

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

JANUARY 2012 / VOL. 03 ISSUE 01
www.lingerieinsight.com

I G H T

STRIPPED BARE

Strip co-founders speak on expansion & their new loungewear line

SHAPING SUCCESS

Discover how the sector is set to prosper in 2012

DEKKERS DARES

Marlies Dekkers discusses her new affordable range

CLIMATE CHANGE

Michelle Mone advises on how to overcome the retail blight

ELLE GETS INTIMATE

MACPHERSON TALKS ABOUT CHALLENGES & GROWTH

Paris Preview

Find out how brands and fabric manufacturers will be setting the stage at this year's Salon and Interfilere shows



NEWS REVIEW

OPINION

LEGGWEAR INTERNATIONAL

LINGERIE COLLECTIVE

A photograph of three women in dark, lace-trimmed lingerie. The woman in the center is looking upwards with her mouth slightly open, her hand near her hair. The woman on the left is looking down, and the woman on the right is leaning her head against the center woman. The lighting is dramatic, highlighting the textures of the lace and the contours of their bodies.

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2012



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CONTENTS

FRONT

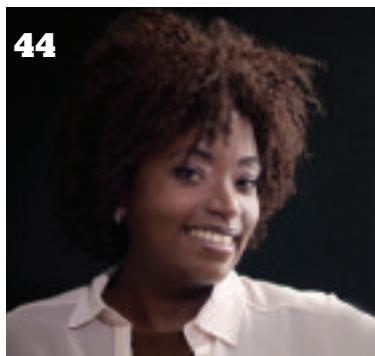
- 5 News Review**
A round-up of this month's lingerie and retail news.
- 8 First Stitch**
We take a look at the work of designer Jenny Mearns.
- 10 Voice of the Industry**
Yes Master's founder talks on retail doom and gloom.
- 11 Speakers' Corner**
Industry members discuss their New Year's resolutions.

ON THE COVER

- 14 Paris Preview**
Catch a glimpse of the products that will be exhibited at the Salon International de la Lingerie and Interfiliee shows.
- 22 Stripped Bare**
Strip's co-founders reveal their plans for business expansion.
- 26 Shaping Success**
Learn how a selection of key brands will be shaping the industry in the months ahead.
- 30 Leg Up**
Head behind-the-scenes of Legwear International.
- 34 Dekkers Dares**
Marlies Dekkers discusses her new affordable range.
- 36 Lingerie Collective Preview**
Sneak a peek in advance of this month's London event.
- 40 Climate Change**
Michelle Mone speaks on how to survive these tough times.
- 42 Elle Gets Intimate**
Elle Macpherson talks challenges and brand growth for 2012.

REGULARS

- 45 Object of Desire**
The high end piece that has the industry talking this month.
- 46 Products Showcase**
An inspirational selection of new lingerie and swimwear.



46



FOREWORD



What is your New Year's resolution, this year? Have you got exciting plans for new products, a personal message that you want to spread or are you simply hoping to survive the next 12 months?

Many companies will be entering into the year with trepidation, while others will be optimistically counting their potential profits. Both attitudes are justified. After all, no one can know for sure what is going to happen.

Towards the end of last year, we sent out a survey to our readers, asking them what their retail sales predictions were for the next twelve months over 12 different product categories. 103 industry professionals responded and

their answers made for interesting reading.

The Lingerie Insight readers were most confident in the performance of the fuller figure sector, with 73.4 percent predicting that retail sales in the area would increase and 56.7 percent predicting that they would increase by over five percent.

Other product areas that most respondents considered were likely to see sales growth included shapewear (60 percent), swimwear (64.7 percent) and mastectomy (63 percent).

Our readers appeared most concerned about the maternity, accessories, nightwear, men's underwear and corsetry sectors, for which over 60 percent of respondents said they thought retail sales would either stay the same or fall.

So, my advice would be do not despair, but do not live in false optimism either. Be sensible, review your sales for 2011 and make sure that you expand or contract your product categories based on your figures, not your fears. Yes, you should pay attention to your instincts, but you should also use your head, for this is a year where taking too great a risk could easily prove your downfall.

KAT SLOWE
EDITOR
kat.slowe@itp.com

JANUARY COVER

Cover: Valisere

Model wears: Valisere AW12 collection

Website: www.valisere.com



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A fashion advertisement for Scandale lingerie. Two women with their hair styled in buns are shown from the waist up. They are wearing black, strapless, form-fitting lingerie. The woman on the left is looking towards the right, holding a red lipstick. The woman on the right is looking into a mirror, also holding a red lipstick. The background is dark and moody, with a gold-framed mirror visible on the right.

Scandale

CHIC COSMETIC LINGERIE

FRANCE Salon International de la Lingerie, Paris 21 – 23.01.2012

GERMANY MMC Dessous Paradies, Schkeuditz 27 – 29.01.2012

Wäsche & Mehr, Dortmund 11 – 13.02.2012

UK Moda Lingerie & Swimwear, Birmingham 19 – 21.02.2012

USA Curve NY, New York 21 – 23.02.2012

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FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

> NEWS IN BRIEF	6
> NEWS IN QUOTES	7
> GRADUATE FOCUS	8
> VOICE OF THE INDUSTRY	10
> SPEAKERS' CORNER	11
> CALENDAR	11
> WEB HIGHLIGHTS	12



SCANDALE SHAPEWEAR RE-LAUNCHES AT SALON INTERNATIONAL DE LA LINGERIE SHOW

Iconic French lingerie brand Scandale is staging a return to the market at this month's Salon International de la Lingerie trade show.

The re-launch is a result of Scandale's acquisition by renowned Hong Kong-based lingerie specialist Hop Lun.

The brand will be exhibiting its new Sirène Collection at the Salon International event, which will

see intimate apparel companies from all corners of the world meet in Paris to showcase their AW12 offerings.

The new range seeks to elevate traditional shapewear to a 'new level of chic cosmetic lingerie', with designs inspired by the brand's vintage creations, brought up to date with innovative new fabrics and technology.

Scandale pieces No. 1 to No.8

form the essential lingerie collection, composed of a bodysuit, dress, balconette bra, smooth back bra, open front cami, mid waist pants, high waist pants and skirt.

The collection incorporates a series of heritage inspired details and is made from a combination of high shine satin, dot mesh and lace.

Built in pants, adjustable fas-

tenings and soft boning seek to provide versatility, while double layers of lightweight fabric and targeted medium control panels are placed to enhance and define curves.

Products are available in classic black, champagne gold and a pairing of metallic silver with black, distinguished with a glimpse of Scandale's signature red hidden beneath each strap.

» FOR IMAGES OF THE AW12 COLLECTIONS AND DAILY BREAKING NEWS VISIT Lingerie.com

NEWS REVIEW



Soak Wash Inc. has created a series of newly designed travel packs in response to a demand for minisoaks as resalable items.

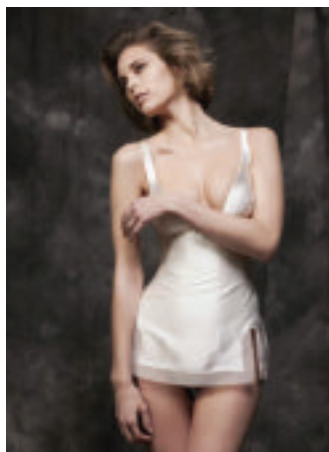
While top stockists traditionally give out minisoaks with every purchase as a gift, the new travel packs have been developed to fill the gap for single use samples as multipacks.

Travel packs will be available in scentless and assorted fragrances. Soak has also created customizable two-packs that retailers and lingerie brands can use as GWP items.

Many brands have reportedly already taken advantage of this offer over the holiday period. The newly designed packaging is also one of the first steps in Soak's updated branding.

Ender Legard Corsetry by Corsetier Asia Smaga launched in Harrods, last month.

Smaga founded Ender Legard Corsetry in 2004 and quickly



captured the imagination of press and buyers alike.

The brand has featured regularly in the likes of Vogue, Tatler and Harpers Bazaar, and has been stocked by retailers such as Browns Fashions, Net-a-Porter and Barneys NY.

Smaga admits to being greatly inspired by Coco Chanel and refers often to old world elegance to evoke 'a new luxury'.

Vintage brand Tara Starlet has introduced a new collection of underwear to its range.

The line, which includes camisoles, half-slips, French knickers and full slips, is inspired by women who possess 'a time-honoured attention to detail.'

The pieces have been designed to act as a foundation for the perfect vintage ensemble.

All garments are available in black and nude, and manufactured locally in London Town.

They are currently available from www.tarastarlet.com.

A new figleaves.com Christmas ad campaign, featuring Slovakian born model Martina Valkova in silk underwear and hold-ups, has reportedly led to a 65 percent sales increase in men's and women's underwear.

The figleaves.com Twitter page has apparently been a hive of activity, with many commuters tweeting about the poster, which launched on the underground, last month.

The company also claimed that multiple accidents on escalators and platforms had been reported in central London stations, nearly all involving male travellers craning for another look.

Dirty Pretty Things is exhibiting at The Lingerie Collective again, this year, in advance of its new

pop up shop in Selfridges.

Leading British jewellery designer Stephen Webster has joined forces with the luxury lingerie brand to celebrate the launch of 'Dirty Loves Steve' pop-up shop in Selfridges' London store.

A match of creative minds between Stephen Webster and the DPT design duo, Dee Murren and Claire Merry, sees the best-selling 'Eloise' style pendant from his celebrated 'Seven Deadly Sins' collection, exclusively for the pop-up shop.

The product is bejeweled with black, white and green Sahara crystal pave stones and set in sterling silver, complete with matching briefs, customised with teardrop crystals.



London based Agnes Valentine has been invited by French retailer 3 Suisses to design two exclusive swimsuits for its summer 2012 season.

3 Suisses, who has previously collaborated with the likes of Karl Lagerfeld, Alexandre Vauthier, Jonathan Saunders and Richard Nicoll, is present in 30 countries through online sales.

Its website attracts nine million unique visitors per month and it issues over six million copies of its catalogue, each season.

The two swimsuits from the new collaboration feature clean lines and graphic combinations for a bold yet structured silhouette and a 'practical chic' look.

Lingerie brand Fleur of England collaborated on a competition for the second year 'Contour Fashion' students at De Montfort University, last month

The students' task was to create two knickers and a bra for one of the Fleur of England moods: Fiercely Feminine, Romantic,

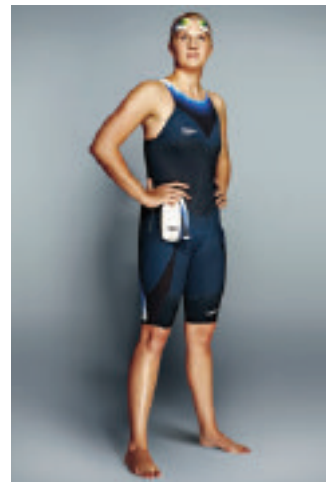
Powerful, Playful and Luxurious for their technical project.

Fleur of England founder Fleur Turner said: "I think it's so important to encourage our young talent. At university, you are at your most creative and it needs to be nurtured! I am very excited about this project and hope it leads to many more in the future. I am particularly interested in the photos the students will produce and their ideas of styling their creations."

The prizes include Fleur of England lingerie, student showcase blog posts and work experience.

Speedo has secured full FINA (Fédération Internationale de Natation) approval for a world first concept to revolutionise the sport of swimming – a cap, goggle and suit engineered to work together as one revolutionary Racing System.

Unveiled on November 30 during an exclusive global launch event, the Speedo FAST-SKIN3 Racing System claims to offer unrivalled benefits to swimmers, including a full body passive drag reduction of up to 16.6 percent, an 11 percent improvement in the swimmer's oxygen economy, enabling them to swim stronger for longer, and a 5.2 percent reduction in body active drag, to create the world's fastest cap, goggle and suit ever.



NEWS IN QUOTES

“We received some exceptional window display entries and it was particularly hard to judge; everyone went to enormous effort. However, Shirley Allum’s display was a clear winner and their use of additional props, uniform colour scheme and sophisticated merchandising epitomised all things Fantasie.”

Fantasie sales director NIGEL ADDISON on how Shaftesbury lingerie retailer Shirley Allum won the brand’s window display competition, which was set up to celebrate 10 years of its best selling product Belle.

“The model of the high street is outdated, it’s working in the same way that it did in the 1960s, except it’s not 1960 anymore”.

Queen of shops MARY PORTAS speaks to the BBC about her new High Street Review, which was released last month.

“Did I ever think I had enough booty to advertise a push-up bra? No. But am I working it or what?”

Male model ANDREJ PEJIC on modelling a push up bra for the advertising campaign of Dutch department store HEMA.

“It was once my baby and I take no comfort.”

THEO PAPHITIS discusses La Senza bringing in accountants KPMG to advise on a re-structuring agreement for the company.

“There are so many vintage lingerie pieces I love that I haven’t been able to find in all my years of collecting. I wanted to design pieces that are tributes to my vintage obsessions, to make them beautiful and functional, while modernising them for everyday wear.”

DITA VON TEESE talks about her new lingerie collection Von Follies, which was developed in conjunction with Australian brand development company Lime Door Brands and is being manufactured by Diamondcut International.

» Something to say? Email info@lingerieinsight.com

North America’s leading liquid lingerie wash now available in the UK.



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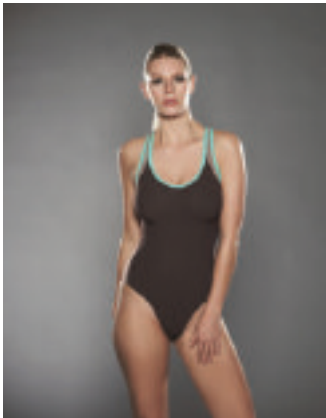
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NEWS REVIEW



↗ Lingerie and swimwear brand **Freya** has launched a new collection of swimwear that helps to save the rainforest.

Freya's new swimming costume and tankini set features Sensitive® Life Soft material from the SensitivEcoSystem® by Eurojersey, a scheme that works to protect and save the world and its habitat with the World Land Trust.

For every Freya swimming costume or tankini set made, half a metre of Atlantic rainforest is saved.

Accessories brand **Bebaroque** has designed a capsule collection of hosiery and bodysuits for iconic British fashion label PPQ.

Launching for Spring/Summer 2012, the capsule collection will be introduced at PPQ's show on the opening day of London Fashion Week.

The capsule collection includes a body and legging, decorated with an all over repeat digital print, combining leopard print, PPQ brand letters, rope and tassels.

Dutch department store **HEMA** has created a world-wide sensation by using a male model to advertise its range of push-up bras.

The androgynous 20-year-old model Andrej Pejic, who was born in Bosnia before emigrat-

ing to Australia, features in figure-hugging dresses, with a bust that looks every-inch a woman's.

The push-up bra promises to add two cup sizes to any bust.

Jersey department store **De Gruchy** beat stiff competition, last month, from a series of other independent stores to win the 'Mary Portas Recommends Playtex' window display competition.

The winning design showed three female mannequins dressed in the 'Mary Portas Recommend' range through a large keyhole, giving the illusion of looking into a woman's bedroom.

The De Gruchy team wins a certificate signed by Mary Portas, a case of six bottles of champagne and restaurant vouchers for a department night out to celebrate.

↘ Luxury lingerie specialist **Rigby & Peller** is planning a partial store refurbishment for two of its stores.

Rigby & Peller is currently working on the plans with Innovare Design, with schemes for its outlets in Knightsbridge and Mayfair currently under discussion.

David Kenton, Director at Rigby & Peller, said: "Our staff and customers rely on us to deliver high standards in product and service. We hope to bring in some of the design elements of our newer stores, to better the environment and customer experience without losing the heritage that our most established stores are immersed in."



FIRST STITCH CELEBRATING EMERGING TALENT

Jenny Mearns launched Frantic About Frances in 2011, after completing an Explore Enterprise course run by The Prince's Trust.

Mearns's interest in lingerie started when she worked at She Said Lingerie Boutique in Brighton, where she quickly progressed up to assistant manager. She studied Costume Design and Making at university, where she learnt historical pattern cutting and construction, including historical corsets and crinolines.

Mearns started gaining stockists in and around Brighton early in 2011 and her brand has been growing rapidly ever since.

It is now stocked within five shops on the South Coast and various online lingerie boutiques, as well as Mearns's own online shop franticaboutfrances.com.

The designer has further plans for expansion next year, including making her industry debut at a lingerie tradeshow.



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

STORE ENVY



OFF THE PEG, DINGWALL, SCOTLAND

Scottish retailer Off the Peg is the winner of the 2011 'Love the Fit' window dressing competition, run by Panache Lingerie.

The store was one of several independent customers to take part in the 'Love the Fit' window campaign, for which retailers were asked to dress their windows using a kit supplied by Panache,

re-creating the same effect as the Panache Superbra AW11 brochure. Off the Peg won a Spa Weekend and £500 worth of retail product. Aileen and Alison from Off the Peg said: "We loved taking part in the competition, customers came to visit our store and they were so intrigued by the live model. We can't wait to use our prize."

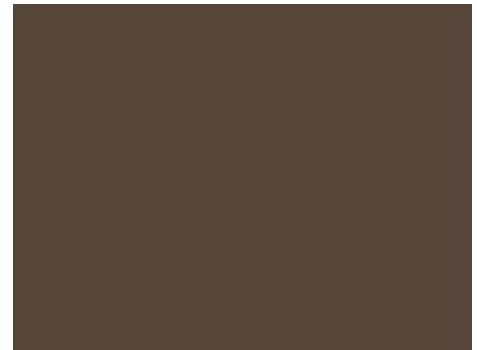
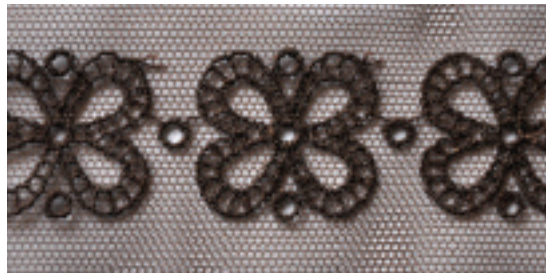
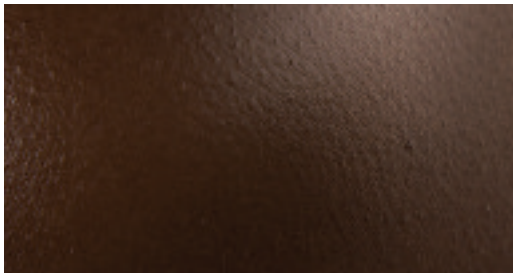
» Got a Store Envy suggestion? Email: info@lingerieinsight.com

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.



VOICE OF THE INDUSTRY

The voice of doom and gloom



IGOR PACEMSKI
founder, Yes Master

“Doom and gloom! The euro will collapse! High Street spending is down! We are all finished! This has been the general undertone of financial forecast articles. If you know your basic economics, you will know that some industries are more exposed and vulnerable than others. Some have very steep cost curves; some are more like a saucer. Some are directly hit by the prices of oil, resources, China prices and fixed costs rising, other’s not so much. Personally, I am of the view that lingerie retail, especially the sector most of you operate in is not as affected as most industries.

You sell brands that are above and beyond the UK average RRP of a bra (£17 is the last figure I heard). Your customer doesn’t come to you to buy a £17 grad pad push up. She comes to you to be properly fitted, pampered, spoilt, looked after and very often made to feel better about herself.

On my travels (and I am one of the few top end designers and brand representatives who do extensively travel), I am surprised to see how many stores are missing the point in terms of providing a shopping experience. Mismatched hangers, awful changing rooms, peeling paint and terrible window displays are only a few of the issues I have encountered.

Porter, the marketing guru, has clearly outlined his differentiation strategies (still key reading in marketing primers) that you can differentiate on cost or innovation. It doesn’t take a braniac to work out that your only chance is to differentiate on innovation.

Start with yourself. Look fabulous at all times. Fresh lipstick, good hair, wear black with bold accessories. Wear stock you sell. Become the woman you would like your shop to attract.

Buy Elle Decorations and get visual merchandising ideas. POS in the window no longer cuts it. Discover your inner Vianne in Chocolat. Tantalize with your window displays.

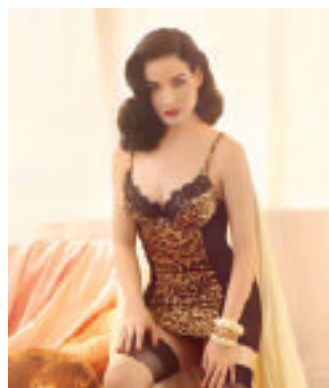
Cross-promote with your adjacencies. 10% off days, shopping events, host champagne evenings.

Use open to buy. Reserve 30-40 percent of your budget for in-season purchases and 10 percent for risk. We are still talking less than £100 a bra. Most of us drink that on a night out.

Learn Excel and read your numbers every Monday. Efficient re-plen and core stock management would increase your turnover by 20 percent.

I have been in Birmingham, Reading, and London in the last three days supporting customer events. Numerous Yes Master silk knickers and Marlies Dekkers lifestyle products found their ways into goody bags. Ask for support.

NEWS REVIEW



▲ Burlesque sensation **Dita Von Teese** has revealed her first lingerie collection. The Von Follies line was developed in conjunction with Australian brand development company Lime Door Brands and is manufactured by Diamondcut International.

Details of world-wide distribution are yet to be announced, but the collection goes on sale in Von Teese’s home country in February next year at nationwide retailer, Target Australia.

The Von Follies range was inspired by the artist’s long-time love of lingerie and her own personal collection of vintage lingerie. The launch range combines sophistication and sensuality with distinct touches such as grosgrain and velvet ribbons, delicate eyelash lace, and control mesh to give the essence of the sultry 1950’s glamour girl, according to the company.

▼ Accountants KPMG have been called in to advise **La Senza** on a re-structuring agreement, as UK retailers fight to overcome a season of poor sales on the high street.

The accountancy firm has



been appointed to come up with a range of re-structuring options, two of which could include administration or a voluntary agree to close down stores.

Concerns have been raised that almost 2,600 jobs and 158 stores could be at risk, but any job losses have yet to be confirmed by the company, which at the point of press was officially unavailable for comment.

Stella McCartney is urging women to embrace quality lingerie and will unveil new collections, next year, that will appeal to a broader audience than the luxury lines she is known for today.

Speaking to WWD, she said that most womenswear designers overlook the importance of lingerie to the overall look achieved with fashion.

“There aren’t many ready to wear designers who take lingerie seriously, but it really complements my ready to wear collection,” she told the fashion news service.



▲ The opening of Britain’s first **Victoria’s Secret** store moved a step closer this week with the appointment of a UK managing director for the global brand.

Ian Shaw, a former retail director at Fat Face and Jack Wills, will oversee the opening of Victoria’s Secrets’ first store on New Bond Street in London.

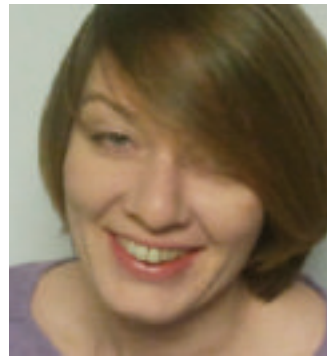
Two further stores are expected in London, but no plans have yet been disclosed about other UK stores outside the capital.

SPEAKERS' CORNER

CATHERINE CLAVERING
founder
Kiss Me Deadly



NEIL MOORE
sales manager
Naturana



JUDY HULL
sales manager
Bassoni

WHAT IS YOUR NEW YEAR'S RESOLUTION?

“My New Year's resolution is to promote the independent sector more. Although we've been growing at around 10 percent a year all through the recession, we know lots of independent retailers are finding it challenging, and I suspect most of our 8000 facebook fans don't have a clue what 'independent brand' means or why the independent sector matters. So, starting from late January we're going to be doing something about that - watch out for our indie brand love in promotion!”

“Looking forward to 2012, our goals are to build on our core identity and continue to develop and diversify the Naturana brand. We intend to focus on the creation of a new range of specialist designs that are both practical and affordable. We also plan to capitalise on the incredible response to our Perfect Body range, with the creation of new styles and new colourways. This will include the introduction of a dedicated shapewear swimwear range.”

“2011 was a crazy year for us here at Bassoni and Little Minx UK, with the opening of the distribution centre, securing numerous new accounts and expanding into the UK multiple market. It really was a great year. 2012 promises to be even crazier, with so many plans on board. We are working with new agents in the European market and we will have a big announcement in March, regarding Little Minx within the UK market. So, I guess my New Year's resolution is world domination and to stop eating so much chocolate!”

NEWS FLASH

INVISTA, one of the world's largest integrated producers of polymers and fibres, will announce a cutting-edge advancement in LYCRA® fibre technology in Paris, this January. The innovation, called LYCRA® fibre with W Technology, is designed to offer the European fabric industry a new level of performance in an elastane fibre for intimate apparel, offering improved whiteness retention, uniformity and brilliant colour clarity for fabrics and garments. For the intimate apparel industry, the company claims that this technology will enhance styling flexibility and will be the foundation for both whites and fashion colours. It is reportedly ideal for both warp and circular knit fabrics, delivering visible improvements and allowing robust mill processing. INVISTA will officially launch the new fibre technology at a gala event in Paris, this month.

For more news visit
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 collections, 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 show is an international exhibition of lingerie, nightwear, corsetry, homeward, men's lingerie, hosiery, body, underwear, terry cloth, swimwear, slippers and household linen. 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.

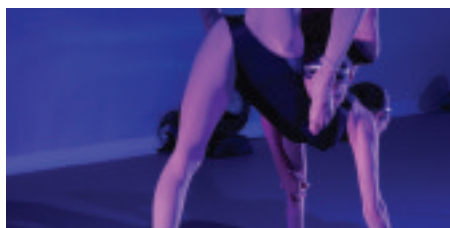
11-13th February, The Venetian Hotel Resort Hotel Casino, Las Vegas, and 21-23rd February, Jacob K. Javits Convention Center, New York, USA. **Curve Las Vegas** and **Curve New York** are the largest events of their kind in North America. With more than 200 brands exhibiting, they attract lingerie boutiques, 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** Acrobatic launch of Speedo Fastskin
- 2** 58 year old unveiled as new face of Reger
- 3** Coppafeel launches first 3D boobs live in London
- 4** Stella McCartney works on invisible lingerie lines
- 5** Figleaves poster drives 65 sales increase
- 6** Mrs. Buble sparks bra sales boost
- 7** GALLERY: Curvy Kate AW12 lingerie shoot
- 8** Damaris sends first bridal collection up the aisle
- 9** GALLERY: Jilly Johnson models for Reger
- 10** Dita Von Teese reveals her own lingerie collection

EDITOR'S CHOICE



GALLERY

Playful Promises London pop-up launch

Lingerie brand launches a new pop up shop at BOXPARK.



COLLECTION

Wolford's AW 2012 hosiery collection

Luxury brand introduces stunning range for the new season.



VIDEO

Carvico & Jersey Lomellina for green future

Fabric manufacturing giants reveal why they want to support the environment.



NEWS

Dutch store uses male model to promote push-up bra

HEMA uses Andrej Pejic to front new lingerie advertising campaign.



LINGERIE TWEETS

"@LingerieInsight: KPMG drafted in to re-structure La Senza' This would account for the 50% per Xmas sale then!"

@Jacqueline_Gold

"If @TimTebow WINS the championship, @Jockeyhas \$1MM on the line & you could WIN! Help RT!"

@Jockey

"Lingerie has come out of the closet. People talk about it. People are looking for things to enhance..."

@LingerieDiva

"12,000,000 knickers bought by men this Christmas will never be worn by their partners... are you in this statistic? We hope not! x"

@LeiaLingerie

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PARIS PREVIEW

WHAT ARE YOU LOOKING TO BUY, THIS SEASON? WE BRING YOU AN EXCITING GLIMPSE OF THE COLLECTIONS THAT WILL BE EXHIBITED AT THE SALON INTERNATIONAL DE LA LINGERIE SHOW IN PARIS, THIS JANUARY.

Date: January 21-23, 2012

Venue: Pavilion 1, Paris Expo, Porte de Versailles

Themes: Talisman (lingerie) and Softness (loungewear)

Be Essential: Corsetry, daytime lingerie, stockings and tights

Be Chic: Designers and luxury collections

Be Spicy: Young designers and avant-garde collections

Spicy Boutique – Lingerie accessories, software and equipment

Be Men: Men's underwear and homewear

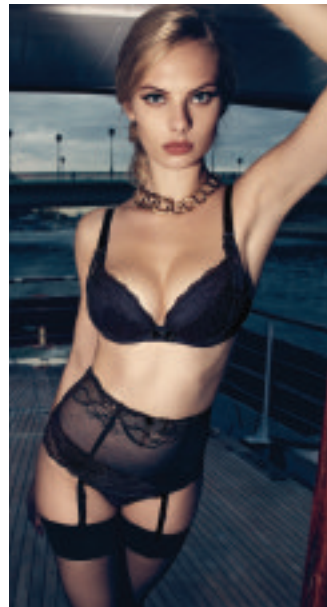
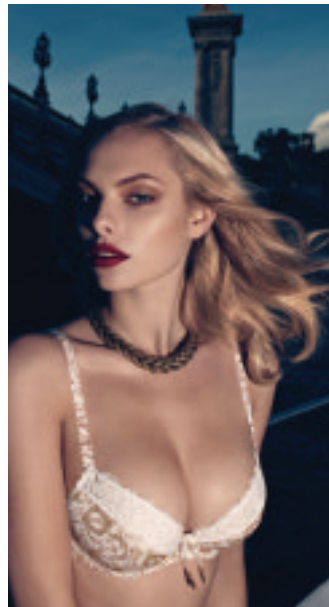
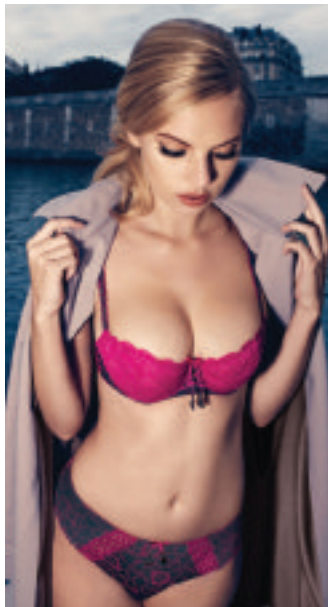
Be Lounging: Homewear, loungewear, spawear, yogawear, nightwear and home universe collections

NEW EXHIBITORS

New exhibitors include: Panache, Scandale, Charmante, Vela Lingerie, Lingerie Land and Lora Grig

DESIGNER OF THE YEAR

This year's Salon International de la Lingerie award goes to Paladini



AUBADE LINGERIE IS INSPIRED BY THE MAGIC OF PARIS

Aubade's new AW12 collection draws inspiration from Paris, its neighbourhoods and architecture.

The luxury French brand will be introducing four new collections at Salon International de la Lingerie, this year: Magic Swan, Opera

Libertin, Idylle Parisienne and Lady Erotic.

Through its Magic Swan collection, Aubade aims to represent the dreamlike and extravagant world of the Opera and invites you to contemplate a ballet with a 'resolutely electric style', in which

fluorescent touches light up black lace.

For the new season, Aubade has taken on erotic codes - as seen in Moulin Rouge and Pigalle - and is offering a fresh take on fetishism.

This is being reflected in range Opéra Libertin, which is

sublimated by leather, Idylle Parisienne, with its use of lacing and suggestive netting, and Lady Erotic, with its bondage effect.

Finally, a crop, gloves and stockings are being offered as accessories to illustrate this vision.

DISCOVER MA MIGNONNETTE'S MIDSUMMER NIGHT'S DREAM IN PARIS

The new 'Met by Moonlight' collection from luxury lingerie label Ma Mignonnette will launch in Paris, this month.

The romantic collection is inspired by Shakespeare's magical romance, A Midsummer Night's Dream. It

is made up of powder blue satin silks, gathered silver lace with intricate rose prints, delicate silvery ribbons and sparkling Swarovski crystals.

As with all Ma Mignonnette collections, each style is inspired by a different

character - from proud Titania, the fairy queen, and Playful Puck, the mischievous pixie, to a host of 'ethereal' gossamer-winged wood nymphs.

The collection includes a new design of the label's ruffled silk corselette dress, which was

introduced to the range last season.

The dress has reportedly been called in by celebrity stylists worldwide and the brand hopes that its new incarnation will be at least as well received.

GILDA & PEARL REVEALS SEDUCTIVE LINE UP FOR AW12

Gilda and Pearl is returning to Salon International de la Lingerie in January with its Autumn Winter collection, following a year of expansion in the UK and around the world.

ASOS.com and London boutique Dolci Follie have both taken on the British lingerie brand, joining stockists in China, New York, Switzerland and Sweden.

The company hopes to continue expanding its global network of stockists at the Paris show.

New, next Autumn, will be an expanded range of underwire bras in sizes ranging all the way from 30A to 36F.

The lingerie will feature padded and unpadded styles across both current bestsellers and new AW12 styles.

Gilda & Pearl will continue its Goddess and How to Marry a Millionaire classic ranges, as well as accessories such as bespoke garters and bridal wear.

The label will also build on the success of its sleepwear pieces by introducing new silk and lace kimonos and slips for AW12, along with detailed lingerie sets.

The colour palette will comprise neutrals, classic black, blush and champagne shades.

MATERNITY SPECIALIST CAKE LINGERIE TO INTRODUCE ITS FIRST LUXURY SEAMLESS NURSING BRA IN 2012

The Cotton Candy bra will be first shown to buyers at Salon International de la Lingerie in Paris, next month.

Cake Lingerie, which was named Maternity Brand of the Year at the 2011 UK Lingerie Awards, will also launch a new Apple Crumble Torte Robe/ Wrap in Paris.

Apple Crumble Torte is designed to complement the brand's existing nightwear range and can be worn either as a wrap, robe, birthing wrap or for everyday use.

Cake Lingerie founder and designer Tracey Montford said: "We're very excited about 2012. Cake Lingerie specialises in

delivering luxurious products that fit for every stage of a woman's pregnancy and post birth, and we look forward to sharing our news throughout the year."



BRAVADO PROMISES PREGNANT MUMS STYLE AND ELEGANCE

Maternity and nursing lingerie brand Bravado is promising expectant mothers that they won't need to compromise on style or comfort while pregnant or after the birth of their babies in 2012.

Extended collections, which will be exhibited at Salon International de la Lingerie in January, will make mothers feel elegant and sophisticated, according to the company.

The company intends to build on the success of its current favourites. For example, Bravado's best-selling Body Silk Seamless bra will come in

a new honeysuckle colour this spring. The Sublime Nursing Bra, currently available in French Vanilla, Chai and Black Cherry, will have a black and purple option in 2012.

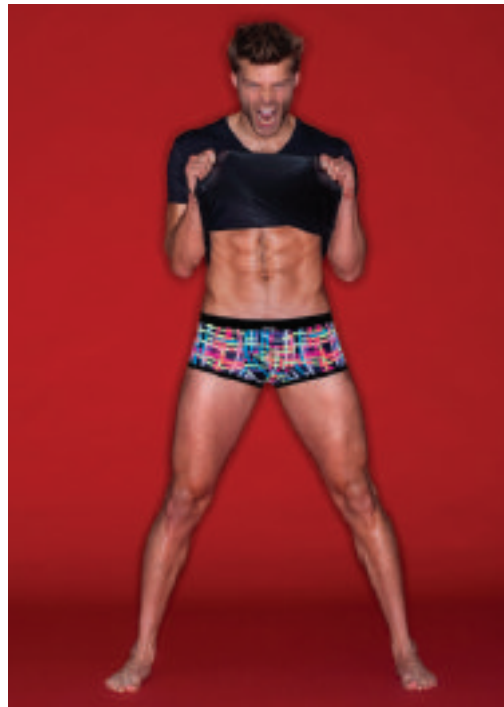
Since Bravado was acquired by breastfeeding experts Medela last year, the two brands have been working together to ensure that breastfeeding mums can make the most of their experience without sacrificing style or comfort. The merged company now promises something for every mum and retailer this Spring, it states.

OLAF BENZ EXPLORES COLOUR AT SALON INTERNATIONAL DE LA LINGERIE

Olaf Benz will present five new colour groups at Salon International de la lingerie in January.

The first group from the men's underwear brand seeks to represent the natural glory of Sahara sand, shades of exotic wood and wild life impressions. Soft fabrics with delicate designs are alternated with brown lacquered surfaces.

The second group encompasses a multitude of 'bright, shining' colours. Three colourful prints are being accompanied by blocked flag colours. Japanese red, English navy blue, Indian orange and yellow from the Belgian flag, in addition to other strong plain colours, can be found in the



expanded series.

A colour group called snow-white plays with interesting shades and fabric qualities.

This is followed by a 'summerlike and light sky blue' selection, featuring a wide range of blue tones designed to complement the previous group.

The final colour group features a choice of red shades, typical for Olaf Benz. Block stripes, glossy satins and soft net lace seek to provide a masculine and straight vibe, while remaining hip and sexy.

The new range will feature small boxer pants and newly defined, hip cut mini briefs. Fancy leggings with twisted contrast stripes and sport bodies made of an airy knitted Coolmax net will be showcased at the Paris event.

Additionally, there is a line of tops, several of which feature ultra deep V-necks to underline the trained male chest. There are also many classic cuts, which are designed to convince simply through excellent fabrics and details.

LINGADORE BRINGS A TOUCH OF SOUTH AFRICA TO PARIS

LingaDore will be returning to Paris again, this year, to exhibit its new range. South Africa's vibrant colours, enchanting scenery and intriguing wildlife all come together in LingaDore's AW12 collection, encompassing ranges LingaDore Lingerie, MOMENTS by LingaDore, LingaDore Lounge and LingaDore Night.

Highlights include the introduction of gel bra's and non-padded balconet wire bra's to the brand's lingerie range and its use of innovative bonding styles to make seams and stitches a thing of the past.

The company also announced the launch, last month, of a new glossy magazine, which will showcase all of the latest LingaDore styles, promotions and company news.

CANDY BAKER HOSIERY MAKES SALON DEBUT

Candy Baker Hosiery will be exhibiting at Salon International de la Lingerie, this month.

It will be the first time that the brand has exhibited at the Paris show.

The designer brand will be showcasing both its Classic Crystal and Art Deco collections at the event.

The luxurious hand printed designs, along with the continuation of the brand's Classic Crystal collection, seek to capture the glamour of the 20's and 30's Art Deco period.

The Art Deco collection is the label's third line. A part of Candy Baker's 2012 range,

it will be launched at the Salon International de la Lingerie show. United Kingdom.

The collection is influenced by the Art Deco movement and encapsulates specific styles derived from Cubism, Futurism, Modernism, Constructivism, Bauhaus and Art Nouveau.

The new line features a gold foil hand printed Deco pattern on 50 Den 3D Lycra black tights.

Within the same collection, the brand also offers a 15 Den Natural Sheer colourway with black print, targeted at customers seeking hosiery to match with their summer outfits.

Candy Baker launched its first crystal collection in 2009; stockists include luxury shops

and Museum Nationwide in the United Kingdom.

At the Salon show, Candy Baker will also launch a new selection of luxury loungewear with an English flower print design.

The line, which will be made from satin and cotton, will include a robe, night dress, camisole set and accessories.

2011 saw the brand showcased at several new venues, including The Lingerie Collective trade show in London and the new Ravenous Belle & Don designer pop up boutique.

All Candy Baker hosiery products are made in the United Kingdom.



CURVY KATE PRESENTS TRIPLE THREAT AT PARIS



Curvy Kate will introduce a series of new styles in its AW12 collection, with ranges being widened on both the continuity and fashion fronts.

The brand, which was named Fuller Bust Brand of the Year at

the 2011 UK Lingerie Awards, will debut its new Gia, Smoothie and Wild bra products at the Paris show, in addition to a new black colourway for its Daily Boost collection.

New for the season, Gia features a soft, silky opaque bottom cup to shape and lift the bust. Diamond shaped embroidery runs across the top of the cup for a subtle fashion edge.

Moulded cup product Smoothie, which will be available in a slate grey leopard print includes a crystal look centre pendant and is available in a D to J cup.

The Wild bra, a deep plunge featuring red satin and leopard

print, was exclusively designed for Curvy Kate by DMU student Nabila Omar.

For 2012, Curvy Kate will be concentrating on the development of its non-transactional website, CRM system, social media strategy, marketing initiatives and in store promotions to help spread brand awareness.

Curvy Kate chief executive Steve Hudson said: "We are looking to build on our initial success to create a strong business and a global brand. These are challenging times but we see huge potential and intend to ensure Curvy Kate becomes a must-have lingerie brand for all fuller busted women."



EVEDEN RETURNS TO PARIS WITH FRESH STYLES FOR AW12

Freya Lingerie

Freya Lingerie's new AW12 range will feature an array of eye catching prints, bold bright colours and girly bows, emblazoned on padded half cup, balcony, plunge, longline and moulded bra styles.

Pretty Piper is a key focus for the season, with emphasis placed on the longline bra style, available up to a G cup.

A muted petal print on a peach base is designed to flatter all skin tones, while polka dot black bows add a touch of 'Freya personality'.

Fantasie

For AW12, Fantasie will be launching its new Susanna collection in antique gold, with black lace detail.

An underwired basque and bra are available, which can be teamed with a choice of brief, short or thong and suspender belt. Cup sizes go up to an H.

Fauve

The AW12 offering from Fauve

lingerie features flirty pleats, lace and diamantes.

The brand's Sabine collection, which showcases pink embroidery on a black base, encompasses a padded half cup bra and balcony, both available up to a GG cup.

Co-ordinates have been finished with a luxurious pleat and include a thong, brief, short and chemise in sizes XS-XL.

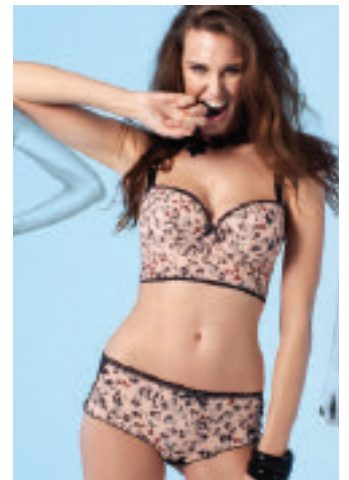
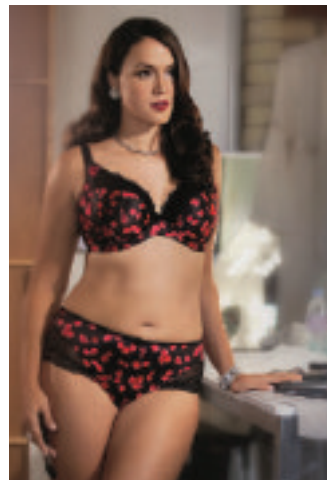
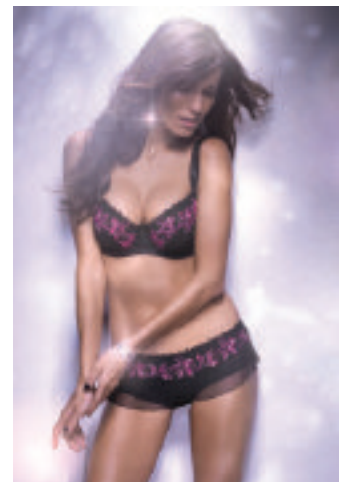
Elomi

Elomi's new styles for AW12 are reminiscent of the old school Hollywood era of glamour and glitz.

Its Valentina collection uses a romantic floral print and is available in an underwire plunge bra up to a HH cup. A matching brief is also available in sizes M-4XL.

Huit

Huit's AW12 collection combines luxury French style and prints reminiscent from the 1940's, embracing a mix of vintage and modern style.



NICHOLE DE CARLE LONDON BLINGS IN THE NEW YEAR

Luxury lingerie brand Nichole de Carle London is placing a strong emphasis on jewellery embellished lingerie, this season, moving further into the diamond market with new additions to its exclusive Diamond Knickers selection.

The AW12 signature collection, ONYX, will offer products for the more dynamic fashion-forward, with design inspiration gained from iconic buildings created by a leading British architect.

Be prepared to see racy - yet sophisticated - designs, featuring the structural lines that Nichole de Carle London is recognised for.

The OPAL line will represent a slightly more classical approach to lingerie design, providing everyday luxury items with inspiration taken from the world of art.

The line will concentrate on the work of a world renowned artist, whose works celebrate the beauty of the female figure.

Nichole de Carle London will also be launching a new 2012 calendar, this month. The calendar, for which a percentage of profits will go to charity, will feature a series of Olympic athletes wearing Nichole de Carle products.

Visit lingerieinsight.com, this month, to view the images.

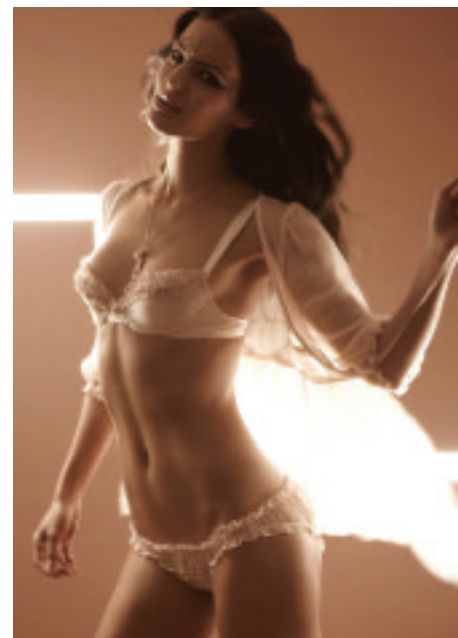
FRED & GINGER SERVES UP ARABIAN DELIGHT

Fred & Ginger takes inspiration for its AW12 collection from the classic tale Arabian Nights.

In a twist on the traditional tale, the luxury brand has named its new line Arabian Delight, in the belief that 'happy endings don't just happen in fairy tales'.

The collection features French silk chiffon and silk satin in a delicate peach shade. A lattice gold ribbon trim, chain mail adornment and Swarovski crystallized tear drop crystals provide embellishment.

In keeping with the theme, the brand will also present pantaloons and a new bed jacket with wide sleeves and a wrap around lattice tie at the show.



PANACHE ATTENDS SALON INTERNATIONAL FOR THE FIRST TIME



Panache will be attending Salon for the first time, this January.

The company will introduce its newly appointed French sales manager Marlene Castanheira at the event.

Panache Lingerie will be joined on its stand by brand ambassador and celebrity stylist Annabel Tollman, who will be on hand to discuss styling tips and key lingerie choices for the coming season.

Panache Superbra

This season's Superbra collection takes inspiration from the themes of Art Deco and Art Decratif prints and patterns, with a rich oriental colour palette of ruby, orchids, lagoons and golds.

Tango Luxe will mark the year's continuing celebration of Tango Balconnet's 10 year anniversary with a new orchid shade, one of a range of new

colourways that are being introduced to the brand's existing range.

Superbra will also be introducing new style Jasmine for AW12. Inspired by the Orient, it features a simple floral print on stretch lace for an exotic and intricate look. The matching short has complimentary stretch lace side panels with mirroring print and a decorative waistband.

Cleo by Panache

The Cleo lingerie collection combines bold statement retro colour blocking, quirky abstract prints and soft detailing.

For AW12, the brand will be introducing a series of new styles, including Marcie, Leila, Meg, Natasha and Zia.

Cleo by Panache will also be showcasing Darcy, which features a unique print, exclusive to the brand, and will be launching new colourways in existing core styles Jude, Lucy and Juna.

Panache Swimwear

Panache Swimwear will be launching three new styles for AW12: Lola, Tallulah and Stella.

Lola features a subtle sheen animal print fabric with embellished, centre front, deco inspired detail. Tallulah echoes this retro theme, with an exclusive Australian designed painterly floral print with bursts of bright pinks, purples and oranges on a charcoal and ivory base. Stella, the brand's new Art Deco, nautical inspired collection, incorporates a combination of stripes, block colours and braiding trims in red, navy and ivory.

Masquerade

The Masquerade collection features an eclectic mix of Italian satins and laces with elements of heavy embroidery, and rich jewel and earthy tones.

For AW12, Masquerade is introducing new styles Marlain, Rosetti and Amor. A new fig colourway will also be introduced into the brand's Harem collection.

VELDA LAUDER BRINGS 'PURPLE HEART, PASSION AND PRESENCE' TO PARIS

Velda Lauder Corsetiere (VLC) is launching its new 'Purple heart, passion and presence' collection at Salon International de la Lingerie, this year.

This collection features deep purple dupion silk corsets, baby dolls, girdles, soft bras, suspender belts, panties and g – strings.

2011 was a dynamic year for VLC, with a series of celebrities donning the designer brand for their stage appearances.

Andy Bell and X Factor judge Tulisa were both spotted in VLC for their respective tours. The Puppini Sister's also wore the VLC in their new music video, for which they were also styled by the brand.



CREATOR OF THE YEAR: PALADINI

The Gianantonio A. Paladini brand was founded in 199 by two people with a real passion for fashion. To Gianantonio A. Paladini, the love of style is a tradition dating back to the beginning of the XX century - in Milan, just beside Piazza della Scala, where the family atelier was already creating its precious garments.

The atelier clothed the newborn upper middle class and the most renowned divas - among them, as Mr. Paladini remembers with emotion, was Maria Callas, La Divina.

The vocation for elegance is an innate quality of Mrs. Alba Rosa Ceccatelli: her creative flame was already burning when, as a young girl, she produced her first silk garments to earn money for her studies. It was the start of a long career as a designer, characterised by experimentation and material cross-contamination, and marked by a constant commitment and by a creative, open-minded vision.

Together, Gianni Paladini and Alba Rosa Ceccatelli are weaving a new, entrepreneurial, Italian story, effectively gathering the teaching of a long tailoring tradition and optimistically launching it into a future of innovation.

MARLIES DEKKERS LAUNCHES AFFORDABLE COLLECTION

Luxury lingerie brand Marlies Dekkers has launched a new affordable collection of lingerie, called 'I Love Undressed'.

Prices for the new range, which is designed for every day use and lacks the signature Marlies Dekkers straps above the cup, start from just £44.

Marlies Dekkers is currently seeking to reposition its entire Undressed brand and has slashed prices by 40 percent across the range, with the cheapest existing product dropping from £72 to £54.

Marlies Dekkers will also be introducing its first 30 back, this month, at the Salon International de la Lingerie show.

FALL IN LOVE WITH VALISERE

Valisere will be introducing its newest collection 'Amour Fou' at Salon International de la Lingerie, this month.

The collection incorporates embroideries, laces, satins, tulle and dainty trims, embellished with SWAROVSKI ELEMENTS.

Details include 'enticing' openings, bondage-inspired elements and hidden messages.

Also revealed at SIL will be the Corsage Magique, the world's first lace corsage with embellished LED light technology, integrated invisibly in ultra fine Broderie des Suisse embroidery.

EMPREINTE TREADS SOFTLY AT SALON INTERNATIONAL

Empreinte is introducing three new styles at Salon International de la Lingerie, this year: Rafaela, Daisy and Ophelia.

Rafaela features a blend of floral and geometric designs with flounce detail. Materials are rich and sophisticated, and embellished with Swiss embroidery.

A microfibre knit and subtle two-tone effect seek to make Daisy an easy to wear item for everyday, while a lightweight design of embroidered flowers provides added character. Classic and low-necked styles are available up to an H cup.

The Ophélie collection, which is inspired by Cabaret styling, incorporates a dotted tulle, embroidered with delicate Art Nouveau motifs, and is enhanced with a soft lining in a contrasting colour.

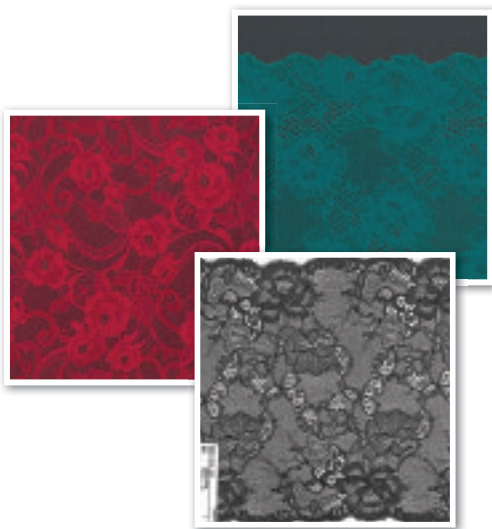


DISCOVER THE AW12 COLLECTIONS OF SALON INTERNATIONAL DE LA LINGERIE EXHIBITORS BORDELLE, MIMI HOLLIDAY, DAMARIS, BEAUTIFUL BOTTOMS AND SHELL BELLE COUTURE ON P.36.

Fabric Forecast

WE TAKE A PEEK AT A FEW OF THE THEMES AND NEW FABRIC INNOVATIONS WHICH ARE GOING TO BE HITTING THE **INTERFILIERE** TRADE SHOW IN PARIS, THIS MONTH.

Date: January 21 to 23
Venue: Pavilion 1, Paris Expo, Porte de Versailles
Theme: Bursts of Colour
Designer of the Year: This year's Interfilier award goes to Dogi International



ENCAJES PRESENTS EXCLUSIVE COLLECTION

Encajes S.A. will be presenting its newest concept in lace, The Exclusives, at this month's Interfilier show. The Exclusives possess the delicacy and intricacy of a Leavers lace, using the newest knitting technology. The collection showcases classic, Chantilly designs, as well as patterns with a more abstract modern spirit. It aims to achieve delicate, gossamer ground effects, as well as rich detail and dramatic shading; creating the feeling of traditional Leavers laces at an 'attainable' price.

Encajes will also be showcasing 'revolutionary' collection Skin Soft at the show, which it first introduced last season. These laces are produced with unique yarns and spandex to achieve the ultimate in hand feel and comfort. This season, the company has taken it to the next level, including viscose, Lurex and bright yarns mixed with the super soft yarns.

LIEBAERT REVEALS AW13 INNOVATION AT INTERFILIERE

Liebaert is introducing a series of visual novelties from its 2013/2014 collection at the fair in January.

The collection is built around three themes: Misty Light, Mystical Black and Natural Modernity. **Misty Light** features a brand new nano stitch. The fabrics are made with an ultra fine supermicro fibre, specially developed for Liebaert. **Mystical Black** sees a multitude of fabrics, from ultrafine powernets to Magic Curve, being reworked with reinforcing panels - without stitches - for true functionality. The third theme, **Natural Modernity**, presents an innovative polyamide tulle with a cotton look. In the circular knit nano stitches, Liebaert has worked on a new superfine jersey with a high Lycra percentage (50 percent) for high retention.



SERAM TO OFFER COCKTAIL IN PARIS

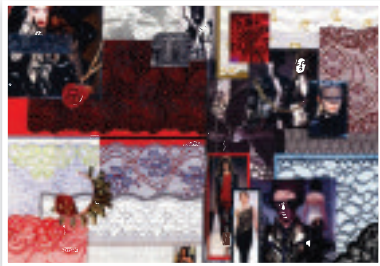
Fabric manufacturer Seram will be introducing three new themes in Paris, this year: Cocktail, Structure and Voyager. The **Cocktail** theme targets the swimsuit and beachwear ranges. The array of colours is chic and vibrant, and the material creates a 'jet set' and 'bling bling' feel: big flowers, shiny fabrics, jewel rings and straps. The essence of **Structure** is expressed in lingerie or prêt-à-porter. It features pleats, drapes, visual effects, over stitching and ribbing. The materials used are light and airy, such as silk, crêpe, linen and cotton. **Voyager** is the ethnic/vintage theme for Summer 2013. It includes natural fabrics, cotton, mother-of-pearl, leather and wood effect. It reflects a creative effect, ethnic but in a romantic and minimalist way.

BISCHOFF SEEK TO INSPIRE CHEER IN PARIS

Bischoff is presenting three new themes at the Interfilier trade show in January: Feel Elegant, Be Inspired and Cheer Up.

Feel Elegant features a discrete colour palette, dominated by classic white, ivory and black. Charm and elegance from the Twenties are important in the use of geometric and linear patterns. Fabrics feature puristic decoration, created for the development of embroidered lingerie. The painter Monet is the source of inspiration for **Be Inspired**. Flowing and lavish forms in the sketches are the key, just like the brush marks in his famous water lily paintings. The flowers are dominant, expressive and stand for a self-confident lady searching for glamorous lingerie. Fresh, clean and bright is the colour scheme for **Cheer Up**, just like a lovingly built summer garden. The radiant colours reflect on the pure white of the ground fabric.

The designs show playful, spontaneous elements for a young look. Created for the development of fresh and romantic lingerie, Cheer Up is predestined for an uncomplicated and fanciful woman.



SAKAE LACE GAINS INSPIRATION FROM WILDLIFE AND ROCK 'N' ROLL

Sakae Lace is introducing three new themes at Interfilier this year: Pacific Islands wildlife, deep sea and shore wildlife, and rock 'n' roll.

The **Pacific Islands wildlife** theme is inspired by a luxuriance of colors and original

vegetation. It incorporates all kinds of leaves, from small to large palms, and large exotic flowers.

Deep-sea and shore wildlife features floating designs that appear as if they were moved by sea-water. Seaweed, coral, sea anemones, starfish, other sea animals and flowers renew floral designs and bring a summer touch. The final theme is **gothic chic, rock'n'roll and glamour**. Smoke curls, chains and intertwined designs compose original creations, deconstructed and refined. The lace is very light and transparent.

CARVICO UNDERTAKES FABRIC REVOLUTION

Carvico will be exhibiting its latest fabric offering at Interfilier, this January.

It is adding softness to Revolutionary[®] Grace, a group that includes many thin, light, covering, stretch, high performance, breathable fabrics, which are also chlorine proof and highly UV protective

Furthermore, it has introduced Xtra Life LYCRA[®] to its range of bestselling charmeuse products, including swimwear fabrics Malaga, Morea, Rodi and Sumatra.

JERSEY LOMELLINA PRESENTS RENEW PLUS

Jersey Lomellina will be presenting new fabric Renew Plus at Interfilier in Paris. The innovative tecno-fabric is made of a recycled polyamide, called Econyl, by Aquafil.

Econyl is made by recycling post-industrial and post consumer waste materials and discarded products, such as fishing nets, voile and fluff – from old carpets – otherwise destined for the garbage dump. Through a depolymerisation process they are turned into a new polymer and then into a new yarn used to create precious, innovative and eco-friendly fabrics. Renew Plus is fully UV protective (UPF 50+) and features a high shape retention power. Both properties are ensured by the presence of Xtra Life LYCRA[®], the premium fibre by INVISTA which is highly resistant to chlorine and to degradation by oils and sun creams.

INTERFILIERE DESIGNER OF THE YEAR 2012: DOGI INTERNATIONAL

Interfilier Paris has named **Dogi International Fabrics** as Designer of the Year 2012 in recognition of its major impact in textile innovation.

Already a leader in second skin fabrics (with a reputation for fine and light fabrics offering excellent hand-feel and comfort), the company has launched a sophisticated range specially suited to plus sizes and shapewear, two key areas in the current intimates market.

The latest innovations from Dogi International Fabrics for the intimates market:

COOPER: Reactive and light, this gives shapewear a new dimension. The fabrics in this range feature multidimensional elastane which supports without constriction, guaranteeing long-lasting comfort.

WINN: A new 'wellbeing' fabric, which uses the latest micro-encapsulation technologies from Nurel.

SARI: Created after years of research, this unique aesthetic, sensual and feminine product combines lightness with shaping capacity.

STRIPPED BARE

STRIP FOUNDERS **DANIELLE AND MARIA LOUISE FEATHERSTONE** TALK TO **KAT SLOWE** ABOUT THEIR INNOVATIVE BUSINESS CONCEPT, THEIR PLANS FOR CONTINUED EXPANSION AND THEIR NEW LOUNGEWEAR LINE.

“ Maria Louise and I are two people that definitely walk before we run,” says STRIP co-founder Danielle Featherstone. “We want to get everything right. We don’t go into things lightly and we work very hard at what we do.”

Danielle is speaking from her office above the company’s Chelsea boutique on Fulham Road. It is one of four outlets that are currently owned by her and her sister, make-up artist Maria Louise, with whom she started the business six years ago.

In 2005, the pair took out a small loan from the bank to launch their first boutique, having perceived a gap in the market for a high end waxing service.

“Waxing was bread and butter money to a lot of salons,” says Danielle. “They certainly didn’t give any of their therapists training on it. It was like what you learn at college, that will suffice, that will do it. A lot of people were coming away with bruises, blood spots, skin taken off and severe burns. And, that is how it was. It was almost accepted.”

This was an attitude that Danielle and Maria Louise were determined to change (they now employ two trainers full time simply to maintain their standards). But, while they were convinced that there was a demand for their idea, they also realised the importance, in terms of

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*Strip's Wear It
scoop t-shirt and tie
side shorts*

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profitability, of offering a product. They set upon lingerie as an ideal match for their concept.

"We thought if women are paying more attention to the style of bikini wax, then potentially they are going to want to pay more attention to the lingerie that you are going to sit upon that particular wax," Danielle adds. "It just seemed hand in hand, it just seemed like a natural synergy of service and retail coming together."

The pair decided that Notting Hill - where they both live - would be the perfect location for their first store, due to its eclectic mix of understated cool and potential celebrity clientele.

"It is a media frenzied village, isn't it, really?" Danielle says. "It is somewhere that, if you have got something different, it is the best place to really launch it. I think that is what really kickstarted it, that location really helped."

Maria Louise chips in: "I think being a bit off the beaten track and that mystique helped get celebrities interested in what we were doing."

Maria Louise is in the position to know. As a make-up artist cap, she has met a series of big celebrities, including Victoria Beckham, with whom she worked on the Spice Girls World Tour.

However, despite the sisters' individual success in their chosen fields - Danielle worked in beauty - the pair were forced to operate on a budget when launching their first boutique.

"It was the optimum shabby chic boudoir feeling," Danielle says with a hearty laugh. "And, the shabbiness came in because there was a lack of budget."

"Notting Hill, people go there and say, 'well, we love this old sort of broken sofa that you get us to sit on...'" Maria Louise

"I think being a bit off the beaten track and that mystique helped get celebrities interested in what we were doing."

interjects. "Falling apart, the bottom is coming out of it..."

"We have given it more budget now and we have been able to get a cleaner, sleeker feel and that is what we want to push forward to do."

Three years after they opened in Notting Hill, the pair launched a flagship store in Chelsea, where they set up their headquarters. This was quickly followed by outlets in Soho and the City (One New Change), the latter of which was opened in October, 2010.

Chelsea currently sees the highest volume of sales, but the City store is already on track to overtake it, having recorded the greatest number of transaction in its first year out of all the outlets to date.

"They are all very different boutiques," Danielle says. "The feel, in terms of the shopfit, is similar, but it is not exactly the same. One New Change is very plush, with a glass front and lots of metal, so you have got a different feel from what you would have on a high street with an old town house building. But, they generally have that same boudoir boutique feel."

Even when launching Strip, Danielle and Maria Louise always knew that at some point they would want to introduce franchise partners

"That was our goal," Danielle says. "We wanted to have it everywhere."

It took the pair a year to complete the franchise manual but, just before

they were to start initiating their plan, they landed in the middle of a legal suit. Forced to fight for their exclusive right to the Strip name, they were unable to pursue their franchise goals until the case had been concluded in their favour.

Since then, the sisters have been seeking potential franchise partners, but they have been surprised about how difficult it has been to find the perfect people to take their vision forward.

"I think we underestimated exactly how difficult it is to get it a hundred percent right," Danielle says. "From the word go, we thought yes, we are going to franchise, we are going to franchise. But, as we went down the line and we started getting applicants in, and we started sitting with them, we were picking holes in them, because we could sort of see that they could potentially take this baby and not do it justice... Because, you are trusting people behind closed doors to do a fabulous treatment."

There has been no shortage of interest. To date, Maria Louise and Danielle have had around 670 applicants from across the world, including countries such as India, Canada, Kazakhstan, Norway, America and Dubai. Very few have got through to the interview process.

"It was evident that lots of people just weren't going to have that passion and potentially that attention to detail to keep that standard," Danielle adds, "so it has been really tricky for us to let the baby go."

2 Strip's Wear It cami and tie side trousers

3 Elle Macpherson cami & briefs and Strip Wear It gown

4 Strip's Wear It cami and shorts set

5 Strip's Wear it racer back cami and tie side shorts

“We have got a very provocative name, STRIP. We do intimate waxing, we sell lingerie... but there is a line that we will not cross.”

This could be part of the reason why the Strip founders are still pursuing the expansion of their own store network. They are currently looking at a fifth location now and are presently negotiating on the lease, with the intention of opening in March, 2012.

Eventually, Maria Louise and Danielle claim that they would like to operate a store in every major city within the UK.

“We would potentially be looking at opening two stores a year ourselves and that is really very feasible now,” Maria Louise says. “We are a brand in London but, as you go farther out to Manchester or Scotland, it is not such a branded name, because we are not there.”

In 2012, Maria Louise and Danielle would like to launch their first store outside of London. They are currently considering Manchester, Liverpool and Leeds as potential locations.

Strip took its first step outside of the capital when it was approached by Harvey Nichols in Bristol to go in as a concession. The opportunity for concessions, particularly outside of London, is another area which the pair is keen to explore.

“We really are looking at penetrating the whole country and even Europe,” Danielle says. “We would love to be in Spain and Italy, and a lot of Mediterranean women are very hairy.”

It is not only through the area of retail that the sisters are looking to grow the

Strip brand. Strip currently stocks six lingerie brands: Elle Macpherson, Stella McCartney, Pleasure State, Bendon, Cosabella and Hanky Panky.

It took them a number of years to get their selection just right,

“I thought what came into play was us realising that we could really be successful for continuity a lot more,” Maria Louise says. “We started to take continuity seriously with the designers that we were going with, such as Elle Macpherson and Cosabella, etc. and that started to increase sales for us.”

Along the way, the pair received significant interest from ‘provocative’ companies wanting them to branch out into products such as ‘whips and god knows what’.

“We just said we are going to do it at a luxury level,” Danielle says, “and we are not going to go down the... sex route.”

The entrepreneurs are now looking to take this ethos a step further and launch their own luxury brand of loungewear, titled Wear It. The new line seeks to provide high end designs, made in the UK from good quality materials, at a relatively affordable price, something the pair considers vital in the current economic climate.

The eponymous label consists of six styles, a racer back cami, scoop t-shirt, racer back chemise, tie side shorts, tie side trousers and a cami & short set.

Available in stretch silk satin, the

colour palette focuses on pale mink and ink black, in sizes XS to L.

Danielle says: “We’ve gone with things that can be worn outside, as well as inside. We have just done the fundamentals and then we are going to work our way up.

“Obviously, the lingerie side of our business isn’t so recession proof and I think that was in the back of our thought process when we were putting together our own label... To be able to buy something that you can lounge round the house in or that you can stick on with a pair of skinny jeans, it’s a double whammy then. You really have got a lot for your money.”

The Wear It collection is available exclusively in STRIP stores now and from the retailer’s online boutique, which will launch in January, 2012. The sisters eventually plan to introduce some other colours and have already produced a series of new designs, which they plan to introduce before the summer, and could include some more slightly structured pieces. A lingerie collection, featuring soft bras and knickers, has also not been ruled out for the future.

Push up bras and racy thongs, however, do not appear to be on their immediate radar and for good reason. It is, after all, the sisters’ ability to inject an element of class into a traditionally sexualised industry that has perhaps been one of the vital ingredients of their success, a factor of which they appear to be well aware.

“We are all above board,” Danielle says, “everything that goes on. We have got a very provocative name, STRIP. We do intimate waxing, we sell lingerie... but there is a line that we will not cross.” ❖

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*Elle Macpherson
bra & shorts and
Strip Wear It gown*



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Shaping Success

LINGERIE INSIGHT INVESTIGATES WHETHER DEMAND IN THE SHAPEWEAR SECTOR IS LIKELY TO REMAIN HIGH, THIS YEAR, AND TALKS TO A SERIES OF MARKET LEADERS ABOUT THEIR NEW AW12 COLLECTIONS.

A massive 93 percent of women would like their lingerie to give a little help with shaping and contouring, according to a world-wide consumer survey conducted by INVISTA. The same report revealed that one third of women said that they would consider wearing shapewear every day.

If these statistics can be taken at face value, there would appear to be no immediate risk of demand declining in the shapewear sector.

This is a point of view that INVISTA would surely agree with. INVISTA commissioned the survey of women in the USA, France, the UK, Germany, Italy and Spain, this year, as part of its ongoing development of innovative LYCRA® fabrics for the intimate apparel industry.

Similar research in 2009 found a considerable gap between what women want from their lingerie and hosiery, and what they feel it delivers. For example, 88 percent of women said that they wanted underwear to enhance their shape, but only 63 percent said that they were satisfied that

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Body Wrap Bride
bodysuit

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this requirement was being met.

Lycra beauty, INVISTA's fabric shaping certification programme, launched in 2010. It has since been expanded to cover the areas of hosiery and swimwear, a clear indicator of the company's commitment towards this area of intimate apparel.

Dogi International, Liebaert, Eurojersey, Carvico and Jersey Lomellina are just a few of the textile manufacturers to have produced fabrics within the scheme, while brand's using these fabrics include the likes of Anita, Hanro, Maidenform, Body Wrap, Huit, Naturana, Spanx, Triumph, Playtex, Felina, Berlei and Wacoal.

Shapewear has performed very well for Wacoal over the past year, with up to 20 percent growth in some stores.

Wacoal sales director Susan Bradley said: "The market is so saturated with brands introducing shapewear that you really need to have a point of difference."

It is for this reason Wacoal has introduced its anti-cellulite iPant and 'Control Freak,' a product designed to fit different body shapes. Both ranges are being expanded for AW12.

Yet, despite Bradley's recognition that the market is becoming increasingly competitive, she still thinks demand will remain buoyant.

"I think shapewear will continue to be popular," she says. "It is now an established part of many women's lingerie drawer and since this is a product that is especially innovative there will always be something new to

offer the consumer."

Penelope Giguere, marketing coordinator of competitor Body Wrap, agrees that the market is saturated, something she attributes to the continued high level of demand for shaping products.

"Shapewear, being so popular at this time, it seems that there is a new line launching every week," she says. "Unfortunately, most of them do not work and it can discourage someone who is trying it for the first time." For AW12, Body Wrap's inspiration has been the 'celebration of femininity in a sophisticated way'. With this in mind, it has added new colours and prints to its current ranges, along with introducing new groups.

One of these is Every Day Slimmers, which is made with an exclusive, breathable microfiber fabric, uses all around seamless technology and is reportedly virtually invisible under clothes.

The Body Wrap Bridal Collection will also be launching in the stores, this February, and the brand is reportedly 'delighted' with the orders placed so far.

Body Wrap is part of Patricia Eve's portfolio of brands. Patricia Eve owns a series of labels, including Miraclesuit Swim and Shapewear, Miraclebody Jeans, Naomi & Nicole and Cupid Fine shapewear.

Patricia Eve managing director Mike Eve believes that over the coming years fabrics will become lighter and a less functional look will become more desirable. He reveals a couple of the

company's other new developments for the AW12 season.

According to Eve, Miraclesuit will be introducing a new 'Sheer' group, which is designed to look and feel lightweight, whilst still making the wearer '10 pounds lighter in 10 seconds.'

Naomi & Nicole will also be launching new group Inside Magic, with stitch free control, and will also be adding a strapless full slip to its Amazing Light collection.

It is not only the Patricia Eve Group that is looking to take advantage of the rapid advancements in technology in the sector.

Naturana sales manager Neil Moore says: "One of the key advancements in shapewear design has been the continuing development of LYCRA®, which has been used to create Naturana's shapewear range. Each of their designs offers a long lasting fit, superb comfort together with incredible elasticity, resulting in high performance designs which feel lighter and softer to wear."

2011 saw the diversification of the Naturana brand with the launch of Perfect Body – its new shapewear range.

Whilst previous ranges have included individual

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Wacoal Pear pant, Naomi & Nicole full slip & Inside Magic high waist shorts, and Chantelle Sexy Shaping body

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Miraclesuit Sheer bra and high waist control longpant



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Hanro shapewear
bodydress



7

shaping styles, last year saw the introduction of a dedicated collection, combining directional designs with the latest fabric technology.

Following the initial launch in February, Perfect Body now offers three distinctive series of designs. Amongst these are selected styles which have been created with contoured panelling and high waist detail to capitalise on the latest 1950s inspired retro look.

For 2012, Naturana has added to its more structured shapewear, with new additions to its Minimiser collection. Its Minimiser style has now been developed with the introduction of new bodyshaper and high waist control brief designs, which provide a firm contoured effect. Adding a seasonal element to the range, these styles will be available in bright red and cobalt blue, as well as classic white.

Hanro, another fan of the LYCRA®

movement.”

As the shapewear sector becomes increasingly crowded, the role fabric technology plays in enabling these new product functions is vital. Chantelle and Passionata UK brand manager Alexandra Gueveneux is another who supports this belief that fabric innovation is a major cause of evolution within the shapewear sector.

She says: “Any change occurring will be based on technical advances and innovations in fabrics mainly. This, combined with fashion trends, will perfectly respond to the fast growing demand for shapewear.”

Chantelle launched its new range of basic and sexy shapewear, last season, in an exclusive pop up shop at Selfridges. According to Gueveneux, the launch was a great success and initial feedback from both consultants and consumers was ‘excellent’.

““Shapewear will stay a while. One never knows how long a trend will last, but shapewear is more than a trend.”



beauty fabric, claims to be offering a completely new type of shapewear for the season, called Natural Shape.

The brand, which claims to offer body-forming underwear to meet the very highest demands, has specially developed an interlock fabric made of LYCRA® beauty fabric with micro modal.

The ‘subtle’ construction of this fabric means that it can apparently make do with a relatively low percentage of high-quality LYCRA® beauty fabric and yet still manage to shape the body efficiently.

A Hanro spokesperson says: “We’ve managed to square the circle: shapewear that really does shape you and yet does not interfere with your freedom of

This year, Chantelle is planning to expand its shapewear range as a proportion of its overall product offering.

Chantelle’s roots originate in the perfecting of the girdle, something that the brand’s product development team and designers always keep in mind. Its Sexy Shaping shapewear collection is about reinventing the girdle, but in an up-to-date way, with the most cutting edge technologies and contemporary look.

Technically, the construction work involves a skillful mix of lace, shiny knit and semi-opaque tulle. Each yoke is selected and positioned to ensure targeted and ultra-effective action.

Gueveneux says: “Thanks to various cutting edge technologies (heat sealing, cut and sew, and laser cut, amongst others) which have been developed and made available to corsetry makers, Chantelle can now



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offer women two things: the comfort they're not willing to compromise on anymore and a more contemporary and feminine style."

But, it's not just the technology or its key point of difference that necessarily makes a brand sell well in today's market; it is also its price.

Eveden marketing manager Ann Marie Manley says: "The greatest challenge at the moment is price competitiveness. It's important that consumers realise the importance of a quality shapewear, which is made with quality fabric. With many cheap alternatives having launched this year, it's important consumers realise that, if they want a product that really, truly works and where they will see the effects, they've got to choose a quality product. Shapewear can't be cheapened!"

Eveden has recently increased its shapewear offering across its Freya, Fantasie, Fauve, Elomi and Huit brands.

In particular, Fantasie lingerie has introduced new shapewear styles across existing and debut collections. The best selling Elodie collection has seen the launch of a high waisted control short, which Guevenex believes will be a key trend this year, and which offers greater coverage and a smoother tummy area.

For AW12, Freya is introducing three longline bra styles to its Piper, Carys and Ivy collections. The padded longline bra is designed to offer superior uplift and support, and features seven hook and eyes for a smoother look.

In contrast, perhaps, to Manley's

views, there are those in the market who do believe that shapewear should and can cost less.

Playtex marketing manager Marica Carleschi says: "Currently the greatest challenge in the shapewear market is the need for innovation, but at a consumer friendly price in the tough economic climate.

"With the current economic pressure leading to less disposable income, women are looking to get real value for money and, if a product can offer additional benefits over and above the normal shapewear, but without a hefty price tag, then consumers are more likely to take notice."

Playtex's existing Pure Control range has three shapes in two colours and is designed to provide high level control for those 'special occasions'. In 2012, Playtex will be adding a new range that will aim to provide great shaping on the silhouette and some 'additional benefits'.

One thing is clear, the shapewear market is still evolving and, while product innovation certainly plays a major part in this, a change in public attitude is also an important aspect of this development.

Felina head of international

product management Marion Miltenburger says: "Shapewear will stay a while. One never knows how long a trend will last, but shapewear is more than a trend; it is an expression of social development. The slimness craze and perfectionism are reflected here. And, it should not be forgotten that shapewear is primarily worn by slim people."

Felina is supplementing its AW12 portfolio with Clarity, a portfolio of highly functional diamond jacquard with elegant and graphical embroidery. The series comprises a functional underwired body and a high waisted maxipant, with matching bra.

The subject of shaping has always played a central role in the Felina collection. Functional materials and cuts, reinforced tummy areas and shaping lingerie seams – all these details reflect the collection's focus on 'best agers'.

It is undeniable. Shapewear, as a sector, is continuing to grow. And, as shaping products become increasingly mainstream, their popularity looks set only to increase.

"Shapewear is not 'taboo anymore," says Body Wrap marketing co-ordinator Penelope Figuere.

"Shapewear is here to stay." ♦



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Felina Minimizer high waist pant and bra

9
Felina Minimizer long pant and bra

10
Naturana Minimiser collection lingerie set



Allan Falconer, founder and managing director of Legwear International

“One of our competitors was saying, ‘how can you deal with these people? They are working out of a garage in their back garden,’” Legwear International founder and managing director Allan Falconer says, whilst seated in the company’s showroom - situated on his house’s two acre estate.

It is obviously an old gripe for the hosiery boss, whose credentials more than stand up to the most severe scrutiny. Until 1997, Falconer ran two of Sara Lee Courtauld’s largest hosiery operations. One of these was a South African hosiery company and the second was Pretty Polly, which was later bought out by Chinese group PD Enterprise, during its purchase of Courtauld’s Legwear Brands. Both businesses, Falconer claims, would likely have counted amongst the top five hosiery companies in the world, in

Leg Up

LEGWEAR INTERNATIONAL FOUNDER AND MANAGING DIRECTOR ALLAN FALCONER HAS SUCCESSFULLY TURNED A KITCHEN OPERATION INTO ONE OF THE FASTEST GROWING HOSIERY COMPANIES IN THE COUNTRY. KAT SLOWE TALKS TO THE OUTSPOKEN ENTREPRENEUR ABOUT HIS AMBITIOUS SCHEMES TO TAKE THE BUSINESS TO THE NEXT LEVEL.

1 Wall of hosiery products at the Legwear International showroom



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terms of size. He refuses to give a reason for his departure, though he does say that one of his favourite quotes is, 'if mismanagement was a crime, I could name a number of people on death row.'

Falconer founded the company the same year, buying cases of unpacked hosiery from Madison Hosiery in Leeds. He began with three or four products and formed the Silky brand, which the company still carries today. After the stock was packed on the kitchen table, Falconer would visit companies in his little white van, knocking on doors and saying, 'we are starting a new hosiery company, will you support us?'

"We had a few wholesalers who did and we grew it from there," he says. "It is the company's 15th anniversary next year and the Silky brand is getting a complete facelift with new packaging."

Legwear International offers a massive breadth of product. Its brands

include Silky, Couture, Cindy, Joanna Gray and Pentti, the majority of which carry a series of sub-brands. These encompass everything from fashion and party hosiery through to children's tights, socks and shapewear.

Falconer is now looking at taking his company to the next level. His major ambition is to gain entry into the major high street retailers and department stores with Couture, the umbrella label for sub-brands Little Ladies, Everyday Couture, Sheer Relief and Vixen.

"We want to get some sort of exposure, showing we are not some back street company operating out of a garage," he says. "We have actually got a management team of five people, a dynamic young team of people that are pushing a lot of forward momentum now... This is a serious hosiery company that is actually starting to make waves."

Falconer also wants Legwear

International to be one of the first companies to introduce the latest ladder resistant technology, utilising INVISTA's new LYCRA Fusion fibre. His plan is to sell the products under the brand name 'Couture Fusion', thereby sending a clear message to consumers.

"To me, INVISTA Fusion has to be the best yarn in this category," Falconer says. "Boots are going to be launching an INVISTA Fusion yarn. All the retailers out there have got some sort of product, but they are all calling it ladder resist... We are the only hosiery company that is going to be able to use the name Fusion."

"I am hoping we will steal a march on the rest of the trade, but more importantly, if we do this thing powerfully and correctly, and with INVISTA's support and contribution, this is the step which will take us into the stratosphere."

2
Hosiery on display in the Legwear International showroom

3
Legwear International employees

4
Hosiery products in the Legwear International showroom

MEET THE STAFF OF LEGWEAR INTERNATIONAL



KIRSTEN TAYLOR Marketing and Design Manager

Marketing and design manager Kirsten Taylor has no shortage of responsibilities within the company. She handles all of Legwear International's photography, artwork, packaging, advertising, buying, sourcing, styling or, as she says, 'all the arty farty bits, basically'. Taylor is currently working on the range extensions for next year. This includes

all the new products that will be introduced into the company's current brands and sub brands, and a new LYCRA innovation that Legwear International is working on. She is also focusing on the re-launch of Legwear International's Silky Everyday products, with new packaging, and adding products to the Vixen brand. Vixen is celebrating its 15th year anniversary, so the company is currently deciding how to promote the event and advertise on the back of it.

"The biggest challenge is working with family," Taylor reveals, "because my father - Allan - and I do to clash on some things quite a lot." He is very much an accountant and business manager and I'm the arty farty side of things, so it doesn't always go well."



CLAIRE TEAGUE Planning and Purchasing Manager

Like many businesses, Legwear International sells the majority of its goods from stock. It is Claire Teague's job to forecast how much it is going to sell, to ensure that the company has enough stock in the warehouse to cover all its orders and to

oversee the delivery of the products from the factories abroad.

In addition, Teague works with marketing and design manager Kirsten Taylor on all the company's new product launches. This involves going with her regularly to China and to a number of European countries, such as Lithuania, Turkey, Italy and Serbia, in order to source products.

"At the moment, I am working on making sure we have enough stock to cover us, because we are about to go into Chinese New Year," Teague says. "We have literally just had a container come in and so I am double checking that we have everything."

"We are also working on the new lines for Winter 2012, so there is a lot of work going into that at the moment, choosing styles, planning where they are going to go. We are looking at taking some styles out of the range for the new styles to replace."



SCOTT TOWNSEND Export Manager

Export manager Scott Townsend is responsible for sourcing new export customers and for handling Legwear International's trade show attendance. He also helps out on the sales and admin side of things, and gives support to the warehouse.

For 2012, Legwear International will be exhibiting at Curve in Las Vegas for the first time, as well as showing at Moda in February.

"2012 will be the first year that we exhibit at Curve Las Vegas," he says. "I visited the New York one in July just to see what it was all about, meet the organisers, see what the size of the stands is and the logistics of us getting there."

The company has reportedly been receiving a lot of trade enquiries on its website from America and Canada, and Curve Las Vegas will be an ideal opportunity for it to 'enter the market and test the water'.

"We did Copenhagen earlier on in the year," Townsend adds. "It wasn't that successful for us."

"Moda has been brilliant for us, so that is why we do it every year. I am searching for other European shows at the moment to do."



SHARON PETERS Financial Controller

"I take care of the money coming in, the money going out and everything in between," says Legwear International financial controller Sharon Peters. "I have just finished my cashflow for the month. It is the beginning of the month, so I am setting all the new targets, getting them all in and streamlining the budget for next year."



According to Peters, who is also responsible for accounts, it is never a dull day at the company.

"There is always something different going on," she says. "I try to get the accounts prepared as quickly as possible to deliver the good news to Allan. There is always something different to do, which makes the job exciting."

"I am very sad, I love finance. Give me some numbers and I love to play away."



HELEN COMLEY
Accounts Assistant

Helen Cromley is responsible for helping financial controller Sharon Peters with accounts and supporting Claire Teague with her planning and stock responsibilities.

“I am currently working on the debtors list and credit checks,” she reveals.

So, basically, everybody who is in debt to you should be careful right now?

“Yeh, basically,” admits Comley, whose role also includes processing all the checks when they come in and organising any back payments.

“The biggest challenge of the job is the planning side of things,” she reveals, “dealing with the stock and end products, and handling what is coming in on a day to day basis, loading it onto the computer.

“My favourite bit is just working with everybody. It is the best company I have ever worked for. They are just so friendly and helpful, a really, really, nice group of people.”

MAGGIE BINGHAM
Sales Admin Assistant

Working in an office within the company’s warehouse, Maggie Bingham’s job includes invoicing, responding to any mail, filing, answering phones, sorting queries and taking orders.

The majority of the calls that she receives are related to orders, but she is also responsible for handling customer satisfaction and for resolving any problems with deliveries.

“My favourite part is trying to get people to order things that they have not thought of,” she says. “It is nice when you mention something and they say ‘yes, I love that. I will try that’.

“I also like invoicing. It is different. You are not invoicing the same things all the time.”



JENNY STEPHENS
Sales Admin Manager

Sales administration manager Jenny Stephens is responsible for dealing with all of Legwear International’s internet orders, both off its own website and from Amazon.

Stephens will pick the orders herself and dispatch them to the customer. On average, she will send out about six parcels a day, though around the Christmas period this number can be significantly higher.

Retailers and wholesalers can also register an interest in opening an account

via the website and Stephens is responsible for making initial contact with them and sending them the information that they need in order to open an account. If they wish to open an account, she will then put it on the system.

She also compiles statistics for chief executive Allan Falconer, including information on what each agent has done and sales numbers.

The greatest challenge, according to Stephens, is trying to get new customers, following up enquiries and making sure that people do actually start to order once they have made an initial enquiry.

Like all the other members of staff working at the company, she is also full prepared to help out her colleagues when the going gets tough.

“I do the invoicing if Maggie isn’t here or if we are particularly busy,” she says. “If the warehouse gets really, really busy, then we will both go out and help if need be. Everyone mucks in here.”

DONNAMARIE TURNER
Warehouse Manager

“My job is to pick, pack and check orders,” warehouse manager Donnamarie Turner says. “I am in charge of everything from when it comes through the door to when it goes out.

“I take care of any issues, answer phones and fill out invoices. If the office staff are under pressure, we try and take the pressure off if we can.”

The warehouse is responsible for sending out everything between one to forty boxes on any given day. On a shipping day, the figure will usually rise to between 100 and 200.

“They go to thousands of different customers,” Turner says, “from little shops to wholesalers and to export abroad.

“The biggest challenge is keeping everybody motivated. People have good days and bad days and you have to motivate them, put the stereo on and try and make it as fun and exciting as you can.”



DEKKERS

Dares

DESIGNER MARLIES DEKKERS TALKS TO LINGERIE INSIGHT ABOUT HER NEW AFFORDABLE RANGE OF LINGERIE, I LOVE UNDRESSED, AND EXPLAINS WHAT IS NEXT FOR HER ICONIC LUXURY BRAND.



“This range is not a ‘sign of the times,’” says designer Marlies Dekkers, “and it was not born out of the necessity to drive prices down.

“In a funny way, it was conceptualized from the point of view of democratic fashion - accessible to all stylish women, regardless of their budget.”

Marlies Dekkers launched its new affordable collection, called ‘I Love Undressed,’ just last month and the new range has been available for orders since the beginning of the year.

Prices for the line, which will target department stores such as House of Fraser and Debenhams, start from just £44. Yet, when the designer is asked whether she aims to target a new market with the collection, she is unable to give a straight answer.

“Yes and no,” she says. “I am not [aiming] to alienate the core Marlies Dekkers customer... I am looking to give her an option to build her entire foundation wear wardrobe from Marlies Dekkers, as well as attract new brand followers who will fall in love with the

Marlies Dekkers philosophy, fit, look and luxury.

“I will be very careful and hands on about where the distribution channels for the new product lines are in order to maintain the old target group and grow a new one in a non-conflicting way.”

It is not just the price that has changed. Dekkers has also made the controversial decision of removing her brand’s signature straps from products in the new range, relying on fit and style alone to sell the products – and, of course, the label.

“My straps may not be for everyone, but my fit and comfort certainly are,” Dekkers says, laughing. “There are some universal aspects of lingerie that transcend regionally specific tastes... A good fit and a comfortable bra tend to be amongst the values that are the easiest to translate.”

On the topic of translation, Marlies Dekkers is currently working extensively on brand awareness in the UK. Within the past six months, products have been featured in a Grazia promo called Get Dressed, detailing how to wear the brand with clothing. This was followed up by a presence at London Fashion Week and, also, a stylist film where five top London stylists customized pieces.

The December issue of Cosmo saw an advertising event tied in with comment from Sairey Stemp, the Cosmo fashion editor, on how to wear the product. Stemp put together looks for five of the brand’s sets. This was then rolled out in Selfridges and Rigby & Peller as an



1

Sven by Marlies Dekkers for AW12

2

Marlies Dekkers Undressed lingerie set with triangle detail

3

I Love Undressed champagne lingerie set

4

I Love Undressed black lingerie set



initiative for December.

For 2012, Marlies Dekkers is planning more national marketing campaigns and more below the line activity, such as gift with purchase incentives. The next year, according to Dekkers, is all about growing the brand's presence, increasing awareness and adding value. And, of course, growing the number of accounts and market share.

The new I Love Undressed line is not Marlies Dekker's only offering for the affordable market, merely the cheapest. On the introduction of the new collection, Dekkers announced that she would also be cutting prices for her entire Undressed brand.

She has slashed prices by 40 percent across the range, with the cheapest existing product dropping from £72 to £54.

Despite this drop in price – and, perhaps, because of her belief that she is not targeting a new demographic – Dekkers insist that she has no real competition in the affordable sector.

"Had the offer only been the I Love Undressed range, anyone doing a luxury basic could have been a competitor," she admits. "However, with the rest of the stories thrown in, I feel that the brand sits in a niche of its own."

According to Dekkers, the Marlies Dekkers brand is also highly unlikely to offer products at a lower price point than £44.

"I don't think that is necessary for the brand," she says. "We have already made a foray into the affordable sector with

I Love Undressed. Also, with the size range being what it is, as a brand that heavily invests into marketing, PR and general promotional structure, I [would be] hard pushed to try and lower these prices further."

Luckily, price points are not all Marlies Dekkers has to lower. This month at the Salon International de la Lingerie show, it will also be introducing a lower back. The new 30 band size is a development that has reportedly come about in direct response to demand from UK customers.

"We are taking the UK market very seriously," says Dekkers. "We have had a great track record in deliveries and we have worked with the same team on sales, and PR, for the last 18 months.

"The need for a 30 back and a G cup was reported to us by the UK team... It may not happen overnight, but we do listen to the market needs and we love working with the UK."

And, perhaps Dekkers is more in touch with the UK mentality than she realises. The Dutch designer is already easily able to reference the names of celebrities that UK women will, if not love, then at least know.

Dekkers describes her brand

as a mélange of personalities; a bit of young Madonna, a bit of Lady Gaga, a bit of Daisy Lowe and a bit of Alexa Chung. Intelligent, extrovert and a bit quirky. And, unsurprisingly she wouldn't be adverse to seeing some of the more paired down pieces worn by Kate Middleton.

As reflected by this diverse description, individuality is very important to the designer. This is not just a case of good design, but also good business. According to Dekkers, in the current economic climate, making sure that your brand stands out and has a strong identity is the most important thing.

"Dare to be in good times and even more so in bad times," she says. "Stay different." ♣



5
Oseberg Queen by Marlies Dekkers for AW12

6
Midsummer Birch by Marlies Dekkers for AW12

7
Lingerie and swimwear designer Marlies Dekkers

PREVIEW

LINGERIE INSIGHT PROVIDES A GLIMPSE OF THE AW12 COLLECTIONS FROM A SELECTION OF BRANDS THAT WILL BE EXHIBITING AT THE LINGERIE COLLECTIVE TRADE SHOW, THIS JANUARY.

BORDELLE FLAUNTS DARK AND MYSTERIOUS LOOK

Designer lingerie and luxury fetish wear label Bordelle is flaunting a dark and mysterious look at this year's Lingerie Collective show.

Contouring and structure play a crucial role, while an exaggerated structure acts to enhance the female form.

Colours have been kept classic in black and indigo, with red accents adding to the detailing.

Luxury fabrics, such as satin, are combined with mesh and customized

elastic panels in attempt to keep the collection feminine - with a tough edge.

The refreshed trims are offset by accompanying leather accessories, which provide an air of dominance to the range.

For the new season, Bordelle has also developed its adjustable function into a key design feature, which allows for all styles to be adjusted and fitted to all shapes.



MIMI HOLLIDAY LAUNCHES SLEEPWEAR RANGE

Mimi Holliday celebrates the launch of its first ever sleepwear range, this season, featuring 100 percent silk camis, teamed with super sexy peep bottom shorties and classically elegant slips.

The AW12 Mimi Holliday collection comprises of an expansive 16 stories, based around the theme of revelry and focussing on Wintry shades. AW12 will also showcase the best of Mimi's signature styles, with its polkas, cheeky bow back thongs and scalloped lace all being re-introduced for the season. Look out for the new front-fastening lace shoulder bras, new Chantilly lace suspender belt designs and new double laced high-waisted corset knickers.

DAMARIS LAUNCHES FIRST BRIDAL COLLECTION

AW12 sees the launch of Damaris' first ever bridal collection, Casa Blanca.

The new range seeks to provide everything a blushing bride would need for her special day, from must-have garters to 'something blue' feather knickers, as well as hand-finished gowns in delicate white lace, silk slips and a couture corset.

The Damaris AW12 collection introduces six new stories, based around well-known global jaunts famous for inspiring romance, but with a twist of the alternative and avant-garde. It is designed for the ultimate show-girl, featuring maribu feathers, sparkling Swarovski crystals, fringing and tassels.

Expect luxurious new colour combinations, this season. Look out for the padded Damaris V bras, first featured in AW10, and the revival of the playful Damaris feather knicker, teamed with a sheer peach bolero from SS03.

Featuring Chantilly lace, couture finishes and silk chiffon bound seams, the high end brand claims that this range is its most desirable collection to date.



MISS MANDALAY SEEKS TO SEDUCE AT SHOW

The AW12 collection from Miss Mandalay is all about the seductive prints and flirtatious details.

Old favourites are brought back in some new colourways, including a palette of neon brights in royal blue, zingy pink and ultraviolet, along with seasonal must have's black, champagne and red.

For the Cruise season, Miss Mandalay swimwear features geometric prints, alongside 'stylish' plains. Its signature plunge halterneck bikini forms the basis of the swimwear, along with a plunge tankini and matching accessories.

Miss Mandalay will also be launching a new website in January 2012, in time for the new season.

The website will feature information for the brand's customers and support for its stockists.

A wholesale login will enable agents and retailers to order direct from the site any time of day, as stock will be live.



BEAUTIFUL BOTTOMS LAUNCHES JEWEL OF A COLLECTION

Beautiful Bottoms' AW12 collection will see the brand transfer from natural, earthy hues into the realm of jewel tones.

The new colour palette, designed to empower women, includes shades such as sapphire, jade, pearl and ruby.

Heavier silk and lace trims have also been added into the collection, which will include a new structured/padded bra shape for the season.

Beautiful Bottoms is currently available from retailers such as Selfridges London, Harvey Nichols, Anthropologie UK/USA and Fenwick (Bond Street), plus a wide variety of outlets worldwide.

FRAULEIN KINK INTRODUCES BEDROOM PHILOSOPHY

Fraulein Kink will be showcasing its new Philosophy in the Bedroom collection at The Lingerie Collective, this month.

Key items in the include Sex Kitten, Damsel in Distress and the Mawby Tuxedo Fringe Set.

Sex Kitten, the stand out design of the AW12 range, includes a gold studded playsuit and fringe mask. The hand & ankle cuffs, and leg straps, are all detachable, while a tassel at the centre back can be worn down the shoulders or below the waist.

Damsel in Distress features fringe and gold stud bed restraints, while the final piece, the Mawby Tuxedo Fringe Set, encompasses a belt, handcuffs and mask, which can also be worn either as a necklace or a garter.

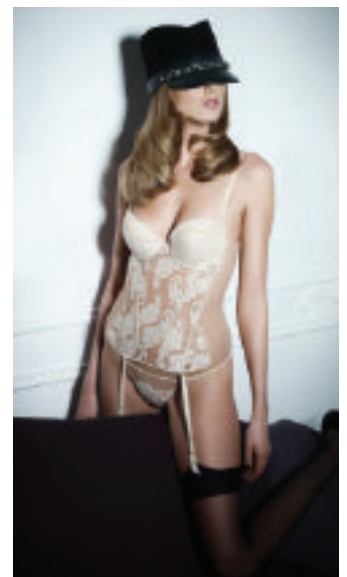
I.D. SARRIERI MAKES UK DEBUT AT LONDON SHOW

I.D. Sarriero is making its UK debut at The Lingerie Collective trade show, this month.

The luxury brand, which launched in 2002, has appeared on catwalks in Paris, Milan and New York.

Founder Iulia Dobrin gains inspiration from vintage, 'sophisticated' lingerie pieces and from haute-couture and pret-a-porter de luxe fashion trends.

The AW12 collection includes special bustiers, garter-belts, triangle or unusual push-up bras and 'Marilyn Monroe' style panties.



PAOLITA INSPIRED BY POST-WAR FASHIONS



Paolita will be introducing its 2012 Resort collection at The Lingerie Collective trade show, this month.

The range draws its inspiration from European post-war fashion and seeks to celebrate the indulgence of the 1950's, with a focus on flattering fitted cuts and structured looks.

Expect a side-step from Paolita's paintbox brights to muted feminine shades and vintage inspired prints, such as monochrome gingham checks.

LOVE & LUSTRE ENTERS THE UK

Australian lingerie brand Love & Lustre will be making its UK debut at this month's Lingerie Collective show.

The brand, which is sold throughout Australia in leading department store David Jones, as well as via hundreds of independent lingerie and fashion boutiques, will be exhibiting its Vintage Oriental Collection at the show.

The line combines the dreamy tones of vintage photography and the styling of Oriental design.



LAZY EIGHT LAUNCHES AT THE AW12 SHOW

New lingerie brand Lazy Eight will be launching at The Lingerie Collective, this January.

The brand was started at the end of 2010 and has taken shape over 2011, culminating in an introductory collection for AW12 which is rich in jewel colours.

The brand uses pleats and 'Lazy Eight' bands to provide the necessary support.

The collection for AW12 will feature 30 pieces, including three colour ways and several soft designs.

YES MASTER EXHIBITS BLACK LABEL



Yes Master will be showcasing its new Black Label collection at The Lingerie Collective event.

The new luxury line, which ranges in price from £300 for a bra to £450 for a bodysuit, was first introduced at London Fashion Week in September.

At the time, founder and creative director Igor Pacemski said: "I have had orders, actually, which is very good and very rare at London Fashion Week.

"Press-wise, it has been mad. We have received call-ins from Harpers, Cosmopolitan, In Style, Harpers Italy, Grazia, I mean everyone. They loved it."

OLIVIA VON HALLE SHOWCASES HER LABEL AT LINGERIE COLLECTIVE

New nightwear brand Olivia von Halle will be exhibiting at The Lingerie Collective, this month. Designer Von Halle was inspired by the lounging pyjamas worn by Chanel and her contemporaries in the 1920's in the creation of her brand.

The pyjamas are designed to

have a relaxed, loose fit and the pants are designed to be very long. All the pyjamas are made from and piped in silk, and finished with mother of pearl buttons.

Olivia von Halle will showcase five different styles at the event: The Namalee, The Sophie, The Victoria, The Mary and The Tansy.

SHELL BELLE COUTURE LAUNCHES GRAND HOTEL IN LONDON

Shell Belle's Voyage continues for AW12 with a new Grand Hotel theme, focussing on the romance of travel with 1930's inspired slip dressing and lingerie wardrobing.

The three stories include Bisous, Sweetheart and, finally, the Grand Hotel story, featuring intricate, washed silk pieces.



EXHIBITORS: Aubade, Beautiful Bottoms, Bebaroque, Belle-et-BonBon, Bordelle, Chantal Thomass, Claudette, Cotton Club, Damaris, Dani Read, Dirty Pretty Things, Ell & Cee, Elset, Enfants Terrible, Fleur of England, Fraulein Kink, Hot Milk, ID Sarriero, Kriss Soonik, La Perla Studio, La Perla Villa Toscana, Lascivious, Lazy Eight, Lelo, Leurre, Love & Lustre, Lucille, Made By Niki, Marika Veri, Marlies Dekkers, Mimi Holliday, MC Lounge, Miss Mandalay, Nicole Gill, Obey My Demand, Olivia Von Halle, Paolita, Pleasure State, Shell Belle Couture, Stella McCartney, Sweetling, Yes Master

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Climate Change



WHEN MICHELLE MONE WAS MAKING HER WAY TO A DINNER DANCE, ADJUSTING AN UNCOMFORTABLE CLEAVAGE-ENHANCING BRA, SHE NEVER DREAMED THAT 14 YEARS LATER SHE WOULD BE RECEIVING AN OBE FROM THE QUEEN AS ONE OF THE UK'S MOST CELEBRATED WOMEN IN BUSINESS. THE ENTREPRENEUR EXPLAINS THE SECRET OF HER SUCCESS AND DESCRIBES HOW THE LESSONS SHE HAS LEARNT ARE BENEFITING HER IN THIS ECONOMIC CLIMATE.

“ At the moment, people are scared. They are unsure about the future. I could see this happening quite a number of years ago and I thought, ‘right, we don’t want to rely just on lingerie’. So, that is why I wanted to start Ultimo Beauty, which is launching next March. Ultimo bath and body, Ultimo tan and Ultimo perfume. And, we have got three body creams, which do wonderful things for your body.

If it wasn’t for the current economic situation, I probably wouldn’t have set this up so soon, to be honest. But, I am seeing that now you are having to work much harder to get the same result. And, I think that you should never put all your eggs in one basket. At the moment, we are a lingerie company but, next year, we will be a beauty company as well... Beauty is on the increase. Clothing is on the decline. I

1

Ultimo founder
Michelle Mone

2

Michelle Mone
& Peter Jones by
Stephen Hughes

3

Ultimo founder
Michelle Mone

3



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want a bit of that cake. I want to spread out the risk.

People need to look at the way they have been doing business and change it. Change is good. And, I think, especially in this climate, brands can't stay the way they are. If it's working, then keep doing what's working but, if you are struggling for sales and for new customers, then the only way is to change and to move your brand on.

People can't sit back and think, for example, 'we are M&S.' It doesn't matter. Customers are a lot more savvy than they have ever been before. People don't have to continue spending their money with the same people. I don't think that the loyalty is there the way it used to be there, because consumers are feeling that they are not being treated fairly.

Some retailers are moving on, but I believe that some others have to focus more on the customer and get in tune with what their needs are. This isn't a case of discounting all the time. I think that discounting all the time is bad and it is only going to get worse. Because, actually, brands can't afford to keep on going the way they are going and manufacturing prices, in the Far East,

for example, are going through the roof. Something has got to give.

You have just got to give consumers a reason to buy. It is all about service, as well. Time is money. People are stressed. They don't want to go in to have bad service. They want speedy service. Consumers are a lot more demanding than they have ever been.

They want brands that will give that point of difference... Be different. If you are the same as everyone else, then it does come down to price, doesn't it? You have to be different from your competitors and know your competitors better than they know themselves. There are a lot of brands out there who are saying, 'we are such and such, and we are fine', but I don't think anyone is fine. Next year is going to be the hardest year. Definitely. You only have to look in terms of what is going on in the world...

I think there are three key groups who can actually make a major difference. Number one is the banks. They have got to start lending to first time buyers and get the housing market moving. Once you sort out the housing market, everything else starts to click into place.

The government has got a huge role to play. But, all we are hearing about is the problems and we are never hearing any solutions of what they are going to do. The third group of people is the media... Every time you pick up a newspaper and you turn on Sky News, ITN news, it is all doom and gloom. They need to start reporting in a more positive way. I would love to get a few top business people that I really respect, sit them round a table with a few key bankers, along with some people from the government – though, I don't know who that would be, to be honest – and also the media. They could call it the 'powerful twenty'. I believe they would have a massive impact in sorting this mess out.

Our company structure has changed dramatically because, as it has changed outside, we have changed with it. The companies that don't are the companies that are not here anymore. And, touch wood, we will still be here for a long time.

Every single day is a battle and I never rest on my laurels at all. And, I think that is what keeps you hungry and keeps you going. It is a risk of failure." ♣

4
Amy Childs models Bra Queen for Ultimo

5
Luisana Lopilato wears Envy for Ultimo

6
Luisana Lopilato wears Claudine for Ultimo

1



ELLE GETS Intimate

ELLE MACPHERSON TALKS ABOUT CELEBRATING 10 YEARS OF ELLE MACPHERSON INTIMATES AT SELFRIDGES, DISCUSSES THE LATEST BRAND DEVELOPMENTS AND REVEALS WHAT IS IN STORE FOR 2012.

What does it mean to you to be celebrating ten years at Selfridges?

It was so great to see all the balloons, images from past campaigns and Tim singing. I've had such a wonderful relationship with Selfridges and it is a celebration to be ten years in business in this country. It's not easy.

How did the partnership first come about?

I was looking for a leading retailer to exclusively launch Elle Macpherson Intimates into the UK market...

What is Selfridges like to work with as a stockist?

They are wonderfully collaborative and supportive of my vision for Elle Macpherson Intimates. I have solidified my market share by being present in the best retailers in the country.

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*Elle Macpherson
Mesmerise lingerie
set in jet*



Have you got any new projects planned with the store in the next 12 months and, if so, what?

We have several projects planned, including the new Elle Macpherson Intimates brand imagery roll-out, and continued focus on the development of the collections available.

How has Elle Macpherson Intimates grown over the past decade in terms of product and market share?

EMI has grown significantly over the past 10 years. We have developed new sub brands, including Obsidian, an Afterwear collection and Macpherson Men (not currently available in the UK) to cater to a larger market.

We have new retailers in the UK, and globally, stocking Elle Macpherson Intimates, including many online retailers, such as Net-A-Porter.

In addition, the brand is now sold in around 25 countries globally.

What has been the greatest challenge in this period?

Expanding during a recession takes courage and vision. We have grown the European market during challenging times and I am proud of this achievement.

Have you any new exciting product launches or events coming up for 2012 and, if so, what?

We're excited about the new collections arriving in 2012, which offer new fashion options within the range. Our new core product range, Bare & Bold, has been very popular, as it offers women the t-shirt bras they've come to know and love from Elle Macpherson Intimates.

Do you have any plans to expand your network of stockists?

Elle Macpherson Intimates is always aiming to increase its stockists. Currently, we see a large growth in online retailers. ♣

I'm Making a List I'm Checking it twice

MY PRESENT THIS YEAR IS JUST ANOTHER CHECK-LIST.

About two weeks before Christmas, I had a moment... That moment happened just as I was about to be run over by a car, in the car park of a well-known supermarket, as I was running to drop a trolley off in the trolley bay. I had a flash of what my life was in that moment. I had just had a meeting with the buyer of a very well known online lingerie retailer and there was another meeting happening at that time, with another store, with another beingU member.

I fitting in some shopping for my mother, who had a stroke earlier this year (her carer had sent me a text earlier in the day with just the words 'body wash', 'orange juice', no full sentences or even a hello).

I needed to get back to drop the shopping off and to make sure all was ready for a big fitting the next day for our Autumn Winter collection, and check how the to do list for Curve New York (where we are launching to the US market) was doing. Were samples going to be ready on time? How was the stand theme going to work out? Our US press release also needed to be done, we had deadlines for copy for interviews we had been sent, as well as artwork deadlines for ads and on-

line banners. My mind was a buzz of activity, so no wonder I did not see the car.

Well, I survived that incident, only to open up the samples for Autumn Winter a few days later and nearly die of a heart attack, as the elastics were all the wrong colour, the charms had been put in the wrong place and, to be honest, some of the bras did not look like part of beingU. This, combined with the fact that at the fitting session that week I nearly cried when I saw one of the bras on the model, was doing nothing to help make my experience in lingerie a pleasant one.

Well, I thought, the whole of December will probably pass in a similar vein, so I had better be ready for the stress.

I have spoken to a few seasoned professionals in the industry and they have laughed at me and said my trials are nothing compared to what they have been through. Apparently, whether you are a big retailer or a smaller independent, these things happen all the time. Everyone is under pressure, from the factories to the retailers. If I knew what went into getting a bra right, I would have complained less as a consumer (or maybe that is going a bit too far).

And so, the week before Christmas, we have another HUGE list to

check off, and it's not Santa's naughty or nice list! We are chasing samples for the shows, for photo shoots and for press call-ins. The factories are getting ready to close for Christmas and we have Chinese New Year looming, which means fabrics and components need to be on their way now if anything is coming through China. On top of that, we have artwork to finalise, models to fit and may have to jump on a plane at any minute to finalise creative for the campaign.

Everyone told me I was crazy wanting to get into this; building my own brand. And, I think, everyone in this industry must be a little bit crazy or incredibly brave to keep going?! So, Christmas is cancelled for all of us here, I imagine, while we try to work through our lists and check off our samples and photography.

By the time you read this, I wish all of those in the same position as me have had very happy holidays. I hope you got some time to spend with your families and I promise I was thinking of you when I was sneaking in a conference call with the team on Christmas Eve - just to make sure we were all on schedule.

By Sadia Sisay,
co-founder, beingU

1

Being U co-founder
Sadia Sisay

Object of *Desire*

This stunning canary yellow two-piece, from Zeki's SS12 collection, is brought together with a thick, full length strip of Swarovski crystals.

Wearable designs from the range include elegant 50's inspired monotone bikinis and sophisticated V neck swimsuits for understated glamour.

An international brand, Zeki was founded in 1958 and has seen a multitude of celebrity faces, including Cindy Crawford, Naomi Campbell, Tyra Banks, Eva Herzigova, Heidi Klum and Claudia Schiffer front its campaigns, runways and photoshoots. This year, Candice Swanepoel graces the cover of Zeki.

The swimwear brand is now looking to enter the UK market. It recently opened its own online boutique, targeting UK consumers, and its swimwear has also launched at department store Harrods.

RRP: £220

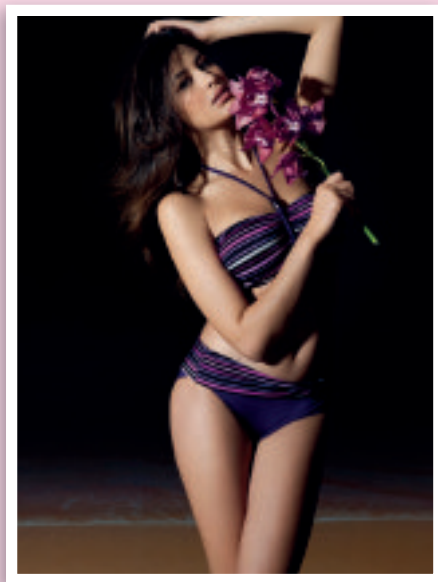
✦ **SUSANNA BY FANTASIE**

For AW12, Fantasie is introducing its new Susanna collection, in antique gold with black lace detail. The line includes an underwired basque, a brief, a short, a thong, a suspender belt and an underwired bra with side support, available up to an H cup.

RRP: £58

Contact: **Eveden, 0153 676 0282**

fantasie.com



◀ **ISABELLA & OLIVIA BY DEREK ROSE**

Luxury sleepwear brand Derek Rose is presenting a 'languorous and elegant' collection for Autumn Winter 2012. It will feature new shades of mineral greys, white and cream throughout, with touches of 'lighter than air' silk paisley providing a transparency to the products. Stand out pieces include the Olivia silver silk dressing gown with subtle metallic tones in the sleeve and shawl collar, and the Isabella silver silk pyjamas, featuring a subtle paisley in muted pale pink with signature mother of pearl buttons.

RRP: pyjamas, £500, robe, £600

Contact: **Derek Rose, 0207 486 1414**

derek-rose.com



NEW PRODUCTS
Lingerie Look

◀ **GENEVIEVE BY FAUVE**

Fauve is launching its debut luxury loungewear collection for AW12. Genevieve is the first stand alone loungewear range from Fauve. It includes a chemise, a camisole top and luxury lounge pants, made from a combination of satin and chiffon.

RRP: £89

Contact: **Eveden, 0153 676 0282**

fauve.co.uk

✦ **MARLAINE BY MASQUERADE**

Marlaine is new for the AW12 season. The product features an exclusive Mayan inspired print and a guipure bobble trim, which edges the balconnet shape, framing the bust with vertical seams and highlighting the shape. The Mayan print and guipure bobble trim are emulated on the brief for a matching set, available up to H cup.

RRP: £58

Contact: **Panache,**

0845 270 6222

panache-lingerie.com

▶ **MOMENTUM UNDERWIRE BY ANITA ACTIVE**

A new underwired bra is being introduced into the Anita Active Collection for AW12. The Momentum Underwire is a new version of the brand's Momentum product, which recently won the Red Dot Design Award. The underwiring of the new model has an innovative ergonomic shape, designed to systematically combine comfort and support. The neckline is cut slightly lower and the bust is given a full, rounded shape.

RRP: £59

Contact: **Anita UK, 0208 446 7478**

anita.com



✦ **AQUASHINE BY SPEEDO**

Due for release in May 2012, Speedo has revealed a new addition to its Aqua Active range, the Speedo Aquashine, a versatile suit designed for all forms of exercise.

The product features anti-chafe straps and a built-in soft-cup bra, which lifts, shapes and supports for a hold that doesn't flatten the bust. Like every product in the Aqua Active range, the Aquashine also features anti-friction and movement fit technology.

RRP: £50

Contact: Speedo, 0115 855 5165

speedo.co.uk



◀ **PHOENIX BY FREYA SWIM**

For AW12, Freya is launching Phoenix, a bold and lively swim collection featuring bursts of bright blue, red and green against a black base. It includes a plunge halter bikini top,

available from 28D-36GG, a cheeky rio scarf tie brief in XS-XL and a soft halter suit, available up to a 34FF.

RRP: top, £34.00, brief, £24.00.

Contact: Eveden,

0153 676 0282

freyalingerie.com/swim



NEW PRODUCTS

Swimwear Sensation

▲ **COSTA RICA BY FANTASIE SWIM**

For AW12, Fantasie Swim is introducing Costa Rica, a striking striped collection, complimented with pink and purple hues. The Costa Rica bandeau tankini is available up to a 38G, while a new style fold brief goes up to 2XL.

RRP: tankini, £50, fold brief, £30

Contact: Eveden, 0153 676 0282

fantasie.com/swimwear

◀ **SHAPING SWIMSUIT BY NATURANA**

This full control shapewear swimsuit is designed in line with the classic Naturana silhouette shape. Capitalising on the current controlwear trend, it is amongst the best-selling Naturana swimwear garments. The product will be available from May 2012 in the seasonal colours of turquoise, red and black.

RRP: £55

Contact: Naturana, 0154 341 4441,

naturana.co.uk



▶ **SHINY BIRD BY LISA BLUE**

This bikini from Lisa Blue's Show Bird collection is part of the brand's second summer drop. The Show Bird story is inspired by peacock feathers, which have reportedly been used for healing for tens of thousands of years in countries across the world.

It is available for order now.

RRP: top, £72, pants, £65

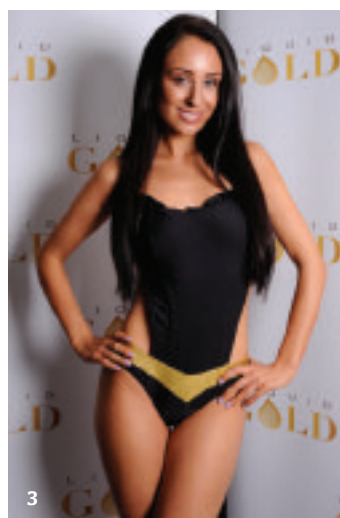
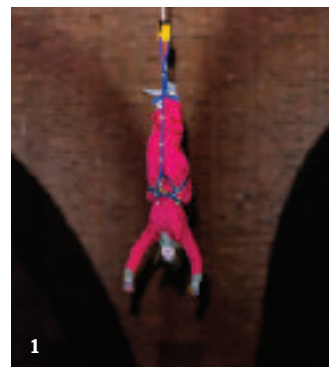
Contact: Susana Chauhan, 0796 968 5515

lisablue.com/au

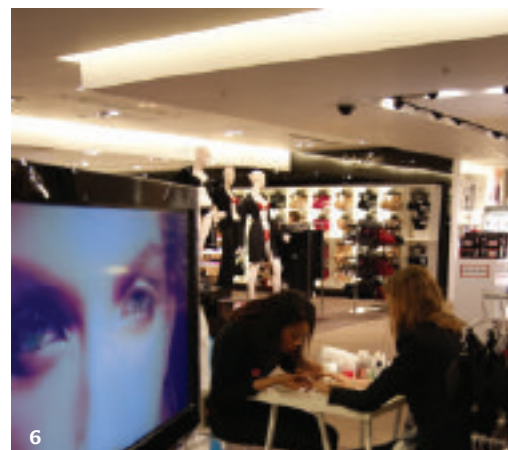


Social Lite

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



- 1**
Wonderbra Ultimate Plunge launch at Battersea Power Station
- 2**
Olympic swimmers at Speedo Fastskin launch
- 3**
Lisa Blue at Liquid Gold launch
- 4**
Ficleaves & SaveMe4Later campaign press event
- 5&6**
Marlies Dekkers Xmas event at Selfridges
- 7&8**
Playful Promises pop up launch at Boxpark





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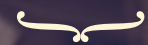


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