer base in the UK that seems to buy from season to season, which shows in our continuous growth. Our fits are phenomenal and this is constantly proven by having one of the lowest return rates of any company with our suppliers. By Caprice is very affordable, as it offers excellent value for money to the consumer."

### Latest collection

By Caprice has a continuation range, for which it will release new colours throughout the year based on consumer demand and feedback.

The style of garments is colourful and feminine, with the ethos to ensure that ladies who wear the brand will always feel 'beautiful and confident'.

**One word to describe the current market:** Unique

## CYELL BEACHWEAR

Owners Cynthia Kooi and Ella Wiersma

### Why should Cyell Beachwear be on the list?

"Cyell is a Dutch fashion brand with international allure. Our stylists design and develop each collection in-house and focus on the fashionable and self-assured women with a positive and open view on life. Cyell distinguishes itself from the competition with its unique and individual signature style, its eye for detail, consistent quality, sustainability and perfect fit. Cyell is available from more than 1,200 selected specialist lingerie locales and department stores in more than twelve countries."

### Latest collection

The Beachwear collection seeks to be 'feminine, stylish, and individual.' Each design is reportedly created with an eye for detail from the highest quality materials.

The brand uses diverse colour themes and a mix and match concept, in order to provide its customers with a great range of choice. The collection includes bikinis, bathing suits, tankinis, sarongs, skirts, dresses and tunics sized from size 36 to 44 and from cup size A through F. Cyell Beachwear is available from the end of January, but for those who cannot wait that long, the Early Summer collection hits the stores from December onwards.

**One word to describe the current market:** Conservative

## CURVY KATE

Managing director Steve Hudson

### Why should Curvy Kate be on the list?

"We believe that curvy women should feel as confident on the beach as their smaller busted friends. Many of our customers complain of back aches and sore shoulders when wearing beachwear, but we have created a product that should support the bust exactly as a well fitted Curvy Kate bra would."

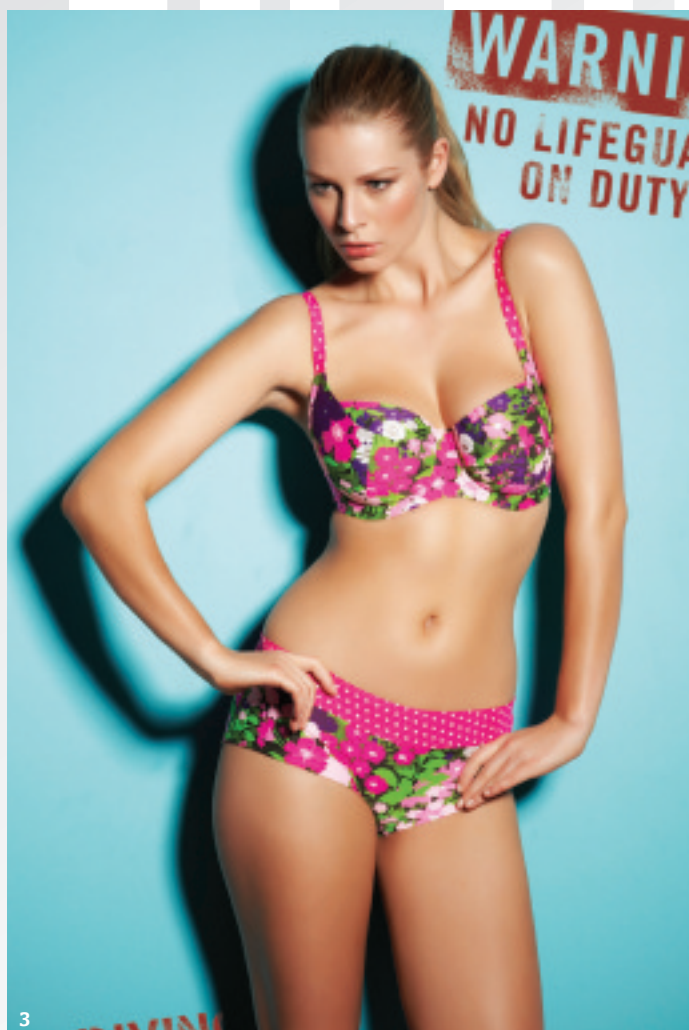
One of the areas which has proved popular with the fit models is the foam lined cups which give a gorgeous rounded shape. Also, the long line tankini has extra length as many tankinis currently found on the market were too short and rode up when worn throughout the day. Fit is always at the forefront of our design process, but we strive to create something that our customers will also enjoy wearing. We believe our retailers and customers will love this fun and fashionable collection."

### Latest collection

Curvy Kate's first swimwear range will feature long line tankinis, bikinis and matching briefs offering fashion and fit for D to K cups sizes.

The season's styles incorporate blue leopard prints, hot pinks, aqua green and a black and pink sporting colour way to fit in with the 2012 Olympic games. The shape has been built with design inspiration from Curvy Kate's best selling Princess lingerie range, with an added foam lining for shape and uplift.

**One word to describe the current market:** Lacking [us]



3

## FANTASIE SWIM

CEO Tracy Lewis (Eveden)

### Why should Fantasie Swim be on the list?

"You deserve to look and feel great on the beach and Fantasie's bra-sized swimwear certainly achieves this. Fantasie swimwear is designed to shape, support and flatter your curves in perfect comfort, right the way up to a HH cup.

Fabulous features such as twist front swimsuits and adjustable coordinates enhance your figure in all the right places."

### Latest collection

AW11 collection - Fantasie for AW11 launches with vintage inspired rose prints and muted minks.

SS12 collection -1960's influence, with striking black and white, as well as contrast shots of bright colour. Other notes to expect will be romantic and floral, as well as vivid, prints.

### One word to describe the current market:

Vivacious and Flattering (couldn't do it in one word)

3  
Eveden Eden  
Paradise  
underwired  
balcony bikini

4  
Kooney bikini and  
men's trunks

5  
Eveden Bliss  
bikini

## FREYA SWIM

CEO Tracy Lewis (Eveden)

### Why should Freya Swim be on the list?

"Fun, fashionable and fabulous fitting. You don't have to think twice about looking amazing and feeling great with Freya bra-sized swimwear, offering gorgeous looks and perfect fit up to a HH cup."

### Latest collection

AW11 collection - Freya Swimwear is inspired by 'far off' places where nature meets glamour for an explosion of flowers, bold colours and laser inspired prints.

SS12 collection - This season, Freya swim seeks to remain 'fun, flirty and vibrant' with a retro 70s and 80s feel. Tropical, floral as well as tribal prints with a modern twist will also be featured.

### One word to describe the current market:

(View Fantasie)

## HAVE FAITH

Owner Jennifer Stano

### Why should Have Faith be on the list?

"The Have Faith brand believes in complimenting your beauty with the most exquisite fabrics, designs, cut and comfort there is to offer.

I am a self taught designer and accomplished seamstress, and I wanted to create swimwear that reflected a part of my life. I wanted the range to be inspired by the world of fitness and Las Vegas Pool Parties."

### Latest collection

Have Faith was modelled, this season, by Miranda Kerr.

Its newest Goddess Bikini incorporates white textured snake skin print in a triangle top with draped double chain detail at the centre.

It comes with white textured snake skin print Brazilian style bottoms featuring scrunch butt and draped double chain link details.

### One word to describe the current market:

Eclectic

## HUIT SWIM

CEO Tracy Lewis (Eveden)

### Why should Huit Swim be on the list?

"Huit takes the body as a canvas, using it as the ultimate medium of expression. Each collection is innovative and surprising, combining comfort, and creativity from an A-E cup."

### Latest collection

AW11 - Huit will be introducing its first Autumn/Winter collection, this year, complete with 'chic simplicity and bold, exotic prints.'

SS12 - Huit seeks to bring the party scene to the forefront of its collection for SS12, with flashy colours and graphic and multicoloured prints.

### One word to describe the current market:

(View Fantasie)

## KOOEY

Director Nikki Silverthorne

### Why should Kooney be on the list?

“Designed and made in Western Australia, Kooney is Australia is an owned and operated swimwear label. Combining Indigenous Australian culture with high fashion, Kooney has walked runways around the globe, from Miami to Sydney to Los Angeles. Instantly recognizable by its distinctive designs, each Kooney print represents an area of Australia that inspired the collection, captured in the striking artwork of print artist, Anne Hanning.”

### Latest collection

This season, Kooney’s design focus moves inland to the Australian Central Desert in the Northern Territory - a wilderness of valleys, red sand dunes, sheer rock walls, waterholes and sandy creeks beds.

The prints featured in the Desert Dreaming/Desert Sunset Collection were designed by Kooney’s print artist Anne Hanning. Inspired by the wild landscape and rich colour palette of the Australian Central Desert, Hanning’s prints seek to pick up the ‘rich oranges, fiery reds, purple shadows’ of the desert.

The 2011 styles range from ‘knock-em-dead’ cutouts and wrap-around suits to retro glamour bandeaus and high-waisted pants. The collection includes separates and one-piece swimwear, as well as resort wear, including kaftans, cover-ups, pants and t-shirts.

**One word to describe the current market:** Bolds



4



5

## MIRACLESUIT

Owners Bruce & Mark Waldman

### Why should Miraclesuit be on the list?

“Miraclesuit is the original shape defining swim suit. It is the only one that carries the tag line, ‘Look 10lbs Lighter in 10 Seconds’ and really delivers the controlled curves and shaping that women want.

Sales increased over 40 percent in the UK last year and the brand regularly appears at the top of retailer surveys for the best-selling shape and swim brands. Patricia EVE prides itself on its excellent customer service, making the brand a great choice to have in store and it supports the collections with nationwide PR and advertising every year. Last summer, Miraclesuit appeared in the likes of Grazia, Daily Express, Daily Mail, Mail on Sunday, This Morning and News of the World, putting the brand right in front of the customer and more fabulous coverage is lined up for this spring /summer.”

### Latest collection

The SS12 collection is inspired by retro styles. It is described by the brand as ‘exciting and bang on trend for the discerning customer who wants to control her curves while keeping an up-to-the-minute look to her swimwear wardrobe’.

**One word to describe the current market:**

50’s Glam

## MISS MANDALAY

Owner Lorraine Morton

### Why should Miss Mandalay be on the list?

“Since adding swimwear to our lingerie collection in 2007 (two years after launching Miss Mandalay), Miss Mandalay has quickly become the swimwear label of choice for fashion conscious women blessed with a larger than average bust. The aim of our swim collection is simple, a high fashion look in cup sizes, so that busty women can finally have some Bond Girl glamour on the beach – a gap in the market which was spotted by brand owner Lorraine Morton.

2010 was our best year to date for swim sales, which is remarkable given the economic climate.”

### Latest collection

Miss Mandalay’s swimwear for SS12 is a mix of ‘classic nautical with a twist’ and funky prints, such as the Starlet, Golden Girl, & Bali.

The garments feature neon tinged animal prints, girly ruffles and skirted briefs for a high-end finish. There are also new takes on the all black bikini, with the brand’s Ruffle range making an appearance in shade ‘shimmer black’.

Boudoir Beach, Miss Mandalay’s best selling bikini range is also back with two new shades and is available from stock all year round.

**One word to describe the current market:** Evolving

6

*Miss Mandalay  
Boudoir Beach  
in red*

7

*Moontide  
Pocahontas  
fringe bandeau  
in red*

8

*MyaBlueBeach  
Luxe Manhattan  
kaftan*

9

*Panache  
Swimwear bikini  
in blue*



6

## MOONTIDE

Managing director Robert Bright

### Why should Moontide be on the list?

“Moontide is undoubtedly New Zealand’s most famous fashion export. The label fuses the appeal of Australasian lifestyles with a dash of European fabrics, design and depth of fit. Its vibrant solid colours and exclusive prints with attentive customer service have earned it a reputation as a key brand worldwide.”

### Latest collection

The 2012 collection acts as a homage to Moontide’s past, re-establishing the former status of the brand and all it now represents. Moontide will be showcasing the Sensitive Eco System fabrics from Italy, a first for swimwear in Australasia.

**One Word to describe the current market:** Eclectic

7



## MOUILLE

Owners Sarah L. S. Turner and Abhijeet Ajjan

### Why should Mouille be on the list?

“We provide for a niche of exclusively-designed, high-quality swimwear products that are not just stylish, but affordable too. Even though we only launched our first collection in 2010, we now have stockists selling our swimwear in over seven countries, as well as eight online stockists.”

[Our] products have been featured in Condé Nast publications such as Easy Living and Vogue.com, as well as renowned magazines such as Grazia, Cosmopolitan, Company, Nico, Look, Harper’s Bazaar, Intima and many more.”

### Latest collection

This year’s collection for Mouille incorporates Italian fabrics, draping swathes and frills. The range features asymmetric separates swimsuits with ‘pretty’ details and trims. Products come in blue, green, burgundy and black.

### One word to describe the current market:

Competitive & Exciting (two words, but we can’t help ourselves. We are passionate about the swimwear industry).

## MYABLUEBEACH

Owner Lindsey Brown

### Why should MyaBlueBeach be on the list?

"MyaBlueBeach understands the needs of both the retailer and the consumer, as we design for what the consumer actually wants to wear and what the retailer can actually sell, creating a range of affordable luxury kaftans and beach cover-ups to co-ordinate with any swimwear or bikini."

### Latest collection

Two new brands are being added to the MyaBlueBeach collection of beach kaftans: MyaBlueLuxe and MyaBlueBoutique.

MyaBlueLuxe is a silk collection of kaftans tops and cover-ups for a Cruise delivery, in which silks in coral, aqua and fuchsia are decorated with geometric patterns.

MyaBlueBoutique aims to encapsulate a 'straight out of a suitcase' style, with light weight crinkle fabrics in versatile fashion pieces, such as skirts, jumpsuits and holiday dresses.

**One word to describe the current market:** Vibrant



8

9

## PANACHE SWIMWEAR

Managing director John Power

### Why should Panache Swimwear be on the list?

"After the success of Panache Superbra, and gaining a reputation for 'excellence in fit', the natural progression was to extend this knowledge into the swimwear market. Similar to the Superbra range, Panache Swimwear provides core basics in a variety of simple shapes alongside fashionable designs from D-K cup."

### Latest collection

The collection for Autumn Winter 2011 features a variety of styles and shapes, ranging from tankinis and balconnet tops, tie side or classic bottoms and one-piece swimsuits.

Ava is available in a smoke blue plunge swimsuit with tummy control. Moulded cups seek to shape the bust and a power net in the front panel pulls in the tummy. The balconnet bikini has a centre front diamante triangle and detailed rouching with matching low rise pant.

**One word to describe the current market:** Classic



## PAOLITA

Founder Anna Paola

### Why should Paolita be on the list?

"The aim of the collection was to make women comfortable and sexy at the beach, a place where women are at their most exposed, by creating shapes which complement the figure so that they can feel comfortable and beautiful. Paolita has had an enthusiastic response (almost an emotional reaction) from the people who have seen the new beachwear at exhibits and fashion shows, with many people commenting on the fresh and new ideas in the design and the wonderful quality."

### Latest collection

Anna Paola' SS12 collection is inspired by the exotic. It looks back to a time when historic trade routes were opening across the world, an era when textiles and prints from 'far away places' were making their place in the lives of high society. Paola seeks to tie all this in with a sensitivity to the female body, maintaining a balance between quality, design and cut.

**One word to describe the current market:** Diverse



10



11

## SPEEDO (SPEEDO SCULPTURE)

President David Robinson

### Why should Speedo be on the list?

“The Speedo Sculpture collection features a wide variety of different styles, with each designed to subtly flatter certain aspects of the female physique. Key features include shaping and holding panels, under-wiring and multi-way straps. For the ultimate fit, feel and look combination the range is available in a wide range of sizes to fit perfectly sculpt all women’s shapes with cup sizes available from B-H and Body Sizes from a size 10 to 22.

The range has been developed in consultation with the Speedo Panel – a team of ‘real’ women offering input during the various product development stages.”

### Latest collection:

The Speedo Sculpture Premiere Ultimate cup sized under-wired suit is available in B-H cups. It offers both tummy control and bust support, with the Premiere Ultimate offering under-wiring and natural body contour shaping. A multimedia digital campaign will run from June to August for the ‘Secret’ of the Premiere Ultimate product.

The Speedo Sculpture collection will also see the launch of the new Premium story. The Premium product seeks to deliver all over firm body control, cup sizing and fashionable prints and colours for a ‘wow’ factor. Available from a D to G Cup, the Premium story will cater for the wearer with the fuller bust.

The Speedo Sculpture Flow Active story delivers a three colour-way splice story with colour lines that loop around the body, aimed at the regular swimmer who seeks a little extra control from their swimwear. This collection claims to offer ten times more chlorine resistance than a regular swimsuit. It is available in sizes 10 to 22.

The new Speedo Sculpture Fashion collection attempts to bring a new dimension to the Speedo Sculpture platform. This fashion orientated capsules consists of a ‘simple and easily merchandisable’ portfolio of both plain and printed suits in the Sculpture fabric.

**One word to describe the current market:** Exciting

## ZOGGS

CEO Mark Hammersley

### Why should Zoggs be on the list?

“We want all swimmers, whether swimming for fitness or recreation, old young, experienced or beginner, to enjoy the freedom, fun and exhilaration of the water with unconditional trust in their swimwear.”

### Latest collection

New for 2012, Zoggs has continued its development of Swim-shapes™ with new additions to the collection. Key highlights for SS12 include a retro swim dress and a new cupsize collection with mix and match bikini tops, tankini and bottoms to choose from. The colour palette features reds, purple, jade and fuchsia, as well black and white print designs, and a Japanese inspired floral print.

**One word to describe the current market:** Retro (glamour)

## SEAFOLLY

Owner Anthony Halas

### Why should Seafolly be on the list?

“Seafolly has been at the epicentre of Australian beach lifestyle for 35 years, the quintessential beach capital of the world.

Being surrounded by some of the most stunning coastline on the planet and embracing our great outdoors / beach lifestyle means we know what it takes to make great fit, quality and fashionable swimwear.”

### Latest collection

This season’s Seafolly collection seeks to inspire a new sense of romance, with field florals, polka dots and checks, and ‘sexy’ lingerie inspired styling.

The brand develops this look further through jewel colours in structured silhouettes, with pleated detailing to add a cinematic element.

Look for 50’s pin-up girl styling, bustiers and high waisted pants that seek to re-create a bygone era. Other themes include the savage, in 70’s inspired ‘safari’ skin prints or a sleek military mash-up.

### One word to describe the current market:

Evolving

10

Speedo Saffi  
Pool Walk

11

Speedo  
swimsuits with  
blue and purple  
detailing



# Miraclesuit

2012 Collection Coming Soon



Patricia  
**EVE**  
Ltd

2012 Collection Previews at :-  
Paris Lingerie Show 9th - 11th July  
Swimwear Show Marriott Hotel  
London Grosvenor Square 24th - 26th July  
Moda Lingerie Show Stand B38 14th - 16th August



## are you in on the secret?

Speedo Sculpture is the body shaping, tummy control swimwear range that everyone's talking about. Created from luxury Italian fabric, consumers can choose from ultimate, cup sized or tummy control. All available in our signature Xtra Life Lycra™.



body shaping



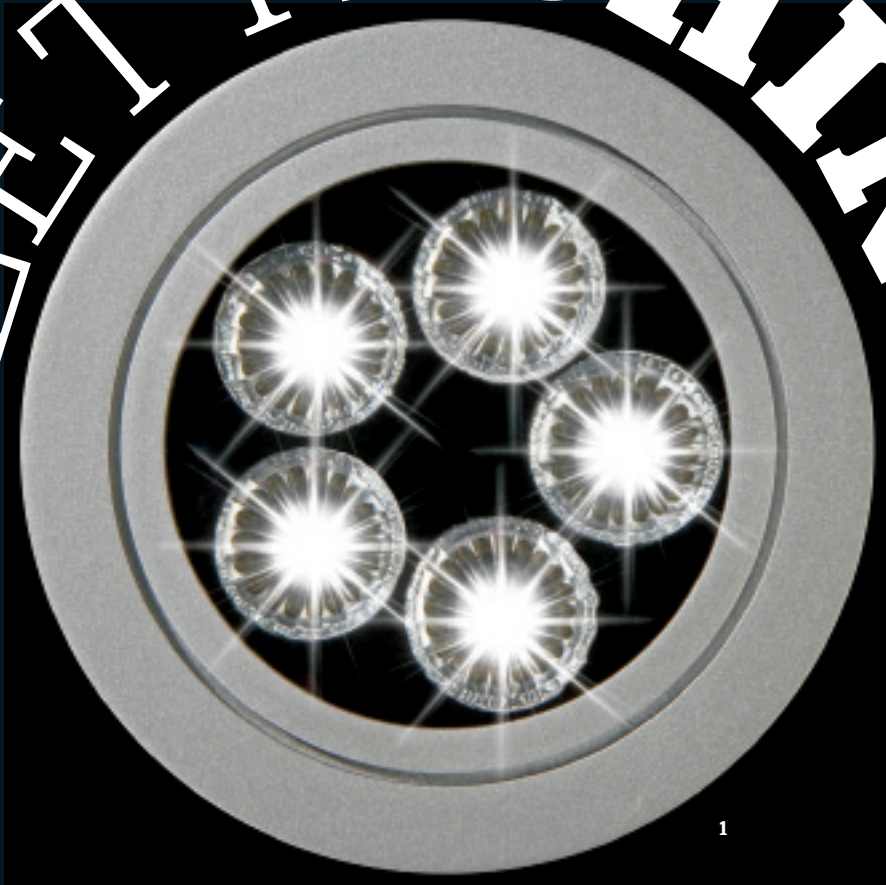
bust support



chlorine resistant

Contact National Account Manager Richard Ellis for more information  
Mobile: 07801759823 Email: [rellis@speedo.com](mailto:rellis@speedo.com)

# LET IT SHINE



1

HOW YOU LIGHT YOUR RETAIL DISPLAYS AND CABINETS CAN MAKE THE DIFFERENCE BETWEEN A CUSTOMER PURCHASING AN ITEM OR WALKING OUT EMPTY-HANDED. **NICK WRAITH**, MANAGING DIRECTOR OF RETAIL LIGHTING SPECIALIST LUMENAL, EXPLAINS HOW THE EMERGENCE OF LED LIGHTING CAN OFFER INTIMATE APPAREL RETAILERS A BOOST TO THEIR SALES.

**O**ver the last few years, the switch to LED lighting has become one of the most rapidly growing trends within retail display. Across the world, the trend has been particularly apparent in sectors such as lingerie, where quality of light is vitally important to the appearance of often elaborate and highly delicate merchandise and, therefore, sales.

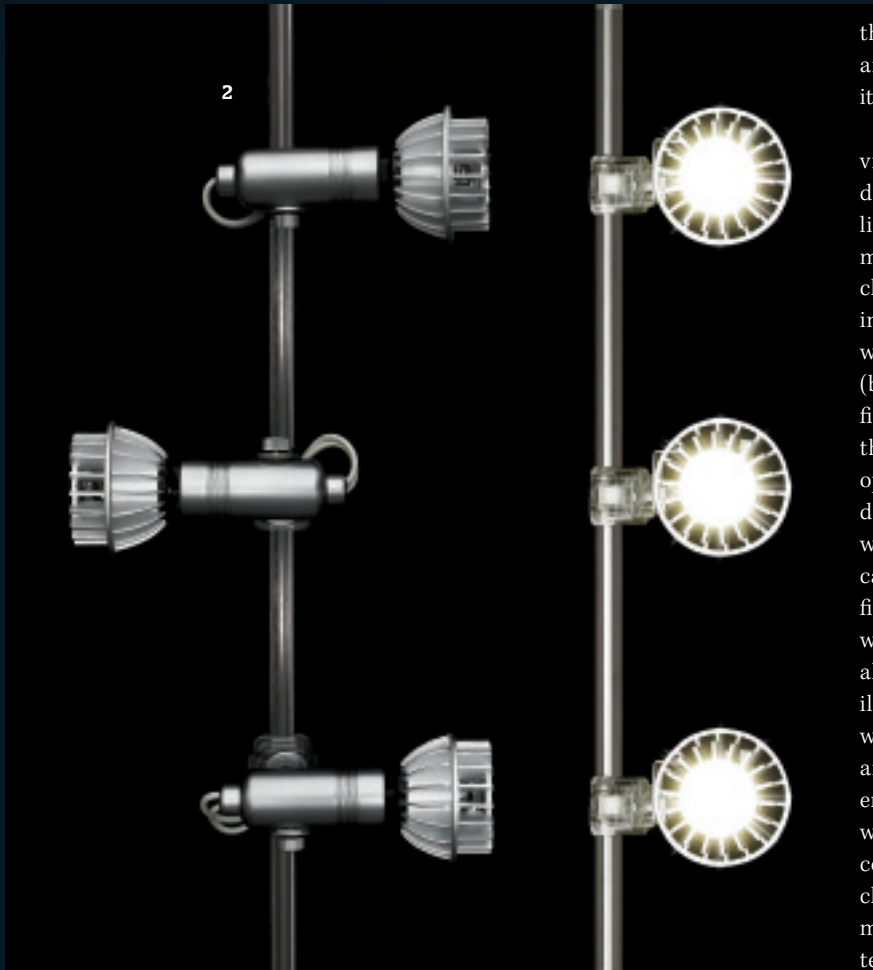
Nick Wraith, MD of Lumenal, a specialist manufacturer and supplier in the area of retail display lighting, explains the recent hype surrounding this up and coming light source. He outlines, in simple terms, the key features required of lingerie display lighting and describes what makes

LED lighting stand out from conventional light sources, such as halogens, fluorescents and metal halides.

### Top quality illumination

For retailers and interior designers alike, it is highly exhilarating to see effective display lighting transform an ineffectively lit, uninteresting lingerie store into a striking, but elegant intimate boutique, that emanates glamour and sophistication. An incredibly powerful tool, lighting is key to achieving the ambience desired by lingerie retailers, being designed to achieve effects from subtle sensuality or classy femininity to provocative mystery and drama. Used creatively, the lighting can also centre customers' focus on merchandise, illuminate

**1**  
*LED lighting is becoming more and more favourable over conventional forms such as fluorescents*



the finer details of intimate apparel, and entice customers into a store and its different areas and displays.

Display lighting can enhance the visual appeal of merchandise on display, especially if the 'colour' of light emitted is right for the different materials and colours of the merchandise. Colour of light is described in terms of whether it appears warm white (reddish), neutral, or cool white (bluish). The flexible nature of LED fittings allows the manipulation of the colour of light they emit to ensure optimum illumination of all items on display. Then, a combination of lamps with different colour temperatures can be incorporated into a single fitting. For instance, a briefs display which showcases various materials and colours can be optimally illuminated by an LED strip light which incorporates warm white light and neutral white light, which will enhance the appearance of all pieces within the one display. The same colour manipulation can be used in changing rooms to ensure that the most flattering colour of light is emitted for customers trying on lingerie.

**Flexibility**

The lighting must also be adaptable to changes in layout and stock. LED fittings' flexibility acts as a great advantage over conventional lighting, allowing fittings to be designed around the display, instead of the display around the lighting. LED fittings can be made slim line and compact enough to remain hidden within the smallest of shelves and shallowest of alcoves. In addition, conventional strip lights are usually restricted to industry standard sizes, whereas LED fittings' sizes can be designed to suit individual displays. This ensures that merchandise towards the ends of shelves or units is illuminated as well as that in the middle.

The spread of light emitted by LED fittings can also be manipulated using optical lenses, allowing beams to be directed and focused more intensely onto specific features. Alternatively, a different lens can distrib-



2  
LED lights generate savings through energy efficiency

3  
Lumenal MD Nick Wrath

ute the light at less intensity over a wider area for a more general spread of light across a whole unit.

### **Improved lifespan**

High quality LED lighting will deliver a high quality light output, in terms of both colour and brightness, with faultless consistency throughout a lifespan in excess of 50,000 hours constant use (roughly equivalent to 10 years, assuming 85 hours trading per week). This is far greater than the life expectancy of conventional lighting, which varies from approximately 2,000 hours for halogen lights to 10,000 hours for long-life fluorescent lights.

LED lighting's durability in comparison to conventional fittings stems from the fact that the latter rely on a highly delicate filament, whereas the former do not. Their robustness eliminates the maintenance costs of replacing blown bulbs as well as the inconvenience of less effectively merchandised displays because of poorly illuminated units.

### **Store environment**

Display lighting can affect sales through customers' shopping experience within a store. Customers are less likely to revisit or stay for a longer period of time in a store which is made uncomfortably warm by the excessive heat emitted by conventional lighting. Particularly, this can be a problem for both customers and employees of lingerie stores, which are often relatively small and confined environments. However, as LED lighting emits no infrared light (heat), its installation removes this problem. Not only does this improve staff and customers' experience within a store, it can also remove the costs of running air conditioning.

### **Return on investment**

LED lighting can also significantly cut annual running costs in terms of the energy required to run the lighting itself. First, their reliability removes the costs of repeatedly replacing blown lamps. Second, high



quality LED lamps are significantly more energy efficient than conventional fittings. They typically require 30-40% less energy to provide the same, or improved, quality of light. As the price of electricity continues to rise, such reductions in energy requirements are going to become even more attractive.

The long-term savings will usually provide a return on investment within 24-30 months of the installation.

This, along with the delivery of a light output of consistently high quality, is why so many retailers are switching to LED lighting: because it is an environmentally friendly, long lasting and sales-improving investment. ♦

*Lumenal specialises in cost-effective, energy efficient and aesthetically appealing lighting solutions for the inside and outside of display cases, uniquely designed to meet customers' individual requirements. [www.lumenal.co.uk](http://www.lumenal.co.uk)*

**4** *Articulite LED Stem light has a flexible arm available in a number of different lengths*

# FOUR SEASONS

**LINGERIE INSIGHT** SPENDS A DAY BEHIND-THE-SCENES AT **LF INTIMATES'** HEADQUARTERS IN NOTTINGHAM, WHERE WE INVESTIGATE THE TEAM'S WORK ON ITS CURRENT COLLECTIONS, RANGING FROM SS11 TO AW12.

## HEAD OF CHARNOS DESIGN **GEMMA SULLEY**, EXPORT ACCOUNT MANAGER **JULIA BROWN** AND MARKETING & DESIGN MANAGER **MIRANDA FROST**

The first meeting of the day involves an AW12 review, where design is liaising with export sales in order to discuss plans for the new season's styles.

AW11 may not have hit the shelves, let alone SS12, but plans for next year are underway.

Design Manager Miranda Frost says: "The look and feel has been defined and signed off. Initial design packs have been put into the factories and we have received back in large part the first concept garments.

"I have invited the sales team in today to have a look at where we are, because its great to secure senior sales buy-in to our direction - to ensure we have covered the sales

successes of the past, but also capitalise on the most up to date information regarding sales in, sell-thru and future season forecasts.

"It is beneficial to the Design team to meet with sales every now and again, especially one with sales professionals who have lived and breathed the brands for as many years as this team have, so that they gain up to date knowledge of how the brand and its product are being received by the high street."

The meeting progressed and as usual Charnos is planning three major drops for the Autumn Winter season, in July, August and September. There will be several ranges within each drop, which will seek to reflect a range of styles, incorporating embroidery, silks and luxurious satins.

Each month will encompass a different theme but create a journey through the season. Innocence is the word for July and, as the title suggests, is a transitional colour palette between Summer and Autumn.

August is inspired by Attitude, with the strength of the colour palette increasing. The theme that takes over in September is fantasy, which effectively gives the design team enormous scope with colours and shape and style interpretation for the brand.

Lastly, in November, DMU competition winner Hannah Thomas will see her winning design launched as an extension of the brand's Hourglass range. Should it prove popular in the run up to Christmas, the design could potentially become a permanent addition to the line.

Within the meeting there was a check to measure the percentage of 'new line' introductions versus 're-colours' - versus 'continuity.'

The team also considered all unique selling points and the marketability around each design and range, so planning the framework for a communications plan around the brand and season.



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Head of Charnos  
Design Gemma  
Sulley

1

OPERATIONS DIRECTOR **ANDREW YEOMANS**, MARKETING & DESIGN MANAGER **MIRANDA FROST** AND EXPORT ACCOUNT MANAGER **JULIA BROWN** DISCUSS THE EXPORT ARENA.



Gemma Sulley is swapped for Operations Director Andrew Yeomans and we are all set for the morning's second big discussion, this time reviewing Charnos' export markets.

The group is reviewing the brands' export visits for the next month to six weeks, in terms of where Julia is going, and sorting out the agenda for those visits.

The exports team is currently concentrating on selling for the SS12 season. It will be looking to expand on its initial success in Australia for AW11 and to focus on developing the season's new regions, Russia and Cyprus.

Operations director Andrew Yeomans manages production out of the company's factories in the Far East, both in Southern China and Thailand, and oversees the warehouse in the UK.

He says: "We are looking at SS12. We are pushing Australia. We are pushing hopefully into Russia, more into Denmark. We are just planning how we are going to develop our overseas strategy.

"Actually, we are getting calls from agents from some of the countries that we are already in. They are coming and to us and saying, 'we can sell more for you than your current route.'"



**2**  
Operations Director  
Andrew Yeomans  
and Export  
Account Manager  
Julia Brown

**3**  
Marketing & Design  
Manager Miranda  
Frost

## SUPPLY CHAIN MANAGER **BRYONY WOOD**, FABRIC TECHNOLOGIST **HAYLEY DICKENS** AND GARMENT TECHNOLOGIST **CATHERINE CRAZE**

It sounds suspiciously as if Andrew Yeomans, who is heading the brands' Production Operations meeting, has just told a team member to push up the development date for X Factor.

Luckily, after a few minutes of confusion and rational thought, it quickly becomes apparent that 'ex-factory' (shipping the products from the factory) is actually the phrase used.

Charnos & Lepele are currently signing off on the AW11 collection and have already granted final approval to around 50 percent of new stock. Products start being shipped out from the factories from the end of May and next week will also see the first samples for SS12 come through. These will be used for the trade shows and for all the sales agents to take out.

Fit and fabrics have to be approved eight weeks before ex-factory. To begin with, the factories send over the middle size- 34 C - along with measurement charts. This is then fitted on the same model every Monday and Tuesday. The team will look at it, tweak it and send comments back. At this stage, the product

will tend to be approved on the second attempt.

The company then 'goes to grades', which spreads the sizes out. It will look at bottom and top sizes, grade them out and then look at the fit across the three. As soon as the grades are approved, production can start.

Once production goes online, the factories ship will ship out their first samples for production, which uses the correct fabric, correctly packed. This must be approved before the stock is shipped.

It is a lengthy process, with multiple samples having to be sent back and forth before final approval - the 'gold seal' - can be granted.

Garment Technologist Catherine Craze says: "Designers deal with the first stage. When it passes to technical, we do what we call red seals, which is your grade sizes that you get to fit approval stage. Then your gold seals are the same sizes that the factory send you, which shows you the first production run that you fit back to make sure everything is fitting the same all the way through the process."



4  
Fabric Technologist  
Hayley Dickens,  
Garment  
Technologist  
Catherine Craze  
and Supply Chain  
Manager Bryony  
Wood



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## WAREHOUSE MANAGER **ADRIAN HARDY**



Warehouse manager Adrian Hardy is a very good sport about getting his photo taken, as he poses faux-naturally amid the racks of bras, picking pieces in slow motion.

The pick location is on the four levels of the first racking, with the surplus stock placed on the three shelves above.

When the boxes are delivered from the Far East, all the pick locations are filled first. The orders are put on the system next door, where there is a front end screen, from which the warehouse team can pull and print out all the orders.

"These are then placed upstairs in a tray, ready for 'the girls' to start picking from," Hardy says. "They provide a description of what they need to pick and the quantity in the box of what they should be picking.

"Dawn will go and pick them and then Carol will check it and box it all up."

"What's the worst part of the job?" the picker packers

are asked. "The boss", they repond simultaneously, looking at him and laughing.

The warehouse deals with both general retail and key accounts, such as House of Fraser, Littlewoods, ASOS, Littlewoods and Figleaves. Each customer will often have its own requirements.

"Fagleaves is slightly different, because they don't want any hangers, Hardy adds. "It is all extra weight for them."

Once it starts getting towards the end of the season, the team will start to rid the warehouse of excess stock. In addition to sale buys and deals for the company's regular customers, it will also send out products to concessionary stores, such as Boundary Mill or Brand Alley."

"They buy quite a bit from us," Hardy says. "We will often try and do one of those every month. We have just done a big factory sale, as well, where we got rid of all the redundant stock. We do that two or three times a year, opening the warehouse up to the public."

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*Warehouse  
Manager Adrian  
Hardy*

6

*Picker Carol Barker*

7

*Picker Dawn  
Colgate*

## LEPEL LINGERIE & NIGHTWEAR SENIOR DESIGNER **JOANNE MAYCOCK**

Designer Joanne Maycock is looking through a series of samples in haphazard colours. Prints are often not created to spec in the first samples. Any old left over fabric is used in order to save time for the checks - the result is a bizarre mishmash of shades.

Maycock is looking at the first products for the AW12 season, playing with colours and tweaking styles. She does not have much time to make her alterations. Research for the collection started back in January and the team will be commencing on SS13 in July.

"It's quite a cycle, really," she says, "of starting off from trend research, to boards, to CADs. We look on trend sites, like Style Site, visit stores both UK and overseas, and also seek insight from broader macro trends.

"We are working further in advance now than ever before. Interfilere, now that they have brought it forward, it is a bit less useless than it used to be, but it is still obviously a bit late."

Designs are currently driven by the gaps and needs of the company's existing brands, and then combined with lifestyle trends, and early colour palettes.

Maycock adds: "We will look at films that are coming out, and up and coming events that might influence the market, things like exhibitions. Last year, for example there was a massive Grace Kelly exhibition at the V&A."



8

## CUSTOMER SERVICE LIAISON **NATALIE NEWLAND**



9

"We take calls from customers," Customer Service Liaison Natalie Newland says. "We sort out the order side of things - putting orders into the warehouse, doing the invoices."

The type of calls that Newland receives is varied. Queries range from members of the public calling in to discover how to obtain products that they have spotted in

magazines through to people seeking to obtain specific information on previous and future seasons' stock.

Right now, the customer service team is dealing with requests on the spring summer range, which it is currently shipping, and receiving orders for the AW11 collection.

AW11 queries will usually be about forward ordering, whether the company has enough stock for customers to pre-order and the dates on which the stock will be sent out.

But, Newland does, occasionally, receive calls of a more unusual nature.

"We do get a few calls from shops if they have got a male in the shop, who is looking to buy lingerie for himself," Newland says. "They ask us about the bras, the fit and the sizes. They are probably the most interesting ones.

"We have to make sure that we keep the customers happy and that they go away with the information they need to get what they want."

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*Lepel Lingerie & Nightwear Senior Designer Joanne Maycock*

9

*Customer Service Liaison Natalie Newland*

# CLIMBING THE LADDER



MELAS GROUP MANAGING DIRECTOR JOHN ROSKALNS TALKS TO LINGERIE INSIGHT ABOUT THE MAJOR DEVELOPMENTS THAT ARE CURRENTLY TAKING PLACE WITHIN HOSIERY BRAND JONATHAN ASTON.

“We haven’t had a decent website in a while,” Melas Group managing director John Roskalns says, dismissing Jonathan Aston’s stylish and easily traversed internet domain with the hardened censure of a true perfectionist.

“We are about to re-launch the Jonathan Aston website - in about two weeks,” he states.

“Our website truly needs a functional thing, but it isn’t anymore... None of

our websites are transactional, because we can’t be poacher and gamekeeper at the same time.”

The websites for Mendel Group’s three brands – Jonathan Aston, Charnos Hosiery and Levante – are targeted towards their online and high street stockists. In reflection of this, the new Jonathan Aston website will possess sections for press and for retailers. The aim is that all of the brand’s information and imagery will be available online to download from private sections within the site and that retailers will be able to visit in order check out the latest prices.

“It makes life a lot easier for us too,” Roskalns adds. “It is a hell of a task starting a new website. In November, I said, ‘we need a new Jonathan Aston website. We have got to do it.’ And, I set them the challenge to finish it by the end of January. And, where are we? It is the middle of May and it is going to be up in two weeks.”

The MD is hoping to drive visitors to the new website through a new social media campaign. While he refuses to reveal his plans for the medium, he does admit he wants to make the most of the free press that the brand regularly receives. A favourite of many celebrities, Jonathan Aston’s AW11





Casino tights were recently spotted on hosiery fanatic Jessie J two weeks ago in her appearance on ITV show *So You Think You Can Dance*.

A rejuvenated website could also help support the brand in the next area which Roskalns is desperately keen to develop - export.

The brand is currently sold in Australia, Japan, Singapore and a 'bit in France', but Roskalns wants to build on these existing markets.

"International expansion has never been a major target of ours and that is a negative, really," he says.

"All our products are in Australia, because our main shareholders are based there and they sell there. But, we need more markets between the two. We need to pick off half a dozen markets and really go for them."

Roskalns is currently seeking the 'right avenues to get to the right people'. He is looking to concentrate on markets where there is an existing affinity

towards the 'British handwriting.' This could have something to do with the brand's experience in the US, where the managing director admitted that demand on the whole was for more conservative items than Jonathan Aston's product range. However, he doesn't rule out returning to the country in the future.

"The US?" Roskalns queries, laughing. "I have been there. Big place. We did have some product in Bloomingdales, but interestingly they are very, very conservative in the US where hosiery is concerned.

"When we were selling into Bloomingdales, it was really funny. I met with the buyer and two or three of the most conservative things in the Jonathan Aston range, she thought were unbelievably risqué for them to run - things that John Lewis would almost say were bread and butter. It was weird.

"We have to find, again, a different route there and, interestingly, online

isn't the right one. What we found with online in the States is that a lot of it is cheap. The hosiery that is online is all sort of naff clearance stuff, rather than true brands. Whether or not that means that the customer only goes online to find that, or that is all that is available, I don't know."

Roskalns believes that Jonathan Aston could do well in a number of European countries, particularly those which retain a large number of independent stores. Russia and Scandinavia are two such options, but he is not ruling out any areas at this stage.

"We need to act fast to try and develop export," Roskalns concludes. "When you are coming into season is often the best time, because they all want to try it straight away. We have had too many false starts, so I don't really want to rush into it this time.

"There is nothing stopping us from doing it now. It is just finding the right partners to do it with." ♦

- 1 *Scarlett tights for AW11*
- 2 *Vegas tights for AW11*
- 3 *Haze tights for AW11*
- 4 *Poker tights for AW11*
- 5 *40 denier tights for AW11*
- 6 *Melas Group MD Jonathan Roskalns*

# COLLECTIVE

# Future

IF YOU ARE SEEKING HIGH END DESIGNS WITH A MODERN, CREATIVE TWIST, YOU NEED LOOK NO FURTHER THAN THE LINGERIE COLLECTIVE, A GROUP OF THE WORLD'S MOST EXCITING, INDEPENDENT, DIRECTIONAL BRANDS. LINGERIE INSIGHT PREVIEWS A SELECTION OF THE SS12 COLLECTIONS THAT WILL BE EXHIBITED AT THE TRADE SHOW, THIS JULY.

We are holding a competition online, this month, through which one talented student will win a space at the Lingerie Collective show. Vote for your favourite on [www.lingerieinsight.com](http://www.lingerieinsight.com).

## MINT SIREN

### MINT SIREN SINGS ORGANIC

**S**S12 sees the entry of a new fabric for Mint Siren. Beneficial properties of the soft organic cotton, cashmere and milk protein blend reportedly include the stimulation of blood circulation and treatment of the skin.

Described by designer Josefine Wing as one of the trendiest and most creative collections to date, the new range builds on previous collections, with the incorporation in the lingerie and accessories, this year, being pushed one step further, stretching the boundaries of what the material can be used for.

The colour pallet of the SS12 collection will have a light summery feel, based on natural tones of cream, with the additional introduction of a digital print for some 'soft yet potent' colour.

The 'exciting and different' print that will be exclusive to Mint Siren, based on a mysterious collaboration. Buyers can expect art and mystique, and styles that go against convention. The designs will put a lot of emphasis on new shapes and volumes, interesting pattern cutting and garment movement. Designer Josefine Wing has decided to create an exclusive ready-to-wear collection alongside the intimate apparel and accessories for the season, expanding the brand and range of matching garments on offer.

## NICHOLE DE CARLE

### NICHOLE DE CARLE GROWS SECOND SKIN

The SS12 Signature Collection by Nichole de Carle - The Onyx & Opal collection has the simplicity of being 'almost nude,' a unique second skin with an edge.

The nude skin tone is taken to a whole new level by fusing Nichole de Carle's inspiration of distinct line, iconic architecture and classic art.

A special surprise for the brand's Limited edition Inamorata Collection will be revealed for the first time at the Lingerie Collective show.



**KRISS SOONIK****KRISS SOONIK INTRODUCES PRINTS**

**K**riss Soonik will be introducing prints for the first time in Spring Summer 2012. The main colours will be navy, white, light grey and a 'surprise jersey print' in a mix of all three colours.

After the launch of its full velour range for AW11-12 collection, for SS12 the brand will be focusing on showing these items not just in outerwear, but also the beachwear format.

The main focus will be on the Inge cut. Kriss Soonik will be shooting the look book for the first time in Estonia mid-June.

Brand founder Kriss Soonik said: "The whole idea of the collection is of course to keep pushing the multiple use of our items - underwear/homewear/outerwear... and show that we have found ourselves our very own unique niche."

**SALLY JONES****1930S DOMESTIC GODDESS VISITS HARLOW WITH SALLY JONES**

Sally Jones' SS12 collection seeks to exude a '1930s domestic goddess meets Harlow appeal', featuring structured bodysuits, high waisted knickers and retro soft cup bras in sheer fabrics.

The new range includes long slip dresses in silks for bridal, with uneven hems and lacy motifs to provide 'an effortlessly hippie chic' edge.

Feminine designs are complimented by a soft colour palette of ice blue, denim grey and butterscotch.

As well as SS12, Sally Jones will also present her new AW11 Christmas collection in Deep Plum and Black Magic.

**BEAUTIFUL BOTTOMS****BEAUTIFUL BOTTOMS TAKES ON NEW SHAPE FOR SS12**

For SS12, Beautiful Bottoms will be introducing a series of new shapes.

These will include kaftans, shirts and dresses, in addition to a fresh take on underwired bras.

Butterfly and peacock prints will be making an appearance for the season, as well as a bridal print, described as the new white.

## YES MASTER

## YES MASTER TO MAGICAL REALISM

**T**he SS12 collection of the cult London label Yes Master is inspired by Latin American magical realism. Laura Esquivel's masterpiece of the genre, *Like Water for Chocolate*, sets the Mexican leit-motif of the collection, which also references Gabriel Garcia Marquez's *Hundred Years of Solitude* and Isabel Allende's *House of Spirits*.

The Mexicana print is a psychedelic kaleidoscope of Mexican patterns in an explosion of primary colours, while *Lucha Libre* is an 'eye catching' reference to Mexican wrestling. The key piece of the collection is the Ursula body with panelled cup in the Mexicana print and the Afuera body in transparent tulle with hand appliquéd panels. Prints in both collections are brought together by the kingfisher blue Tita collection, with flesh coloured panels and quilting, embel-

lished with sapphire Swarovski and royal blue velvet.

Conchita, a new bridal collection, seeks inspiration in conch shells and intricate pleating. The quails in rose petal sauce are the inspiration of Yes Master's rose print, where a geranium rose on cream georgette lifts the collection of cream separates, often edged in ostrich feather or appliquéd on tulle. Finally, the Esperanza collection uses a 3-D cream and red polka dot rose trim, embellishing the neck line of bras and baby dolls.

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

## ELSE

## ELSE PLANTS NEW STYLES FOR SS12

The SS12 collection is inspired by botanical gardens - using vibrant hues and pastels together with floral prints to reflect the theme. Collection pieces carry some vintage characteristics, whilst reflecting the style and femininity of a modern day woman.

The colour palette includes: blush, cherry blossom, raspberry sorbet, dark olive and purple orchid, as well as the continuous black and ivory.

The collection is predominantly made from silk, with the weight and texture varying in each group. ELSE consists of Signature, Zigzag, Provence, Chevron, a new silk/chiffon floral print group and a small special bridal group.

Key pieces include ELSE's signature balcony, plunge and full cup bras, chemises and rompers. In addition, it will be introducing some new styles of padded bras, bandeau and soft bras, long line bras and bustiers, and, for night-wear, slips, cami sets and robes.

## MADE BY NIKI

## MADE BY NIKI GOES ATOMIC

Made by Niki's two SS12 collections are called 'Atomic I & II' and feature mix and match pieces including bras, knickers, thongs, miniskirts, corselettes and accessories.

The pre-collection, produced in Made by Niki's UK atelier, plays with shape, drape and embellishment, while the mainline collection mixes lace, laminated powermesh and fine voiles to create very light and wearable body-sculpting pieces.

The colour palette focuses on contemporary gunmetal and nude with accents of ultra-violet, bronze and black. The result is a broad range which buyers can tailor to suit their own price and product mix.







## LISA BLUE

## LISA BLUE GOES GALACTIC

**T**his year, the Lisa Blue collection aims to encompass an array of unique stories, with designs ranging from signature Aboriginal inspired prints to fashion forward looks.

Galactic is a key theme for SS12. Blue uses metallic panels of gold and silver in the Galactic Princess story and studded patterns in the Galactic Warrior. 'Super sleek' body suits can be worn as swimsuits or as part of an outfit. Subtle versions of the metallic panelled and studded bikinis come in cuts suitable for all types.

'Tribal' influences several styles for the season. The Golden Eve print mixes the tribal look with gold foil, highlighting the colour of chocolate mixed with red, orange and yellow shells. The Sunrise print's bright, warm colours of tiny dots on shiny lycra gives the illusion that the fabric is silk, while the Turquoise Delight story seeks to offer a 'trendy, cool, earthy version' of the tribal theme.

Due to popular demand, Blue has also revisited the 'centuries old' art theme of the great Masters to create yet another story of wearable art, placing the paintings of the Romantic era on swimwear to create the 'beautiful story of Divinity'.

## FRAULEIN

FRAULEIN KINK  
BLINDS AND BINDS

For the Lingerie Collective show, Fraulein Kink will be exhibiting a wide range of high end accessories.

New items include the Justine fringe blindfold and handcuffs, limited edition fringe blindfolds in new colours and special trims, and limited edition blindfolds with a chain accessory gag.

Also exhibited will be spanking paddles featuring suede and patent leather textured sides to create a soft or hard spank, luxurious spotted fur handcuffs, stitched ribbon patent leather handcuffs, and a few 'surprise' items that will be unveiled for the first time at the show.

Fraulein Kink recently collaborated for Lascivious Lingerie on a patent leather and gunmetal chain playsuit for Lascivious' A/W 2011 collection.



**MARLIES DEKKERS**

## MARLIES DEKKERS TAKES AN IMAGINARY JOURNEY

The theme for the marlies|dekkers spring and summer 2012 collection is an imaginary journey past the symbols of the Far East.

Designs are inspired by the elegant simplicity of the kimono, the omnipresent red of Chinese lanterns, the Thai White Temple and sword-dancing ballerinas.

Marlies|dekkers aims to take visitors on a 'magical journey to fabulous beaches, coral reefs, trendy clubs and luxurious spas'.

**AYTEN GASSON**

## AYTEN GASSON REVELS IN SWEET NOSTALGIA

**A**yten Gasson has taken a nostalgic look at the past with her collection of pastel lingerie and nightwear pieces, all inspired by vintage penny sweets.

Sherbet lemons and limes are mixed with vintage English lace to create 'playful' silk sets, while silk georgette is used to create liquorice-inspired bodysuits with a more contemporary feel.

This season, the bridal collection has an additional twist of combining vintage lace with organic silk satin. The designer has also expanded her limited edition range of organic silk and cruelty free peace silk pieces for SS12.



**CANDY BAKER**

## CANDY BAKER HOSIERY DOES DECO



Candy Baker Hosiery has announced that it will be showcasing its newest collection, Deco, exclusively at the SS12 Lingerie Collective event, this July.

Influenced by the art deco movement, the new collection sees the introduction of hand print designs, as well as a continuation of its classic crystal collection.

Candy Baker Hosiery director Candy Lam Baker said: "Our hosiery products are ideal for women who want to break from the crowd without necessarily setting wholly new ground. This makes Candy Baker Hosiery perfect for those who require an outfit which adapts and complements new trends without ever going out of fashion moment."

In its new collection, the designer seeks to combine elegance and glamour with an element of fun, whilst its classic line continues to be hand adorned with crystal stones. Despite the 'intricacy and detail', the hosiery seeks to retain both practicality and comfort, along with snag resistance - a key property of the crystal design.

**BEUJ AIS****BEUJ AIS MAKES DEBUT AT LINGERIE COLLECTIVE**

**N**ew lingerie brand Beaujais has chosen to make its trade show debut at Lingerie Collective, this year.

The brand will be introducing its new season collection at the event. The 2012 range, influenced by Japan and the orient, features flashes of warm brights, such as pinks and oranges, tempered by neutrals in silk satins, with 'fashion-forward styling'.

The brand's balconette style with sling has been reworked for the season, as well as a dramatic plunge style, all in cup sizes D-GG.

In addition to its spring range, the brand will be continuing many of its styles from AW11, plus adding a balconette bridal bra style with brief and suspender, which can be given bespoke finishing touches and bespoke garters.

Beaujais director Alice Warner said: "We have chosen Lingerie Collective as our first trade show. We felt, as a London trade show showcasing many high-end boutique labels, it would be the perfect platform to launch our new, British designed and made, collection."

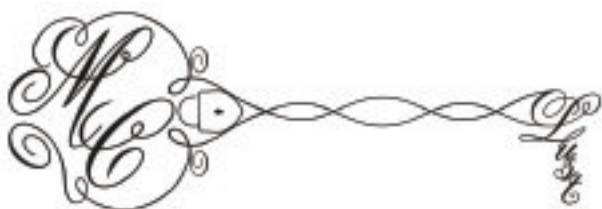
Beaujais is available in cup sizes D-GG and launches for AW11/12.

**MODERN COURTESAN****MODERN COURTESAN CHANGES DIRECTION FOR SS12**

This season sees both a rebrand and a slight change of direction for luxury lingerie brand Modern Courtesan.

SS12 will see the launch of Medellin, a 'decadent' and nautically inspired collection designed for those summers spent lounging on a luxury yacht.

From billowing chiffon babydolls to 70s inspired shapes - created with a print designed for the brand by London based print designer Lisa King - the collection seeks to introduce an air of sophistication and maturity, whilst retaining the brand's original playful and seductiveness ethos.

**MODERN COURTESAN****LASCIVIOUS****LASCIVIOUS EXPERIMENTS WITH THE EROTIC**

For SS12, Lascivious is introducing a brand new colourway of vibrant raspberry pink, as it seeks to lift classics, such as its Kitty range, and inject a new feel to favourites like Simone.

In addition, visitors expect a selection of innovative new shapes and experimental garments that blur the distinction between eroticism and fashion.

**MC LOUNGE****MC LOUNGE GETS SET FOR VIBRANT SUMMER**

The SS12 collection from MC Lounge is a mix of hot coral with shimmery gold satins, a combination of vibrant modern colours designed for the SS months.

New shapes have been introduced to compliment the existing selection of 'contemporary classics' for which the brand is best known, with a series of crossover pieces. Three new pieces - a halterneck slip, cami and kimono - are fully reversible.

SS12 will also see a revised bridal collection, which seeks to combine sophistication with understated glamour.

**FLEUR OF ENGLAND****FLEUR OF ENGLAND UNFURLS FIVE NEW COLLECTIONS**

**T**o celebrate the coming of the spring season, Fleur of England has launched five new collections.

Each collection is underpinned by the continuing directional mood that Fleur launched to mark the 10th Anniversary of her label.

Five contrasting stories epitomise the five new Fleur of England moods: fiercely feminine, powerful, romantic, playful and luxurious.

**Naked (romantic)**

Described as 'the ultimate nude collection,' Naked seeks to combine romance and elegance with luxury to create a 'barely there' look. The range, which incorporates the signature, Fleur of England, French, eyelash lace in nude, includes two guest pieces - a boudoir gown and a padded plunge bra.

**Love (playful)**

Love combines transparent scarlet mesh with scarlet and fuchsia Italian lace. Candy pink silk 'sweetens' the collection with ties and cuffs. Guest pieces include a transparent, contour babydoll and waist synching 'Waspie'.

**Brigitte (fiercely feminine)**

The Brigitte collection aims to reflect iconic femininity. Directional shapes in white seek to provide a defined silhouette with cotton embroidery. Inspired by the glamorous days of 'Bardot', the cotton/silk blend provides transparency, contrasted with simple elastic detail.

**All That Glitters (luxury)**

This luxury collection features platinum silk and Italian Chantilly lace, which has been hand foiled to provide extra sparkle. Noir straps add a directional detail to the silver silhouette. Handcrafted pieces include a platinum silk kimono and a sparkle lace playsuit.

**A Dash of Lime (powerful)**

This extremely bright collection combines delicate lace and directional elastic detail, in addition to introducing an unexpected twist.

**CONFIRMED LIST OF EXHIBITORS**

- Ayten Gasson,
- Beaujais
- Beautiful Bottoms
- Belle et Bon Bon
- Bordelle
- Bo's Tit Bits
- Cake Lingerie
- Candy Baker
- Chantal Thomass
- Ell & Cee
- Else
- Fleur of England
- Fraulein Kink
- Gilda & Pearl
- Kriss Soonik
- Lascivious
- Lelo
- Lisa Blue
- Made By Niki
- Marlies Dekkers
- MC Lounge
- Mint Siren
- Miss Mandalay
- Modern Courtesan
- Nichole de Carle
- Ophelia Fancy
- Pistol Panties
- Playful Promises
- Sally Jones
- Shelle Belle
- Tallulah Love
- Yes Master

**MISS MANDALAY****MISS MANDALAY FLIRTS WITH THE NEW SEASON**

Miss Mandalay's new Spring Summer 2012 lingerie collection features 'flirtatious' prints and 'fun' details. Materials such as cotton broderie, satin, lace and tulle mesh are combined in a palette of soft neutrals, interspersed with electric brights, such as zesty lemon, and animal prints.

A series of old 'favourites' will also be brought back with some new colourways.

# OBJECT OF *Desire*

» **CASINO BY JONATHAN ASTON**

These Casino tights are part of Jonathan Aston's AW11 On Show collection. Worn by Jessie J during her performance on BBC One's 'So You Think You Can Dance?' last month, they are guaranteed to be a success when they launch next season.

The style is inspired by the popular bondage theme, made famous when Cheryl Cole wore a pair of Wolford tights on X Factor last year. The tights instantly sold out in Selfridges and a series of brands have now introduced their take on the look for their latest ranges.

**RRP: £14**



^ **SUPERBOOST LACE BY GOSSARD**

The Superboost Lace bra is designed to provide maximum cleavage. It is padded for push-up and features cups created with curves in mind. Along with the briefs, it is trimmed with bows and other signature details that seek to take the lace lingerie to 'a whole new level'. It is available in black, white, jade and rouge.

RRP: £29

Contact: **Kristy Hartless, 0115 924 6767**  
[gossard.com](http://gossard.com)

^ **BELINDA BY AFFINITAS**

Affinitas Intimates' Belinda Balconet padded bra and hipster in rosewood seek to evoke an antique elegance. They feature a floral all-over lace bodice with vintage cameo charms and bow embellishments. Belinda is available in both rosewood and black.

RRP: bra, £29, hipster, £18

Contact: **0121 285 0288**  
[affinitasintimates.com](http://affinitasintimates.com)



<< **ELSE SIGNATURE UNDERWIRE CHEMISE**

The underwire chemise has been a best seller for ELSE this season. It features 100 percent silk with stretch and underwire bra support, and can be worn either for nightwear or as an everyday slip. Black and ivory colour ways are available throughout the year, with new fashion colours introduced each season. AW11 will see the introduction of a fresh Aqua Mist, deep merlot and classic bronze/black contrast.

RRP: from £110

Contact: **Sophia Pizzey, 0797 943 5480**  
[elselingerie.com](http://elselingerie.com)

^ **SECOND SKIN ORGANIC BY AMORALIA**

Amoralia's first organic cotton nursing bra, in its best-selling Second Skin shape, seeks to provide both comfort and style. The soft fabric is 90 percent GOTS certified organic cotton and 10 percent elastane to adapt to a woman's changing shape, with a breathable function to minimise sweating. The bra is cut lower at the front, in order to fit under wrap dresses and summer tops.

RRP: bra, £34.50, brief, £15

Contact: **Amoralia, 0207 940 8250**  
[amoralia.com](http://amoralia.com)



^ **BERLEIRUNNING**

Berlei Running is an advanced sports bra with lightly padded straps to reduce pressure and tension. Wire casing and comfort hook and eye are also added benefits. This bra features an ultrasonic welded cup, which blocks bouncing and keeps breast movement to a minimum. It is available in black and white.

RRP: £32

Contact: **Kristy Hartless, 0115 924 6767**  
[berlei.com](http://berlei.com)



# CHARNOS

Collections | Bridal | Hourglass  
Superfit | Cocoon

## Showing at

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AIS, Sherwood House, Shirley, Solihull.  
26th - 28th July

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MODA Lingerie and Swim, NEC  
Birmingham. 14th - 16th August

## REGIONALS:

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Exeter, Exeter Court Hotel.  
9th - 10th August

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Norwich, Dunston Hall. 24th August

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For further information please contact:  
customer.enquiries@charnos.co.uk  
Telephone: 0115 983 6000  
Fax: 0115 946 8425

[www.charnos.co.uk](http://www.charnos.co.uk)



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& Swimwear

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