

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

INSIGHT

AUGUST 2011 / VOL. 02 ISSUE 08  
www.lingerieinsight.com

## MODA PREVIEW

Meet the brands exhibiting at this year's trade show in Birmingham

## DEBENHAMS DESIGN WEBB

Department store head of buying and design talks challenges and change

## NUDE AMBITION

Discover 2bU and the new brand's unique products for darker skin tones

*Sam* **I AM**

Sam Roddick speaks out on campaigning, living as a Freegan and her plans to develop Coco de Mer

**UK  
LINGERIE  
AWARDS**  
DISCOVER THE  
FINALISTS OF THE  
2011 EVENT



**OPINION**

**ANALYSIS**

**MODE CITY  
REVIEW**

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Hall 17 Stand C30*

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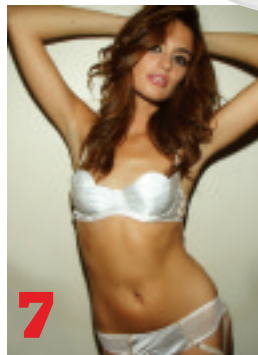
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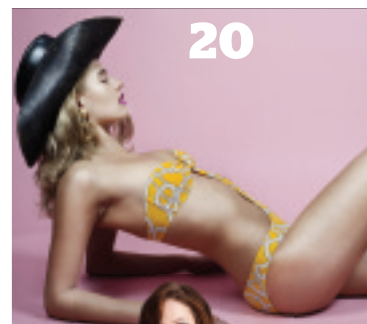
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# FOREWORD



**This month, we will be celebrating the best of British industry at the Moda trade show in Birmingham.**

It is not often that the UK intimate apparel sector has the opportunity to get together in a single place – in fact, it happens just three times a year, at Moda in January and July, and at the annual Contour Ball. However, this is all set to change with the inaugural UK Lingerie Awards, this September.

At the event, which will take place on September 7th at One Mayfair, we will be seeking to provide both a platform for the industry elite and an opportunity for all members of the intimate apparel sector to celebrate the year's achievements.

Intimate apparel is moving forward swiftly and it is not always a simple or an easy task to keep up. In this issue, we talk to some of the big names of the industry, Coco de Mer founder Sam Roddick and Debenham's Sharon Webb, who act as living examples of what you can achieve if you combine talent with a lot of hard work.

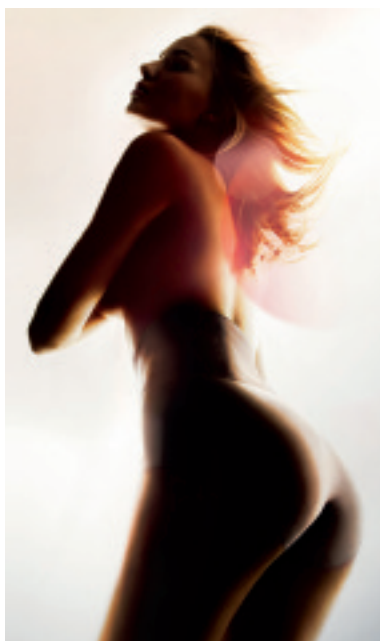
Looking into the future, the sky is the limit for this vibrant and exhilarating market. With demand growing on a daily basis, this is the time to make the most of the chances available and to realise these opportunities as they are presented. We wish you the best of luck, whilst recognising that you make your own.

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

## AUGUST COVER

**Image:** Triumph  
**Model wears:** Shape Sensation for SS12

**SHAPE SENSATION**  
THE ULTIMATE CURVE CREATOR



# Lingerie INSIGHT

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# Lingerie INSIGHT

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Bottoms: XS-XL

**Parfait**  
by Affinitas

Bras: 30-40 D-G

Bottoms: XS-XXL

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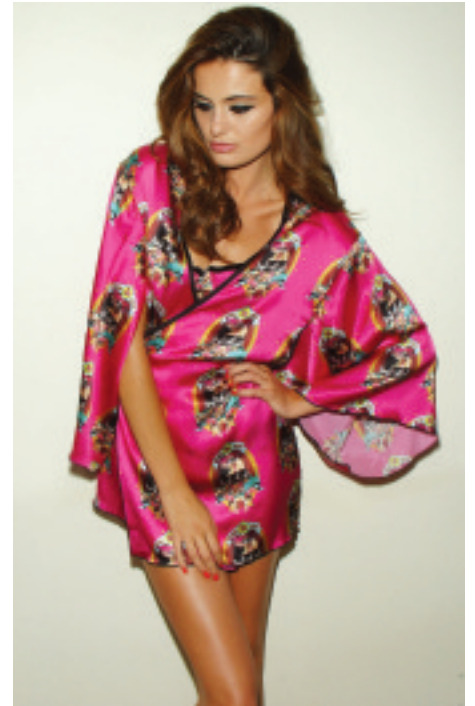
Lingerie up to a J cup  
[www.cleo-lingerie.com](http://www.cleo-lingerie.com)



# FRONT

## THIS MONTH IN LINGERIE AND SWIMWEAR

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## RIGBY & PELLER AND URBAN OUTFITTERS SAY YES MASTER AS BRAND PURSUES RAPID GROWTH

**L**uxury lingerie brand Yes Master has announced the gain of a series of key new accounts.

The brand will be launching in Rigby & Peller for AW11 at the retailer's Kings Road store, where it will be featuring as a London Fashion Week designer. The retailer has taken on a number of the brand's styles, including its Galaxy prints and a popular hot pink style, worn by Kim Kardashian.

For SS12, Yes Master has designed an exclusive swimwear diffusion line for high street retailer Urban Outfitters, which will incorporate Flamingo prints and a fuchsia pink rose style.

Urban Outfitters will also become the brand's second major US stockist from October – it was first taken on by Victoria's Secret in 2006.

Yes Master founder and designer Igor Pacemski said: "This is a very important thing for us, because it enables us to grow on the foothold we gained in the market with Victoria's Secret.

"For AW11, Victoria's Secret has taken our Spooky Moons and Stars Collection, both with lashings of Swarovski, so we are hoping that the amazing fit, the made in the UK seal of approval and exquisite designs will ensure the pieces find their place into the hearts

and trousseaus of every American fashionista.

"I can't wait for SS12 when our patented Concha cup will hit the market. It's to die for."

Yes Master launched a new look for its mainline and diffusion lines at The Lingerie Collective last month. The new logo, in a script style font, will adorn its new collections from AW11 onwards.

The look aims to continue the directional feel of Yes Master and is designed to complement the brand's Spooky Moons and Mexicana styles.

These moves come as Yes Master looks to enter the retail sector itself, this month, with the launch of a

new e-commerce site.

Pacemski added: "We are very excited about the launch of the e-commerce site for Yes Master. The brand is one of the longest standing directional brands in the UK and our website will give us the platform we need to showcase the true conceptual nature of the brand, especially our textile work, which has been our key differentiator.

"We are offering 30-38, B-F and XS to XXL, and will exclusively stock Yes Master classic designs such as the Skull, the Tattoo, La Belle de Jour (Yellow Rose) and Storm. We will also have a bespoke service by our wonderful product developer Kate Wardell (Bea)." ❖

» FOR IMAGES OF THE SS12 COLLECTIONS AND DAILY BREAKING NEWS VISIT [Lingerie.com](http://Lingerie.com)

NEWS REVIEW



⤴ **M&S** has announced that it will be dropping a series of television adverts, featuring Twiggy, X-Factor judge Danni Minogue and singer VV Brown, in a bid to revamp its appeal.

Twiggy is expected to continue working with the retailer, modelling for billboards and helping with in-store promotions, but it is uncertain whether she will be making further appearances in TV adverts for the company.

Along with presenter Lisa Snowdon and former footballer Jamie Redknapp, she will remain as one of just three celebrities to continue promoting the M&S brand.

Luxury brand **Shell Belle Couture** launched in Fenwicks of Bond Street last month.

The department store, which is the brand's first Central London stockist, bought in to a wide assortment of silk and cotton lounge pieces and bras.

Cornwall based designer Michelle Blenkinsopp described herself as thrilled to be launching in partnership with Fenwick, which she said was always an inspirational store to her during her years as head of design for several of the UK's largest lingerie vendors.

⤴ **LingaDore** has announced that it will be launching a new promotion for SS12, where retailers will receive a free hammock on all orders placed over a certain volume.

Retailers must order 20 percent more (monetary value) of the SS12 collection than they did the previous spring to be eligible for the deal.

There is a minimum order value of €4000 for the promotion, applicable to both existing and new customers, which incorporates the 20 percent growth.



⤴ Family owned Italian lingerie company **Cosabella** has revealed that it will be opening its first New York City Flagship store, this month.

The New York Flagship store will be located at 220 Lafayette Street, between Spring and Broome, in New York's popular Soho shopping district.

The space will be constructed with cascading white fabric lined walls and white framed fixtures, showcasing Cosabella's 2011 ad campaign World of Colors.



**Royce Lingerie** is launching a new mastectomy bra, Chloe Modal®, this October, in time for Breast Cancer Awareness month.

The new black version contains Modal® and is available in back sizes 32 to 40, from an A to DD cup.

Royce Lingerie has also joined forces this year with Against Breast Cancer, a UK charity, to produce a 'How to be Breast Aware' card.

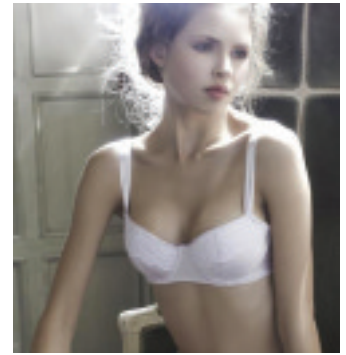
The credit-card sized guide describes the changes to look and check for, as well as listing the 'Five Point Code' to becoming breast aware.

⤴ Luxury boutique **Bordello** has taken on three pieces from British brand Harlette Luxury Lingerie.

The items chosen come from Harlette's Secret Diary range, worn by Billie Piper in the last series of TV show Secret Diaries of a Call Girl.

The actress modelled the pieces, which include the Double Trouble silk set, Fyrstinne Feathers Lady Lounge Kitten Housecoat and Velvetten Vixen catsuit, in the campaign imagery for the ITV2 drama.

The boutique will be looking to take on further products from the brand over the new few months.



⤴ **Lucile Lingerie** of Manchester is closing its Police Street store and relocating its business to a new warehouse unit in Piccadilly, Manchester.

Due to the success of its new e-commerce store and an upsurge in online sales, Lucile has re-modelled its business and is now operating online only.

Customers will still be able to visit the new Lucile premises to pick up and try on their new lingerie, with free parking available.



⤴ Boglarka Bodis of Hungary has been announced the winner of the international **Triumph Inspiration Award** final, which took place last month during the Berlin Fashion Week.

Five hundred international guests from the business, fashion and society industries were invited to the event, hosted at the E-Werk in Berlin.

A total of 37 students - from all over the world - presented their lingerie creations, with which they had already won their nationwide contests. All designs were inspired by the design theme '125 years of celebrating women', chosen to mark the occasion of Triumph's 125th anniversary, this year.

## NEWS IN QUOTES



“We wanted to create a campaign that brought the new 3D Innovations range alive for shoppers while also demonstrating how the brand has developed and created a world-class product for Summer 2011.”

**Jockey marketing manager RUTH STEVENS** on the launch of the brand's 3D Innovations campaign, which was kicked off with an interactive high street event in York, last month.

“There is a huge potential, and a clear demand from customers, for John Lewis to expand into more key locations in the UK.”

**John Lewis managing director ANDY STREET** speaks on the retailer's plans to open scaled-down versions of its stores in previously unviable UK locations, as it pursues a new, more flexible development strategy.

“Heightened hormonal activity, during the first trimester and preparatory stages just prior and post birth, can create symptoms of breast tenderness and soreness. Wearing a soft, comfortable, yet supportive bra is vital to your breast health.”

**Cake Lingerie founder TRACEY MONTFORD** on the brand's addition of a soft seamless style, Embrace Me, to its growing range of maternity bras.

“We are very excited and very proud to be an Alterego partner of Passion Lingerie. They have a superb range of products with some innovative designs.”

**Alterego managing director DIANE GORDON-FREEMAN** reveals the company is to become the exclusive UK distributor of polish erotic lingerie manufacturer Passion.

“When brought into contact with the human skin, the material becomes softer and more elastic, allowing for increased freedom of movement.”

**Recticel international sales manager BERT VAN LANGENDONCK** describes a new foam, which the company claims will react to the temperature of the human body and become more supple and elastic on contact.

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



**NEWS REVIEW**



🔺 Oprah Winfrey gave **Maidenform's** Adjusts-To-Me underwear some additional support when she included the brand's Lilyette bra in a list of her top four shapewear picks.

The Lilyette bra, which is made of self-adjusting fabrics and elastics, claims to offer women customised support and comfort suited to their individual curves.

Though the design does not hit UK stores until November, the brand's Decadence Bra, featuring 'luxurious' fabrics and an 'invisible' fit, is currently available in stores for £23.

**Slenderella** has chosen to donate a selection from its new 100 percent cotton collection to charity, after it was approached by a missionary group working in Uganda.

The group was working to establish a hospital and maternity unit in a remote area of the country.

A great concern that arose during the project was that local ladies would not attend the mother and a baby clinic to give birth, due to a lack of proper nightwear.

In response to the plea from the mission, Belper based Slenderella sent a selection of pieces from its new 100 percent cotton collection, which has reportedly proven a huge success.

**N Brown** saw its total group revenue grow by 5.1 percent in the 18 weeks to July 2.

On a like-for-like basis, adjusting for the sales of Figleaves (acquired by the company in June 2010), revenue increased by 1.6 percent.

Fashion and lingerie brand **Simply Be** performed strongly, with sales in Germany and the US rising in line with expectations.

The brand has secured two retail sites in North West England to trial a multi-channel home shopping retail concept, which it expects to open by early October 2011.

**Esty Lingerie** has announced that it will be taking on new brand **Knickerocker**, which offers retro-style underwear, handmade in the US.

The brand's range includes a Wonder Woman inspired collection, 'quirky' lemon knickers, corset knickers and keyhole-back satin styles.

It also includes stomach-flattening, high waisted styles for those who are bored of standard shapewear.



🔺 **Eternal Spirits** will be designing corsets for the upcoming Saturdays Festival Tour. The collection of corsetry, made from silk and handcrafted to traditional Victorian techniques, will be constructed in a selection of this season's sherbet brights to reflect the colour blocking trend.

It's been a busy year for the brand, which featured in the final five for the UK Young Fashion Entrepreneur of the Year 2010, launched a new online boutique in June and recently celebrated its 10th anniversary.

**FIRST STITCH**  
CELEBRATING EMERGING TALENT

**Alice Roberts** is a second year Fashion Contour student studying at London College Of Fashion. Before moving to London, Alice gained a Distinction on the BTEC Fashion and Clothing course at Oxford and Cherwell Valley College.

Her previous industry experience includes working with brands such as Firetrap, Alice Temperley and Bordelle. She is taking the optional placement year offered by her course, which she is completing with Courtaulds and Bordelle.

Alice is inspired by many juxtaposing elements, ranging from the Suffragettes and English royal heritage to iconic sci-fi films and bondage influences.



» 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**



**ANGELA KNIGHT, HUNGERFORD, BERKSHIRE**

Lingerie retailer Angela Knight hit the headlines recently when Kate Middleton visited the store for a fitting in the lead up to her wedding to Prince William. On her store, owner Angela Knight explains: "If you feel good, you look good, and I have the ability to show women they can be both. "When a woman walks into my

shop, she becomes a canvas and there is nobody I can't work my magic on". The shop is designed as a boudoir, full of antique furniture, sheepskins and cushions. The intimate surroundings feature drawers overflowing with styles, colours and fabrics, including silks, satins and cottons.

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

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VOICE OF THE INDUSTRY

# Is your website ready for Christmas?



**ANDREA HART**  
director, Smart-etail.com

Christmas might appear to be months away, but if you are a website owner then August is the time to start planning ahead for the most important trading period of the year. If your website is there to compliment a shop or another business then it is even more important to have a plan in place. Running any two ventures alongside each other is no mean feat, so having a strategy is key. So, here are a few 'hints and tips' to make sure your season runs smoothly.

Start loading all your AW products onto your content management system now, plus all product images. If you're shooting the products yourself, hopefully your shoot will have taken place. If not, organise it ASAP. It takes more time to select, photoshop and crop images, so this has to be allowed for in the schedule. If you're using supplier images, request the images now so they are ready.

Create new content pages within your CMS for product features and promotions leading up to Christmas. These can be based on gifting themes, or new product and brand

launches. Exclusives to your website always catch the eye of customers, so make sure you feature these too.

The crucial element is using keywords and phrases within the written content of these pages. Do your homework on search words and phrases; it is well worth the effort in the long term. Also, the good news is, whilst the products and pages are sitting behind the scenes ready to be launched, they are also being indexed and more importantly ranked by Google, so when the Christmas season begins this will greatly improve your website's rankings.

Choose key images and products that will enhance your homepage, blog entries and newsletters throughout the season. These can also be used for affiliate banners and press releases, which again need to be produced and sent out now if they are to be featured for Christmas. The main thing to remember is the importance not only of creating content pages, but maintaining them; social networking and daily blogging, have now become a must if you want to get noticed.

## NEWS REVIEW



▲ New E4 reality show **Dirty Sexy Things** turned into a family affair for the two De Carle sisters.

Lingerie designer Nichole de Carle's sister stars in the show, which follows a group of eight models in the course of an eight-week project, led by noted fashion photographer, Perou.

UK Lingerie Awards finalist Nichole made an appearance in the show's launch episode on July 4. She also took part in an episode of Great British Hairdresser in March.

Thai nightwear brand **Piklik** is re-launching in the UK, this year, with David Lyons Agencies acting as exclusive agent.

Piklik Nightwear will also be attending Moda, this August, with its latest SS12 collection of 100 percent cotton nightdresses, featuring the brand's trademark pintucks and lace trims.

David Lyons of David Lyons Agencies said: "Having been associated with Piklik in the past, I am pleased to announce my re-involvement as UK agent for this unique brand.

"I am confident we can re-establish this famous brand in the UK. Nothing can beat the quality of the fabrics that Piklik uses in production of its exclusive white cotton batiste nightwear."

▼ **Wolford** is looking to cash in on the current shapewear trend with an extensive new range for SS12.

The brand has offered shaping products since it launched its Miss Wolford tights in 1977. However, Wolford is now looking to emphasise its extensive collection with a fresh take on the category.

The 2012 collection, launched this week in Austria, combines function with a high attention to fashion. A variety of new styles have also been launched for the season.



▼ Thirty years after they met in the Wimbledon, **Bjorn Borg** and **John McEnroe** are set to go head to head again as they compete to see who can sell the most underwear.

Borg, who founded his own fashion label in 1989, has invited McEnroe to collaborate on a new collection, for which the former tennis players will be creating two designs each.

A percentage of the proceeds of the limited-edition range of jersey boxer briefs will go to the John and Patty McEnroe Foundation.



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

**SPEAKERS' CORNER**

**RACHEL BRAUND**  
creative director,  
enamore



**CHLOE HAMBLÉN**  
founder,  
Lascivious



**FRANKIE GOULDEN**  
production manager,  
Fleur of England

## WHAT ARE THE ADVANTAGES AND CHALLENGES OF MANUFACTURING IN THE UK?

“For enamore, as a small company, manufacturing in the UK has proved to be a bit of a challenge. The pros are that you have a lot more control of your garments and you can easily visit the factories / sample rooms. The manufacturing cost isn't necessarily that high. However, the downfalls are the hidden costs. To make it worth your while, you have to buy vast quantities of raw materials (including delivery costs), but you have the issue of left over stock. Enamore will continue to support local businesses wherever possible, but it is a struggle.”

“As a luxury brand, Lascivious has always bucked the trend of offshore production and has sought to utilise the skills and knowledge associated with the UK's lingerie-producing heritage. The technically demanding designs we produce mean that communication is also key, and it is a clear advantage to be able to drive to the factory we are working with.

The downside is the higher cost of production, which can make it hard to compete commercially. We consider the ethical considerations and direct communication worth the additional cost.”

“During production with any manufacturer there will always be problems to solve; therefore the main pro for working with UK manufacturers is the ease of communication. The first being no language barrier - I can pick up the phone and talk through issues easily. If I'm then needed at the factory, I can be there to monitor products within 1h30. They understand the expected quality and take great pride in producing high quality products. However, undoubtedly the only con for keeping production in the UK is the high cost per unit.”

**DIARY DATES**

**31st July-2nd August, The Jacob K. Javits Convention Center, New York. CURVENY New York & CURVENV Las Vegas** are the largest and only events of their kind in North America. More than 200 brands exhibit at the intimate apparel and swimwear shows on an annual basis.

**4th August, Jenners, Edinburgh. Breast Cancer Care** is hosting a lingerie event for women who have undergone breast surgery. Set in a relaxed, early evening environment, this event seeks to take the stress out of shopping for bras and lingerie, and provides practical support, and advice, from trained fitters.

**14-16th August, Birmingham NEC. Moda Lingerie & Swimwear** is the UK's national show for the lingerie, swimwear, nightwear, shapewear and hosiery industries. The most recent show was the largest to date and played host to the industry's biggest names, as well as a raft of labels new to the UK.

**7th September, One Mayfair, London. The UK Lingerie Awards** will be hosted on the 7th of September at One Mayfair in London. The occasion will celebrate the best of lingerie, swimwear and hosiery talent in the UK and will see the biggest names in the intimate apparel industry meet together at the annual event.

**19th-21st September, RIO Hotel & Casino, Las Vegas. International Lingerie Show-Las Vegas** is one of the leading trade shows of the intimate apparel and fashion sector. The Lingerie Show will showcase products like swimwear, beachwear, nightwear and dancewear to the international community. The show seeks to provide a platform for professionals to learn about the latest trends in the industry.

**NEWS FLASH****NICHOLE DE CARLE LONDON**

has announced that it will be the first lingerie brand to launch exclusive silk knickers that carry a certified diamond.

The new line will be going into Selfridges for Christmas 2012. It contains the Nichole de Carle London crest and will be the debut piece of a collectors item, with the next addition being released in January 2012.

The 22ct diamond is a detachable charm, ethically sourced and hall-marked in London. It is only available on the knickers and there are seven different knicker shapes in the collection.



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

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INSIGHT

## MOST READ ONLINE



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- 2** De Carle sisters appear on new reality show
- 3** UK Lingerie Awards finalists revealed
- 4** Rigby & Peller and Urban Outfitters say Yes Master
- 5** CATWALK: LINGADORE SS12 at Mode City
- 6** Christina Hendricks designs swimwear
- 7** VIDEO: Netherlands retailer flashes LINGADORE
- 8** Tatu Couture launches at The Lingerie Collective
- 9** HOTMILK buffs up milkman image for menswear promo
- 10** GALLERY: Lingerie Collective SS12 show

## EDITOR'S CHOICE



### GALLERY

#### Jockey 3D Innovations launch

Jockey campaign kicks off with mobile catwalk and live window display in York.



### COLLECTION

#### Wolford SS12 shapewear

Luxury brand chooses to focus on expanding its existing shapewear offering for next season.



### VIDEO

#### Interview with June Kenton

Rigby & Peller owner receives honorary doctorate from Leeds Metropolitan University.



### NEWS

#### Wacoal launches Control Freak shapewear

New SS12 range features tagline 'Designed For Your Body Not Just Any Body'



## LINGERIE TWEETS

"Afternoon! Big run today after that tart last night! On the verge of signing a world celeb, wish Ultimo luck Mx"

**@MichelleMone**

"Team Speedo Australia picked up gold tonight at the Shanghai WCs!"

**@Speedo\_Global**

"OMG! New website is being changed worldwide. DNS propagation currently underway. Everything should be A-OK by Wednesday. Fingers crossed."

**@sandstormboutiq**

"Badger is peckish. What to eat, what to eat?"

**@wolfandbadger**



*Bestform*  
Lingerie

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# Sam I Am

COCO DE MER FOUNDER **SAM RODDICK** TALKS TO KAT SLOWE ABOUT HER CHARITY WORK, HER PLANS TO DEVELOP THE BUSINESS AND HER RELATIONSHIP WITH HER MOTHER, BODY SHOP ENTREPRENEUR, ANITA RODDICK.

“I want to be the good and I want to be the bad,” says Sam Roddick, founder of ‘erotic emporium,’ Coco de Mer, and daughter of former Body Shop icon - and activist - Dame Anita Roddick.

Roddick’s business, Coco de Mer, currently operates a website and two central London stores. Founded in 2001, it is notorious for selling high end erotic lingerie, accessories and apothecary products.

It has not been an easy decade for Roddick, whose mother died in 2007. Despite a growth in turnover year-on-year, her company was reported to be struggling in 2009, necessitating a cash injection of almost £200,000 from her father to cover losses. But it still comes as a surprise to discover that the Coco de Mer offices are situated in a house basement, just around the corner from Hampstead Heath overground.

As she sits at a table, tea clutched in hand, Roddick’s finances do not appear to concern her - indeed, she appears to have far more important things on her mind. For, while she does enjoy the pleasures that money brings, Roddick - like her mother - is a fervent campaigner.

“It just has to be balanced,” she explains. “I want my Alexander McQueen shoes without slavery. Not much to ask for. I want my mobile phone. I am going to buy my mobile phone... Just don’t include the rape.”

Successful campaigns of Roddick’s include convincing Camden Council not to license burlesque, which could have forced fans of the dance to attend strip clubs, and a battle to end sex trafficking.

But Roddick’s next fight could be her



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A model poses in store at a Coco de Mer event

biggest yet. This year, she is set to take on the mobile phone and electronic companies, as she seeks to improve the social conditions of people living in the Congo.

She says: "There are certain minerals that are in our mobile phones and electronics, which create the heartbeat of the telephone. And those minerals that sort of make it whirl around, and pulse, and pump, are attached to the Congo."

According to Roddick, illegal armies are flooding the borders of the rainforest, which is the size of Western Europe. She claims that whole communities are being destroyed and are seeing their natural resources pillaged.

"Women and men, and children, are all being raped, because rape is cheaper than bullets," Roddick alleges. "That is what is going in our mobile phones."

Coco de Mer's campaign arm Bondage for Freedom will be launching a big movement to try and raise awareness, and to change legislation in the EU regarding how corporations trade with these mineral companies. Though part of the business, Coco de Mer's campaigns are not designed to drive sales but reflect Roddick's driving passion to create positive change in society.

"It doesn't drive sales but it does drive loyalty – I hope," says Roddick. "But, I don't know. Sometimes people are just into spanking, aren't they? They are not into spanking politicians or spanking themselves. I am sure it is a lot more to do with me than how it benefits the busi-

ness."

In running a business with an ethical dimension, Roddick is following in the footsteps of her mother, the beloved Anita Roddick. Anita founded the Body Shop, a cosmetics company producing and retailing beauty products that shaped ethical consumerism. The company is often touted as the first to prohibit testing on animals and to promote fair trade in third world countries. Much of what Roddick has done was inspired by her mother, but she explains that her parents, who built a business were often very contradictory in their advice.

"Both my parents," she says, "because they built a business together, completely differed in their advice. But somewhere between the contradictions lies the truth. Design and finance always have to battle – if you don't have that tension, you have got something seriously going wrong."

Roddick claims that she never rebelled against her parents or their political views. However, as a dyslexic with a natural creative bent, her attitude towards education was a different matter.

"I was very rebellious at school because I actually thought it was a load of crap," she says, "I was so dyslexic, I was bored."

Roddick's greatest moment of rebellion, she reveals, was running off to Vancouver, Canada, to be a Freegan. For those not familiar with the term, a Freegan is someone who rejects material



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goods and essentially lives on 'nothing'. Roddick obtained food from organic shops, which at the time gave away their out-of-date stock for free. She bartered for essential items or bought them from money made by selling objects she found in dumpsters.

"You live your life out of urban hunting and gathering," Roddick says. "Each household has like huge skips, so you have four houses joined together to have one skip and that's basically where you put your junk. So, if you go to very wealthy areas in Vancouver, you can get furniture and new crockery sets, because rich people don't tend to give to charity, they tend to chuck it in the bin.

"That is what I found in Vancouver. I got a photo enlarger that cost thousands. We sold that. It was like the Generation Game. You could make quite a lot of cash off it. You could sell it for cash and get a few of the basics, but you are not engaged in earning a wage in that sense, because you are living off refuse."

While she lived in Vancouver, Roddick got heavily involved in grass roots campaigning, focussing on various anarchic movements. However, her attachment to the cause quickly waned after she became disillusioned with the attitudes of her fellow activists. Roddick's background caused her to view with disfavour their blanket hatred of the establishment, which she considered was unwarranted in its narrow outlook.

"After a while, it was quite interesting



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2

*Coco de Mer founder Sam Roddick*

3

*Inside Coco de Mer's South Kensington store*

**Roddick says that for a young designer hoping to be stocked in Coco de Mer, the best idea is just to walk into the Monmouth Street store with a selection of pieces and request to show them.**

She says: "Sara (my buyer) will kill me, but I would come into the shop in Monmouth Street, show the man a dress and some physical designs, and say 'hey, is your buyer here just to have a quick look, to put an appointment in?' And, if they say, 'the buyer is not here,' just say, 'please just take these downstairs and show her for two secs.' That is the way I would do it."



because it was almost so left it became politically right," she describes. "The groups that I was kind of on the fringe with, they were very polarised in their opinions, like 'every banker is a bastard', whereas I know bankers who are really good people... They were deeply narrow minded and deeply judgemental, and deeply ran their social circles with a lot of fear."

"It ended up with the same degrees of taboos shifted in a different place, as you would in a very, very conservative, Christian, Bush republican kind of community. And you just thought, 'forget this, I am so liberal,' and I shifted my politics quite majorly."

Roddick's parents were very supportive of her plan to set up her own business. Before launching Coco de Mer, she hosted a kind of 'experiential' party in order to introduce people to the concepts and obtain market research. Her display included a variety of sex toys and sensual boxes that you put your hands and feet into.

"My mum, she like found it hysterical," Roddick says. "I invited my grandmother.

So my grandmother was like 85 years old going, 'oh my god, I don't understand this, this is disgusting'... My mother was just like, 'I love this,' because obviously she had taught me well, how to break taboos but transform it in a way where you take people to a loving place.

"My dad is equally saucy to my mum. He just loves taking his mates in there and laughing at their reaction. He has bought half the shop, which I am in denial about."

Business is now performing well and not just because Roddick's dad has bought up half the stock. Lingerie, which makes up the company's largest category at 20 percent, has seen significant growth, with sales at the Draycott Avenue store in South Kensington up by 17 percent so far this year. Roddick has plans to further expand the Coco de Mer's own brand offering and will be launching a new bridal collection in January next year.

The entrepreneur will be opening a new store in Santa Barbara, California (where her sister lives), in August. She also has plans to expand her online

presence, evolving the website eventually into a 'living museum' for sexual liberation and a 'voice that people can gain access to'. In addition, loungewear will be making a return to the store this year with the re-introduction of Coco de Mer's kimonos.

It is astonishing, though perhaps significant, to discover that in the decade she has been operating the business, Roddick has received almost no complaints over the nature of her company. Other than two complaints in South Kensington, made on religious grounds after a nun was placed in a shop window, reception has overall been positive. Roddick has her own theory to explain this.

"Most narrow minded people still have sex," she says, "and they are still entertained by it. They are probably having more sex than liberal people who probably get more offended by sex. They will be thinking, 'should I be spanking? Is that an act of violence?' Whereas, somebody right wing is going 'yes sir, no sir', which is my theory of why there are so many Tory MPs in our shops. We have them all... and policemen..." ❖

**4**  
*The memorial parade for Body Shop founder and campaigner Dame Anita Roddick*



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# MODA PREVIEW

LINGERIE INSIGHT OFFERS A SNEAK PREVIEW OF WHAT TO EXPECT FROM A SELECTION OF EXHIBITORS AT THIS MONTH'S MODA SHOW.

**DATE:** 14-16TH AUGUST, 2011 **VENUE:** BIRMINGHAM NEC

## NEW EXHIBITORS

Alexis Smith  
Azura  
Bogema Lingerie  
Debbie Katz  
Dekker Olifanta  
Dirty Pretty things  
Faba Europe  
Hurley  
Protest  
RAPZ  
Stefi L

## SHOW NEWS

### MODA RE-LAUNCHES DESIGNER AREA AS MODA ROUGE

The trade show is re-launching its designer area as Moda Rouge, this season, with a new bespoke stand build that will seek to give the area a greater impact as a destination within the show.

Featured brands include Marlies Dekkers, Chantal Thomass, MC Lounge, Miss Mandalay and Yes Master, with new names such as Bjorn Borg and Azura also in attendance.

### LYCRA® BEAUTY SPONSORS MODA

Moda Lingerie & Swimwear has announced that LYCRA® beauty will be the headline sponsor of this year's August event.

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.

Lingerie and swimwear event director Penny Robinson said: "To have such a high profile sponsor is a significant endorsement for the sector at Moda, and has been welcomed by the industry."

## JOCKEY LAUNCHES NEW MEN'S COLLECTION FOR SS12



**U**nderwear brand Jockey is launching a new look Spring Summer collection for 2012, incorporating Jockey's signature USA Originals and its new International Collection.

The new season range, available to trade buyers later this year, features an eclectic mix of underwear, swimwear and pyjamas.

The range by Jockey, which

held its first international catwalk show in London earlier this year, encompasses the brand's colours and designs in new look briefs and trunks, pyjamas and loungewear and accessories.

The theme USA Originals seeks to convey the brand's corporate heritage, as well as the 'American Way of Life' in a contemporary way, whereas the new International Collection travels further afield by representing internationality in 'top quality trends'.

The popular waterside destinations for holidays and day trips are the principle inspiration for the USA Originals SS12 line. The range is inspired by freedom, movement and vitality, with a masculine, active character.

The new International Collection seeks to evoke a 'savoir-vivre' with a summer theme. As a complementary addition, the coloured Y-fronts are celebrating a vibrant comeback in plain or with stripes.

Jockey marketing manager Ruth Stevens says: "Jockey's new collection demonstrates how the brand continues to develop its product design and bring something fresh to men's fashion, embodying a great mix of styles to suit today's contemporary male."

## MIMI HOLLIDAY SEEKS TO BUILD ON RECENT SUCCESS

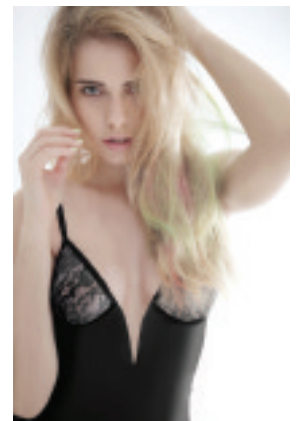
Mimi Holliday and Damaris will be presenting their SS12 collections at Moda, this year, as Mimi Holliday seeks to build on its recent success.

Sales of Mimi have more than doubled over five quarters since 2009. The size of the brand's collections has also been growing by 30 percent every season for the past three years, according to the company.

"As a high fashion lingerie brand, Mimi continues to excite customers," said Louisa Jarman, sales director for Damaris and Mimi Holliday.

"We aim to provide our customers with more of what they love; continually developing perfectly fitting bras in classic and high fashion shapes, colour ways, and always having fun with the design," she adds.

The brands will show their SS12 collections in Birmingham from August 14 to 16.



## 2BU LAUNCHES WITH NUDE LINGERIE FOR DARKER SKINNED WOMEN

**2**bU, a new nude lingerie brand for darker skinned women, will be launching at MODA, this month

The brand focuses on women of colour, incorporating skin tone, size and body shape into bras, briefs and loungewear. The range not only provides tonal shades for nude lingerie for darker skinned women, but also provides a 'bra for the bottom' – specially designed briefs to fit various buttock shapes.

The debut 2bU collection has three ranges: Teen, Core, Premium and Loungewear. Each range has up to five bra shapes, with a wide variety of sizes and shapes, to suit small backs, small cups, large backs, and large cups. The RRP starts from £58 per set (bra and pants). Luxury kimonos are available within the Loungewear collection with a RRP from £195.

The brand was founded by entrepreneurs Sumana Mukhopadhyay and Sadia Sisay. On co-founding the company, Sisay said: "I've spent 24 years searching for gorgeous underwear to suit my skin tone and body shape. We know from a survey conducted for 2bU that a staggering 82 percent of women surveyed across the USA and UK said they did not find it easy to find lingerie similar to their skin tone."

## BELLE-ET-BONBON MAKES SHOW DEBUT



Belle-et-BonBon will debut at Moda, this year, with a SS12 collection inspired by naturalism and the erotic curves of a woman's body

The new range pays homage to the sculptor Chiparus, famous for his Art Deco nudes of the 1920's and 1930's.

'Blanche Miel' outlines the individual contours of the body, using dusky pink, honey, ivory & black, and cranberry limited edition laces - all made in England. Velvet trims are incorporated to provide a subtle contrast to the lace.

Belle-et-BonBon specialises in chic gifting and packaging. Its French fancies knickers come in a choice of jet black and gold hanging bonbon baubles or heart shaped bonbon keepsake tins in red, white and black with a branded gold logo, at no additional cost.

## CHRISTIAN LACROIX PARTNERS WITH PALMERS LEJABY FOR SS12

The house of Christian Lacroix is returning to the world of women's fashion with a lingerie and beachwear collection.

In partnership with lingerie company Palmers Lejaby, SS12 will see the launch of a new collection, described as characteristically 'Lacroix' – diverse and opposing; bold yet reserved, romantic but adventurous.

The range includes Mantille, a group focussing on Chantilly lace veiled by lightweight tulle, Paseo, a collection of clean lines and iconic shapes inspired by the Torero's cape and Boduc, a set featuring Vichy checked fabrics. For beachwear, the brand is introducing Riviera, comprising classic, vintage pin-up styles.

Swimwear lines Monte Carlo, Chiffre, Casino and Lucky complete the collection.



## SLENDERELLA INTRODUCES YOUNG CAPSULE COLLECTION



For spring 2012, Slenderella will be launching a new capsule collection of younger, sophisticated sleepwear, produced in fine combed cotton, viscose/spandex and modal/spandex.

Soft muted solid colours have been combined with exclusively designed new prints to form a line that targets all age groups.

Following on from reported 'outstanding' sales of its Gaspé Microfibre, Slenderella has now added to the line with a new mini waist slip and adjustable strap camisole top.

Brettles, founded in 1786, is a Slenderella brand of classic nightwear and fancy knit underwear, aimed at the more mature customer. This brand was recently promoted through the launch of a new book, 'Brettles of Belper,' which will be available on the Slenderella stand at Moda. Gary Spendlove, owner and MD of Slenderella, will be happy to sign the book if required.

## LEJABY EXPERIMENTS WITH FABRICS FOR SS12



**L**ejaby has experimented with new fabric combinations for its SS12 range, featuring key styles Pivoine, Envolee and Guipure Lily.

New line Pivoine is made entirely of lace. A soft stretch Textronic lace is combined with Leavers lace, in an attempt to provide 'superior' comfort alongside 'exquisite' detailing. A wide selection of styles aims to ensure larger and smaller bust sizes are catered for.

The Envolee collection is a new line that combines embroidery and mesh draping on feminine style bra and brief sets, available in soft lily and bright coral 'Praline' colourways. The line is designed to offer firm support and uses a new generation fine-gauge microfibre for softness.

Guipure Lily incorporates geometric guipure lace with feminine tie detail lacings to adjust fit. The foam half cup style offers a plunging neckline to accentuate the bust and the easy to wear boxer brief features a front made entirely in guipure lace on tulle.

## LEPEL BRINGS 60S POSITIVITY TO BIRMINGHAM

Lepel is seeking to deliver positivity with a wow factor in its new SS12 swimwear range.

Inspired by a 60s retro colour palette, figure shaping is delivered within a number of the brand's lines, whilst colour palettes journey from deep tones through to summer brights for poolside glamour.

For the new season, Lepel Swimwear will be introducing Lotus, a feminine line featuring large aquatic florals, pinks and turquoise with highlights of lime. It will also be exhibiting its Fiesta, Sunrise, Verona, Twilight and 1950s inspired Fiji collections.

Lepel Lingerie and Nightwear will be launching the season with a series of vibrant prints, developed into spring-fresh shades which increase in intensity as the season develops.

At this year's show, the brand will also be showcasing new lingerie/nightwear collections Fifi, Flora, Delilah and Olivia.



## NINA RICCI BRINGS JOIE DE VIVRE TO BIRMINGHAM

Nina Ricci will present a new line of lingerie at Moda, this year.

The brand describes the collection as 'elegant' with 'subtle creativity and exquisite finishes', leaving room for 'dreamlike and modern fantasy'.

Fabrics include lace, fishnet, embroidery and printed, and single-colour mesh.

The colour palette aims to evoke 'joie de vivre,' with light, neutral tones being enhanced with accents of bright yellow, cherry and Ricci pink.

## MEG AT MIDNIGHT LAUNCHES AT MODA

New luxury brand Meg at Midnight will be launching at Moda, this year.

The exhibitor will present Chateau Rose, a Spring Summer 2012 collection inspired by the 'soft silhouettes and the romantic colours' of European rose gardens. The label aims to provide petite women with couture pieces in sleepwear and loungewear.

Designer and managing director Megan Leung said: "There are plenty of lingerie brands out there catering for plus-sized women but being petite myself, shopping for elegant, luxurious lingerie can be at the best of times frustrating. I think it's nice to be able to give short women and slim women an option apart from the usual stuff that is available in the high street."





## BESTFORM LINGERIE INTRODUCES NEW STYLE AND COLOUR

For SS12, Bestform Lingerie will be introducing new style Bengali to its collection.

The product features animal print detail, which is carried through on the centre gore and wings. In contrast, the embroidery has been designed to look delicate, contemporary and feminine. Keyhole detail at the centre is available in cup sizes D, DD & E.

A new soft pink colour will also be added to the brand's Sofia product, available in C to H cup.

The set, featuring modal fabric and a side shaping panel, has reportedly proven to be a 'resounding' success since its introduction in February, 2011.

Discounts will be available on the brand's product range during the show.



## CHARNOS TAKE INSPIRATION FROM MODERN DAY HEROINES



Taking inspiration from 1960s style icons, such as Julie Christie and Jackie Kennedy, the Charnos collection is adopting a sleeker look for SS12.

In the new range, the brand has used rich colours and focused on shapes which enhance the female figure.

It has also made a 'contrasting return' to botanical prints, reminiscent of turn of the century English country gardens.

New lines include contemporary collection Isabelle, 'striking yet subtle' Layla, vintage floral styled Esme and classical Harmony.

Charnos collections are currently available in a full cup bra, moulded plunge bra, padded plunge bra, balcony bra, short, French brief, and a classic brief deep brief with detachable suspenders and thong.

## MYABLU LAUNCHES TWO NEW BRANDS

MyaBlue has announced the launch of two new brands for SS12, MyaBlueBOUTIQUE and MyaBlueLUXE.

The new brands will be added to MyaBlue's established brand, MyaBlueBEACH, featuring exclusive beach kaftans and holiday dresses.

MyaBlue founder Lindsey Brown says: "Ladies love the soft cotton, the good fit and size options of MyaBlue-BEACH. Each season, customers ask us for more and more styles. It's a natural progression for MyaBlueBEACH to introduce a luxurious silk brand of maxi kaftans, beach cover-ups aimed at resort and cruise holidays.

"MyaBlueBOUTIQUE is the ultimate effortless holiday wardrobe, launching our ampm collection of dresses to take you from pool to party."

All three brands, MyaBlueBEACH, MyaBlueBOUTIQUE and MyaBlueLUXE will be showcased at the Moda show, this August.

## PISTOL PANTIES DOES PSYCHEDELIC RODEO

**P**istol Panties will be exhibiting a rodeo inspired swimwear collection at Moda, this year.

The new range is influenced by American Western heroines from the 1950's, such as pin-up girl Raquel Welch in Western 'Bandelero,' and is infused with a psychedelic 70's influence.

Bold Aztec prints, rope prints, colourful snake-prints, fresh grass and daisy photographic prints, Jacquard zebra prints, and wild liberty prints are key features of the 'eccentric' collection.

Shapes include more cut-out one piece swimsuits, underwired 50's shapes, foil triangle bikinis and signature frilly pants.

The brand will also be introducing its largest collection of kaftans and ready-to-wear dresses to date. The group will feature asymmetric dresses, slouch mini-dresses and low cut Jellaba dresses in bold prints.



# CHARNOS

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# Swimwear

AUGUST 2011 / ISSUE 04  
www.lingerieinsight.com

INSIGHT

## HARRODS EXCLUSIVE

Harrods merchandising manager  
talks new season's product

## BLAST TO THE PAST

Discover the retro styles  
taking the sector by storm  
in our August photoshoot

## MYLA BONITA

Amir Slama discusses  
his SS12 collaboration  
with luxury brand Myla

# SWIM



Find out about the latest  
developments in shaping  
swimwear for SS12



**OPINION**

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# FOREWORD



**2011 is an exciting year for swimwear, with countless new launches and numerous product innovations appearing on the scene.**

Shaping swimwear is taking off, as new brands enter the market on an almost monthly basis and fabric manufacturers continue to develop ground breaking materials that will alter the very nature of the sector in the years ahead.

With women continuing to focus on the perfection of their form, shaping products are becoming an increasingly obvious solution – lacking the expense and pain of surgery or the effort of exercise. The growth in popularity of shapewear in foundation garments is a positive indicator of the area's likely profitability in the swimwear market and retailers would be wise to get on board.

In contrast to this future gazing, we are going back to the future in this month's photoshoot with a concentration on retro-inspired looks. In today's economy, the combination of past creative triumphs with design

and technology from the current era is a key theme. Why risk developing new concepts when you can profit from the lessons of past generations?

Saying this, not all style innovation is belly up in the water. In our August issue, we speak to Amir Slama, a famous Brazilian designer who has created a SS12 line of couture-like swimwear for luxury brand Myla. Also representing the luxury sector, Harrods general merchandise manager for womenswear reveals the department store's plans to develop its swimwear offering.

In today's industry, the lesson is possibly that there is no absolute answer to the economic problems that so many retailers face. Commercial success will be gained from seeing opportunities as they present themselves and diversifying into the avenues which are most like to supply profitability, whether they are paths already trodden or trails that we will be the first to tread.

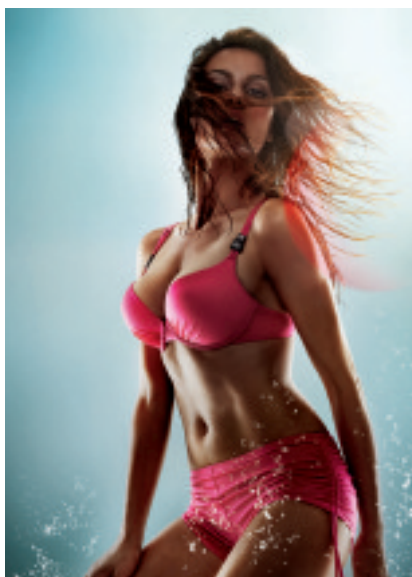
**KAT SLOWE**  
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## AUGUST COVER

**Image:** Triumph

**Model wears:** The Aqua Collection for SS12, Shape Sensation

**SHAPE SENSATION**  
THE AQUA COLLECTION



# Swimwear

INSIGHT

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# Swimwear

INSIGHT

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# FRONT

**THIS MONTH IN THE UK SWIMWEAR SECTOR**> NEWS IN BRIEF  
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## IODUS SWIMWEAR MAKES UK DEBUT AT THIS YEAR'S MODA TRADE SHOW IN BIRMINGHAM

**F**rench swimwear and beachwear brand IODUS will be making its UK debut at Moda, this month.

The established French label, founded by designer Pierre Martinez, focuses on 'timeless, stylish designs with perfect fit and luxury fabrics'.

The SS12 collection, designed for the UK market, features bold

colour blocking and vibrant prints for a flattering silhouette, in addition to quality detailing.

London's Philippa Bradley Agencies will be representing the brand within the UK and will be responsible for its successful launch.

Director Lucy Osborne said: "The brand is a welcome addition to our portfolio of high end fashion names and will compli-

ment our existing business perfectly. IODUS is about luxury and fit, and we are thrilled to welcome them into the agency for Spring Summer 12."

IODUS features soft cups and underwired products, as well as bandeau pieces for maximum comfort, support and cleavage. Styles feature brights in colour block graphic patterns with a blue and red, and monochrome

and taupe palette. Also making an appearance are florals in marine blue, turquoise greens and muddy browns. Zips, large beads in horn and metallic tubular fastenings have been added for detailing.

The collection is available in extra small to extra large, and encompasses cup sizes A-E in selected styles. Prices range up to £150. ❖

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

NEWS REVIEW



⤴ Mel C, Michelle Heaton, Jodie Kidd and Kate Walsh are among the celebrities who have donated their used swimming costumes for a new charity initiative by swimwear manufacturer **Speedo**.

Speedo's Swim Amnesty, in aid of Cancer Research UK, will see the company donate £1000 to the charity for every tonne of swimwear and goggles handed over for recycling.

Other stars to donate their cossies in aid of the project include Chloe Madeley, Tom Lister, Liz Lock, Lucy Verasamy, Emma Crosby, and athletes Rebecca Adlington, Conrad Williams, Kerri Anne Payne and Liam Tancock.

Business rates have long been the bane of retailers and small firms across the country and now a new survey has revealed the locations where companies get taxed the most.

The cost of running a business in England varies so wildly across the country that in some cases the average rateable values of commercial property can differ by as much as £114,000.

Online accountancy firm **Crunch** says data extracted from the Valuation Office Agency (VOA) shows that London's Westminster is the area facing the highest business rates on premises, while Tendring in Essex has the lowest.



⤴ The Only Way is Essex's **Lauren Goodger** was spotted wearing La Senza in Vegas, last month.

The reality TV star strolled through the US' party city wearing only the retailer's Sling Halter Peach Bikini.

Goodger, who is currently engaged to Mark Wright, could have been attempting to show off her deep tan. The ITV2 actress recently launched a Professional Range of Tanning Products, dubbed Lauren's Way.



⤴ **Christina Hendricks** is looking to design her own range of swimwear.

The Mad Men actress has already sketched out a series

of designs with her husband, Geoff Arend. She reportedly took the step after having problems finding swimwear to fit her 36DD bust and curvy frame.

Hendricks told Lucky Magazine: "I have to be careful about my proportions and keep it simple. What works for me is structure and something that shows my waist."

"It's really hard to find a bathing suit if you have breasts. You either get smooshed down or there's no support."



⤴ **Marks & Spencer** has chosen to follow up on the success of its 2 Cup Sizes Bigger Bra & Body Suit, last year, with the launch of 2 Cup Sizes Bigger Swimwear for the summer season.

Unlike foam padded swimwear, the light mineral oil used in the bra pouch of the swimwear moves in the same way as breast tissue, allowing it to move in the water with the wearer for a more 'natural, realistic' look.

The internal cup lining holds the unique gel pouch in place, preventing it from moving and causing unsightly bulges during sunbathing or swimming.



⤴ **John Lewis** this morning announced plans to open scaled-down versions of its stores in previously unviable UK locations by adopting what it calls a 'flexible' approach to department store retail.

The company intends to build on its strength as a multi-channel retailer by introducing stores that offer a full John Lewis assortment, tailored for individual locations and containing terminals for customers to order electronically.

The first planned shop to benefit from the new strategy is located in Exeter city centre and will open in 2012.

**Speedo Sculpture** has fired up a promotional campaign with social media and viral marketing at its heart.

The Secrets campaign uses a viral video, a dedicated Facebook site, a Twitter blitz and a microsite to encourage women of all shapes and sizes to consider the shaping swimwear. There will also be a joint promotion with Mercure Hotels and Spas, which will allow women to win free pampering days, courtesy of the two brands. The Secrets marketing campaign focuses on Speedo Sculpture as a best kept secret and encourages women to spread the word.

Speedo's Richard Ellis said: "Speedo Sculpture is able to offer the everyday consumer a variety of products designed to flatter the natural curves of the body and support the curves to look their best."

"Collaborating with Mercure Hotel and Spas is a great way to share our Secret by showcasing the best of both worlds."



**SPEAKERS' CORNER**

**MICHELA DELLE DONNE**  
head of marketing,  
Eurojersey



**SERGI DOMENECH**  
group marketing director,  
Dogi International



**ISABELLE RAVISSE**  
commercial and communication  
manager, Codentel

### WHAT IS YOUR FEEDBACK ON LAST MONTH'S INTERFILIERE TRADE SHOW IN PARIS?

“The fact that we are here in July still gives us a great opportunity to meet existing customers, but unfortunately we didn't see many opportunities for new markets. For brand awareness, it is still the place to be, but it hasn't opened new doors. It is too early because buyers are thinking of vacations and there is not enough promotion of this trade show to new markets, but there is great potential value.”

“It is good that it's earlier, but I think a few weeks sooner would be an even greater improvement. It is a high quality environment - the corridors are bigger and the stands are better built. The end of June would be preferable, but we can't complain. Winning a prize at Ultra this year helped raise the brand profile and heighten the reputation of the company. We have done great business over the three day period.”

“Every appointment that we made showed up, but we did see less people pass by compared to last year. The main brands, however, all turned up. It is also a transition show, so I guess that you have to let people get used to these dates. All the other shows used to take place at the same date, which didn't happen this year, but it should happen again next year and will probably boost attendance.”

**NEWS FLASH**

**THE MIAMISHOW** saw a record number of manufacturers and retailers attend this year.

According to organiser Judy Stein, the show was at maximum capacity for exhibition space, surpassing the previous record year of 2008.

Stein said: “The energy on the trade-show floor was exciting - orders were being written and collections were incredibly beautiful with true design characteristics.

“We increased our men's and children's presence, as well as lingerie, and we were very pleased with the caliber of brands that participated.”

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



# SWIMWEAR

THE BEACH IS THE PERFECT PLACE TO FLAUNT YOUR FIGURE, BUT WHO WANTS THEIR UNSIGHTLY LUMPS AND BUMPS TO PLAY CENTRE STAGE? **LINGERIE INSIGHT** INVESTIGATES HOW THE SCULPTING SWIMWEAR SECTOR IS SHAPING UP FOR SS12.

**I**t is easy to think of the beach simply in terms of sunshine, sand and surf, yet for many women the seaside holiday is also a source of horror.

Research from one of the UK's leading slimming organisations, Slimming World, has revealed that wearing a swimming costume tops ladies' lists of summer vacation fears. With 85 percent of UK women unhappy with their weight, according to Slimming World and YouGov, it is not surprising that shaping swimwear is one sector of intimate apparel that is undergoing rapid growth.

Miraclesuit was one of the first brands on the scene. It launched its tummy taming shapewear in 2005 and has since seen sales of its products increase year on year.

Like many other slimming labels, the secret of success lies largely in the fabric. Miraclesuit uses Miratex, which is exclusive to the brand and removes the need for an internal liner to flatten the stomach, resulting in less bulk and a more streamlined finish.

Patricia Eve director Mike Eve says: "The fact that many collections are featuring some styles with control goes to show just how important this

section is. At Miraclesuit, we are the only range that uses the unique Miratex fabric to achieve shaping without bulky liners. The forecast for 2012 is for even more demand, especially for last minute holidays and failed diets."

As technology develops and the popularity of shaping swimwear continues to soar, there is an increasing need to determine exactly which fabrics really perform and in what ways.

INVISTA, one of the world's largest integrated producers of fibres and polymers, is seeking to monitor these developments through the extension of its LYCRA® beauty fabric shaping certification programme into the swimwear sector.

Earlier this year, the company commissioned a consumer research report as a follow-up to its LYCRA® beauty fabric launch in shaping intimates. The results showed that 96 percent of women rate 'fit' as the most important swimwear feature and highlighted that there is a large gap between the perceived importance and the level of satisfaction across all attributes among women who are interested in shaping swimwear. Overall, women proclaimed that they want more comfort, improved shaping performance and more emotional satisfaction.

INVISTA swimwear marketing account manager Claire O'Neill says: "I believe that shaping swimwear will become an important part of many swimwear ranges as consumer demand increases. The choice of fabric used is crucial to achieving the right fit and maintaining the best fit, wear after wear. As we have seen in the intimate apparel sector, the appeal of shaping garments is not age or size specific – it has a broad appeal, from



1

1  
One shoulder one piece by Miraclesuit

2

2  
Miami bikini in blue and black by Miraclesuit

3

3  
Lise Charmel shaping swimsuit

4

4  
Shaping swimsuits by SpeedoSculpture



**As a retailer, the ability to advise your customers on what will suit them is key. Figleaves swimwear buyer Danielle Constable takes LI through the peaches and pears of shapes.**

**PEACH**

“As a peach you have lovely shaped legs, and your shoulders and waist are balanced with a full bust and round tummy. Draw attention to your legs with high cut briefs and look for tummy shaping designs to flatter your mid-section. A deep V-neck and halter strap will show off your shoulders. Flatter your waistline with hidden tummy shaping with the figleaves Crystal Shaping One Shoulder swimsuit”.



**HOURLASS SHAPES**

“Your curvaceous body shape has a full bust and rounded hips defined by a nipped in waist. Try a cup sized bikini top with underwiring for comfortable support. Show off your well-balanced shape in bold prints. Draw attention to your shape with the Sophina by figleaves.com Bikini Set, in stunning prints. Or high rise briefs will flatter your figure - see the Midnight Grace by figleaves.com Marilyn Fold Bikini Brief with Balconette top”.



**FLUTE SHAPES**

“The flute shape is athletic and slender, with narrow shoulders and hips and a very slightly defined waist. Show off your slim shape in a bikini and add volume to your hips and bust with bright prints and frills. Flatter a small bust with a strappy top (Butterfly Blue Lotty set) whilst on-trend ruffles add volume to your shape (Butterfly Blue Hattie Frill bikini set)”.



**PEAR**

“The classic British shape - your figure has full, curvy hips with narrow shoulders and a smaller bust. Try a halterneck bikini top to give the illusion of wider shoulders which will balance out your hips. Detailed bikini tops with ruffles or prints draw the eye upwards; wear with classic bikini briefs which will also flatter your shape. Flatten your figure with hidden tummy shaping (Sophina by figleaves.com Kerala Swimsuit) whilst a lightly padded top will enhance your best assets. High cut bikini briefs are designed to elongate legs”.



**HEART SHAPES**

“As a heart, you have narrow hips and a slender waist with wide, athletic shoulders and a full bust. Balance your lower half with patterned or detailed bikini briefs to draw the eye to your hips and waist. Good bust support is a must for comfort and uplift on the beach, so try an underwired bikini top. An underwired bikini top from Sophina by figleaves.com Maldives range will support your bust, whilst ruffle trims (Midnight Grace by figleaves.com Pin Up) will draw attention to your waist”.



young consumers looking for added confidence when wearing the latest fashion trends to older consumers wishing to refine their silhouette.”

The two new categories of LYCRA® beauty fabric for swimwear, Firm and Extra Firm, help brands choose attributes that are designed to meet specific needs. All fabrics in the LYCRA® beauty fabric collection must also contain the company's Xtra Life LYCRA® fibre, which seeks to provide customers with the added assurance that their suits will resist degradation from perspiration, chlorine and sun oils.

Already, LYCRA® beauty fabrics for swimwear have been commercially adopted by key brands available globally, such as Sunflair, Empreinte, Ritratti and Naturana.

Naturana features the LYCRA® beauty fabric in its new SS12 shaping collection, Perfect Body.

The brand, which operates primarily in Europe and runs a UK subsidiary based in Litchfield, has offered a swimwear line for 30 years and has always had shaping products. However, developments in technology have led the company to design a new collection, incorporating the latest materials.

Naturana's Peter Hack says: "Now we have some new fabrics, it is possible to make innovative shapewear with the LYCRA® beauty fabric without any power lining, which gives the lady much more comfort and it is much lighter.

The fabric is made from 80 percent Nylon and 20 percent Elastane, but specialised cuts for targeted shaping consist of 20 percent LYCRA®, and all designs have a LYCRA® X-tra Life label.

The series comprises four swimwear styles and a beach dress completes the range.

Lingerie giant Triumph is also using LYCRA® fabric in its first collection of shaping swimwear, launching in SS12. The new range is split into three collections: Chic Sensation, Trend Sensation and Sexy SH.

Chic Sensation is the brand's high functional shaping series, using a

LYCRA® beauty fabric from the Sensual Curves category, launched in September, 2010. It includes a shaping tankini with invisible control panel, minimizing top, shaping briefs and swimsuits shaping specific areas of the body (tummy, buttock, hips and bust), intensified by ruched panels and different back solutions.

Trend Sensation is a high shaping series with a young and fashionable design approach, offered in several 'trendy' and bright, solid colours. Styles include tops to smooth the bust shape and to increase the bust size, briefs to cover and smooth the buttocks and hips, and swimsuits to firm the tummy, buttocks and hip areas.

Finally, Sexy SH is a medium shap-

ing series based on the Sensitive Life outershell and Sensitive Plus Lining. It focuses on shaping the cleavage (super-push, smooth padded styles) and covering the buttocks. Styles include multi-straps, an adjustable midi and adjustable cup coverage.

Like Triumph, Bestform Lingerie will also be looking to enter into the shaping swimwear sector for SS12 with its new Aquasculpting range.

The brand launched the line in France for SS11, but is now keen to crack the British market.

The styles developed for SS12 have features such as side shaping panels, hidden wires, lined cups, plunge necklines and balconette shaping. All Bestform Aquasculpting swimwear



5

Zoggs Shelly  
swimdress

6



features fast drying knit that is salt and chlorine resistant.

Naturana, Triumph and Bestform will not be the only brands to introduce new product innovations to the market next year. For SS12, Speedo is dividing its Speedo Sculpture collection into four tiered segments, with each tier representing a different price and technology.

A completely new fashion capsule, offering tummy control and contemporary styles, aims to offer the holiday or spa consumer the perfect opportunity to purchase products that are not as swim focussed. Another new collection, the PREMIUM capsule, uses all-over firm body control with cup sizes that come individually sized

up to a G cup.

Speedo sales manager Richard Ellis says: "We are seeing an incline in the sales of our SpeedoSculpture product portfolio in the current season and an even greater forecasted growth for our SS12 collection... There is a definite increase in products being produced for this sector, and we see competition as being healthy. Realistically, the consumer should be able to buy from an array of products to enable them to buy something that meets their needs most accurately, and not a product just because it is the only product available. Our research is showing that the consumer in this sector is not easily fooled and does not always buy into claims

which may not be easily or genuinely substantiated.

"I think that the next 18-24 months will see this sector continue to grow for swimwear brands and, from what I understand, there will be some interesting and innovative developments being launched in this period."

Luxury French brand Lise Charmel also considers that demand is increasing in the shaping swimwear sector. Lise Charmel service and communications manager Sarah Veyre says: "It is increasingly common that people wish to reshape their body. Shaping swimwear actually fits perfectly with this trend.

"The choice of extra soft materials, specially selected to fully satisfy the specifics of absolute comfort and perfect fit, is very important."

For SS12, Lise Charmel is offering the Culte Elegance collection, which is described as combining 'strong, sheathing power' with 'slimming cuts'. It uses fabric from Italian manufacturer Brugnoli, called Fashinant, which is very light due to a rich lycra content.

Despite its numerous competitors, swimwear brand Zoggs is determined to take and keep its own hefty slice of the growing appetite for shaping swimwear. The company's shaping line, Swimshapes™, - and its individual cup sized range - is reportedly becoming a firm favourite with retailers such as John Lewis. But, aware that there are other labels snapping at its heels, the brand has formed its own plans for staying ahead of its rivals.

For SS12, it will be introducing a Swimshapes™ in-store communicator, designed for consumers to easily understand the benefits of wearing Zoggs Swimshapes™ swimwear. Next year, it will take this concept a step further, replicating the Swimshapes™ communicator online via a digital swimwear selector, which will match the appropriate swimsuit features to the individual body shape of each consumer. The Swimshapes™ communicator will be exhibited at the Moda trade show, this month. ♣

6

*Naturana shaping swimsuits in black*

Shape Sensation Collection SS2012. Call 01793 720 330 for sales enquiries - [www.triumph.com/uk](http://www.triumph.com/uk)



Triumph 

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See us at Moda, in Hall 17 - Stand B40



*Harrods*  
**EXCLUSIVE**

HARRODS GENERAL MERCHANDISE MANAGER FOR WOMENSWEAR,  
**HELEN DAVID**, TALKS TO LINGERIE INSIGHT ABOUT THE ICONIC  
DEPARTMENT STORE'S SWIMWEAR STRATEGY.



**What do you look for in the swimwear brands that you stock?**

Wearable, stylish and above all flattering swimwear is always interesting to us. Our customers want the latest brands and styles but demand that these also fit well and are functional.

**What would be your top three picks for next season?**

1) Melissa Odabash - fantastic shapes and great muted colours, and animal prints. 2) Lanvin - beautiful pieces which capture the essence of the RTW line. 3) Zeki - amazing cutaway styles and body-con fits in bright colours and patterns

**Will you be looking to take on any new brands for SS12 and, if so, which ones?**

We are always looking for new opportunities. For SS12, we will introduce Marie France Van Damme, who offers beautiful kaftans and special swimwear, which will take you from beach to evening.

**How many new brands/designers do you look to take on each year?**

Unique pieces and key trends set Harrods apart and drive our sales. We are constantly seeking to offer a point of difference as well as exclusive products. Our buying team works closely with all of our brands to deliver the best and most appropriate edit of each collection for our customers.

**Which trade shows do you attend and which is your favourite?**

As our offer is heavily designer driven, we do many of our selections alongside our RTW buys. However, we do visit the Mode City trade show in Paris.

**What do you predict will be the popular trends for SS12?**

- cut out designs
- retro styles including bigger shorts and tank tops
- orange, corals, khakis and taupes look set to be key colours

**What is the biggest challenge of**



**your job?**

Heading up all of Womenswear, as well as Way In, which comprises 15 departments, my time is spent differently, depending on the fashion season or time of year, but it is most greatly affected by the buying cycles of the different areas, as well as in store events. Juggling time and priorities is a must. Space is probably the biggest challenge and requires that I manage brand densities and performances very carefully whilst editing what new brands we are able to bring in.

**Over the past year, what would you consider has been your greatest 'buy'?**

We are thrilled to have such a strong offering from so many great brands. We have secured a large number of exclusives this season, including Charlie by Matthew Zink, Zeki, Marie France Van Damme and Leonard.

**What advice would you give to young designers hoping to get their pieces into Harrods?**

We always welcome hearing from new brands/designers. The best way to approach Harrods is with an email that clearly provides an overview of the brand, accompanied by a look book/images of the collection.

**Have you any exciting new plans for next season and, if so, what?**

At Harrods, we never rest on our laurels and we are always planning the

next exciting project and exploring how we can develop our brand mix. We relish finding creative ways to maximise densities and selling space.

**What does Harrods offer swimwear brands that no other retailer can?**

Harrods Swim Room houses an all year round lifestyle offering. Almost 5,000 sq feet is dedicated to the World's most desirable international, contemporary and classic swim designers and accessories, with an array of luxury holiday essentials such as cover ups, beach bags and flip-flops.

**Are their promotional opportunities for brands within store and, if so, what are they?**

We work closely with all of our brands to support new launches and maximise opportunities to highlight them in store, whether that be through impactful visual displays, showcasing them in our window or exposure on digital screens.

**Would you ever consider a competition for up-and-coming designers?**

We are actually running a competition with the British Fashion Council colleges for the second consecutive year, which offers one graduate the opportunity to win a year's paid internship with our Harrods own label fashion team, working across design and product development. ✦

**1**  
*Harrods general merchandise manager for womenswear, Helen David*

**2**  
*Harrods entrance in Knightsbridge*

# BLAST TO THE PAST

SWIMWEAR IS GOING BACK TO THE FUTURE FOR SS12. IN THIS MONTH'S PHOTOSHOOT, WE BRING YOU NOSTALGIC LOOKS FROM THE GLORY DAYS OF BRITISH SEASIDE, UPDATED FOR THE MODERN ERA. IN A SOCIETY WHERE UNCERTAINTY IS RIFE, CONSUMERS ARE RESORTING TO TRIED AND TESTED STYLES, FINDING REASSURANCE IN THE GLAMOUR OF THE PAST. DISCOVER HOW TO COMBINE THE BEST OF THE FORMER TIMES WITH MODERN ATTITUDE THROUGH THIS FRESH TAKE ON THE VINTAGE CLASSICS.

**CREDITS**

Model: Stacey Fenton

Digital artist: Tommy Reeves

Stylist: Lola Talabi

Make-up and hair: Stephanie

Stokkvic

*Pin Up halter  
in denim and  
hipster tie side  
pant in magenta  
by Seafolly, Mega  
Link necklace by  
Tatty Devine, shoes  
(stylist's own)*



*Annabel Lee*  
*Orange bikini by*  
*Paolita, perspex*  
*Anchor necklace by*  
*Tatty Devine, bag*  
*by Beyond Retro*





*Best SH 2012  
swimsuit  
by Triumph  
Swimwear, Crystal  
Prism earrings  
by Kleshna,  
Atelier Swarovski  
cuff by Matthew  
Williamson*

*Lola Rose bandeau  
and retro pant in  
sorbet by Seafolly,  
sunglasses by  
Beyond Retro,  
umbrella (stylist's  
own)*



*Melody one piece  
with hidden  
underwire and  
adjustable straps by  
Miraclesuit, Tassel  
earrings by Dark  
Horse, Gem Fiji  
bracelet by Monica  
Vinader*



*Sophia boyleg  
maillot in blue by  
Seafolly, Bunting  
necklace by Tatty  
Devine hat by  
Beyond Retro*







## What?

The UK Lingerie Awards are the ultimate accolades for the British intimate apparel industry

## When?

The Awards kick off the Christmas selling season on September 7th, 7.30pm – late

## Where?

The spectacular dinner and party will take place at London's hottest address

One Mayfair

[www.uklingerieawards.com](http://www.uklingerieawards.com)

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CHARNOS

# MYLA **BONITA**

**AMIR SLAMA**, CELEBRITY DESIGNER AND FOUNDER OF THE ROSA CHA BEACHWEAR LABEL, TALKS TO LINGERIE INSIGHT ABOUT HIS NEW SS12 SWIMWEAR COLLABORATION WITH LUXURY BRAND MYLA.

**How did your collaboration with Myla come about?**

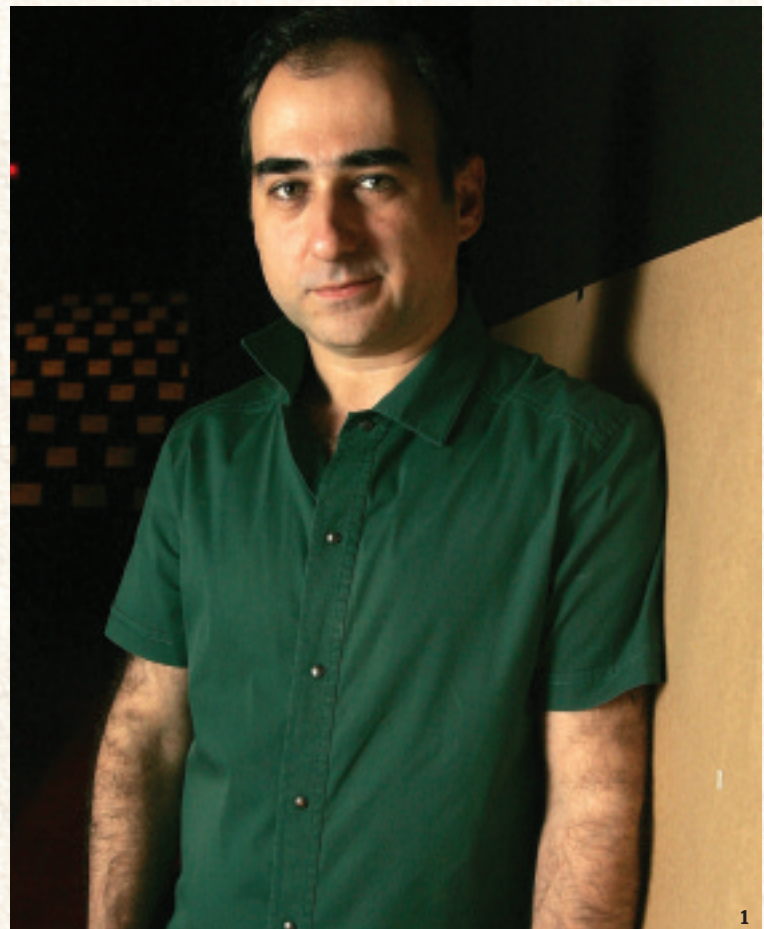
The creative director of Myla liked my innovative designs and so she approached me to collaborate with her. We discussed the idea of collaboration in early 2011 when we met in São Paulo. It seemed like a natural fit, so we went straight to work on designing the spring summer 2012 swimwear collection.

**From where did you gain inspiration for the collection?**

The first line is based on everything that is Myla. Femininity, beauty, sophistication and, at the same moment, modern design. Just as with their lingerie collection, we really focused on accentuating the feminine body in a very sophisticated way. The range aspires to inspire women to be confident within themselves and their bodies.

**How does the collection compare to your previous creations?**

That was a different time in my design and in fashion. The Myla range combines contemporary design and





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3



5

thought with modern, innovative materials and techniques.

**How do you find that Brazilian swimwear differs to that of other countries?**

Brazilian swimwear translates the preferences of the Brazilian women. At times, this can be culturally specific. However, there is a worldwide wish of all women to look sophisticated and beautiful in their swimwear. This is the ethos of the Myla swim collection.

I feel this range will appeal to sophisticated, successful women who look to fashion to express their creativity and personal style.

**Do you have plans to work with Myla again on swimwear?**

We feel that there is a natural synergy between the brands and we hope to collaborate on many projects in the future.

**What was the greatest challenge in designing this line?**

I would say that the greatest challenge was to stay true to the brand identity while introducing innovation to the swimwear market.

**In the past, you have seen some of the world's biggest super-models and celebrities wear your creations - which have you been proudest to dress and why?**

I am always excited to see a woman wearing one of my creations. In terms of models, I really loved working with Naomi Campbell, Giselle Bündchen and Alessandra Ambrosio as they are all lovely girls and very supportive of my designs.

**You have a heritage that appears to encompass many different cultures, such as Brazilian, Jewish, Iraqi and Romanian. Do any of these cultures impact on your designs and, if so, how?**

As with many places around the world, Brazil is a multicultural country with many diverse influences. This

offers an infinite source of inspiration, as does my background. However, in all my designs I always focus on the universal aspiration of all women to be sensual and feminine.

**Why did you leave your job as a history professor and move into fashion?**

I studied history in university and wanted to focus on the research side. At this time in Brazil we were coming to the end of a dictatorship and university students were very idealistic about wanting to change the world.

I understood that this is a difficult task, but I wanted to inspire people in a different way. I decided to set up a new lifestyle beachwear range to inspire a new element in Brazilian fashion.

*The new swimwear collection will hit Myla stores in spring summer 2012 and will range in price from £145 - £400. ❖*

**1**  
*Designer Amir Slama*

**2,3,4&5**  
*Swimwear designs from Amir Slama's new collaboration with Myla for SS12*



⤴ **LISBOA BY RASURE.**

The new Lisboa line sees a bright paisley print that evokes exotic inspirations and far away lands. Every piece in the line is made from ultra-soft, fast drying microfiber and offers a feminine draped effect. Available in two colourways, Passion (warm tones) and Ocean (cool tones), all styles include solid block colour bands on detail that balance the lively print.

RRP: swimsuit, £84, pareo, £59

Contact: **Rasurel, 0207 478 4340**

[rasurel.fr](http://rasurel.fr)

⤴ **WILDCAT BY ROSA FAIA**

The SS12 Rosa Faia range features one and two-piece swimsuits, including a crossback swimsuit in the new sports line. For the new season, the brand has introduced low cut cups and tankinis have been expanded with fresh cuts and lines. The collection incorporates golden decorative elements and various height-adjustable pants.

RRP: £72

Contact: **Rosa Faia, 0208 446 7478**

[anita.com](http://anita.com)



⤴ **PIN UP BIKINI BY SEAFOLLY**

The new blue and white striped bikini from Australian swimwear brand Seafolly is a modern take on the retro swimwear trend. It features a halter neck, designed to create a feminine shape, and pom pom detailing for 'a bit of fun'.

RRP: top, £53, bottoms, £41

Contact: **Seafolly, 0845 408 0095**

[seafolly.com](http://seafolly.com)

⤴ **SPORTY SWIMWEAR BY NATURENA**

In order to celebrate the Olympics, Naturana has introduced a special collection of sporty swimwear for 2012. The range features a selection of racer back swimsuit and tankini, bandeau and triangle bikini, as well as a choice of men's trunks and shorts, in patriotic colours of red, white and blue.

RRP: TBC

Contact: **Naturana, 0154 341 4441**

[natuk.co.uk](http://natuk.co.uk)

⤴ **DIAMOND BY TAVIK SWIMWEAR**

This bikini is from TAVIK Swimwear's new SS12 range. TAVIK Swimwear designer Nicole Hanriot has attempted to combine California cool with high-octane Charlie's Angel glamour in the collection.

Cut-out swimsuits with shoulder fringe detail feature safari snakeskin, whilst girlish bandeau bikinis are drenched in whimsical, dream-like watercolour prints and roused piping.

RRP: top, £65, bottoms, £57

Contact: **Tavik, 0207 183 0007**

[tavik.com](http://tavik.com)



# MyaBlue

## LUXE

Designed by  
Lindsey Brown



MyaBlueLUXE invites you to the Brand Launch of an exquisite silk cover-up collection for SS12 at Moda D14  
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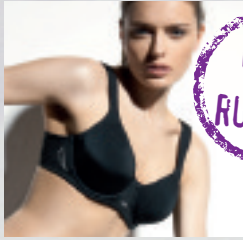
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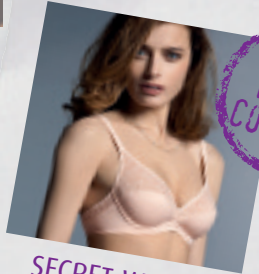
TOP FOR YOGA

MOVE-X BRA



COOL AND FRESH

FRESH BRA



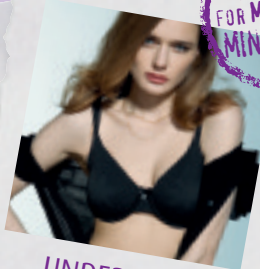
BEST TOTAL COMFORT

SECRET WIRE PADDED BRA



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# UK LINGERIE AWARDS FINALIST 2011

WEEKS OF RESEARCHING, ANALYSING AND DEBATING BY THE COUNTRY'S MOST EMINENT PANEL OF INTIMATE APPAREL EXPERTS HAS LED TO THE POINT WHERE THE UK LINGERIE AWARDS FINALISTS CAN BE REVEALED. THE FINALISTS REPRESENT THE VERY FINEST BRANDS - FROM AROUND THE WORLD - OPERATING IN THE UK TODAY.



paign, photographed by Rankin

### ETHICAL BRAND OF THE YEAR

- 👉 G=9.8
- 👉 Sweetling Lingerie
- 👉 Whomadeyourpants?

### HOSIERY BRAND OF THE YEAR

- 👉 Jonathan Aston
- 👉 Pretty Polly
- 👉 Wolford

### FULL BUST BRAND OF THE YEAR

- 👉 Curvy Kate
- 👉 Gorgeous by Debenhams
- 👉 Miss Mandalay

### SHAPEWEAR BRAND OF THE YEAR

- 👉 Flexees
- 👉 Made by Niki
- 👉 Spanx

### LINGERIE BRAND OF THE YEAR

- 👉 Curvy Kate
- 👉 La Perla
- 👉 Triumph

### MEN'S BRAND OF THE YEAR

- 👉 2(x)ist
- 👉 Calvin Klein
- 👉 Emporio Armani

### MULTIPLE RETAILER OF THE YEAR

- 👉 Agent Provocateur
- 👉 Bravissimo
- 👉 La Senza

### MOST INNOVATIVE COLLECTION OF THE YEAR

- 👉 Atsuko Kudo

- 👉 Lascivious
- 👉 Obey My Demand

### MATERNITY BRAND OF THE YEAR

- 👉 Cake Lingerie
- 👉 HOTmilk
- 👉 Royce Maternity

### NEW DESIGNER OF THE YEAR

- 👉 Nicole Gill
- 👉 Obey My Demand
- 👉 Paolita

### SPORTSBRA BRAND OF THE YEAR

- 👉 Freya Active
- 👉 Shock Absorber
- 👉 Triumph Sports

### SWIMWEAR BRAND OF THE YEAR

- 👉 Maryan Mehlhorn
- 👉 Melissa Obadash
- 👉 Seafolly

### ONLINE RETAILER OF THE YEAR

- 👉 Figleaves
- 👉 Fox & Rose
- 👉 Glamorous Amorous

### DEPARTMENT STORE OF THE YEAR

- 👉 Debenhams
- 👉 John Lewis
- 👉 Selfridges

### POST SURGERY BRAND OF THE YEAR

- 👉 Anita
- 👉 Jamu Australia
- 👉 Royce Lingerie

### INDEPENDENT DIRECTIONAL BRAND OF THE YEAR

- 👉 Bordelle
- 👉 Lascivious
- 👉 Nichole De Carle

### INDEPENDENT RETAILER OF THE YEAR

- 👉 Rigby & Peller
- 👉 Sadie the Bra Lady
- 👉 The Lingerie Collective

### BRIDAL LINGERIE BRAND OF THE YEAR

- 👉 La Perla
- 👉 Lise Charmel
- 👉 Myla

### MARKETING CAMPAIGN OF THE YEAR

- 👉 Curvy Kate – Star in a Bra
- 👉 La Senza – Cup Size Choir
- 👉 Lascivious – SS11 advertising cam-



## Judging the UK Lingerie Awards

The finalists in each category have been selected through a process that began with over 4000 nominations posted on the UK Lingerie Awards web site. These were added to long lists generated independently by the judges from their own experience to create an overall long list.

The judges independently assigned scores for brands in each category, and these results were collated by the editor of Lingerie Insight with the overall scores presented at a judges meeting. Judges were not allowed to vote for their own brands.

At the meeting, all judges were given their first look at the scores from all other judges, and the long lists in each category were debated and distilled down to a short list. This short list was then voted on again. The winners and other finalists in each category are those that scored highest in this process.

The finalists have been selected specifically for their work in the past 12 months, in most categories reflecting the quality, style and innovation of the Autumn/Winter 2010 and the Spring/Summer 2011 collections. Finalists in the categories for retailers have been judged for their customer service, range and availability of merchandise and business creativity.



## The UK Lingerie Awards Judges



**June Kenton,**  
Owner, Rigby & Peller



**Sharon Webb,** Head of lingerie buying and design, Debenhams



**Claire Franks,** Founder, Intimate Apparel Consultancy



**Kelly Isaac,**  
Founder, Lingerie Collective



**Gillian Proctor,** Course leader, De Montfort University



**Nichole De Carle,** Owner and designer, Nichole De Carle



**Kat Slowe,**  
Editor, Lingerie Insight



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And while they may not be as aerodynamic as some,

they'll never slow me down.

**PANACHE**  
**SPORT**  
FROM D-H CUP

# A Complex Webb

**SHARON WEBB TALKS TO KAT SLOWE FOUR MONTHS AFTER TAKING OVER AS HEAD OF DESIGN AND BUYING FOR INTIMATE APPAREL AT DEPARTMENT STORE DEBENHAMS.**

“We are still living through the recession,” says Sharon Webb, the new head of lingerie design and buying for Debenhams.

Webb took over as head of design for the UK department store in July 2010, but her position as head of buying is a more recent development, which transpired after Annette Warburton's departure from the retailer in March, this year.

This is the first time that the two roles have been combined under one title and, in addition to the extra responsibilities that the two jobs entail, Webb has inherited a set of market circumstances that present their own series of challenges.

“We know it is a tough market,” she says. “There is ever increasing pressure on margin, not to grow margin, but to maintain margin. And how do you do that when commodity prices, labour prices, etc. are increasing? It is probably the most challenging I have ever known it.”

The increase in commodity prices has been driven, in part, by the economic situation in China. The cost of labour and raw materials, such as cotton, is on the up, and has been compounded by soaring transport costs, driven by the high price of fuel.

“All costs are going up,” Webb elabo-

rates. “The Far East, particularly China, is getting very difficult. Most people are looking to other countries, such as Vietnam, Cambodia, Bangladesh, Sri Lanka, Indonesia and the Philippines. But, obviously, China is very well established, provides good quality and knows what it is doing.”

Increased costs are not the only issues that China is currently providing the Debenhams' intimates apparel boss. The fluctuating date of New Years in the country necessitates a great deal of forward planning, with many factories operating in a reduced capacity or closing altogether over the three week period, as workers head to family homesteads in the north of the country.

“You have to get product booked and out,” Webb adds, “because we have got that shipping time. You have kind of got Christmas and then a couple of weeks down time and then Chinese New Year, where the factory workers will be away for three weeks. So, really you have about a month knock out time that you have to accommodate.”

In a bid to boost demand and therefore offset rising costs, Debenhams is continuing to innovate across its intimate apparel range. Innovation has been a big driver for the retailer across its core product categories, such as bras, fuller bust, shapewear, and its invisible/no VPL knickers.

“That continues to be a big focus and driver for us,” Webb says. “We want to keep that momentum going. It is part of being a department store, having some real specialists, having some innovation that you may not necessarily see in some of the fashion lingerie retailers,



1

*Reger by Janet  
Reger bra and mini  
slip*

the fashion high street retailers or the supermarkets.”

Debenhams has also got a new sleepwear launch that it will be looking to introduce pre-Christmas. Though the new own brand is currently in its infancy, Webb reveals the line will see a younger, casual, fashion handwriting enter into sleepwear. The department store has already got a new team in place, including a new buyer and new designer.

“We are moving the direction for SS12 forward and then for AW12 we will really go for sleepwear,” Webb says. “We are very strong in bras and fuller bust, but there is definitely more potential market share-wise in sleepwear and hosiery. Hosiery, we want to grow. It is a category where we are probably slightly lower in our market share, so there is more to go for. But, hosiery is predominantly more Autumn Winter driven.”

Debenhams developed a new collection of sheer hosiery, this season, which has reportedly performed ‘very well’. According to Webb, people are now coming full circle on sheers, a trend that has been encouraged by cooling finishes and easier to wear toes. Unpredictable weather over the summer months has also helped push demand.

Part of Webb’s current job is to predict trends and what is likely to be popular in the year ahead. But, she didn’t always want to be in intimate apparel and found it a little more difficult to choose her own career path than she now finds it to decide on the future of her store’s brands.

In fact, while she was still at school Webb wanted to be a barrister and won a place to study Law and German at university. It was only after completing a few weeks work experience in the Temple Bar that Webb decided law wasn’t the career for her.

“I think that I was probably too strong a woman and it is a man’s world,” she says. “It certainly was maybe 20 years ago, maybe not so much now. I thought, ‘I am going to be constantly fighting every day – I don’t want that.’”

Webb chose to switch to Geography, which led to her obtaining her first job at Debenhams as an allocator of mer-

chandise. A subsequent move to start up La Senza, where she was promoted to her first buying position, fixed her interest in the female dominated sector of intimate apparel. Webb’s strength has since served her well in the area, where she has been instrumental in recent years in developing Debenhams’ balance of own and designer brands. And, she intends to continue to fully utilise that quality in the years ahead as she develops in her new position.

“I guess having this dual role is something that I am very proud of,” she says. “It is not something that has been done at Debenhams before. I just want to prove that it can work for everybody. I am really proud that I have been given this opportunity and I guess that the next 12 months will be proof of whether I have made it successful or not.” ♦



## SHARON WEBB’S TOP FOUR TREND PICKS FOR SS12:

**1 White** - this has emerged in underwear on the catwalks and I think it will be very important for SS12 in some of the designer areas, in addition to everyday ranges.

**2 Bold, large, floral prints** - hot, tropical look, teamed back with dramatic black. We have got quite a dark floral trend. It almost felt autumnal, but it has come out looking very dramatic and very strong.

**3 Colour** - trends are not really evolving as quickly apace but, actually, it is more about evolution through colour.

**4 Sports** - the Olympics will drive this, possibly in subtle ways such as fabrics or wider strap detailing or cleaner lines, but you can’t deny there are going to be elements of that.



**2**  
*Floozie by Frost  
French bra and  
hipster briefs*

**3**  
*B by Ted Baker  
longline bra and  
Brazilian briefs*



# NUDE *Ambition*

1

A STRONG USP IS ONE OF THE MOST IMPORTANT FACTORS FOR SUCCESS IN BUSINESS AND IT IS ALL ABOUT SPOTTING THAT GAP IN THE MARKET BEFORE ANYONE ELSE. LINGERIE INSIGHT TALKS TO **SADIA SISAY**, CO-FOUNDER OF INNOVATIVE LINGERIE BRAND 2BU, WHICH SPECIALISES IN LINGERIE FOR WOMEN WITH DARKER SKIN TONES.

**Why did you choose to enter the nude underwear market and how did you go about it?**

**1** For many years I had been looking for gorgeous flesh-coloured underwear for my skin tone, but found it extremely difficult to find any. Like many women of colour I settled for what was available

in the high street stores.

The turning point for me was when my daughter wore a white shirt with a black bra underneath, which was unsuitable and made me think that there had to be an alternative for women with darker skin tones. After conversations with friends, I found that many of them felt the same frustration I did. I carried out extensive research and contacted lingerie stockists and wholesalers, but was unable to make any progress. Then a friend introduced me to someone in the lingerie business and, as they say... the rest is history; I have spent the last two years bringing my concept of 'nude lingerie for darker skinned women' to life.

**Why do you think no-one else had**

**come up with the idea before?**

A few brands have identified the need for a more varied range of nude underwear. However, in my experience they haven't produced a full range to suit women of colour and different body shapes. It surprises me that brands don't fully understand the spending power of this target demographic. Well, I guess they will once they see the trail we blaze.

**Where did the name 2bU come from?**

My daughter originally thought up the name for a business of her own, but she kindly sold it back to me for my company as she felt the name was so well suited to our lingerie business. For us, it is all about self empowerment. We want women who choose our lingerie to feel

sexy, self confident and adored, just as they are – with 2bU, you can be you.

### How are your products different to what other brands already offer in the market?

The 2bU range is different to the current market offering, as the range has those who have less of the mainstream provision in mind; those with small backs and large cup sizes, larger back sizes, briefs for a fuller, rounder figure and tonal shades which are currently unavailable in 'nude' underwear. They are the only products which will offer underwear sets that take into account both skin tone and the shape, and size of the whole body, which is something that no-one else does.

### Who would you describe as your target market?

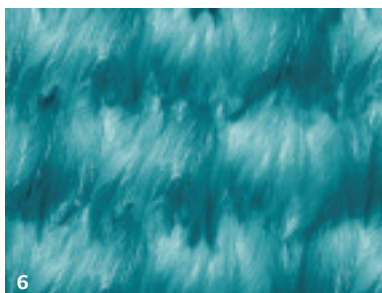
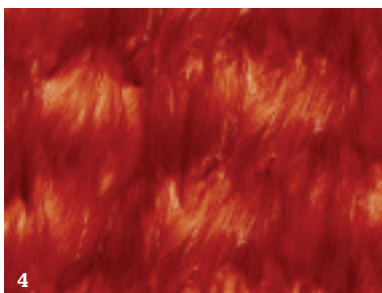
In essence, the 2bU brand has been created for darker skinned women between the ages of 15-75 who desire fabulous underwear to complement their skin tone and their body shape. Our target market is discerning, confident, sassy, self assured and has a strong sense of self esteem. Wearing our gorgeous lingerie will make any and all women feel majestic in their own skin. We all know that fabulous fitting underwear is essential to showcase the female shape - with 2bU lingerie we achieve this and sublime self confidence too. Maya Angelou said '...I'm a woman phenomenally. Phenomenal woman, that's me.' We think this sums up the essence of our 2bU customer, who knows what she wants.

### Who are your existing stockists and where would you like to be stocked?

We are currently negotiating with established retailers in the UK and USA for the launch of the wholesale business and we aim to launch a B2C e-commerce site in February 2012.

### Which trade shows will you be exhibiting at over the next year?

We will be exhibiting at MODA Lingerie and Swimwear (UK) and are aiming to be at CURVExpo (NYC) in early 2012.



### What has been the biggest challenge in setting up the brand?

The biggest challenge has been in shifting the mindset and working practices of suppliers and production houses to ensure that they produce lingerie which corresponds with 2bU's vision. We're getting there and we are proud of the relationships we have with our supply and production, who do see the vision.

### What has been your greatest triumph to date?

Whenever I hold a product in my hand; whether it is a print or skin tone swatch, or a prototype garment; it is wonderful to view the actual, physical product for the first time. Ask me this same question in a few months time and I will say, 'when I see our collection in pride of place on the high street.'

### Where do you hope to be in five years time?

My wish is for 2bU to be recognised worldwide for extraordinary and unique lingerie that compliments skin tones and embraces the different body shapes of women. When darker skinned women think lingerie, they will think 2bU!

### Are there differences in manufacturing to more traditional lingerie types and, if so, what are they?

There is more emphasis on the dyeing to ensure that the correct tones are achieved and we use an innovative method for developing the briefs to ensure that they cater to different body shapes.

### Which lingerie brand do you personally most admire right now?

At this moment in time, I am not particularly satisfied with any existing brands, hence the birth of 2bU.

### What range of product styles/sizes/shapes does the brand offer?

2bU offers up to 5 bra shapes, with a wide variety of sizes and shapes, to suit small backs, small cups, large backs, and large cups. Three ranges will eventually be launched; teen, core and the pre-mium range, which will include other special items such as kimonos. ♣

2, 3, 4, 5, 6 & 7

Lingerie prints used by new brand 2bU

# POST PARIS

WE BRING YOU ALL THE FUN, FASHIONS AND FEEDBACK FROM THE MODE CITY TRADE SHOW IN PARIS LAST MONTH.

## SHAN FOUNDER CHANTAL LEVESQUE, MODE CITY'S DESIGNER OF THE YEAR FOR 2011, TALKS EXCLUSIVELY TO LINGERIE INSIGHT AT THE PARIS SHOW.

**S**han founder Chantal Levesque: "After 25 years, it is important to review everything and just think about why we do that and why we don't do that, and to ensure the way we go is the best way. For me, it is important to do that. I don't want to look back. I want to look forward. I want to continue manufacturing everything in Montreal. I have my own factory with 125 people in Montreal and I love that, and I want to continue that."

"We now sell in 25 countries. I think we will

grow the UK market. We sell in Harrods and we sell in Rigby & Peller. I love London. Selfridges and Fenwick bought when we started, but the price is a little high. They stopped, but they have taken an appointment and maybe they will come back. In the economic crisis, they stopped carrying so many high end products, but I think they are now ready to re-buy and go with Shan again. The price points are between 175 Euros and 350 Euros. We are the same sizing, the same structure of body as in the UK, so I think it works well."



### ULTRA AWARDS

Lingerie Insight talks to the design and textile winners of the prestigious Ultra show in Paris, hosted by Interfilere.

#### WINNERS

**\* Prize for creativity**

**Designer** - Embrace

**Textiles manufacturers** - Broderies Deschamps, Codentel, Jersey Lomellina

**\* Prize for materials**

**Designer** - Berlei

**Textile manufacturers** - Boselli, Dogi International

**\* Judges prize**

**Designer** - Embrace

**Textile manufacture** - Eurojersey

### TEXTILES

**Codentel** commercial and communications manager Isabelle Ravisse: "It was a big surprise. We had no idea and forgot that the prizes were to be given that night. It is great publicity for the Codentel Calais lace."

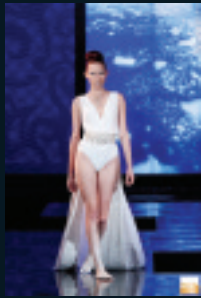
**Jersey Lomellina** sales manager Lorenzo Locatelli: "We are very happy and very proud. It was a surprise to see that a lot of the brands for the show were using Jersey Lomellina fabric. That evening, we realised that we were next to the designer that won the prize, who was using our fabric."

**Dogi International** group marketing director Sergi Domenach: "We were not expecting it, because we knew there were a lot of contenders. It didn't look like swim or intimates, but like haute couture."

**Eurojersey** head of marketing Michela Delle Donne: "We were honoured to work with Thapelo to create this piece and it gave us the opportunity to explore the versatility of our Sensitive fabric range in such a couture way."



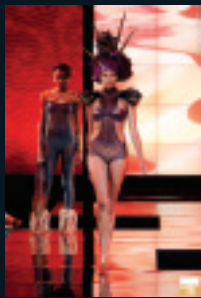
## ON WINNING THE 2011 SHOW: DESIGNERS



### **Thapelo**

founder and creative director Wil Ariyamethe-Demon: "I was so surprised when we won. I was in so much shock, I didn't even realise. Obviously,

I didn't prepare a speech. It's a nice feeling, because we only launched the company on July 8 last year and so it is such an honour to be recognised."



### **Embrace**

chief executive and creative director Reenagh McCall: "I am absolutely thrilled. We knew the standard we were up against. When they announced

we had won, quite frankly I was shocked. It took us five days to stick all those crystals on. We incorporated one of our patented inventions, an internal support system, into the design. It was really a recognition for us and the development that went into our design."



### **Berlei**

head of design Elise Recour said: "As a team, we are very excited to celebrate our first participation in the fair for a couple of years.

The awards are a great way to highlight the importance of developing a relationship with suppliers. We are putting a big focus on creativity and innovation, taking sexiness, comfort and support to another level. Ultra is a great opportunity, where only creativity, imagination and design matter – and what is in the heart of suppliers."

## SHOW NEWS



### **THAPELO LOOKS TO CRACK EUROPE VIA LUXURY BOUTIQUES**

Luxury swimwear brand Thapelo has announced plans to expand in Europe after winning the Judges' Choice award at Mode City's Ultra competition.

The Ultra show saw some of Europe's most prestigious intimate apparel brands exhibit 'haute couture' style designs at the Place Vendome, this weekend.

Thapelo, which sources its fabrics from textile giant Eurojersey, is currently stocked in a series of boutiques within France.

Founder and designer Wil Ariyamethe-Demon is looking to expand to other parts of Europe over the next year and is seriously considering entering into the UK market.

### **EMBRACE PRESENTS DEBUT COLLECTIONS AT MODE CITY**



New lingerie, swimwear and maternity brand Embrace is showcasing its debut collection at Mode City, this year.

The brand attracted a large amount attention from press and buyers after it won the prize for creativity at the Ultra catwalk show on Saturday.

McCall first exhibited at Mode City last September, where she launched her new product inventions: a pat-

ented internal support system, removable wire mechanism and maternity feeding innovation. A new moving strap, which should enable the wearer to adjust tension with just one hand, is also currently in development.

Since winning Ultra, Embrace has attracted attention from potential stockists in Australia, Asia, Africa and Europe. A number of major retailers and department stores have also reportedly displayed interest.

### **LISE CHARMEL LAUNCHES EPURE**

French lingerie and swimwear company Lise Charmel has launched a new luxury basics brand for SS12, called Epure. Epure – meaning 'pure' in French – was showcased for the first time at this year's Mode City show.

On the new launch, Lise Charmel chief executive Olivier Piquet exclusively told Lingerie Insight: "When you are a Lise Charmel woman, you want to wear the lingerie on Monday, but on Tuesday you might want to wear something more simple. We now cater for Tuesday."

### **MAAJI BRINGS COLUMBIAN STYLE TO UK SWIMWEAR MARKET**

Columbian swimwear brand Maaji is reaching out to British independent swimwear shops and e-tailers with a collection that draws inspiration from the style and seduction of the South American country.

Claudia Falcone, UK sales representative for Maaji, told Lingerie Insight on the first day of Mode City in Paris that she was looking to build a network of retailers in the UK for the SS12 collection that the company was exhibiting at the show.

The 2011 collection secured its first order with online fashion giant ASOS.com, which took 400 units of this year's line. Harvey Nichols sells the brand in Dubai.

Ms Falcone said she has also had positive discussions with fashion chain Urban Outfitters and uber-cool waxing bar company Strip, which sells lingerie and swimwear from its London outlets in Chelsea, Notting Hill, Soho and The City.

## SHOW NEWS



### COOLE SOLUTIONS BRA FASTENER SLIPS INTO MODE CITY

Cool Solutions has created a new product, which it claims could replace the traditional hook and eye component in bras.

The Slip-it Fastener, created by retired Army officer Nigel Coole, consists of a simple slide in mechanism and works for both bikinis and lingerie.

Nigel Coole said: "We have just been trying to get it in front of the retailers. We are also talking to mass lingerie producers."

### RUSSIAN SWIMWEAR GIANT MAKES A SPLASH IN EUROPE

Russian swimwear brand Charmante is seeking to enter the Western European market.

The company, which is Russia's biggest swimwear wholesaler, is attended Mode City in Paris in a bid to gain international stockists.

International relations manager Maria Khalbaeva said: "We have been doing swimwear for more than ten years and we are now looking to enter into the European market. We came to Mode City a few years ago, but we had problems with product transportation. We have now solved all those problems."

## SS13 TRENDS

The SS13 trends were presented at Mode City by Jos Berry and Jennifer Kell of Concepts Paris.

**1. Lightness Revolution** – This look incorporates fine fabrics, in a lightweight but high modulus for layering. Examples include Victoria's Secret spacer fabric, the lightest ever bra. The Modern Fairytale idea incorporates beautiful volumes and lightweight textures with frou-frous and raw edges, combined with clean styling.

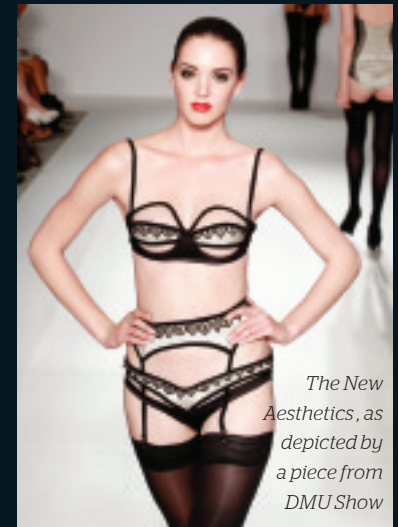
**2. Traditions Revisited** – This features crocheted looks combined with heat transfer/lamination. It involves archive styles in modern lace and modulus combinations. Classic shapes are updated, such as with the Triumph Doreen, and elastic evolves in a development of the Marlies Dekkers trend.

**3. Loungewear Bliss** – Precise and refined, this is the balance of casual and comfortable with fashion elements. Almost minimal, but with plenty of detail, it is both a sporty and feminine look. The concept of textile delights uses a slinky modal with knit texture, such as mohair. Relaxed pastels, such as chalky pastels with grey tones, enable multiple combinations, including washed or laundered looks, and faded and gradient effects.

**4. Nature Reborn** – Generous organics. The photographic look and digital printing is essential. Greens are used, along with animal prints and feathery, bark and water ripple effects. Brushed fabrics, including micro-modals and elastic, are a must. Natural looking colours come together with flashes of bright colour.

**5. Off the Beaten Track** – Global influences introduce paisleys and ethnic prints, combined with European styles. India is a big inspiration for colours, such as golds and yellows. Nomadic wardrobes see ready to wear and craft ideas brought into lingerie.

**6. Artistic Revival** – The use of primitive art sees unusual combinations, such as wood block printing and influences from the Ballet Russes. Guipure is combined in a casual context. Thanks to digital print-



The New Aesthetics, as depicted by a piece from DMU Show

ing, detailed design is easier to achieve. Scarves and borders are used in an increasingly creative way.

**7. Sporty Encounters** – Sport combines with retro looks, with contrasting trims. The traditional cross your heart bra is mixed with a comfortable, sporty style for a refreshing look. Examples include the likes of American Eagle, Gap Body and Victoria's Secret.

**8. The New Aesthetics** – This concept incorporates graphical imagery with a big statement, such as the tattoo look. Strong contrasts are key. It is all about going back to the future, a theory of modern seduction. Architectural garments reference this sexy, graphic look.

**9. Body Deco** – A new generation of garments sees a work like shapewear that moves past the traditional definition of the sector. Body deco is about shaping products that act like a second skin and look attractive. Products such as shaping lacy leggings feature functional laces from textile manufacturers like Tianhai. Brushed power meshes are used for softness, along with cotton blends with high modulus.

**10. Couture Mood** – A reflection of fantasy couture, colour combinations include black and white, and red. Chanel is an inspiration for the mood, which incorporates luxury red and red satin, used architecturally with texture, drape, and matte and shiny combinations.

# Extending LYCRA® beauty fabric

The Science of Shaping™

The LYCRA® beauty fabric collection is the secret to comfort and outstanding shaping for diverse shapewear categories and fabrics including lace and seamless.

Let us introduce you to newness in LYCRA® beauty fabric at Mode City, Hall 1, stand M64 – N75.



## SHOW NEWS

### LISE CHARMEL APPOINTS EXPORT MANAGER FOR UK MARKET

Lise Charmel has appointed a new export assistant with the specific mandate of ramping up the French lingerie giant's activities in the UK.

Current UK agent, Ardee, will retain its role as the first point of contact for retailers, but Carole Jasinski, export assistant for Lise Charmel, will also open dialogue directly with major department stores.

"We are working with our UK partners to improve the situation in the country," said Olivier Piquet, Lise Charmel's chief executive, in an exclusive interview with Lingerie Insight.

The UK and the United States are now the top priorities for international expansion, Piquet stated. Lise Charmel will open a subsidiary in the US, but will continue to work with its UK agent rather than open a subsidiary, he added.



### MOONTIDE OPENS PURPOSE-BUILT FACTORY IN CHINA

Australasian swimwear brand Moontide opened a new factory in South China, last month.

The new factory employs 250 machinists and sees the brand return to manufacturing its products in house for the first time since abandoning its UK factory a decade ago.

Moontide sales & marketing director David Cosgrove said: "You have got to have control over your own garments."

"We have a lot more control over quality and react a lot more quickly to repeats."

It is a busy year for the brand, which will be launching a new website at the end of the month, The brand also introduced new label Piha in Australasia earlier this year.

Piha, which creates surf style products for the 16-24 market, is expected to launch in Europe for 2012 and has reportedly already been receiving significant orders in its home market.

### A NUMBER OF BRANDS HELD CATWALKS AT THEIR STANDS DURING THE 2011 MODE CITY SHOW - LI PROVIDES YOU WITH IMAGES FROM THE EVENTS

Charmante made a big impression with its flower themed stand. It was the first time that the brand had showcased in Mode City, Paris, where it chose to debut its SS12 collection.

Dutch lingerie brand LingaDore impressed visitors at Mode City with a high octane dance display, which featured the winner of Holland's So You Think You Can Dance.

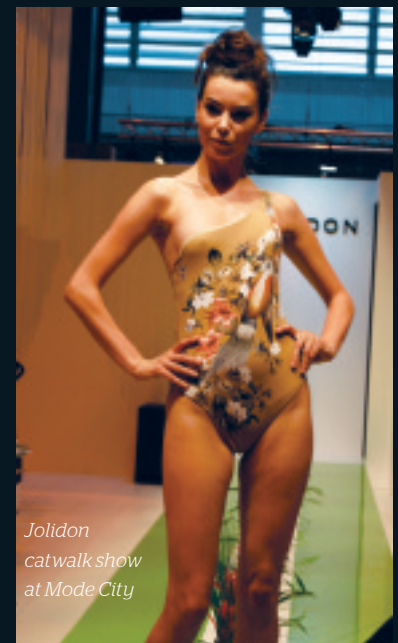
Jolidon once again held a catwalk at its stand for Mode City, 2011, where it displayed its new season's wares.



Charmante catwalk show at Mode City



LingaDore catwalk show at Mode City



Jolidon catwalk show at Mode City

### SALON INTERNATIONAL DE LA LINGERIE 2012

Salon International 2012 will be held from January 21 to 23 at Pavilions 3 and 4 of the Porte de Versailles.

A greater emphasis will be placed on loungewear, which will have its own dedicated entrance with additional signage outside to direct visitors to the area.

The exhibition will also concentrate on providing additional opportunities for exhibitors to showcase their products, with tailored packages for brands looking to promote their presence.

Nellie Rhodes will be the trend partner for Salon International de la Lingerie next year.

# OBJECT OF *Desire*

» **MONACO BY MYABLUELUXE**

The MyaBlueLUXE concept was reportedly developed after existing MyaBlueBEACH stockists complained that they found it difficult to source 'effortlessly glamorous' silk pieces.

The Monaco kaftan comes from the new brand's Metropolis collection, which features a series of cover-up styles for the SS12 season.

Designer Lindsey Brown says: "It's a natural progression for MyaBlueBEACH to introduce a luxurious range of maxi kaftans beach cover-ups and tops aimed at resort and cruise holidays... a new brand and silk style emerged."

**RRP: £195-£295**



**^ ENVOLEE BY LEJABY**

Inspired by butterfly wings, the collection sees the winged shape references on both bras and briefs with embroidery and soft mesh. The collection caters for larger bust sizes (up to an F cup) and is available in shell and coral for a more feminine look. Four bras, three brief styles and a nightdress are included in the range.

RRP: bra, £55, brief, £35

Contact: **Lejaby, 0207 478 4340**

**lejaby.com**

**^ SCOTTISH QUEEN BY HUIT**

This new collection from Huit features an unusual tartan print and incorporates tulle backing for extra comfort. Products are available in sizes 32 to 38 in A to DD cups and XS-XL co-ordinates.

RRP: half cup bra, £42, string, £20

Contact: **Huit, 0153 676 0282**

**huit.com**



**NEW PRODUCTS**  
*Lingerie Look*



**^ SEAMLESS TOP BY HANRO**

Hanro is presenting a new generation cotton seamless spaghetti strap top for SS12. An updated version of the old cotton seamless style, it has a shinier softer fabric, made with mercerised cotton, and a more contemporary cut. It also features elastic satin edging and flatter seams.

RRP: £29

Contact: **0158 024 1111**

**hanro.com**

**<< LACE ROSE BY ROSA FAIA**

The new 'Lace Rose' range includes a full cup bra with Ergoline underwire and a soft bra, both made of lace and tulle with decorative velvet bows. The lace cups feature a horizontal seam and a new, stretch décolleté band with a very soft backing, which provides additional support and adapts optimally to the different cup shapes.

RRP: £54

Contact: **0208 446 7478**

**anita.com**

**^ SPORTS BRA BY PANACHE**

The Panache Sports Bra has taken three years of intensive development. The product individually encapsulates each woman's breast, reducing bounce in all directions by up to 83 percent. British javelin thrower Goldie Sayer has been appointed as Panache Sport's new brand ambassador. She said: "A well fitted bra is essential for any sportswoman with a large bust. Since meeting with Panache we've worked hard to reduce the risk of injury during both training and competition and now with their ultimate sports bra, I feel 100% comfortable and I can't wait to wear it when I compete."

RRP: £35

Contact: **0845 270 6222**

**panache-lingerie.com**





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