

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

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

INSIGHT



**EMILIO
CAVALLINI**

**SALON
REVIEW**

**INDEPENDENT
BATTLE**

**NEW
PRODUCTS**

BRIDAL SPECIAL

Delve into the world of bridal lingerie and discover our new photoshoot

UK GETS SKINY

Skiny's MD talks about his plans for the UK market

MODA PREVIEW

Sneak a peek at what the brands will be offering in Birmingham

CLIMATE CHANGE

Michelle Mone advises on how to overcome the retail blight

**OLYMPIC
CALENDAR
GIRLS**

**GB TEAM MEMBERS
DISCUSS LINGERIE
& SWIMWEAR**

La Senza

EXCLUSIVE

Lingerie Insight talks to the MD of Alshaya about the company's takeover of La Senza UK

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The background of the advertisement is a scenic landscape. The top half shows a bright blue sky with scattered white clouds. Below the sky is a dense line of green trees. In the foreground, there is a field of tall, golden-brown grasses, possibly a meadow or a field of wildflowers, with some green grass visible at the bottom. The overall atmosphere is bright and natural.

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CONTENTS

FRONT

- 11 News Review**
A round-up of this month's lingerie and retail news.
- 14 First Stitch**
We take a look at the work of emerging maternity lingerie designer Lorna Drew.
- 16 Voice of the Industry**
Eveden's Nigel Addison makes the case for soft cup bras.
- 17 Speakers' Corner**
Industry leaders discuss their experience of SIL in Paris

INSIGHT

- 20 MODA Preview**
Plan your time at the UK's largest lingerie exhibition with the help of our comprehensive show preview.
- 28 Exclusive interview with La Senza's new owner**
Mohammed Alshaya of Kuwaiti retail group M.H. Alshaya speaks about his plans for Britain's lingerie giant.
- 30 UK Gets Skiny**
Brand new to Britain, the Skiny brand is reaching out to retailers with its stylish new collection.
- 34 Bridal Special**
Summer's weddings are being planned and paid for right now as we discover in our special report and photo shoot.
- 46 Emilio Cavallini**
Italian hosiery house opens up about its plans for the UK.
- 48 Olympic stars get intimate**
Team GB Olympic hopefuls discuss their favourite undies.
- 56 Battle for independents**
Kiss Me Deadly cooperates with its competitors.

REGULARS

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



FOREWORD



It has been a month of dramatic business news on the British high street with La Senza falling into administration before being rescued by M.H. Alshaya, a retail colossus headquartered in Kuwait.

French lingerie brand Lejaby followed a similar trajectory. It wasn't until the company's Lyon operation was effectively shuttered before fresh finance from abroad rescued the brand, but not its manufacturing plant. That work will be heading to the Far East.

It is an all-too familiar story in today's global economy. Western European businesses, which have been saddled with uncompetitive working practices, unaffordable cost bases and often unservicable debts,

find themselves acquired using money generated in the red hot economies of the Middle East or Far East.

It would be easy to see this as bad news, but I do not. Certainly there are personal tragedies for the likes of Lejaby's UK team, which worked tirelessly for the brand before receiving their P45s last month, but in the main, businesses that fail do so because they have been mismanaged over many years.

New owners come in with new ideas, fresh capital and innovative managers that can ultimately revive brands that might otherwise be lost forever.

Unfettered by the business practices and balance sheets that forced businesses into the abyss in the first place, they very often create genuine value and employment opportunities for a new generation of staff.

I am far from concerned about the overall health of the British or European intimate apparel industry, and found plenty of like-minded souls on my trip to Salon International de la Lingerie in Paris this month.

Sure, times are tough, but many businesses are thriving thanks to their creativity, hard work and business accumen.

KAT SLOWE

EDITOR

kat.slowe@itp.com

FEBRUARY COVER

Photographer: Paul Martyniuk
Stylist: Darren Knight
Hair & Makeup: Barrie Griffith
Model: Jessica Devos
Location: One Marylebone

Bra and knickers from the bridal collection of Fred & Ginger.



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Spacer moulding

Stand C15
Moda
Lingerie & Swimwear

A fashion advertisement for Scandale lingerie. Two women with their hair styled in buns are shown from the chest up. They are wearing black, strapless, form-fitting lingerie. The woman on the left is looking towards the right, and the woman on the right is looking towards the left. Both are holding red lipstick tubes to their lips as if applying it. The background is dark and slightly out of focus, with some gold-colored decorative elements visible.

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

FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

> NEWS REVIEW	12
> NEWS IN QUOTES	13
> FIRST STITCH	14
> VOICE OF THE INDUSTRY	16
> SPEAKERS' CORNER	17
> CALENDAR	17
> WEB HIGHLIGHTS	18



INVISTA UNVEILS LYCRA® FIBRE WITH SECRET W TECHNOLOGY DAZZLES DESIGNERS IN PARIS

INVISTA, one of the world's largest integrated producers of polymers and fibres, revealed a cutting-edge advancement in LYCRA® fibre technology at a gala event in Paris, last month.

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 Apparel global director of intimate apparel & swimwear, Steve Stewart, told *Lingerie Insight*: "We have been working on it for over two years. We will be commercialising it over the next couple of months. Everything that

is used for intimate apparel will be using this fibre.

"The idea for the launch was for everyone to know that we are doing this and why... In challenging market conditions you need to provide more value to your customers.

"However, how it works is a closely guarded secret," jokes Stewart.

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

NEWS REVIEW

Lejaby has announced that it will be making its entire UK staff redundant. The 29 employees took their final pay check at the end of January, in a step that will see the closure of the company's current UK distribution office. Lejaby SAS was bought out, last month, by Alain Prost, the former CEO of Italian lingerie group La Perla.

Prost has promised to invest 7 million euros in the company. He joined forces with the sub-contractor Lejaby, in Tunisia, where he is expected to take the company's manufacturing after closing the brand's last production plant in Yssingeaux.

UK country manager Kathleen Morgan told *Lingerie Insight*: "Even though we had given people warnings since October, still, when someone has been 37 years in one store... I hope that some of the employees will be re-hired by the stores."

Maison Lejaby, the name under which the French business now operates, will be exhibiting on a small stand at Moda, where UK retailers will be able to place orders for the new AW12 collection.

✔ **The UK Lingerie Awards 2012** has a new nominations process for intimate apparel brands and retailers that want to be considered for the industry's most prestigious awards.



A robust set of rules, advice and criteria will be published prior to the nominations going live, allowing entrants to plan the presentation of their key products and achievements to the panel of judges. The nomination process will open on April 1 and run throughout the month. The final deadline for entries will be April 30. There will also be a public vote in certain categories, with prizes of tickets to the gala UK Lingerie Awards dinner up for grabs to lingerie lovers who take part in the poll.

"In its inaugural year, the UK Lingerie Awards established itself as the most important and enjoyable date in the industry's calendar and with our new comprehensive nominations process we are certain that the 2012 event will be even better," explains Kat Slowe, editor of *Lingerie Insight*, which hosts the Awards. "We will ensure all brands and retailers have equal opportunity to impress the judges, and that the judges have all the material they need to make informed decisions," she added.

✔ Maternity lingerie brand **HOTmilk** is pushing into the mainstream market with its first line of non-maternity underwear. The New Zealand brand is hoping to use the expertise it has gained in bras without underwire to appeal to a wider variety of female shopper. To reflect its push into the mainstream lingerie market, the brand has called its first non-maternity collection Everywoman.

HOTmilk director Lisa Ebbing said: "HOTmilk Everywoman was created from all the fabulous feedback our retailers have shared with us over the past six years. We have listened and created this brand for you – wire-free intimates for every woman to fall in love with."

✔ **Ultimo's** owner Michelle Mone has stated she will move her company's headquarters from Scotland to England if the country votes for full independence in a referendum. The Scottish entrepreneur, who won an OBE in 2010 in recognition of her business success, says that the SNP's plan for independence would force her to head south of the border. "I will move my business and I will move personally," she told the *Sunday Times* newspaper. "I don't think we can survive on our own and I think it would be really bad for business."

Scottish Finance Secretary John Swinney, responded: "This is a time to talk positively about Scotland, and we will be very happy to meet with Ms Mone to discuss our nation's future".



✔ **Victoria's Secret**, which is expected to open a flagship store in London this summer, has added a high end range of lingerie to its US portfolio. The Victoria's Secret Designer Collection is selling at prices ranging from \$48 for a thong to \$298 for a sheer lace corset. It will replace independent branded offerings that have previously been offered to more affluent customers. Ed Razek, president and chief marketing officer of Victoria's Secret, told womenswear trade web site WWD: "We took it in-house because we have a design team that has such a passion for lingerie, and they differentiate Victoria's Secret from any other brand."



Retailers have reported a marked year-on-year fall in sales volumes in January, although one that was broadly in line with expectations. Retailers anticipate that annual sales will fall once again in February, according to the CBI's monthly Distributive Trades Survey. For the first two weeks of January, the survey found 44% of retailers saw sales volumes fall on a year ago, while 22% reported a rise, giving a balance of -22%. This was the worst result since March 2009, but was broadly in line with expectations. Retailers also expect annual sales volumes to continue to fall in February, albeit it at a slower pace than this month.

NEWS IN QUOTES



"I want to represent women with a curvier figure and show them that you can be sexy no matter what your size or shape."

Size 16 student LUCY MOORE talks about winning a competition to become the new face of lingerie retailer Ann Summers.

"The basic design of current nursing bras is clearly flawed and can lead to discomfort, infections and conditions like mastitis."

Designer LORNA DREW explains why she launched her new patented maternity bra, the only one in the world to fit over three cup sizes.

"Our goal with SPANX Active was to create the perfect black pant that would conceal any tummy pooch and make your butt look amazing."

Spanx founder SARAH BLAKELY on the launch of the brand's new activewear range.

"Video and avatar technology hasn't been utilised on this scale in lingerie before and we are excited to be at the forefront of it."

Lingerie Please marketing manager NICOLA PRINGLE talks about the online retailer's purchase of Knicker Picker.com, the first site in the world that allows people to pick the size of the model they want to see in the underwear.

"This is a really amazing opportunity for us at Bordello and, although the community is sad, we are happy to be given this opportunity to develop the business."

Bordello founder MICHELE SCARR discusses the closure of her Shoreditch store.

» Something to say? Email info@lingerieinsight.com

THE LINGERIE & LEGWEAR SHOW 2012



Image courtesy of Leipel

22nd MARCH 2012
8.30am to 4.00pm

Welcome to the premier show for independent Lingerie & Legwear retailers. It takes place at Cranmore Park - one of the UK's best exhibition venues - on 22 March, 8.30am to 4.00pm.

We bring together over 50 leading brands to show the very latest in Lingerie and Legwear fashion together under one roof. Cranmore Park offers unrivalled show facilities, excellent catering and ample FREE car parking just 5 minutes from J4 M42. Registration is essential. Register by 9 March.

AFTER EDEN AMERICAN ESSENTIALS ANDREA BUCCI ARISTOC BESTFORM BEDROOM ATHLETICS BENDON BOOBS & BLOOMERS BY WISHES CALVIN KLEIN SOCKS CHANTELE CHARNOS HOSIERY CHARNOS LINGERIE CHILPRUFE COSTEX COTTON REAL COURTAULDS LEGWEAR CURVY KATE CYBERJAMMIES DAMELLA ELLE HOSIERY ELLE MACPHERSON ELOMI EVEDEN FANTASIE FASHION FORMS FAUVE FORDVILLE FREYA GIPSY GLORLETTE HOUSE OF HOLLAND KUNERT & HUDSON JONATHAN ASTON LADY SELENA LAMATEX LEPEL LEVANTE MAIDENFORM MANCHESTER HOSIERY MARLIES DEKKERS MARSYLKA MELAS MISSI SOCKS MOON RIVER NATURANA PALM PAMELA MANN PANTHERELLA PASSIONATA PASTUNETTE PLAYTEX POUR MOI? PRETTY POLLY RAPZ REBELLE SERITA LONDON (MASTECTOMY) SHOCK ABSORBER SILHOUETTE TRIUMPH UNUSUAL VALBONNE VANILLA LOUNGEWEAR VOSSEN WAITES WHITE SWAN WONDERBRA WWW GROUP ZETEK BODY FAVOURITES

Exhibitor list subject to change.

Cranmore Park Exhibition Centre
Cranmore Avenue, Shirley,
Solihull, W Midlands B90 4LF

www.lingerielegwearshow.co.uk

NEWS REVIEW



▲ **Zahia Dehar**, who made headlines last year for her exploits as a high class call girl linked to three professional French football stars, is hoping to use her notoriety kick start a career in lingerie design. The 19-year-old, who turned her back on prostitution as modelling work for magazines including Vanity Fair blossomed, presented her first collection at Couture Fashion Week in Paris on Wednesday. She joined lingerie models on the catwalk to showcase her revealing designs, which British tabloids have been only too accommodating in publishing pictures of this week. Zahia has become one of France's biggest internet sensations. She has more than 20,500 twitter followers at @ZahiaOfficiel and 6,000 'likes' on Facebook.

Moontide has launched a new retail display competition, where the winner will receive a weekend break in Paris. To enter, retailers must create a 'show-stopping' display for their window, using styles from their spring/summer 2012 collection. They then need to take a picture of the display and send it to Moontide at paris2012@moontide.co.uk, along with the name of their store and an explanation of why they would love to go to Paris. The competition is open from February 15 to April 15, 2012. The winner will be featured on the

brand's Facebook and web pages, and in the trade press.

▼ **Agent Provocateur** has revealed French beauty Mylene Jampanoi as the face of its Spring Summer 2012 campaign. The actress began her career in French television and was cast in her first movie role in 2004. Since then, she has played alongside Daniel Auteuil, Gerard Depardieu and recently in Clint Eastwood's Hereafter. Agent Provocateur creative director Sarah Shotton said: "After several successful campaigns featuring powerful femme fatales in high-octane bold imagery, I decided that I wanted to take a softer approach for Spring Summer 2012. I am a huge fan of the soft focused era, the glowing scenes from the gently erotic films such as Emmanuelle and The Story of O and my collection of vintage Playboy Magazines made me want to re-introduce the sensuality and flirtation of the 70's into our campaigns."



The Lingerie Collective has launched a new online boutique. Brands on the website include Beautiful Bottoms, Bordelle, Ell & Cee, Kriss Soonik, MC Lounge, Modern Courtesan, Obey My Demand and Olivia Von Halle. The Lingerie Collective already operates a store on London's Ganton Street, but this is the first time that the brand's have been available to purchase online.

FIRST STITCH CELEBRATING EMERGING TALENT

New breastfeeding lingerie brand **Lorna Drew Nursing Lingerie** has invented and patented the only nursing bra in the world that can be adjusted to fit over three cup sizes.

The brand has already been taken on by Harrods and the UK's second largest mother and baby retailer, Maman Bebe. Lorna Drew Nursing Lingerie managing director Lorna Drew says: "The basic design of current nursing bras is clearly flawed... None of the leading nursing brands seemed interested in providing a reasonable solution, so midwives have no choice but to recommend wearing the wrong sized bra."

Lorna Drew Nursing Lingerie launched internationally at Salon International de la Lingerie in Paris, last month, and appeared on the show's catwalk. Harrods and Jojo Maman Bebe have stocked Lorna Drew lingerie from the end of January, 2012.



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

STORE ENVY

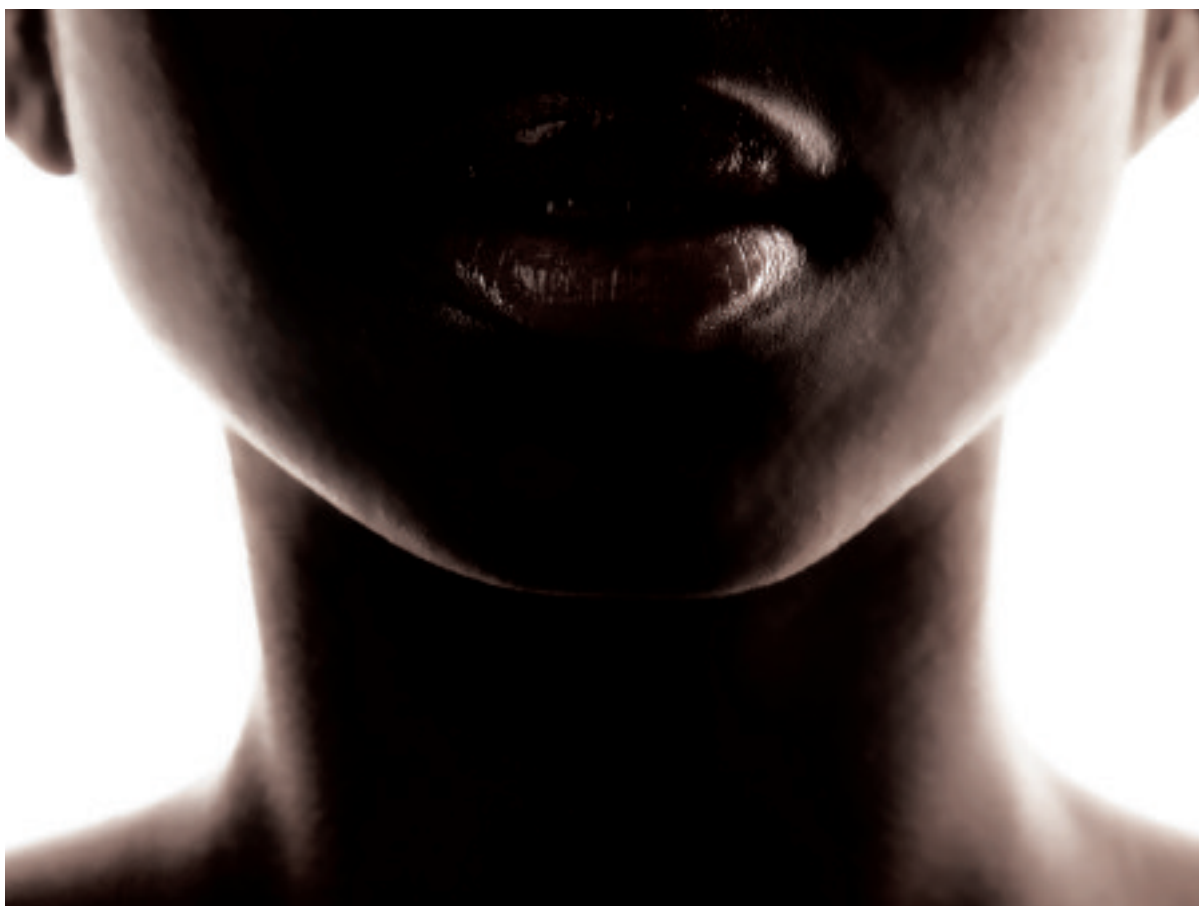


AUBADE, WESTBOURNE GROVE, LONDON

Aubade launched two stores in London, last year, with a third planned for 2012. The new boutiques, located in Westbourne Grove and South Molton Street, feature furniture decorated with a dotted black and white lace motif. A velvet curtain provides privacy for visitors, as

they gain the discreet assistance of the store's staff. A bright red counter with the brand's name emblazoned in bold black provides a finishing touch. The boutiques, according to Aubade, reveal the charm of sex appeal a la francais, as cultivated through the French art of loving.

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



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VOICE OF THE INDUSTRY

The importance of the soft cup bra



NIGEL ADDISON
Sales director for UK & Eire, Eveden

The importance of soft cup bras is growing. Traditionally soft cups are targeted at only a few consumer groups but this is changing. Feeling lighter and softer on the skin, they have always made an ideal choice for new mums and mums to be who don't want to wear heavy non-breathable bras.

However, soft cup bra styles are a key style for consumers who are looking for comfort, freedom of movement and a bra which they can wear all day without worrying about the discomfort of underwires digging in.

Soft cup bras are perfect for every stage in a woman's life; a soft cup bra can be worn through the adolescent years as the breasts develop, during and after pregnancy, they are also suitable to wear after breast surgery or just when you want comfort and support without the wires. In particular, foam moulded soft cup bras offer a light feel yet they are still supportive.

The launch of a good large cup size soft bra is long overdue. There's always been a bit of stigma around soft cup bras, traditionally associated with being unflattering, really covering and not giving the best shape. We recognised many women were struggling to find a good soft bra,

especially those with a large cup size and we wanted to address this and introduce an incredible soft cup that's fashionable, young and fresh, making a soft cup an option for everyone who wants to wear one.

Since its launch in back in 2009, the Deco range has been our best selling Freya collection and a hit with all our stockists and customers season after season, style after style. Whether it is the moulded plunge, strapless or half cup, Deco works! Feedback and sales have assured us women love the great shape, smooth cups and perfect fit whether they are a 28 or 38 back, B to GG cup. Launching a Deco soft cup made perfect sense and was the next obvious development for the Deco range to expand into, giving customers with a large cup size the chance to try a soft cup too.

We believe the Deco soft cup will excite across the ages including young people who are perhaps looking for something more comfortable or even a first bra style. Since revealing the Deco soft cup, the response from everyone has been really exciting and encouraging, with women who never dreamt of wearing a soft cup before announcing they want to try it out. This is the only bra of its kind which currently goes up to a G cup, so we're certainly looking forward to seeing how demand grows!

NEWS REVIEW

French lingerie brand **Millesia** will be launching in the UK for AW12. The Lyon-based label will be distributed in the country by Straps Ltd. Millesia's first collection showed at the International Lingerie Fair in Paris in January 1994, where it reportedly gained an unexpected success, especially with Italian and Japanese customers.

✔ **Mimi Holliday** by designer Damaris Evans is set to launch new label Max Holliday in Harrods in conjunction with its new pop up shop at the iconic London department store. The brand's first range of men's boxer shorts will launch online on the Mimi Holliday website in time for Valentine's Day. Designer Damaris Evans said: "I started making them by hand for my boyfriend before I started the main collection. He loved them; they were his pride and joy of boxer shorts so I made him another pair and more and more over the years. Then his friends wanted them, and some got a pair for their birthdays."

The boxers are made with a

mix of classic polka dots and striped cottons, and classic

Liberty cotton prints in different combinations. Each pair features a relaxed fit leg and an elasticated waist, lined in velvet ribbon. There are two lengths, both of which have a buttoned fly finish. One is a classic short boxer length and the other a long boxer shape, inspired by Andre Agassi's first appearance on court in virgin white.

Luxury lingerie brand **Bordelle** is launching a new bridal range for AW12. The new collection includes garments from AW10-AW13, alongside a series of new pieces. Key features throughout include the use of lace for the first time and adjustable elements for a superior fit, with sliders able to alter products' size by up to 5cm.

The range has been separated into four distinct themes: Bordelle Classics, Bondage Bride, Something Blue and True Romance. Swarovski crystals provide an extra decorative element throughout the collection and can be seen hanging as teardrops from the centre-front of the bras and as hollow squares, attaching suspender clips.



SPEAKERS' CORNER**DIARY DATES**

HUBERT LAFONT
Managing director,
Barbara Group

OLIVIER PIQUET
Managing director,
Lise Charmel Group

STEFAN BREITBACH
International sales
manager, Skiny

WHAT WAS YOUR EXPERIENCE OF THIS MONTH'S SIL SHOW?

“Salon International de la Lingerie was a great success. The general atmosphere was very vibrant and the outlook was really positive. In terms of Barbara, we received as many visitors as our stand could hold. Not only were the numbers good, the calibre of customers was high too. “We discussed the next supply of Barbara products to many export clients. Thank you for all these opportunities, and our compliments to all the team who organise this unique event.”

“It was an excellent fair for the Lise Charmel Group, the launch of the jewellery intimates with a special runway show on Saturday evening was a huge success, with more than 800 people attending the gala event, and we had confirmation of very strong interest in the Epure label by Lise Charmel. “Many thanks to all the Eurovet team for their professional and enthusiastic approach to the exhibition. We'll be back next year, and will see you in July at Mode City.”

“As a new brand at the fair, we were really happy with the number of customers who visited the Skiny stand. The number of customers from Europe and the Middle East was especially satisfying. Most visitors to our stand from Europe came from France, Belgium, Germany and Spain. “The feedback on the Skiny concept and the brand's DNA was excellent, and we hope to boost our sales significantly within the next month through contacts made.”

NEWS FLASH

AYTEN MUSTAFA, designer and owner of Ayten Gasson Lingerie, has reaffirmed her commitment to ethical sourcing and British manufacturing at a presentation to university students and staff in Nottingham. A conference entitled Global vs Ethical, hosted by The Trend Boutique, explored how businesses can use ethical practices to improve their competitiveness in global markets. Mustafa used her presentation to highlight why she has chosen to introduce sustainable fabrics and reclaimed laces into her collections, as well explaining her firm commitment and continued support for the UK manufacturing industry. “I feel it is important to highlight the moral responsibility we have as designers to produce our garments in an ethical environment - which may be in many forms from the sustainability of the fabrics used to the treatment of the workers producing the garment,” she said.



For more
news visit
www.lingerieinsight.com

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.

11-13 February, The Venetian Hotel Resort Hotel Casino, Las Vegas, and 21-23rd February, Jacob K. Javits Convention Center, New York, USA.

Pure London is a trade fashion event for mid to high end womenswear, footwear and accessories. There are daily catwalk shows and a series of trend presentations. Visitors include buyers from independents, multiples, department stores and online outlets.

12-14 February, Olympia, London, UK.

London Fashion Week will be showcasing a series of the top British and international designers. Lingerie and swimwear exhibitors include the likes of Charini and Roksanda Ilincic.

17-22 September, Somerset House, London, UK.

Moda Lingerie & Swimwear is the UK's largest national show for the lingerie, swimwear, nightwear and hosiery industries. The launchpad for new ideas, the event welcomes fresh talent each season and includes Moda Rouge, an area dedicated specifically to designer and directional brands. Dedicated catwalk shows run throughout the three days, showcasing the best from across the exhibition. The exhibition runs alongside the Moda show for independent fashion and accessories.

19-21 February, NEC Birmingham, UK.

Lingerie.com

INSIGHT

MOST READ ONLINE



- 1** Frank Sorbier corset causes red carpet sensation
- 2** Alshaya takes control of La Senza UK
- 3** Triumph bids to buy La Senza stores
- 4** Special report: spring/summer collections
- 5** La Senza to close 81 stores
- 6** Size 16 real model to front Ann Summers campaign
- 7** Bordello is closing down
- 8** Men fail to impress with racy lingerie Christmas gifts
- 9** Lizzy Haines wins star in a bra model search
- 10** Infamous French call girl debuts couture lingerie

EDITOR'S CHOICE



GALLERY

Claudine Keane models for Ultimo campaign

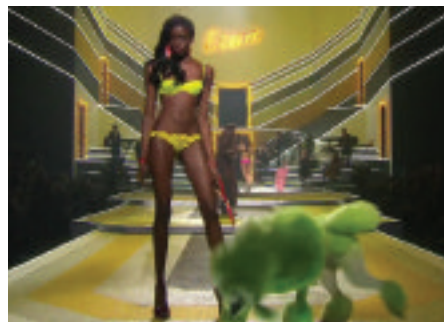
Scottish brand creates stylish shoot to promote its Valentine's collection.



LOOK BOOK

Maryan Melhorn's 2013 swimwear designs

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VIDEO

Etam's SS12 collection on Paris catwalk

French brand hosts star-studded catwalk show at Paris Fashion Week.



NEWS

White House fumes at Obama lingerie claims

Angry denial that First Lady was involved in a \$50,000 splurge at Agent Provocateur.



LINGERIE TWEETS

Well done again @Retailtrust on raising 1.1 million Gotta love myself and Sir Philips matching satin outfits Mx

@MichelleMone

Morningggg. Thanks for your lovely comments this morning regarding my valentines collection with

@ByCaprice xxx

@Imogen_thomas

Have you heard about the Freya Active Swimwear? Not only is it supportive & stylish, it also helps save the rainforest.

@FreyaLingerie

@photoanarchy: Cover image featuring @Jessdevos for next issue of Lingerie Insight @LingerieInsight in the bag." Yay Exciting

@JessDevos

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MODA PREVIEW

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

Date: 19-21st February, 2011 **Venue:** Birmingham NEC

ANITA TO MAKE A RETURN TO BIRMINGHAM SHOW FOR AW12



Anita Maternity will be introduce its underwired nursing bra in a new powder shade for AW12. The product is characterised by a curved neckline, framed with shimmering, silky seam tape. The pre-formed cups are made from sturdy spacer fabric that is covered on both sides in breathable, concealing microfiber for firm, seam-free support. The cups are opened via nursing clips, and have an additional ribbon to prevent the straps from slipping during breastfeeding.

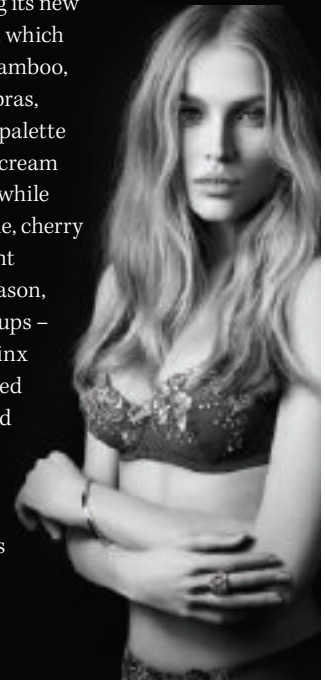
Anita Comfort is introducing the New Versailles series at the Moda trade show this month. Anita's new Versailles series features a trimmed design with an all-over floral pattern in microfibre material. The upper cup trim takes the form of a contrasting print panel, which combines with the matching all-over print and continues into the lower cup, and shaping side panel, to the back. The comfort bra has three-part cups with a firmly lined lower cup for added support. The comfort underwired bra has two-part cups that are also lined and provide extra support thanks to the Ergoline underwiring.

The series is completed by high-waist briefs and standard briefs with an all-over floral design. A miniature bow in contrasting colour and gently curving, soft edging bands lends a finishing touch.

Anita Care is launching new underwired bra Tonya Chic. The new Care bra features a concealing, seamless foam cup which has been manufactured especially for Anita. The fine microfibre covering joins a transparent panel at the neckline, which makes the cup look lighter, an effect that is underlined by the bow at the neckline. The model has pockets on both sides, made of breathable tulle, and shaping underwires, which are encompassed in a soft underwire band.

SUITE B DOES KNIT BAMBOO

Suite B will be showcasing its new AW12 collection at Moda, which includes a group in knit bamboo, titled Hannah, featuring bras, panties and nightwear. A palette of classic black, grey, and cream dominate the collections while bursts of grape, grotto blue, cherry wine and jade green accent the theme. New for the season, several of the brand's groups – Chance, Closer, Secret, Minx and Vixen – are now offered in its most popular 'second skin' microfiber fabric. A cherry wine shade is also being added to Suite B's Sweetest Sin group invites of banded lace intimates.



LIDEA ADDS TO CUP-SIZED SWIMWEAR

Lidea has extended its range of cup size-specific swimwear for AW12. The new collection picks up on key trends inspired by the 2012 Olympics and demand for fashion-inspired colour and print combinations. Stripes, colour blocking, checks and electric colours, flower prints and polka dots all feature in the company's biggest ever line up. Cup sizes of A-H are offered across the collection, which incorporates high-quality fabrics to ensure that the swimwear retains its colour and shape.



CHARMLINE PROMISES TO MAKE CUSTOMERS LOOK ONE DRESS SIZE SMALLER FOR SUMMER

Charmline's range of shape-enhancing swimwear promises to make women look one size smaller on the beach, next year. The 2013 collection offers three shaping levels: light, medium and strong, for optimum figure styling. Ruching and twist effects create flattering lines, while carefully placed prints and colours seek to eventuate curves in all the right places.

ROYCE COMFORT'S DARCEY PROVES WIRELESS CAN BE SEXY



Royce Lingerie will introduce its new Darcey style at Birmingham in February. The new product, part of the brand's Comfort range, seeks to dispel the myth that wirefree lingerie cannot be as supportive, shapely or sexy as its underwired counterparts.

It is available in a deep damson shadow striped fabric with pretty cutaway vintage lace trim, while a soft cotton lining and innovative underwire free design aim to provide excellent support, shape, fit and comfort.

Darcey is available in sizes 32-40, D-G.

STARLINE LINGERIE'S MODA DEBUT

Starline Lingerie will debut at Moda, this month with an eclectic array of garments inspired by the burlesque movement. The brand's collections ranges from retro lingerie, accessories and costumes to loungewear and petticoats. All items are made using premium fabrics, focusing on delivering the highest quality design and construction of each garment. The new collection is described as edgy and diverse, and acts as a "taster of things to come" according to the company's spokesperson.

MARYAN MEHLHORN SHOWCASES 2013 RANGE

Maryan Mehlorn will be presenting seven styles within its 2013 offerings: Cape Grace, Martinez Drops, Softline, Banyan Leaves, Royal Riviera, Soneva Luxury and Shangri-La Love. The new range adopts drape effects, ruching and pleats that create a feminine silhouette. Hand-crafted embellishments and decorative elements seek to catch the eye, while extraordinary motifs and prints seek to provide a touch of extravagance. Innovative neckline variations have also been added for design classics.



LEPEL LINGERIE AND NIGHTWEAR TO WARM HEARTS THIS WINTER

Lepel's new AW12 lingerie and nightwear collection showcases an array of rich colours and prints, such as berry, mink, green, aqua and turquoise. The lingerie collection includes seven new ranges: Molly, Belle, Katie, Erin, Emily, Josephine and Victoria. Meanwhile, Lepel Nightwear returns for the Autumn/Winter 2012 season with Lotty, Georgina and Jasmine.

BESTFORM LINGERIE SQUEEZES INTO SHAPEWEAR MARKET WITH AW12 LINE



Bestform Lingerie has announced that it will be launching its first shapewear collection at Moda in February. The new AW12 range, called Beauty Perfect, is designed to provide a beautiful sculpting effect, enhancing a woman's natural curves and creating a flattering silhouette beneath clothing. A nude lining is overlaid with fancy plumetis mesh and soft lace in black for a retro 'pin-up' look.

Meanwhile, a side shaping bra features a lateral panel that gently shapes the breast towards the centre, creating a fuller, more defined appearance. The cups are lined for additional strength and support, and fully adjustable straps are available to suit a broad range of body shapes.

The fully lined high-waist brief minimises the silhouette by up to 3cms, smoothing curves for a tighter tummy and trimmer figure. The waist band features a silicone strip for additional confidence in wear. Products are available in black or natural, from a C to G cup. Prices range from £19 for a maxi brief to £29 for a bra.

GOSSARD PRESENTS FOUR AW12 THEMES

FLORAL EXPLOSION

Romantic antique blooms are revamped in a floral frenzy, chintzy wallpaper floral's are updated in a rich plumage palette of captivating jewel tones, bold ruby reds, dazzling sapphire blues, daring emerald greens and chic sumptuous bronze. Strong scalloped forms and deeply textured laces seek to enhance the feminine luxury of this trend.

ON THE PROWL

Classic animal shades of caramel, chocolate and noir are carefully and yet daringly combined with bold embroideries and delicate laces, creating statement pieces fit for any Diva, promises Gossard.

FEMME FATALE

Unleash your femme fatale; a mysterious and seductive woman whose charms are irresistible. Pure indulgence, elegant and sophisticated noir and caramel shades collide with a clash of both bold and delicate polka dots, with crystal embellishment and exquisite embroidery.

THE RETROLUTION

Inspired by iconic 50's and 60's silhouettes, sculpted shapes are strict and sexy. To achieve this, Gossard styles have been revamped using soft, silky, structured fabrics, reinventing the classic silhouettes with high waists, and necklines and backs that are as low as they can go in shades of chic blush, nude and café au lait.

SPANX LAUNCHES ACTIVEWEAR

Spanx will introduce new figure-flattering activewear range in time for the Olympics. The debut collection includes a series of pants and camis in 'soft and comfy' fabrics that are designed to bend, breathe and wick away moisture. Spanx founder Sarah Blakely said: "Our goal with Spanx Active was to create the perfect black pant that would conceal any tummy paunch and make your butt look amazing. Each piece in the collection is

designed to help women look and feel great in a cinch without having to work for it."

The new Power Pants are sold with a Built-In Bagel Buster, made of Slim-X compression fabric to tame the tummy and hips and ponte knit legs for fixing flaws, the company promises.



PLAYFUL PROMISES EXHIBITS ANATOMY OF A HEART

The anatomy of a human heart was the inspiration for Playful Promises' AW12 collection. Key styles and shapes include juju straps, trims and ribbons, while ebony mesh is combined with noir satin and charcoal black lace. Boning, straps and a chunky cord provide the illusion of constricting restraints for this bondage influenced line. The Villain collection is intensified with a blood-rouge vintage stitch collection, incorporating a vintage stitch corset with matching blood-rouge mesh and stitch detail bra, brief and garter dress.



SWIM WITH SEASPRAY

Seaspray will be showcasing four new fashion collections at Moda. First is an appliqué outline flower group in black with a white flower and an electric blue with turquoise flower. It is sold in a ruched half skirted bandeau, ruched control suit and tankini with matching sarong. Second is a lace print in either blue or coral, available in a draped bandeau, draped control crossover and a halter neck tankini with matching pareo. Third is an abstract leaf print in pinks and lilacs, with fluorescent highlights, which comes in a draped top suit, bandeau suit, tankini and pareo. Finally, there is a sophisticated animal print styled into a draped crossover, a bandeau suit and a padded undersides cup fit bikini with a matching pareo and sarong.

TWISTED LOVE INSPIRES DIRTY PRETTY THINGS



Luxury lingerie brand Dirty Pretty Things will launch a series of designs that will appeal to strong, but romantic women. The AW12 collection merges silk roses and oversized thorns. It was inspired by a twisted love and heroines theme, and acts as a metaphor for the contrast between soft, sensual romance and sharp spikes of pain, a typical reflection of love. The designers have also developed a new waist-cinching suspender, further reflecting the combination of femininity and sexuality.

AFFINITAS DELIVERS DIVAS

Affinitas Intimates will showcase a quartet of glamorous collections at this month's Moda, including Marilyn, Sydney, Jennifer and Victoria. Marilyn is designed to create vintage-inspired silhouettes, offering a brand new longline bra and high-waist thong with keyhole back, along with a hipster and flowing chemise. A solid bodice features feminine lace overlay, contrast panelling and rose embellishments. Sydney offers a feminine twist on the tuxedo. A contour push-up bra, thong and new silhouette high-waist garter belt are available in navy and white or black and maroon, featuring contrast satin panel and tape detailing, lace detail and dual buttons. Jennifer features a jewel-toned contour push-up bra, skirted thong and bustier, available in black and teal or black and burgundy.

MAIDENFORM LAUNCHES INSTANT SLIM FOR AW12



Maidenform will launch its new Instant Slimmer for AW12, as the brand celebrates its 90th anniversary. The collection not only shapes, but also provide slimming beauty benefits through wear. The result, according to the brand, is a more toned appearance with smoother skin and diminished appearance of cellulite. It includes raw-cut hems and a soft, mesh-covered waistband, while a micro-encapsulated yarn technology allows for permanent slimming benefits.

CHARNOS ENCHANTS MODA

Sophisticated enchantment is at the heart of Charnos Lingerie's Moda presentation of Sophia, Amore and Pandora collections. The Sophia range is available in a berry tone decorated in gold Ciré leaf embroidery on fine tulle. It is offered in a full-cup bra, padded-balcony bra, deep thong and short with folded leg edge for comfort and no VPL. Amore's full-cup bra is available in a floral print with a stretch lace top cup and black stretch lace and satin bows. Pandora is made from a gold stretch satin. The plunge bra incorporates chocolate box bows with diamante jewels, while the light control deep brief is for invisibility under clothes.

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IMPLICITE TO LAUNCH FOUR NEW FRENCH-INSPIRED COLLECTIONS

Implicite will introduce four new lines at the Moda trade show, this month: Frisson, Sortilege, Vertige and Instinct. Frisson mixes two-tone feather-inspired embroidery with contrasting fabrics, enhanced by satin buttons. Available in rich blackcurrant and Persian blue, this collection combines coloured satin and strategically placed transparency. Sortilege features a 'visual explosion' of firework embroidered tulle, while a plunging neckline pushes up the bust thanks to the extension of the embroidery up to the shoulders. The Vertige collection features transparent embroidery, enhanced by original lacing and splashed on 'daring' shapes. It is available in a colour palette of dark black and amaranth. Instinct is available in 'frosty' white or 'mystic' animal print, mixing graphic lace and draped tulle for a glamorous and feminine effect. February will also see the launch of Implicite's second standalone store. The first launched earlier, this year, in France.



EMILIO CAVALLINI MAKES UK DEBUT

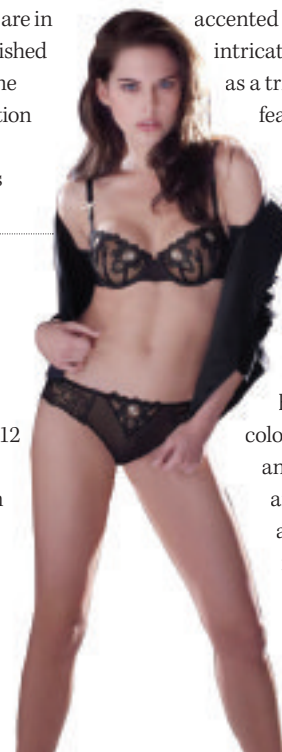
Italian hosiery company Emilio Cavallini will make its UK debut at Moda, this month. Emilio Cavallini is targeting department stores and high level fashion stores at the event. The show will be followed up by a soon to be announced event in March for both press and buyers. The hosiery brand, which targets the 25 to 55 age range, produces 6 million pairs of tights per annum. This year, it will also be remodelling its Florence flagship store with cutting edge design and a new multimedia facility.

SIMONE PERELE'S MODA ADDICTIONS

Simone Pérèle will launch its AW12 Les Addictions ranges at Moda. The collection is composed of five new lines: Revelation, Amour, Coquette, Couture and Top Model. Revelation is a haute couture collection for fuller cups up to an H. It is adorned with embroidered tulle, guipure and decorative bows on a subtle colour palette. Amour focuses on lace and sheer tulle in classic black, ivory and purple. The overall look is

accented with straps adorned with intricate guipure. Coquette acts as a tribute to femininity. It

features ribbons, bows and detailed embroidery, and seeks to compliment the silhouette with a clever use of drapery. Couture is inspired by 1950s and 1960s retro designs. It features embroidered stilettos highlighted by contrasting colours, including pearl greys and ruby reds. Retro bustier and lace detailing provides a final touch. Top Model is a new shapewear line using a lace and LYCRA beauty micro-fibre.



TRINNY & SUSANNAH CAST MAGIC SPELL OVER MODA

Trinny & Susannah are launching The Magic Pant at Moda, this year.

The new seamless shaping brief has been created for younger women who want firm control and a smoothing effect without thick, unattractive or constrictive fabric. It is made from a second skin fabric that is light weight, but still offers firm control. Functions include flattening the tummy, supporting the bottom and supporting the lower back, while smooth edges around the leg openings prevent rolling or binding at the legs. The Magic Pant is available in shades nude and black. Trinny & Susannah will also be showcasing an updated version of their Magic Body at the trade show, a seamless shaping body with adjustable straps in the same second skin fabric.

NAOMI & NICOLE SHOWCASES FLEXIBLE FIT FIRM CONTROL

Naomi & Nicole is showcasing its Flexible Fit Firm Control collection at Moda in Birmingham. The styles of this collection feature a four-way-stretch fabric that aims to deliver flexibility, comfort, and superior results. These single-ply, Comfortable Firm® control garments are designed for those who are in between sizes or have hard-to-fit figures. Clean-finished edges act to eliminate bulk and won't bind, while the brand's patented Wonderful Edge® silicone application prevents the legs riding up.

Products come in both lack and nude, from sizes small to extra large.

MIMI HOLLIDAY'S SHAPELY CAMIS

Mimi Holliday has designed its first ever sleepwear. The new range includes 100% pure silk camis teamed with peep bottom shorties and elegant slips. The AW12 collection comprises 16 stories, based around the theme of revelry and featuring Wintry colours with splashes of bold brights. Mimi Holliday will also be showcasing new front-fastening lace shoulder bras, Chantilly lace suspender belt designs and double laced high-waisted corset knickers.



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D-G Cup

CHANTELLE CHANNELS INSPIRATION FROM THE WORLD OF JEWELLERY

Chantelle is bringing together the worlds of lingerie and jewellery in its AW12 collection featuring the rich colours of ruby, amethyst and emerald. Running alongside Chantelle's best-selling ranges, which are launching in new colour ways, will be four new collections: Vendôme, Orsay, C Chic Sexy and Paris Paris. Vendôme features Chantelle's most successful styles in a new embroidered design. The range is available in red, deep ink blue and milk. Orsay is a modern, everyday line that uses sophisticated embellishments such as a jewel bow with a monogrammed rhinestone. A key product is the memory foam T-shirt bra; this complex innovation results in heat sensitive cups that mould to the shape of the bust for a rounded and natural look. The C Chic Sexy range is launching in a variety of bold colours, such as emerald and electric violet. Shapes include a new plunging bra, a spacer bra and a modern body. Paris Paris is a lace line, targeting women looking for extreme seduction. It is available in black and nude or black and fuchsia.

FERAUD NIGHTWEAR PAYS HOMAGE TO SUMMER

Feraud's new AW12 nightwear range pays homage to summer.

Inspired by a large meadow of flowers full of fragrant blooms, it features a modernly interpreted flower digital print in an array of bright colours. The collection encompasses a sleeveless dress, night dress with short sleeves, sleepsuit a negligee. Feminine lines and a slight material movement benefit are emphasised by the addition of a ribbon band at the waist with gathers worked underneath. store with cutting edge design and a new multimedia facility.



ROSCH GAINS INSPIRATION FROM MAGIC

Rosch's new AW12 nightwear range encompasses a series of magical themes. Collections encompass the 'The magic of flowers,' 'The magic of Carnival,' 'Magical' and 'The magic of stars.' For AW12, the brand is offering a wide selection of styles, ranging from floral and romantic to rustic and even sporty. The 'Magic' series has a staggered availability, with collection being delivered, each month, from July through to October. Also on show at Moda will be the brand's 'First Class,' 'Basic First Class' and 'Les Pastels' collections, delivered in August and September respectively.

BARBARA INVITES YOU ON A TRIP TO THE FAR EAST AND WEST

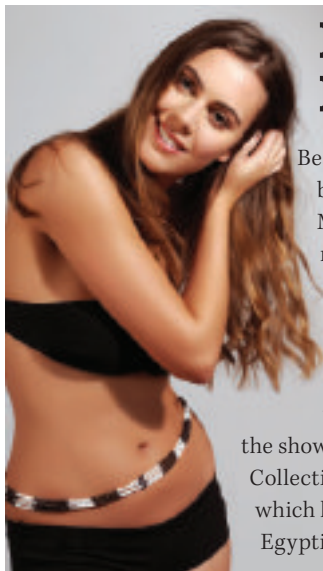
For AW12, Barbara will be taking Moda visitors on a trip to the Far East and West. Inspiration for the new collection comes from a variety of sources, ranging from sophisticated Art Deco hotel lobbies, to exotic tea rooms and Opium dens. The brand will be exhibiting four new styles at the show: Ravage, Letitia, Beauty Perfect and Tresor. It will also offer a series of new colours palettes and embellishments for existing ranges Cecilia, Mirage and Legende.

PASSIONATA'S THREE LINE PRESENTATION

Passionata is showing three new lines: Exquise, Poupoupidou and Casual Sexy. Exquise features embroidered tulle and guipure in black, white, navy and amethyst. Poupoupidou is a new retro-glamour line, designed to provide comfort and lightness to fuller busted women. Available in black and red, it features wide straps that accentuate feminine shapes. Casual Sexy is an everyday line, made entirely of flat lace, combining seductive style with invisibility under clothing. It is available in black and white.

BIKINI BEADZ' BEACH BAUBLES

Beach accessories brand Bikini Beadz will be introducing itself to the UK market at Moda. The company designs and produces niche handmade waist bead sets, which are positioned as a swimwear/beachwear add-on for generating additional retailer revenue from core beach/holiday wear purchases. The new label, which claims to celebrates the female form, will exhibit two lines at the show, the SPS Jade Collection and the GLS Tribal Collection. Designs are inspired by waist beads, which have been worn for centuries in Ancient Egyptian and African cultures.



Visit lingerieinsight.com to view the AW12 offerings from Aubade, Scandale, the Eveden Group, Panache, LingaDore and Curvy Kate, all of which exhibited at Salon International de La Lingerie, last month, and will be attending the Moda trade show, this February.

La SENZA



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La Senza

EXCLUSIVE

RECESSION IN EUROPE? TRY TELLING THAT TO **MOHAMMED ALSHAYA**, WHO TWO WEEKS AGO SNAPPED UP 60 LA SENZA UK STORES, MARKING HIS BIGGEST INVESTMENT TO DATE IN THE UK. CAN IT WORK? THE KUWAITI BUSINESS GIANT AND SELF-STYLED KING OF RETAIL HAS A KNACK OF DOING THE RIGHT DEAL AT THE RIGHT TIME.

BY ANIL BHOYRUL

He's on a roll. Sharp talking. Quick witted. Smart deal maker. "I want to begin the interview by asking you a question for a change," says Mohammed Alshaya when we meet.

"Does your wife ever get bored of buying lingerie?"

We could end the interview there and then, as the executive chairman of retail giant M.H. Alshaya explains the reasoning behind a deal to take over

the UK business of La Senza, bought out of administration last month. Over 1100 jobs have been saved across 60 UK stores, and with a total planned investment of \$155m, watch out for new designs, new collections and a new shopping experience.

But more than anything else watch out for Mohammed Alshaya. The British high street may be in crisis and Europe staring at a double dip recession. However, the self-styled king of retail knows when to buy and

what to buy, and he has a history of getting it spectacularly right: today the Alshaya Group operates more than 55 international retail brands in 19 countries, employing over 22,000 staff in more than 2,000 shops. If the recession separates the swimmers from the sinkers, Alshaya is the retail world's answer to Michael Phelps.

"We are not a public company, so I don't have the pressure of Wall Street pushing me to deliver short term gains. We are going -inshalla - to

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M.H. Alshaya's acquisition will save 60 La Senza stores from closure across the UK.



2-3

work hard to meet our goals. Those with a vision of how to grow a business have to take some calculated risks, and yes this is a calculated risk," he says, adding: "But seriously, how many women do you know that don't like buying lingerie? In a recession they may limit their purchases of other items like skirts, but my opinion is they won't stop buying lingerie."

Alshaya already has strong ties with Limited Brands Inc, the US-based owner of the La Senza brand. It owns the Middle East franchise for the Victoria's Secret and Bath & Body Works brands and already operates La Senza in Russia. The deal will see much of the new investment go into refurbishing the existing stores, giving them a "brand new feel" over the next two years. Alshaya is of course no stranger to UK brands, the company already owns franchises for Mothercare, Debenhams, Boots, Next, River Island, Topshop, Miss Selfridge and The Body Shop in the Middle East.

But the deal is a major strategic shift. Apart from Pinkberry last year, this is only his second purchase that delivers a physical presence in the UK high street, and by far his biggest. The

move comes at a time when UK retail insolvencies are forecast to reach the highest level in four years as weak Christmas sales leave chains struggling to meet rent costs. Increasing numbers of shops are expected to collapse into administration or announce store closures as the consumer slowdown takes a stranglehold.

The Centre for Retail Research said 31 major retail companies fell into receivership last year with 24,025 jobs affected. Tesco recently saw its shares fall 15% on the back of disappointing Christmas trading.

However, Alshaya is confident he can make the deal work. "I am mindful of the challenges the UK is facing but personally I think these are medium term challenges, maybe four years at the maximum. Just because we are not a public company doesn't mean we are accepting lower returns. The key difference, and it is a very key difference, is that we always have to make the right investments. That means we have to invest for the medium to long term, and we have to accept a growth rate that is good for us," he says, adding: "Look at real estate. Some places in the world will

give a 4% return on asset value; some place will give you 12% - three times more. Now is the 4% model stupid? No. Is the 12% model crazy? No. It all depends on the business, the product and the market. We are not doing this to just try and turn around the company and sell it. We are not a private equity firm that wants to take over a business for four years, create value and sell it. That's not us, that's not what we do. We are in this for the long haul."

Alshaya says he will be busy working closely with La Senza in the coming months, but won't rule out more UK deals. "We are looking at some ideas for the medium and long term."

His track record suggests he will find some. Throughout the Middle East and North Africa, Russia, Turkey, Central and Eastern Europe, he has grown the world's leading brands in fashion and footwear, food service, health and beauty, pharmacy, optics, home furnishings and office supplies.

Any hint of slowing down? Forget it. "Our strategy for the long term is to diversify into new markets, new economies and new products. That's exactly what we are doing." ↕

2-3

M.H. Alshaya will invest \$155m in La Senza, including new collections and a new shopping experience.



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4

EXCLUSIVE



2

UK GETS SKINY

THE MOMENT HAS FINALLY ARRIVED. SKINY BODYWEAR MANAGING DIRECTOR **CHRISTIAN STOLBA** TALKS EXCLUSIVELY TO **KAT SLOWE** ABOUT LAUNCHING THE BRAND IN THE UK AND ITS EXCITING NEW AW12 CAMPAIGN FEATURING LIZZY JAGGER.



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“Lizzy Jagger in Skiny, as the ambassador for the brand, will be the biggest lingerie story for the UK for Autumn Winter 2012,” exclaims Skiny Bodywear managing director Christian Stolba.

Skiny, which was founded in 1986, is owned by Huber Holding, the Austrian umbrella company for the Hanro and Huber labels. It is also a sister company to Courtaulds UK, which will bring the Skiny brand to market in the UK.

In addition to its flagship store in Vienna, Skiny garments are now to be found in more than 320 department stores, 80-Huber owned shops and 60 Skiny partner stores in the EEC. This is not to mention the approximate 550 concept stores in Europe and beyond.

Advertising campaigns featuring top international models and actors such as Laetitia Casta, Naomi Campbell, Helena Christensen and Til Schweiger have contributed greatly to raising awareness of the brand since its foundation.

Yet, if not for Stolba, who joined Skiny as managing director just four months ago, the new AW12 campaign – potentially its best to date – may never have reached the UK market.

“I said ‘great, so we are going to the UK then?’” says Stolba. “They said, ‘not really’. I said, ‘come on guys, I mean we have Lizzy Jagger and we are not going to the UK?’ And, that’s when I basically pushed the whole team to include the UK in the expansion circuit. You will never get a better ambassador for the UK than Lizzy Jagger.”

The new Skiny Autumn/Winter 2012 images, shot by Fritz Hauswirth, are part of the third stage of the brand’s Who Cares campaign and depict Lizzy wearing all her favoured new styles, which she actually picked herself from the Skiny range.

Staged in a train compartment, the shoot tells the story of a young woman who one day simply decides to set out on an adventure. On her travels she meets other people and finds herself.

“Skiny is personal, genuine, authentic and spontaneous – just like Lizzy,” Stolba says. “She started her career in modelling at the age of

14, and now flies all over the world to appear in shoots.

“Lizzy is a woman who lives life as she likes, following the example set to her by her parents, and who, now aged 27, is sufficiently self-confident to have posed for Playboy. .. Who cares? Lizzy and Skiny – a perfect match.

“Can you imagine the publicity and the exposure, especially in the UK, of having Lizzy Scarlet Jagger as the face and the body of the 2012 Autumn/Winter campaign?”

The daughter of rock and roll legend Mick Jagger and Jerry Hall – Lizzy Jagger is certainly likely to make an impression.

And, with big names such as Victoria’s Secret entering into to the UK market, this year, and a number of major retailers expanding their private label ranges, exposure is key to any brand’s success.

“It is certainly an increasingly competitive market,” Stolba says. “And we believe this will actually assist in ensuring Skiny stands out.

“The UK market is one of the most mature and sophisticated lingerie markets in the world. However, private label has increased its market share in the past number of years versus traditional brands. This has also happened in other markets, but at a lesser level.”

Last month’s Paris Salon de la Lingerie was the platform for the brand’s launch in the UK and France, and at it the brand met with a series of potential new accounts.

The stand, which was designed to look like a train station, made a huge impression on visitors, while also effectively reflecting the new theme. At the show, Skiny also unveiled its new size range, which now goes up to an E cup, something that Stolba hopes will be attractive to UK stockists.

“By getting Courtaulds in the boat,” he adds, “they obviously have a lot of fitting competence for the UK market, so they will be able to give us market specific advice on how to make Skiny fit even better for the UK customer.”

Skiny will now be focusing on following up on leads gained from the

110

Lizzy Jagger models Skiny’s AW12 collection, the campaign, entitled Who Cares was shot by Fritz Hauswirth. Lizzy picked out the pieces from the collection that she wanted to wear for the shoot.



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show with appointments to view the collections and the launch campaign at the Courtauld's Showroom in Portman Close, London.

It will be focusing on national accounts, department stores, high street and internet retailers to ensure that the brand has the most appropriate market penetration.

In 2012, Skiny will also be working with its key retail partners to maximise the impact of the Lizzy Jagger campaign through advertising and PR, window and in-store displays, in order to drive traffic and sales.

The brand has a new shop in shop (SIS), which its plans to showcase as a lifestyle orchestration in a number of key accounts. "It is not just boring racks of shelves," Stolba elaborates, "It is a mood we are setting, a scenery."

“Can you imagine the publicity and the exposure, especially in the UK, of having Lizzy Scarlet Jagger as the face and the body of the 2012 Autumn/Winter campaign?” Christian Stolba, Skiny.

This is one of multiple merchandising options, which include a fully integrated POS (point of sale), featuring Lizzy Jagger.

All of this should combine to make Skiny a very attractive prospect to retailers, according to Stolba, who is more than capable of identifying the brand's additional unique selling points. "Apart from the high profile Lizzy Jagger campaign?" he questions. "Apart from the Skiny core

competence of perfect fit? Apart from the Vertical production of its carefully selected materials? Apart from its core competence in cotton? Apart from its extensive essential range of never out of stock styles and shapes? Apart from its mix and match concept between the day and sleepwear, aqua and loungewear? Apart from its seasonal colour themes? Apart from its 'Part of Life' communication?"

It seems a perfect fit. ↕

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Here comes the

Bride

THE ROYAL WEDDING MAY BE OVER BUT THE HONEYMOON AFFAIR WITH ALL THINGS BRIDAL IS STILL GOING STRONG. LINGERIE INSIGHT TAKES A LOOK AT WHAT WILL BE SHAPING THE BRIDAL MARKET AHEAD OF THE 2012 WEDDING SEASON.

Most people don't think of marriage as a grim affair. The Office of National Statistics, however, reveals a different perspective; that of cold, hard fact.

A few people might remember that the number of marriages in England and Wales reached a 100-year low of 231,490 during 2009. In a severe, yet complimentary, contrast, the rate of divorce has continued to steadily climb.

These statistics would suggest that many of us are becoming increasingly unwilling to commit to commitment. And, for those who rely on the wedding industry to turn a healthy profit, this could present a major problem.

2011 was obviously a bumper year for the wedding sector, due to the marriage of the Duke and Duchess of Cambridge. But, the question that is now on everyone's mind is "can the honeymoon last?"

There are at least a couple of brands gambling that it can.

One of these is luxury lingerie brand Bordelle, which is launching its first ever bridal collection for the AW12 season.

The range has been separated into four separate themes: Bordelle Classics, Bondage Bride, Something Blue and

True Romance. It includes garments from AW10-AW13, alongside a series of new pieces. The new collection will see the brand use lace for the first time, alongside adjustable elements and sliders, which are able to alter the size of the products by up to 5cm.

Swarovski crystals are also visible throughout the collection and can be found hanging as teardrops from the centre-front of the bras and as hollow squares, attaching suspender clips.

Founder and designer Alexandra Popa says: "We had been planning bridal lingerie for a while, but then it really took off after September, which is when I got back from my own wedding.

"We are trying to cater to the naughty bride. We also have a more feminine aspect to the collection, but still with the Bordelle elements.

"We needed to diversify and it is really tough now for the wholesale market.



1
*Huit's Tea for Two
Ivoire bridal set.*

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Online we are doing very well, as we sell directly to the customer.”

The luxury brand is currently opening up a showroom at the back of its studio, where it will offer bespoke fittings and appointments.

“That coincides really well with bridal,” Popa adds. “Because people can come in and get measured, and get fitted.”

Bordelle will not be the only new brand to launch its debut bridal collection this AW12. Damaris is also keen to make a foray into the sector.

At Moda, which takes place this month, the luxury brand will introduce its new Casa Blanca range, including garters, ‘something blue’ feather knickers, hand-finished gowns, silk slips and a couture corset to help create the perfect silhouette.

The optimistic viewpoint of Bordelle and Damaris is not mirrored by everyone. There are a number of brands with established bridal ranges that are very wary about the declining marriage figures and the bleak economic climate.

Chantelle brand manager Alexandra Gueveneux says: “Women won’t be spending as much on their wedding

day as they would normally do. And unfortunately, as lingerie cannot be seen, a lot of them will save money on their trousseau, poor groom!”

Yet, paradoxically, Gueveneux also feels that the lingerie trends are reacting against the current atmosphere of austerity. Ethnic chic remains a strong theme for Chantelle and is reflected through the desire for nature, freedom, escape and exoticism, expressed through the spirit of travel.

“Definitely no austerity within our collection,” says Gueveneux. “It all still is about living your life to the full.”

Alan Gordon-Freeman is the managing director of Alterego Lingerie, a company that distributes a series of lingerie brands in the UK. Gracya, Roza and Bassaya are just a few of the many industry accounts that it handles.

Ideally placed to achieve a broad market overview, Gordon-Freeman is another who thinks that money fears are likely to impact on demand.

He says: “I think all sectors have been hit as a result of the economic climate. Consumers are becoming more prudent and are certainly looking to save wherever possible.”

Despite Gordon-Freeman’s concerns, since extending its range of bridal lingerie Alterego has reportedly seen a significant increase in demand. And, Gordon-Freeman feels there is still room for growth.

“While there are a number manufacturers producing bridal lingerie,” he says, “I still think this market is underserved and is seen as potentially too niche.”

Charnos and Lepel design and marketing manager Miranda Frost is very honest about what she sees as the sector’s prospects.

She says: “The rate of marriage has been dropping for decades, as people are comfortable co-habiting, and those who are marrying are doing so with an eye more keenly on the budget.

“The economic climate has had a huge impact. People are finding it more difficult to save and, as such, using disposable income for general living costs. Weddings have become a luxury.”

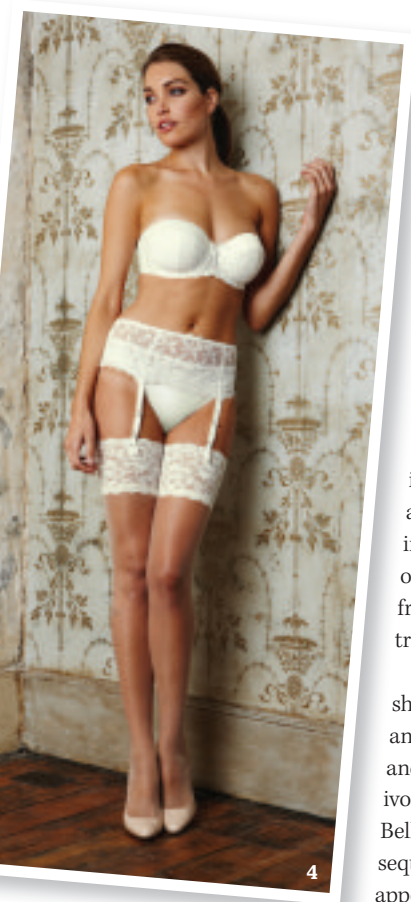
Despite her bleak assessment, however, Frost agrees with Gordon-Freeman that there is still room in the

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Gracya bridal lingerie from Alterego.

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Chantelle Tuileries combines stunning design with wearability.



4

bridal sector and she sees the greatest potential with bridal shapewear.

"The shapewear category has grown year-on-year for the last five years," the Charnos & Lepel design manager says. "Bridal lingerie will evolve through invisibility and sculpting, done in unique ways. I would also predict an increase in bonding, fusing and moulding technologies in bridal, just as we've seen in other categories, as a move on from the current Vintage style trends."

For 2012, Charnos will be showcasing bridal products Eve and Belle. Eve is a sophisticated and classic collection in dark ivory with a vintage twist, while Belle is richly embellished with sequin detailing and is likely to appeal to the younger bride.

Fashion brand Lepel

will be presenting Bouquet, featuring a striking bow-design embroidery with mesh and stretch-satin, as a more affordable point proposition.

Frost is not alone in identifying bridal shapewear as a key trend for 2012. There are a number of other established brands in the sector that also feel optimistic about the area's prospects.

Body Wrap,

distributed in the UK by Patricia Eve, recently launched a new line of bridal shapewear, called Body Wrap Bride.

The collection is targeted directly at brides, featuring a printed lace effect, a choice of

white and ivory colourways, and seam free technology.

Patricia Eve owner Mike Eve says: "We are seeing an increase in demand for shaping and smoothing bridal lingerie. I think that bridal lingerie will evolve in the same direction as it is going at the moment - particularly bridal shapewear, as it is still a new innovation."

Other industry figures who think that sculpting lingerie is set to be a key bridal trend for 2012 include Gossard managing director Tony Jarvis. He says: "The importance of the bride's lingerie focuses on figure sculpting and enhancing the waist and the hips, creating a smooth and ideal feminine shape as a foundation for their gown. This will also follow the control wear trends that continue to evolve throughout all lingerie trends."

Gossard design manager Stacey Lindsey adds: "If dresses continue

to be structured around the bust with supported cup shapes already incorporated, then the need for the bra beneath the dress, especially in smaller sizes, becomes less and less necessary."

Gossard's 2012 bridal offering includes strong corsetry styling and high-waisted briefs. Made from stretch silks, the products provide no VPL, whilst also possessing a sculpting function.

Its honeymoon pieces feature delicate embroideries and laces. Chiffons and soft pleats are gathered to flatter the waist and accentuate the bust.

Yet, there are many brands within the bridal sector are who remain determined to try and tackle the gloomy economy by simply continuing to do what they do best, producing beautiful and functional lingerie.

Myla head of retail Karen Hall says: "I do observe that people are not investing in as much as they would have done previously, but this is driving further innovation and design.



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"I believe that the climate is making the client think more about the best she can get for her spend, which means delivering her value in every dimension, aesthetic, fit and functionality."

Myla designer Emma Booham adds: "I think that there is an increasing demand for heritage pieces, garments so beautiful that they will be kept and treasured forever in terms of their intricacy and beauty."

Eveden UK sales director Nigel Addison agrees that beauty will help drive demand.

This year, Huit is showcasing its debut bridal collection, Tea for Two. The new range features a straight neckline, full cup bra, a "Magic Air" bra and a strapless bra.

Addison says: "Tea for Two by Huit is simple yet beautiful. It is Huit's debut bridal collection and it has been created to wow."

"Consumers are still looking for innovative design and use of fabrics. They still want a quality product and don't want to forgo on style. They'll still invest in a good product if it looks the part, so we'll keep designing to meet this demand."

Aubade UK managing director Laura McLellan agrees with Addison, saying that women still want to feel special and seductive on their wedding day, and will be willing to pay the price. She says: "A woman on her wedding day will always dress from the inside out. Buying her wedding lingerie is as important for most women as the dress."

Aubade's 2012 wedding collection gains inspiration from the classic B&W movies, with their glamorous actresses, and the Cannes film festival. The brand's 2012 theme is particularly apt for this wedding season, which is all about female beauty and empowerment.

After all, it is a leap year. And, this year, women will finally be able to take the initiative and propose to their men. It may not affect the bottom line but, in terms of women taking control and going for what they want, it is a momentous occasion.

When asked what 2012 has in store, McLellan says: "Lingerie for the 'Leading Lady...' Go for it girls. ⬆️"

4 Charnos's Belle Bridal Lingerie Collection.

5 Wonderbra's Ultimate Strapless Lace Ivory set.


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Bridal Fantasies

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SHOOT CREDITS

Photographer: Paul Martyniuk

Stylist: Darren Knight

Hair & Makeup: Barrie Griffith

Model: Jessica Devos

Location: One Marylebone

*Bra and knickers
from Fred and
Ginger.
Satin Gloves from
Cornelia James.
Head dress by Basia
Zarzycka.*



*Bra and knickers by
Fauve.
Toile skirt Vivienne
Westwood.
Lace mask Basia
Zarzycka.
Satin gloves
Cornelia James.*





*Ivory lace print
high waisted
knickers by Patricia
Eve.
Lace heart shaped
veil by Temperly
London.
Satin Gloves by
Cornelia James.*



*Body and knickers
by Gossard.
Head piece by
Basia Zarzycka*

*Basque and
knickers by
Panache.
Selection of jeweled
hair accessories
from Basia
Zarzycka.*

Stars & Stripes

DESIGNER **EMILIO CAVALLINI** TALKS TO LINGERIE INSIGHT ABOUT THE UK LAUNCH OF HIS HOSIERY BRAND AT THIS MONTH'S MODA EXHIBITION.

★ **Why have you chosen to exhibit at Moda, this year?**

We decided to participate in Moda because we're looking to expand in the UK market and a number of our clients suggested the show to us.

★ **How are you looking to expand your presence in the UK in 2012?**

We are investing in PR and we are hosting an important event in March for press and buyers.

★ **What would you describe as your target demographic?**

Our target is 25-55, so quite expansive; we target young women who follow fashion trends but also any woman who wants to be noticed.

★ **Which retailers are you looking to target with your new collection?**

Department stores and high level fashion stores.

★ **In what ways do you consider the UK market as different from other countries in which you are currently present?**

The UK market always anticipates any fashion trend and this is particularly true for hosiery trends. The whole world looks at what women are wearing in the UK, so it is very important for a company like ours, which is always on the cutting edge of fashion, to have a strong presence in the UK market.

★ **How do you feel the industry has evolved since you started the company in 1967?**

Technology has allowed us to produce higher quality products at competitive prices. At the same time, the internet has allowed for ultra rapid world wide communication, which ultimately leads to business expansion in new markets.



★ **What led you to enter the hosiery sector?**

My passion for tights was born when I was a young boy who loved to go around the world. I worked as an accountant in a small company in my country, where they produced hold-ups only (at that time tights didn't exist in Italy). During a trip to London, I saw 'the tights' and when I came back I proposed to my boss to produce them. After, I decided to buy the company and to start my own business. I loved the idea of turning tights into a form of art, which is my second passion.

I knew Mary Quant at the time, and she asked me to produce striped tights for her. For me, it was the start of my creations. I bought 50,000 solid tights and I printed all of them with different prints. I sold them in a few months and I had the possibility to buy my own machines and start the production. My success arrived with black-and-white pattern (stripes, stars, dots). Now, my company produces over 6 million pairs of tights.

★ **Would you ever consider diversifying into other areas of fashion and, if so, which ones?**

We are already diversifying with seamless ready-to wear.

★ **What has been the greatest challenge since you started up the company?**

The internet. The internet is a big revolution for the business because you can easily communicate with the whole of the world. The images of your

products can reach everybody. We opened an online shop some years ago so as to stay close to our customers and understand their needs as much as possible.

★ **What do you feel has been your greatest success in business?**

The biggest success is to make a small Tuscan company to be known as one of the best company worldwide for its constant innovation and research to achieve a very high quality.

★ **What new projects do you have in mind for 2012 and have you any plans for further expansion?**

For the time being, we are working on two events: one during New York Fashion Week in February and one in London in March. In 2012 there will be a big remodelling of our Florence flagship store, which will become multimedia and cutting edge.

★ **Where would you like to see the company in five years from now?**

In the best department stores worldwide.

★ **How do you feel that is different to any other brands currently on the market?**

We believe that tights are an accessory, like a bag or a pair of shoes. They can completely change the look of the woman, by making her unique and different. We always follow and anticipate

fashion trends, without copying. The fact that other competitors look into our collections means that we have succeeded in our intent.

★ **Why did you choose Bettie Page as the inspiration for your new Autumn/Winger 12 collection?**

I think that women are searching for something to be different, playing with sensuality, and who is more representative of the femme fatale?

★ **What do you consider will be the next big trend in hosiery?**

Sheer patterns. ↕

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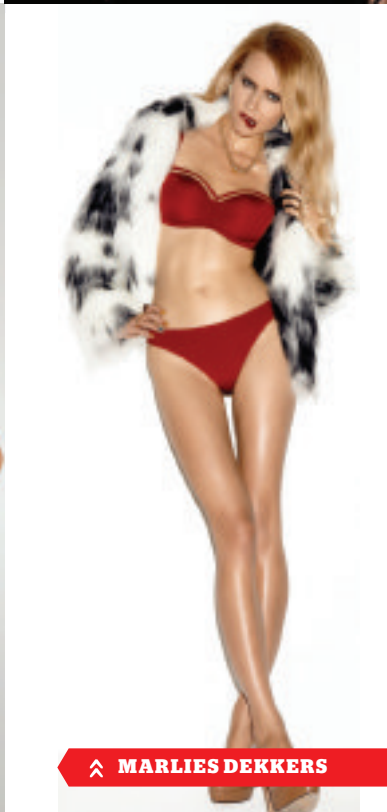
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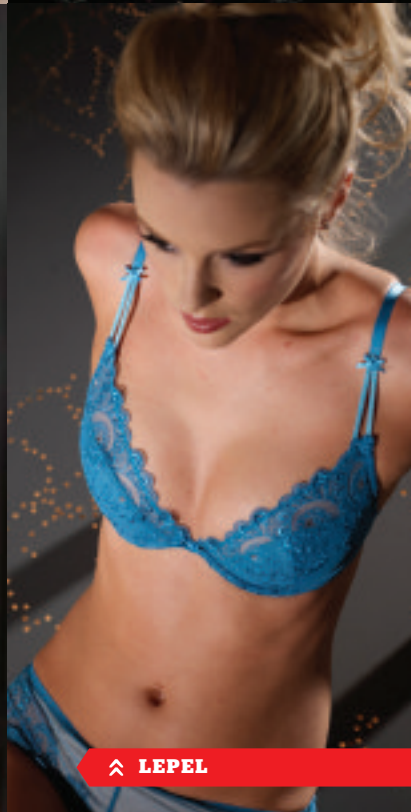
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NATURANA ▾



⤴ MARLIES DEKKERS

BARBARA ▾



⤴ LEPEL

Olympic CALENDAR GIRLS

NICHOLE DE CARLE LONDON WON FANS AROUND THE WORLD WITH ITS 2012 OLYMPICS CALENDAR TO RAISE MONEY FOR CHARITY *WELL BEING OF WOMEN*. LINGERIE INSIGHT TALKS TO FOUR OF ITS SPORTING STARS - JENNA HAWKEY, LANI BELCHER AND JESS WALKER OF THE GB KAYAK 500M SPRINT TEAM AND ROSIE MORRIS OF THE GB WATER POLO TEAM - ABOUT THE PROJECT AND THEIR LINGERIE AND SWIMWEAR OF CHOICE.

LI: Why did you choose to model in the NdC calendar?

» **LB:** It is an incredibly worthy cause. The publicity it receives will help to increase awareness of the charity and hopefully gain more support, in the way of funding, for the organisation.

» **JH:** Before I got into sport I didn't have a great relationship with my body. Through my sport I am now in control of my body, my weight and my diet - but in a really healthy way. I am proud of my athletic figure, and modelling in the calendar is a great way of celebrating my new confidence.

What does Wellbeing of Women mean to you?

» **LB:** It is constantly trying to raise funds to maintain research into a wide spectrum of women's health issues. Any one of us can be affected at some stage in our life and to know that the support from this organisation is there is incredibly reassuring. It gives access to information from medical experts and research projects and encourages you to seek advice about health issues.

What is most important when choosing intimate apparel?

» **JH:** There are two simple rules. First, it has to fit properly. There's no point in looking sexy if the seams are digging in and you have to keep fidgeting with it. And second, style and sophistication come before raunchy and saucy. I love lingerie that makes me feel feminine and sexy, but racier pieces such as thongs and hold-ups make me feel I'm trying too hard to be someone I'm not.



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» **JW:** As an athlete I wear sports bras all the time so they have to be comfortable. I like underwear that is different that is stylish and versatile.

» **LB:** I believe intimate apparel should be pleasing to look at, as well as supporting and comfortable.

What is your favourite piece of intimate apparel?

» **RM:** My favourite is the outfit I got to wear at the Nichole de Carle shoot - it was amazing!

» **JH:** The Last Testament Brief and Braces is really cool because you can wear it under a sheer top or blouse and make it a fashion statement in itself.

What swimwear features are key for sports performance?

» **RM:** I have to wear a tight, high-necked swimming cozzie to compete in, which is designed to help performance, but for training sessions and in the gym, I wear the most comfortable gear possible, so I can focus fully on my performance.

» **LB:** Comfort, correct support and durability. It's essential the the training gear allows for freedom and movement and does not cause chafing.

» **JH:** Support and comfort are essential so that you can just focus on the race and not worry about how your underwear or swimwear feels. But it helps me to feel super-confident if it looks good too, so bright colours that don't fade, good quality fabric and an attractive cut are important.

Where do you most like to shop for your lingerie or swimwear?

» **LB:** Swetty Betty is my sole provider of training gear and they fulfill the key features for determining performance of comfort, correct support and durability. They also come in a great choice of colours and designs. I usually buy swimwear from Tigerlilly and lingerie from Marks & Spencers as there is a wide range to choose from.

» **RM:** For my sportswear I shop pretty much everywhere, and wear a lot of our team kit provided by Speedo. For my lingerie I normally shop at M&S, but will splash out sometimes on a nice set from Selfridges.

» **JH:** Nichole de Carle is great for luxury lingerie - for my wedding night for example. As I spend most of my time in a crop top and gym shorts it feels amazing to wear fancy underwear for a change. I buy most of my lingerie from M&S because they make some really nice sets for the price - and you don't want your best lingerie festering at the bottom of a damp sports bag. Sweaty Betty make the most comfortable sports bra I've found by a long way - but the colours run as badly as James Corden in a PVC catsuit, and doing a hand-wash is not top of my priorities after a hard day's training, so I tend to stick with Nike. My favourite swimwear is by TYR because they have a lot of bright and colourful designs, but they last for ages, too. 🙌

- 1 Frankie Snell, Team GB Waterpolo.
- 2 Jess Walker, Team GB 500m kayaker.
- 3 Lani Belcher, Team GB canoe sprinter.
- 4 Rosie Morris, Team GB Waterpolo.



Valisere Vision

¹ Valisere's AW12 collection will be available to UK retailers.

VALISERE STAGED A BIG COMEBACK AT LAST MONTH'S SALON INTERNATIONAL DE LA LINGERIE SHOW, WHERE IT UNVEILED ITS NEW BRAND VISION. KAT SLOWE TALKS TO VALISERE HEAD OF BRAND MANAGEMENT MONIKA ZIMMER ABOUT HOW THE BRAND HAS REVITALISED ITS IMAGE AND DISCOVERS THE COMPANY'S PLANS FOR THE UK MARKET.

“At the moment, our main target is to say hello,” Valisere head of brand management Monika Zimmer says.

“Valisere is back... We are loud and proud. You have to consider us. You have to look at us.” The Salon International de la Lingerie trade show, last month, saw the Valisere brand stage a massive comeback to the market, with a new brand positioning. Always a premium brand, Valisere has now graduated to the realm of true luxury with its 2012 offering.

“The premium luxury market is already niche,” Zimmer says. “But, within this premium market, the seductive premium market is also a niche, and this market segment is growing. “Women who are playing with seduction, the women we target, they don’t want to look cheap. They want to be sophisticated and refined.”

The concept will be entering into the stores of the brand’s existing across Europe – in time for SS12, but won’t reach French or UK retailers until the AW12 season. Valisere, according to Zimmer, has not been present in the French market for five to six years and it has only ever been sold via e-commerce in the UK.

This year, the brand will focus on re-launching in both countries. It is reportedly already in talks with an iconic UK department store to this effect. “Everyone is looking at what [this retailer] is doing,” Zimmer says. “So, for us to be presented there, I think other countries and other customers will be inspired and then also consider us

Corsage Magique features 50 miniature LED sequins woven into the ultra-fine fabric - a world first.

too. We are concentrating on England and France for 2012 because in the rest of the countries we are already present and we have the re-positioning, and the target, to raise the brand to a higher and more premium level. In the UK, we have just started small.”

Valisere’s AW12 collection showcases the brand’s new seductive design ethos. Available up to an F cup, each of the pieces within the range can be worn in at least two different ways for either a provocative or more understated look

The centrepiece of the brand’s re-launch in Paris was the Corsage Magique, a new product that features 50 miniature LED sequins. It is the first project in the world that integrates the LED sequins - almost invisibly – into an ‘ultra fine’ embroidery and it is adaptable for industrial production. “We are going to produce the showpieces for window shop promotions, for big shows and for special clients,” Zimmer reveals. “At the moment, we are not able to sell it. As you can imagine, with this kind of electric technology, there is still a lot of research to do to protect the end consumer. What happens if you drop water over it?”

The innovative textile lighting technology, named e-broidery was created by Forster Rohner AG of Switzerland, a market leader for fashionable embroideries in Haute Couture, pret-a-porter and lingerie. More than two years were needed to develop the embroidery. The LED sequins can be programmed individually to accentuate the embroidery with their movement, highlighting any detailing.

Zimmer says: “The motivation was one of the core values behind our new brand strategy: magic. We have passion, finesse, passion, exclusivity, but also magic. And, we wanted to bring this magic alive.”

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THE INDUSTRY GATHERED IN PARIS LAST MONTH FOR TWO OF THE INTIMATE APPAREL COMMUNITY'S LARGEST TRADE SHOWS: SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIERE. HALL 1 OF THE PORTE DE VERSAILLES BUZZED WITH VISITORS, AS THEY EXPLORED THE LATEST OFFERINGS FROM THE LINGERIE, LOUNGEWEAR, HOMEWEAR, FABRICS AND ACCESSORIES SECTORS. FOR THOSE WHO MAY HAVE MISSED OUT ON SOME OF THE ACTION, WE BRING YOU A SUMMARY OF THE THREE DAY EVENT.



VISITORS

Together, the Salon International de la Lingerie and Interfilière Paris attracted **30,099** visitors in 2012, compared to **29,134** in 2011.

18,604 visitors came to the 2012 Salon International de la Lingerie, compared to **18,381** the previous year.

- **41%** from France

- **59%** international

- **+5.8%** increase in the core target audience (retailers, departments stores, distance sellers/e-commerce, buying groups and importers)

TOP 10 VISITOR COUNTRIES

1. Italy
2. Germany
3. United Kingdom (up two places)
4. Belgium
5. Spain
6. United States (up 3 places)
7. Switzerland
8. Japan
9. Russia
10. Netherland

RETAIL VISITORS

Germany: Alsterhaus, Kaufhof, Rudolf Wohrl

Spain: El Corte Inglés

United States: Neiman Marcus, Nordstrom

France: Franck et Fils, Galeries Lafayette, Le Bon Marché, Printemps

Italy: Gruppo Coin, La Rinascente

Japan: Hankyu Department Stores co, Isetan Mitsukoshi

Netherlands: De Bijenkorf, Vroom & Dreesmann

United Kingdom: Fenwick, Harrods, Selfridges

Russia: Mercury Tsum

Switzerland: Manor Ag, and more.

POSTCARDS FROM PARIS

Harlette Luxury Lingerie launched a new affordable luxury range, called Harlette Pearl, at Salon International de la Lingerie, last month. The collection features a series of pieces, with recommended retail prices of under £50 for a bra or a knicker. Products include Marianne in light pink and Opera Nights in black satin, both made with Swarovski Elements, and Paris Perfection in sheer black with a spot. For AW12, Harlette is also presenting the Double Trouble Tie Me Up Tie Me Down set, also made with Swarovski Elements, and the Double Trouble kimono.

Lise Charmel exhibited a series of jewellery items at Salon International de la Lingerie in Paris. The necklaces and earrings have been made of lace and feature Swarovski detailing. They have been created to run alongside a new collection, which is inspired by a jewellery theme and includes lines with names such as Royal Sapphire and Rubies Opera. "It was not so easy to have five lines of products with one theme – jewellery," said Lise Charmel chief executive Olivier Piquet. "Jacques Daumal has worked a lot to try and translate the jewellery designs into lingerie." The company also presented its AW12 Epure collection at the Paris show, the colours of which are inspired by the shades of women's make up. Lise Charmel will be attending both Moda and Curve NY in February. The brand opened a subsidiary in New York, during December, as part of a drive to develop its presence in the US market.

Berlei launched a new underwire innovation at Salon International de la Lingerie in Paris. The technology is showcased in the brand's Supreme Fit bra for AW12. The product features the latest UltraFit underwired system, a patented innovation that ensures no poke, a couture fit and easy washing. It works by the underwire being bonded onto a knitted tube with flexible tails, which ensures the wire stays in place. A flat surface next to the skin also provides greater comfort for the wearer.

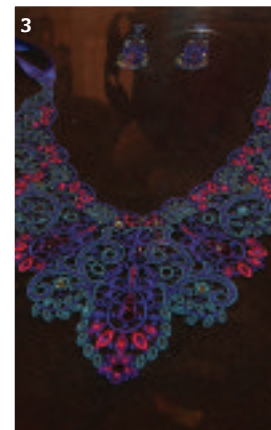
Berlei managing director Tony Jarvis said: "What we have got is amazing... Berlei will always lead the way. It will always be the best product."

Valisere claimed a world first at the Salon International de la Lingerie trade show in Paris: the Corsage Magique. The lingerie, which is being showcased alongside the brand's AW12 collection, features 50 miniature LED sequins directly embedded in the delicate embroidery.

It is the first project that integrates the LED sequins almost invisibly into the ultra fine embroidery and is adaptable for industrial production. The LED sequins can be programmed individually so that they accentuate the embroidery with their movement, illuminating the ornaments. Valisere head of brand management Monica Zimmer said: "The brand has always shown exclusive designs and irresistible objects of desire, but we are now very excited to bring Valisere to that extraordinary level of innovation."

Lingerie Francaise launched its new website at Salon International de la Lingerie. The site offers visitors the opportunity to explore vintage photos from the workshops of the brands, a film shot behind the scenes of the manufacturing process and the history of lingerie in pictures. It will highlight international events that have been organised under the group banner, including information on brands taking part in specialist salons, fashion shows, press conferences, lingerie parades or cultural events, such as exhibitions, publications, or retrospectives. Interested parties can also find technical vocabulary, specific to lingerie, key figures about the world lingerie market or the latest developments in the sector.

Triumph aims to launch a new flagship store in the UK, this year, it revealed at SIL. The lingerie brand is currently seeking a location for the outlet in central London or within a key shopping centre within the



greater London area. "Fingers crossed, if everything goes right, we look to open our first store in 2012, Triumph general manager sales and marketing Western Europe Oliver Frielingsdorf told Lingerie Insight at the Salon International de la Lingerie show. "It depends so much on the site. The UK is a big market for us. We are looking to expand the business very strategically."

Triumph is already set to open a "big new showroom," this year - covering 300 square metres - in London's Berners Street. The company will also be moving all its UK commercial positions to the capital, including its marketing, PR, retail, e-commerce and merchandising teams. Customer services will remain at Triumph's Swindon base.

Triumph will kick off its 2012 marketing campaign, this February, with a consumer launch party for its Essence collection. The event will take place at Selfridges and will be attended by model Helen Christensen.

- 1** Valisere, owned by Triumph, introduced the brand to UK buyers.
- 2** Berlei demonstrated its innovative side with a new underwire design.
- 3** Lise Charmel drew inspiration from the jewellery world with its latest creations.
- 4** Lingerie Francaise revealed a new web site.

CATWALKS

Sneak a glimpse of the theatrical and stylish catwalk shows that were presented at brands' individual stands as well as in the main pavilion of SIL.



SAVE THE DATE: MODE CITY 2012

Date: July 7-9

Theme: Fairylike

Colours: White and gold

Designer of the Year:

SAVE THE QUEEN

Key features of Mode City 2012:

New Catwalk

Mode City will be introducing a third catwalk to its offering, this coming July. The Designer Show (a working title) will take place in addition to its two existing daily shows that showcase lingerie and swimwear. The event will focus on the lingerie and swimwear products from the event that display the most original, creative and innovative design characteristics. It will be free to feature on the catwalk, with designers being selected by the Mode City fashion team. The new catwalk ties in with the theme for the July Mode City show, fairylike, which is inspired by Charles Baudelaire's *L'Invitation au Voyage*. Mode City

communications manager Mathilde Devalois told Lingerie Insight: "We want to take people on a journey. Last time, it was a trip - like travel. This time, it is a journey in your head - it is about imagination, inspiration and creation. "There is order, beauty, luxury, peace and pleasure. It is an escape from the crisis."

White & Gold Party

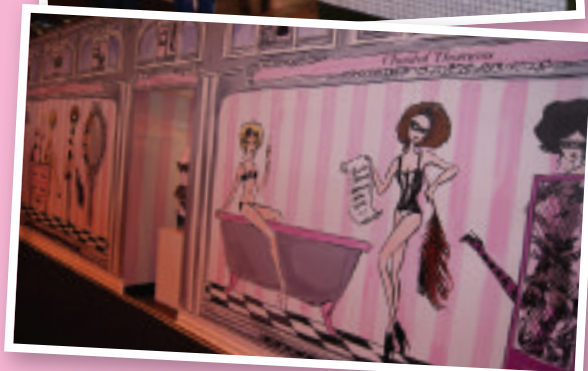
Mode City will also be hosting a massive party, this coming July, for exhibitors, visitors, and members of the press. Around 1000 guests will be invited to the event, which will take place at The Maison Champs Elysees in Paris. There will be a compulsory white and gold dress code for attendees.

Swimwear Report

Mode City will present at the show the results of a new quantitative market research into the world of swimwear. It will include a summary of consumption figures, major events and prospects for five European countries: France, Italy, Germany, the United Kingdom and Spain.

CHOICE STANDS

We bring you a selection of the most creative and innovative stands from the Salon International de la Lingerie show.



INTERFILIERE HIGHLIGHTS**VISITORS**

11,495 visitors came to the 2012 Interfilier, compared to **10,753** the previous year.

- **37.8%** from France
- **59%** international

TOP 10 VISITOR COUNTRIES

- | | |
|------------|-----------------|
| 1. Italy | 6. Belgium |
| 2. UK | 7. Japan |
| 3. Germany | 8. Netherlands |
| 4. Spain | 9. Russia |
| 5. USA | 10. Switzerland |

**General Forum: 'Bursts of colour'**

Returning with a fun and inspiring display, the colour range, showcased by the French hosiery manufacturer Gerbe, presented a series of bold and daring samples. Guided tours of the Forum were provided for delegations from South Korea, Japan, Italy and the US.

Designer of the Year

Dogi International Fabrics was named Designer of the Year within the framework of the Paris, Capitale de la Création collective. The group's PDG, Ignacio Mestre, was presented with the award at an event attended by the international press.

Photography Competition

Colour proved inspirational to the exhibitors, with a series of eye-catching and unexpected images on display. The winner was CAP SUD, who gained a communication pack worth €4,500 for the July 2012 session of Interfilier Paris.

EXIBITOR VOX POPS**Thomas Siemensmeyer - CEO of Penn Textile Solutions**

"For us, it was good as expected. On Saturday and Sunday, we were quite occupied and busy throughout the day. I see that there are not so many exhibitors this time as you can recognise that there are some empty spaces and the show itself seems to be a little bit smaller than the year before. There are definitely no Asians round here, due to the Chinese New Year. We are quite satisfied in terms of the visits we have had. We have seen all our main customers."

Jean-Laurent Perrin - CEO of Les Tissages Perrin

"In general, we received a satisfactory number of visitors, with whom we were able to have in-depth discussions. Clients are far from giving up."



1

BATTLE FOR INDEPENDENTS

KISS ME DEADLY FOUNDER CATHERINE CLAVERING EXPLAINS WHY INDEPENDENT LABELS NEED TO STOP TRADING BLOWS AND INSTEAD WORK TOGETHER TO COLLECTIVELY TAKE ON THE HIGH STREET'S BIGGEST BRANDS AND RETAIL CHAINS.

It's time to stop trading blows. Despite the way we're grouped at shows and within the industry, independent brands are competing with the high street, not each other, for custom. Or, at least, so our research last year shows.

Despite the expectations marketing experts set, we found that Playful Promises, Ayten Gasson, What Katie Did and Kiss Me Deadly fans could name hundreds of brands that they

wore regularly, ranging from Primark to la Perla. The most surprising finding? The vast majority were high street brands; unlike retail outlets and shows, buyers of one independent brand aren't any more likely to buy other indie brand – even ones seen together as often as vintage style brands Kiss Me deadly and What Katie Did.

Under these circumstances, it makes more sense for those of us with limited capacity, facing the vast budgets spent on high street publicity

campaigns, to work together to pool resources and promote the independent sector as a whole, rather than to buy into the concept many retailers have that we compete with each other.

Clearly, if you're a struggling independent store and want to pull people away from the chains, you need to be looking at the UK's vibrant boutique brand industry.

Competitions are for customers. So, if we're not competing, what are

1-2

It's a circus out there on the high street and Kiss Me

Deadly suggests independent brands need a ringmaster to coordinate their efforts..

we doing? This Valentine's Day, 10 boutique brands have joined together to promote each other and educate our fans about the role of independent brands in the industry in general.

We'll be running 10 days of love-bombs, where one brand runs a competition and the rest of us tell the world what we love about them. With hosiery, swimwear, silk, full bust, shapewear and corsetry in the mix, none of us are anticipating this being difficult, and it is designed to promote growth in social media engagement, improve SEO and grow online coverage – all with a minimal budget, but plenty of cooperation. In fact, the only cost has been the amazing photoshoot in Cirque Du Soir, the exclusive London nightclub, with Jessica Abidde from Britain and Ireland's Next Top Model.

We'll be promoting the event online from the 30th January until the 10th February inclusive, with plenty of blog content, so we hope you'll all join us in this celebration of this vibrant and creative sector of the market. 📍



NEW
Honeysuckle
Body Silk Seamless

19 – 21 February 2012
Moda, Birmingham

25 – 27 March 2012
Nursery Fair, Harrogate

bravado!
DESIGNS

Knowing me BeingU

SADIA SISAY, CO-FOUNDER
OF BEINGU, OUTLINES WHY
SHE IS FULL OF OPTIMISM
ABOUT 2012.



2012 is finally here! I really hope that you all had the best end to last year that you could have had and are gearing up for another great 12 months.

So far, it seems the lingerie news is littered with companies going into administration and stores closing. I went into a big shopping centre only a few days ago and one of the big names in lingerie retail, which I visit every time, had closed its store there. It had been there a few weeks back. There are many reasons to feel despondent.

Despite all this, I have a lot of enthusiasm for the lingerie industry at moment. Mixed with the bad news, we have the good, such as new online stores, new products, new entrants and it is SHOWTIME!

Please forgive me if it is, once again, the newness of it all that is responsible for my excitement. December's stresses are still there, but not quite as large as they were before. I have just decided that there is only so much I can control and I can only do what I can do, and keep it simple...

So, as we get ready for Curve NY, I will also be keeping a close eye on all the other shows, such as Lingerie Collective, MODA and Paris. We were dying to get to all of them but, as Curve is our US launch, we decided to concentrate on that.

You see, I thought I knew what it means to get ready for a show. I did all that in my last corporate job. We did about three to four shows a year in different companies. The products and customers were different, but preparing for a show is really the same in most industries.

To me, a show was about getting the stand. Yet, the reality of getting the products, the newsletters, news releases, marketing, PR and the rest ready has really been getting to me. I just could not understand why I was finding this so much more difficult.

So, I decided to call a friend, one who I worked with for eight years in my last job. I told her how hard I was finding it despite the job appearing to be the same. Why should that be?

She asked me three questions: 'Who owned the company you last

worked for, how big was the team preparing for show and how much was your budget then?'

My answers were respectively: 'Not me, about 20 to 30 and a hell of a lot more than I have now.' It put it all into perspective.

So, when I look at it like that, I think we are doing really well with how we are getting ready. I also think that even though, regrettably, we are not at all the shows, particularly MODA, we had to realise our capabilities and react to the reality of what we could do.

If we can continue like this, providing product our customers want with great customer service, then maybe I have a right to be optimistic, irrespective of some of the news coming through in the lingerie world. And, maybe, you do too.

Or, maybe, it is simply the great news I am dying to share with you next month on beingU that has me excited. Who knows? 📌

*By Sadia Sisay,
co-founder, beingU*

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*Being U co-founder
Sadia Sisay*

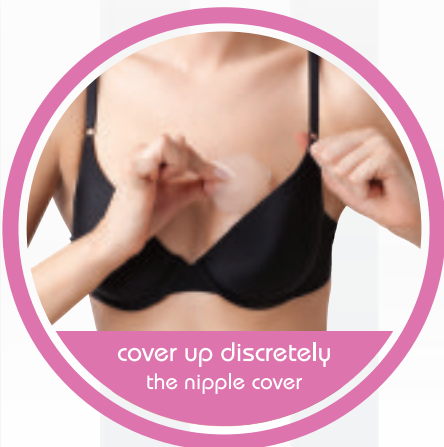
the
natural[®]
by Coconut Grove Intimates

solution bras
and
bra accessories



go backless & strapless
the combo wing bra

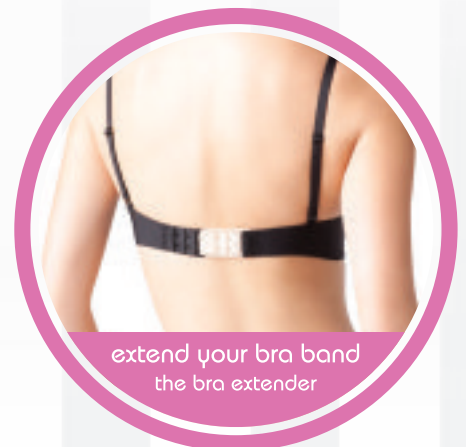
a solution for every outfit!



cover up discretely
the nipple cover



tame your straps
the bra strap holder



extend your bra band
the bra extender



The UK Lingerie Awards,

which will take place at a spectacular London venue in September, are the ultimate accolades for the British intimate apparel industry.

The nomination process and judging panel will be revealed in February.

To ensure you receive full detail, please contact Kat Slowe at kat.slowe@itppromedia.com.

For details of exclusive sponsorship packages and to book tables for the gala dinner, please e-mail andrew.martyniuk@itppromedia.com.

All details of the 2012 UK Lingerie Awards, and full coverage of the 2011 event can be found at www.uklingerieawards.com.

www.uklingerieawards.com
www.lingerieinsight.com



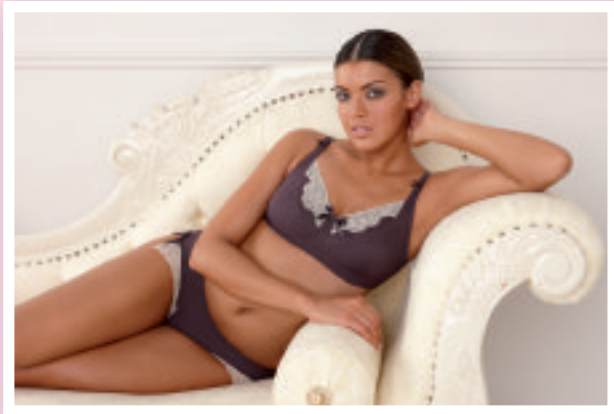
Object of *Desire*

The Double Trouble kimono and Tie Me Up Tie Me Down bralette set are part of the AW12 offering from Harlette Luxury Lingerie. Made of signature lace and silk, featuring Swarovski Elements, they debuted at the Salon International de la Lingerie trade show, last month. The brand is also looking to introduce an affordable range for the season, called Harlette Pearl, which will include bras and knickers for under £50.

RRP: KIMONO, £499.95, SET, £229.95

✦ **ROYCE DARCEY**

Royce's Darcey range of wire-free bras are chic and contemporary in a deep damson shadow striped fabric with pretty cutaway vintage lace trim. Its soft cotton lining and innovative underwire free design ensure this unique creation provides excellent support, shape, fit and comfort. Darcey



is available in sizes 32-40 D-G and is perfect for everyday comfort and for during pregnancy. Matching shorts are available.

RRP: bra £30.00, short £14
Contact: Royce, 01295 265557, royce-lingerie.co.uk



✦ **MASQUERADE ROSETTI**

Rosetti from Masquerade is a perfect lingerie set for festive occasions. A balconnet style in scarlet oozes seduction while heavy lace effect embroidery on the cups, satin cuff neck edges and straps add glamour. The bra is offered in sized up to a H cup. The co-ordinating Brazilian brief and thong both have matching heavy embroidery fronts with satin cuffs along the waistband.

RRP: £59

Contact: masquerade-lingerie.com

NEW PRODUCTS
Lingerie Look

✦ **FRAULEIN ANNIE FALLING IN LOVE**

Falling in Love features a romantic, vintage inspired eyelash lace and satin in several stylish colours including this mulberry, which launches this year. The range offers a flattering balcony and a fuller bust bra, a multiway basque with a lower back and removable suspenders, a short and a thong that can be worn with the suspender that holds in the tummy and smoothes the hips.

RRP: On application

Contact: info@frauleinannie.com, frauleinannie.com

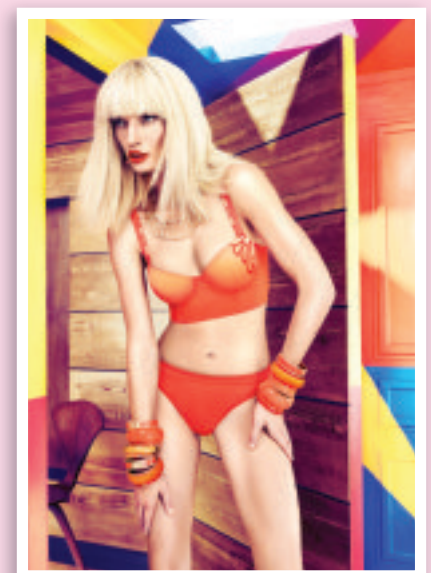


» **MARKIES DEKKERS ETERNAL SUNSHINE**

Eternal Sunshine is inspired by the Scandinavians' enjoyment of the brief summer sunshine. In vibrant sunshine orange Marlies has created a print that fades downwards from strong colour to pale apricot. Used in combination with a tonal flat appliqué frond motif positioned on the neckline of a bra or on the back of a thong, plus tonal trims, the three bras and briefs strike a cheery note in midwinter.

RRP: Collection ranges from around £110 to £220 for a bra and £50 to £80 for a brief.

Contact: marliesdekkers.com





⤴ **PAOLITA SS12 CARMEN MIRANDA**

Paolita's one-piece swimming costumes have an elongating central panel, yet the fun, flirty patterns and colors keep the pieces sexy and refined. The exciting, yet completely functional collections transcend age to provide quality garments to real women who want to feel beautiful at the beach. The Carmen Miranda swimsuit (pictured) is inspired by the South American-born Hollywood star of the 1940s and 50s.

RRP: **On application**

Contact: sales@paolita.co.uk

» **ZOGGS SHELLY**

The Shelly Swimdress offers great support with foam cups and a multiway halterneck which can also be worn as a bandeau by tying around the back. It features ruched adjustable sides for varying amounts of coverage on the bottom and thigh as well as a tummy control panel. Available in Elastomax fabric in red and contrasting navy blue; this is a great functional swimsuit that doesn't compromise on style.

RRP: **£43.00**

Contact: zoggs.com



» **LEPEL ULTRAMARINE**

The Ultramarine collection is available in a unique aquatic print that blends blue-marine colours with mottled shapes as seen through the sunlit waters of majestic oceans. Dark navy low-lights contrast with highlights in zesty lime making Ultramarine the perfect poolside style statement. The swimwear is offered as a padded suit with removable straps, a graduated padded bikini top, and a concealed underwear top and shorts.

RRP: **One piece suit: £40**

Contact: **Lepel, 0115 983 6000, lepel.co.uk**

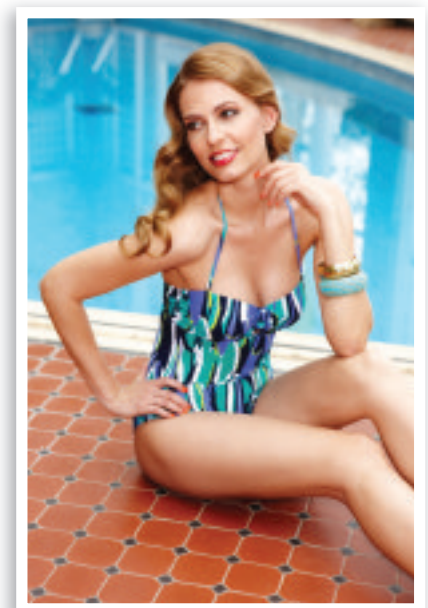


« **PANACHE TALLULAH**

Tallulah is an eye-catching new retro style in an Australian designed floral print with bursts of bright pinks, purples and oranges on a charcoal and ivory base; perfect for a vibrant look. The sweetheart neckline of the new balconnet bikini gives great shape and support and the high waist pant has power panels with a gathered front for a smooth profile. Available up to J cup.

RRP: **£55 for set**

Contact: panache-lingerie.com



Social Lite

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



1



2



3

1
Nichole de Carle dresses Taio Cruz dancers on the Graham Norton Show.



4

2
R&B star Shy'm arrives at NRJ Music Awards in Franck Sorbier-designed corset.



5

3
Ultimo's Michelle Mone & retail giant Philip Green at the Retail Trust Ball.



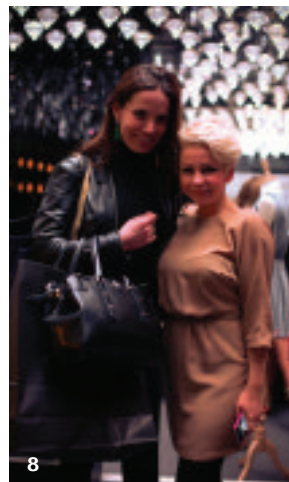
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4
Former Triumph brand ambassador Louise Redknapp with Philip Green.



7

5
Host of Retail Trust Ball George Lamb.



8

6,7&8
CiCi PR & Events hosts a celebrity press day for its lingerie clients.

JOCKEY



USA Originals



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Stand MA25
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JOIN US FOR A
SWEET TREAT
 LINGERIE UP TO A J CUP

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CLEO
 by Panache
WWW.CLEO-LINGERIE.COM

Featuring: MEG D-J cup