

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

SEPTEMBER 2011 / VOL. 02 ISSUE 09
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A BRAVE NEW WORLD

Discover the latest developments in post surgery products

ETERNAL REIGN

Emily Liptak founds a new luxury brand for the modern woman

NEED FOR SPEED

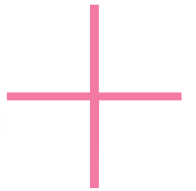
Join us behind the scenes of Speedo's new headquarters

PLAYTEX & PORTAS

Mary Portas talks about her exciting new lingerie collaboration

MODA REVIEW

CHECK OUT
THE NEWS FROM THE
2011 BIRMINGHAM
TRADE SHOW



OPINION

LIZZIE BEACH

ANALYSIS

**NEW
PRODUCTS**

Deck the

Tables

Retailers and brands discuss their preparations for the upcoming festive season

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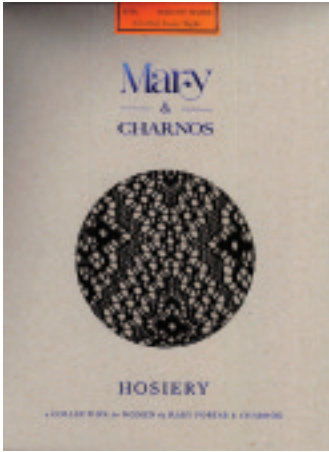


Triumph 

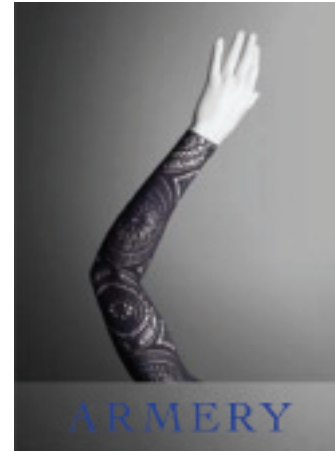
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Mary
— & —
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CHARNOS
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Jonathan Aston
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Levante



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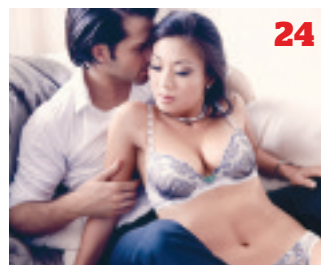
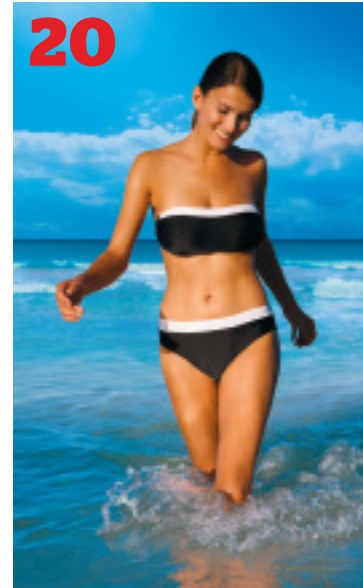
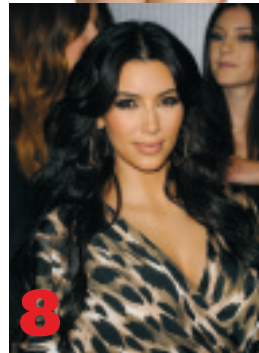
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FOREWORD



With Breast Cancer Awareness month rapidly approaching, we all have the ideal opportunity to give something back to the consumers who drive this sector.

Lingerie is all about confidence, about wearing something underneath to make you feel better on the outside. To no one is that confidence more important or necessary than breast cancer survivors. Whether they have just undergone

reconstructive or mastectomy surgery, these brave women truly deserve all the support that we can give them when embarking on the latest stage of their personal journey.

And, it is not just the consumers that deserve our respect and consideration. The women who work in this sector are truly inspirational in their tireless efforts to support their clients. From providing specialist fitting through to bespoke solutions and perhaps, most importantly, a willing ear, these women show that sometimes business is personal and it is the personal service that counts.

Next month may be the period where breast cancer receives the most attention, but it is a disease that affects women all year round. This month, at the UK Lingerie Awards 2011, we will be celebrating the best names in the industry, one of which will be a post surgery brand. Yet, trophy aside, this is truly an area where every single member is a winner.

KAT SLOWE
EDITOR
kat.slowe@itp.com

THIS MONTH'S CONTRIBUTOR

Amanda Layton has been employed by Barthelme UK Ltd and La Rosa Mannequin for 11 years. She has worked with retailers' display and VM teams on all projects, ranging from the design and installation of Christmas schemes, through to Spring schemes and mannequins. Before Barthelme and La Rosa, Layton worked as a display and VM manager for a series of retailers, including NEXT, Miss Selfridge, Bhs, Early Learning Centre, Episode and Lego.

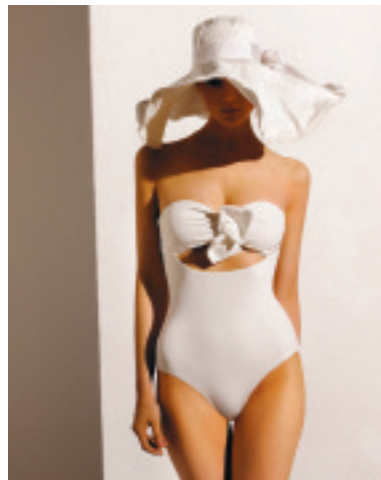
SEPTEMBER COVER

Image: Nina Ricci

Model wears: Nina Ricci Pin-Up for SS12

NINA RICCI

Pin-Up is inspired by the 50s era. Featuring a new twill-like shimmering fabric and large couture-style bow, the line is available in a range of colours: Lily, Ricci Pink and Green. The range encompasses three rises of briefs and new bra styles (foam triangle and bandeau). A ruffled dress completes the collection.



Lingerie

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ITP PROMEDIA PUBLISHING

16A Baldwins Gardens, London, EC1N 7RJ, UK
Tel: +44 (0) 20 31 764228
Fax: +44 (0) 20 31 764231

EDITORIAL

EDITOR Kat Slowe,
kat.slowe@itp.com

COMMERCIAL

SALES MANAGER Andrew Martyniuk,
andrew.martyniuk@itp.com

STUDIO

GROUP ART EDITOR Daniel Prescott,
daniel.prescott@itp.com
DESIGNED in conjunction with Quadrum Solutions

DIGITAL

CHIEF TECHNOLOGY OFFICER

Hitendra Molleti, hitendra.molleti@itp.com

ONLINE PRODUCTION

Ernesto Ceralde,
Rose Yorobe

PRODUCTION & DISTRIBUTION

GROUP PRODUCTION & DISTRIBUTION DIRECTOR

Kyle Smith, kyle.smith@itp.com

DEPUTY PRODUCTION MANAGER

Matthew Grant, matthew.grant@itp.com

DATABASE MANAGEMENT

Manju Sajeesh,
manju.sajeesh@itp.com

CIRCULATION

CIRCULATION CUSTOMER SERVICE

+971 4 286 8559

Web: www.lingerieinsight.com

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FRONT

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RIGBY & PELLER SELLS 87 PERCENT MAJORITY STAKE TO BELGIAN COMPANY VAN DE VELDE

Rigby & Peller, the luxury heritage company which holds the Royal Warrant to H.M. Queen Elizabeth II, has sold an 87 percent majority stake to Van de Velde for £8 million, leaving the Kenton family with a minority 13 percent holding.

Speaking on behalf of her family, Mrs. June Kenton said: "It was important for us to choose a company that shared the same values and vision as Rigby & Peller. Our staff and customers rely on us to

deliver high standards in product and service. It is a privilege to sell the majority stake to Van de Velde, who like us, are a family oriented company and appreciate the value of heritage whilst looking to the future for growth and success. Our entire team at Rigby & Peller are looking forward to working with them."

Established in 1939, Rigby & Peller was acquired in 1982 by June and Harold Kenton who transformed the company into a world-wide destination retailer

for intimate apparel, renowned for its fittings and luxurious product offering.

Today, Rigby & Peller has an A-List following that frequents its seven stores, made-to-measure business and online offering.

Commenting on the acquisition, Van de Velde chief executive Ignace van Dooselare said: "I am delighted to announce the purchase of Rigby & Peller. It is our intention to work closely with both the Kenton family and the existing management team, to in-

vest and grow Rigby & Peller both in the UK and internationally."

Started in 1919, Van de Velde is a public company which designs and manufactures a range of luxury lingerie brands, including Marie Jo, Andres Sarda and Prima Donna. In addition to the UK, the company retails in North America and parts of mainland Europe.

June Kenton and her son David Kenton will remain active as members of Rigby & Peller's Board of Directors.

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

NEWS REVIEW

Two US graduates from Brown University, Julie Sygiel and Eunice Png, have founded lingerie label **Sexy Period**, which caters for potential leakage during a woman's menstruation.

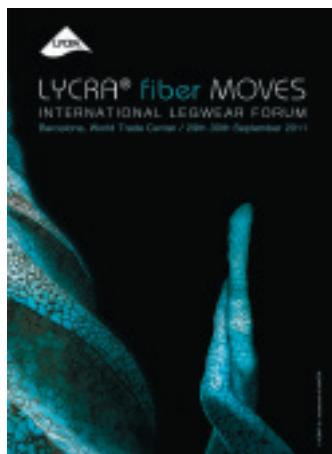
The range, which took two years to develop, seeks to combine fashionable design with leak resistant technology.

It features three styles, Blossoming Beauty, Simply Stunning and Friday Night Fabulous. The pants come in bikini, hipster and 'cheeky' shapes.

Fox & Rose has announced its three Emerging British Lingerie Designers of the Year.

Following the final year catwalk show of De Montfort University's Contour Fashion Degree, Kirstie Groombridge, Sarah Burgess and Rosalind Strach were chosen by the fashion-led luxury lingerie retailer for their 'eye catching capsule collections.'

Now in its second year, the Fox & Rose Young Lingerie Designer of the Year aims to promote new talent in the lingerie sector, giving a platform for aspiring underwear designers to showcase their work.



▲ **INVISTA**, one of the world's largest integrated producers of polymers and fibres, and owner

of the LYCRA® fibre brand, announced today its line-up of industry speakers for legwear event LYCRA® fibre MOVES.

The event, which takes place in Barcelona from September 29-30, 2011, aims to bring together around 250 textile industry professionals for an experience that will 'stretch the imagination' and 'provide insights into future legwear industry trends'.

This year's speaker line-up will include Dave Trerotola, President of INVISTA Apparel, Serge Vigouroux, Marketing Business – INVISTA Apparel and Geoffrey D. Hietpas, INVISTA Global Marketing Director.



▲ Luxury retailer **Rigby & Peller** formed an exclusive collaboration with Tatler Magazine, last month.

Newsstand copies of Tatler's September issue carry a free pair of Rigby & Peller designer knickers, with three colour combinations to choose from, each bearing the words 'Faith,' 'Hope' or 'Charity'.

The issues also contain a £15 voucher to spend in-store at any Rigby & Peller boutique or online at www.rigbyandpeller.com. Redeemable on transactions over £100, readers can use their discount between Monday 1st August and Monday 3rd October 2011.



▲ **John Lewis** reported a growth in sales of nine percent for the week ending on July 23.

The period, which marks the end of the department stores first half and the end of schools' summer term, saw 15 branches up on 2010.

The strongest performance was achieved by John Lewis' Cambridge outlet, which saw an increase in sales of 13 percent.

This was partly attributed to the launch of the new Triumph Essence Lingerie collection, which reportedly drove interest in stores, and the introduction of menswear label Thomas Pink.

An attempt to win the world record for the longest bra chain has reportedly been abandoned after the products became hopelessly tangled.

Campaigners at '**Bra Chain**' planned to hook together over a hundred miles worth of bras at Worcester Racecourse to raise money for charities Women's Aid and Breakthrough Breast Cancer.

An estimated 200,000 bras were need for the attempt, but volunteers were forced to quit after connecting just half that number, significantly below the world record of 166,000 linked brassieres currently held by Australia.

Leurre Lingerie founder Gauruv Malhan has bought out eco-lingerie brand **Enamore Lingerie**.

Malhan was working with Enamore founder Jenny Ambrose, and Leurre creative director Rachel Braund, 10 months before

the takeover, trialling a series of fresh concepts and designs for the brand.

He bought majority rights to the company from founder Ambrose in February, 2011, on the former owner's return to her native country, Canada.

New Ghanaian lingerie brand **Delilah's Secret** has launched a modelling competition aimed exclusively at black women.

The lingerie and beauty company is looking for a woman to be the face and body of the brand, which is being launched on Valentine's Day next year and will offer high quality lingerie for women of African descent.

In addition to becoming the new face of Delilah's Secret, the winner will receive a beauty hamper and a year contract that will include promoting the brand on the local and international stage. Selected finalists will participate in a professional photo shoot to model Delilah's Secret lingerie, swimwear and accessories for the Delilah's Secret brochure and online store. They will also receive copies of their photo shoot for their portfolio and massive discounts on the Delilah's Secret lingerie and swimwear range.

✓ Kim Kardashian's little sister Kendall Jenner has landed a contract to model for Aussie swimwear brand **Leah Madden**.

The 15 year old will front Leah Madden's new SS12 campaign.



NEWS IN QUOTES



“We are very excited to have lingerie back at the exhibition. Marlies Dekkers and Yes Master are looking to continue supporting the exhibition in February too.”

London Fashion Week exhibition sales manager CAMILLA SCOT-BODEN on how Marlies Dekkers and Yes Master are looking to showcase their SS12 ranges at the September show.

“The need for women around the world to feel empowered, to rise above the problems that we are facing... makes this the perfect moment to show how we are grounded and offer support throughout our lifetime to our partners, our lovers, our communities and to our children.”

Harlette Luxury Lingerie founder designer HARLETTE DE FALAISE on the release of the first image from her brand's new '10 Best Things To Do in Harlette' campaign.

“It's great to see R&P clients are not only environmentally aware, but also taking action by voting with their feet and their wallets to show support for an environmental concern such as saving the rainforests.”

Rigby & Peller marketing manager GEORGIA CORDES talks about collaborating with swimwear brand Maryan Mehlhorn and The World Land Trust on a new environmental project.

“Our aim is simple. Without compromising on Jenny's core principles (eco, ethical and sustainable), and my and Rachel's core principles (style, comfort, sexiness, cost), we wanted to show that being eco isn't just about 'being intimate with' trees.”

Leurre Lingerie founder GAURUV MALHAN on taking over enamore

“We are really excited to see the Baci Lingerie Revolution take hold of France...”

Baci Lingerie France manager STÉPHANE COQUELET talks about 1979 Diffusion's new partnership with the retail brand.

» Something to say? Email info@lingerieinsight.com

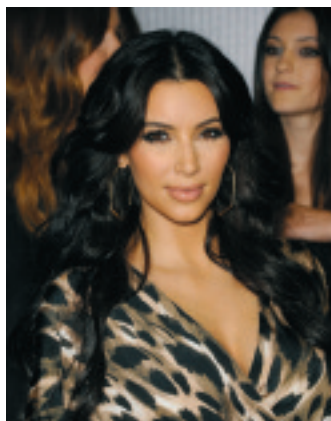
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NEWS REVIEW



Reality star Kim Kardashian is wearing **Bordelle** lingerie on the cover of the world's first 3D magazine, World's Most Beautiful.

Kardashian modelled the luxury brand's classic waspie and AW10 bodice bra for the photo shoot, which is already making waves in the global media.

The images, taken by photographer Nick Saglimbeni, were set in a disused mining town in the California desert.

Luxury lingerie brand **Lascivious** has been commissioned to produce a limited edition version of its iconic Candy Bodysuit for Selfridges.

The exclusive piece comes in a 'dazzling' white and will feature as part of Selfridge's 2011 White Christmas launch.

Limited to only three in number, the bodysuits have been hand-embellished with hundreds of Swarovski crystals.

Online retailer **Violet's Knickers** went live last month on www.violetsknickers.com.

The new website, founded by Catherine Coast, stocks luxury lingerie, loungewear and day-wear.

It offers a wide range of brands, including names such as Ayten Gasson, Beautiful Bottoms, Dirty Pretty Things, Ell & Cee, Fleur of England, Gilda

& Pearl, Kriss Soonik, Made By Niki, Mint Siren, Nichole de Carle, Shell Belle, Sonata and Zinke.

Drainage engineers in the UK recovered over 5,000 pairs of pants, knickers and socks from the nation's pipes last year, according to figures released last month by home emergency experts **HomeServe**.

Bizarre objects, including garden furniture, fireworks, dog bowls, shuttlecocks and a £10 note have all been discovered in blocked pipes around the UK – and gadgets such as mobile phones and handheld gaming devices regularly find their way down the drain.

The most common causes of blockages, apart from food and waste, were underwear, children's toys and food packaging, according to a survey of 2,000 of the 65,000 customers whose drainage emergencies were serviced by HomeServe in 2010.

The National Policing Improvement Agency (NPIA), a Labour quango, spent £51.60 on designer lingerie from **Figleaves.com**.

The purchase was part of a £6.5 million spending spree over two years on items which included Interflora flowers (£943), a karaoke mic (£55.36), golf kit (£205.30), water-skiing and drum workshops (£5,411.89), and beehives (£1,841.69).

The quango, which is being dissolved next year, attempted to justify its lingerie expenses by stating that the pieces were used to re-enact crime scenes. The beehives were reportedly used to fertilise an allotment at a staff training college

RnB singer Rihanna stepped out in a Bob Marley print swimsuit by Australian brand **'We Are Handsome'** last month.

She wore the one off creation during a visit to her home country, Barbados.

FIRST STITCH CELEBRATING EMERGING TALENT

Boglarka Bodis achieved international recognition when she won the 2011 Triumph Inspiration Award, this summer. A former economics student, she now studies at the KREA Contemporary Art School in Budapest.

On winning, the 35 year old said: "I still can't believe that I won. The past days were so exciting – and I am very proud that 'Les Fleurs du Mal' impressed the judges the most." More than 2,100 young designers from all over the world participated in this year's Triumph Inspiration Award. In beating the competition, Bodis won a cash prize of €15,000, as well as the commercial realisation of her winning design.



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

STORE ENVY



SHE SAID EROTIQUE BOUTIQUE, SHIP STREET GARDENS, BRIGHTON

Established in 2002, She Said is now one of the most recognised erotic boutiques in the UK and, last month, was voted as one of the top 10 Adult Boutiques in the World. The retailer has been regularly featured on TV (Channel 4, BBC, Sky) and in the press (Cosmopolitan, Tatler, Vogue, Elle).

She Said has recently expanded to three shops, all situated on Ship Street Gardens. It now boasts a wide range of lingerie, corsets, burlesque and fetish fashion, and a selection of adult toys. The newly opened She Said Bridal Boudoir is the first and only dedicated bridal lingerie boutique in the UK.

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

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VOICE OF THE INDUSTRY

Small fish on how to grow



PAUL HALLIWELL
Owner, Bluebelle Lingerie

As a small business owner, I get more and more frustrated by the lack of support from the media in this industry. Month after month, I receive magazines through the door and online magazines to my inbox and, month after month, I read about the same companies and how fabulously they are doing. Now, I know that some of these businesses have grown from small beginnings and rightly deserve to be where they are in the pecking order but, what about the small fish like us? There are hundreds, if not thousands, of us out there who take this industry and our businesses very seriously. We just don't have the finances to take it to the next level.

But, if like us, you are working to a very limited budget, it doesn't have to mean that you cannot have a website that is as good, if not better, than some of the sites that are owned by some of the big players. It just takes a lot of dedication and hard work. Can't afford expensive web designers? It's not a problem, as long as you are prepared to put the hours in. More often than not the big fish stay big because they are doing things right, so my advice is 'don't try and reinvent the wheel'.

And be clear about what type of site you want to be. One of our biggest mistakes when we started out was not knowing our own identity.

Do you want to be classy? Upmarket? Naughty? Sassy? Because, knowing this will help you know your target market and help you when you are marketing your business. I can't even tell you how many hundreds of hours I have spent looking at other people's sites before I started working on my own, and then the hundreds of hours I spent changing it because, every time I looked at it, I felt it wasn't right.

Find out what free marketing is available that you could benefit from. I don't want to teach people to suck eggs here, but there is so much more out there than Facebook, Twitter and LinkedIn. You just have to be prepared to put the hours in. And, I am not saying if you were to get that then you can slack on the work. In fact, it's the opposite, you should use that to spur you on and make you more determined. There is plenty of room for little fish to grow, but they will only grow with a lot of hard work and determination.

I would like to thank Lingerie Insight for giving me the opportunity to have my say and I only hope there are others in the industry like them who will give the little fish a chance to grow.

If you are a small brand or retailer who has an exciting project that you want to shout about, contact the editor at: kat.slowe@itp.com.

NEWS REVIEW



▲ **Rigby & Peller** collaborated with swimwear brand Maryan Mehlhorn and The World Land Trust on a new environmental project last month.

Every purchase of a swimsuit or bikini from the Maryan Mehlhorn range contributed towards saving one square metre of the rainforest.

To mark the occasion, the retailer decked out the window of its King's Road store with green foliage.

X Factor finalist and I'm a Celebrity winner Stacey Solomon has replaced Jacqui Ainsley as the new face of lingerie company **Boux Avenue**.

Launched this spring, the company currently has six UK stores, with another three to open before Christmas, in addition to the Boux Avenue website. The seventh store is due to open this autumn at the Metro Centre in Gateshead.

Essex-born Solomon, who is a 32 DD cup, claimed she was 'so excited' about becoming the new face of the brand, having already visited the Bluewater store in Kent before getting the call.▶▶

Designer discount e-tailer **BrandAlley** has launched BrandAlley.TV, a new channel designed to showcase the brand's mix of fashion and

beauty bargain hunting for the 'stylish, savvy shopper'.

Visitors to BrandAlley.TV will find a collection of videos featuring fashion and beauty tips from industry experts, plus exclusive, behind-the-scenes footage of BrandAlley campaigns and special events.

Brand Alley stocks a wide range of lingerie, swimwear, fashion and homeware brands, which it discounts by up to 70 percent.



▲ **Caprice Lingerie** saw 48 percent growth in turnover to £3 million for the year ending in June, 2011.

The company, which is currently pursuing an aggressive expansion plan, signed deals with Next and 15 independent stockists last month.

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

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

Debenhams found itself at the centre of the rioting in London last month.

Its branch in Clapham Junction was attacked and stripped by looters over a ninety minute period.



SPEAKERS' CORNER



KATHLEEN MORGAN
country manager,
Lejaby Group



MIRANDA FROST
marketing manager,
Charnos & Lepel



TARA SINNOTT
marketing manager,
By Caprice

HOW DID YOU FIND LAST MONTH'S MODA TRADE SHOW?

“This is really, genuinely, a great show for us. We always do great business. We have invested in our new beautiful stand here, because we know we will be coming back here, each season.

This year, we have been doing great orders and have been showing as many buyers as we can the collections on the models. We have also improved the margins on the products. Each show that we have been here, it has got better and better.”

“The show has been fantastic. By close of play on the second day, we had done more than the previous show at its conclusion. Existing retailers are coming back and buying more... That's proof we are giving the customers what they are asking for.

We are saying to the retailers we know that the economic climate out there is tough, but we want to make their decisions easier and help them find the product that they want... We have had a really great response to our considered approach.”

“We took a break from the Moda trade show for a couple of years and returned in February.

I think this year's trade show has been amazing. The show, for us, is a great time to meet our independent stockists. It is the only time they get to see and feel the products, and talk to us in person.

It is also great to meet the bigger buyers. We have got a few new accounts off people we saw in February. They didn't order then, but they have now.”

DIARY DATES

5th-8th September, Expocentre Fairgrounds, Moscow. The **CPM** is the most important key meeting point for the Russian fashion market. It is held in Moscow twice a year – with over 15,000 and around 1000 brands in the segments of womenswear, menswear, lingerie, swimwear, beachwear, legwear, children's wear, leisurewear and accessories.

7th September, One Mayfair, London. The **UK Lingerie Awards** will be hosted on the 7th of September at One Mayfair in London. The event 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 trade's biggest annual event.

8-15th September, Damrosch Park, New York, USA. **Mercedes-Benz Fashion Week** kicks off the global calendar of Fashion Weeks. The event will see designers gather from around the world to exhibit their Spring/Summer 2012 collections at the Lincoln Center's Damrosch Park.

16th-21st September, Somerset House, London, UK. **London Fashion Week** will be showcasing a series of the top British and international designers. Lingerie and swimwear exhibitors include the likes of Marlies Dekkers, Yes Master, Paolita, Unique, Olivia von Halle, Charini, Mungo Gurney and Key Leaf.

19th-21st September, RIO Hotel & Casino, Las Vegas. **International Lingerie Show-Las Vegas** is one of the leading trade shows of the intimate apparel sector. It showcases swimwear, beachwear and nightwear products. The event also aims to provide a platform for professionals associated with the fashion sector to learn about the latest trends in the industry.

NEWS FLASH

GANT is launching a completely new line of men's underwear for AW11. The new collection was designed in adherence to the GANT ethos of 'high quality American sportswear with a European touch'.

In addition to classic patterns and colours, elements from the seasonal GANT clothing collection will also be reflected in some styles.

The range will encompass hip briefs, trunks, boxer briefs and t-shirts in a variety of materials. Details such as comfortable, label-free, smooth Jacquard waistbands have also been incorporated for a 'perfect fit'.



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INSIGHT

MOST READ ONLINE



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- 2** Miss England 2007 models for Elite Swim at Moda
- 3** TOWIES's Jessica Wright designs for Alexis Smith
- 4** Kim Kardashian goes 3D in Bordelle
- 5** Rosie Huntington-Whiteley in Nichole de Carle
- 6** Lascivious designs Xmas bodysuit for Selfridges
- 7** GALLERY: Moda scenes from the August 2011 show
- 8** Loungerie for four year olds shocks fashion world
- 9** Celebrities flock to CiCi Pr event

EDITOR'S CHOICE



GALLERY

CiCi Pr showcases brands at Jalouse

Made in Chelsea and TOWIE stars attend the central London event.



COLLECTION

Charnos SS12

Luxury lingerie brand exhibits its new season collection.



VIDEO

Rosie Huntington-Whiteley in Nichole de Carle

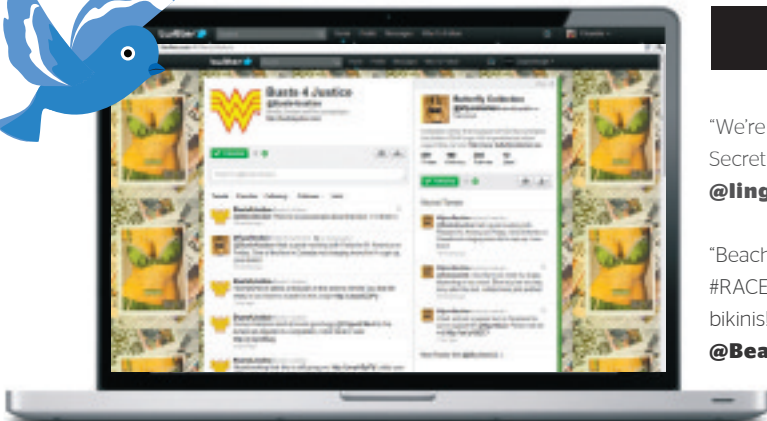
Transformers actress wears a thong for GQ's first iPad app video.



NEWS

VS to open flagship store on New Bond Street

Limited Brands executive vice president reveals company's plans in podcast.



LINGERIE TWEETS

"We're very excited to hear that Victoria's Secret is coming to the UK. Yayy!!!!"
@lingerie

"Beach Bunnies for BOOBIES!
#RACEFORTHECURE Maybe we'll run in bikinis!!"
@BeachBunnySwim

"Had a great meeting with Panache N. America on Friday. One of the few in Canada not charging more for H cups up. Love them!"
@Busts4Justice

"Excited to announce two new stockists! Lille Boutique in Portland and Sugar Cookies in NYC!"
@ARIDEIN



What?

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

When?

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Where?

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Need for speed

SPEEDO INTERNATIONAL PRESIDENT **DAVID ROBINSON** TALKS TO **KAT SLOWE** ON THE COMPANY'S PLANS TO DOMINATE RETAIL AND ITS SUCCESS IN SURFING THE WAVES OF ECONOMIC ADVERSITY.

It is not easy being a woman. But, there are some moments, in particular, which can seriously drive you to question your membership of the female gender. Buying a swimsuit is more often than not one of those moments. Luckily, the solution to this appears ready at hand – at least, according to Speedo International president David Robinson.

Speedo is a company that needs very little introduction. After all, the swim brand celebrated its 80th anniversary in 2008, is currently sold in 175 countries around the globe and its brand ambassadors include multi-Olympic gold medallist swimmer Michael Phelps and Great Britain's own golden girl of the pool, Rebecca Adlington.

“Even people with the most fantastic bodies don't necessarily relish the process of selecting and purchasing

swimwear,” says Robinson.

“It's an emotive experience because whatever style you purchase you know it will entail showing a certain amount of bare flesh in public. It's a much more daunting prospect than buying underwear which, although intimate, is worn under your clothes, making it much more likely to deliver a 'feel good' factor.

“We do lots of consumer research,” Robinson elaborates. “Often people say to us they haven't been on a beach holiday for two or three years, because their fear of having to wear a swimsuit is so high.”

Robinson is currently on a mission. He is working with Speedo's stockists to improve the experience of shoppers everywhere and help women feel more comfortable buying their swimwear.

“The whole swimwear purchase and product experience needs to be

reviewed,” he says. “We believe that we can help solve a lot of the problems encountered by the public, especially women, when they buy swimwear by ensuring they feel better about themselves... and we can do this by making sure they have the right swimsuit.”

Robinson is also committed to investing for the future, which is why one of Speedo's recent key investments is a 3D body scanner. This state-of-the-art piece of equipment is designed to map the body's shape. Speedo has scanned thousands of women's body shapes, from professional athletes to ordinary women, and it is this invaluable on-going data source gathered by the company that informs Speedo's swimwear design and production process. According to

1

Speedo International President David Robinson



Robinson, when a woman is a certain body type and she goes up a size, as that size increases - even within a single body shape - the way fat is distributed in her body also changes.

"And so, by utilising the body scanner, we start to build up a substantial degree of insight and knowledge and get to properly understand the human body, and its particular patterns of shapes and scales" he explains.

But, it is not purely through these physical investigations that Robinson seeks to build up his knowledge of what women want. He also regularly visits the brand's markets around the world in order to gain feedback and consumer insight.

"I spend about a third of the year travelling," he says. "I will visit the key markets in the world and I will go and visit swimming pools, and see people swim. I will also go to beach locations, see what people are wearing and just try to understand the market place at grass roots level, globally."

Robinson is an avid swimmer, who enjoys leisure time in the pool and is fully aware of the health and fitness benefits swimming regularly brings. In this, he is like many of those in the sector, which Speedo is now attempting to dominate.

Though known around the world for its performance swimwear, the company is now looking to expand its presence in the health and wellbeing sector. It is a challenging prospect in the current economic climate, at a time when consumers are tightening their belts and are possibly less likely to spend on leisure items. But, it is a challenge that Robinson is more than willing to take on and he has already met with a significant degree of success.

"I can say our business in the UK, particularly in health and wellbeing with SpeedoSculpture, is looking very healthy," Robinson says, "and that is in the context of the UK market being very difficult at the present time.

"What's more, projected growth for the UK swimwear market over the next five years indicates it is not a fast growing market, but we have already secured high double digit growth for SpeedoSculpture and are confident this growth can continue through taking share from other swimwear brands.



The consumer is choosing our products, because they work."

And, it is not only in the UK that Speedo is reporting growth. The global brand is bucking the trend by achieving profits within some of the world's most hard hit markets. Robinson claims that in many places around the world, swimming is not a prohibitively high cost sport, so despite the economic 'squeeze' swimming remains accessible for most people.

"You can pretty much go round the world and everybody knows who Speedo is," he says. "But, there is obviously an economic challenge and this varies around the global markets.

"Being a global business also means we are reasonably resilient and not over-exposed in any one particular market. For example, in places like Asia or South America, our business is growing tremendously well.

"And, whilst Europe is particularly challenging at the moment, it is not all doom and gloom. Spain has

unemployment of 20 percent, but against this bleak outlook we have managed to grow our business by five percent, because we have great partners and great products."

In the immediate future, at least, Robinson appears truly optimistic that the benefits of 'high quality swimwear' will continue to outweigh any economic cost. Following the old adage that every cloud has a silver lining - or every economic downturn an opportunity - he claims that the current situation could even act to push people towards the sport.

"Fundamentally, what are the benefits of swimming?" he asks. "It helps you to feel healthy, it helps you to de-stress and feel good about yourself, and it creates a sense of escape from the trials and tribulations of your everyday life. Now, if you consider this against the backdrop of the current economic situation, consumers need the reliefs that swimming can provide even more than ever." ♣

2
Speedo House
lobby area

Lingerie Insight goes behind the scenes of Speedo International's new headquarters, where we talk to a few of the key members of the global team.



Sandra Kiel, Head of Insight ➤

Kiel's role is to investigate consumers' needs and desires. Armed with this information, she helps Speedo to develop products, get them into the right retailers and present them in the most appealing way.

Kiel also investigates the market dynamic, what the competition is doing, and analyses market and mega trends. On the trend front, shapewear is an obvious focus and the

team is currently working on the next generation of Sculpture products,

With its increased concentration on the mainstream market, Speedo has also recognised the importance of the overall shopping experience in terms of generating growth in the sector. Kiel has been studying how consumers shop and how Speedo can work with its retail partners to improve and embellish all aspects of the process.

"One of the big issues we hear is that people love swimming but that the shopping experience, particularly for women, is not exciting," she says. "We want to do all we can to help shift this negative perception."

Richard Ellis, Business Development Manager for Speedo Sculpture ➤

"As you may know, our new marketing campaign for SpeedoSculpture revolves around a secret," Ellis says. "Our next step on from this is very much about social interaction; we will be actively engaging with the consumer and bringing them into our world, so they understand the Sculpture proposition and what we are about."

The components of this next stage will include competitions, social media, online, digital, and above the line and below the line campaigns.

According to Ellis, Speedo's challenge is to shift its consumer perception away from an emphasis on performance. The concern is that Speedo is still considered primarily as a performance brand, although it provides swimwear for many different market sectors.

"SpeedoSculpture is a major step

forward," he says, "and we are really going to push this out to a wider audience. We don't want to be the same as everyone else out there. We know from all our research what types of products the consumer wants and this is what we have delivered."

All of SpeedoSculpture's imagery is now available to its retailers and comes on a 360 degree carousel, so customers can rotate the models around to view the product from all angles.

The company will also be introducing new colour coded swim tags to help consumers distinguish between its body control, cup-sized and premium products.

That interactive stage of the new campaign will kick off this month, with an official consumer launch planned for early 2012.





Aneka Pycroft, E-commerce Merchandising Manager ➤

As E-commerce manager, Pycroft buys and merchandises all the Speedo stock online, and selects the range. She also offers feedback on how consumers are shopping before the range is developed and is in charge of setting the products up online, including the photography and the marketing.

Speedo is predominantly a wholesale business. But, it has two retail channels, its own stores and an e-commerce site. Because of the complex structure behind being predominantly a wholesale business, it treats its stores and e-commerce site in the manner of a customer.

“It is always quite fascinating when you are predominantly a wholesale business, but you are also a brand and you are also retailing,” Pycroft says. “You get different challenges from all three aspects.”

Speedo is also launching a brand new platform, which will be going live towards the end of September with a new look to the website.

It will also be building a new navigation system for the end of the year and introducing new ways of shopping for Speedo products.

“Our approach is going to be a lot softer,” Pycroft says. “We’ve done extensive research and multi-variant testing, which is basically where you can direct about 50 percent of your traffic to look at a particular product area and analyse consumers’ behaviour.”

Speedo has also been trialling support body shaping as a key category for four weeks now and it has reportedly performed very well.

“Every single week since the trial started body shaping has been the top performing category,” Pycroft adds.

Speedo House ➤

Speedo House was opened early this year by HRH Princess Anne. The facility, which plays host to a 170-strong workforce, boasts 35,000 square feet set over three floors, with spacious offices offering a much improved environment for Speedo’s top-secret global Aqualab research and development centre. A new design studio and development workshop support Speedo in its swimwear and equipment innovation.

Featuring a full height glass atrium foyer and a striking zinc clad wall bearing the Speedo logo, the build design incorporates the latest environmental features. These include optimised use of natural light through solar control glazed windows; intelligent lighting with movement and daylight sensors; energy saving air source heat pump technology and borehole water for grey water systems.



Dr Tom Waller, Head of Aqualab ➤

As the head of Aqualab, Speedo’s in-house Research and Development facility, Dr. Tom Waller is responsible for some of the most significant advances in swimwear technology over the past decade, including the revolutionary LZR Racer swimsuit.

A closely guarded veil of secrecy surrounds Speedo’s renowned Aqualab R&D facility, not to mention a particularly daunting security door. All these are necessary precautions, according to Waller.

He says: “It is really important that people both inside and outside Speedo understand the importance of our innovations, some of which are the result of five or even ten years of research. If some of our research information and data were to fall into the wrong hands, it would potentially cause a huge amount of damage. Hence, the emphasis on security.”

Whilst Aqualab is best known for its development of record breaking performance swimwear, it is also increasingly involved in the development of other Speedo product ranges, including Speedo Sculpture.

Indeed, it was the Aqualab Global

Research Team which conducted extensive research into body shapes (scanning 5,400 women) to assist in the initial design of the range. This research revealed the female body shapes that formed the basis of the development of the Sculpture product ranges.

“One of the major investments in our business is R&D and protecting the future of Speedo through our propositions,” Waller says. “We are moving our focus beyond the performance consumer and driving differentiation through technology and innovation.

We like surprising people and that is not just the top end athlete, so watch this space.’

4

The entrance to Speedo House



A brave

new world

LINGERIE INSIGHT INVESTIGATES THE WORLD OF MASTECTOMY AND POST-SURGERY LINGERIE IN THE LEAD UP TO BREAST CANCER AWARENESS MONTH.

Breast cancer is the most common cancer in the UK. Around 46,000 women are diagnosed with the disease, each year, and it seems the numbers are only increasing.

It is a bittersweet figure for those in the business. On one side, it suggests that more women are contracting breast cancer than ever before. On the other, demand for post-surgery products is on the up.

"Depending on where you get the statistics, there are between 87 to 93 women per thousand diagnosed with breast cancer in the UK alone, each year," says Jamu Australia founder Lydia Leong. "Thankfully, not all end up with a mastectomy, but it is a fact that there are more and more women with mastectomy needing specialized lingerie."

Lydia Leong started designing mastectomy lingerie when working for a bespoke retailer in Australia. She recollects the moment a young woman first came into the store and told her that, even with a breast missing, she still wanted to surf and enjoy life.

"She said, 'I'm not going to be seen dead in that grandmother stuff out there,'" Leong says, "and she started crying.

"That was my inspiration... She was literally begging me to design something for her. My compassion overtook me and I decided to research mastectomy wear and develop my own."

Like many people in the area of mastectomy lingerie, Leong has become very attached to the sector and now can't imagine doing anything else.

"I'm emotionally too involved to go back to normal fashion swimwear now," she says. "My reward is the letters and emails I receive almost on a weekly basis from women with mastectomy thanking me for providing them with real choices in what they can wear. That alone is so satisfying I don't have a word for how I really feel."

Jamu Australia was founded in 2005. The label started off selling mastectomy swimwear, but added mastectomy lingerie to the mix last year. This year, Leong has designed a nightdress, made with an ultra-gauge microfiber.

"It is pocketed both sides and it has

the ultimate support at the bust area," Leong says. "Personally, I think it would be the best present to give a woman with mastectomy."

Cases of breast cancer may be on the up, but this is not the only way in which the market is evolving. With more and more women getting breast reconstructive surgery, a gradual shift is taking place from mastectomy bras and prostheses towards post-surgery solutions.

Amoena marketing manager Rhoda White says: "We feel that the market is changing rather than growing or contracting. This is because more and more women are being offered breast-conserving surgery or reconstruction when diagnosed with breast cancer, which means that there will perhaps be fewer newly-diagnosed women who need to wear specialist bras. However, with survival rates improving all the time, the existing market for our lingerie will continue to be buoyant."

For SS12, Amoena is introducing a new French Touch capsule range, inspired by 'sexy' Parisian lingerie. In addition, it will be introducing a new floral lingerie set for the season, together with its latest range of swimwear.

The brand is currently concentrating on developing its multi-channel retail sales strategy to meet a growing online demand. Later this year, it will be re-launching its website – the new site will be much more interactive, with customer reviews and ratings, and much more intuitive, with shopping history and personalised e-marketing based on preferences, browsing history and previous purchases.

Amoena is also developing its retail offering, so that its products are available on the high street, with more specialist stores stocking the company's range. These channels will seek to complement its existing mail order business.

Another of the brand's developments include featuring 'real life' models in its marketing campaigns. Amoena first introduced 'real life' models back in 2005. Now, its customers-turned-models are a key feature of all its retail marketing projects, with breast operated women modeling the Amoena range online and in its catalogue, showing women how to wear its products with the latest fashions

2



3

and 'how to solve the fashion dilemmas that breast operated women can be faced with'.

Real life models are a key part of marketing initiatives in the mastectomy and post surgery sectors. While celebrities – as in any area – still have a huge capacity to impact on sales, the focus, according to Anita UK general manager Jemma Barnes, remains on women who have themselves suffered breast cancer.

- 1** Jamu Sandra lingerie set in blue and white
- 2** Jamu tie neck banyan bikini
- 3** Anita Care lingerie set in white



4

Barnes says: "Celebrity status is not something we crave in this sector of the market. It is, of course, great to see high profile inspirational women, such as Kylie Minogue or Jennifer Saunders, surviving breast cancer and looking great after their surgery, to inspire others who are diagnosed. But, all women are equal where breast cancer is concerned.

"It is not prejudiced and can affect each and every one of us. We get satisfaction from giving comfort and shape to every survivor and love to see them all looking great in Anita products after surgery.

For SS12, Anita UK is introducing a new Lace Rose pocketed bra, a t-shirt bra overlaid with a delicate soft lace, which aims to provide the wearer with a smooth, discreet coverage and invisibility under clothing. It will also introduce one of its best selling comfort bras – Clara - into the Care collection.

Barnes hints at two major developments for next year, one which will reportedly change the opportunities on bra choice for ladies post surgery, and another which will be a huge leap forward in the



5

fight against lymphodema.

In its latest campaign, Royce Lingerie has gone down the route of combining a real woman and celebrity through signing 'real-life' mastectomy model Kelly Short – who appeared in TV show 'How to Look Good Naked.'

Royce Lingerie marketing executive Gemma Deering says: "We believe that Kelly oozes confidence and looks fabulous: she is a true inspiration to women who have had breast surgery."

Royce Lingerie designers are currently working on a number of mastectomy bra projects for SS12, including a brand new fashion colour in its 'Heather' pocketed bra, which has reportedly been selling well in the current cream colourway.

As with many of the mastectomy labels, Breast Cancer Awareness month will be a key period for Royce Lingerie to raise its media profile and introduce women to the brand. This year, it will be raising funds for its chosen charity, Breast Cancer Care, by donating 10 percent of the sales of its pink strappy vest top during October.

Mastectomy lingerie retailer Nicola Jane also has plans for Breast Cancer Awareness month.

Nicola Jane customer service manager Melissa Banks says: "We might be doing something with Macmillan for Breast Cancer Care. We always sell the pink ribbon badges. And, we advertise that in our October sale leaflet."

The retailer will be holding lingerie evenings at its shops for Breast Cancer Care, where it will play host to a bra fitting

clinic and a Breast Cancer lab, which will discuss what Breast Cancer Care can offer.

For SS12, Nicola Jane will be focusing on bright florals and lively prints. It is also looking to develop its own range of products, focusing on its swimwear offering.

There are several new brands entering into the market over the next six months. One such example is luxury brand marlies|dekkers, which has just launched its first prostheses product, the marlies|dekkers Care Bra.

A longtime supporter of the fight against breast cancer, designer Marlies Dekkers has already created two lingerie sets for Breast Cancer Awareness foundations. She has also set up an awareness campaign, called MOVE, given seminars at international conventions and organised special fitting evenings with (ex)breast cancer patients.

The new Care Bra has a flexible shape for a comfortable fit and features soft padded cups, without wires, and a round back for extra support. On the inside, there is a pocket concealed for the prosthesis.

In 2012, Pink Ribbon Lingerie will also start the process of developing its own range, with the aim to become a wholesale company within five years.

It is a hopeful era for mastectomy and post-surgery lingerie. Breast cancer cases may be on the increase, but it is re-assuring to know that the care and options for those who have undergone surgical procedures is constantly improving. For both consumers and brands, it is a brave new world. ♣

4
Nicola Jane one piece swimsuit

5
Armoena Violette lingerie set



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Eternal Reign

ETERNAL REIGN FOUNDER AND ENTREPRENEUR **EMILY LIPTAK** TALKS ABOUT HER NEW LINGERIE BRAND ETERNAL REIGN AND HER JOURNEY FROM LIFE AS A KOREAN ORPHAN TO FORMING THE STARTING BLOCKS OF A NEW BUSINESS EMPIRE.

“I don’t think I was born ambitious. I was born to be self-productive,” says Eternal Reign founder and serial entrepreneur Emily Liptak.

“I was raised in an orphanage in Korea. The odds are stacked against any child who is in an orphanage. I was taught to survive at the age of one.”

Liptak was adopted at the age of five and a half and brought by her new family to the US, where she proceeded to prove that she was not going to let her difficult start in life stop her from creating a glittering future for herself. In fact, her story isn’t dissimilar to that of a heroine in a Louise Bagshawe novel.

“You see all of this plenty,” she says, “and you learn from your parents that if you want to aspire to that, you have to work hard. That is what pushes me every time.”

And work hard, Liptak has. Since graduating from a girls-only college in fashion in Massachusetts, Liptak’s biggest problem has not been a lack of success, but rather a little too much of it. She has worked as a personal trainer, earned money as a lingerie and swimwear model, acted as a sous pastry chef at Nobu, owned her own

property company and, this year, founded a new lingerie label.

"My jobs have only lasted about a year and a half or maximum three years," she reveals, "but I like new challenges and I seem to quickly succeed at them, so I need something else to stimulate my curiosity."

Liptak recently designed bikinis for high-end club Jalouse's annual Cannes party, selling out all 150 pieces at a price of £300 each. She is currently in the middle of creating an entrance outfit for close friend Alexis Rufus, the current IKF world Thai boxing champion.

"I just noticed that the last one that she had was a bit too masculine," she says, describing her inspiration, "so I added a little bit of lace and silk to it to give it some feminine kick."

The Eternal Reign label only soft launched a couple of months ago and the website, eternalreign.com, went live in June with the first three pieces.

Liptak started the process of forming the brand over three years ago when she moved to London from New York. At the time of her departure, she was working at Plan B, a foreclosure firm which she founded with four other partners.

"I was tired of giving 50 percent to a big corporate company when I could have it all to myself," she says, laughing.

Lingerie design was not – to begin with – anything other than a side project for Liptak, who was driven by frustration over not being able to find lingerie that sufficiently matched up to her designer wardrobe.

"I'm Korean American," she elaborates, "and I'm not like the average Korean American – I am a 34C naturally. I am also a fitness buff and I couldn't find anything where the wires didn't stick me in certain places or the materials shrank, and then the dyes also ran, so I got really frustrated.

"Some things just don't fall right when you have natural boobs, so I decided to create my own."

After her friends began to show interest in the project, Liptak realised she had the foundations of a good

business concept and, in what was beginning to look like typical Liptak style, gave up her job in New York and travelled to London, where she enrolled in the London College of Fashion and proceeded to follow her dream.

Two years, a couple of short courses at De Montfort and multiple samples later, and Liptak was ready to realise her new brand. Not content with this work load, she simultaneously re-opened her distressed property real estate company in New York, called Reign Properties.

This year, Liptak is looking to develop her label by gaining stockists and expanding her product line. She will be launching a new cruise line, this Autumn Winter, and will be gradually adding fresh pieces to her online lingerie offering.

"It is going to be a kind of drip of designs," she explains, "so you will see like two new designs at a time, because I am a perfectionist and I want to make sure that before I put them on the site, they are perfect.

"I want to give something new to the modern woman, unparalleled comfort, but also beauty... My pieces have different personalities. I feel that every day I am different, in a different mood."

Within the next five years, Liptak hopes to have at least five stores, operating in Miami, St. Barts, the UK, Spain and New York.

She wants to maintain a maximum of three stockists per country in the belief that 'too much of something is not good.' Her target retailers are the likes of Harrods and Liberty in the UK, and Bergdorf Goodman and Barneys in the US.

Next year, Liptak will also be launching a new restaurant concept in the UK, called Eternal Health. A break with the Reign name, but maintaining the 'Eternal' theme, she says the restaurant and hotel company is something that already exists in the US, but will translate well to the UK market.

And Liptak does not plan to stop there. She describes women, such as David Bowie's wife Iman and Moham-



med Ali's daughter Laila as her inspiration, respecting anyone with the ability to break records and tear down boundaries. While she may not wish to own the biggest business, it seems she does want to run the best, and not just for reasons of personal ego.

"I would hope to have achieved a level of achievement where I could make a difference," she says. "I want to start setting up charities and start donating, and making a difference in regards to education, doing what Microsoft does, giving computers to schools, giving money to fun Arts... I know in Afghanistan, in Pakistan, that a lot of women there are being suppressed, so if they do say no to a date or to a marriage that has been set up, they get acid poured on their face. I want to create a charity where I pay for these women's surgeries."

Liptak's biggest legacy may not be her burgeoning business empire or even her likely success, for the success of this ambitious entrepreneur is in little doubt. No, her legacy is more likely to be the empowerment of women - acting as a perfect example of what you can achieve from humble beginnings.

"I came up with Reign," she says, finally, "because every woman has her own domain. We all have our own small kingdom. And, who is the matriarch of every single family? The woman. That is how I came up with Reign. I am not about too big, I am always about just enough. Those are my favourite two words, 'just enough.' ♣

2&3

Emily Liptak models her brand's Allure set.

Decking the Halls

LINGERIE INSIGHT TALKS TO A SERIES OF DISPLAY EXPERTS, BRANDS AND RETAILERS TO DISCOVER THEIR PLANS FOR THE FESTIVE SEASON.



1

Barthelmess UK has created seasonal displays and store interiors for the likes of La Senza, Ann Summers, Debenhams and M&S. Sales director Amanda Layton takes us through the twelve months of Christmas preparation.

Yes, Christmas is not that far way; I can hear some retailers panicking from here.

It always surprises me how so many retailers still leave Christmas to the very last minute and then, at this time of year, all of a sudden the phones in our office start to go mad. It's as if they have only just realised that Christmas happens every year on the same day, the 25th of December, and, yes, guess what, they all want it delivered by mid October, if not before.

1

A Christmas tree in Selfridges department store

Hello, my name is Amanda Layton. In my 32 year career, I have worked for many retail brands as Display, VM and Brand Manager. I was then given the opportunity to work with, maybe, the largest design and manufacturer of Christmas schemes in Europe, working with many brands on project managing

schemes, for many years, but it still amazes me how many retailers leave Christmas planning all to the last minute.

Leaving Christmas planning too late ultimately results in the retail brands spending more money from precious budgets that are ever decreasing. Let me explain a little how retailers can make the Christmas budget go a little bit further on the items, rather than logistic expense, by being just a bit more organised and giving suppliers a bit more time to prepare.

I will work back from a delivery date, for example, of the beginning of October, as Christmas is the same date each year. This timescale gives the warehouse two weeks to get goods into stores prior to installation mid October. The majority of Christmas is manufactured in our factories in the Far East. Items delivered by sea, instead of air,

2

Gossard Ego Boost in a new black colourway



2

from the Far East are far more cost effective. By sea, you can take six weeks off for the shipping, which brings us to mid August. Sometimes, retailers have to take delivery direct to stores, with costs eating into their budget. Allowing enough time on the delivery end is crucial to making big savings. Christmas schemes are all bespoke design for each individual retailer, which means we have never actually made any of the elements before. Many CAD drawings, moulds, tooling, printing screens, along with health and safety, and logistics, all have to be considered at this stage. The manufacture of very large quantities for large brands can take up to twelve weeks, so already we are in mid May. This is when the order should be placed. OMG, I hear retail display departments saying, we have not even started to think about Christmas then.

Before May, the Retail Board of Directors is presented the scheme for sign off. You all know how long this process can take - maybe a month.

Additional prototypes will be made to get an agreed scheme, so now we are in mid April.

Prior to presentation, retailers will have briefed suppliers with their initial thoughts on how they want the Christmas scheme to look. This requires generating visuals for the retailer to choose a couple of ideas that can be worked into prototyped schemes to present. From start to finish, this process can take two or three months, bringing us to mid March or February.

The best advice I can give to retailers is to start planning Christmas at the end of January, every year, as a routine, by planning your critical path. The positives and negatives post Christmas are fresh in your minds. Retailers visit other countries and competitors on the High Street and throughout December. Why don't retailers brief their first initial thoughts to suppliers around the end of January, by way of mood boards, photos and brain storming sessions? Suppliers can then start work on a 3D scheme

for windows and in store. Soon after the theme for the Christmas scheme is agreed, the VM, POS, packaging, carrier bags, etc. for the season will all start to evolve naturally.

A successful Christmas project should be worked on all year round. The bottom line is that Christmas is the most important time of the year for generating sales. Retailers that plan Christmas this way not only have success in sales, but can save money on logistics and get more for their budget. Retailers have time to change their minds, suppliers have time to make changes and quality check all items. It is all too late when they have been delivered into the warehouse and then to stores. If all the above was taken into consideration, this time of year, our phones, emails, iPhones and Blackberry's would not be full of stressed out Brand, Marketing, Display and VM Managers.

A successful Christmas is planned like a military operation. Happy Christmas 2011 (fingers crossed!) speak to you all at the end of January 2012. ❖

- 3**
*Angela Knight
Lingerie interior*
- 4**
*Inside Tallulah
Lingerie*
- 5**
*Lascivious design
for Selfridges, this
Christmas*



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Lingerie Insight discovers how retailers will be decking the halls in the lead up to Christmas.

SUGARLESQUEBOUTIQUE, KINGLY COURT, LONDON

Founder Ruka Johnson: "The boutique will be relocating upstairs in Kingly Court to the 2nd floor in September, so there's a lot of work to do regarding merchandising. In the months

approaching Christmas, we'll be having lots of winter themed events, including film screenings, craft workshops and life-drawing classes.

I find that in the summer I'm inundated with brides, but in the run up to Christmas it's all about burlesque

performers. I do a lot of bespoke lingerie and costume commissions, so I'll be focusing a lot on designing costumes for showgirls and >>>>



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circus performers wanting to create a beautiful look for their end of year performances.

I've recently reworked the interior to look more like the inside of a vintage showgirl's house; crystal covered costumes hanging on the walls, candles burning on the bookcase, knickers and stockings strewn all over the iron daybed and pin-up books to read on the coffee table. I'll be decorating the outside with hanging baskets and ivy plants to make it feel homely, and towards Christmas I'll be putting up a real Christmas tree inside with gifts underneath. I may even have some mulled wine and eggnog on the go, as I love the festive season in general and I think it's important to convey a sense of fantasy and Christmas spirit to my customers, as well."

TALLULAH LINGERIE, CROSS STREET, ISLINGTON, LONDON

Director Nicola Adams: "We will be

having a couple of events. One will be in the beginning of December, the whole of our street - Cross Street - opens late and we serve mulled wine and invite our mailing lists to each other's stores. We also have local press covering the night.

We will be holding a Christmas birthday party at the end of November (Tallulah will be 8), and we invite to this our very loyal and special customers, offering them fizz to drink and chocolates and cakes to nibble on, whilst offering a thank you discount. Our customers get excited with this discount, as we never have sales!

With regards to decorating Tallulah, it's always fairy lights in abundance, and white feathers, mistletoe and pine branches. It always looks magical. I love the Christmas decorations - we don't go full on until our street event."

ANGELA KNIGHT LINGERIE

Owner Angela Knight: "I want to show my ladies how they can be the present under the tree and burst out in style.

We have even more sheepskin and fur than normal. We expect the gentlemen in again, because they have a wish list that they can choose from. When our ladies come in, we fill in a profile on them and then they fill in a list of the lingerie that they would like someone to buy for them. It's kind of a life saver for the men. Christmas Eve is just rammed with guys. All the sizes are written down of the ladies and they get praise for choosing

something lovely, though actually their wife has chosen it.

We normally do some kind of novelty Christmas gift. Last year, we had chocolate cigars. Watch this space to see what this year holds!"

SELFRIDGES

Lingerie buyer Helen Attwood: "We have put our efforts, this season, into ensuring we are accessible to every customer. We want to ensure that a customer can visit the lingerie department at Christmas and walk away with a gift for anyone of any age, from a quick stocking filler to something slightly more personal.

Selfridges works extremely hard on the production of Christmas and we have an amazing team that works on this all year around.

Our Christmas theme, this year, is white, so we have worked with many designers on products that will only be available to buy from Selfridges. The exclusives include product from Stella McCartney, Henry Holland, Elle Macpherson, Made by Niki, Nichole de Carle, Damaris, Lascivious, Hanky Panky and Beautiful Bottoms."

We started thinking about our Christmas 2011 product back in November 2010."



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We discover what goodies the brands will be digging out their bags in preparation for the festive season.

EVE DEN

UK & Eire sales director Nigel Addison: "In the run up to Christmas, we work closely with retailers in order to make a big feature of special seasonal offerings. This can include working on window, as well as in-store displays, assisting with how to present pieces on mannequins and fitting advice, as well as any supporting product feature information for handouts.

To maximise our collections in

the run up to Christmas, we also get involved with customer evenings, and work with retailers during their special events, so that we can help with key product inductions and fittings.

We also focus on providing special packages for stores. This year, specifically, we've chosen Freya's Lyla collection. We are offering Freya banners, show cards, glossy gift bags, branded tissue paper and stickers. This is also the case with Fauve, where

6 *Sugarlesque Boutique interior shot*
7 *AW11 lingerie set from Evedent*



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stores can receive a Veronique package, featuring luxury embossed gift bags, stickers and tissue paper, as well as show cards and banners.”

For Christmas, Eveden will be focussing on Veronique (Fauve), Rosa (Fauve), Vivienne (Fantasie), Lyla (Freya), Lara (Elomi) and In the Mood For (Huit).

MARLIESDEKKERS

Designer Marlies Dekkers: “Marlies Dekkers is inspired by creativity and muses for Autumn Winter 2012 and is celebrating strong women in our recent history.

These two concepts lend themselves well to powerful and inspired windows that have a touch of a ‘je ne sais quoi’ and displays that look like they have been ‘touched by the muse’.

The feel of the collections is very eclectic. The stories celebrate strong and diverse women that have come from all walks of life and are unique and beautiful in their own way, just like the ranges.

The jeweled colours of Lady Astor, the Gibson Girls and Vita Sackville (ruby, sapphire and emerald) are perfectly off set by the steely faux noir and the diamonds of the Consuelo Vanderbilt collection.

The use of studded Xmas baubles will

give your traditional window an edgy twist. Also, let’s not forget, Xmas is a time of opulence and a time to enjoy the finer things in life.”

DIRTY PRETTY THINGS

Co-founder Dee Murren: “Each season, DPT designs 6-8 collections, all interweaving into each other, with visual merchandising fully in mind. Clients often buy at least three collections, which all have a powerful collective aesthetic. Selfridges has already dropped the pre-Christmas collection onto the shop floor, with DPT being the most prominent lingerie brand within the contemporary fashion department.

The ‘Eloise sparkle’ bodice looks particularly striking on a mannequin, as do the flash collection jumpsuits that are heavily inspired by the rock n’ roll era of the 80’s. Metallics are another key trend for the winter season. The ‘Dusty’ in silver silk with flashes of bright pink detailing is great for channeling the metallic trend, as well as block colour.

The Christmas collections are easily merchandised with these key themes running throughout; gothic prints, black lace and metallics.”

The DPT Christmas collections present metallic sparkles, black lace and gothic prints. Giving a wink to the gothic

trend for AW11, the ‘Stella’, ‘Dusty’ and vampy ‘Black Widow’ are key collections, this winter.

GOSSARD

Gossard managing director Tony Jarvis: “We are not retailers, so all we can do is help people. We will work with retailers if they have got a concept or a theme. I think you have to create a theme and you have to make sure that the stories come through. We are happy to work with retailers on promotional opportunities.

We have Allure and that is very much aimed at the Christmas market. Ooh La La, at that time of the year, always does very well. Ego Boost will also be out in black in November.

Product is number one and obviously working on packaging, but more and more what we are doing is tailored. We will talk to retailers and their marketing teams. If they have got a specific style, we can help them with colours and give them some support. They have their marketing goals and plans, and we try to fit within them.”



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8
*Marlies Dekkers
AW11 campaign
imagery*

9
*Dirty Pretty Things
bodysuit*



BUSY *Lizzie*

FORMER MODEL AND WAG **LIZZIE CUNDY** TALKS TO KAT SLOWE ABOUT LIFE AFTER DIVORCE AND HER NEW SWIMWEAR COLLECTION FOR SANDSTORM BOUTIQUE.

1&2

Lizzie Cundy wears a dress from her new range and works behind-the-scenes of her photoshoot. Image by Paul Carroll

“Out of something bad, I think something good comes,” Lizzie Cundy says, optimistically.

Cundy has been in the spotlight a lot this year after a heavily publicised break up with her husband, former Chelsea footballer Jason Cundy. She launched her first swimwear collection for Sandstorm Boutique, Lizzie Beach, last month

which, if successful, could be the first of a series of collaborations.

“I think it’s time to open up and do new things,” she reveals. “It’s a big change in my life. I am just in the middle of getting divorced. I have been married for 16 years, been with the same guy and we have got two boys. Unfortunately, it ended rather

nastily.”

It was this divorce that pushed Cundy to act on a long buried ambition to create her own swimwear collection. After life as she knew it came to abrupt end, Cundy proved her strength of character by quickly finding a direction for her energies.

“I thought, you know what, this has



always been something I have wanted to do," she says, "and I probably would not have been able to do it if I hadn't had my split."

After her separation, Cundy visited Barbados and was pictured in the press wearing a series of different bikinis. It was at this point the idea for her next project struck.

"I thought, there is a lot of attention here," she describes. "Everyone kept asking me, 'where did you get that bikini? I really want that.' And, I was like, 'Jesus, I should do this,' so that is where the idea came from."

Swimwear is only the latest in a number of ventures which Cundy has been involved in. She has acted as fashion guru for *This Morning*, appeared on Sky News and worked as a Red Carpet reporter on ITV's *The Movie Show* – formerly entitled *ITV at the Movies* – which has been running for the past four years. Cundy was also the host of Wedding TV's cult show *WAGS World and So Would You Dump Me Now?*

The former WAG's new swimwear range received its first big publicity after Cundy was papped wearing her own designs on a yacht in Cannes. She was on the boat, filming for OK TV and *The Movie Show* when the shots were taken. A photographer was also present, taking pictures for Sandstorm Boutique.

"We were very lucky," Cundy says. "We were next to Leonardo DiCaprio on the boat and there were so many paparazzi. He was on the next door boat. We had the best boat in the

land. I just couldn't believe it. I said, 'well done, what a great spot.' That is what got that online."

Lizzie was shortly after linked to DiCaprio through a story that appeared on *The Mirror* with the headline 'Leonardo DiCaprio in secret "date" with Lizzie Cundy.' The paper claimed that the pair had met up for a secret rendezvous – for which Cundy disguised herself in a hat and glasses – back in April at London's Soho Hotel. At the same time, *The Mirror* reported that DiCaprio was having problems with his then girlfriend, 25 year old Bar Rafaeli.

Cundy and DiCaprio share several mutual friends, including actor Gerard Butler and Mickey Rourke. On their relationship, Cundy remains coy. She says: "I won't tell you more, but we have got mutual friends, so it was good to hook up and I think he was quite happy with the bikini. But, it was all good, it was all good fun."

After all the free publicity, demand for Lizzie Cundy swimwear – launched just last month – has soared.

"It's all online," Cundy says. "I have had lots of requests and people ringing me about it. We are gaining interest. I have sent a few to some of my celebrity pals and they are all loving them, and wanting more, so it is a good sign."

But, it is not all easy sailing. With the

launch of her new collection, Cundy will be competing against two of her best friends, Caprice and Ann Summers chief executive Jacqueline Gold.

"I'm up against my mate Caprice," she says, "so we've got some competition going on. Caprice is in St. Tropez now so, when she gets back, I have got her a nice present. She is going to give me some of hers. I am going to give her some of mine."

"Me, Jacqui and Caprice are all going out to lunch. We will all compare notes. It is a mafia. They are all my dear friends, so it's a good bit of healthy competition."

Hanging out with fellow celebrities is par for the course for Cundy. But, she is not ignorant of the fact that she and, by extension, her design credentials, might be questioned due to her former WAG status. "People are going to think I was married to a footballer for 16 years and I am still very involved with football," she says, "and they will probably think, 'what does she know about a bikini?' But, I have worked in fashion, modelling, since I was 14 years old. I have worked with some of the best designers and I love bikinis... I have a pen, it sounds mad, I sound like a saddy now, but I even have a pen by the side of my bed..."

The Lizzie Beach collection includes bikinis, monokinis, cover ups and dresses. She claims the collection has something for everyone, combining comfort and support with fashion. Prices range from £48 for a Sheer Crystal cover up to £98 for a Glamour monokini.

"You know Amy Childs. I said, 'this is so you, I have got some lovely pieces I just thought I could see you wearing,' but I think people of all ages could actually suit this... I think I have got a good eye for design. I know what looks good on a woman." ♦

3
Lizzie Cundy poses in a cut out one piece on a diving board. Image by Paul Carroll

4
Model wears Blue Lagoon monkini. Image by Paul Carroll

MODA REVIEW

LINGERIE INSIGHT BRINGS YOU A SELECTION OF NEWS AND IMAGES FROM THE EXHIBITORS OF LAST MONTH'S MODA TRADE SHOW IN BIRMINGHAM.

PENBROOKE IS REBRANDED AS 'SOLUTIONS'



Swimwear brand Penbrooke has been re-branded 'Solutions' with a focus on providing solutions garments for the body. The re-brand, which will be permanent, took place after Solutions collaborated with New York department store Macy's on a new solutions collection. Though exclusive to Macy's within the US, the range will be available to stock in the UK, where it is being distributed by Patricia Eve. The RRP's range from £60 to £70, and the first orders will be delivered from November. Patricia Eve director Chris Eve said: "This is exactly what the independents need – mid-priced, high quality swimwear for the mainstream market." Each product within the collection incorporates tummy control with power mesh linings and soft cups. Mastectomy products are also available.

VANILLA SEEKS TO DEVELOP EXPORT MARKET

Polish nightwear brand Vanilla Underwear is targeting the UK market, this year, in a bid to increase its number of exports. The brand is looking to enter into independents and family department stores with its new SS12 range. Owner Marek Pastwa said: "I think there is a gap for the kind of nightwear that we offer now. It is very sophisticated, very well designed and uses very high quality materials. "We want as many foreign customers as possible and we are now focussed on developing exports." The response at Moda to the brand's SS12 collection was reportedly very positive, with 'a lot of customers' placing orders. The brand currently operates in Belgium, France, Italy, the Czech Republic, Dubai, Saudi Arabia, German, Russia, Finland and Denmark. Vanilla Underwear offers products from S to XXXL and chemises from an A to D cup.





BEACH KIND MAKES UNDERSTATED DEBUT

New swimwear brand Beach Kind exhibited at Moda for the first time, last August.

The new label, founded by former photo journalist Kate Warburton, has already soft launched in New York and is now seeking to make an impression in the UK market.

The minimalistic collection, manufactured in Columbia, includes three lines: Beach Kind Originals, BK Basico and BK Surf Kind.

BK Surf Kind, the most recent addition, was created in conjunction with surf photographer Jianca Lazarus, who acts as ambassador for the brand.

Warburton said: "This is our launch in the UK... We have had a really great reaction. We are really happy with the way the new designers have been represented here. We were on the catwalk, which was great and we are really excited to get interest from UK buyers."

Beach Kind's website went live in June with the Originals collection. The brand will be officially introducing one new range, each year, but it will be releasing collaborations and special editions throughout.

CLAUDETTE MAKES UK LAUNCH

Lingerie brand Claudette made its official launch at Moda, last month.

The label, which is available in sizes A to G, introduced a series of new styles at the show.

These included the Perfect Cotton collection and a neon mesh group, which will start shipping in November, and the Luxe Lace and Sophia lines.

The brand also made its official launch in the US in August at the Curve Las Vegas show.

Claudette brand development director Bok Goodall said: "We had a fabulous response from several key independent store buyers... The price points seemed to be well positioned for the UK market.

"For the Spring 2012 collections, buyers responded favourably to our ivory lace and tonal marquisette groups. We look forward to our US launch at Curve Las Vegas next week."

MISSENGLAND 2007 MODELS FOR ELITE SWIM AT MODA

Georgia Gorsley, the Miss England 2007 winner and girlfriend of McFly's Danny Jones, modelled swimsuits for Elite Swim at Moda, last month.

Elite Swim is the UK distributor of Aguaclara, Baku Australia, Ginja, Hurley and Saha.

Horsely, who has a modelling contract with MOT, was introduced to Elite Swim after Aguaclara sponsored the Miss England competition, and has continued working with them since.

She is huge a fan of the brands and regularly tweets on Aguaclara. She is also responsible for introducing the McFly boys to Waxx Underwear, which is distributed by sister company Elite Apparel.

Elite Swim managing director Jaqui Copley said: "Georgia's a really nice, down to earth girl. She is very professional and modest. Everything looks beautiful on her and she's an asset to the team."

FABA EUROPE AIMS TO QUADRUPLE TURNOVER IN 5 YEARS

Faba Europe is aiming to more than quadruple its current €12 million turnover within five years.

The brand, which currently operates in Russia, China, Italy, Spain, France and the Baltic, made its UK debut at Moda, this year.

Faba Europe general manager Rosangela Carissimi said: "Some of my friends suggested to me starting here to try and understand the UK market.

"I want Faba to reach a minimum €50 million turnover – I don't care where."

Faba Europe, which offers swimwear up to a G cup, exhibited its SS12 collection at the show.



MYABLUE TO EXPAND OVERSEAS

MyaBlue, the holding company for brands MyaBlueBeach, MyaBlueBoutique and MyaBlue, is looking to expand its presence abroad.

Its brands are currently stocked in a total of five countries, in addition to the UK, including the US, the Caribbean, Ireland, the Seychelles and Italy.

The UK is currently the strongest performing market, but owner Lindsey Brown is looking to increase her presence in the US and Italy over the next twelve months.

"We have a colour palette that is designed to suit the UK, US and Italian markets," Brown said.

On the first day of the Moda trade show, MyaBlue received enquiries from the Seychelles, Dubai and Italy.

Brown is planning to attend both the Miami and Paris swim shows next year in a bid to further increase the brand's international profile.



TOWIE'S JESSICA WRIGHT DESIGNS FOR ALEXIS SMITH

The Only Way is Essex star Jessica Wright has designed a new, limited edition set for lingerie brand Alexis Smith.

Wright acts as the face of the brand, which specialises in post-surgery lingerie for women who have undergone bust enhancements and uses a polymer bra support system, as an alternative to traditional underwire technology.

There are four designs in the initial launch collection; Every Day Essentials, a white satin bra and matching knickers, the Pink Collection, a choice of girly polka dot or candy stripe matching sets and the LBB Collection, a black silk bra and knickers complete with a satin bow. The products are available in 30DD to 36E.

Wright said: "The unique design of Alexis Smith lingerie means not only that I look and feel great wearing it but also the pure silk material means they are unbelievably comfortable for both augmented and natural breasts. I am very excited about designing my own capsule collection.

Etch PR managing director Gemma Feeney added: "She's got a passion about fashion. Jessica had her breasts done. She wanted a lighter bra with skinnier straps, and a plunging cleavage – but softer, for extra comfort."

Wright's new set is available from September, 2011, on www.alexissmith.eu.

ASOS AND NEXT STOCK IRIDESCENCE BY BODYWRAP

Bodywrap's Iridescence collection was taken on by ASOS and Next last month.

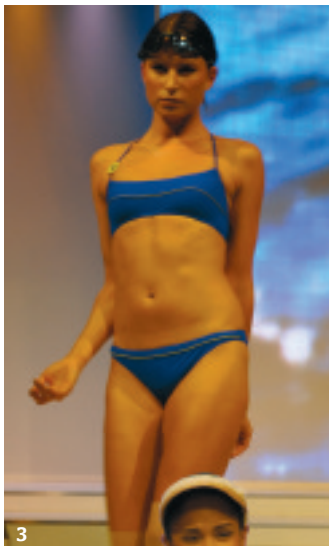
The online and high street retailers are stocking the Canadian shapewear brand's AW11 Diva Dot style.

Bodywrap international sales director Jimena Rosas said: "ASOS and Next are the perfect retailers for these young, sexy, shapewear garments."

The Iridescence collection encompasses underwired full slips, bodies, briefs and boy shorts. Prices range from £29 to £59.

Bodywrap was the bestselling shapewear brand in the UK two years ago and is currently looking to expand into bigger stores.



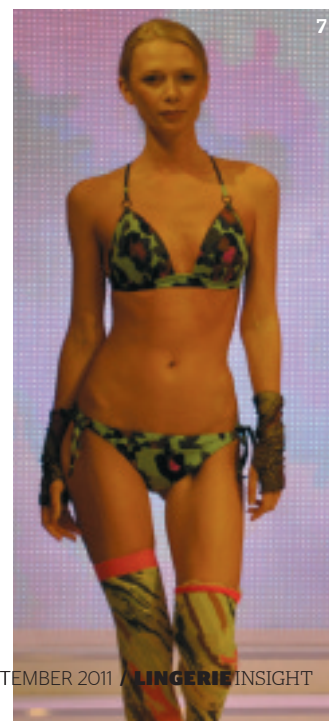
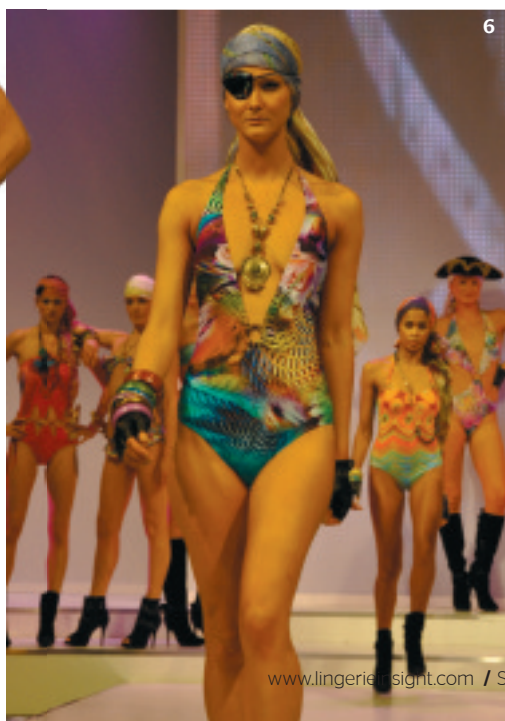


NATURANA CELEBRATES THE OLYMPICS WITH NEW RANGE

Swimwear brand Naturana celebrated the Olympics at this year's Moda with the launch of its latest capsule collection for SS12. The new patriotic line, an adaption of Naturana's existing Sportstar collection, features six different shapes: men's trunks and shorts, a bandeau bikini, a triangle bikini, a tankini and a racer back swimsuit.

Naturana sales office manager Debbie Axtell said: "In 2012, we have the Olympics and the Diamond Jubilee, and we are flying the flag to celebrate these two events by introducing this special swimwear collection in patriotic colours of red, white and blue."

Naturana is also extending its new Perfect Body range for SS12. It recently added three new colourways - black, red and turquoise - to the sculpting collection, which it launched in Paris earlier this year.



- 1 NEON, Damaris & Mimi Holliday
- 2 BLACK, Rosy Lingerie
- 3 COLOUR BLOCK, Rasurel.
- 4 THE 9 TO 5, Jockey
- 5 HERITAGE SWIM, Maryan Mehlhorn.
- 6 PIRATES, Roidal
- 7 TRIBES, CYELL



PLAYTEX & PORTAS

MARY PORTAS SPEAKS TO LINGERIE INSIGHT ABOUT HER NEW STORE, HER COLLABORATION WITH LINGERIE BRAND PLAYTEX AND HER THOUGHTS ON THE FUTURE OF HIGH STREET RETAIL.

What does it feel like to launch your own store?

It's been such a long hard slog, but now that we're open, I couldn't be happier. More than anything else there's an overwhelming sense of relief. Relief that my customers love it, that the shop is buzzing everyday, and that the reaction across the board has been really very good. But I'm not one to wait around relieved for long - there are too many other things to be getting on with.

What's been the best thing to come out of your collaborations?

I've worked with British brands throughout the project - some that I have known for years, such as Clarks and Radley, and others that are newer to me. I have deliberately worked with brands who I believe are best in their field - brilliant manufacturers with great quality products, at fair prices - that I've been able to add a bit of fashion 'edge' to. The results speak for themselves - I can't say strongly enough that my Mary & Clarks collection is designer quality at an affordable price.

Playtex used to be known for cross-your-heart bras and girdles, but since working with them I can see that they just have this amazing expertise in bras.

The qualities associated with Playtex of the past - support, fit, shape and comfort - are all relevant today. Now with this partnership we've injected it

all with some style and glamour. I think it's a great combination.

What did you pick Playtex to recommend?

Women want to be able to forget about their bra once it's on. Playtex knows this and other essentials that women want from their underwear, like support and fit, which is why I'm recommending Playtex bras.

Recently, I was fitted by a Playtex expert - and I realised why the brand is known for superior fit. The fit of the bra is superb and the shape it gives enabled me to wear any clothes I want. They've got over 50 years experience and they know how important women's silhouettes are as a foundation to an outfit.

Can you describe the 'Mary Recommends' Playtex range?

I asked Playtex to take more of a 'risk' and to launch styles with more style and some colour. So, we mixed style and glamour with everything you expect from Playtex in terms of fit, support and comfort to create an ideal range.

What's your experience of partnering with Playtex?

I've enjoyed working with a lingerie brand with such a huge heritage, they know their stuff. Plus, they've been a great team to work with and very receptive to all my ideas.

1

Do you feel there is enough creativity out there to translate into future opportunities for the high street?

One can never underestimate the taste of the consumer and sometimes it is actually about getting it right for that consumer and sometimes it is about leading them. But, it is also about giving them what they want today and inspiring them for tomorrow — showing them where they might lead their designs.

What factors will most influence how consumers choose to shop?

I think they will shop online for speed and accessibility, and also because it is easy for them whenever they want, whatever time they want, but as humans we want to interact, so if customers are going to make the effort [to visit a store] they want that to be very special. Therefore, getting that specialism into the retail environment is the most important thing. I think for [retailers] to compete with the internet — where we can get anything — the customers will want to hear your opinion and your knowledge. ♣



THERE'S SOMETHING ABOUT MARY: 6 THINGS YOU MAY NOT KNOW ABOUT THE QUEEN OF SHOPS

- Although she is best known for her TV work through programmes such as Mary Queen of Shops and Channel 4's Secret Shopper, Portas also runs London-based retail and brand communications agency, Yellowdoor, with her business partner Peter Cross.
- Portas began her retail career as a 'Saturday girl' in John Lewis. She has also worked for Topshop and was once responsible for windows and display at Harrods.
- Portas is credited with transforming Harvey Nichols into the world renowned store and restaurant group it is today. She spent eight years there, leaving her role as creative director in 1997.
- She has written two books: Windows: The Art of Retail Display, which is now published in five languages; and How to Shop, which offers a 21st century guide to retail therapy.
- In May this year, Portas was challenged by the government to undertake an independent review on the future of the high street and help 'bring back the bustle' to the country's town centres.
- On August 18, Mary Portas launched her own store, Mary, within House of Fraser. The outlet sells the results of her collaboration with a series of household names, including Playtex, Charnos and Clarks.

THE PLAYTEX TEAM TALK TO LINGERIE INSIGHT ABOUT THE NEW COLLABORATION

How was the collaboration with Mary Portas formed?

When we heard that Mary Portas was developing her own fashion range for 'grown up women,' we were immediately interested. We discovered that Mary was looking for a trusted, good quality lingerie brand that really understood women to partner with. We couldn't wait to show Mary how Playtex lingerie gives women a fabulous silhouette and creates a great foundation for which to build the outfit. We fitted Mary, showed her our collection and talked through options for new styling - and the collaboration was born.

How do you consider that the affiliation will affect demand for the new products?

The 'Mary recommends Playtex' range has more colour, some sheer fabrics and attractive coordinates, whilst keeping the fit and support for which Playtex is renowned. The addition of this more glamorous and feminine styling will attract new Playtex customers to the brand and we're expecting a high demand.

How have retailers responded to the initiative?

Retailers have been excited about the collaboration,

seeing the natural affinity between Playtex and Mary Portas. They are looking forward to introducing the collection to their customers and we've been thrilled with the response.

Will Mary Portas be participating in any brand events over the next season?

Mary will be promoting her entire new collection, including 'Mary Recommends Playtex' and her team are working hard on the promotional campaign. For sure, we'll be holding a glamorous consumer event and we'll be running a competition with retailers stocking the range that Mary herself will be judging. It's an exciting time!

To what extent has the collaboration been a step away from your usual style?

Think of a Playtex bra and you probably picture a plain white bra. Well, this collaboration has allowed Playtex to be more contemporary in our styling; lower necklines, embroideries, stylish detailing and colour combinations. There's definitely room in the Playtex collection for both the plain and more glamorous styles.

1
Mary Portas

2
Delicate Embroidery set in ivory

3
Satiny Lace set in black

4
Delicate Embroidery set in mint and pink



Object of *Desire*

» **PASEO DOBLE BY CHRISTIAN LACROIX**

For SS12, Christian Lacroix has collaborated with Palmers Lejaby on a new lingerie and swimwear range.

Paseo is one of the most impressive pieces of the new line. A collection of clean lines and iconic shapes, it is inspired by the traditional Torero's (bullfighter) cape. Designs are laser-cut into the silky satin of a half-cup bra.

Other collections from the range include Mantille, Boduc, Riviera, Montecarlo, Casino, Chiffre and Lucky.

RRP: BRA, £116, BRIEF, £49



REBECCA BY FANTASIE

A new solutions collection by Fantasie, Rebecca features a spacer mould bra for 'great shape and fit.' Smooth lines aim to disguise its appearance under clothing, while delicate embroidery provides a more feminine look. The bra is available in a 30-38, D-GG cup. The high waisted smoothing brief, which offers light control under close fitting garments, is available in a XS-XXL.

RRP: bra, £38, brief, £20

Contact: **Eveden, 0153 676 0282**

fantasie.com



ROSALIND BY CHARNOS LINGERIE

Rosalind features a textured floral matte/shine stretch lace for support and fit, which promises to deliver 'support, shape and comfort' throughout the day. There is an in-built sling for further support and a cross-over to lift and provide additional detail. Rosalind is available in white from March. It includes a full cup bra and deep brief in cup sizes 32C-40F.

RRP: bra, £ 21, brief, £12

Contact: **Charnos, 0115 983 6000**

charnos.co.uk

NEW PRODUCTS

Lingerie Look



DECO BY FREYA

The newest addition to the Deco collection for SS12 - the moulded half cup bra - features an internal push-up pad for added uplift, while seam free moulds and a low cut neckline seek to ensure invisibility under close fitting clothing. The style is available in a 28-38, B-F cup, in a wide selection of colours, including Ocean, Black and Nude.

RRP: £30

Contact: **Eveden, 0153 676 0282**

freyalingerie.com

IDA BY AFFINITAS INTIMATES

For SS12, Affinitas Intimates is introducing new groups Taylor, Ida, Ashley and Carolyn, along with new Packaged Panty colourways in yellow, grey and peach. Victorian-inspired Ida encompasses a padded bra, balconet bra, hipster, thong and bustier in pale pink and opal grey, marked by feminine lace, ruching and delicate bow accents for a soft, sweet appeal.

RRP: TBC

Contact: **Affinitas Intimates, 0121 285 0228**

affinitasintimates.com

ATOMIC BY MADE BY NIKI

Made by Niki's SS12 'Atomic' collection is inspired by a 'Galaxy far away' and seeks to evoke a supernatural, futuristic mood. Made by Niki has sought to broaden its seasonal offering, subtle shifting away from traditional ideologies of lingerie.

For SS12, the range consists of three mini capsule collections, all focusing on different atomic attributes - String, launching in October, Eclipse launching in November, and Atomic, launching in January.

RRP: bodice, £189, knicker, £79

Contact: **Made by Niki, 0185 843 2141**

madebyniki.co.uk



✔ **CHIC SENSATION BY TRIUMPH**

Triumph's new Chic Sensation seeks to combine 'highly functional shaping' with fashionable prints and elegant, curve-enhancing styles. The padded swimsuit, with versatile straps, features a slightly retro, balletic look. It uses Lycra® Beauty fabric and comes in a 34-48, B-E cup.

RRP: £TBC

Contact: **Triumph, 0179 372 0300**

triumph.com



◀ **FIESTA BY LEPEL SWIMWEAR**

Lepel's Spring Summer 2012 swimwear collection seeks to deliver 'positivity with a wow factor' through its figure shaping ranges, exotic prints and bright colours. Celebrating with an explosion of colour, Fiesta aims to reflect the exuberance of the Mardi Gras and the Summer festival season. The collection encompasses a graduated padded suit, padded underwire bikini top, halter triangle top, short, pant and co-ordinating kaftan.

RRP: £40

Contact: **Lepel, 0115 983 6000**

lepel.co.uk

✔ **MAASAI STRIPE BY TATJANA ANIKA**

The SS12 collection from Tatjana Anika is inspired by the Maasai tribal style and features the yellow, red and blue primary colours seen in the tribal beadwork. Prints include Maasai Stripe, African Daisy and Daisy Stripe. Maasai Stripe (depicted) is Tatjana Anika's interpretation of the striped Maasai textiles. All the swimwear is produced in Italy, using high quality fabrics, and is seamless for a flattering fit.

RRP: top, £98, shorts, £108

Contact: **Tatjana Anika, 0207 235 3378**

tatjana-anika.com

NEW PRODUCTS
Swimwear Sensation

✔ **LOTUS FLOWER BY LISA BLUE**

The Lotus Flower print was inspired by designer Lisa's recent yoga retreat in Thailand. A key part of the new SS12 collection, which also features Water Lily and Show Bird prints, it symbolises peace and beauty. The frill, triangular top features adjustable straps, removable cups and a back clip. A detachable gold whale tail pendant is included as part of the design. The full coverage frill and lace pant incorporates a black and gold logo flag label.

RRP: top, £76, bottoms, £65

Contact: **Lisa Blue, 0208**

427 8115

lisablue.com.au



» **ISIS BY ELOMI SWIM**

This SS12 season, Eveden's curvier figure brand is launching Elomi Swim. The three step collection features swim bras, classic, skirted or high-waisted briefs and a co-ordinating kaftan. It is available in a 36-46, DD-HH cup, and a UK size 16-26.

RRP: £30 - £66

Contact: **Eveden, 0153**

676 0282

elomilingerie.com





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Contact National Account Manager Richard Ellis for more information
Mobile: 07801759823 Email: rellis@speedo.com

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