

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

DECEMBER 2011 / VOL. 02 ISSUE 12  
www.lingerieinsight.com

S I G H T

## SECRET SPARKLE

Discover how brands are blinging up their designs this season

## ERES EYES UK GLORY

MD Olivier Mauny speaks on the launch of the company's first London boutique

## WHAT KATIE DID

Store Twenty One presents Katie Price's new range

# World of Welford

New UK CEO Ermes Stefanutto discusses his plans for expansion



## NEWS REVIEW

## OPINION

## CAMPAIGN IMAGERY

## PRECIOUS AWARDS

## EMPTY PREMISES

Find out which locations are winning the battle for business

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# FOREWORD



**December is an ideal time to look back and reflect over the past year, and what a year it has been. Few would claim it has been easy. Some might say it has been bittersweet.**

More than one iconic UK business has changed hands over the past 12 months and many retailers have been forced to close stores.

A number of brands have struggled to keep their heads above water, with the high cost of raw materials and transport, and rising overheads, biting into already slim profit margins.

Yet, as in many seemingly bleak situations, signs of new life and burgeoning success have also been very

much present.

Countless new brands – at least, too many to name here – made their UK debut in 2011. Several of these have already achieved significant success, in terms of both stockists and public exposure, and are already well on their way towards establishing themselves in the sector.

Both new and existing retailers have also seen the current economic climate as an opportunity to steal market share. A number of these businesses are already shaping aggressive expansion strategies for the year ahead.

Retail channel diversification appears to be a key factor in this. An online presence is no longer enough. Brands are launching their own outlets, while retailers are launching their own branded products or introducing external brands into their stores. The lines are becoming blurred... There is only one certainty. Standing still is not an option.

On that note, I wish you all the best of luck as you prepare for the Christmas rush. I am confident that the majority of you will have plenty to celebrate as you welcome the New Year.

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

## DECEMBER COVER

**Cover:** Wolford

**Model wears:** Wolford Shape & Control

**Website:** www.wolford.com



BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

INSIGHT

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# Lingerie

INSIGHT

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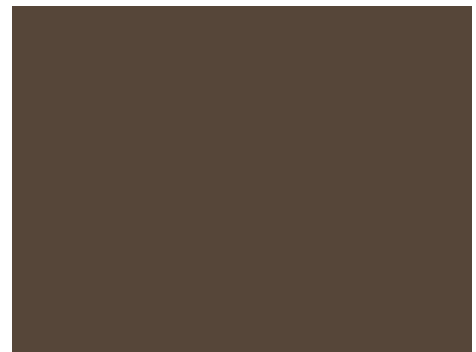


# DON'T WAIT TO BE ASKED

A good buyer listens to their customers, a great buyer knows what their customers need.

Women of colour don't ask for nude lingerie because they've never had the choice... Until now... Head the revolution...

Being U™ is the new lingerie brand created for women of colour that for the first time incorporates skin tone, size and body shape into exquisite underwear and loungewear.



# FRONT

**THIS MONTH IN LINGERIE AND SWIMWEAR**

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## LOVEHONEY.COM TAKES OVER COCO DE MER

**O**nline retailer Lovehoney has bought erotic lingerie and accessories business Coco de Mer.

Coco de Mer, which stocks lingerie brands such as Obey My Demand, Mimi Holliday, Lascivious and Stella McCartney, operates three stores. Two are based in the UK, in Covent Garden and Brompton Cross, and one is located in Los Angeles.

Turnover has reportedly increased year on year since the business was started by Sam Roddick, daughter of famed Body Shop entrepreneur Anita Roddick, in 2001. However, the business is reportedly yet to make a profit and is dependent on financial support to continue its operations.

Lovehoney, which is based in

Bath and was founded by former journalist Richard Longhurst and former DJ Neal Slateford, made its first major push into the intimate apparel sector in April, 2011, with its purchase of BeCheeky.com.

It increased its sales from £10.4m to £13.4m in the year to March 2011, with profits over the period growing from £1.5m to £1.7m.

Longhurst said: "Over the past 10 years Sam has made Coco de Mer a uniquely powerful proposition and her dedication to promoting a frank and open discussion about the enjoyment of sex has been uncompromising."

He added: "We're incredibly excited to have the opportunity to continue to develop Sam's groundbreaking work and make Coco de Mer the world's leading luxury

erotica brand."

Coco de Mer will continue as a stand-alone luxury brand with a high-end product range. Lovehoney will invest in the Covent Garden store, extend Coco de Mer's range of own-brand products for sale direct to retail customers in the UK and leverage Lovehoney's distribution and fulfilment network in Europe, USA, Australia and Asia.

The new owners will also overhaul the company's online operation, whilst seeking to maintain the look and feel of the brand, in order to provide customers with an enhanced shopping experience on the web.

Sam Roddick said that while emotionally it was a hard decision to sell the business, it was commercially prudent and she felt

confident that the sexual awakening that Coco de Mer had helped to achieve would thrive with Lovehoney.

She said: "Neal and Richard share my passion for legitimising and promoting positive discussion about eroticism and sex. I believe that in their hands Coco de Mer will continue to offer customers a unique and highly personalised experience, a wide array of exclusive and ethical products, as well as access to information for those who don't follow the conventions of mainstream society."

Roddick will take on an informal role within the company, advising on positioning and product development. She will also continue to strive for positive change in the world through her activism pursuits.

**>> FOR IMAGES OF THE AW12 COLLECTIONS AND DAILY BREAKING NEWS VISIT [Lingerie.com](http://Lingerie.com)**

NEWS REVIEW



▲ **Cake Lingerie**, which was awarded Maternity Brand of the Year at the 2011 UK Lingerie Awards, is launching the 7th instalment of its global 'Real Mums, Real Fit' campaign in Canada.

The campaign, which has previously run in the UK & Ireland, Australia, New Zealand, The Netherlands, Finland and France, aims to celebrate the natural beauty of motherhood. It seeks to encourage women to embrace their femininity and pregnancy curves through Cake Lingerie products and also offers women the opportunity to become an international model for the designer brand.

**Made By Niki's** Snow Queen set, created exclusively department store Selfridges, has sold out within just four days.

The Snow Queen is produced in a special seasonal two-tone cinnamon and white colour way, and is made with stretch scalloped all over fringing and quick release clips, with draping and layering, velvet trims and jewel-like components.

It features a bustier top, 3-tiered floor length skirt and high waisted knickers, all of which can be worn attached together or separately.

Online lingerie retailer **figleaves.com** has created its first interactive advertising campaign in partnership with SaveMe4Later, targeting London commuters.

The new project, which is running from November 28 to December 12, sees the Save-Me4Later logo displayed on adverts in over 60 London underground stations and over 450 underground sites. Commuters are able to download the Save-Me4Later app overground and use it underground to save the Figleaves adverts as they travel within the Tube network.

Luxury lingerie label **Ma Mignonette** has launched a new clothing line, Jezebelle la Pixi.

Designed to complement La Mignonette's luxury gift sets, Jezebelle la Pixi includes a selection of off the shoulder tops and skinny t-shirts.

Inspired by the 'love and enchantment found within every day,' the t-shirts feature delicate illustrations that echo the lingerie, with phrases of romance such as 'I am yours', 'I love love' and 'falling, falling & being caught mid-flight'.

Thieves stole £30,000 worth of lingerie from an **Ann Summers** store in Portsmouth, last month.

The gang smashed through the back of the shop, located on Commercial Road, between 11pm on October 28 and 6.30am the following morning. Once inside, they piled the products into boxes, almost clearing out the entire front of the store.

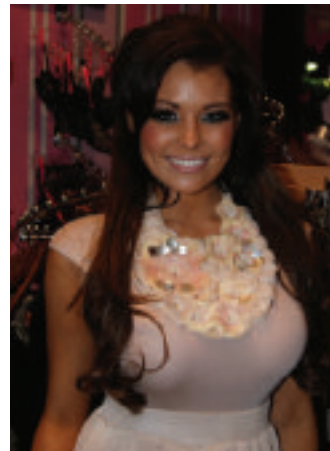
The items have since been recovered by police, who reportedly discovered them during the raid of a Southampton residence.

Miss USA 2011 Alyssa Campanella and Miss Teen USA 2011 Danielle Doty were seen wearing swimwear by **Kooley Australia**, last month.

The pair were spotted lounging poolside in Miami. Both had donned Kooley swimsuits and Campanella was also wearing a cover-up by the brand.

She tweeted a picture from her personal account, saying: "Pool and sun with my teen queen."

✓ The Only Way is Essex star Jessica Wright wore an **Aguaclara** bikini on the beach in Dubai with friend and co-star Samantha Faiers, last month.



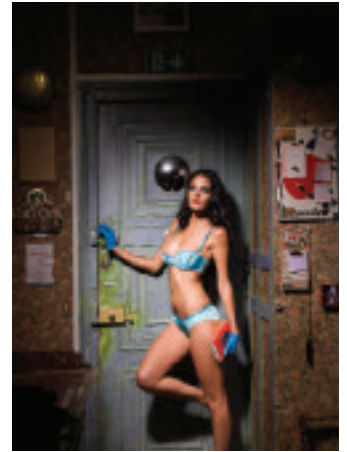
The pair took a mini break at the end of the TV series to visit the launch of Mark Fuller's Embassy club at the Grosvenor House Hotel.

Brand distributors Elite Swim claimed they were 'thrilled' with Jessica's choice of swimwear. She has reportedly long been a fan of Aguaclara and stocks the Peruvian brand in her lingerie/swimwear boutique 'With Love Jessica xx' in Loughton, Essex.

Jessica-Jane Clement was spotted wearing a **Pistol Panties** bikini on I'm a Celebrity Get Me Out of Here, last month.

The glamour model and TV presenter donned the Raquel style, inspired by iconic pin-up star Raquel Welch.

Pistol Panties is a London based swimwear label, founded by designer Deborah Fleming. The collection is available in Selfridges and from Pistol Panties' Notting Hill store.



▲ Luxury lingerie brand **Talulah Love** has won The Women into the Network award for Best New Business.

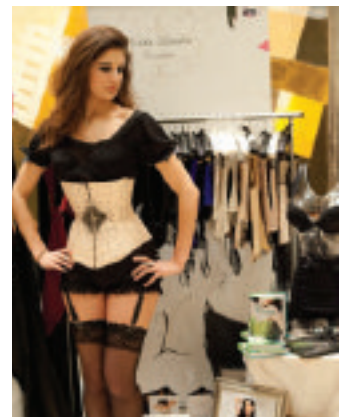
The winners of the 12th annual North East Woman Entrepreneur of the Year Awards were revealed at a glittering ceremony at the Hilton Newcastle Gateshead Hotel.

The award, which was backed by the Federation of Small Businesses, was given to the Gateshead-based lingerie brand in recognition of founder Michelle Taylor's boldness in starting a business during a hard-hitting recession.

✓ **Velda Lauder Corsetiere** has launched its first online store at veldalauder.co.uk.

To mark the occasion, the luxury brand will be offering 15 percent off all items until January 2012.

Customers must simply enter the code, eelpjv, on all orders above £150 to receive their 15 percent discount.





## NEWS IN QUOTES



“Working with Store Twenty One has not only given me the opportunity to put everything I’ve learnt about lingerie, nightwear and swimwear into practice, but I’ve made sure that the whole collection will be amazingly affordable.”

**Model and reality TV star KATIE PRICE** speaks about her new lingerie and swimwear label Katie’s Boutique, created in collaboration with retailer Store Twenty One.

“We are utterly delighted to have taken the top spot in the breastfeeding category. All of the feedback we’ve received from mums about our Next Generation nursing bras confirms they are exceptionally comfortable during both pregnancy and breastfeeding.”

**Emma-Jane sales director JOHN WHITE** speaks on scooping gold at last month’s Mother & Baby awards.

“Fingleaves.com will be the first brand to lead this new form of interactive advertising on the Underground, with other brands to follow in 2012.”

**SaveMe4Later chief executive DERMOT DENNEHY** discusses how his company has worked with Fingleaves on its first interactive advertising campaign, targeting commuters.

“Faced by the company’s current situation, I have decided to honour the company’s staff commitments, notably with regard to payment of salaries, and to ensure the continuity of the business in order to meet the needs of our customers.”

**Lejabby chairman RAYMOND MAHÉ** talks in the wake of an announcement that the French brand has gone into administration.

“I started making them by hand for my boyfriend before I started the main collection... I made him another pair and more and more over the years. Then his friends wanted them, and some got a pair for their birthdays.”

**Mimi Holliday founder and designer DAMARIS EVANS** talks about why she chose to introduce a new men’s label, Mimi’s Men, to her brand’s product offering.

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

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## NEWS REVIEW



WAXX has launched a 'Design a Print' competition, where one lucky winner will have their design printed and sold worldwide.

The general public have the opportunity to submit their own designs and WAXX has reportedly already received a number of 'imaginative' print concepts.

The competition started on October 1 and runs for eight weeks, with the top entries being submitted on Facebook and a weekly winner being chosen by Team WAXX.

French lingerie manufacturing brand **Lejaby** has been put into judicial administration by a Lyon court for a period of six months.

The move was made in an attempt to give the company time to re-structure the business and prepare a recovery plan.

A deterioration in the business and resulting cash flow difficulties caused the company to apply for the opening of a judicial receivership procedure on October 26, 2011.



Swimwear designer **Lisa Blue** has launched two new Whale

Tail Charm Bracelets in order to support the campaign for whale and dolphin conservation.

The bracelets, which feature the Lisa Blue Whale Tale charm, will retail for around £7.99 each.

They will be available online at [www.lisablue.com.au](http://www.lisablue.com.au) and at various Lisa Blue based retailers in the UK, including Sandstorm [www.sandstormluxury.com](http://www.sandstormluxury.com), from January 2012.

New bras, costing just 99p, went on sale today at budget retail chain **99p Stores**.

The bras, which are made in China, are made from polyester and spandex.

They come in sizes 32 to 36C and feature a bow and satin trim. Colours include black, white and nude.

**Mimi Holliday** has introduced a new men's label, Mimi's Men, to its product offering

The label is the brand's first foray into men's boxer shorts.

The range is being launched on [www.damaris.co.uk](http://www.damaris.co.uk) in time for Christmas and will enter into Mimi Holliday stores this coming February.

**Nichole de Carle** has launched a new competition to find a fresh face for the brand.

The winner will feature in Nichole de Carle London's catalogue and website, and will also be invited to model for two of the brand's lingerie catwalk shows.

The top ten entrants will each receive an allowance of £1000 to spend on Nichole de Carle London.

Malmesbury mothers Sue Lehrer and Donna Harris have opened a new lingerie store, **Beau Belle Lingerie**, in the town centre of Malmesbury, Wiltshire.

Intimate apparel is a new sector for the store founders, who are in their mi-40s and live locally.

## FIRST STITCH CELEBRATING EMERGING TALENT

A fashion design student at the University of Central Lancashire, **Charlotte Morton**, has won Esty Lingerie's 2011 International Lingerie Design Competition, the first in what is planned to be an annual event to find the next big thing in lingerie design.

Morton's design reportedly stood out amongst the many entrants, due to its eclectic mix of 'vintage appeal and modern allure'.

The set features vibrant purple satin ruffles below the bra and around the hips of the matching brief. It is adorned with ribbon bows and finished off with contrasting silver zip detail on the front and back. Morton's entry also included a matching babydoll set and documented her path from initial ideas right through to the final creation.

She said: "I didn't expect to win... I ran straight into my flatmate's room and started screaming with excitement"



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

## STORE ENVY



### DOLCI FOLLIE, 28 HERFORD ROAD, NOTTING HILL

New luxury lingerie and swimwear boutique Dolci Follie opened in Notting Hill on November 10th. The boutique houses high end contemporary designs within a 'lavish' setting, reminiscent of a Venetian Palazzo.

On the store launch, founder Simona Walters said: "I wanted to offer the very best choice of lin-

gerie labels, something exclusive in a friendly and non-intimidating atmosphere. All customers will be treated as VIPs, offered hassle free expert advice and even a glass of bubbly. I want all my customers to feel relaxed and welcome. My aim is for women to wear luscious lingerie on a daily basis, so they feel beautiful all the time."

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

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*Shaping Your Big Day*



VOICE OF THE INDUSTRY

# My journey across the pond



**ROBIN LEVITT,**  
President, Claudette.

“It’s no secret many Americans have a healthy infatuation with fashion from abroad.

We’re particularly engaged by British designers and their panache - there’s an essence we love to love and a sophistication we’re inspired by.

The Claudette™ collections are a collaborative effort between Bok, our British Director of Development, and myself. We talk about all the things we want, shop the obvious - and less obvious - haunts in Los Angeles, Paris and London, then make our plans...

‘Wouldn’t it be great if we could get [insert flash of inspiration]?’

The UK customer is essential to Claudette™. She knows what she wants, needs and what fits. She’s grown up in an environment that embraces shape and has options where to find items that meet her needs. Intimate apparel in the U.S doesn’t provide easily accessible choices for this customer. Most conventional brands live happily in the A - D cup zone.

Complicating the situation, women in the US often have a negative outlook on being a ‘D+’ cup. To them, that means BIG and less choice. This big-boobed customer is referred to as ‘plus size,’ regardless if she’s a 30 back and wears a size 2 - and good luck

finding that G cup. Women with small/medium band sizes and large boobs end up buying the wrong bras to compensate for the fact that their cup runneth over. Sadly, their cup ends up runneth-ing all over.

There are some outstanding shops in the US, even multi-generational businesses that have stood the test of time and cater to this underserved client. However, these shops are few and far between, and ‘cute, fashionable and sexy’ aren’t always the words you would use to describe the product selection. The price on these goods is also prohibitive for many.

Claudette offers a wide range of sizes to meet the needs of this growing population of women. Collections are fun, fashionable and allow her to express her personal style in a sexy silhouette all the way to a G cup and, even better, soon a K.

We believe if we can make our way into the hearts (and lingerie collections) of women on your side of the pond and create a brand following, we’ll carry that momentum back to the U.S. It’s a great story: our range, fit, style and price point meet the needs of an educated and admired customer. And, we even threw in some A’s and B’s for the less curvy girls.”

## NEWS REVIEW



Michelle Mone has signed Essex star Amy Childs as the face and body of her Bra Queen collection, designed exclusively for supermarket giant **Tesco**.

A former star of popular ITV show *The Only Way is Essex*, this is Childs’ second foray into modeling intimate apparel.

She fronted a Valentine’s campaign for swimwear and lingerie brand *By Caprice* earlier this year.

The **HJ Sock Group** has been selected as the International Development winner at the Family Business Awards.

The ceremony, held at Birmingham Town Hall on November 17, saw 300 guests attend.

The company fought off competition from the likes of *Bet-terlanguages.com Ltd*, *Hall-Fast Industrial Supplies Ltd*, *Perfection Foods Ltd* and *ProFreight Ltd* to win the category, which was sponsored by Barclays Corporate.

» **Baci Lingerie** has formed an exclusive distribution agreement with *Innovative Intelligence Ltd.*, who will be doing business as *Baci Lingerie Malta*.

The first mono brand store opened in November in the country’s Bay Street Mall.

Baci Lingerie chief operating

officer Robert Rosen said: “The first Malta mono brand store is one of the 18 stores that will be shipped all around the world to our exclusive international brand owners just for November. We feel very privileged to have a Baci Lingerie mono brand store located in beautiful Malta and are extremely proud to have found such a knowledgeable and professional partner to open mono brand stores.”

**Yes Master** launched a new website, *yes-master.com*, last month. The brand’s first transactional website, it will provide improved functionality, in addition to showcasing Yes Master’s product range.

Products available include Yes Master’s latest AW11 *Glamery* collection, its *Boudoir La Luna* and *Boudoir Quilted* collections, and its celestial *Stars* print in *La Luna* and *Spooky*.

The Duchess of Cambridge’s sister, Pippa Middleton - dubbed ‘Her Royal Hotness’ by national media - has reportedly sparked a surge in sales of bum-boosting pants.

According to fashion store **Debenhams**, sales of the padded pant, which boosts your bottom, have gone ‘berserk’.

Debenhams spokeswoman Michelle Dowdall said: “Slim women are looking for a helping hand to put curves in all of the right places.”



**SPEAKERS' CORNER**

**BRENDA MENDELS**  
owner,  
LingaDore



**ANN-MARIE MANLEY**  
head of marketing,  
Eveden



**TONY JARVIS**  
managing director,  
Gossard & Berlei

### WHAT IS YOUR VIEW ON THE NEW 99P BRA THAT HAS JUST HIT THE HIGH STREET?

“There’s definitely a market for cheap lingerie; and 99p is a real bargain! This low price is probably partly caused by their very small size range, and this thereby doesn’t really make it a lingerie brand, but more like underwear. Our brand LingaDore is known for its affordable luxury, and even in bad economic times like these our sales are still going well, also thanks to our favourable pricing. I am curious to see what the fitting and quality are like, and if 99p Stores will develop this concept further.”

“Breast health is very important, so investing in a good quality, perfectly fitting bra is vital. A bra needs to offer a high level of support to ensure you feel comfortable and look good. Limiting factors of the 99p bra include its sizing; for those that have a large cup size there is no offering. Also, the one bra style is restricting. Women need to have a variety of style options, such as balcony, padded half cup, soft cup or strapless. Additionally, there are limited colours ways, so for those wanting a stylish and confidence boosting bra, consumers might have to look elsewhere for a brand that is young, fun and on trend.”

“I think it is important that any intimate apparel product, whether it sells for 99p or £100, is produced to a high ethical standard. I think it is always important to know the manufacturing plant. At Gossard and Berlei, we use factories that are either part of our group or are well known to us and we ensure that the conditions, health and safety standards and wages are closely controlled and are more than satisfactory. With any lingerie product that retails at a very low RRP, I think it is of the utmost importance to look at these factors and ensure they are met to your satisfaction.”

**NEWS FLASH**

**BELLE-ET-BONBON** has unveiled a string of new stockists for its Blanche Miel lingerie collection. Last month saw the brand go live for the first time on e-tailer Glamorous Amorous and also saw the launch of the new collection in luxury boutiques Bordello and The Lingerie Collective. Belle-et-BonBon founder Geri Kefford said: “We are delighted to be stocked in these fantastic boutiques alongside so many other incredible brands. We look forward to continuing our partnership with these retailers in the future and being able to introduce Belle-et-Bon to an expanding clientele. Watch this space for new gifting ideas over the coming months.” For Christmas, Belle-et-BonBon will be adding brand new stockists Truelove Boutique, Violet’s Knickers, Prohibido in London and Cambridge, and With Love Jessica.



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

**DIARY DATES**

**15-17th January, The Music Rooms. The Lingerie Collective** will be putting on a show of mid to high end lingerie brands, ranging from UK high fashion labels through to international iconic names. The event, which will see brands exhibit their AW12 collection, will be expanding into a new, larger venue for 2012.

**21-23rd January, Pavilion 1, Porte de Versailles, Paris. The Salon International de la Lingerie** is the Europe’s biggest international intimate apparel exhibition. A focal point for lingerie fashion and the latest trends, with around 20,000 visitors each year, the show will be enjoying its 48th edition this January.

**21-23rd January, Porte de Versailles, Paris. The Interfiliere** trade fair seeks to showcase technique, know-how and fabric innovation, deciphering and anticipating tomorrow’s fashion trends. No less than 145 exhibitors from several countries will present their Summer 2013 collections at the event.

**11-13th February, The Venetian Hotel Resort Hotel Casino, Las Vegas, and 21 -23rd February, Jacob K. Javits Convention Center, New York, USA. Curve Las Vegas and Curve New York** are the largest events of their kind in North America.

With more than 200 brands exhibiting, they attract lingerie boutiques, swimwear retailers and department stores from all over the world to shop for the latest in lingerie, men’s underwear, swimwear and activewear.

**17-23rd February, Somerset House, London, UK. London Fashion Week** will be showcasing a series of the top British and international designers.

# Lingerie.com

INSIGHT

## MOST READ ONLINE



- 1** Lejaby goes into administration
- 2** Dolci Follie launches in Notting Hill
- 3** EXCLUSIVE: Ann Summers overhauls website
- 4** 99p bra goes on sale in UK stores
- 5** Playtex searches for peace in war on Channel 4
- 6** Katie Price launches lingerie & swimwear label
- 7** Organised crime gang raids Ann Summers
- 8** Pippa M drives sales of bum boosting pants
- 9** Bra Queen lands Tesco deal
- 10** Mimi Holliday launches boxer shorts

## EDITOR'S CHOICE



### GALLERY

#### Un:usual for AW12

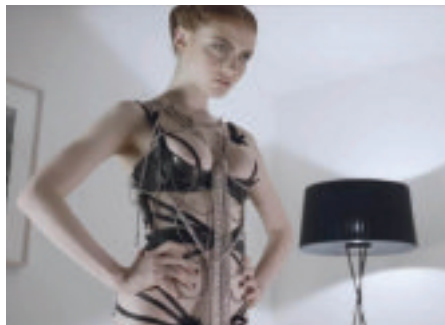
Lingerie brand showcases its new season's range, which will include shapewear for the first time.



### COLLECTION

#### Kriss Soonik 2011 Christmas campaign

Peek behind the scenes of the luxury designer's recent photo shoot.



### VIDEO

#### AP gets freaky with 'Les Fleurs du Mal'

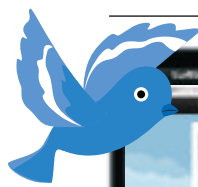
Short film by director Justin Andersen marks the launch of AP's Soiree Collection online.



### NEWS

#### Rihanna designs lingerie for Emporio Armani

Controversial singer creates a capsule collection for the designer brand.



## LINGERIE TWEETS

"Good news @Jacqueline\_Gold it looks like our missing knickers have been found @LingerieInsight :)"  
**@Vaneesa\_Gold**

"Christmas is already on my mind since we'll transform our shop windows next week completely into the Christmas theme. It's sparkling!"  
**@marliesdekkers**

"Black Friday means wearing black lingerie and staying home..."  
**@PurmissionLingerie**

"#ff and great week for @tallulahlove, Michelle named one of The Ones to Watch in @TheJournalNews Most influential people in the North East!"  
**@GlamrusModels**

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# WORLD OF WOLFORD

NEW WOLFORD UK CHIEF EXECUTIVE **ERMES STEFANUTTO** TALKS TO KAT SLOWE ABOUT WHAT HE AIMS TO ACHIEVE WITH THE BUSINESS IN THE COMING YEAR, INCLUDING NEW PARTNERSHIPS, THE CONSOLIDATION OF THE COMPANY'S RETAIL NETWORK AND THE EXPANSION OF ITS OWN DISTRIBUTION CHANNELS.





“A few years ago, I hardly ever saw girls wearing tights and now I see that is a trend that is really catching,” says Ermes Stefanutto, as he people gazes from his office off London’s Oxford Street.

The new Wolford UK chief executive has already developed a taste for spotting his company’s hosiery on the shoppers fighting their way through the crowded streets below.

Staunchly loyal to the Wolford brand - despite just two weeks at the helm - Stefanutto joins the company at a point where its profile is at an all time high.

With celebrities such as Rihanna, Nicole Kidman, Madonna and Jessie J regularly spotted wearing the tights, celeb obsessed UK consumers are

rapidly gaining awareness of the brand. And, the best thing about it, according to Stefanutto? It’s completely free.

“We don’t need to pay celebrities to wear our products,” he says. “They wear Wolford because they love the products.”

It is a position that the CEO obviously identifies with. Stefanutto was working as the UK manager for shoe company Geox when he was approached by Wolford, having previously worked with Luxotica, owner of the Ray-Ban, Persol and Oakley brands. Though, at the time, he knew little about the company, after gaining feedback on the market and learning about the brand’s heritage, he was eager to jump ship.

“I didn’t know very much about the products, but then I discovered that my wife was already a customer, so that is always a good sign,” he says.

“Jokes aside, I was really impressed by the products, by the history of the company and also the position, and the distribution.”

A 13 year stint in UK fashion distribution has provided Stefanutto with strong relationships

in department stores, chains and independents, and he is now determined to put these to good use in his new role.

In charge of wholesale and retail for the UK, Stefanutto’s day to day role is to manage the team and to ensure the continued growth of the brand. The company is currently looking to expand its retail presence and to increase brand awareness amongst consumers. It also aims to focus on several key categories as areas for potential expansion over the coming year.

According to Stefanutto, Wolford is already the number one brand for hosiery, but lingerie and ready-to-wear are its fastest growing sectors.

“There might be some room to

operate only one franchise in London, but Stefanutto has been quick to realise the benefits of the business model.

Wolford is keen to increase the profile of its expanding product range as, while its hosiery range has a popular following, many consumers may be less familiar with its other product lines. One advantage of a franchise store is that it will stock the entire Wolford range of products, something that existing independent stockists may be unable or unwilling to do.

“Of course, we would like someone who is able and capable to present the whole world of Wolford - can I say that?” Stefanutto says. “That would be ideal.”

Having a franchise partner will also

## “I didn’t know very much about the products, but then I discovered that my wife was already a customer, so that is always a good sign.”

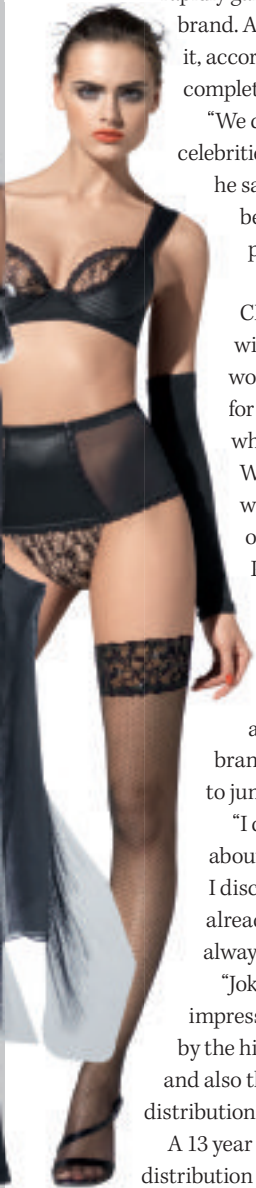
expand, especially on the lingerie and on the ready-to-wear,” he says. “But there is no pressure. From what I have seen, the policy of the company has always been to grow, but to grow in a healthy, organic and almost cautious way, which is the best for the brand, for sure.”

Part of this growth entails consolidating Wolford’s existing retailer network. While it is not overly concerned with growing its network of stockists, particularly in the area of hosiery, it does want to ensure that the quality of its retailers is of the highest possible standard.

The independents that Stefanutto ideally wants to work with are those that possess a passion for the product, in addition to the ‘right’ type of position and clientele for the brand.

“We need to have the right partners to work with a brand like Wolford,” he says, “We don’t want to be everywhere. We want to have a balanced distribution in the market.”

On the retail side, the majority of growth is likely to come from new distribution channels. These include not only developing the brand’s own stores, but also seeking potential franchise partners in the UK. Wolford currently



**1**  
Wolford keeps its legs crossed for this style’s success, come SS12



2

Wolford gets buttoned up for SS12

3

Wolford goes wild with animal stripes for SS12

2

cut down the time and cost that would otherwise need to be invested in managing a store.

"You have somebody running the store and ideally you don't need to monitor them too much." Stefanutto says, "You know they will make the most of it, because it is their own business. Of course, there are other elements that you have to monitor, like the marketing of the business. But, running the business ideally should be easier, because they take care of that. They care about it."

The benefits do not all fall on the side of Wolford. In the challenging economic climate, working with the company could be an extremely attractive prospect for many retailers.

According to Stefanutto, not only do they benefit from existing brand recognition, which is invaluable in selling products, but they gain significant marketing support and the backing of a company that is financially sound.

The Wolford UK boss claims that he is keen to meet anyone who is interested in working with the company.

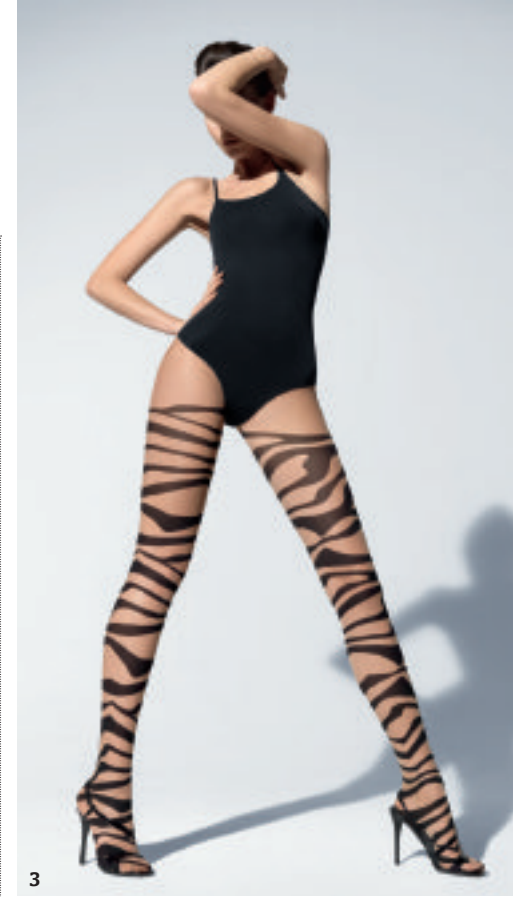
"Call me," he says. "Knock on the door... Or leave a message. I will be the person to contact. My general approach is that my office door is open. So, as much as I can, I will welcome everybody."

Stefanutto states that he would ideally like to work with existing retailers. The qualities that he is looking for in potential franchise partners include strong positioning - in terms of finances, geographical location and standard of clientele - and passion and commitment to the brand.

"You can have a product that sells itself, but you have to do it with passion," Stefanutto says. "Because, we have the product. We have the product and we have the marketing."

The new chief executive has no fixed plans in terms of the number of franchise partners he wants to sign on over the next few years.

The company also plans to roll out a number of its own stores and whether an outlet is run by Wolford or a retail partner will be largely dependent on the opportunities that present themselves to him in the upcoming



3

months.

At the moment, the concentration of Wolford stores lies mainly in the south, with only one store in Leeds and a factory outlet in Cheshire further north. Stefanutto therefore sees the north as an area for potential growth, despite its lack of tourists or a high average income, factors which make regions such as London so attractive to the brand.

Stefanutto also realises the need to ensure that existing stockists do not suffer from the opening of own brand stores. For this reason, he is likely to give existing retailers first refusal on operating a store in their area.

"We will be very careful," he says. "I think rather than seeing it as competition or taking away from our existing stockists, it is more like an opportunity for existing retailers to join the world of Wolford in a wider sense... If there is somebody around, we will obviously consult and see if there is an opportunity to do something with the existing retailer."

"I know that is one thing that retailers are very careful about. My experience in the past with other brands is that in occasional situations where you open a store - not right in front, of course, you don't do that, but nearby - the [independent] business is not affected or, actually, it is improved... So, sometimes I think it is more of a



5



6



7

psychological thing.”

Independents, own stores and franchise outlets are not the only channels through which Wolford sells its products and Stefanutto is also looking to develop the company's key accounts, the department stores. He is currently in talk with several big players to heighten the brand's presence in store.

This, explains Stefanutto, is particularly important in the UK market, where department stores account for a huge percentage of sales. Having worked in a number of multinational companies in the past, he has gained significant feedback from other markets and so is cognisant of the unique vagaries of the UK setup.

“The perception and reality is that the UK market, definitely from a distribution point of view, is much more concentrated compared to any other market in Europe,” Stefanutto explains, “especially Italy, France and Spain. Germany is a bit more similar, but it still doesn't reach the level of concentration that we have in this market. It is more similar to the US than the rest of Europe, because of the way the market is structured.”

With fewer independents in the UK and a greater focus on department stores, Stefanutto recognises that Wolford's approach to the market must be different, and not just in terms of

## “No other European country has the same effect with the celebrity element on fashions and trends... There is a fascination about celebrity.”

distribution.

Another key disparity lies in the area of consumer trends. Compared to other European countries, Stefanutto claims that the UK is extremely driven by celebrity endorsement.

“It is unbelievable,” he says. “I think it is only the US that is similar to us in that respect. No other European country has the same effect with the celebrity element on fashions and trends... There is a fascination about celebrity.”

“There are a few where you wouldn't consider them role models, but I think it's just the fact of being on television or being in the magazines... I don't really know what goes on in the mind of the British people. I know for a fact that from a commercial point of view or a positioning point of view it is much more important than the classic advertising for the UK.”

With the impressive number of column inches it has stacked up over the couple of years alone, Wolford is in a prime position to take advantage of this free publicity.

And, according to Stefanutto, this

is being reflected in the bottom line of the company. While, because Wolford is a listed company, he is not allowed to provide exact figures, he does reveal that the company is in a good position generally and in the UK, in particular.

“We are positive,” he says, “so we are performing well and despite the economic climate we keep positive. Obviously, there are challenges now for the world economy, for the European economy, but we are in a very good position, [both with] where we are now and also with the prospects over the next months.”

Within the next five years, Stefanutto hopes Wolford will still be number one for hosiery and, in ready-to-wear and lingerie, be recognised as one of the top brands.

Stefanutto's vision is to open around 20 to 30 stores in the UK within this period.

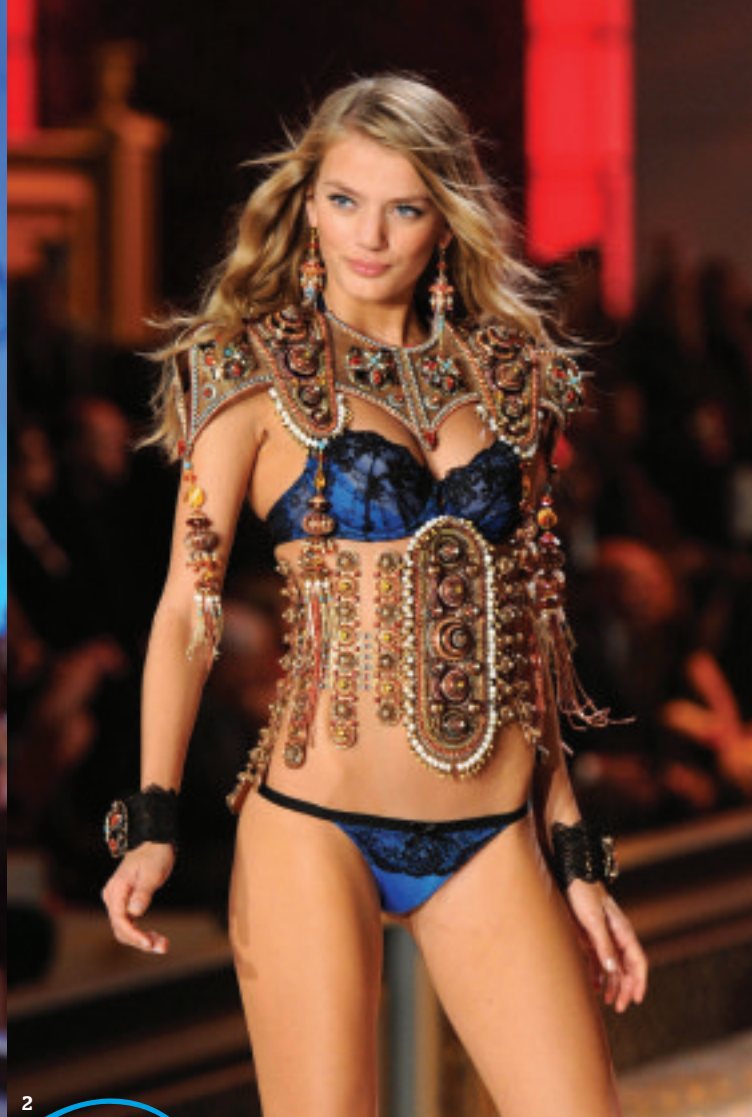
“That is my personal vision,” he is quick to point out. “I haven't discussed the business plan yet, so take it with a pinch of salt. But, personally, I would be very happy with that.” ♣

### 5, 6 & 7

*Wolford hosiery heats up for the SS12 season*



1



2

# SECRET

# Sparkle

FORGET UNDERSTATEMENT. RIGHT NOW, IT IS ALL ABOUT BLING. LINGERIE INSIGHT INVESTIGATES HOW LINGERIE BRANDS ARE GOING ALL OUT TO MAKE THEIR PRODUCTS SPARKLE.

1

*VS \$2.5 million bra, worn by Miranda Kerr*

2

*Bregje Heinen on VS catwalk*

3

*Alessandra Ambrosio on VS catwalk*

**T**he Victoria's Secret Fashion Show is one of the most anticipated events of the global intimate apparel calendar.

This annual extravaganza of flashing lights, music and glittering personalities draws millions of viewers, each year. To stand out from the surrounding theatre, the lingerie must truly sparkle.

In this spirit, every show, Victoria's Secret introduces a new centrepiece to the collection, encrusted with precious jewels.

The 2011 'piece de resistance,' showcased on November 10, was the Fantasy Treasure Bra, designed by Long Island's London Jewelers and worn by supermodel Miranda Kerr.

Costing \$2.5 million, the piece was



3

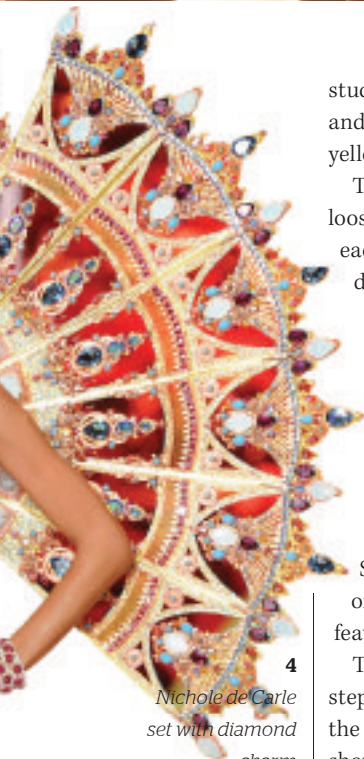
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4  
*Nichole deCarle set with diamond charm*

studded with nearly 3,400 diamonds and gems, set in 18 carat white and yellow gold.

The central bra tassel featured two loose diamonds – over eight carats each - as well as two huge yellow diamonds, weighing more than 14 carats. All of the loose diamonds (over 143 carats in total weight) and precious gems were handset onto the Victoria's Secret Gorgeous Push-Up Bra, which took jewellers roughly 500 hours to complete.

Obviously, not even Victoria's Secret could afford to splash out on diamonds for every lingerie set featured on the catwalk.

This is where Swarovski Elements steps in. 2011 is the ninth year that the company has partnered with the show and its role was by no means diminished in last month's event.

Two million Swarovski Elements embellished one-of-a-kind creations for The Victoria's Secret Fashion Show, including iconic Angel wings, custom-made lingerie, designer couture

pieces, shoes and even stockings.

Swarovski Elements was seen on six key looks from designer Jenny Manik Mercian, as well as glistening footwear by Giuseppe Zanotti. One of the most complex and detailed examples of the crystals' use could be seen in the matador inspired set, worn by model Bregke Heinen.

For holiday 2011, the collaboration continues. Fashion Show fans will be able to bring 'the fantasy' home with the Very Sexy® Push Up Bra and matching V-String, embellished with Indian Pink AB crystals, which will be on sale via Victoria's Secret stores nationwide, the Victoria's Secret Christmas Dreams & Fantasies Catalogue, and VictoriasSecret.com.

While Victoria's Secret is one of Swarovski Element's most high profile partners, it is by no means the only one. Within Western and Eastern Europe alone it has 27 lingerie customers, including the likes of Myla, Damaris, Victoria's Secret, Wolford, Triumph, Van de Velde, I.D. Sarrieri, Jolidon, Valisère, La Perla, Marlies

Dekkers and Agent Provocateur.

For 2011, it has been working together with Harrods on a special project called 'A Crystal Christmas inspired by Swarovski'.

For this project, the company asked each of its customers and several other well known brands to create unique crystallized designs, which would sell exclusively at Harrods during the festive period.

La Perla and Agent Provocateur are among the brands that created a limited edition set, specially embellished with Swarovski Elements. The outcome of the project was exclusively unveiled at the beginning of November and limited editions made with Swarovski Elements are now on sale in Harrods, as well as online, until December 26.

Lingerie brand Myla is also creating limited edition crystal embellished sets, exclusive to its Harrods concession, which it will release in time for the Christmas period. Its black laced Cherie, brand new Diane in midnight blue and Gina feather babydoll will all be given a luxury crystal make-over for the festive season.

There will be developments in the brand's offering outside of Harrods too. Following on from the success of this season's boudoir Veronica set, studded with Swarovski Elements, Myla is extending its offer of crystal sets to Spring Summer 2012.

The Spring Summer 2012 Rosetta range is due in stores before the end of the year and will be presented in a delicate sheer mesh nude, with an additional white colour way available exclusively to the Myla concession in Selfridges.

With their luxurious connotations – and price tag - Swarovski Elements often feature in limited edition collections. Yet, there are a number of brands, such as Damaris, where they have always been a signature aspect of design.

Damaris head of production Frances Adam believes that crystals and embellishment give each of the brand's collections an avant-garde and luxurious detail 'like nothing else,' through a combination of texture and



6



7

colourways.

He says: "Damaris has been using Swarovski crystals from the beginning, when no one else was using them on underwear - it immediately lifts the garment to be a luxury piece.

"We use Swarovski trims, hot fix crystals, beads and sew on stones - each has to be applied by hand, so it's a couture production process... Crystals on the bra strap, or décolletage, are for showing off - it makes the wearer think about lingerie differently and how they're going to show it off with their outfit."

For Autumn Winter 2012, Damaris is using Swarovski Elements in some special pieces. The classic feather knicker that Damaris designed in an early collection is going to be brought back, plus there will be a floor length silk tulle gown with Swarovski crystals all over the under-bust, in an attempt to create a 'completely decadent statement' for the bedroom.

Like Damaris, I.D. Sarriero considers crystals to be a key part of its brand identity, using them to provide glamour and energy to its designs.

For its SS12 range, I.D. Sarriero is incorporating them within layers of white lace, praline and cappuccino silk, and black tulle.

Currently stocked in 35 countries and employing 200 members of staff, the label will be making its UK

## "Crystals on the bra strap, or décolletage, are for showing off - it makes the wearer think about lingerie differently."

launch at The Lingerie Collective, this January.

Companies such as I.D. Sarriero, or Agent Provocateur, are widely known to be Swarovski customers and for good reason. The latter recently attracted significant media attention with the release of an erotic short film, titled 'Les Fleurs du Mal' and directed by Justin Andersen, which celebrated the online launch of its luxury Soiree Collection - featuring a £15,000 Swarovski Elements encrusted playsuit.

While not all of its customers may be quite so public in their favour, the company has no shortage of potential clientele. In fact, the crystals are popular across a broad range of luxury brands who use the crystals, if not regularly, then at least unstintingly.

High profile names such as Modern Courtesan, Yes Master, Lejaby, Ophelia Fancy, Velda Lauder, Bordelle, Fred & Ginger and Ma Mignonnette have all used Swarovski Elements to varying degrees in their designs over the past year.

Luxury lingerie brand Nichole de Carle London has even decided to try and go one better and, like Victoria's Secret, and Harlette de Falaise in 2010, has introduced a lingerie collection featuring diamonds.

Created exclusively for Selfridges, each pair of the brand's white knickers includes a certified Coster diamond, set in a detachable gold charm.

Nichole de Carle London will be launching a new Champagne version in time for Saint Valentine's Day, which will be available to buy on the brand's website.

Designer Nichole de Carle says: "Our aim was to develop something different, that was exciting, innovative and new to the lingerie world. As a trend, using jewels and crystals as decoration on lingerie has really taken off and, logically for us, being a luxury lingerie brand, the next step was certified diamonds.

"What better way to stake our claim in the luxury lingerie market than to put a girl's best friend on a pair of knickers." ♣

6  
Body with Dragon  
by Andres Sarda,  
featuring Swarovski  
Elements

7  
Chiacchiere by  
Damaris, featuring  
Swarovski  
Elements

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# EMPTY PREMISES

SHOP VACANCY RATES STABILISED IN THE FIRST HALF OF 2011, BUT THE GAP BETWEEN THE BEST AND WORST PERFORMING TOWNS CONTINUES TO WIDEN. LINGERIE INSIGHT LOOKS AT THE NUMBERS WHICH SUM UP THE STATE OF THE HIGH STREET AND QUESTIONS HOW BIG A ROLE LOCATION TRULY PLACES ON SUCCESS.





**1**  
Retailer La Senza recently opened four new outlets in the UK

**W**ith 14.5 percent of shops in the UK standing vacant, it's little wonder the government recently appointed retail guru Mary Portas to conduct a review into the future of the country's shopping districts.

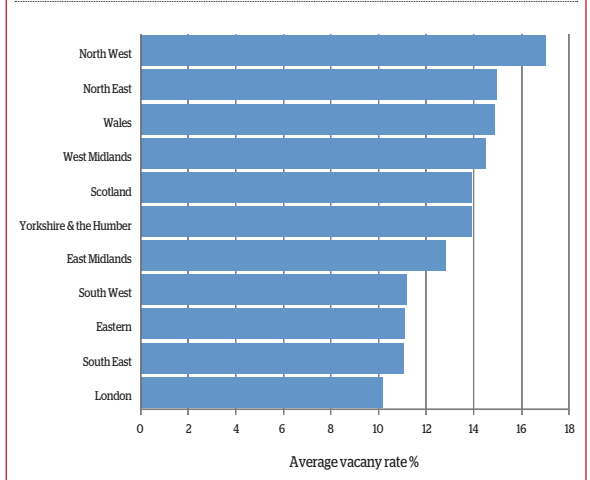
She, of all people, will be under no illusions about the size of the task ahead, although the news that shop vacancy rates as a whole are actually stabilising at least provides a ray of hope that the market has already hit rock bottom. With the threefold increase in vacancy rates witnessed every year since 2007 appearing to

have slowed in 2011, there is at last a reason to be optimistic.

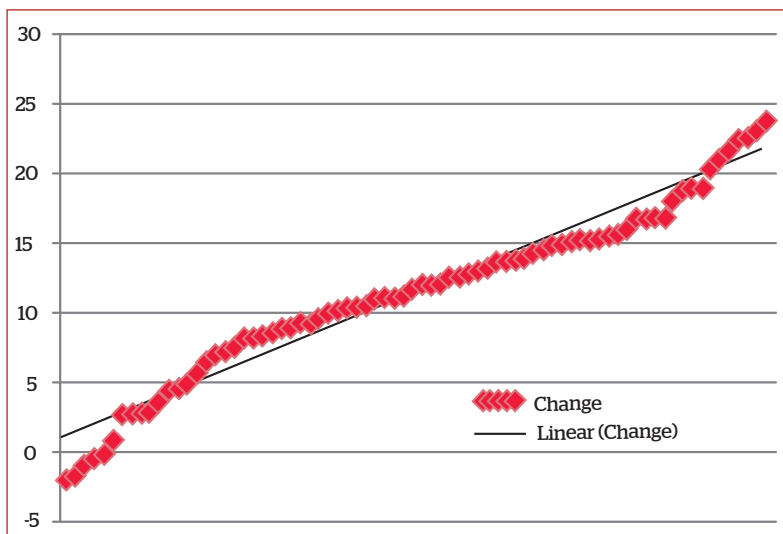
And, this has been reflected by a string of new lingerie store openings within the UK, this year, including Lace in Wellingborough, With Love Jessica xx in Loughton, Essex, and the Eres flagship store in Knightsbridge, London. La Senza has also opened four new outlets in Brighton, Trafford, Huddersfield and Wakefield.

Yet, despite this positive indication of new business growth, the most seriously-hit locations are still seeing one in three shops standing empty, illustrating the work that local authorities, in particular, need to do to get their local shopping centres >>>

## REGIONAL SHOP VACANCY RATES



## THREE-YEAR VACANCY RATE TREND



The graph to the left shows an analysis of 75 towns from the first half of 2008 when the first real impact of the recession on the high street was felt. It was the year when Woolworths disappeared from town centres, kickstarting a rise in vacancy rates, although as the graph indicates, some locations have actually improved in that time. The Local Data Company says that just 7% of locations “weathered the storm”, with Guildford, Camden, Bath, Cambridge and Cardiff among that group. 29% of locations demonstrated an increase of less than a 10% rise in shop vacancy rates, including Chester, Edinburgh, Bromley, Perth, York, Cheltenham and Harrogate. The remaining 64% showed increases, with the likes of Stockton-on-Tees, Bradford and Kingston-upon-Hull also posting rises in excess of 20%.

thriving again.

In its latest shop vacancy report, titled ‘The good, the bad and the (very) ugly’, the Local Data Company concludes that in the short to medium term, things are unlikely to improve significantly due to the current economic climate, the rise of alternative sales channels and the number of shops the country has.

And there have been casualties of the economic circumstances. Lingerie group Eveden used to operate five Leia stores in the UK. It has now got three, after closing two of its outlets earlier this year.

“Where we got to with the other two stores was just that the locations just didn’t work in terms of the rents,” Eveden chief executive Tracy Lewis says. “Obviously the rental market in the UK is just ridiculous in comparison to anywhere else in the world and it just became prohibitive in terms of where we could take the business too.

“It was a real shame, but in Liverpool we were actually only open for just over a year and we had an exit clause. And Richmond, we were given a great offer so it just made sense really.

“And, although it was very, very sad for the staff and for the customers – we have had a huge amount of customer reaction in Richmond – at the end of the day you just have to do what is right for the business, particularly in this climate.”

The other three stores, in Bluewater, York and Cardiff, reportedly continue to perform well and are under no threat of closure.

Despite its recent store launches, La Senza UK’s private equity owner, Lion Capital, has also reportedly floated plans to close down a series of underperforming stores in a bid to cut costs and improve performance.

Up to a quarter of the group’s 180 branches – 66 of which are still registered under the name of former sister lingerie chain Contessa – could close down.

And independent retailers are by no means exempt from the difficult market conditions. Lucile Lingerie of Manchester is just one example of a



business that has been forced to adapt to survive. It closed its Manchester store in July and is now operating online only.

On the move, Camilla Blois of Lucile says: “Many of our clients are busy women and more and more of them are shopping online and don’t have time to visit stores anymore, and lunchtime shopping has been ‘gobbled up’.

“Our new venture will enable us to give our customers better prices and extra goodies without the burden of rates and rent in prestige premises.”

Success does appear to rely – at least partly – on three little words: location, location, location. According to report ‘The Good, the Bad and the Ugly,’ a north-south divide is reinforced when breaking down the figures on a regional level. All the southern regions see an average vacancy at or below 11 percent, while in the other half of the country the rate spans from just under 13 percent in the East Midlands to 16 percent in the North West.

The top 10 worst-performing large centres (those with 400+ shops) are in the West Midlands and the North while seven out of the top ten best large centres are in the South. Amongst the medium sized centres

## VACANCY RATES IN THE LARGEST TOWN CENTRES

### TOP 10- LARGE CENTRES

Rank	Town Centre	Vacancy Rate	+/-	Change
1	Stockport	27.7 %	▲	3.5 %
2=	Blackpool	27.5 %	▲	0.9 %
2=	Grimsby	27.5 %	▲	1.1 %
4	Stockton-on-Tees	27.4 %	▼	-1.3 %
5=	Bradford	26.8 %	▲	1.5 %
5=	Walsall	26.0 %	▼	-0.8 %
7	Wolverhampton	25.3 %	▲	1.5 %
8	Kingston-upon-Hull	24.2 %	▼	-0.1 %
9	Warrington	24.0 %	▲	1.0 %
10	Birmingham	23.8 %	▼	-1.4 %

### BOTTOM 10- LARGE CENTRES

Rank	Town Centre	Vacancy Rate	+/-	Change
1	Exeter	11.1 %	▼	-3.2 %
2	Edinburgh	10.8 %	▼	-0.7 %
3	Cambridge	10.3 %	▼	-2.5 %
4	Taunton	10.0 %	▼	-0.7 %
5=	Kingston-upon-Thames	9.9 %	▲	-0.1 %
5=	York	9.9 %	▼	-1.2 %
7	St. Albans	9.6 %	▼	-2.6 %
8	Harrogate	9.3 %	▼	-2.3 %
9	Camden Town	9.2 %	▼	-1.7 %
10	Bromley	9.0 %	▲	-1.5 %

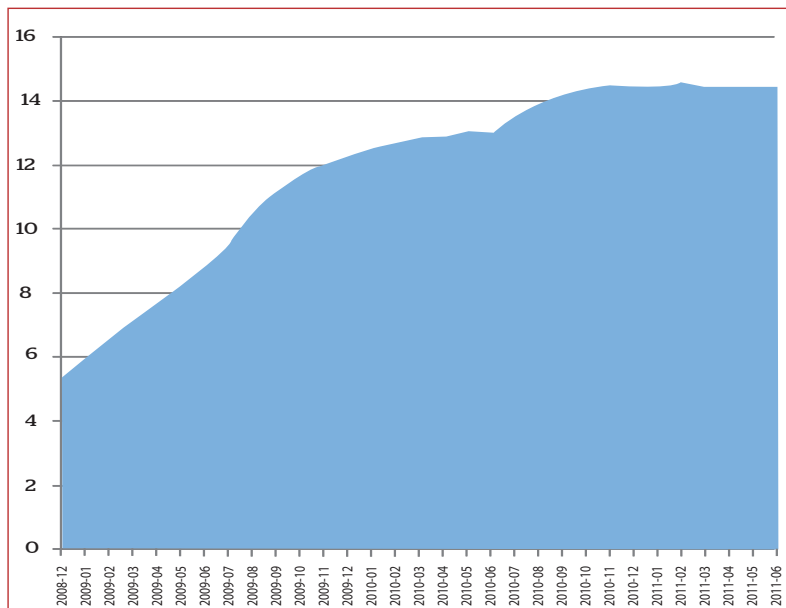


(between 200 and 399 shops), the situation is the same. The top 10 centres are all in London and the South, while eight out of the 10 worst-performing centres are in the North. The only exceptions are Dartford, with a vacancy rate of 26.3 percent and Newport in South Wales, with 26 percent.

The best performing medium-sized centres run from Sevenoaks

with a vacancy rate below 5 percent to Falmouth at 6.6 percent. As far as the smaller centres (between 50 and 199 shops) are concerned, the best performers can be found in London and the South East. Margate (36 percent vacancy) and Wandsworth (31 percent) appear to break the pattern, although further down the list the picture becomes more familiar with the likes of Runcorn, Corby and Bootle

## TOWN CENTRE VACANCY RATES 2008-2011



all suffering from poor vacancy rates.

Matthew Hopkinson, director at the Local Data Company, says the high street continues to be fragile in certain parts of the country. “The stark reality is that Great Britain has too many shops in the wrong locations and of the wrong size,” he says. “The diversity of shop vacancy rates is clear evidence that a local approach is required that ties in with consumer needs and the realities of modern retailing. The market still has significant corrections ahead and the impact of these will vary significantly according to location.”

As reflected in the regional shop vacancy rates graph, vacancies in London are the lowest in the country. This is echoed by a relatively stable rental price and a high number of new store launches.

In addition to Eres’ first UK store, over the past few months London has also seen the launch of Playful Promises’ second boutique Soho, new Ann Summers and La Senza stores at the Westfield Stratford City mall and Dolci Follie, a lingerie boutique based in Notting Hill.

Dolci Follie founder Simona Walters sold her house in Wimbledon in order to pay for the 150 year lease of her new boutique, which offers lingerie and swimwear from the likes of Yes Master Black Label, Fleur of England, Chantal Thomass and Paolita.

She says: “The luxury goods, they are still doing very well. The people who have disposable incomes, they always will have and, also, there are lots of new people coming from abroad, especially to London, with money.

“I bought a 150 years lease, so nobody is going to kick me out of here... It is still very expensive. No one actually did reduce it, because they said we have got a few people who want to come in. I think it depends maybe which high street and which part of the town [you are looking in]. I think if you look maybe at Chelsea, Kensington, there are always some people who want to come in.”

She adds: “I asked the council, can you reduce the business rate because of the situation?’ They said no.”

**2**  
*Eres launched its first UK store in Knightsbridge, London, last month*

**3**  
*Wolford is currently looking to increase its number of UK stores*

# Fly me to the Moon

ERES MANAGING DIRECTOR **OLIVIER MAUNY** TALKS TO **KAT SLOWE** ABOUT THE LUXURY LINGERIE AND SWIMWEAR COMPANY'S FIRST UK BOUTIQUE, LAUNCHED LAST MONTH, AND ITS GRAND PLANS FOR EXPANSION.

1

“Our plan is to make this boutique fly up to the sky,” managing director Olivier Mauny says, “up to the moon.”

Mauny is sitting downstairs at Eres' new boutique, which launched last month in Knightsbridge.

It is Eres' first stand-alone store in the UK, and its twenty-first throughout the world. The company presently operates stores in Paris,

Milan, Madrid, St. Tropez and Beverley Hills, and opened a 22nd store in Barcelona, last month.

In 2009, Eres chose to launch a new generation of boutiques to add to its existing 11 outlets. All of these were directly operated except one, in St. Tropez, which existed as a gold franchise partnership.

Erring on the side of caution, the company made the decision to open

further outlets in Italy, France and Spain, where it had a long history in terms of direct retailing, and where there was a shared Mediterranean culture. Only when these proved successful did it begin to look at neighbouring countries, such as Switzerland, Belgium and the UK.

“Why London?” Mauny asks. “Obviously, after being in Paris, New York and Milan, you have to be

1  
*Tourmente  
bodysuit by Eres*



2

in London, because it is one of the fashion capitals in the world. We know that there is a strong potential for us, as well... British women like going to the sea and the beach.

"But, we had to find the right spot and the right opportunity, so it took us some time to find this beautiful boutique."

Eres already has three stockists in the UK - Harrods, Intimates and Heidi Klein - a relatively small number when compared to its 400 retail partners worldwide.

The retailers primarily stock the brand's swimwear products and the new store acts as the perfect opportunity for Eres to showcase its lingerie range.

"Of course, this is the first step," Mauny says. "If we are successful here in London, we will expand our distribution in London, but also elsewhere in major cities. We are very practical as far as boutique openings are concerned, because we can either go direct or grow through a franchise or partnership boutique."

"If someone wants to open a partnership boutique with us, we will be looking at it. We are very pragmatic. We are not dogmatic."

The criteria which Mauny will be considering in a potential partner

include location, rent, competency and the experience of the owner of the shop.

Its existing partnership boutiques are primarily run by retailers who have been selling the brand for many years, who know the brand and its potential, and who desire to take their relationship with Eres to the next step.

They will either convert their boutique into a monobrand Eres store or, parallel to their multi-brand store, will open a specific outlet for Eres products.

The focus will be placed on franchise boutiques, as opposed to directly operated stores. According to Mauny, there is a good reason behind this.

"Obviously, yes, it is lower risk from a financial point of view," Mauny says. "If, in one given city, there is a partner who is motivated, competent, has the right location and the right rent, then we go with him. Though, if we can find the same conditions as the franchisee between us, of course we are going to open a directly operated store."

Within the next five years, Mauny aims to open around five boutiques, covering several of the major cities in the UK

He also hopes to attract a number of new stockists, thereby increasing the profile of the brand throughout the country. This is a model that has already worked successfully in regions such as France and Italy.

"In France, we have a hundred stockists and six boutiques now," he says. "In Italy, we have three boutiques and 40 to 50 stockists... I don't think you can cover the whole territory just with boutiques - you need to also have some very good retailers."

It is not a coincidence that this period of expansion for the company is taking place during a time of significant economic uncertainty. While the global financial situation

creates significant challenges for any business, it also provides opportunity.

Eres was impacted by the turmoil in 2009, when it saw its orders for SS10 significantly drop, as retailers became increasingly cautious as a result of the global crisis. However, what could have been a worrisome scenario failed to coalesce into a major problem.

Just three or four months after these orders, Eres found that retailers were requesting more stock, compensating for the initial shortfall.

"I would say that the economic situation every day is not really glamorous," Mauny says. "Every day there is new bad news. This being said, of course we have to be very cautious in the way we develop the brand in each market, but in 2010 and 2011 we saw there was a change. People get used to the so called crisis."

"After that,



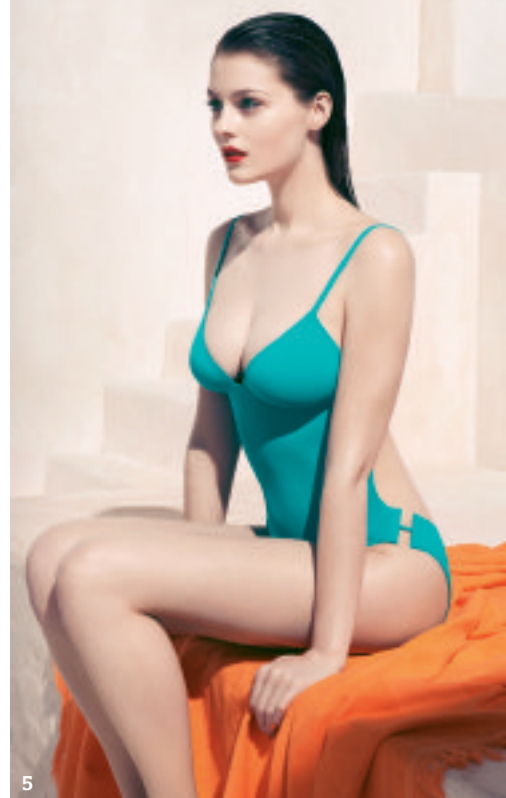
3

2  
Eres managing  
director Olivier  
Mauny

3  
Babouche strapless  
swimsuit in orange  
by Eres



4



5

everybody, myself included, we were getting used to it and then we were more eager to buy new things. Voila.”

According to the managing director, luxury brands – though impacted – have been less affected by the downturn than many of the more affordable labels. This has left many of them in the ideal situation to take advantage of the lower prices that will naturally occur in any struggling market place.

“As far as real estate is concerned,” Mauny says, “there are of course some opportunities and we try to seize these opportunities in some markets. It is not the case here in London, because obviously in London there is no real estate crisis. Not really.”

“I heard this morning that very rich Greek people, because they are afraid of the change from Euro to Dragma, and they are afraid of losing everything they have, they are buying apartments here in London for two to 10 million.”

**4&5**

*Bosphore cut out swimsuit in green by Eres*

Eres does have a few competitors in the market, such as La Perla, Myla, Melissa Odabash and Maryan

**6**

*Alibaba swimsuit in purple by Eres*

Mehlhorn. However, as Mauny noted, the competition in the swimwear sector is not as great or as

‘atomised’ as in lingerie, where you have ‘many big brands and many big players’.

And, Mauhy is also convinced that Eres brings something entirely unique to the UK consumer.

“At Eres, our style is pure, simple in a very sophisticated way,” he says. “To be simple is very complicated, at the end of the day... The essence of the brand is the art of the body, l’art



6

d’accord.

“We believe we have a unique style which differs from most of the existing brands in the UK market. You can look at it in two ways. You say well, this is not the style of the UK or you can see it as this is the only brand offering this type of style and comfort... We are different. I think that is a good point.”

It is a difference that has, according to Mauhy, been picked up by wealthy consumers and celebrities alike. The brand is reportedly popular amongst actresses, top models and royalty, though it is not within the ethos of the company to name names.

“The one I would like to see personally is the one from Mad Men, January Jones, the blonde,” he says. “But that is my personal – how do you say - fantasy. That is another story.”

The story is far from complete. Eres has just launched its first e-tail site and will be continuing the expansion of its boutique network abroad, as well as in the UK. It will be opening two new boutiques in December and January, one in the US, in Las Vegas, and yet the other in the south of France, in Toulouse. The sky truly is the limit for this French brand.

Concluding, Mauhy says: “It seems that the snowball is going to grow... We have room to grow the ball.” ❖

Did you know, **Lingerie Insight** magazine is delivered free of charge to **3,960 qualified professionals** in the UK lingerie industry?

What do they know that you don't?

What do they know that you don't?



If you are involved in the UK lingerie industry, you can get your own personal copy of **Lingerie Insight** by subscribing online at **[www.lingerieinsight.com](http://www.lingerieinsight.com)**

**Lingerie**  
INSIGHT

For marketing opportunities, please contact:  
ANDREW MARTYNIUK  
T 07760 996205 / E [andrew.martyniuk@itp.com](mailto:andrew.martyniuk@itp.com)

# A Bright Future

DISCOVER THE BURSTS OF COLOUR THAT WILL BE CREATING AN IMPACT IN SPRING SUMMER 2013, AS REVEALED IN THE LATEST EVOLUTION TRENDS REPORT FROM INTERFILIÈRE.

All the experts agree. From the catwalks to the high street, the big star today is colour and it is expected to maintain this role for several seasons to come.

From the choice of materials and styles to shop displays and merchandising, it is colour that is setting the tone of the whole fashion landscape.

And, it is colour which is driving the revival of the markets for shapewear, for large sizes and for sleepwear.

Ever-faithful to the market, this Interfilie Evolution guide arrives with a Burst of Colour and highlights the three major colour groups which will drive Summer 2013.







## Delicious

**Colours:** White, Creamy, Bakelite, Poppy, Fluoride, Signal Yellow, Buttercup, Rosy Glow and Kinky Pink.

1 • X.Blanc / X. White

2 • Onctueux / Creamy

3 • Bakelite / Bakelite

4 • Pavot / Poppy

5 • Fluor / Fluoride

6 • Jaune t'oc / Signal Yellow

7 • Bouton d'or / Buttercup

8 • Bonne Mine / Rosy Glow

9 • Kinky Pink / Kinky Pink

### Distinction

Distinction is about the joy of simple, straightforward and natural things.

It is epitomised by the freshness of a fine Spring garden with its abundance of flowers, exuding an elixir of youth and energy, and the simple pleasure of being pretty.

### Fragile but Modern

From cheerful spirits and healthy bodies to flexible materials, the inspiration is nature at its rawest and most organic.

Influences come from Haute Couture, especially Madame Grès, and give thanks to featherweight and sculptural materials.



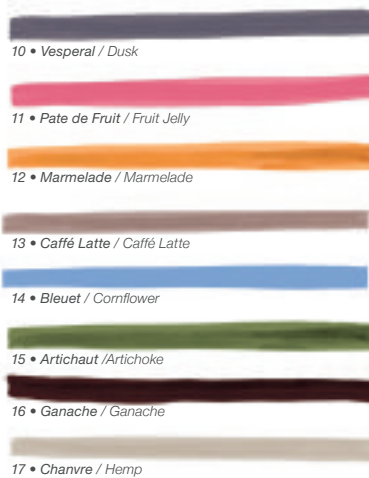
**1**  
Delicious  
Distinction concept  
image for SS13

**2**  
Delicious Fragile  
but Modern  
concept image for  
SS13



## Fade In Time

**Colours:** Dusk, Fruit Jelly, Marmelade, Caffé Latte, Cornflower, Artichoke, Ganache, Hemp



**3**  
*Fade in Time*  
*Crafted Memories*  
 concept image for  
 SS13

**4**  
*Fade in Time The*  
*Simple Life* concept  
 image for SS13

### The Simple Life

The Simple Life is about a nonchalant attitude, leaving a lot to chance. This revels in authenticity and raw elements, and is rooted in folklore.

Refer to the iconic air of the countryside, resolutely casual, and the longing to savour every moment. This features a wealth of authentic details.

### Crafted Memories

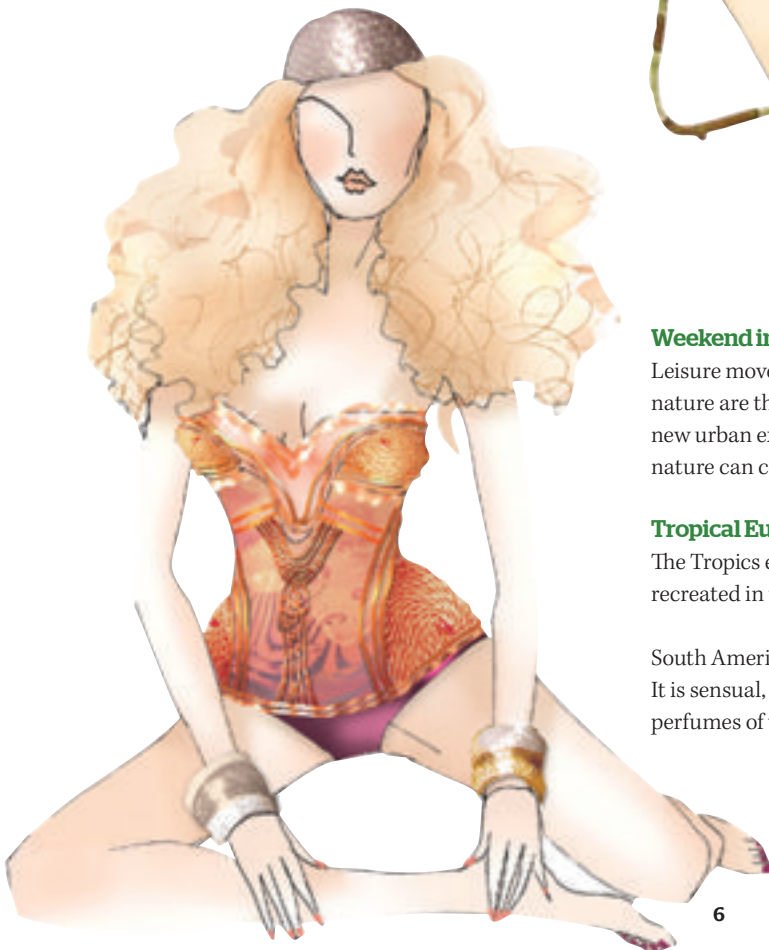
Authentic archives mingle with state-of-the-art techniques to produce comfort and lightness.

Ancient techniques revisited with today's know-how. Inspirations from wickerwork, Cluny laces and Alençon weave a new landscape.



# Intense

**Colours:** Lemon Conserve, Ultra Blue, Rust, Walnut, Aubergine, Lawn, Céruleum



## Weekend in the City

Leisure moves Downtown. Shopping, culture and nature are the new distractions. Take a tour of the new urban experiences, where culture and civilized nature can co-exist.

## Tropical Euphoria

The Tropics exist under new skies, distorted and recreated in the manner of Alexander McQueen.

South America is at the cutting edge of inspiration. It is sensual, sun-drenched and incorporates the perfumes of the Tropics.

5  
*Intense Weekend in the City concept image for SS13*

6  
*Intense Tropical Euphoria image for SS13*

# WHAT KATIE DID

**LINGERIE INSIGHT** TALKS TO STORY TWENTY ONE SENIOR BUYER SAM ASHCROFT ABOUT THE RETAILER'S LINGERIE AND SWIMWEAR COLLABORATION WITH MODEL AND REALITY TV STAR **KATIE PRICE**.



1

**Why did you choose to introduce a specialist lingerie, nightwear and swimwear range?**

Store Twenty One has over 210 stores and a thriving website. Adding a specialist range, especially a celebrity line, will help to make more people aware of us.

**Why did you want to work with Katie Price?**

Katie was an ideal choice. She's one of the most famous women in the UK and she has exactly the right expertise and style to create lingerie that will suit our customers.

**How did the partnership come about?**

Katie's management team was approached and it started from there.

**What is Katie Price like to work with? How much input does she have in the collection?**

Katie's been good fun to work with and she's been involved from the start - from highlighting her favourite looks on mood boards and approving CADs to picking swatches and trims. Katie's has a long career in modelling lingerie and swimwear, and she knows what looks good, and that's helped a lot.

**Is this just a one off partnership or will you continue working together on further collections?**



2

We have already finalised designs for three ranges of lingerie and two of swimwear. Katie's Boutique is evolving as we go and it's so much fun to work on the project.

**Would you consider collaborating with any other brands, designers or public figures on future lines and, if so, who would you most like to work with?**

As long as you team up with the right person, links with celebrities and designers can create good publicity for your brand. It would be great for us to work with a male role model, such as a sports personality. Personally, I'd love to see Freddie Flintoff or David Beckham in our Le Shark's men's wear range!



**How do you think the new range will stand out from what is already on offer on the high street?**

Katie's fans aspire to products which they see her wearing. Katie has all of the underwear herself and loves it. It's got her personal stamp on it and is one of the few celebrity collaborations out there that is available on a budget. People buying something from the collection can get something which feels special without spending any more than they might at other high street stores.

**How are you able to offer products at such a low retail price (under £10)?**

We felt it was important to be able to offer styles that suited our customers' budget, so we designed the range with this in mind. Our briefs start at £3.99 and go up to £5.99. Bras start at £5.99 and go up to £9.99. So, even the most expensive set is less than £16.

**Do you think there is a need for more affordable lingerie on the high street?**

Definitely. People want to look good and wear quality clothing which doesn't have expensive price tags. That's exactly what Katie's Boutique provides and why Store Twenty One is offering a price match promise.

**Who is your target customer?**

Store Twenty One's target customer is a fashion conscious woman who wants value for money.

**What was the design inspiration for the collection?**

For the lingerie, Katie wanted a pretty, feminine range. She worked with the designer on picking out particularly pretty lace and trim options and then mixed them up with stretch satins to give the range a vintage feel. The Crown signature charm was inspired by Katie's crown tattoo. We all felt it was important to include pink, Katie's favourite colour, and we decided on a soft, baby pink, as well as a fun bright raspberry. ♡



**1**  
Model Katie Price poses in Katie's Boutique loungewear for Store Twenty One

**2**  
Store Twenty One senior buyer Sam Ashcroft

**3**  
Katie's Boutique bras for Store Twenty One

**4**  
Katie's Boutique Lace Trim plunge bra & Lace overlay shorts

**5**  
Katie's Boutique Playsuit

**6**  
Katie's Boutique Racerback Vest & Pocket Badge shorts

5

6

# Cash in on January's New Year Resolutions

Here's a chance to start 2012 with full price sales! Stock up with Berlei's **FANTASTIC NEW SPORTS RANGE** and give your customers the support they need – when they need it! Don't let your store start the year on a treadmill, **PUMP UP YOUR VOLUMES** with us!

**Fit**  
B4910  
Black



B4910	32	34	36	38
B				
C				
D				
DD				

**Fresh**  
B4911 Padded  
B4912 Non Padded  
White



B4911 B4912	32	34	36	38
B B4911				
B B4912				
C B4911				
C B4912				
D B4911				
D B4912				
DD B4911				
DD B4912				

**Running**  
B4915  
Black, White  
& Electric Blue



B4914	32	34	36	38
B	Black			
	White			
	Blue			
C	Black			
	White			
	Blue			
D	Black			
	White			
	Blue			
DD	Black			
	White			
	Blue			
E	Black			
	White			
	Blue			
F	Black			
	White			
	Blue			
FF	Black			
	White			
	Blue			

**Move X**  
B4914  
Black  
White (from Jan 2012)



B4914	32	34	36	38
B	Black			
	White			
C	Black			
	White			
D	Black			
	White			
DD	Black			
	White			
E	Black			
	White			
F	Black			
	White			

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Customer Name _____	Customer Order _____
Consignee (if different) _____	Customer Account No. _____

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A woman with long dark hair is captured in a dynamic pose, jumping rope. She is wearing a black and purple sports bra and light grey sweatpants. The background features a wooden structure with vertical panels, possibly a window or door, and some gym equipment like dumbbells is visible on a ledge to the left. The lighting is dramatic, highlighting her physique.

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# Picture PERFECT

**GAVIN KEMP** IS A LINGERIE AND FASHION PHOTOGRAPHER, YET HIS EXPERIENCE AS A SENIOR MARKETING PROFESSIONAL STILL SHAPES HIS CREATIVE AND PRACTICAL SKILLS, AND HIS CUSTOMER-SERVICE LED APPROACH. KEMP TALKS ABOUT HOW, IN THE CURRENT ECONOMIC CLIMATE, THE LINGERIE INDUSTRY NEEDS TO LOOK AT NEW MARKETS, ADDING VALUE, RAISING PRICE POINTS AND INCREASING PROFIT MARGINS THROUGH MAKING THE BEST USE OF VISUAL MATERIAL.

“I can’t help but look at photography as a key part of how a company builds and manages its brand. It is a vitally important medium for adding value to garments, as the images that you use are the one thing that you can influence most easily and are the one thing that everyone sees.

The Salepedia definition of adding value is so typical of many; “The element(s) of service or product that a sales person or selling organisation provides, that a customer is prepared to pay for because of the benefit(s) obtained, added values are real and perceived, tangible and intangible, a good, reliable, honest, expert, informed sales person becomes a very significant part of the selling organisation’s added value, as perceived by the customer, if not by the selling organisation.”

The destruction of value implies simply the reversal of this statement. It can be easily done by not promoting all of the features in a garment, or handing your garments over to someone to promote through the supply chain who does not adequately put across all the details that have been intentionally incorporated by the designer. This is often particularly relevant online, where the customer may never actually make contact with another person.

The bigger picture is this; as expressed in powerful and proven marketing models, such as Ansoff’s Growth Matrix, which dates back to the 1950’s, we know that with new channels of communication come new routes to market, and some of these can become new sales channels. These correspond precisely to Ansoff’s Market Penetration and Market Diversification strategies. It is not by chance

1





- 1**  
*Lingerie shot by  
Gavin Kemp*
- 2**  
*Editorial Hero shot  
by Gavin Kemp*
- 3**  
*Model Olivia poses  
for Gavin Kemp*

that the two largest social media tools (Facebook and Twitter) have prominent and efficient ways of handling images.

The objective is easy to define. Everyone at each point in the supply chain needs to at least maintain and ideally add value to your garments in order to sell them effectively to the final customer.

With a few exceptions, by the time samples arrive, many of the substantial spending decisions for the season will have already been made. From here, the task is to get the stock delivered, sold and into customers' wardrobes at the greatest possible margin.

It is no coincidence that the big brands spend huge sums on their visual material, stills, video and all other supporting print. A brand's visual material is one of the key ways to demonstrate the value that the brand offers. The difficult truth is this; poor visual material can destroy the value a brand has worked painstakingly to create.

And, this may occur more commonly than you think. One of the most blatant examples I've seen in the past 12 months happened to an award winning lingerie brand. The brand owner produced beautiful images of the premium garments in their collection. They did everything right, chose a model who was perfect and the collection was shot by one of the top photographers in the country.

One of the premium garments to be photographed was priced at almost £1000. Other colour ways, still beautiful but not quite as highly specified, were priced on the brand owner's site at £240. Still, nothing wrong here; the brand had maintained the value of its garments and the price

4



4  
 Editorial Hero shot  
 by Gavin Kemp

differences in the other colour ways could be clearly justified.

The garments were then taken on by one of the UK's biggest online retailers. The £240 piece was sold at 'full price' for £169, and was represented on the site by a single image. The price was then further reduced to just £101. Yet, despite the huge drops in price, the brand value of the designer's £240 product had still not been destroyed.

Everything that the retailer in question sold was photographed in house, using its own models and photographers. The online retailer photographed every garment to the same standard. Elsewhere on the site, the same model was photographed, looking slightly less bored in other visually comparable lingerie, retailing at £14, along with other items priced at £16, £20 and £22. This was an act of systematic value destruction by the online retailer. Visually, the £240 garment on the brand owner's site had been transformed into a £14 garment by the online retailer in one single simple photographic step.

For a brand owner, this is horrific, but I have seen it work the other way around. I have been asked to quote jobs to brand owners and, as part of my research, I have found retailers who are seeking to add value by shooting the same brand's garments to meet their own standards that way exceed the work being asked for by the brand owner.

We have talked about how to destroy value and suggested how one retailer adds value. It is not by chance that some online retailers, selling high value brands, provide as much visual material as possible to justify the price. This material often includes images featuring a model, flat shots, detail shots and invisible mannequin shots. Some retailers even go as far as providing still life images of the box the garment arrives in. I have seen six to eight images of a single garment, every shot adding value, showing and providing another reason why the customer should pay a premium price.

Taking this one step further, additional images are also an



5

opportunity to cross sell, or even up sell. If you only have an image of a swimsuit, you will only sell a swimsuit. If it's shown with goggles and a hat, there are additional relevant items for the customer to buy.

Technology is taking this one step further with shoppable images and shoppable video, allowing you to buy every item in a shot. Everything in the shot is tagged so that, as soon as you roll your mouse over it, an individual pop up box tells the viewer everything they need to know about the lingerie, stockings, accessories or even the blusher and lipstick the model is wearing. And, importantly, every pop up box has a buy button, sending whatever is chosen to a shopping cart. Suddenly, every image is quite literally a sales tool. If you can stock

it, you can sell it. In one step, pages of static editorial images, printed in the glossies, can become hard edged sales tools and, with a call to action, can get the customer online and making all important purchases.

As photography and technology evolves, and the current marketplace continues to become a battle of the survival of the fittest, brand owners and retailers need to be looking at photography as a serious sales tool, capable of opening up new markets, adding value and raising price points.

We are viewing the birth of a new generation of imagery. Products can not only now be displayed in ways that they have never been displayed before, but photography is proceeding to pave new paths to profit. Do you get the picture?"

**5&6**

*Lingerie shots  
by photographer  
Gavin Kemp*



5



1



3



5



2



4

# Precious AWARDS

DISCOVER THE LINGERIE BRANDS THAT MADE A BIG SPLASH AT THE 2011 PRECIOUS AWARDS, HOSTED AT THE ST. PANCRAS RENAISSANCE LONDON HOTEL.

**L**ingerie took centre stage at The 2011 PRECIOUS Awards, this year, with both beingU and Pink Ribbon Lingerie scooping prizes.

The event was founded five years ago by Foluke Akinlose MBE to celebrate the achievements of inspirational entrepreneurial women of colour who are running businesses in the UK.

Lingerie brand being U founders Sadia Sisay and Sumana Mukhopadhyay won the Start-Up Business of the Year award and the Entrepreneur of the Year award, which was voted for by the judges.

The pair started their business after conducting a survey of women in the UK and USA, through which they discovered that 82% of women didn't find it easy to find lingerie similar to their skin tone.

To address the balance, they founded beingU, creating a range of lingerie that

incorporates a variety of body shapes and sizes, and nude shades, for women with dark skin tones, alongside a lounge wear line.

On winning the award, Sadia Sisay told Lingerie Insight said: "It was phenomenal to not only get the business start up award of the year, but to then get business of the year, that was something we never even dreamt of."

Pink Ribbon Lingerie founder Camille Johnson, a finalist in the Social Enterprise Business of the Year category, also had cause for celebration after she won the judge selected Hidden Gem Award, sponsored by RBS.

Johnson decided to set up Pink Ribbon Lingerie with the help of her mum Hilary because of her mum's experiences of buying lingerie, following her breast cancer surgery 16 years ago. At first put off by a lack of funding, after finding inspiration in

spiritualist novel *The Alchemist* by Paulo Coelho, Johnson knew the business idea was one that she had to pursue.

Four a half years ago, Johnson quit her job and, together with her mother, invested their personal savings in order to start Pink Ribbon Lingerie. They began with a small lingerie collection and then decided to add sleepwear and swimwear, wanting Pink Ribbon Lingerie to be a one stop shop for women post surgery.

After receiving her trophy, Johnson told Lingerie Insight: "I'm very shocked and surprised, and happy. I didn't think I was going to win my category, because my category was so strong in the social enterprise business, so I thought it would be a great time to network and meet like minded people."

"So, to win was a surprise. It was not even like you are nominated. Just being identified as a 'hidden gem' is amazing,"

**1**  
*Pink Lingerie founder Camille Johnson*

**2**  
*beingU table at the PRECIOUS Awards*

**3, 4 & 5**  
*beingU founders Sumana Mukhopadhyay and Sadia Sisay hold their PRECIOUS trophies*



BEING U FOUNDER AND PRECIOUS AWARDS ENTREPRENEUR OF THE YEAR WINNER SADIYA SISAY TALKS ABOUT WHAT IT MEANS TO ACHIEVE RECOGNITION FROM HER TARGET CUSTOMERS AND INTRODUCES HER NEW MONTHLY COLUMN FOR LINGERIE INSIGHT.

“Over two years ago, I was asked to contribute to a blog about Africans living outside Africa. Now I am going to be writing on a monthly basis in Lingerie Insight. Exciting times.

Why I am not surprised that I find myself in the totally unexpected? I suppose if you are a cancer nurse who then developed a career in the pharmaceutical industry, only to now be making lingerie, you would not be surprised either. All I can say is that my life has taken me down a path not planned, but what a path it has been. So, I am honoured to be here with you now and for the coming months.

October was Black History Month (BHM) and, as the dust settles for beingU, I am in a bit of a reflective mood. beingU is where it is today due to a lot of pain, hard work and immense challenges that you would never believe. But, it couldn't have happened without some very clever, creative people in their fields who believed we were worth the risk and worked with us.

I keep getting asked what drives me, despite some of the obvious challenges as a new brand and, in my pensive mood today, I feel I have pinpointed the biggest drive this year and it is the

excitement and enthusiasm of our target consumers who will be wearing our product.

The main way this has been validated is winning the two PRECIOUS Awards, awards for women of colour, by women of colour. An award from our initial target customers to us, there could be no better accolade. We have not underestimated their need for this product and this is what they told us by the awards. Lingerie Insight asks how I feel about winning and all I can say is 'grateful.' It is a really humbling experience. Let's face it, our products go on sale on the 1st February, 2012, and we have already won awards for our concept.

We have constant contact everyday from customers who are asking for stockists. We are already in demand. We knew that a consumer launch in BHM would result in interest, but it has stunned us. We have now successfully shown the industry our products and, the women who will wear it, want

it. So, immense pressure, but here at beingU we just work harder the better we become.

The awards have added to a long list of good things that have happened to us. We have the same printer as Hermes and two PRECIOUS awards, just for starters. Enough, though, about beingU. My current excitement stems from the fact that I will get a chance to write about all things lingerie as I experience them.

Being an industry newbie, I'm sure I will learn a lot and bring my fresh perspective to you. This year, I will be attending Lingerie Collective, MODA, Curve New York... and that only takes me to the end of February. In the coming months, we will also soon be able to announce a great name who will be working with our brand.

Check in with me each month for the latest in industry news and comment. One thing I know, I will always have a lot to say.”

**“We have constant contact everyday from customers who are asking for stockists.”**

6  
Lingerie Insight  
editor Kat Slowe and  
beingU's Sherece  
Rainford

7  
beingU table at the  
PRECIOUS Awards



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# Object of *Desire*

» **BANDAGE SWIMSUIT BY JEAN PAUL  
GAULTIER FOR LA PERLA**

For SS12, Jean Paul Gaultier and La Perla have collaborated on their first joint swimwear collection.

The Bandage one piece swimsuit, featuring soft draping, is a key product of the new line, which also encompasses a series of bikinis and a robe.

The range opts for an extremely theatrical style. Stripes of colour are alternated with horizontal strips of nude tulle on Lycra to create a 'trompe l'oeil' effect.

The piece is available in blue, black, white and turquoise shades.

**RRP: £360**

✦ **ROSES ARE RED BY MAIDENFORM**

Roses are Red is part of The Pretty Collection by Maidenform. The range is designed with satin and eyelash lace, and features built in firm control. It includes a full slip, bustier, waistnipper and high waist brief, all featuring a lace overlay. Products are available in black or black with steel grey.

RRP: **slip, £42, bustier, £32, waist nipper, £28, brief, £28**

Contact: **Maidenform, 0800 373 037**  
**maidenform.co.uk**



◀◀ **FLORA BY LEPEL**

Inspired by English country gardens in spring, this oversized watercolour floral is designed to evoke 'the freshness of early morning dews.' The products, made from a soft paper-touch fabric and trimmed with vintage inspired lace, include a balcony bra, full cup bra, short and mini brief.

RRP: **bra, £25, brief, £12**

Contact: **Lepelel, 0115**

**983 6000,**

**lepel.co.uk**



**NEW PRODUCTS**  
*Lingerie Look*

⋈ **ISABELLA BY MYLA**

Myla's signature style Isabella has been updated and given a fresh direction for SS12. It will be available in five new colour combinations: Pearl Grey/Black, Dusk/Delicate Blush, Pistachio/Nude, Shell/Midnight and Damson.

RRP: **£120**

Contact: **Deborah Jaeger, 02075355200**  
**myla.com**



◀◀ **MIA BY CHARNOS**

Mia has returned in a soft matte stretch satin for the new season. Dark charcoal tones aim to magnify the 'soft seductive quality' of the satin, which is complemented by vintage guipere and stretch lace. The range encompasses a full cup bra, padded plunge bra, brief and deep brief (with detachable suspenders).

RRP: **full cup bra, £36, padded plunge bra, £36, brief, £23, deep brief (with detachable suspenders), £19**

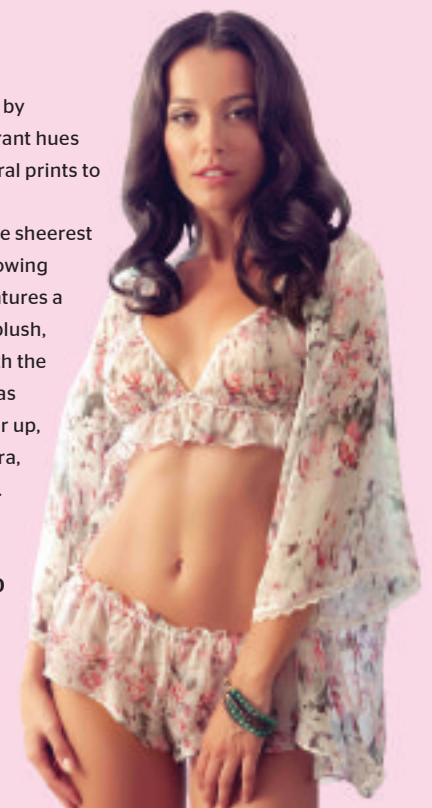
Contact: **Charnos, 0115 983 6000**  
**charnos.co.uk**

▶▶ **MONET BY ELSE**

Else's latest range is inspired by botanical gardens, using vibrant hues and pastels together with floral prints to reflect the theme.

The Monet collection uses the sheerest chiffon to create feminine, flowing garments. The floral print features a palette of fuschia, olive and blush, designed to merchandise with the Signature silk range. As well as the soft cup, shorty and cover up, there is a strapless padded bra, thong and low back chemise.

RRP: **bra, £59, shorty, £65, cover up, £156**  
Contact: **Else, 07979435480**  
**elselingerie.com**







» **DIVINITY BY LISA BLUE**

This monokini comes from Lisa Blue's Divinity collection. Made from a shiny polyester elastane, the product features a back clip and detachable neck halter strap. It is available in sizes 6 to 14. A full twenty five percent of the net profit from all Lisa Blue products is donated towards helping protect the whales and dolphins.

RRP: £153

Contact: **Susana Chauhan**, 0796 968 5515, [lisablue.com/au](http://lisablue.com/au)



» **IBIZA BY AGUACLARA**

Ibiza by Aguaclara, which features suede detailing with gold eyelets, has been designed as a glamorous alternative to the classic bikini.

Within the range, there is a choice of one pieces and cotton cover ups, as well as different style bikinis to mix and match. Bigger cup sizes have the option of the Missy halter, along with the more modest Missy brief.

RRP: **bandeau, £63, scoop bottom, £67**

Contact: **Elite Swim Ltd**, 0797 943 5480 [aguaclara.co.uk](http://aguaclara.co.uk)

» **VERONICA BY PANACHE SWIMWEAR**

Veronica's scarlet red colour ensures it will stand out, next season. Featuring vintage inspired gather and bow details, the Veronica range is available in a bandeau and balconnet bikini, swimsuit, folded pant and low rise pant.

RRP: **swimsuit, £46**

Contact: **Panache Swimwear**, 0845 270 6222 [panache-lingerie.com](http://panache-lingerie.com)



» **SUNRISE BY LEPEL**

Lepel's Sunrise collection is inspired by the 'glowing sunrise' and the 'increasing warmth of a summer's day.' It is available in a strapless suit, twisted bandeau top, short and pant.

RRP: **strapless suit, £40, twisted bandeau top, £25, short, £19, pant, £17**

Contact: **Lepel**, 0115 983 6000 [lepel.co.uk](http://lepel.co.uk)



» **THE ROCAS KAFTAN BY MYABLUABOUTIQUE**

Orders are still being taken for MyaBlueBoutique's SS12 collection of kaftans, designed to accommodate plus size figures and larger cup sizes. The cotton tunic top, which is hand embroidered and features short sleeves, can be worn either with skinny jeans or over a bikini at the beach. Sizes includes small, medium, large and extra large.

RRP: **£95**

Contact: **Susana Chauhan**, 0796 968 5515 [myabluebeach.com](http://myabluebeach.com)



# Social Lite

Who was to be seen on the scene at the most glamorous events in the world of lingerie this month...



**1&2**  
*Elle Macpherson celebrates 10 years at Selfridges with Tim Minchin*

**3**  
*Dolci Follie boutique launch at The Ivy Club*

**4**  
*Panache SS12 press day*

**5**  
*Eveden SS12 press day*

**6**  
*Paolita attends the Dolci Follie boutique launch at The Ivy Club*

**7&8**  
*Boux Avenue store launch at The Friary, Guildford*





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