

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

S I G H T

MARCH 2012 / VOL. 03 ISSUE 03  
www.lingerieinsight.com

## LEJABY EXCLUSIVE

New CEO Alain Prost reveals his bold plans to revitalise the company

## CELEBRITY SPECIAL

Designers see red over bras from stars

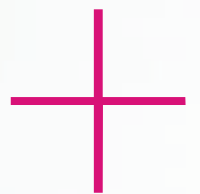
## FABRIC FOCUS

Learn the material secrets of lingerie's biggest brands

**TOP 10  
ACCESSORIES**  
INTIMATE EXTRAS  
THAT WILL BOOST  
BOTTOM  
LINES

*luscious*

Discover the latest hosiery technology and trends that will be hitting the high street for AW12



**PANTHERELLA**

**MODA REVIEW**

**KINKY KNICKERS**

**NEW PRODUCTS**

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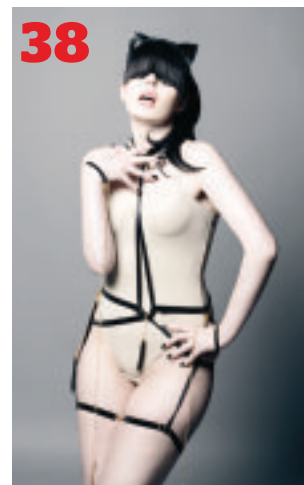
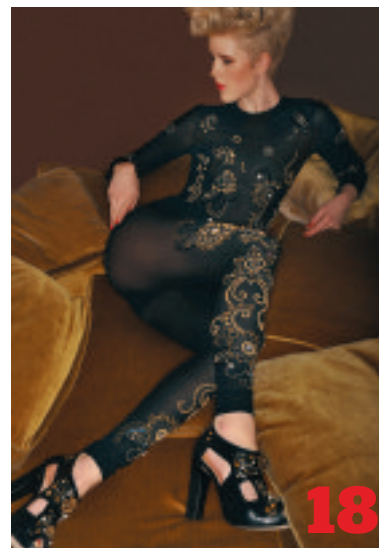
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# FOREWORD



What does celebrity mean to you? We belong to one of the most celebrity obsessed cultures in the world. The UK public gorges on celebrity gossip in a manner that could, in fairness, be judged almost obscene by someone who had never been introduced to the salacious offerings of The Sun or The Daily Mail.

While this could be viewed as simply an odd quirk of the British – and perhaps US – national psyche, it is nonetheless a quirk that has far reaching consequences, particularly in the sphere of business.

There is no shortage of brands and retailers who recognise the power of celebrity endorsement in

pushing demand. Yet, increasingly, celebrities are beginning to question whether giving their name to a company's product is the most lucrative way in which to use their pulling power.

More and more stars are now looking to profit more directly, either through forming collaborations with brands or stores, or through setting up their own label.

Celebrities turning their hands to design is by no means a new phenomenon. In intimate apparel, Elle Macpherson and Caprice are just two of the names that spring to mind who have very successfully formed their own brands and now garner considerable respect within the sector. Yet, with more and more 'names' seeming to enter the market every week, is the celebrity game going too far and is it beginning to diminish fashion as a whole?

In this issue, we speak to a series of celebrities and high profile industry members in attempt to find out whether celebrity is simply a useful marketing tool or a bane to 'true' design potential.

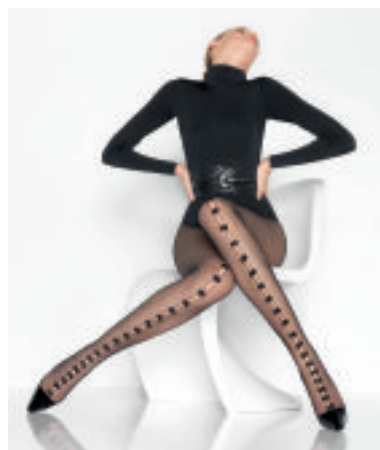
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## MARCH COVER

**Cover:** Wolford

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**Website:** www.wolford.com



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# Lingerie

INSIGHT

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BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

INSIGHT

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# FRONT

## THIS MONTH IN LINGERIE AND SWIMWEAR

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## JONATHAN ASTON PARTNERS WITH DESIGNER MARK FAST ON NEW HOSIERY COLLECTION

**H**osiery brand Jonathan Aston has announced that it will be collaborating with designer Mark Fast on a new range of hosiery and bodywear.

'Fast AT Jonathan Aston' will be launched in London on March 15th. The products will be available for in store delivery

in August, 2012.

The pieces in the collection are the culmination of a year's work by the iconic hosiery brand and Mark Fast.

Canadian and former Central St. Martins student Mark Fast is a specialist knitwear designer. At 30 years old, Mark Fast has already collaborated with Stuart Vevers for Loewe, Bora Aksu,

Atelier Swarovski, Christian Louboutin, Topshop, Pinko, Danier and Woolmark.

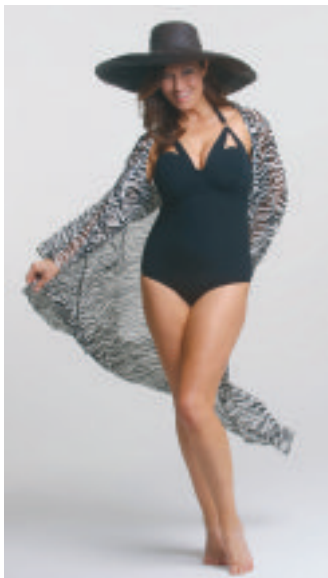
The new project aims to combine the designer's 'unique skill,' understanding of knitting techniques and eye for detail with the Jonathan Aston 'dynamism' to create winning designs.

On the announcement, John Roskalns, managing director

of the Melas Group – owner of the Jonathan Aston brand – said: "This has been a terrific collaboration; Mark has truly stretched the ingenuity of our factories in creating pieces with a really strong look that will be stunning for current and new 'astonistas' to wear. We are so looking forward to presenting this collection".

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

**NEWS REVIEW**



▲ New swimwear brand **Nikki Cooke** launched at Scoop International in the Saatchi Gallery on February 12-14.

The new English label specialises in swimwear for 'real women' between the ages of 35 to 60.

The unique design does not use a wire, but incorporates other design features to support the bust and provide a natural looking cleavage.

The launch range comes in six colours and also includes two variants of bikini. Products are available from 32C/34B to 36D/38C.

▼ **ROSCH** has launched a new charity campaign in support of ill children at The Ronald McDonald House in Tübingen.



The 'Send me an Angel' campaign by ROSCH CreativeCulture has led to the development of ten exclusive nightwear styles.

Stores can order an exclusive series with matching promotional material for the campaign in order to strengthen the image on the Point of Sale and create incentives to buy.

Gerhard Rösch assumes all costs for any promotional material as part of the new project.

Sales of **Berdita Lingerie** are up by 37 percent on the previous year, just two months before the completion of its fourth financial quarter.

The previous financial year, which ended on March 31, 2011, was formerly its best sales period to date.

Berdita managing director Michael Critien told Lingerie Insight: "Our trade customers are telling us that sales in Berdita continuity products are very good, as many shoppers feel the financial 'pinch,' and are opting for Berdita products which offer 'shape, comfort, support, quality and value'."



▲ **99p Stores** has launched a new range of bottom support tights, which the retailer claims give the wearer a derriere to match that of Pippa Middleton.

The new 'Tum and Bum' tights have extra elastic around the bottom that acts to mould it into the 'ideal' shape.

The hosiery comes in a single standard size with a range of colour options, including the classic nude and black.

London-based couture latex lingerie and women's wear designer **Atsuko Kudo** collaborated

with cult British beauty brand Illamasqua in the lead up to Valentine's Day

The designer designed a series of accessories in black and red for the brand, which is co-managed by the former Agent Provocateur creative director and son of fashion legend Vivienne Westwood, Joseph Corre.

The Atsuko Kudo accessories, which were available in black and red, included heart shape pasties with filigree lace (£64), plain heart shaped pasties (£52), a filigree lace choker (£52), knuckle gloves with filigree lace (£52) and a kitty collar with filigree lace (£72).



▲ **Berlei** came to the aid of Bath Spa University's polo team, last month by backing its bid to become champions at a major national tournament.

The brand provided cash sponsorship for the team and gifted the team's female players with its bestselling sports bra, the Berlei Running, designed to block 'bounce.'

University Polo Club president Victoria, a 2nd year psychology student, said: "Berlei has been incredibly supportive, obviously in more ways than one. The bra itself is so comfortable and that will make all the difference - it's a really vital piece of kit for the girls."

**Spanx** has announced the soft launch of a new all-cotton shapewear collection, titled Spoil Me Cotton.

The new range incorporates cotton, slimming seams and a 'hug of shaping,' due to double-layer tummy control.

Spanx founder Sara Blakely said: "Women have been asking us for a cotton collection, so I'm

super excited about the launch of Spoil Me Cotton.

"By combining the luxury, breathability and comfort of cotton undies with the shaping power of Spanx, we think this new collection is sure to spoil our fans!"

Linea by **Maidenform** launched at House of Fraser, last month.

The exclusive collection encompasses Maidenform's bestselling bra styles in America, which have been made available to the UK market for the first time via the department store.

Featuring eighteen key pieces, the complete range also includes a t-shirt bra and knickers for everyday, a longline bra for bridal and a little black dress.

Hand-made lingerie brand **Pretty Gorgeous** has launched a new line of bespoke bridal garters.

The brand, which was set-up six months ago by London Met Fashion Marketing undergraduate Hannah Ryan, has already seen rapid growth in the sales of its hand-finished knickers.

The new bespoke bridal garters are made-to-order, according to the client's specifications, such as colour scheme, theming and detailed touches. Each of the products is entirely handmade and costs around £18 to £30, dependant on embellishment.

**Embrace Design Innovations Ltd.** has been announced as a finalist in the Product category of the Irish Times InterTrade Ireland Innovation Awards 2012. Embrace has been nominated for its Internal Support System (ISS), an inner stabilising structure which has been designed to anchor the bra and maintain its fit in movement.

The inner structure sits directly under the breast to eliminate the drag or pull of a garment in movement, stabilise the garment on the body and act as a floating support of the breast weight.

## NEWS IN QUOTES



“We’re looking forward to the continued success of Playtex with exciting new product launches, a growing range of styles ahead, as well as continuous media and marketing support.”

**DBA UK’s PAUL DEVLIN** discusses Playtex’s plans after announcing the brand would freeze SS12 prices at 2011 levels, following a sales increase of almost one-third over the past six months.

“I am delighted to be joining the board at a key time in Zoggs’ development as the brand focuses on developing its international business.”

**ALAN JACOBS** speaks about his appointment as chairman of Australian swimwear brand Zoggs Ltd.

“We are excited to partner with a retailer who has been bestowed the Royal Warrant. House of Fraser was first to place shapewear in the evening department helping propel our brand and support ‘the little black dress.’”

**Maidenform International managing director PATRICIA J. ROYAK** talks about Linea by Maidenform’s entry into House of Fraser.

“We are delighted to have this opportunity to work with the public... and hope that many of our WAXX fans will get involved with this new project.”

**Elite Apparel development director NICOLA GROOM** describes WAXX Underwear’s plans to launch a model search competition.

“We were initially approached by Channel 4 to take part in a documentary about Britain’s clothing manufacturing heritage - this quickly grew into an investigation... to see if mass-garment production in the UK was still a viable business.”

**Headen & Quarmby MD DAVID MOORE** speaks about how his company came to manufacture Mary Portas’ new range of ladies’ underwear, Kinky Knickers.

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## NEWS REVIEW



▲ **Simply Beach** has unveiled a new lingerie department to complement its existing swimwear and beachwear collections.

Shoppers can now buy everyday underwear, lingerie, shapewear and nightwear by well known designers and brands on the website, [www.simplybeach.com](http://www.simplybeach.com).

Big brands stocked include the likes of Elle MacPherson Intimates, Wonderbra, Sloggi, Lepel, Gossard and Calvin Klein. More women's labels and a men's department are also in the pipeline.

**Anita active** has introduced 30 backs across its maximum support category.

Styles which are covered include the new Momentum underwire (5519), the award winning Momentum (5529) and the Extreme Control (5527).

All styles come in black and white with Extreme Control.

The products will also be available from August 2012 in new fashion colour indigo wave.

The Advertising Standards Agency (ASA) has refused to uphold public complaints that an **M&S Limited Collection** underwear advertisement on the underground was 'offensive and inappropriate for display' in a public location.

The moving digital poster ad, seen in London underground sta-

tions in October 2011, featured black and white images of two women looking out directly at viewers, posing and smiling as if in front of a mirror.

In the first image, the women were shown in their underwear and appeared to be in a bedroom getting ready to go on a night out. This image alternated with another of the same women fully dressed, as if out on the night in question.

Dragon's Den founder Theo Paphitis has announced the launch of a new **Boux Avenue** store in Bullring, Birmingham.

The store, which is set to open on March 22, 2012, will be the retailer's ninth outlet.

Boux Avenue was launched by Theo Paphitis in 2011 and has since gone from strength to strength. The company prides itself on offering a wide range of sizing options (30A to 40) at affordable prices.

✔ **Passionata** has introduced two new ranges, Exquisite and Poupoupidou, featuring products available up to a UK E cup.

Exquisite features embroidered tulle and guipure lace in a two-tone shade. The range includes a two part underwired bra with a 'reassuring' cut and style.

Poupoupidou, a tribute to Marilyn Monroe's song 'I wanna be loved by you' is the brand's new glamour line designed to provide comfort and lightness to fuller busted women.



## FIRST STITCH CELEBRATING EMERGING TALENT

**London Calling** made its official launch at Salon International de la Lingerie in January, where it gained distributors in countries such as Poland, the Czech Republic, Hungary and Slovakia. The brand is the brainchild of Karen Ellis, who last month announced the appointment of AWG brands as her label's agent in the UK.

London Calling currently offers seven ranges of lingerie and corsetry. Targeted at the 18-35 age bracket, the brand offers cup sizes ranging from 30B - 36FF, with wholesale prices starting from £11.

Ellis hopes to further expand her brand's size range to include even bigger cups over the coming year and does not rule out entering into the swimwear sector. She told Lingerie Insight: "We have had quite a lot of requests for swimwear, so we may look into doing that, as well."



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

## STORE ENVY



### NOO NOOS, SHOREDITCH HIGH STREET, LONDON

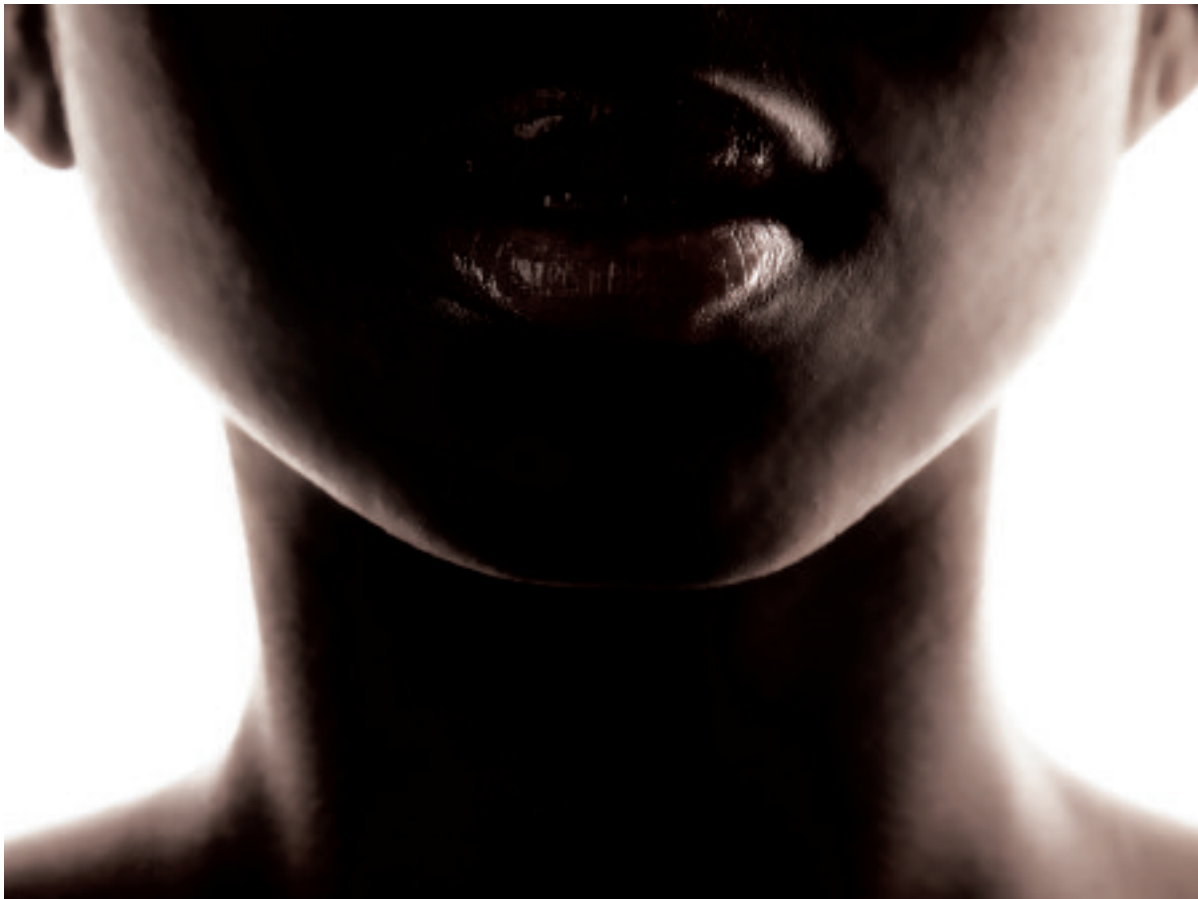
Cynthia Samuels opened the Noo Noos boutique in 2011. The business started as an online website, in 2009, specialising in underwear for the teenage market.

Samuels says: "I started to sell teen underwear, because I couldn't find anything nice for my daughter... It is the non-wired that people are coming in for, because they say it is very dif-

ficult to find non-wired bra's which are pretty, feminine and affordable."

The store is located on Shoreditch high street and stocks brands including Dirty Pretty Things, Beautiful Bottoms, Playful Promises, Cosabella, Eberjey and Honeydew Intimates. Samuels adds: "The shop is very very colourful... We go out of our way to stock something different."

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



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VOICE OF THE INDUSTRY

# Lingerie and the evolving man



**AMANDA LORENZANI,**  
co founder and managing director, Fox & Rose

“There has been a cultural shift in the last few years in the UK. Men have become well versed when it comes to buying designer lingerie: they know their partner’s measurements, can purchase two to three times a year and are more likely to experiment with the latest fashion trends. This was revealed in a recent study undertaken by Fox & Rose after anecdotal evidence suggested that the traditional perception of British men struggling to buy lingerie was no longer holding true.

40 percent of our customers at Fox & Rose are men and they spend a lot of time researching brands, styles and sizing, as well as asking questions on what to buy. We decided to ask a cross section of European men some leading questions about their lingerie buying habits and it revealed some telling trends. British men, for example, emerged as fearless in their lingerie choices, often opting for high fashion prints by designers such as Stella McCartney or strong styling from labels like La Perla.

They are also asking the right questions, like how lingerie sits under clothing and what it can be worn with. We’ve been surprised by the number of British men who are fluent in the difference

between styles such as soft bras, balcony bras or long line bras, painting a very different picture to that commonly imagined. Many women prefer to receive pretty, feminine lingerie over strong red or dominatrix styles and British men seem to understand this instinctively.

Couple this with an increase in purchases due to a gloomy economic climate - what I like to call the ‘Silk Rush’ effect - and a new generation of confident, fashion conscious men buying designer underwear that women actually want, with ease, has appeared.

The effect of recession can also not be underestimated. When bonuses are cut and income is not quite so disposable men are turning to the smaller luxuries in life to spoil their women with. It’s another trend we’re seeing at Fox & Rose, as customers choose to invest in higher value luxury lingerie pieces over functional everyday underwear. Opting for a sumptuous flash of leavers lace coupled with top quality silks, as opposed to traditional high street brands, has provided a much needed pick me up in recent times for British women.

And, thanks to the great taste of our men, we are finally enjoying gifts that we actually like.

## NEWS REVIEW

Supermodel and actress Kate Upton has been spotted wearing the Crystal Mar bikini by Peruvian brand **Aguaclara**.

The popular beauty modelled the swimwear in the Sports Illustrated Swimwear Issue, 2012, of which she is the face.

UK distributors Elite Swim claimed that they were ‘thrilled to see such a high profile celebrity as Kate’ modelling the brand.

**Gossard** has reported a continued high level of demand for its Super Egoboost product, which has been retailing since December, 2011.

Sales of the push up bra, which took two years to bring to market, have reportedly smashed expectations and Gossard is busy fulfilling orders to ensure stock shortages are minimised.

The pre-Christmas level of sales has continued into the New Year, with high levels of purchases continuing through outlets including Figleaves, Asos and leading lingerie independents.

Manchester-based law firm, Glaisyers Solicitors LLP, has advised a local lingerie manufacturer on the recruitment of apprentices to produce Mary Portas’ new range of ladies’ underwear, **Kinky Knickers**.

Kinky Knickers is a new brand of handmade lace underwear by retail consultant, Mary Portas. Made by Middleton-based Headen & Quarumby Ltd, Kinky Knickers aims to shine the spotlight back on to British manufacturing and was launched at Liberty London earlier this month.

Glaisyers was chosen specifically to advise on the recruitment of eight apprentices that were chosen by Portas and trained in the production of the lingerie garments.

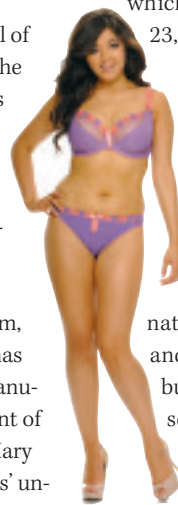


▲ **Magic Body Fashion** is launching fashion colours for the first time in its seamless shaping range.

The range currently includes four products - a camisole, bandeau, comfort bra and slip dress - in continuity black, nude and white.

The new fashion shades are green, yellow, pink and blue. They are available to order on all products for delivery in April.

▼ Fuller bust lingerie brand **Curvy Kate** is once again scouring the UK for its next ‘curve queen’ in the fourth annual Star in a Bra model competition, which launched on February 23, 2012.



The Star in a Bra search is run through the brand’s Facebook page and encourages ‘D plus, charismatic and naturally curvy girls’ to submit their favourite lingerie shots to win an international modelling contract and become the face and bust of the brand for two seasons.

The brand claims that the competition strives to celebrate healthy curves, a positive body image and diversity.

**The Kendal Group**, the holding company of Australian swimwear brand Zoggs Ltd, has announced the appointment of Alan Jacobs as its new chairman.

Jacobs will be replacing Brian Smouha who is stepping down as chairman after eight years in the role. Smouha will continue his involvement in the business as a non-executive director and shareholder.

**SPEAKERS' CORNER**

**PETER PRESTON**  
executive chairman  
Lelap



**JOHN PAYNE**  
UK representative  
Scala



**MICHAEL MEREDITH**  
head agent  
Vanilla UK

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

“The MODA show has been a great success for both brands. Having focussed Charnos' product strategy on building and expanding the Superfit sub-brand, it was extremely satisfying to hear such positive feedback on its two new launches - the Comfort Bra and Rosalind Soft Bra, which are set to be best sellers for us in AW12. As ever, the MODA trade show has proven invaluable for collating customer feedback and overall figures are set to beat those taken at MODA AW11.”

“We thought we would use the show to make contact with independent retailers. We are already dealing with one leading department store group and a series of websites in the UK but we want to target the more upmarket boutiques. On Monday, we had a prospective client that, if all goes well, then it will fully justify our presence at MODA, this week. We realise, like all marketing strategies, you have to be consistent, so SCALA will probably be coming here for the next two years.”

“We had an amazing day at the trade show on Sunday. We were busy all day. The second day was equally as good. On the first day, the Sunday, we did the same value of orders that we did in the entire three days, last August, and it has gone on from there. On all levels, boutiques and store buyers, it has been very, very good. We will be back here in August without a doubt. We will also be showing at AIS in March and July.”

**NEWS FLASH**

Model Helena Christensen presented her capsule lingerie collection, part of the **TRIUMPHESSENCE** second season range, at Selfridges on February 23. During the event, she unveiled the Fantasy Mirror, a global first which allows the customer to view what they will look like in the products without removing their clothing. Shoppers can select their item of underwear on the digital touch screen and then watch as the mirror creates a 3D visualization that maps their shape. Appointments to use the Fantasy Mirror at the London department store with a Triumph fitting assistant can be booked through an Augmented Reality app.

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

**DIARY DATES**

**28th February - 7th March, Paris, France.** **Paris Fashion Week** has come round once again and, with Haute Couture Week over and done with, it is now the turn of Ready-to-Wear. A series of international giants, including Rochas, Mugler, Christian Dior, Vivienne Westwood, John Galliano and Jean Paul Gaultier, will present their AW12 collections during the nine day event.

**7-8th March, The Music Room, London.** **The Textile Forum** describes itself as 'London's most exclusive fabric show.' It is aimed at designers, small to medium sized manufacturers, dress makers and retail fabric specialists looking for high quality fashion fabrics from UK and European mills.

**22nd March, Cranmore Park, Solihull.** The **AIS Lingerie & Legwear** show, which attracts primarily independent buyers, will feature lingerie, nightwear and hosiery from both mainstream and emerging brands. Exhibitors include Courtaulds, Eveden, Chantelle, Triumph and Playtex.

**29-30th March, Hong Kong Convention and Exhibition Centre, Hong Kong.** The key trade fair for intimate apparel manufacturing in Asia, **Interfilière Hong Kong** is returning for a 6th consecutive year. The theme for this year's fair, 'Trace the Origin,' celebrates the cutting-edge fabric design and production techniques at the very heart of the manufacturing process.

**28th-30th March, Beijing China International Exhibition Centre (CIEC), China.** **Intertextile Beijing** is a trade fair for apparel fabrics and accessories manufacturers, and suppliers wanting to reach China's north and north-east regions.

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INSIGHT

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- 9** EXCLUSIVE: Lejaby makes UK staff redundant
- 10** ASA refuses to ban 'offensive' M & S lingerie ad

## EDITOR'S CHOICE



### COLLECTION

#### Lucile Lingerie AW12

Luxury brand exhibits its collection at London Fashion Week.



### VIDEO

#### Bjorn Borg lights off show at power station

Brand presents latest intimate apparel offering at Battersea event.



### NEWS

#### Berlei sponsors Bath Spa polo team

Lingerie brand supports university students with cash and bra's.



### CATWALK

#### Lingerie, hosiery & swimwear at Moda

The latest AW12 looks from the trade show in Birmingham.



## LINGERIE TWEETS

"Just said yes to do London Lottery Run. I need to train harder to keep up with you x."

**@MichelleMone**

"Coming soon: a re-order of the fabulously chic & tailored silk pajamas from Olivia von Halle..."

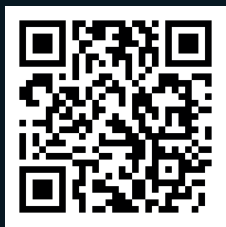
**@JanesVanity**

"Crazy day at #londonfashion weekend now off to #shoreditchhousethen gallery opening."

**@melissa odabash**

"TRUE or FALSE: Your underwear should be chosen to match your outfit and activity. RT w/ your 'answer!'"

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# *the intrepid* **ENTREPRENEUR**

**MAISON LEJABY** CHIEF EXECUTIVE ALAIN PROST TALKS TO **KAT SLOWE** ABOUT HIS ENTREPRENEURIAL AMBITIONS, HIS DARING PLAN TO RE-POSITION THE COMPANY FOR THE LUXURY MARKET AND HIS DECISION TO LAUNCH TWO NEW BRANDS.

“This is by no means the first time that Alain Prost has played the boss, but it is – as the new Maison Lejaby chief executive is quick to point out – the first time he can describe himself as a true entrepreneur.

“There was a personal and professional motivation,” Prost says, describing his reason for taking over beleaguered company Lejaby SAS.

The business went into administration towards the end of last year. In January 2012, Prost’s consortium outbid the single other aspirant to the reins and was handed the business by the Court of Lyon.

The move marked the beginning of a new stage in life for Prost, whose previous positions included being General Manager of L’Oreal, General Manager of Group Chantelle and Chief Executive Officer of La Perla.

“What pleased me at L’Oreal was always the sense of being the boss of my own company,” Prost reveals. “I left L’Oreal because it was too big a job and I lost - a little - this sense of entrepreneurship.”

**1**  
*Tanga set from  
Maison Lejaby's  
new AW12  
campaign*

**1**

Prost joined Groupe Chantelle, a family run company with a turnover of around 400 million euros, because he felt the business possessed this elusive entrepreneurial spirit. His consequent move to La Perla occurred at a point of vital development for the brand - it was rapidly becoming apparent that Prost was a man who needed a challenge.

"At the end, I said, 'well, why don't I become an entrepreneur myself?'" muses Prost. "It was something that had been growing in my body year after year, and it was also quite logical for my professional career. That is why I chose to take over Lejaby."

One of Prost's first actions has been the re-naming of the company to Maison Lejaby. The step reflects his desire to return the business to its former glory days, when it created products for the luxury market.

"The brand has gone down from a high end to a high medium position in the market," he explains. "We have to go back to where Lejaby was before."

"It was named Maison Lejaby because it is the smell of couture. Le Maison is the smell of couture."

## "It was named Maison Lejaby because it is the smell of couture. Le Maison is the smell of couture."

Maison Lejaby currently contains two brands: Lejaby and Rasurel. However, Prost is keen to launch two more over the coming year.

The first of these is a new haute couture lingerie and beachwear brand, which has been given the working title Lejaby Couture, and is set to launch before the end of 2012.

The step comes as part of the company's bid to re-position itself toward the luxury end of the market.

Prost says: "It will be the first brand of French lingerie haute couture. It is a luxury brand of corsetry and beachwear."

"We know to do things that nobody else does. We want to show our customers and our consumers that we can do something special, so that is the reason why we want to launch Lejaby Couture."

The couture products, which could potentially be personalised for the individual consumer, will all be designed and manufactured in France, near Lyon. This will help distinguish the lingerie and beachwear from the rest of Maison Lejaby's product offering, which is currently being manufactured in Tunisia.

Those who heard about the furore that surrounded Prost's closure of the brand's existing French production plant, earlier this year, may not have known that 93 percent of Lejaby manufacturing was already taking place offshore in 2011.

In SS13, Maison Lejaby is set to



2

2

**2**  
Maison Lejaby seeks to re-position the brand with a more luxury offering.

**3**  
A second AW12 collection will be launched, this April.





4

re-launch its Elixir lingerie brand, which targets the fuller figure market. The new label will form the final corner of the Maison Lejaby Group's brand offering.

First launched in AW2010, Elixir de Lejaby reportedly received a positive reception from markets around the world but, at the time, the decision was taken not to maintain it as a separate brand.

Prost says: "I think there was a consumer need, a consumer expectation of this kind of offer... It was working quite well in the UK and I think it will take over again this territory and develop it."

The brand, which is expected to be available up to an H cup, targets the younger market, a segment which Prost seems to feel is underserved,

He says: "[Women] can be round and need bigger sizes, and be young. It is not only for the older woman. Most of the offer now is focussed on the older woman.

"In the UK, you have bigger sizes and it should be a very important launch for the market."

Lejaby will also be re-launching its Rasurel beachwear for the SS13 season. The details are not yet being released but, according to Prost, the project will be a 'new approach for beachwear.'

The chief executive hopes to interest UK department stores, such as Harrods and Selfridges, with the project.

The UK has always been a "huge" country for Lejaby and it is a market

## "We very much want to take care of our English customers, to be stronger in our product offer."

that has been gradually developed by the brand over many years. With sales having suffered in recent months, Prost is keen to recover the brand's former position in the country. Part of this involves ensuring the company has a stable system in place after Lejaby's former UK employees, employed by subsidiary operator Palmers, were made redundant on the handover of the business.

As in its other 'most important' European companies, Lejaby will introduce a commercial agent structure, which will include the appointment of a Maison Lejaby general agent. The new agent will work with a small team of people, based in the UK, who will be responsible for taking care of the brand's key accounts and its independent customers.

"I think there will not be many changes," Prost says. "We very much want to take care of our English customers, to be stronger in our product offer, stronger for the English consumers and be stronger in the business overall."

Though Lejaby's AW12 collection had been completed by the time Prost took

over the business, he is already putting his words into the action with a late addition to the line.

The new products, which will be presented in April and will be available for delivery at the end of October, have been designed to reflect this new, high end vision for the brand.

There are so many big challenges for us," Prost says. "This strategy is clear, we must implement it. We must very much improve the economic situation of the company, which is negative both on the cash side and the profitability side." Prost laughs, wryly.

"This is my first experience as a hundred percent entrepreneur," he adds, "so there is something always different. Now, this year, we will do about 25 million euros turnover. I hope in five years it may be over 50, so let's say twice as big. So, then it is something a little different to manage.

"Lejaby is like a little sleeping beauty. There is much work to do within the company, much work to do with our customers, also with our consumers. But, this is a company with a lot of important potential and that is really exciting." ♦

4

*New 'Maison' Lejaby name aims to reflect the 'smell of couture'*

# The Contour

FASHION BALL

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# Luscious Legs

THIS YEAR IS ALL ABOUT LUSCIOUS LEGS, BUT WHICH BRANDS WILL BE WALKING THE WALK TO THE TILL? WE SPEAK TO A SERIES OF INDUSTRY NAMES TO DISCOVER HOW THE SECTOR IS EVOLVING AND TO FIND OUT WHAT THE BIG TRENDS WILL BE FOR THE AW12 SEASON.



“Innovation is the watchword for 2012. From fake tan tights through to anti-cellulite and shaping products, the sector is evolving at an incredible pace, matched by a continued consumer craving for creative designs and cutting edge technology.

TINVISTA's LYCRA® fibre MOVES legwear conference in Barcelona, last

year, showcased many of the latest innovations in hosiery, including the introduction of its new LYCRA® beauty hosiery and LYCRA® Xceptionelle hosiery, designed for the shaping and fuller figure markets.

Both technologies are currently being trialled by brands around the globe and are expected to have a huge influence on the market in the coming seasons.

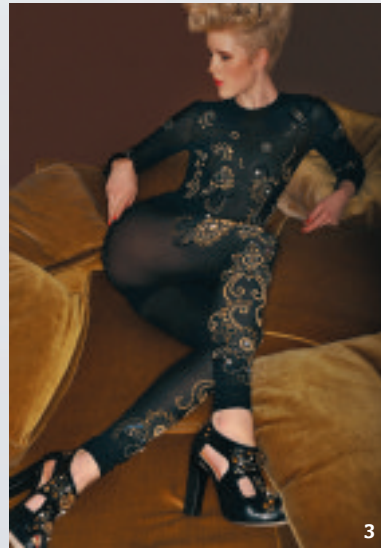
At the event, the company also revealed the latest updates on its LYCRA® Fusion fibre, an anti-ladder technology that was first launched in 2009, in Verona, and has since made waves throughout the industry. In the UK, the technology has already garnered multiple fans.

Courtaulds brand director David Hinchliffe appears very pleased with the fibre's performance to date. The

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*Wolford hosiery features rose embellishment for AW12*



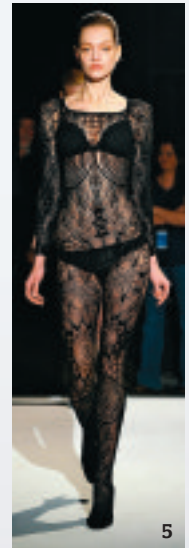
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company owns hosiery brands Pretty Polly and Aristoc, the latter of which uses LYCRA® Fusion fibre in a series of products.

Hinchliffe says: “We are impressed with the LYCRA® Fusion fibre from INVISTA, as it allows the women to wear sheer hosiery with confidence knowing that a snag will not result in an embarrassing ladder. Over the next few years more and more hosiery will have this new technology.”

Pretty Polly, the company’s fashion hosiery brand, doesn’t use the LYCRA® Fusion fibre, yet it is still focused on staying ahead of the latest trends, one of which is the area of shaping hosiery. Judging from its number of celebrity admirers, the brand appears to be doing so with some measure of success.

Rihanna, Selena Gomez, Paris Hilton, Mylie Cyrus and Jessie J are just a few of the celebrities who have been spotted wearing Pretty Polly or House of Holland recently, a fact that helps drive interest in the category and gives direction to its consumers.

For AW12, Pretty Polly will continue to push the boundaries of fashion with the introduction of a new category, SecretSocks, which will offer a layered look in a one-piece garment.

Hinchliffe predicts that the key looks for the season will be fibres in stripes and spots, varying textures, such as cables and ribbon effects, and bows. He thinks that opaques – a sure bet for AW12 - will continue to be strong and that there will

be significant growth in fashion shapewear, lightweight sheers and shaping opaques.

Hinchliffe says: “We are expecting shapewear hosiery to grow in the next 12 months in line with the trends.”

Legwear International, which recently launched new anti-ladder brand Couture Fusion – not to be confused with INVISTA’s LYCRA® Fusion fibre – also carries a series of shaping products in its Couture ‘sheer relief’ range.

Director Allan Falconer, who is currently setting up his own manufacturing plant in the UK so that he can place a ‘Made in England’ label on his tights, says: “Shaping hosiery has already affected the market for ten years. It is extremely popular as it enhances body profiles, making consumers look slimmer and trimmer.

The big question is why would consumers not want this? Shaping underwear is also very popular for the exact same reasons.”

The shaping function is an important aspect of the market, this year, with hosiery brands now offering everything from light sculpting products through to cellulite busting items.

The Melas Group, which includes brands Jonathon Aston, Levante and Charnos, has stayed fully abreast, if not ahead, of these market tendencies

The company, which has used LYCRA® Fusion fibre in its brands for several seasons now – and introduced the technology in its MARY & CHARNOS collection - is also a big believer in the area of shaping hosiery.

Melas Group managing director John Roskalns says: “For us, shaping is



6

2  
*Emilio Cavallini showcases its AW12 hosiery in New York*

3  
*Bebaroque’s AW12 range incorporates metallic details*

4  
*Legwear International’s new Couture Fusion line*

5  
*Emilio Cavallini at Mercedes Benz Fashion Week*

6  
*Wolford’s AW12 features bondage elements with a twist*



going from strength to strength and in all our brands we have great new stories to tell this year.”

The Melas Group is determined to make an impact with its AW12 collections. The Levante collection has ‘majored on the depth of natural shades’ to cover all skin types for the season and Jonathon Aston has just announced a collaboration with knitwear designer Mark Fast, the results of which will be launched this month.

Courtaulds, Legwear International and The Melas Group are not alone in their faith in the demand for shaping products. To help send a clear message to consumers, last year Wolford divided its shaping line into three sections: light, medium and strong.

The brand’s products promise to

do everything from relieving the strain on the wearer’s legs through to improving blood circulation, a function that is generally believed to aid in the reduction of cellulite.

Anti-cellulite products have received a lot of attention in recent years, with much speculation on their level of effectiveness. The majority of brands, such as Donna Karen or Scala, will only claim that their products reduce the appearance of the cellulite or assist in its reduction. No brands claim the effects will be permanent and so far the area of anti-cellulite hosiery has remained a small, if growing part, of the overall group.

Wolford chief executive Ermes Stefanutto says: “[Shapewear] has been a big part of our collection for two seasons now. You need functionality, as well as looks.

“Every brand is launching into shapewear, but to survive you have to do it really well. After all, it’s meant to be a second skin... Our products feel like a second skin. The combination of quality, unique design, comfort and easy care is unique.”

However, despite shaping hosiery’s apparent popularity, not everyone feels the same way about the sector. Emilio Cavallini is not afraid to try new things and is currently in the midst of trialing the LYCRA® Fusion fibre. However, the designer is not so keen on shaping technology. In fact, he thinks the whole segment is just fad that has evolved to disguise a lack of

innovation in the industry.

Designer Emilio Cavallini says: “We have never believed in the shaping products. It seems that this kind of product comes out when the industry has nothing new to present.”

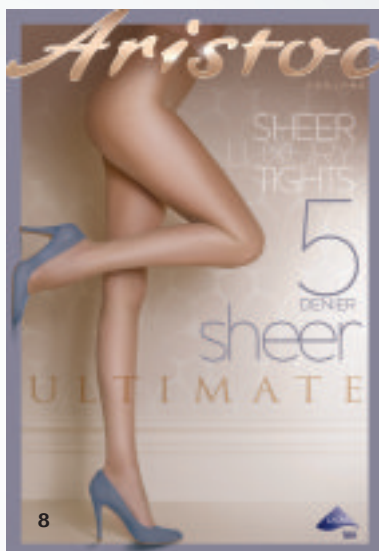
According to Cavallini, the success of hosiery is not down to segments such as shapewear, but instead due to outerwear fashion and economic uncertainty.

He says: “Hosiery’s success from last season is due to the popularity of them on the catwalks. It’s popularity is also due to the fact that the crisis has cut down the prices that people are able to spend to afford any type of clothing. Hosiery is a simple and cheap way to be trendy.

“We are different from anything else because we believe that tights are an accessory like a bag or a pair of shoes, not a product of lingerie. They can completely change the look of the woman, by making a unique and different statement. We always follow and anticipate fashion trends.”

The catwalk continues to be an inspiration for many designers within the industry, whether simply in terms of design or, as in the case of GERBE and Gaspard Yurkievich, in terms of a mutually profitable collaboration.

For the brand’s AW12 range, which is inspired by architecture and urban design, GERBE and Gaspard Yurkievich will be teaming up once again. The capsule collection reflects a ‘subtly shifted style, infused by imagination



**7**  
Gerbe does bold, block colours and polka dots for 2012

**8**  
Aristoc AW12 Sheer Luxury hosiery uses LYCRA Fusion technology

**Eves Legwear won Small Business Sunday, last month, with Dragon's Den panellist Theo Paphitis. It is, in collaboration with London-based Masato Studios, the official couture supplier of hosiery for Manchester Fashion Week, 2012. We gain the e-tailer's view on what is hot in the world of hosiery.**

**What are your current three bestselling brands?**

Legwear International  
Henry Holland  
Pretty Polly

**Will you be taking on any new brands for AW12 and, if so, which ones and why?**

**Tattoo** - we love these tights as they are different and will appeal to our younger audience for our 2nd site.

**Pamela Mann** - as they supply fabulous funky legwear  
**Charnos** - we want to increase our everyday wear range for Eves Legwear and provide our customers with more choice.

We are also sourcing a new range of maternity tights for Eves Legwear, because decent maternity hosiery is hard to find on the high street these days.

**What are your Hot Product Picks for 2012?**

**Henry Holland** - Super Suspender Tights  
**Legwear International** - Tattoo Printed Tights  
**Legwear International** - Marilyn Ladder Back Fishnet Tights, from the Vixen range.  
**Aristoc** - Chain back seam tights.



9

and creativity,' and is dedicated to a 'Haute Couture' universe.

Bebaroque, which was founded five years ago by Mhairi McNicol and Chloe Patience, is another brand that looks set to embark on a joint creative effort - though it has yet to reveal the identification of its future partner.

Bebaroque spokesperson owner Chloe Patience says: "We are constantly approached by high end catwalk designers for collaborations and we have exciting plans for SS13. Watch this space."

According to Patience, bebaroque products are very different to what is currently available elsewhere in the market. The designs are hand drawn, screen printed and hand embellished by the brand's team of expert hand embroiderers.

"For bebaroque, embellishment is at the heart of our design," Patience says, "setting us apart from other hosiery labels."

It appears to be working. The brand has enjoyed great success since it launched and now counts among its

stockists the likes of Harrods, Liberty and Selfridges.

The personal touch is one means of ensuring that an independent label stands out from the hosiery giants and this is something that Candy Baker appears fully aware of.

All the brand's designs are made in the UK, and designed and packaged in London. They combine the opaque aspect, which has been so successfully marketed over the past year by the Duchess of Cambridge, with unique and exciting designs.

The brand's latest collection, Art Deco, has a slight technological cast to it - a key trend for the upcoming season. Each design has been hand printed with gold for a futuristic, yet classic, look that is in keeping with the 1920s architecture for which it was named.

Candy Baker has reportedly received a lot of interest from shops and other

brands in recent months, and has a 'new exciting project' coming soon. A few countries are also currently in discussions with the brand to stock and collaborate, this year.

"A lot of work to do," the designer says. "We are looking forward to a busy 2012." ❖



10

9  
*Embellished, footless hosiery from Bebaroque's AW12 range*

10  
*Fringed hosiery by Wolford for AW12*

# BEST FOOT FORWARD

INVISTA's 2012/13 fashion trends suggest using the leg as a canvas, playing with layers, trompe l'oeils and raised textures. Designs move from decorative motives and colouring towards a bolder type of patterning for an aura of playful sophistication.



⚡ **Metropolis** – The industrial revolution inspired this trend of armoured constructions, derived from the idea of protective scales and steel skeletons of architectonic and machine constructions. Intricate graphic patchworks in steel blue, brick red, charcoal, clay and rust, are wrapped and sharply draped in combination with dense and compact textures to provide these pairs of LYCRA® 3D hosiery with a futurist and, at the same time, primal feel.

» **A Sense of Nostalgia** – Sensuality and nostalgia with a playful twist, expressing optimism and a brave touch of opportunism. The arch provocateur idea is softened with poetic romanticism and the designs and patterns, made with LYCRA® fibre, reflect faint memories in a subdued palette of cosmetic and powdery tones, such as blush, skin, pearl and kohl.



« **Dressed Up** – A disciplined approach to glamour, evoking severe chic with subtle details and decorations, including tromp l'oeil designs that reflect the renaissance of fine crafts and intricate designs in strict, sober and minimalist shades. LYCRA® 3D hosiery and LYCRA® Fusion fibre provide these styles with an additional elegance.

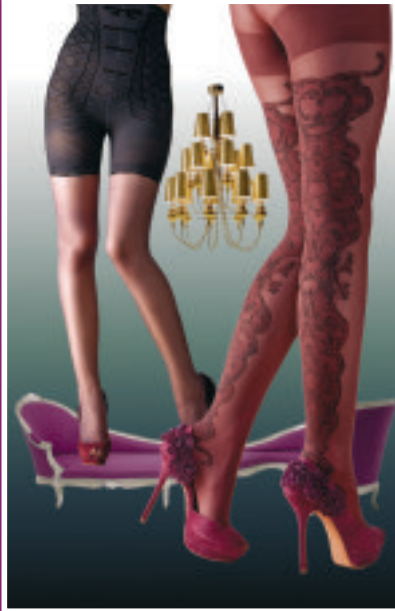


» **Twisted Classics** – This trend reflects the authenticity of the timeless, respected classics and traditional fashion looks, translated into contemporary designs. The look plays with iconic patterns that are digitised, enlarged, mirrored and twisted in serious shades of lovely, silky sheen, interesting heather and marl aspects, and lively textures. Products incorporate the LYCRA® fibre or LYCRA® Soft Comfort fibre.





**^ Colour Me Bright** – Playful, straightforward and iconic, this trend references children's toys and furniture, translated into mature designs in saturated citrus, cold green, deep fuchsia and black; vibrantly happy tones enabling strong contrasts in bold plains, or geometric compositions with dark clashing with bright. This trend is convincingly translated into a plus size garment, qualifying as LYCRA® Xceptionelle hosiery.



**^ Visual Drama** – A growing urge for the dramatically theatrical and eclectic, going for playful sophistication without compromising on comfort or performance. This trend evokes a rich global heritage by using iconic historic patterns and styles that have been re-edited with striking modernity and a humorous twist. Each item combines fashion with functionality thanks to the use of LYCRA® Soft Comfort fibre, LYCRA® Fusion fibre, LYCRA® beauty hosiery or LYCRA® Xceptionelle hosiery.



**^ Techno Sport** – Addressing the growing demand for performance combined with functional legwear, the Techno Sport trend integrates design solutions, fusing smart ingredients. Garments are manufactured with LYCRA® Soft Comfort fibre to provide smooth aesthetics and match tough performance with soft comfort, using protective padding, bold blocking and swift aerodynamics in bold, powerful and vibrant accents.



**<< Adrenaline** – Specific to clothing that enhances body shape or helps the wearer keep cool and comfortable while working out. The shades used are cool and glacial with frozen mint, clouded yellow, pale skin and pure white and black enhanced by the use of LYCRA® Black fibre.

**>> Retro Sport** – Inspired by the 1970's, Retro Sport uses iconic shaping, artful patterning and a rich medley of offbeat colours, exuding the era's love for handcrafted items. Natural, authentic materials are combined with LYCRA® fibre for a perfect fit and serve as reminders for the bulky knits, crochet, raised and obvious weaves and patchworks found in earlier decades. Shades include chocolate brown, coffee beige and bright orange.







# Modern HERITAGE

1

AS PANTHERELLA CELEBRATES ITS 75TH ANNIVERSARY, MARKETING AND SALES DIRECTOR **PAUL DONLON** TALKS TO LINGERIE INSIGHT ABOUT WHAT IT MEANS TO BE BRITISH AND HOW THE BRAND INTENDS TO BUILD ON ITS HERITAGE IN THE COMING YEARS.

**What does it mean to you to be celebrating Pantherella's 75th anniversary, this year?**

It is a great achievement for the Pantherella brand and British manufacturing. The launch of the Icon Collection encapsulates all the key elements of the brand, including quality, heritage, design and Britishness.

**What do you consider to be the biggest changes to have taken place in the industry since the company was founded in 1937?**

The biggest changes are off shore

production, though Pantherella has been true to its heritage in championing British manufacturing.

**How has the brand evolved over this period?**

It has grown in its understanding of what the customer wants and in making sure that we exceed the customer's expectations.

**What do you consider to be the biggest challenges in the current market?**

Our biggest challenge is keeping up with our current customer demand.

**Why have you chosen to continue manufacturing in the UK at a time when so many companies have moved their production abroad?**

We feel that it is important to be true to our heritage and we believe that British manufacturing is world class. Manufacturing in our own factory also allows us to maintain and monitor our quality.

**What was the inspiration behind the new Icon and AW12 collections?**

We have combined historical designs with a modern approach and encapsu-

1  
*Pantherella aims to combine historical designs with a modern approach.*



lated them within the Icon Collection, with new packaging which showcases the products. With regards to AW12, city business meets mature prep and retro heritage - all key trends, but with the Pantherella thread of excellence through every product.

**How do you aim to ensure that Pantherella stays ahead in an increasingly crowded marketplace?**

Pantherella operates in the luxury premium sector where we feel our innovation, use of only the finest yarns, as well as our manufacturing expertise, will keep us at the forefront of this segment. Our design team is also very innovative and continually creates great collections and help make us a market leader.

**What new projects do you have in mind for 2012/13?**

We aim to maximise new markets, alongside reinforcing our current customer base and continuing to celebrate our 75 years in business.

**How are you seeking to develop your presence in the UK market?**

We will be focussing on our brand's key strengths: heritage, luxury, quality and British manufacturing.

**Are you seeking to expand internationally and, if so, what regions are you looking to enter and why?**

We will continue to dominate the premium sector in the USA. We also intend to strengthen our position in Europe and we will capitalise on our recent successes in the Far East.

**What is the percentage split between female and male products/sales, and how is this determined?**

Currently, our men's brands account for over 90 percent of our business. We are in the process of formulating

a strategy to enable us to take advantage of the Pantherella brand in the women's market.

**Who would you describe as your target client?**

The discerning customer who takes pride in their appearance, as well as the chance to express themselves with fashion forward colours in style, and whom appreciates quality.

**To what degree is demand determined by current fashion trends and how do you see the trend for socks developing over the coming year?**

Demand for premium luxury heritage product is always strong. However, in each season's collections our design team take inspiration and incorporates the latest design trends.

**Where would you like to see the company in five years time?**

We see all four of our current brands playing an increasingly important role in the premium luxury sector. This will continue in the UK, in the USA with our subsidiary company and will continue to develop in Europe, as well as the Far East. ♣

**2**  
*Pantherella's men's brands account for over 90 percent of its business*



# Fabric FOCUS

THE DESIGN, SHAPE AND COLOURWAY CAN OFTEN BE SPOTTED FROM A MILE AWAY, BUT IT IS EASY TO FORGET THE IMPORTANCE OF WHAT LIES INSIDE AN INTIMATE APPAREL GARMENTS. LINGERIE INSIGHT TALKS TO A SERIES OF BIG BRANDS ABOUT WHAT FABRICS THEY USE AND WHY.

## « BERLEI

*Berlei head designer Elise Recour*

### **FABRIC IS THE HERO**

With the Berlei brand, fabric is the hero of the collection as our handwriting remains very sleek, pure and what we would call 'everyday-chic'. We constantly work on our collection, with top quality suppliers, on new fabrics which enhance the experience for the wearer and offer functional benefits in the support and enhancing areas, without losing any style. This is perfect for any woman who does not want to make any sacrifices to her look.

### **SHAPEWEAR FABRICS**

Shapewear is becoming a very strong category within the total Berlei offer with a great deal of effort also being applied to exclusive developments. We have been working with the supplier, BBF, on a fabric which combines all that you dream of in shapewear: lightness, strength, and a surface effect which hugs the body. New Horizon elastics have also been updating their handwriting by offering a lace effect with the power of an elastic, which is being used on our Beauty Smooth range.

### **LACE TECHNOLOGY**

Another recent development is a lace engineering programme with Noyon, which introduces a glamorous lace into the shapewear category. This engineered lace development is answering the need for a more stylish product, which makes women feel and look good everyday, rather than just for special occasions. Berlei has been inspired by the Art Deco look and has combined stunning design with more powerful zoning to make the best of women's curves. The result of this new lace technology is amazing and allows women to update their lingerie selection in line with today's aspirations.

1  
*Berlei shaping  
body showcases  
everyday-chic*

1



2

## ≡ EVEDEN

### *Eveden design director Ruth Fox* **FUNCTION AND AESTHETIC**

For us, it's important our collections are not only be aesthetically pleasing but also offer unrivalled support. The fabrics we use in our collections are integral to the look of the garment and the support that it offers. The fabric needs to be versatile, so that it offers the same shape, support and flawless look whether the garment is size 32B or 36K.

When creating sportswear, there are many challenges which the design team can come up against – ensuring that the garment is comfortable when participating in varying levels of impact, maintaining the shape of the garment, offering maximum support and other benefits. The fabrics in Freya Active are multi-purpose - not only do they offer great shape, durability and comfort but the fabric wicks moisture away from the body when you are working out.

The recent collaboration between Freya Active swimwear and Eurojersey has an extra benefit of helping to save the rainforest. For every Freya swimming costume or tankini set made, half a meter of Atlantic rainforest is saved - this is a feature which makes Sensitive® Life extra special.

### **FABRIC CHARACTERISTICS**

Eveden designers are constantly looking for innovative fabrics. We are able to strengthen collections by offering a wider size range, more durability, more

comfort, great shape and support.

Our lingerie designers look for characteristics such as the look of the fabric to understand how it will fit into the collections, the finish of the fabric and the lustre, the weight and composition and, finally, the fabric's drape and handle. All of these factors must be taken into consideration when creating lingerie collections, which are in line with future trends, creating a wide size range and offering customers and consumers new and innovative products.

The Freya Active design team believe that the most important characteristic for them is that the fabric is multi-purpose. It should not only be soft against the skin and durable, but carry an added benefit, such as Coolmax or micro-fibre yarns. Once the fabric has been chosen, the team can then add the permanent Polygiene treatment so that the fabrics are odor free for the lifetime of the garment. The Polygiene treatment can be found in the AW12 Freya Active Sports top and Capri pant, meaning that you can work out more often for longer without the worry of washing your kit each day.

Our swimwear team look for fabrics which can withstand the rigors of chlorine, chemicals, sunlight and water. The latest swimwear collections use Xtra Life LYCRA® fibre which counters the bag and sag of swimwear which is a result of the exposure to chlorine,

sunlight, etc. The fibre can increase the lifespan of the garment and keep the colours looking vibrant, which is key when designing such on-trend and colourful swimwear.

### **FABRIC INNOVATION**

For Huit, LYCRA beauty is a key component and this is featured in the Huit Absolutement Couture collection.

Absolutement Couture offers simple, clean lines and ergonomic design – and LYCRA beauty fabric is the result of technology specifically designed to reinforce the shaping power of lingerie, whilst guaranteeing a supple, light feel. It is designed to create a smooth, sculpting effect, with incomparable comfort and quality.

As the demand for shapewear is growing, LYCRA beauty is the perfect match to the Huit Absolutement Couture collection, as the extremely fine, toned fabric offers softness and comfort, an advantage to the majority of customers.

### **IMPORTANCE OF FABRIC**

When creating a successful product the fabric is highly important, especially when creating lingerie and swimwear as the fabric must shape to the body, offer comfort and support whilst maintaining a flawless look. Choosing the correct fabric takes time, research and testing, especially when it comes to offering such a wide size range as Eveden (from A-K cup).

2

*Eveden Active  
Swim tankini and  
black underwired  
sports top*

≡ ROYCE LINGERIE

Royce Lingerie designer Sarah Gilbert

**X-STATIC FIBRE AND NOYON LACE**

Fabrics are so important to Royce Lingerie and we spend a lot of time working with suppliers to get the right fabrics for each design, that are supportive whilst also being soft and comfortable.

One of our most successful fabric developments occurred when we used X-static fibres, which carry many benefits, including being anti-bacterial, anti-odour and thermo regulating. We used this fabric in our Silver Post-Surgery bra, which we have now released in both a white and skintone moulded fabric, and our Sadie style which spans three of our ranges – Comfort (every day bras), Nursing and Caress (post-surgery bras).

Fabrics containing X-static fibre are normally a dull, dirty white with grey spots and not very appealing, and you can never know how the X-static fibre will affect the shade of the fabric. However, after working closely with



our X-static supplier, we were able to create three attractive colourways of our Sadie bra – pink, ivory and black – with the X-static fibres adding a new dimension.

We combined these technical fabrics with a Noyon French lace. Noyon are one of the long established French lace companies and Royce have worked with them for many years. Their laces are beautiful, fine

and soft, and you can't beat French lace for quality. The particular lace used in Sadie has a chine yarn which compliments the silver X-static spots in the fabric, adding to the aesthetic appeal of this beautiful bra.

**PRINTS**

All of Royce Lingerie's prints are sourced locally in the UK, as we like to use British businesses as often as possible to support the UK economy.

We work closely with a printer in Leicestershire who always manages to find us the perfect design, colour and shade. The convenient location means we can jump in the car and go and see him easily, and we are always confident with the quality of the print, and know it will not wash off like some of the cheaper Far Eastern prints. They print on various fabric qualities for us to try out and keep minimums low. This gives us more flexibility when designing new fashion styles and, as you can see from our Missy and Heather styles, we are really pleased with the results.

≡ SHOCK ABSORBER

DBA innovative product development manager Sylvain Houillon

**HOW IT WORKS**

Shock Absorber's revolutionary new Ultimate Dry Advantage sports bra uses a combination of four fabrics and an innovative gluing process which means the garment is seamless, so complete comfort is guaranteed. Each layer of fabric has its own unique function when worn, for example the inside polyamide fabric receives a hydrophilic treatment for ultimate moisture management. It goes through a 2 dry ('fast dry') treatment in order to deliver exceptional sweat evacuation. Thanks to the inner moulded spacer fabric, the garment gives great shape and support. The innovative outside fabric provides durability, support, and helps ensure the spacer holds its shape.



**FITNESS FOR PURPOSE**

The Ultimate Dry Advantage by Shock Absorber is ideal for sports such as duathlon, triathlon and cycling. The innovation of this product addresses key issues for exercising:

**Comfort:** seamless edges, seam free construction.

**Support:** strength and durability of fabric and moulded spacer.

**Modernity and aesthetic:** colours and innovative fastenings.

3 Royce Lingerie padded Heather set

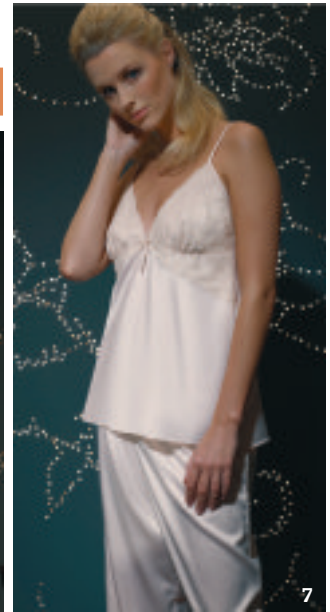
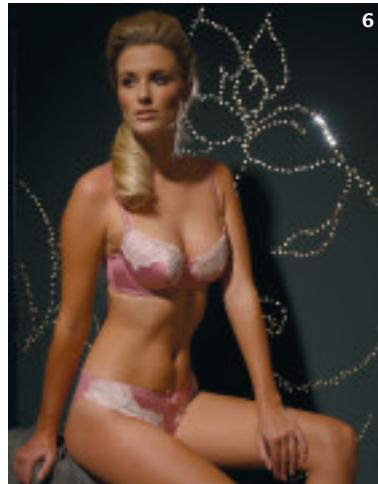
4 Shock Absorber's new Ultimate Dry Advantage sports bra

## LEPEL

### Lepel designer Jo Maycock SELECTING A FABRIC

When designing ranges, the fabric choice is dictated by a number of factors – look, fit and cost, as well as the supplier's ability to communicate with the factories we use in manufacturing products.

For AW12, Lepel has a number of stretch satin ranges – Katie, Bella, Victoria and Georgina nightwear. Lepel uses satin with LYCRA content, which provides superior fit and quality, compared to a rigid satin, but is much more competitive in price than silk. In terms of look, stretch satin is extremely glamorous and expensive looking as opposed to microfiber, for instance, which is completely matt.



In terms of an Autumn Winter colour palette, stretch satin is always a fantastic choice for us as it takes colour incredibly

well and gives a great depth and richness to colour that can't be achieved with any other fabric."

## INVISTA INTIMATE APPAREL GLOBAL MARKETING DIRECTOR, NINABETH SOWELL, TALKS TO LINGERIE INSIGHT ABOUT HOW THE COMPANY WORKS WITH MANUFACTURERS AND BRANDS TO INSPIRE FABRIC INNOVATION.

### What are the key brands that you work within each lingerie segment?

When INVISTA introduced the LYCRA® beauty fabric platform in late 2010, leading shapewear participants were Bali, Spanx, Triumph, and Wacoal, along with high fashion entrants to the segment, Gemma, LaPerla and Ritratti. Less than one year later, that group had blossomed into more than 40 brands consuming over 3 million LYCRA® beauty fabric hangtags.

Across every continent, LYCRA® fibre plays a key role for important industry players such as Anita, Gossard, Berlei, Eveden Group, HANRO, Implicite, Maidenform, Playtex and SPEEDO®, among many others.

### What are the key innovations in terms of fibre/fabric that are currently driving each of these segments?

For swimwear, Xtra Life LYCRA® fibre is not just about resisting

bag and sag anymore. LYCRA® beauty fabric for shapewear has expanded over the past couple of years to include fabrics not just for shaping lingerie, but for shaping swimwear, shaping seamless, and more.

Our mill customers also continue to drive newness using the special properties of LYCRA® fibre T902C to make fabrics with greater fit flexibility and increased comfort and shaping potential.

INVISTA's new LYCRA® fibre with W Technology, also called LYCRA® fibre T279W, is the answer to longer-lasting whites and clearer, more brilliant fashion colours in lingerie.

### What are the most important fabric characteristics and how do they vary from segment to segment?

INVISTA has developed performance standards, tailored for specific fabric properties and garment end-user needs. For shapewear, the LYCRA® beauty fabric platform has four different

fabric groups - Smoothing, Sensual Curves, Sculpt, and Control - to assist in finding the right fabric properties for shaping with comfort depending on the garment maker's specific goals. Xtra Life LYCRA® fibre branding requires that the fabric has the ability to survive in the swim environment to meet consumer expectations for fine swimwear.

### What do you think is going to be the main focus, in terms of fabrics, for 2013?

We expect that there will be a growing interest in higher value, higher quality products, and more responsible consumption, which will drive fibre and fabric developments towards even higher expectations. The trend of disposable apparel is on the wane, and the industry will be asked for deep and meaningful improvements in quality, environmental respect, and respect for our consumers' needs and budgets.

5  
*Lepel's Victoria set in purple for AW12*

6  
*Lepel's Katie set in pink for AW12*

7  
*Lepel's Georgia camisole and pant for AW12*



# THE celebrity GAME

1

THE INFLUX OF CELEBRITIES INTO THE INTIMATE APPAREL SECTOR APPEARS TO BE GROWING AT AN ASTOUNDING RATE, AS AN INCREASING NUMBER OF STARS BEGIN TO RECOGNISE THE BENEFITS OF CASHING IN ON THEIR PERSONAL BRAND POWER. YET, IS THIS INVASION A POSITIVE THING FOR THE INDUSTRY AND HOW BIG OF A DIFFERENCE DOES CELEBRITY REALLY MAKE WHEN IT COMES TO SELLING PRODUCTS?

1  
*David Beckham unveils Bodywear underwear collection for H&M*

2  
*Arlene Philips designs lingerie collection for Marisota*



2

“ Caprice and Elle Macpherson are experts at the game. In an industry that is rapidly becoming a crowded constellation, they have worked hard to establish themselves and gain respect for both their abilities and products.

However, these members of the old guard are now being challenged by a series of new bloods, a pack of new celebrities – such as glamour girl Katie Price, starlet Imogen Thomas, former *Strictly Come Dancing* judge Arlene Philips and model Bar Rafaeli, whose design credentials are by no

meanstheir key assets.

Yet, is it fair to scorn these design hopefuls simply on the basis of their high public profile? Is it fair to assume they will not be prepared to put in the hard graft that it takes to launch a successful brand or determine to be more than just the picture on the label? The answer must surely be no.

While celebrity in many ways provides a huge advantage in terms of free marketing and boosting consumer demand, celebrities also have to fight pre-conceptions about them and their brand. This could largely be because



**3** *Katie Price models her range for Store Twenty One*

**4** *Model Bar Rafaeli reveals a pic of her modelling her new collection on Twitter*

one I did the time before. And you knew this was someone that this was their business. It wasn't 'I'm a model and I put my name on it'. It is totally convincing.

"Imogen Thomas and people like that, they are not actually designers and they are just putting their face to a brand. That's just celebrities partnering with brands and not everybody does that, and there's no problem with that. But, people who actually take it on as a business, you have got to respect that."

By Caprice founder Caprice Bourret is a celebrity in her own right and manages a successful lingerie and swimwear brand. Last year saw her hire former *The Only Way* is Essex star Amy Childs to model her line for a season. In February, 2012, she also chose to collaborate with Imogen Thomas on a new Valentine's collection.

We caught up with Imogen Thomas to discover why she wanted to create her own lingerie line. Explaining her motivation, she says: "I met Caprice through a friend of my manager. We had arranged to go for out for a dinner where Caprice and I got on like a house on fire... It was as if we had known one another for years.

"I have always wanted to design my own lingerie collection for some time now, so Caprice gave me an opportunity to do just that within the 'By Caprice' Valentine's collaboration."

While, for Imogen, the attraction of working with the lingerie and swimwear brand is clear, the motivation for Caprice is perhaps not so obvious. Yet,



many celebrities are not truly creating a product, they are simply promoting it.

Footballer David Beckham would be considered by many to be a member of that club, having recently won a no doubt lucrative contract designing underwear for H&M, despite his lack of a fashion background. Yet, in contrast, his wife Victoria's design prowess is considered by many to be worthy of respect. And, by all accounts, this respect was hard won.

Celebrity jeweller Stephen Webster, who is currently collaborating on a new lingerie collection with Dirty Pretty Things, gives his opinion on the former Spice Girl.

He says: "I was doing a talk at the International Herald Tribune. I have been asked to do it twice and it is a big honour to do it. There was Paul Smith and Tommy Hilfger, and a lot of really

respected people. And, there was this sort of surprise guest and it was Victoria Beckham, and I think everybody went like, 'huh?'

"But, you know what, I am pretty impressed with the way she has built that brand. I don't think she has just put her face to something. She really cares about it. This is her career now. I think it has surprised a lot of people who wanted to be very cynical about it. But, they go actually, 'it is really nice, I quite like that'.... I was a little bit surprised with Victoria Beckham's conviction, but having seen so much of the product now you know she is right in it."

Victoria Beckham is not the only celebrity who Webster thinks is deserving of respect. He also has nothing but praise for former supermodel and lingerie designer Elle Macpherson.

He says: "She was speaking at the



5



according to the former model, it was just good business sense.

She says: "In today's climate, it's so celebrity driven that you need to incorporate marketing into the budget and the easiest way to do this is to sign up the flavour of the moment.

"I remember when I was being signed up to endorse brands. I have to be honest, I was never as difficult as the flavours of today, but maybe that's why I'm 16 years into my career and still going strong, and you see celebrities that are beyond being hot one moment and gone the next.

"But, at the end of the day my brand needs them," she adds, philosophically, "and being a spokesperson elevates their career and has done statistically. So, I guess it's a case of I'll scratch your back and you scratch mine, and let's all be as professional as possible and get the most out of it."

One of the most talked about celebrity launches of 2012 to date is Mary Portas' new Kinky Knickers brand, which entered into iconic London department store Liberty, last month. The new products are made entirely in the UK in a factory that was re-stored by the retail guru. The brand is part of a drive by the 'Queen of Shops' to revitalise manufacturing in Britain. Yet, the launch invite, which stated Mary was 'turning the lights back on for great British manufacturing' has caused some controversy in the industry.

Kelly Isaac is the founder of The Lingerie Collective, creator of intimate apparel brands Modern Courtesan and MC Lounge, and owner of UK lingerie apparel manufacturer Orbit Apparel.

She was contacted some months ago by Endemol, who stated they were creating a documentary based on UK lingerie manufacturing, something that she felt would provide a good opportunity to 'get some great exposure' for the companies and brands that have produced, and continue to produce, in the UK.

A couple of months passed with no further contact, so Isaac got in touch to find out what was happening, to be told that Mary was opening a disused factory near Manchester.



6

"In all honesty," she says, "I was a little surprised, as having done that very thing myself five years ago, I fully understand the challenges that creating and sustaining a UK production unit takes – especially when your background is not in hands-on manufacturing."

But, it wasn't simply Portas' lack of manufacturing experience that had Isaac concerned. She also felt some of Portas' marketing material was insulting to many independent brands and that the pricing was not feasible.

"I hadn't heard too much again until the recent PR about Kinky Knickers," she adds, "which I think was unfortunately inappropriate, as it implied that Mary was 'turning the lights back on for UK manufacturing' – which is insulting to the many independent brands who have been supporting UK manufacturing for



many years.

"Pricing dictates that UK produced garments fall into the mid-luxury end of the market. It's simply not feasible to achieve high street prices with UK production, unless the volumes are massive – but even then we can't compete with Far East prices... The knickers were retailing in Liberty, which like most department stores demands a higher mark-up, for £10. Even on an unlikely 2.5 [return], that would have them designed, produced, packaged and delivered for £4.00, and I just can't see how that is feasible in the UK, and how selling £4.00 knickers to retailers is going to sustain a factory in Manchester- that's a lot of knickers just to keep the lights on."

According to Isaac, Portas would have done better to support the existing

effort, in terms of both production and retail, in the UK.

"Mary's self-promotional campaign has been based around a number of things, including her focus on supporting independent retailers," she expands, "yet she chose to launch her knickers in Liberty, round the corner from central London's only independently owned lingerie boutique, which specialises in the best of British."

It is perhaps inappropriate to compare someone who has gained a huge amount of respect in the industry through her work to bolster a flagging high street to a model or TV personality. Yes, neither has traditional design credentials, but their credentials in turns of business vary vastly. However, should that matter? Should there be only one route to success in an industry where creativity is usually

applauded, not scorned? Yes Master founder Igor Pacemski thinks not.

He says: "Celebrity fronted lingerie brands can be the bane of the existence of someone who deems themselves as a true designer. However, are they really all bad? I think hand on heart, Elle MacPherson in its hay day was a machine. You would sell the Dentelle all day long and still be desperate for repeats. If you have the likes of Bendon behind you and your celebrity is not a two bob reality TV bint, then a celebrity fronted brand is as good a bet as any.

"There has been some real shockers over the years though, Nancy Del Ollio nightwear anyone? I guess the answer is, just because you are a celeb, it doesn't mean that you will not have an amazing eye for product. Equally, just because you are a designer, it doesn't mean you will."

Whether the likes of Mary Portas, model Bar Rafaeli, former *Strictly Come Dancer* judge Arlene Philips and glamour girl Katie Price will ever see their offerings met with approbation in the industry is anyone's guess. But, as with most things, only time – and success – will tell. ♣

#### 5&7

*Glamour model Katie Price models her Katie's Boutique collection for online retailer Store Twenty One.*

#### 6

*David Beckham models his Bodywear underwear collection for high street retailer H & M.*





— KINKY —  
KNICKERS™

TOP KNICKERS FOR THE FINEST BOTTOMS

Celebrating the launch of Mary Portas's Kinky Knickers collection that is turning the lights back on for British manufacturing.

COME ON WITH YOUR COUNTRY!

AVAILABLE IN-STORE

THERE'S  
*something about*  
**MARY**

1

MARY PORTAS SHOCKED MANY MEMBERS OF THE INTIMATE APPAREL INDUSTRY, LAST MONTH, WHEN SHE UNVEILED HER SCHEME TO MANUFACTURE A NEW BRAND OF KNICKERS IN THE UK. FOR THOSE WHO MISSED OUT ON THE LAUNCH OF **KINKY KNICKERS** AT LIBERTY, WE BRING YOU AN EXCERPT FROM THE INSPIRATIONAL SPEECH MADE BY THE RETAIL ICON AT THE EVENT.



2

1

Mary Portas examines the state of the high street with Prime Minister David Cameron

2

Liberty window display featured live mannequins at last month's Kinky Knickers launch

“ We could bring skills back in a proper and big way in this country, something that we lost and something that we let go, something that in our chase for cheap - that we mistook for value - we bought from China, India, anywhere that enabled us to buy goods.”

And, that was thrown down our throats, that was served to us through many, many massive retailers. And, we passively bought into it. We lost a sense of value and that value was based on people's livelihoods, skills that we had in this country, the manufacturing skills that, when China grew, we let go offshore.

And, when I went back to try and re-invigorate the factories, I found so many had let their looms go. The trainers, the seamstresses who had that experience, had left. And, we were left with some very dismal towns. We were left with beautiful factories that were empty and we were left in some cases with factories that now had Tesco's. And, what we had lost were people, skills and communities... We had become a nation of consumers.

For me, this journey was probably the most significant thing I had done in my career. I employed this random bunch here, who I love dearly today. They were all out of work. Many hundreds came for a chance of a job to go back into the factory.



**“For me, this journey was probably the most significant thing I had done in my career.”**

John Lewis, I am hoping, are a good few thousand. We had a little dream. We had a little window of opportunity where oil prices and cotton prices were going up in China and we just opened that window and we all jumped through it.

We found one of the last stretch lace manufacturers in Nottingham, who actually believed that one day manufacturing would come back. He kept his costs so low that he actually lived on a barge outside his factory. That’s what the British spirit is about.

I know, and I was talking to Catherine, who has a small lingerie label that she manufactures in the UK, and there was someone else who I spoke to tonight, there are nuggets out there who are doing this, but this I want to be big. I don’t want nuggets. We don’t do things by half. We are British.

We have done it badly, today we let it go, we let something precious go from us and I want to bring it back. And, I want every consumer who buys a pair

of Kinky Knickers to know they are buying something intrinsically British. It is so British, it is made with British lace, it is created by British seamstresses, apprentices, it is made in British factories, it is packaged by British, it is designed – the packaging – by British. The trims, the lace, the labels, they are all British and that is what we sell to you today. And, we have been able to get the cost down to an extent that we are able to sell what truly is designer level product for £10. And, that is because the retailers have worked with us on that.

Hopefully, if this takes off, I want to see 20 factories up in the UK, creating British. Because, actually, the real value today is about the way we live our lives and the way that people are able to have lives, jobs and a sense of pride in what they do.

I want every woman in the UK to have a pair of Kinky Knickers. And, there is a little note in all of them in the gusset. It is called ‘Love Your Country.’

I asked the seamstresses who had eight years ago lost their jobs, one of which has become a dear friend and was working in Tesco in the evening, would she come back and would she train them?

We decided to create a brand called Kinky Knickers. We thought it was kinky because it was mad, it was British and we were doing something very mad and very British, thinking that through the ten of us we could maybe re-invigorate manufacturing in this country and put a sense of pride back into making, creating and selling British. We started four months ago and I can’t believe it, we have launched a product that I generally think will not only be sold across this country, but I think we have something that will be sold globally.

We need to sell 100,000 pairs of knickers a year to keep this factory going and to keep these people in work. So far, Liberty - bless you - you have taken the first 2,000 and launched it for us. I know ASOS are here tonight. I am asking for 5000 of you, ASOS, because I know you will sell them. Boots have gone to 10,000.



**3** Mary Portas stands outside the Kinky Knicker’s window display at Liberty

**4** Live mannequins at Liberty pose for the photographers and crowds on London’s Great Marlborough Street



# The jeweller hooligan

ONE MAY DESIGN JEWELLERY AND THE OTHER LINGERIE, BUT THEIR ROCK'N'ROLL ATTITUDES MATCH. CELEBRITY JEWELLER STEPHEN WEBSTER TALKS TO KAT SLOWE ABOUT WHAT INSPIRED HIM TO COLLABORATE WITH DIRTY PRETTY THINGS' CO-FOUNDERS, DEE MURREN AND CLAIRE MERRY, AND WHY HE IS KEEN TO CREATE MORE LINGERIE IN THE FUTURE.

1

*Stephen Webster poses with DPT co-founders Dee Murren and Claire Merry at Selfridges launch event*

**It might be a stupid question, but why lingerie?**

That's a silly question, isn't it? I can't believe you asked me. I am a heterosexual man. Why lingerie? I didn't need a lot of persuading. Dee, she's very enthusiastic about her projects and it kind of rubs off on you. She sent me a bra, knickers and suspender belt through the post which was probably one of my better pieces

of mail that I received that day. I didn't have to think about it that much.

I think we knew that we could do a jewelled piece that wasn't just about the bling, which was quite witty.

The pendant is my jewellery, so all we had to make was the one winking eye. Because, first of all, it was two eyes, then I thought that was a bit weird. At night, that coming at you could turn you off.

**Where did the inspiration for the eyes come from?**

We were making the Seven Deadly Sins pendants and, to be honest, it could have been any one of them. I still think we should do them all. For a subject for jewellery, it is perfect. Everybody can have it and everybody can re-invent it.

We did ours in rings first and they were really expensive. I made seven of seven, so 49 rings, and I sold all of them.

2

*Dirty Sins bra on a mannequin at Selfridges pop up*



2



3

And, they were from about £20,000 to £100,000. You go, okay, this is obviously a subject that works.

So, then we thought we would do the pendants. The pendants are £650 and we were working on those when Dee came along with the bra. And, it was sort of a natural thing to put it onto. Seven Deadly Sins. Lingerie.

#### How much does it cost?

The Swarovski version is £150 and then the knicker is £75.

The made to order version is £1000 – the actual jewelled piece - which is not bad because the pendant is £650 and you get two. It is all black CZs and then it has got a quartz eye. The eye is part of a new product from Swarovski. It is not sold as an eye. We just saw it as a product. It was like a donut and we just put another stone in the middle of it and thought that's an eye. Perfect.

The actual pendants all include elements of Swarovski, some real and

some quartz crystals, and then the piece is silver and it is on a silver chain. So, that is why it is £650. If it was all black diamonds and god knows what, it would be £6000. And, to be honest, I do a lot of things like that, but it is nice to have something that is in the few hundreds, because then it is a nice gift. And, that actually is sold out. That eye, we have done brilliantly with it, probably more than the other pieces, more than greed and gluttony.

#### How do you and Dee know each other?

We partied all over the world. Oh god, we have been to Paris together. We have known each other a while. I remember looking a lot younger when I first met her, but I can't say that that's Dee's fault.

#### Do you think this could be the start of a trend?

Well, I hope it is our trend before it is anyone else's trend. The imagery of my

jewellery is very strong. And, if that works when it is translated onto a pair of knickers, that is kinda one thing. It wouldn't be for every jeweller. You can have embellishments - I mean, that has kinda already been done. But, something that is jewellery, perfectly in the style of what I do already and then translated onto lingerie, that is pretty new and I don't really know of too much of that.

You know what, it is a bit cheeky. We push it a bit. And, I broke all the rules of fine jewellery a long time ago. I was doing a talk last night to a lot of young people and I said one of my favourite things that was ever written about me was when somebody in Russia called me a jewellery hooligan. A jewellery hooligan. Because everything I did, everybody tatted and then we built a business out of it.

#### How are you going to create the bespoke pieces?

Well, Dee'll fill the quality. I'll fill the width. ♣

3

*Rock 'n' roll jeweller Stephen Webster doesn't believe in playing by the rules.*

# TOP 10 ACCESSORIES

In the current economic climate, diversification is key and providing that something extra for your customers could just be the vital difference between turning a profit or covering a loss. LI presents its pick of the Top 10 intimate apparel accessories for 2012 - a wide selection of innovative products that should keep your clients smiling and, most importantly, emptying their pockets.

### « BETTY BALL

The Betty Ball was created by Michel Straten to fully protect the cups and underwires of padded bras, so they can be washed in a washing machine alongside other items. The Betty Ball sold out in six minutes during its first appearance on UK shopping channel QVC. With nearly a quarter of a million units sold since its launch in Holland three years ago, the Betty Ball will soon be available in outlets across the UK and Ireland.

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



### « SOAK

Soak has 'narrowed down' its fragrance offering across the board, retiring Citrus and Flora to make way for Celebration and its newest fragrance, Lacey. The modern scent combines spring blossoms with sweet bergamot for a light, yet alluring, fragrance.

The brand has also launched its mini-soaks in a new format, with smaller case packs, to suit the UK market. Its new introductory package includes top scents Scentless, Celebration and Aquae, and encompasses its new mini-soaks, fragrance testers and postcards.

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



### » NIPLESS COVERS BY MAGIC BODY FASHION

The Nipless Covers are made of soft silicone and are designed to give the breasts a 'beautifully natural' impression by minimising nipples that are too pronounced. The products can be worn with or without a bra and even under thin materials in cold weather. They can be worn multiple times and are extremely simple to clean - a simple rinse with water does the trick.

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



### » LINGERIE POD BY MURPHY AND PAGE

Murphy and Page's debut product, Lingerie Pod, was launched at the Moda trade show in February, 2011. The Lingerie Pod is a light, protective pod that aims to fit neatly into a weekend bag or travel case. It is designed to prevent lingerie and swimwear from being dented, plucked or squashed when a woman travels. It is available in Vintage Red and Pure Purple.

[www.murphyandpage.co.uk](http://www.murphyandpage.co.uk)



### « LEATHER ZIP CUFF BY BORDELLE

This five banded leather patent wrist cuff is adjustable, with gold plated sliders embedded onto satin elastic. Fastened with a zip, which runs the full length, and embellished with gold plated accessories, the cuff is more than capable of toughening up any outfit.

[www.bordelle.co.uk](http://www.bordelle.co.uk)





**<< GLAMOROUS BRA STRAPS**

These jewelled products can be attached to any strapless bra, or standard bra with detachable straps. They remove the fear of letting your bra straps show, by turning a fashion faux pas into a style statement. Established in November 2005, Glamorous Bra Straps has rapidly become the leading bra strap company in Europe. Its products are sold in a wide range of outlets, including lingerie, gift, accessories, jewellery and bridal stores.

[www.glamorousbrastraps.co.uk](http://www.glamorousbrastraps.co.uk)



**^ LEGSSESSORIES BY WOLFORD**

Introduced for the SS12 season, Wolford's Legssesories have already proven to be extremely popular, with a series of new designs being added for AW12. The product is extremely versatile with multiple styling options, such as being worn on the wrist, neck, hair and waist.

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



**>> BRA CONVERTER BY THE NATURAL**

There is no shortage of exciting, creative and daring designs being paraded on today's catwalks. But, for the budding fashionista with a bust, the lingerie solutions for these items are not so plentiful. Naturelle has come to the rescue with an innovative bra option for the low back top or dress. The low back converter transforms a woman's favourite bra to fit bare-back fashions. It is available in nude, black and clear plastic.

[www.thenatural.ca](http://www.thenatural.ca)



**<< MISS KITTEN FRINGE MASK BY FRAULEIN KINK**

The Miss Kitten Fringe Mask by Fraulein Kink is part of Farulein Kink's new 'Philosophy in the Bedroom' collection. Special features of this handmade mask include its patent leather kitten ears, a layered fringe and headpiece, a stretch velvet chin strap, and satin ribbon tie closures. The mask can be worn outside the bedroom for stage performances, costume parties, or in a more intimate setting.

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



**<< BIKINI BEADZ**

Bikini Beads epitomise an ongoing trend for bling in the intimate apparel sector, as reflected during Chanel's recent SS12 swimwear show. The beads can be worn on the beach, on holiday, in the summer or even in the winter under clothes as a colourful, light, 'pick me up' product for women.

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



# MODA REVIEW

LINGERIE INSIGHT BRINGS YOU THE LATEST BRAND NEWS FROM THE FEBRUARY, 2012, MODA TRADE SHOW AT THE BIRMINGHAM NEC.



**A** series of mixed messages were floating round this month's Moda trade show.

The floor was not as busy as it had been at some previous events but, despite this, many exhibitors left with big grins on their faces. A few others, as is always inevitable at such gatherings, packed up their stands less cheerfully - proclaiming that they would not return.

The majority departed with a firm step, having done what they needed to do and determining that - though confidence in the market may remain slightly shaky - the role of the trade show in maintaining, if not growing, business should not be underplayed.

This year was definitely the year of the dropshippers, for whom the economic instability has proven remarkably profitable. We spoke to three at the show: Benmark, Berdita and Alterego.

All reported that they had gone through an exceptional year and that orders continued to be plentiful.

No or very low minimum orders, along with speedy delivery, have proved a winning combination for the businesses, as growing numbers of both online and

brick retailers seek to avoid investing heavily in stock.

At the show, Alterego managing director Diane Gordon-Freeman told Lingerie Insight: "People looked down their noses at us at first, but now it is mainstream."

"We did double the amount of business in 2011, compared to 2010, and we are currently 100 percent up on 2011... The business is growing despite the government predictions on growth."

During the event, Alterego introduced Italian shapewear brand Body Control which, with no minimum order quantity, reportedly received a high level of interest from UK brands and boutiques.

With ongoing demand for low minimums and speedy delivery, even a number of the established brands are now updating operations to meet their customers' evolving requirements.

Brazilian brand Scala, which produces some of the world's leading anti-cellulite shapewear, is one such company. It exhibited at the Moda trade show for the first time, this year. Already present in the UK via John Lewis and a series of websites, it hopes that a new distribution centre in Surrey will help it appeal to the independent boutiques.

Many of the brands exhibited at the show in a bid to attract independent retailers, the majority of whom attended on the first day. As a general rule, the first day usually sees the independent boutiques, the second sees the multiples and the third - usually a few hours before close of play - sees the big department store buyers.

Like Scala, Puma Bodywear made its debut at the Birmingham show, last month. It is also seeking to build strong network of stockists in the UK intimate apparel market.

The brand is currently supporting its push into the UK underwear market with a new advertising campaign, 'wash when dirty,' which will run for the SS12 and AW12 seasons.

At the show, customer service advisor Ariane Pringle said: "Initially, we have our sights set on building a broad independent distribution business in the UK."

"We see an opportunity in the market now with sports style underwear with a strong fashion twist and we think this will be the moment to put a sizeable investment towards marketing and promotional activity."

1

Alterego managing director Diane Gordon-Freeman

2

Benmark director Anthony Palman.



**COMPETITIONS**

Several competition winners made an appearance at the show, this year. One of these was De Montfort student Bethany Kendall, who – in a contest organised by Gossard - scooped £300, free lingerie and the opportunity to showcase her work at the Moda show.

The brand joined forces with De Montfort University to task its Contour Fashion third year students with handcrafting two garments by tapping into the intimate apparel past of the brand.

Students were given access to Gossard archives and briefed to produce lingerie with a vintage focus, embodying femininity and glamour from a bygone era.

Two of Anita UK's employees also won Austrian gold after making the group's list of top ten area sales managers worldwide.

Catherine Cuttris and Tanya Southern both received five grams of the precious metal and the opportunity to enter a prize draw for a holiday to the Maldives.

Cuttris told Lingerie Insight: "I feel rewarded and appreciated. Now I just want the diamond to match!"

Anita UK general manager Jemma Barnes added: "I feel incredibly proud of my team, that two of my area sales managers have made it into the top ten in the world. It's a reflection of the hard work that they do."

At the show, Waxx Underwear also announced that it would be launching a competition via social networking sites Facebook and Twitter. Winners of the competition, which has been set up to discover the next 'edgy, urban' faces – male and female - of the brand, will feature in a new WAXX photoshoot.

**BRAND DEBUTS**

A series of brands made their UK debut at the Moda trade show, last month, including Romanian label I.D. Sarrieri, Canada's The Natural, French shapewear brand Scandale, Moontide's sister label Piha, Italian shapewear brand Body Control and maternity brand Mammae.

The first Piha collection will be launched officially in SS13, but products are available to order now for a June, 2012, delivery date.

Piha director Simon Howard told Lingerie Insight: "We have found that there is a niche in the younger market. We have designed the range for the social networking generation – age 16 and up. They don't want to buy just boring, cheap stuff from Tescos.

Maternity brand Mammae also attracted notice with its unique, patent pending technology. The brand, which is being distributed in the UK by Dalfin Designs, is already present in 12 countries in Europe.

Mammae was founded a few years ago by two working mums, Martine and Eva Booren. Products include a variety of useful features, such as both small and large openings, which provide women with two different

**BEST STANDS**



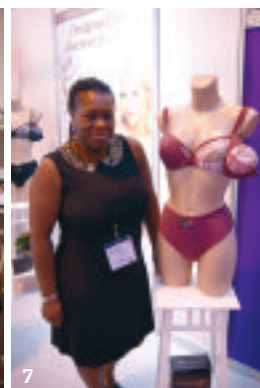
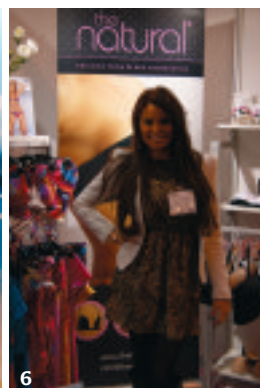
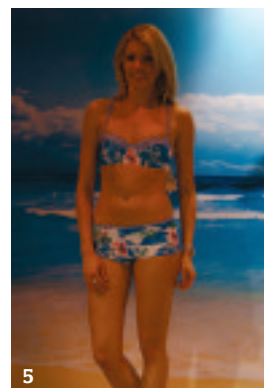
For January, 2012, the stand out stands belonged to **Puma** and **Freya Active**.

**Puma's stand**, which was without doubt the brightest and most striking of the show - despite a relatively small area space - was made entirely of cardboard for reasons of sustainability.

**Freya Active's stand** was equally impressive. A small problem with the mannequins' glass stands on the first day resulted in their early removal from the floor. However, barely anyone noticed. They were, after all, too busy looking at the England Netball team, who were busy shooting hoops in the centre. Businessmen were encouraged to join in, as was the Lingerie Insight commercial director Andrew Martyniuk, who attracted applause when he sank the ball from three metres away.

degrees of exposure for breastfeeding.

The Mammae underwired inner bra with powernet lining provides constant breast support, while a pre-formed padded outer cup camouflages nipples, nursing pads and gives the wearer's breasts a more attractive shape. ♣



**3&4**

Anita and Gossard competition winners at Moda

**5,6&7**

Swimwear brand Piha, accessories brand The Natural and maternity brand Mammae make their Birmingham trade show debut

# PAPER TRAIL

IN THIS DIGITAL WORLD RETAILERS COULD BE FORGIVEN FOR THINKING PAPER CATALOGUES OBSOLETE, BUT CATALOGUES 4 BUSINESS MD **IAN SIMPSON** EXPLAINS HOW THE METHOD CAN STILL COMMAND A HEALTHY PROFIT.



2

**A**bout 12 years ago I was introduced to the concept of multi-channel marketing.

I was sitting with a prospective lingerie client reviewing what to do with his catalogue, and as we chatted I began to understand a little bit more about his business and recognised that a new way of marketing and ultimately selling was emerging.

The prospective client that I recall here explained to me the way his customers were then starting to shop. As well as the mail order catalogue he had retail shops and a transactional website. He relayed to me how many of his customers would receive the catalogue and then perhaps visit the shop to look at the products, then go home and order on the web.

Well, 12 years down the line what has changed? And more importantly, what have we learned? The biggest single factor is that the web has grown beyond all expectations and the relentless drive of technology has meant quicker, cheaper access to the internet.

There is no doubt that internet-only entrepreneurs have thrived and built substantial businesses, but initially many shunned, and even ridiculed, the continuation of paper-based marketing. And you can see the attraction; no print costs, no mailing or postage costs, order processing is simpler and the web is a far more dynamic medium.

But as the web has grown, competition for a place within it has become ferocious. Ad word and affiliate programs have developed into an industry in their own right and, combined with all the other e-based marketing activity, represent a potential significant marketing spend, yet still the single biggest thing you can do to drive traffic to your website is targeted direct marketing, through mailing catalogues, brochures, leaflets and so forth.

I recently sat with a client looking at his web traffic figures. We were reviewing his web spend on click-throughs and traffic against online sales. There were two lovely peaks rising above a fairly level track of activity and these coincided exactly with the date his targeted cata-

logues landed on doorsteps. If the activity had risen on the web, it was safe to assume that there had been a similar rise in activity with the retail outlets.

Ours is a data-driven industry and to analyse information, in order to drive the next activity, is second nature to us. By pooling the data from all the channels it gives a much clearer picture of buyer activity, which allows us to refine and customise marketing strategies.

Without doubt, many, including those within the lingerie industry, saw the relentless rise of the web and internet marketing as the death knell for paper catalogues and mailings. In truth, they should lie as uneasy bedfellows — they are at opposite ends of the technological scale; the old dependable versus the whizz kid. But, it is clear they each have their place and they can learn from each other.

To be a true multichannel marketer you have to exploit every weapon in your arsenal. Catalogues can reach prospective customers in a way that no other channel can; they build brands, drive web traffic, capture sales and enrich the buying experience. Mailings are unique in that they search out your prospects and not the other way round; they are very proactive and when supported with the dynamic web and email channels, the effect can be outstanding. ❖



3

1 They might have an old-school feel but catalogues can complete your multichannel offer, maintaining contact with consumers.

2 Ian Simpson, managing director of Catalogues 4 Business.

3 Choose the right cover: it will quickly tell the reader everything about your company, your products and your proposition.

## 10 STEPS TO THE PERFECT CATALOGUE

### 1. Covers

Without doubt the cover is the most important page in the catalogue. It quickly has to tell the reader everything about your company, your products and your proposition. It has to communicate relevancy to your target audience and draw the reader in. To use a retail parallel, your catalogue is like a shop window. Walk down your local high street and see what shops attract your attention, and more importantly why. It will inevitably be a mix of brand, relevancy, desire and need; this is exactly how your cover should work.

### 2. Pace and Eyeflow

Pace is the art of engaging your reader's attention. In their most basic form, catalogues are listings set simply as a body of type, extremely boring and monotonous. Good typography and pictures break the rhythm, directing the reader around the page and through the catalogue. Prudent use of graphic devices can attract attention and pull-out products. Eyeflow is vitally important; catalogues are read in predictable ways. Research by Seigfried Voegle highlighted how a reader enters a spread top right, tracks across to the middle left and finally exits bottom right; this creates exploitable hotspots and dead areas.

### 3. Positioning and Brand Image

As a brand led society, we strive to be identified with the products we buy and whom we buy them from. One of the first steps to creating great catalogue is to define and record your positioning statement and whenever you create a catalogue ensure that its execution supports and enhances this statement. This will create an instantly recognisable sales vehicle.

### 4. Clear Typography

Typography is a silent partner to design - yet it has the power to have a great effect on the communication of your message. Good typography lubricates the message and relays information smoothly and seamlessly. Key areas are: the choice of font, type on a background (type is much harder to read on a coloured background and is often ignored, blocks of type should never be run over pictures or reversed out), line lengths (short line lengths are easier to read), and coloured

type (avoid coloured type, except in heading or for impact).

### 5. Use of icons

Catalogues rely on their ease-of-use for success. Icons are a great way to highlight simple, recurring messages throughout a catalogue. They are best used to reinforce guarantees, service items such as delivery, price changes and new products. Well-designed icons become familiar to readers and they respond to them unconsciously. Ideally the icons should be explained on page 2 or, in bigger catalogues, highlighted at regular intervals.

### 6. Clear, Benefit-led Copy

With retail catalogues the purpose of copy is to create a desire and demand for products. The dialogues and tone has to be appropriate to the target audience and this is sometimes difficult to judge. Humour should be approached with caution and you should never talk down to your readers. Copy should be benefit-led and reinforce the features accordingly; for example, colour is not a benefit, but strength, ease of use and performance are. It should also include all the information necessary to complete the purchase. Any barrier to completing a sale can result in a lost sale.

### 7. Easy to Use Order Forms

Order forms are not a necessary evil, they are the last chance to market to your customers and they reinforce the purpose of your catalogue - which is to sell. The order form will be one of the most frequently used pages in a catalogue; get it wrong and you could lose the sale. Give readers enough space to complete all the details. Include an impulse buy, free gift or offer - this is the last chance to sell to your customer.

### 8. Good Organisation

Plan your catalogue carefully with a logical journey through the sections and product groupings. You can afford to take far more risks with your buyers than with prospects. Always start with the products you are best known for at the front of prospecting catalogues - this reinforces your proposition very early. You can also try out a favourites page to promote new or different products. Don't

forget that readers can also start from the back of the catalogue as well as the front. The back cover is a powerful page for offers.

### 9. Clear Photography

With catalogue photography product is king. Style the photography appropriately for your intended audience to make it very clear what you are selling.

### 10. Sell off the page

It sounds obvious but selling off the page is often misunderstood, it is not just a matter of shouting "buy me!" at every opportunity; instead you have to create desire and expectation. Products have to be placed in a marketing context and the reader given the opportunity and information to make the purchase. Don't put barriers between the sale and order placement, make it very clear what the buyers have to do. ↕



4  
Retro Ikea  
catalogue pages  
displayed at a  
recent exhibition:

# knowing me Being U

THREE CITIES, SAME DIFFERENCE, SAYS  
BEINGU CO-FOUNDER SADIA SISAY.

**M**y new main hang out is in lingerie departments and stores. Irrespective of size, irrespective of country or city, a whiff of lingerie and I am in. Part of the reason is that I want to see what is new out there, but it is mostly because I want to see what their customer service is like.

When I started out in the lingerie industry two and a half years ago, my visits to lingerie departments lasted all day long, as I attempted to understand more. I met some great people working in large department stores and spent hours in fitting rooms trying to get the right bra for me. This service varied from store to store but one thing was consistent. Within 15 minutes of being in that department, help would be offered. This time was cut down drastically in smaller independent boutiques where help was immediate; a difference from the larger stores that would be expected.

So, why is it that in the last few months the lingerie shopping experi-

ence in larger stores seems to have become less pleasant? I have walked around large department stores for over an hour with no offer of help from anyone. Friends and I have tried numerous bras on, going past store staff and not once have we been asked if we needed help. In one store, recently, we each tried about eight to nine bras on, just to see when we would be noticed, before finally getting fed up. Even venturing up to staff and asking if it was okay to take my friend more bras did not work. I was just waved in.

I live in London, where we are not famous for our customer service, but I was convinced that it would be different in the US where, if I am honest, I am often overwhelmed by the offers of help in stores.

So, imagine my surprise as I walk around stores in New York and Atlanta and it feels like *deja vu*. Hours later and numerous bras changed, I had one offer of help after 45 minutes of being in one very well known, large store in New York.

I know that when I was a consumer with no industry experience, friends

and I used to complain about bra fitting services in large stores, but that was more because it was hit and miss. We sometimes left with ill-fitting bras and sometimes with great fitting bras, but whatever we left with we always had help offered after a reasonable interval. What has changed? Is it the economy? The numbers of staff seem roughly the same to me, but I may be wrong.

So, what has happened in my visits to small independent boutiques? Well, there has not been much change from when I started. I gain immediate service, if required, great fitting sessions and I leave with great fitting bras, no matter which city.

This has been my honest experience as a consumer over the last few months and it may have been different for others. But, at the moment, in at least three different cities, the customer service in lingerie departments has been lacking and doing a disservice to their customers, themselves and their brands.

**By Sadia Sisay,**  
co-founder, beingU

1  
beingU co-founder  
Sadia Sisay

# Object of *Desire*

» **MOLECULES BY MADE BY NIKI**

Made by Niki's Autumn/Winter 2012 collection is born from a fascination with genetic inheritance and creation - five intertwined groups represent a growing gene pool of luxury lingerie and bodywear for a diverse range of occasions.

Exploring themes of cellular structure, nuclei, droplets, strands and DNA, each 'generation' is developed and produced by a team of artisans at the brand's new rural atelier, a growing nucleus of underwear 'obsessives' determined to re-evolve British manufacturing.

**RRP: BRA, £389, THONG, £126**

✔ **SIRENE BY SCANDALE**

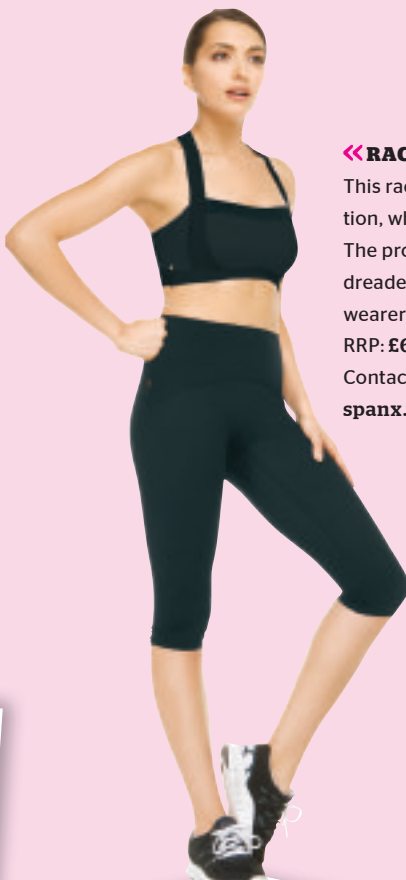
French lingerie brand Scandale returns to the market with a collection that aims to challenge traditional shapewear and elevate the category to a new level. The Sirène Collection features designs inspired by the brand's vintage designs, brought up to date with new fabrics and technology.

Scandale pieces No. 1 to No.8 form the essential lingerie collection, which is composed of a bodysuit, dress (pictured), balconette bra, smooth back bra, open front cami, mid waist pants, high waist pants and a skirt.

RRP: dress, TBC

Contact: 0207 792 9766

scandale.com



◀ **RACER BACK SPORTS BRA BY SPANX**

This racer back sports bra is part of Spanx's new activewear collection, which is launching in time for the Olympics.

The products feature an inner support system to prevent the dreaded 'uni-boob' and a mesh neckline and back to keep the wearer cool.

RRP: £62

Contact: Spanx, 0158 024 1111

spanx.com/UK



**NEW PRODUCTS**  
*Lingerie Look*

⤴ **PERFORMANCE CAPRI PANT BY FREYA ACTIVE**

Official Sponsor to England Netball, Freya Active, has introduced the Performance Capri pant for AW12. Lightweight, stretchy and with ventilation, the product is designed to keep the wearer cool. The Freya Active Capri Pant features Polygiene® technology and microfibre fabric for freshness and comfort during exercise.

RRP: £42

Contact: Eveden, 0153 676 0282

freyalingerie.com/active

» **REEF BOXER SHORT BY WAXX UNDERWEAR**

WAXX has launched a new 'Photo Style' print, this season. The new designs feature a continuous image, which is shown on the front and back of the underwear, giving it a 360 degree effect. The photo print collection includes a panoramic view of New York, a coral reef (pictured) a strategically placed bulls-eye, and sexy DJ spinning the decks.

RRP: £25

Contact: Elite Apparel,

0114 249 3037

eliteapparel.co.uk



✔ **LES FLANEUSES BY LES JUPONS DE TESS**

This set is from Les Jupons de Tess' Les Flâneuses story. The collection, which comes in indigo blue and vanilla, is designed to evoke the 'luxury and coquettish' style of women from the 18th century. It is made with a new, cocooning fabric from a high end Italian supplier.

RRP: brief, £35, bra, £56

Contact: Les Jupons de Tess, 0208 886 7838

lesjuponsdetess.com



❖ **FIORA BY ELOMI SWIM**

For the new season, Elomi Swim has introduced Fiora with magenta highlights on a monochrome base. The new tankini options can be matched with an Elomi swim bra, brief, flared skirt or high waisted brief.

RRP: £66

Contact: **Eveden, 0153 676 0282**  
[elomilingerie.com/swimwear](http://elomilingerie.com/swimwear)



❖ **PHOENIX BY FREYA SWIM**

Freya Swim's Phoenix line is designed to attract attention. Created for wear both in the pool and on the beach, it includes a bandless halter bikini top and rio scarf tie brief. Colourways include bright blue, red and green against a black base.

RRP: top, £32, brief, £24

Contact: **Eveden, 0153 676 0282**  
[freyalingerie.com/swim](http://freyalingerie.com/swim)



❖ **TURKISH BOA ONE PIECE BY AGUACLARA**

Peruvian designer Liliana Villalobos is known for using vibrant hues and bold animal prints, which reflect the origin of the South American brand. This snake print one piece has been designed to accentuate the female body for a 'sexy' silhouette. The Turkish Boa collection also features a range of mix and match bikinis, as well as a short cotton cover up and a floor length black kaftan with snake print trim.

RRP: £120

Contact: **Elite Swim, 0114 249 3037**  
[eliteswim.co.uk](http://eliteswim.co.uk)



❖ **AQUA GRACE BY SPEEDO**

The Aqua Grace one piece costume is part of Speedo Sculpture's health and wellbeing swimwear range. Speedo Sculpture is the platform for Speedo's female body shaping and support swimwear collection.

This new style was showcased at last month's Moda trade show and features bust support, tummy control and adjustable straps.

RRP: £50

Contact: **Speedo, 0115 855 5165**  
[speedo.co.uk](http://speedo.co.uk)



❖ **FLAMINGO FULL BODY BY TAVIK**

Tavik's 2012 collection is inspired by 90's Miami and incorporates Flamingo prints and panelled pastels in sorbet shades.

Fans of the brand include Rihanna, Vanessa Hudgens and Eliza Doolittle.

The brand recently got picked up by Nieman Marcus and also featured in last month's Sports Illustrated Swimwear issue.

RRP: £60

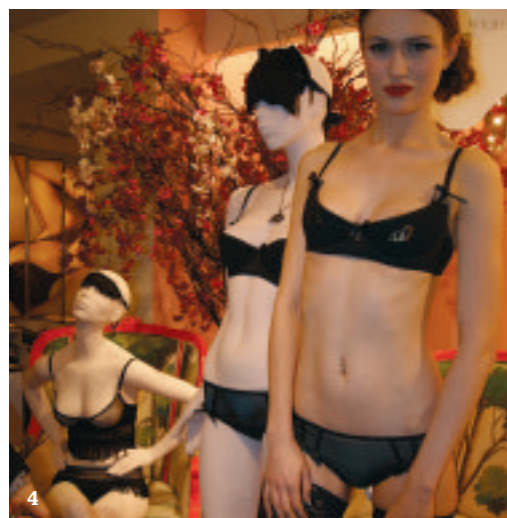
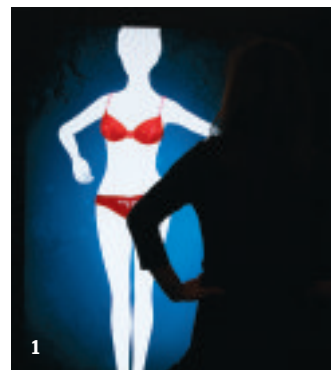
Contact: **Tavik, 020 7183 0007**  
[tavik.com](http://tavik.com)





# Social Lite

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



**1&3**  
*Triumph  
 Essence launch  
 at Selfridges*

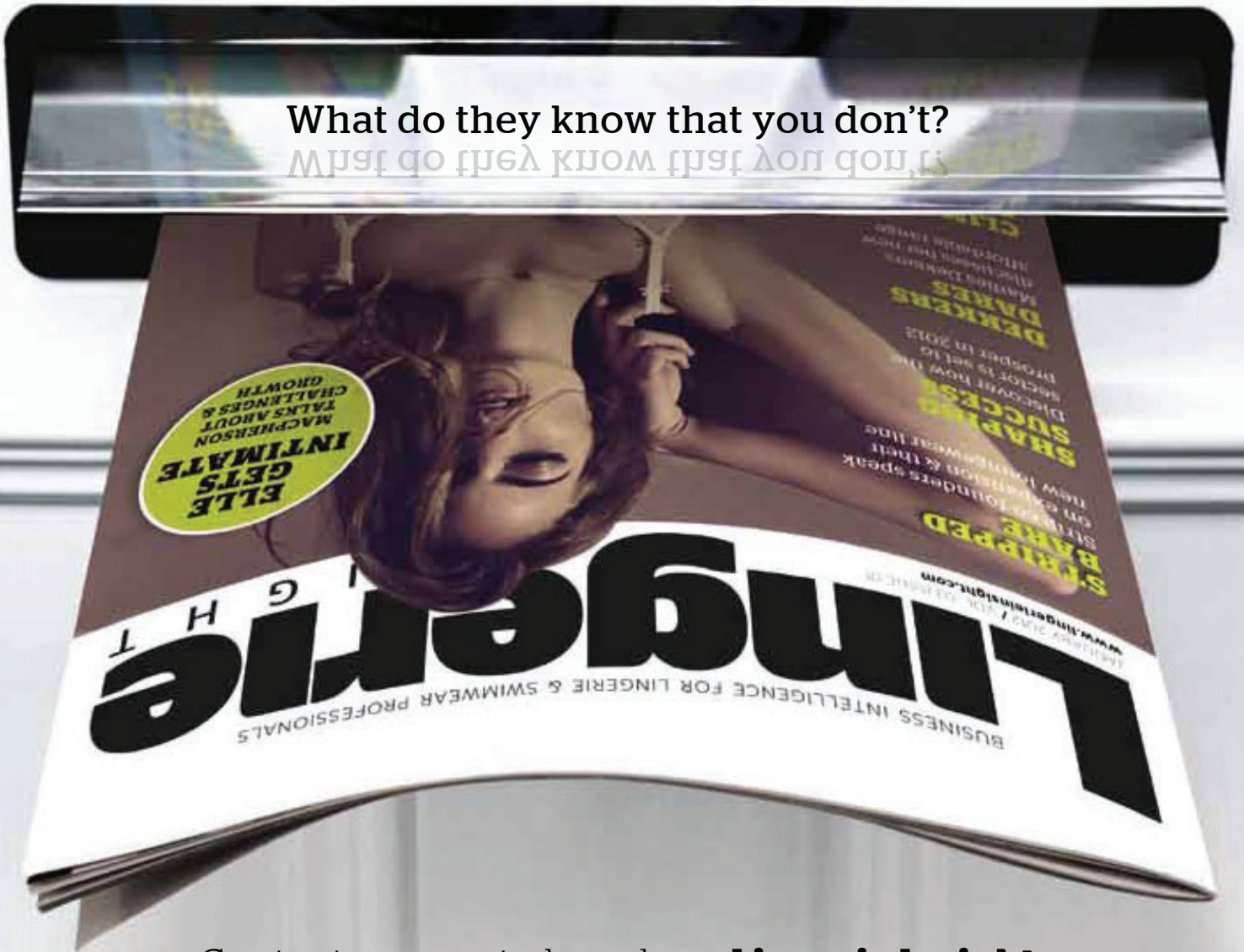
**2**  
*Georgia Horsley  
 & TOWIE's  
 Jessica Wright  
 at the Lisa Blue  
 stand at Moda*

**4&5**  
*Stephen Webster  
 & DPT pop  
 up launch in  
 Selfridges*

**6&8**  
*Mary Portas at  
 the launch of  
 Kinky Knickers  
 in Liberty*

**7**  
*Independent  
 brands  
 showcase their  
 products at  
 Cirque Du Soir*

**Lingerie Insight** is the number one magazine and web site for the UK intimate apparel industry. Read by over **11,000 people every month**, **Lingerie Insight** is the most cost-effective partner to help you sell to the lucrative British retail market.



What do they know that you don't?  
What do they know that you don't?

Contact us now to hear how **Lingerie Insight** can drive up sales and profits for your brands. See us online at **[www.lingerieinsight.com](http://www.lingerieinsight.com)**, or e-mail **[andrew.martyniuk@itppromedia.com](mailto:andrew.martyniuk@itppromedia.com)** for marketing opportunities.

**Lingerie**  
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