

Lingerie

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

APRIL 2012 / VOL. 03 ISSUE 04
www.lingerieinsight.com

CUPS & DOWNS

Discover why full cups don't always equal big profit

JENNY PACKHAM

Celebrity designer talks of her latest designs

MATERIAL GAINS

Textile bosses question Mary's Bottom Line



Birthday Boux

Dragon's Den panellist and Boux Avenue founder Theo Paphitis speaks exclusively on the anniversary of his company's launch

CURVY KATE

HUIT COUTURE

MARKET REPORT

NEW PRODUCTS



CAN'T COPY ME

PATSY

RANGE UP TO A 66 CUP

STYLE FEATURED C TO 66

PIPER

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STYLE FEATURED C TO G

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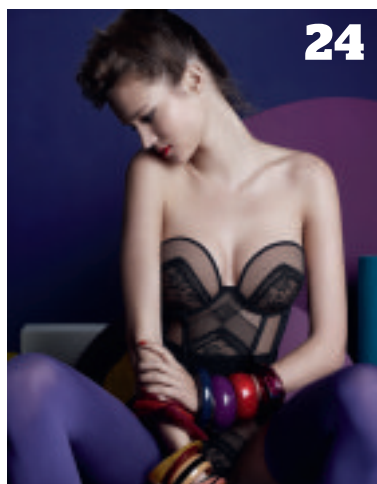
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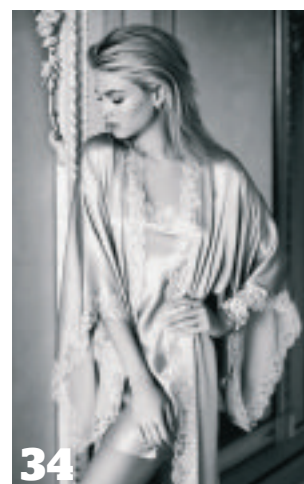
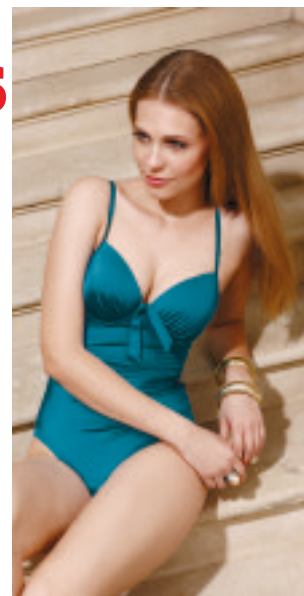
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FOREWORD



Mary Portas' Kinky Knickers have been launched, her Bottom Line has aired and the battle lines drawn. I am 'turning the lights back on for British manufacturing', Portas said, but was the situation truly that black and is her flickering glow sustainable?

There are a myriad of brands, such as Ayten Gasson, Kiss Me Deadly, Who Made Your Pants? and DPT – to name just a few – who manufacture products in the UK, none of whom were consulted by Portas. They nearly all create luxury products due to the relatively high cost of labour in this country.

So, how has Mary Portas been able to not only manufacture in the UK, but have her materials made here

and still sell her products for just £10? She has kept her materials simple, using just two lace variants, she has paid her workers the minimum wage and, rumour has it, has negotiated lower margins with the retailers. It is doubtful they would be as generous with just anyone... This is unlikely to be a sustainable process - not only is the capacity not there but, as we explain in our April issue, the massively expensive infrastructure is also lacking.

And, is that necessarily such a bad thing? Furthermore, is Portas' belief that we have thrown away manufacturing in this country truly accurate? I argue not. Businesses have been forced to adapt to survive. And, as much as Portas may infer otherwise, 'Made in China' does not always equate to terrible quality. Better we can compete by making abroad than our British companies are forced to close. Where possible, many businesses have tried to keep their supply here. Agent Provocateur is a perfect example of this. A big business, it still makes a number of garments at AJM in Wales and sources the majority of its materials from Europe. Yes, it can afford to. Many cannot.

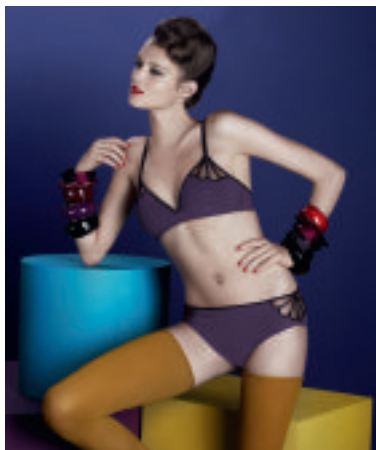
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APRIL COVER

Cover: Huit

Model wears: Equivoque Violine for AW12

Website: www.huit.com



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Lingerie INSIGHT

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A full-body photograph of a woman with wavy brown hair, wearing a black lace bra, matching lace briefs, and lace thigh-high stockings. She is standing on a dark wooden staircase with a light-colored wall in the background. Her left hand is resting on her hip, and she is wearing a large ring and a bracelet. She is looking directly at the camera with a slight smile.

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PURE LONDON TO INTRODUCE A DEDICATED INTIMATE APPAREL SECTION IN JULY 2012

Trade show Pure London will be launching a dedicated section for intimate apparel, this year, called Pure Body.

The new area will include directional and designer lingerie, shapewear and swimwear.

It has been designed to complement the 1,000 directional and premium womenswear, young fashion, accessories and footwear brands already on show at Pure London.

Event Director Sarah Lawrence said: "We have launched Pure Body in response to increasing demand from buyers and consumers".

34 percent of existing visitors at Pure London reportedly stated they'd be interested in sourcing lingerie and swimwear products at the show.

Visitors interested in this section will also find dedicated Pure Body seminar content and catwalk focussed scenes on the Pure London stages.

Another addition to the show line-up includes Pure Kids, which will house a colourful array of UK and international directional childrenswear brands.

The next edition of Pure London takes place from August 19 to 21 at Kensington Olympia. With the Olympics running from July 26 to August 12, Pure London has strategically planned this new dateline to ensure brands and buyers alike are not travelling to the show during the busy period.

The show is a supporter of children's charity Fashion & Textile Children's Trust, which aims to help those that work in the UK fashion and textile industry.

Founded in 1853, the FTCT helps parents whose child might need financial support. The parent of the child must work in the UK fashion or textile sector, either running their own fashion business or working as a designer, manufacturer, pattern cutter or shop floor employee. ♣

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

NEWS REVIEW

Lingerie brand **beingU** has been announced a Gold Partner of the 2012 UK Lingerie Awards.

The UK Lingerie Awards was founded in September, 2011. The ceremony, which took place at One Mayfair, was attended by all the top names in intimate apparel and achieved national press coverage.

Lingerie Insight editor Kat Slowe said: "Last year's event was a tremendous success and this year the awards are set to be even bigger and better. We are pleased to welcome beingU, an incredibly innovative brand specialising in lingerie for dark skin tones, as a sponsor of the second edition."

On becoming a Gold Sponsor of the UK Lingerie Awards, beingU co-founder Saida Sisay said: "These awards provide the only platform to celebrate lingerie talent in the UK, so as a newcomer we at beingU are honoured to be part of it... It is with absolute pleasure that we go forward as a Gold Sponsor for September 2012, a very important year for us as we launch to consumers as well as to the US."

Maidenform showed off its latest shapewear and intimates styles, last month, in an exclusive Oscar suite catering to some of Hollywood's biggest stars.

The brand invited Hollywood's top celebrity stylists to attend the suite and select key lingerie pieces from its latest range, including its new 90th Anniversary Collection.

Maidenform also sent out a series of branded 'lingerie trunks' to ensure that the stars had the right intimates and shapewear to choose from for their big night.

Two thousand garments bearing counterfeit LYCRA® fibre hangtags have been seized and destroyed at a Customs office

in Gliwicie, Poland. The Polish customs officials in southern Poland suspected the goods were counterfeit and seized them in August, 2011, after which they informed **INVISTA**, the trademark owner.

An investigation launched by INVISTA confirmed that the goods were counterfeit and that the elastane used in the trousers was not INVISTA's LYCRA® fibre. The LYCRA® fibre hangtags with which they were identified were also discovered to be phoney.

Lea Michele, the star of popular US TV show *Glee*, has been spotted in South American swimwear brand **Saha**.

The actress donned the Saha Monarch halter bikini in navy during her vacation in Cabo San Lucas.

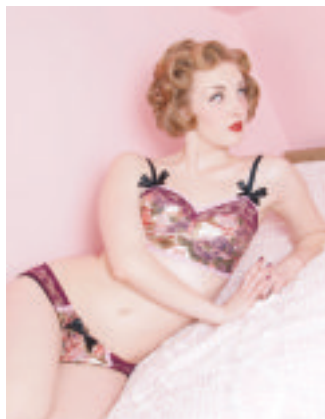
Jaqui Copley, the managing director of UK distributor Elite Swim, said: "Lea is the perfect example of a free spirited Saha girl and looks beautiful in the Monarch bikini."



▲ **Jonathan Aston** has introduced a couple of Diamond Jubilee themed prints to its Jonathan Aston Hints of Prints collection.

The two new prints include a Union Jack horse and a Union Jack crown.

John Roskalns, the managing director of Jonathan Aston's umbrella company, the Melas Group, said: "We wanted a print with a difference as so many of our traditional products have been copied... We wanted something different and actually more sophisticated to wear."



▲ **Frantic About Frances** will make its industry debut at Moda in August, 2012.

The Brighton-based brand will show its SS13 collections in the Moda Rouge area of the show.

The label, which specialises in pin-up girl lingerie made from quirky printed cottons, was founded in late 2010.

Since the launch, it has been featured in *Vogue* and gained stockists both locally in Brighton, and nationally online.

The **Lingerie Collective** has confirmed that it will be returning to the The Music Rooms in Mayfair for the SS13 showcase, which will take place from 1-3 July.

The AW12 show, which took place in January, 2012, was the most successful yet. It received the highest footfall to date and saw strong positive feedback from exhibitors and visitors, such as Rigby & Peller and Selfridges.

▼ **Emma-Jane Maternity** has picked up a Bronze award from



Bizzie Baby for its tankini set.

Set up by a mum of four, the product review site ensures every product is thoroughly tested by a panel of mums before being entered into its annual awards.

The 954 style pairs under-the-bump bikini bottoms with a longer style tankini top, featuring ruched sides that adjust to body changes during pregnancy.

Football superstar Mario Balotelli has been spotted shopping for **WAXX Underwear** at menswear shop Norton Barrie in Wilmslow, Cheshire.

The Manchester City player happily posed for a photograph next to the brand's new photographic print designs display.

Norton Barrie has been stocking WAXX since 2008 and, according to shop owner Blake Norton, it is the store's best selling underwear brand and a celebrity, and sports star, favourite.



▲ Italian brand **Intimissimi** launched its debut bridal collection, last month.

The collection is being showcased by Russian model Taty, who has taken over from Irina Shayek as the face of the brand.

The capsule collection includes the latest in padded and balconette bras, which can be paired with high-waisted briefs for an old school glamour look or contemporary low rise frilled briefs with pretty lace bows.

Premium lingerie retailer **Rigby & Peller** has entered into the European market, with its first store outside of the UK launched in Düsseldorf on March 1, 2012.

The launch follows Van de Velde's purchase of a majority stake in the retailer in August, 2011.

NEWS IN QUOTES

"We wanted a print with a difference, as so many of our traditional products have been copied... The last Diamond Jubilee was in 1902. This year is Britain's year. Everyone needs lifting out of the gloom a little bit and our tights will do that."

JONATHAN ASTON managing director John Roskalns talks about introducing a couple of Diamond Jubilee themed prints to its Hints of Prints collection.

"For this study, I wasn't interested in what women reported about how they felt wearing the different bras - this study was about the actual behaviours they displayed, subconscious indicators that can be much more revealing."

Professor BEATTIE discusses a study by the University of Manchester that has reportedly proven for the first time a clear link between a cleavage enhancing bra and increased confidence.

"We are delighted to be part of Mary's Bottom Line, having been able to offer our insight, support and expertise. The fashion and textiles industries are increasingly turning to us to support development of apprenticeships and help them recruit fresh talent."

Skillset chief executive DINAH CAINE on how the company was drafted in by Mary Portas to set-up the training of her new recruits for Channel 4 programme Mary's Bottom Line.

"Personally and on behalf of the Wolford Group, I deeply regret Mr. Simma's decision. I wish him all the best for the future."

Wolford AG chief executive HOLGER DAHMEN announces that the company's Chief Financial Officer and Deputy Chairman of the Executive Board, Peter Simma, is set to leave the company.

"We wanted to create something special and something that was effortlessly eco; and with enamore we believe we have achieved our aim."

Enamore director GAURUV MALHAN speaks on how the brand is set to re-launch, this May.

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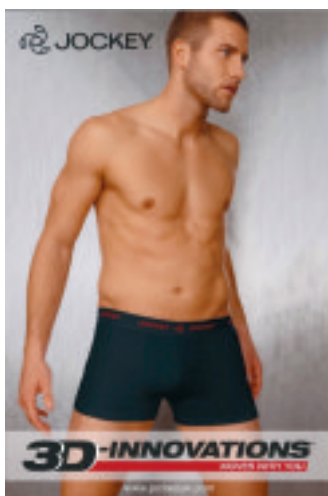
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NEWS REVIEW



▲ **Jockey** is bringing its 3D Innovations to the UK high street, this Spring, as it showcases its latest ad campaign on the streets of Britain.

The stand-alone advertisement will be positioned in selected key shopping destinations across the UK, driving consumer awareness towards Jockey's latest collection with 3D patented technology, available in Debenhams stores nationwide.

✓ **Katie Price** has added a new line of swimwear to her **Katie's Boutique** line for Store Twenty One.

The collection will be available in store and online from March 12, 2012, with a second delivery entering in store the following month.



Prices for the products, which include cut away swimsuits, bikini tops and bottoms, and matching beach cover ups, range from £4.99 up to £14.99.

De Montfort University went down in history, last month, as the first stop on the Queen's Diamond Jubilee tour.

The Queen and the Duchess of Cambridge attended a fashion show at the Leicester institution.

The royals, who included Prince Philip, travelled in a motorcade to the university where they were greeted by the city's mayor and university staff before entering the Hugh Aston building to view booths highlighting local projects and charities.

Breast cancer awareness charity **CoppaFeel!** has teamed up with lingerie manufacturer **DB Apparel**, umbrella company for brands Playtex, Wonderbra and Shock Absorber, to help highlight the importance of 'checking your boobs'.

Throughout each of the DB Apparel outlet store fitting rooms, eye-catching posters will feature breast cancer signs and symptoms, and information on how to spot them early – 'by looking and feeling your boobs there and then.'

Selfridges has extended a **Dirty Pretty Things** pop up shop due to overwhelming demand.

The pop up was only intended to run until March 16 but, with a series of exclusives selling out in store, the decision was taken to continue with the dedicated retail area.

Spanx founder **Sara Blakely** has joined the Forbes 2012 list of billionaires.

Blakely is one of just 104 women out of a total 1,226 people on the list. She is also the youngest woman to join the list, this year, who has not been assisted by a husband or inheritance.

FIRST STITCH CELEBRATING EMERGING TALENT

Lucile Lingerie was founded by Camilla Blois, the great-great granddaughter of revolutionary 19th century couture designer, Lady Duff Gordon.

Blois showcased her first two lingerie collections, 'The Duchess of Warwick' and 'The Queen of Spain,' at The Lingerie Collective in January. She also took part in the AW12 London Fashion Week in February.

'The Duchess of Warwick' collection encompasses chemises, chiffon knickers and kimonos, available in black, champagne gold and nude blush. A 'touch of boudoir extravagance' is introduced through black lace and ivory silk bras, waspies, suspenders and briefs. The 'Georgette' full length gown, which is designed as the 'stand



out' piece, incorporates a combination of sheer fabric and embroidery.

By contrast, 'The Queen of Spain' collection features balcony bras, vintage style high waisted briefs, mini briefs, a lace cup babydoll, bed jackets and a silk halter neck gown. It is dominated by rich red silk, black silk and chiffon, with floral embroidery and rose adornments.

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

STORE ENVY



CALZEDONIA, HIGH STREET KENSINGTON, LONDON

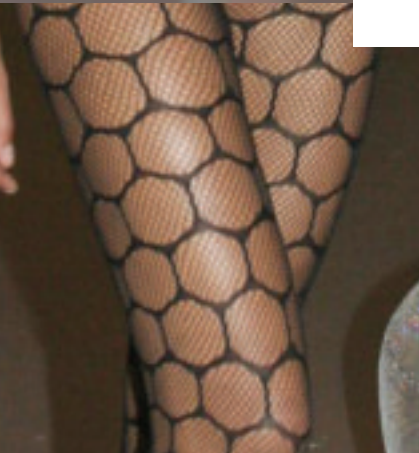
Calzedonia launched a new store on High Street Kensington, last month. The 74.81sqm outlet is the company's fourth UK store. To coincide with the event, the intimate apparel retailer has been selling select pairs of tights for £2.

Calzedonia was founded in 1986 close to Verona, in Vallese di Oppeano, with

the aim to create a new way of selling hosiery and beachwear for women, men and children, through a franchising sales network.

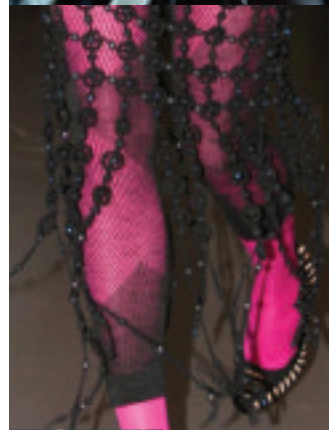
With sales in 2010 of over 373 million euros, today Calzedonia has over 1400 sales outlets in 23 countries, including Italy where there are approximately 650 stores.

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



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VOICE OF THE INDUSTRY

The Duchess Effect



CLAIRE O'NEILL,

Marketing Account Manager for Legwear, INVISTA

“Sheer nude tights have never been so on-trend, thanks to the ‘Duchess effect’: fashion’s new buzz word used to describe the influence the Duchess of Cambridge has on the style of the nation. Rarely seen out of her signature nude tights, the resurgence of this once famous fashion faux pas has been nothing short of phenomenal. British retailers are reporting soaring sales, in some cases by more than a third compared to 2010,* and the market is continuing to grow.

Sheer tights, which have always held the largest share in the hosiery market, have traditionally been the stalwart of office wear; this is now set to change with sheer tights becoming a fashion staple amongst younger consumers. Some brands and retailers have responded to this trend by increasing their sheer hosiery ranges and also offering a broader range of shades to match various skin tones. The new ultra sheer 5 and 7 denier tights are ideal for Spring/Summer and can give a flawless look to your legs.

With legs being a real focus, this season, INVISTA is collaborating with renowned psychologist Honey Lancaster-James on a study to decipher the ‘language of legs,’ helping women understand how legs can be the key to confidence.

We have learnt from a large

independent Global Consumer Survey** that consumers have quite a long list of requirements for their hosiery, including excellent fit, comfort, shape retention and no bag and sag. Hosiery that does not ladder was also a much requested attribute – 81 percent of consumers responded that this was very important to them and we believe that hosiery made with LYCRA® FUSION™ fibre could give women just what they want.

Why is LYCRA® FUSION™ fibre different? Firstly, it is a patent pending fibre innovation with excellent run-resistant properties - which prevents scratches from turning into unsightly ladders. Women can be assured of the long lasting fit - garments won’t distort and the fit will not change even after washing. We know that comfort is a key, must-have ingredient and hosiery which contains LYCRA® FUSION™ fibre can deliver.

LYCRA® FUSION™ fibre can now be found in many leading hosiery brands and retailer own-brand sheer hosiery products. Just look for the logo next time you are purchasing your tights so you can look flawless and elegant, and have the confidence that your hosiery will not let you down whether you are a princess or not.”

*Marks and Spencer sales data from 2010

** Global Hosiery Gap Analysis, Strategic Insights, 2011.

NEWS REVIEW



MyaBlueBeach has announced the appointment of a distributor for South Africa and the luxury resorts of Seychelles and Mauritius.

Slimsuit Distributors already represent a series of high end swimwear brands, including Miraclesuit, Ory and Sabz.

It has reportedly added MyaBlueBeach and MyaBlueLuxe following requests for ‘glamorous’ cover-ups, light weight tunics and dresses that can be worn all year round.

Lorna Drew has announced the introduction of Hidden Treasures, a new, made to order nursing lingerie collection featuring silk and Swarovski crystals.

Talisman, the first design in the premium collection, is made from silk with an average of 2,000 Swarovski crystals, all hand placed for a touch of true luxury. The set includes a nursing bra and matching support briefs.

✔ **Marks & Spencer** will be launching a dedicated e-tail website for the Republic of Ireland, this coming Spring.

The new website will offer Irish customers the chance to have



M&S products delivered direct to their doors.

M & S Ireland head Jonathan Glenister said: “We’re proud that over the last 30 years customers across Ireland have grown to know and love M&S. The website has been long awaited and it’s great news that customers will soon be able to enjoy the convenience of shopping with M&S at anytime and anywhere.”

New intimate apparel e-tailer **Shy Guy Lingerie** launched on-line last month.

The website, which stocks brands Lepel, Passionata and Chantelle, caters to men seeking to buy gifts of lingerie for women.

It incorporates a ‘lingerie wizard’ for customers seeking a little extra guidance and also features a glossary of terms to help men understand the products that they are buying.

Eco underwear and loungewear brand **enamore** is set to stage a return to the market, this year.

The May 2012 launch will see the arrival of a new enamore website. The site will showcase a series of the label’s new products, which have been re-designed following a year ‘sabbatical’ by the brand.

✔ **Panache Lingerie** has announced plans to use Pinterest as an integral part of its Social Media strategy for 2012.

The D plus specialist has responded to the amount of female users regularly logging on to the social media site by creating a page for its Cleo brand, targeting a younger audience.



SPEAKERS' CORNER

MARIA LAW
Co-founder, Sweetling
Lingerie



BECKY JOHN
Founder, Who Made Your
Pants?



CATHERINE CLAVERLING
Founder,
Kiss Me Deadly

WHAT IS YOUR OPINION OF MARY'S BOTTOM LINE?

"Sweetling featured alongside a Mary Portas interview in the current Radio Times to open up the debate on 'skewing' fashion retail margins and the problems this causes for established UK brands. As part of the 'Make it British' campaign, we found it really difficult to agree with Mary's skewed figures on the production of Kinky Knickers in the UK... There is absolutely no point Mary making out that we can compete with 'pile em high, sell 'em cheap' business models which always include a very tight retail margin. Mary intimating that it can be done is harmful to UK lingerie brands."

"Mary's skill in drawing attention to British industry in the lingerie category is an opportunity for those of us already in the industry to share the spotlight... I really do hope that Mary Portas, champion of the independent and the underdog in retail, uses her formidable strength and enviable media presence to celebrate all UK manufacturers. I'm sure I speak for many of us when I say that if her TV crew want to visit other UK manufacturers they would be most welcome. I'm sure that all of us, who are keeping UK manufacturing alive, would appreciate a little of that light."

"It was interesting to talk to Mary Portas at the launch and see the product. At the time, the series was due to be called 'Made In Middleton...'. Sadly, since the launch, I've noticed that the program is back to being called 'Mary's Bottom Line' and the quotes from Mary have returned to statements like: 'People say, "oh, why are celebrities doing this stuff?" 'Because no-one else is, matey' (ES magazine, 2nd March), which is rather disappointing for those of us who have been making in the UK - but without the benefit of a giant PR juggernaut and a heap of capital."

NEWS FLASH

Zoggs marketing manager **DAVID ANNAND**, from South Godstone, is set to walk a minimum of 500 miles in order to raise money for The Prostate Cancer Charity. Annand, 49, was diagnosed with prostate cancer in June, 2011. By walking the equivalent distance of 'London to Cardiff to Glasgow', he aims to raise awareness of the disease, which causes the death of one man every hour in the UK. The marketing manager will be walking the distance over the space of a year, from March, 2012, to February, 2013. Annand said: "At a relatively young age, I was diagnosed with prostate cancer, which was only identified through a routine blood test. After undergoing therapy in November, 2011, I felt driven to do something to raise awareness of the disease and also to raise some funds for The Prostate Cancer Charity to help further research into treating advanced prostate cancer. To sponsor Annand, please visit: www.justgiving.com/david500miles."

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**DIARY DATES**

27th-30th April, AsiaWorld-Expo, Hong Kong. The **China Sourcing Fair - Underwear & Swimwear 2012** will be held at the AsiaWorld-Expo, next month. The product range includes underwear, sleepwear, swimwear, beachwear & accessories, fabrics, lace & trimmings. The visitors profile encompasses importers, volume buyers and purchasing managers.

April 30th - 4th May, Circular Key, Sydney, Australia. Australian Fashion Week (MBFWA) brings together the best of Australia's fashion world into an annual industry-only event. Known as RAFW prior to 2012, the event brings to the catwalk established and upcoming designers from Australia and neighbouring countries. It largely features trans-seasonal clothing, suited to Australia's climate.

24th May, Savoy Hotel, London. The **Contour Fashion Ball** returns for its 51st event, this 24th May, 2012. Sponsored by INVISTA and Panache Lingerie, the event will bring together the key figures of the lingerie and swimwear industry for an evening of music and dancing at London's newly re-furbished Savoy Hotel. The Contour Ball is hosted in aid of both the Retail Trust and the Fashion & Textile Children's Trust.

26th May, Purbeck Peninsula, Dorset. The **Prima Solutions Adventure Challenge** has been organised in support of CARE International. It will see teams of two to four from across the fashion and retail sector hike, bike and kayak a marathon distance to raise funds to for the charity's poverty fighting work. To get involved, visit www.carechallenge.org.uk/primasolutions / 020 7091 6111.

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EDITOR'S CHOICE



INTERVIEW

Mark Fast talks hosiery

Celebrated fashion designer speaks about his new collaboration with Jonathan Aston.



GALLERY

UKFT re-launch party

The UK Fashion and Textiles hosts an event celebrating the organisation's re-launch at the Jack Barclay Bentley Showroom.



COLLECTION

Dita Von Teese stalks the catwalk for Von Follies

Burlesque star models own lingerie line at Melbourne fashion festival.



VIDEO

Intimissimi debut bridal collection

Russian model Taty takes over from Irina Shayk to model for the brand.



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@lingerieilondon

"Have you seen our GORGEOUS top 30 #StarinaBra finalists? Click here to vote for your favourite 3 girls! <http://on.fb.me/SIABtop30>"
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Birthday BOUX

ON THE ONE YEAR ANNIVERSARY OF HIS COMPANY'S LAUNCH, DRAGON'S DEN PANELLIST AND BOUX AVENUE FOUNDER **THEO PAPHITIS** TALKS EXCLUSIVELY TO **KAT SLOWE** ABOUT THE BUSINESS' PERFORMANCE TO DATE AND THE BIRTH OF A NEW RETAIL REALITY.

“Boux Babies,” booms Boux Avenue founder and TV personality Theo Paphitis. “Boux babies everywhere.”

The enthusiastic intimate apparel chief executive is, as usual, in full flow as he attempts to explain why his brand has just introduced its third new ‘face’ within a twelve month period.

“Jacqui got pregnant and then Stacey got pregnant,” he protests, loudly. “They got pregnant! You don’t want to have someone and then lose them after one season. Congratulations, marvellous event, but not for modelling lingerie.”

Guy Ritchie’s wife Jacqui Ainsley and presenter Stacey Solomon have both headed campaigns for the company. Strictly Come Dancing’s Ola Jordan was announced last month as the latest body to step up to the role after the two former models successively fell pregnant.

“So, obviously Ola will be pregnant very soon,” Paphitis says, laughing.

“I got tweeted by Ola’s husband the other day. I’m going to tweet him back, I think, tomorrow. ‘Beware, Boux babies come after Boux modelling.’”

The Dragon’s Den panellist claims that he never went out with the intention to get a celebrity model for his brand, but after he saw the public response to Jacqui Ainsley, a professional model who just happened to have a famous husband, he realised the power of fame as a marketing tool.

“Celebrity does work, but it’s a double edged sword,” Paphitis says. “You get the right person, there’s great PR, great awareness. You get the wrong person, there’s rubbish PR and rubbish awareness.

“Ola has quite a broad appeal, she is not going to offend anybody... Maybe that’s why we’re trading well, because we’re more broad appealing than some of our competitors.



2



3

My personal ambition for the brand is to make it into a worldwide brand.”

The entrepreneur hints that expansion abroad may occur sooner than anyone thinks. In the longer term, he says he will also consider acting on the considerable interest that Boux Avenue has received from the Middle East and Russia.

But, despite his plans for global domination, Paphitis has no intention of letting his domestic business slip. Paphitis, who, in 2006, sold his interest in La Senza UK to Lion Capital for a reported £100 million, is now competing against the fellow high street chain. The retailer was bought by Kuwaiti group Alshaya, earlier this year, after entering into administration and Paphitis is keeping a keen eye on any developments.

“It hasn’t closed,” he says. “There are still 60 stores. The ones they’ve kept are exactly where we are. They haven’t shut any next door to us. There’s a clue there.”

The recent sale has presented some challenges for the Boux boss, as the new owners slash prices in a bid to offload excess stock. However, Paphitis asserts that business is booming despite these concerns.

“The competition is still there,” he says. “The only thing we’ve having to put up with at the moment is them selling everything for a fiver.

“They’ve got all the stock from all the stores and they’ve shovelled it into the

existing 60 stores. I say it’s frustrating, but we are still selling to plan and we’re three times more expensive. We’ve got better product, they’re selling old product. It’ll be nice when they get themselves together and go onto normal trading. So, the sooner they get through their old, crap stock, the better, really.”

For Paphitis, it is all about hitting numbers and, with the brand’s Christmas sales better than expected, so far the business is still on track.

Having sunk his own money into the venture – with no external investment – Boux is a big risk for the Dragon. Yet, it is very apparent that he is not a man who is ever willing to do things by half. The phrase ‘you have got to spend money to make money’ is clearly an adage that Paphitis is very familiar with and he is not expecting to turn a profit with the company any time soon.

“We’re

going to lose lots of money, next year, but hopefully by the end of the third year we’ll be where we want to be,” he says. “I’m saying, what do I have to take in a year, in this store, to pay the rent, rates, staff and leave a surplus? Now, I then need to multiply that many fold because I’ve got a full overhead of a buying team, marketing team and everything else, so I need to have a lot more stores. Six stores, eight stores, 10 stores ain’t going to cover that. The commerce is the important part for us and our 25 to 30 stores that we said we would open.”

Boux Avenue plans to have 18 to 19 stores open by Christmas and aims to complete the store opening programme the following year.

In addition to La Senza, Boux Avenue outlets will be competing against the rapidly expanding Calzedonia group and new entrant Victoria’s Secret, which is set to launch in the UK this summer. The umbrella company for the La Senza brand, Victoria’s Secret could prove a major test for the adolescent



1
Strictly’s Ola Jordan models Boux Avenue’s Georgia coral bra and thong

2
Boux Avenue’s Guildford store

3
Interior shot of a Boux Avenue outlet

4
Boux Avenue founder Theo Paphitis

5

Waiting area in
Boux Avenue's
Guildford store

6

Boux Avenue
display cabinets

7

Ola Jordan wears
the Boux Avenue
Camilla bra and
French knicker



venture and Paphitis seems to have a healthy respect for the US giant's business prowess.

"Victoria's Secret is a great band," Paphitis says. "They know their lingerie, they know their business and they're spending a fortune coming into the UK. Do I think there's room for both of us? Yeah. It'll be interesting seeing how they cope with the UK consumer. At the end of the day, we're selling a different type of product and the consumers will vote with their feet."

Malls take centre stage in Paphitis' strategy. In contrast to Victoria's Secret, which is set to launch its flagship store on London's Bond Street, the jewel in the Boux Avenue will be set in the capital's Westfield London Shopping Centre.

Launching this month, it will be the company's 11th outlet in the UK. And,

it has been designed to wow, with a massive shop front and an impressive press lounge featuring an onsite bar.

With the re-generation of the high street a key, topical concern at the moment, thanks in part to Mary Portas' recent campaign to breathe life back into town centres, Paphitis view on the retail medium is somewhat controversial.

"I am a massive, massive fan of the shopping malls," Paphitis says. "I love shopping malls... 25 to 30 stores will give you a huge swathe of the population... Historically, we used to need 200 stores to have a cross representation across the UK. Now, you've got 25 to 30 power centres where you need to be. The rest of it you'll do online. You don't need those other 170 stores in high streets anymore."

Over the next five years, Paphitis predicts that more and more business will move towards the shopping centres and major retailers. Brands, he predicts, are likely to become increasingly restricted to department stores and e-tail websites. Like many retailers within the UK market, he also points to the existence of Marks & Spencer as a unique opportunity to grab market share.

"The big players are still controlling huge swaths of the

market," he says. "If you look at what Marks & Spencer controls, there is no other market in the world where one player controls such a large percentage of the market, so it has to fragment, it can't consolidate."

"So, there's room for us, there's room for VS. La Senza's moved aside a little bit and I do see some of the business going away from the department stores... Looking into my crystal ball, I do see that the next five years will be a massive change in the way that intimate apparel is brought."

With his money quite literally where his mouth is, Paphitis' business will either usher in a new dawn for retail or will prove to be one of its generation's greatest follies. Either way, the man himself is sure to be remembered.

One of Paphitis' employees, Laura, passes by outside his office.

"Did you find out about the name day?" Paphitis asks her, apparently continuing an earlier conversation.

He twists back and explains, "if you are named after a saint and it's a saint's day, then it becomes your name day."

Are you named after a saint?

"Not that I was aware of, but according to Laura I was. Or, did you say I was a saint, Laura?"

"Yeh," she responds, "maybe, it's Saint Theo Paphitis day."

"I like the sound of that," Paphitis exclaims. "That's the ego going mad. Put him down." ♦



7

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LORNA DREW
NURSING LINGERIE

Cups & Downs

CAN IT EVER GET TOO BIG? LINGERIE INSIGHT SPEAKS WITH A SERIES OF INTIMATE APPAREL BRANDS ABOUT WHETHER THE FULLER CUP SECTOR IS INCREASINGLY BECOMING OVER-SATURATED AND QUESTIONS IF THE SMALLER SIZES ARE BEING LEFT INADEQUATELY CATERED FOR IN THE RUSH TO UPSIZE.

“The full cup sector is becoming more saturated,” claims Bestform marketing services manager Karen Crawford.

Today’s society is obsessed with the bigger bust, with women resorting to inserts, push up bra’s, creams and even surgery to boost their assets. Yet, those assets are already naturally increasing, with women now sporting larger breasts than ever before.

And, as the demand for larger cup sizing has continued to rise over the past decade, bigger bra’s have become more and more commonplace in-store. Large cup sizing is now not only readily available in specialist retailers but also via many retail segments, such as department stores and mail order.

It used to be that simply being bigger than the rest was enough to gain notice, but now that the fuller cup sector has quite literally grown, brands need to go that step further in order to attract their customer.

Bestform intends to do just that. Over the coming year, it will be introducing to the collection a series of new shapes, including shapewear, moulded cups and lightly padded bras. For SS13, it will also be adding new styles Antalya, Bristol, Imperia and Lugano.

“Our French design team are very proactive in keeping abreast of trends in outerwear, underwear and swimwear,”

expands Crawford, “and will access all areas for inspiration.”

Bestform is not the sole brand who recognises the issue of crowding in the market place. Miss Mandalay is a lingerie and swimwear brand that specialises in sizes 28” D to HH cup and 30” C to HH cup. According to founder Lorraine Morton, there is a big danger in the fuller figure sector becoming too popular.

“I think the market is saturated,” she says, “as even in the seven years since our launch we have seen bigger brands, and even small designer lingerie brands, jump onto the large cup brand wagon. The shame is that often they don’t understand the technical fit required for full cup bras and the product doesn’t deliver.

“There has also been a huge increase in retailers launching their own label full bust ranges, which has saturated further. Saying that, I’m sure a great fitting product with strong PR and marketing could probably squeeze in.”

Success, states Morton, is by no means certain as there are myriad challenges that those seeking to enter the full cup sector must face. She claims that the sector is tough at both the manufacturing stage and the retail buying stage, and attributes this to the range of sizes involved.

“One range alone can have 40 plus

cup sizes and this can bring minimum production issues per size,” she explains. “For retailers, it is often a tough buy, as they have to commit more floor space given the huge size range.”

Panache is the umbrella business for fuller cup brands Panache Superbra, Panache Swimwear, Panache Sports, Cleo, Atlantis and Masquerade. It offers a wide array of full cup sizes, from D to KK. Marketing manager Steve Hazlehurst recognises the marketplace has become more competitive but, unlike many others, he considers this to be a positive development.

“It increases the awareness for the D plus market,” Hazlehurst says. “It also gives customers more knowledge regarding fit and creates a positive attitude towards larger cup sizes.”

Over the upcoming year, Hazlehurst is of the opinion that there will be an increase in cup size swimwear in the D plus market, especially products aimed at a younger audience, offering more choice in styles, prints and patterns.

He also believes that sports will definitely be a growing market in 2012, as the summer Olympics inspires people to take up more exercise. For 2012, Panache is introducing new sizes (the sports bra will now be available from a B – H cup) and colour ways, including a patriotic colour way into the Panache Sports brand.



1
*Simone Perele
Revelation lingerie
set in Berry.*

For AW12, inspiration has been taken from 'Art Deco' and 'Art' decorative throughout the company's Superbra and Swimwear collections, along with tribal influences through patterns, prints and colours. Masquerade looks to outerwear fashion catwalks, with themes of 'unearthed treasures' and 'opulence'. Cleo focuses on trend, the main one being graphic energy, a strong bold theme combining colour blocking and angular prints for a striking retro feel.

Hazlehurst is not alone in being optimistic. There are others who believe that there is still considerable space within the full cup sector, despite the increasing number of new entrants. One such is Hannah Houston, the marketing manager of fuller cup specialist Curvy Kate, which offers products in a 28" to 44," from a D to K cup.

"There are only a few brands that stand out to me that provide an extensive full cup range," Houston says. "With growing bust lines in the UK, it's no



more acceptable to just offer sizes up to a G cup. Women's busts are growing and more women are also getting fitted. Most women when fitted find they need a far larger cup size than they originally thought - many women are in fact above a G.

"We need to provide styles and shapes that work for these sizes, not just sizes that are graduated up, but styles that really hold, fit, shape and lift a heavier bust. Many brands don't offer this full size range, especially not one that works well for the customer.

It seems there is still only a small offering above a G, especially in

pretty, fashionable styles to suit a variety of ages."

Like Hazlehurst, Houston believes the area of sportswear will be big for the fuller cup sector, this year, along with shapewear and continuity products. She also feels there is a demand for the smaller back sizes, starting from a 26.

Curvy Kate launched the world's first moulded J cup for AW12. It is now looking to extend its continuity range

and is in the midst of designing its first shapewear collection.

"This area is continuing to grow and looks particularly interesting for the fuller bust, fuller figure market," Houston says.

Eveden UK & Eire sales director Nigel Addison also feels there are opportunities in the fuller cup sector for established companies that continue to correctly predict consumer trends.

"Although there are more and more brands entering the fuller cup sector," he says, "there are long standing brands which continue to be successful in the market by meeting customer and consumer demand. We feel that we fulfil consumer demand by offering consumers 28" backs, K cups, innovative bra styles such as the moulded Freya Deco soft cup bra to a G cup and trend driven designs such as longline bras to a G cup."

Addison believes that soft cup bra's will be a big area of growth over the coming years. The new, Freya Deco moulded soft cup for AW12 is designed to offer comfort, shape, support and fit without the use of wires. The soft cup is seam free and lower cut for a 'sexy' plunge, ideal for the younger customer.

The soft cup is tipped by many to be a big seller for 2012, with modern technology being utilised to combine comfort with support for the fuller busted customer.



2
Anita bra and brief
in vivid purple.

3
Freya Piper
underwired
longline bra and
brief in passion
fruit.

"We see an increase in soft cup bra's, as well," says Simone Perele UK managing director Carole Launchbury. Simone Pérèle has launched a new fuller cup collection, titled Revelation, for AW12. Revelation incorporates three styles, which are available up to an H cup.

"Our customers have been asking for Simone Perele to add larger cups for several seasons," reveals Launchbury.

The UK managing director expects to see significant growth in the brand's fuller cup offering, including its 30 backs and continuity lines. With companies increasingly being forced to either specialise in a niche area or to expand their breadth of offering, there are now a number of brands that offer products over a very wide range of sizes, from an A right through to a K or J cup.

In addition to Freya, Eveden is the umbrella company for the Fantasie, Goddess and Elomi brands. It added smaller cup brand Huit to its portfolio around two years ago.

Eveden's Nigel Addison says: "By adding Huit to our brand portfolio, Eveden now caters from an A to a K cup, offering the smaller busted consumers beautiful lingerie and swimwear along with figure enhancing products, such as the Huit Magic Air bra and Magic Pulp knickers."

And, according to the sales director, the smaller cup size market is growing, as smaller busted ladies see the increasing range of styles available to their fuller busted sisters and begin to demand an equal level of choice.

Anita UK offers cup sizes AA to J. UK general manager Jemma Barnes believe there is space for growth at both ends of the market

"There are still areas for development," she says, "most especially larger back sizes."

This doesn't just extend to Anita's fuller cup offering – the brand currently offers an A cup up to a 50 back. Over the coming year, the brand is looking to develop its larger sizes and well-structured soft cups, which Barnes agrees with her fellow industry professionals is likely to be a key area for growth. In terms of where the greater choice currently lies, she says: "There is a greater demand in



terms of volume and sales for larger cup sizes, but we notice the demand for the smaller sizes, as there are less on the market so, as such - due to the more limited availability - more and more people need to ask for them. We notice and remember the requests, but the volume is definitely smaller in terms of sales.

"UK women's average cup size has been increasing for years, so it's merely a question of supply and demand. It is however important to balance this by offering something for everyone and every need."

Silhouette certainly believes in offering something for everyone, with a size range that extends from AAA to JJ in bands 28 to 46.

Owner Amanda Joynt agrees that there are currently more options in the

market for the fuller bust.

She says: "The media's interest in women's bodies and new trends towards achieving the hourglass figure have all helped boost sales within the sector.

"The marketplace remains fairly overcrowded. We are all fighting for the same consumers so staying ahead of the game is hard work. You have to stay optimistic and realise that all competition is healthy and exciting for our industry."

In terms of smaller cup lingerie, Joynt feels the most space for improvement lies within the medium branded market, which is where she thinks growth is the most likely to stem from over the coming year.

"There is always room for more," she says. "Let's keep innovating and pushing boundaries." ♦

4

Anita bra and high waisted pant in nude



MARIE COURTEAULT



HEAD OF HUIT SWIMWEAR

I'm the main contact for Huit swimwear. I work daily on the new Huit swim ranges – right now, I'm working on our SS13 collection. I work on developing the prints and colours of our collections. I will constantly be looking at new ideas, new colours and fabrics which I can add to the Huit story.

For SS12 and AW12, I am working alongside our marketing team in order to discuss product performance and see if and where we may need to propose new sizes and shapes. Listening to our sales teams in order to gain customer and consumer feedback is vital. For AW12, I think the Flashy Jelly swim collection is incredibly beautiful, it is very couture, featuring shiny fabric and sophisticated ring detail.

We always want to be sure that the customer will find what she wants and we also want to surprise her with a new vision that is still in conjunction with the brand. The best thing for me is when someone says, 'oh, it's nice, it's so Huit'. This is when I know that my job has been well done.

Right now, we are finalising the SS13 collection and are then working on AW13, so a lot of work is ahead. We are prepping to shoot SS13, which we are really excited about so watch this space.

I feel very lucky to be working with Huit. Huit offers such feminine and modern collections. I wear Huit myself, so it is great! The brand has more than 40 years history behind it, so it's very flattering to be a part of this.

HUIT COUTURE

LINGERIE INSIGHT GOES BEHIND THE SCENES OF EVEDEN'S SMALLER CUP BRAND HUIT AND SPEAKS WITH A SERIES OF STAFF MEMBERS ABOUT THEIR ROLES IN THE COMPANY.

» **ANN-MARIE MANLEY**

HEAD OF MARKETING UK

I head up the marketing for the entire Eveden brand portfolio, including Huit. On a day to day basis, I ensure that our talented teams are working across all marketing functions – online, operational marketing, PR, advertising and promotions. My days are very varied, very busy and always exciting, never two days being the same.

We are currently pitching the Huit SS12 collections to the press; we've had some great advertising activity recently in premium publications such as Stella Magazine and the Sunday Telegraph, coupled with great PR coverage. We've received particular press interest with the China Girl range and Absolument Couture collection.

Alongside this, we are also working on marketing plans for AW12 and, of course, future planning too.

Timing is always one of our challenges, ensuring all marketing material and plans required for sell in are achieved in time for our sales teams.

We are currently planning our SS13 shoots, so we are working on shoot productions, including the selections of our photographer, locations and models - all of which is top secret, of course.

Working with Huit is amazing. The Huit product is stunning, the brand is iconic and the team are so creative and passionate – it is a pleasure to be working with Huit!



» **EVELYNE PIEGAY**

EUROPEAN MARKETS SALES DIRECTOR

I am responsible for sales across the European markets. I am based in France but am usually travelling all over Europe.

We are currently selling in AW12 collections and have received amazing feedback so far for the Noeud Pap range with two tone Jacquard print, Equivoque which features a really modern cut out scallop shape and Rumeur which features a truly stunning lace long line bustier bra.

We are also continuing to work with stockists for replenishing SS12 collections. Collections which are doing really well for lingerie include Scottish Queen, Tea for Two, our beautiful bridal collection and Huit is Biotiful, our organic cotton range.

It is a tough climate to sell in at the moment but the good quality, fit and innovative design of the Huit collections gives customers something to be confident in.

We are currently preparing for our SS13 collections – so I am working a lot with design to give feedback on the new products.

Huit keeps me young. It's great to work with such beautiful and modern collections.



» NIGEL ADDISON

EVEDEN UK & EIRE SALES DIRECTOR

I am responsible for Eveden's sales to the UK and Eire territory. In regards to Huit, I oversee the service of key accounts such as Figleaves, House of Fraser, John Lewis, ASOS and Rigby & Peller, and liaise daily with the Huit team in France.

We are taking repeat orders for SS12 collections and forward selling AW12 collections. AW12 collections which have received fantastic feedback include Icone, Noeud Pap and Pepsy Pretty. I am also reviewing SS13 collections with the design and marketing teams.

The greatest challenge is replicating the success Huit has achieved elsewhere in Europe. It's important we maintain distribution controls whilst doing this. Huit is a premium brand and it needs to be treated as one, and we have been successful with sales up 60 percent versus last year.

Whilst the Huit lingerie fashion collections are fantastic, we have just introduced a revised and expanded continuity offering, so we are working on building awareness of the new basics collection. Feedback on design, quality and fit of this range has been excellent which helps.

Having Huit has stopped the customers asking why we don't offer small cups! Seriously, it's great to be able to complete the Eveden portfolio with a smaller cup brand. Now offering lingerie all the way from an A cup to a K cup, we feel the Eveden brands cater for every type of woman, whether she is small or fuller busted, or has a fuller figure.



» VALÉRIE CARRIE

HEAD OF LINGERIE DESIGN

Every day is different. We are constantly looking ahead at the next collection, collaborating and exchanging ideas with the team – looking for new fabrics, or developing new ones, trying to find the perfect lace and embroidery. I also research the latest trends, looking at London, Paris or New York and always trying to see what the latest style is.

I am currently working on AW13 collections and researching new shapes. We always want the next collection to be better than the previous one. We are dealing with AW13 and at the same time we are preparing to shoot SS13, so right now we are very busy casting.

I love this brand because we are different from anything else in the lingerie market. Our collections are unique collections and every season we have the opportunity to propose new ideas, not only design but also artistic direction for pictures brochures, which is great.



The Contour

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Stars IN THEIR Eyes

CURVY KATE MARKETING MANAGER **HANNAH HOUSTON** TALKS TO LINGERIE INSIGHT ABOUT THE LAUNCH OF THE FULLER CUP BRAND'S STAR IN A BRA COMPETITION IN THE US, THIS MONTH.

“The Star in a Bra competition started as a small idea,” says Curvy Kate marketing manager Hannah Houston.

Much has changed. The model search is now a pivotal part of the brand's year and has grown into a full marketing and social campaign, with fans worldwide following the search for the next Curvy Kate.

With five successful competitions in the UK and Australia, the brand

is now launching the model search in the US and its determination to put real curves in the limelight is reportedly already garnering considerable attention.

“As a curvy girl myself,” Houston says, “I know how difficult it can be to find lingerie that fits. There is nothing more disheartening than scanning through images of models wearing a D plus brand, who possibly don't even have D plus breasts.

“We realised that our core

customer isn't necessarily stick thin, they have bums, tums and bits that wobble. We wanted to show a true representation of how our lingerie would look on figures like this, figures that you see every day and the figure that many of us see when we look in the mirror in the morning."

Curvy Kate vowed from day one never to use professional models and to celebrate its customer's "gorgeous" shapes.

"We thought it was about time women of all shapes and sizes were celebrated," Houston adds. "As long as you can wear a Curvy Kate bra – you're in."

The response in the first two years, according to Houston, has been incredible, with models ranging from F to J cups modelling the collections. To raise more awareness and to reach more curvy women, the brand decided to move the search to Facebook, last year. Since then, Curvy Kate's Facebook following has risen by 712 percent and Houston

claims the brand has received more entries than ever.

It was not long before Australia, the brand's second biggest distribution area, came on board and, in 2011, the company launched its first Curvy Kate down under.

For 2012, Curvy Kate has increased advertising exposure, retailer promotions and produced a custom made application for Facebook, with added viral features. With a potential Facebook reach of over four million people, the brand is set to generate the highest engagement in its history.

The new, bespoke application will be rolled up to the Australian competition in July and will also launch with the brand's first US competition – going live next month.

"America started distributing Curvy Kate in July, 2011, and we have received an overwhelming reaction to the 'feel good philosophies,'" says Houston. "American fans of the brand have been crying out for the competition to open stateside. With

over 15,000 fans on the UK Facebook page, 1700 of these are US fans who are already well on board with Curvy Kate's championing of real curves."

With over 50 stores stocking the brand in the first six months and top online retailer Bare Necessities now on board, the competition looks set to reach record numbers. For the US competition, Curvy Kate will be working closely with its national retailers and offering tiered sponsorship levels. Bare Necessities has taken Gold sponsorship, but spots are still available to other retailers.

"I think the Star in a Bra works so well, as it isn't just a fad," Houston muses. "We truly believe that our customers should model our lingerie as they represent who we are. Fun, passionate, charismatic, curvy girls enter and win, which is what we're all about. Our model search isn't just a one off. It's here to stay, to prove how gorgeous the shapely figure looks in lingerie – boobs, bums and all." ♦

STAR IN A BRA 2011 WINNER LIZZIE HAINES TALKS TO LINGERIE INSIGHT.

What did it mean to you to be announced the winner of last year's Star in a Bra?

This question is so difficult to answer without sounding incredibly cheesy but it really did mean the world to me. Entering and winning 'Star in a Bra' has given me the world's biggest confidence boost and I can't tell you how it's lifted my overall outlook, approach and opinion of so many things! Being body confident means being confident in so many other areas of my life and I really underestimated that effect and how it would change me.

What was the greatest challenge of the whole process?

Overcoming my own fears and brushing aside any preconceptions of short, curvy girls! Ha! Truly, in all seriousness,



the hardest thing was being able to think "I'm being a model here" and not hiding in the shadows.

Would you recommend the competition to other girls?

Yes, of course, without a shadow of a doubt and every time. Why? Because it's a positive brand offering a unique and positive experience. Unless you have a job that would crucify you for being online in

your pants then give it a go.

What are you doing now?

Just being me but with a huge smile on my face. I'm self-employed so I'm transferring the confidence and skills I've learned this year into promoting my wedding photography business through www.doitmomma.co.uk.

What advice would you give other girls seeking to enter?

That you should do it with a skip and a jump and, if you don't make it, take away any positives you possibly can from submitting your pictures and having the courage to put yourself out there. Wherever you are and wherever this takes you, be sure to follow the competition and support the women who take part... It is what Curvy Kate is all about.

1
*Behind-the-scenes
of Star in a Bra 2011*

2 & 3
*Star in a Bra 2011
winner Lizzie
Haines*

After The **AWARDS**

SIX MONTHS HAS PASSED SINCE THE INDUSTRY GATHERED TOGETHER IN LONDON'S ONE MAYFAIR TO CELEBRATE THE INCREDIBLE ACHIEVEMENTS OF INTIMATE APPAREL BRANDS AND RETAILERS IN THE UK. WE CATCH UP WITH A NUMBER OF THE WINNERS FROM THE DEBUT **UK LINGERIE AWARDS** EVENT TO DISCOVER HOW BUSINESS HAS BOOMED SINCE THEY RECEIVED THEIR TROPHIES.



Lingerie Brand of the Year: **La Perla**



and Autumn, last year, with our main fashion collections allowing us to post a 12.5 percent increase in our core business for 2011.

In terms of our greatest triumph over the past six months, the opening of our new boutique in Selfridges must qualify for this accolade. A worldwide original concept showcasing the luxury fashion credentials of the La Perla brand.

Normally the company awards to individual staff. This award from the UK industry is being enjoyed as recognition by our UK team and our colleagues in Bologna for their part in this achievement.

Dominic James
Managing Director - Hornvale

Recognition by one's peers is always a pleasure, particularly when they have such good taste.

We had a particularly strong Summer

Independent Directional Brand of the Year: **Lascivious**

We felt honoured to have received the award and were truly grateful to everyone who took the time to vote. The brand is going to be eight, this year, so to have that recognition of what we do and contribute to the market was a great thrill.

Over the last six months, we have been concentrating on the retail side of the business, having launched a new site in February of this year. This has influenced our sales strategy moving forward and has resulted in a large increase in online sales, thanks to a more intuitive and user-led website.

We had a hugely successful debut showing at Curve, last month. Whilst we have stockists in the US already, this was our first trade show there and the response to the brand was amazing. It's such a huge market and it's exciting to see that we've only just scratched the surface. The possibilities in the US are endless.

It was a real boost to receive the award and, as a small team, everyone felt they had contributed and could justifiably feel a sense of shared achievement. Any accolade of this kind helps to strengthen



the brand and creates further awareness of what we do.

We will now be concentrating on increasing our stockists globally, with a focus on the emerging markets in Asia and the Middle East.

Chloe Hamblen
Founder - Lascivious

Maternity Brand of the Year: **Cake Lingerie**

It was an honour to be recognised and awarded such a prestigious title. It validates our position as the pioneer of highly constructed and beautifully designed maternity/nursing lingerie and sleepwear.

This award is for the wonderful team at Cake Lingerie who work tirelessly toward achieving a quality product. Cake Lingerie has grown noticeably since winning 'Maternity Brand of the Year'. It has provided the brand with a level of global credibility, as a consequence of praise by the well respected panel of judges.

The award had a significant role to play and has helped secure a number of key department stores around the world, like Debenhams in the UK and Smith & Caughey's in NZ. It definitely infused a sense of excitement and pride to be working for a brand that has been recognised and highly acclaimed. It's brought the team closer together as we continue to work for a great company we love.

Growth and recognition worldwide has reiterated the importance for Cake Lingerie of its dedication to creating a lifestyle brand for pregnant women. We remain single-mindedly focused on delivering a sophisticated, quality product that fits.

Tracey Montford
Creative Director - Cake Lingerie

Hosiery Brand of the Year: **Wolford**

We felt very honoured to be selected as a winner and we see that our hard work on trends and design has paid off!

In the past six months, we have seen an increase of sales trends in hosiery and a better brand awareness...The staff were all incredibly proud for the brand!

In the future, we aim to make sure we are always at the front of fashion in hosiery and RTW, that we have in our collection strong and directional pieces that are always so typically Wolford.

Franco Stefanutto
CEO - Wolford UK

Multiple Retailer of the Year: **Agent Provocateur**

We are really proud to have won. It was really great to get the recognition - it's proudly in our reception. It looks like an Oscars award.

Winning the award has been a great success. Over the past six months, we've opened loads more shops. We're up to now 60. We have opened five already, this year. We have got another 15, bringing us up to 75 in total by the end of the year.

Our year end is at the end of this month and overall it has been pretty good. We are up about 10 percent like to like and about 20 percent overall. I had hoped it would be



a little more, but at the end of the day you can't complain. It's a struggle, you have to fight for everything.

Garry Hogarth
CEO - Agent Provocateur

Full Bust Brand of the Year: **Curvy Kate**

Being so new to the market, we were flattered and excited to receive the award against such top, well established brands. It is also great to feel all the hard work of the Curvy Kate team has been recognised by the industry.

Our business has continued to grow over the last six months, introducing top brands such as Shop Direct, Asos, Debenhams and Figleaves. The award has helped give our brand further recognition in the industry and highlighted the strength of our product.

The AW12 collection introduction of new core ranges has helped further establish the brand in the D plus market. The Daily Boost and the new Smoothie, the World's first J cup moulded bra, have received an overwhelming reaction and we look forward to continuing to grow this range. We have also grown our social media base and are looking forward to the launch of the first US Star in a Bra competition, as well as finding new Curvy Kate models in the UK and Australia through their annual searches. The US market has really boomed for us over the last six months and we were delighted, last month, that prestigious online retailer Bare Necessities has started stocking the brand. We only launched in the US in August and are pleased with how well the American market has responded to our 'Feel Good Figure' lingerie.



There has been such a huge amount of effort getting the brand of the ground and the award has given the team a huge boost and sits proudly in our reception.

[Business] really has gone from strength to strength and [the award] has helped us promote the brand and impressed customers worldwide.

In the future, we'll continue to build and develop the brand and strive to give our customer the lingerie that they are demanding - with a great fit, unbeatable shape and fashionable style.

Steve Hudson
Managing Director - Curvy Kate

Post Surgery Brand of the Year: **Jamu Australia**



To have a category in a fashion award for post-surgery wear is just so commendable to the UK industry.

As a designer whose passion is to give women who've had mastectomy their sense of femininity back, as well as fashion choice, to win this award is the ultimate recognition of my quest.

Jamu has been going from strength to strength ever since it entered the UK/European markets just over three years ago. This coming season, the number of stockists will be more than doubled and the perception, interest and brand recognition has increased enormously. It will be a good few years for Jamu.

Our biggest achievement over the past six months definitely has to be winning the UK Lingerie Award and being recognised by industry peers... We all said, 'we did it!' I think it says it all.

We are going from strength to strength and have opened some excellent new accounts, including Woman Zone and UK Beachwear.com. Certainly there is a surge in confidence of the label. Winning the award has definitely put the brand on a higher playing field.

I feel all recipients of the award have a duty to continue to deliver excellence. I aim to do just that and I believe that if you do things right and with passion and focus, you don't have to think about how to build on the award - things will just take their course.

Lydia Leong
Founder - Jamu Australia

Sports Bra Brand of the Year: **Shock Absorber**

We are avid readers of Lingerie Insight and think that the Lingerie Awards is a fantastic idea. Shock Absorber were absolutely thrilled to be selected as the Best Sports Bra 2011.

It is an incredibly exciting time for all sports brands with the London Olympics on the horizon. Shock Absorber sales have grown by 19 percent over the last eight months, which is testament to the fantastic products we offer, as well as the increase of interest in the category.

The last six months have been a very exciting time for Shock Absorber. We are really pleased with our re-brand achievements; the new logo, model and imagery have provided the brand with a fresh look for 2012.

We are all firm advocates of Shock Absorber sports bras here and proud of our market leading position, so we were thrilled to have this recognised by such a great trade title. It's something that we're delighted to tell our partners about.



We have used the award in style guides, presentations and press releases to reinforce our excellent credentials and will continue to use it when promoting the brand in the future.

Kirsty Kothakota

Senior Brand Manager - Shock Absorber

SPONSORS SPEAK OUT:

"It was a great night. We were delighted to be a sponsor and the organisation, and execution, of the evening was first rate - well done Lingerie Insight!"

John Roskalns

Managing Director - Melas Group Ltd.

"I can only mirror the comment by John Roskalns. SpeedoSculpture were also delighted with the evening, and were also proud to be a sponsor of the inaugural event. It was great to see the industry celebrate the successes of so many brands, and I would like to congratulate the award winners. We look forward to seeing everyone at next year's event."

Richard Ellis

Business Development Manager - Speedo International

Most Innovative Brand of the Year: **Atsuko Kudo**

When Atsuko Kudo won the award for Most Innovative Brand of the Year, we just felt very happy and very proud. Because we are a specialised label, it was also great for our whole team to feel recognition from the wider industry.

Since we won the award, our business has continued to progress. We have been asked to contribute a ball gown for the V&A's major upcoming exhibition Ballgowns: British Glamour Since 1950. As the rest of the exhibition contains some legendary names (Norman Hartnell, Hardy Amies, Alexander McQueen, etc.) from the past 60 years, it feels like more recognition for our designs using latex as a fabric. The exhibition runs from May 19th, 2012, to January 6th, 2013.

Atsuko Kudo will also be contributing a special piece for a forthcoming exhibition at Nick Knight's SHOWstudio gallery. This exhibition is called 'Selling Sex' and focuses entirely on female artists. We are very excited about this too - it opens on March 22nd so all will be revealed then. But this seems like the year when AK will be featured in exhibitions.

Our greatest triumph in the past six months was winning the UK Lingerie Award, of course. Winning the award was great for staff morale - everyone was so happy and the award takes pride of place in our store in Islington.

Such an accolade is always something which must help customers and commercial clients to appreciate that they are dealing with a good brand. So, once again we feel very thankful to have been recognised.

We are continuing to try to innovate and never stand still - as you can see from the above we have some great opportunities to show our designs to some more diverse audiences, this year, through the exhibitions. The Atsuko Kudo brand will also be seen in other environments - we have just completed a collaboration with fabulous make up brand Illamasqua and also a special collection for a chocolate exhibition in Hong Kong! We are also working on something which we hope will roll out in Japan in the coming months.

And, of course, we will continue to work on many different projects from our design, production and retail base in London.



Thank you for asking us to take part - Lingerie Insight has become an essential part of our growing industry and is adding value to all of our work so it is much appreciated.

Atsuko Kudo

Founder - Atsuko Kudo



Jenny Goes to Hollywood

DESIGNER TO HOLLYWOOD STARS AND BRITAIN'S ROYALTY, **JENNY PACKHAM**, TALKS TO **KAT SLOWE** ABOUT HER INTIMATE APPAREL RANGE, WHICH MAKES UP A GROWING PART OF HER BOOMING FASHION LABEL.

How do you come up with inspiration for your lingerie and nightwear designs?

My collections are inspired by 1930's Paris and the glamour of Old Hollywood.

What is the theme of your AW12 intimate apparel collection?

Vintage Parisian with a modern twist. I've played on contrasts, this season - porcelain silks contrast with shocks of noir lace. There are also more prints, this season, snow leopard being one of the strongest. The collection comprises ethereal silk chiffon robes, exquisite French lace and delicate babydolls.

What materials do you most like to work with for your collections?

We always use a lot of French silk and lace, and always source the finest quality materials for all our pieces.

What would you say makes your intimate apparel designs stand out from other luxury designers currently in the market?

It's a very niche market - our designs are intricate and feminine, and the range is amongst the most exclusive within the genre of luxury loungewear.

This season, as with past seasons, the colour palettes and inspiration compliment those seen in our Ready to Wear Catwalk Collection

You are currently present in Harrods and on some exclusive fashion websites, such as Fox & Rose and Net-a-Porter. Do you have any plans to expand your network of intimate apparel stockists?

We are expanding internationally into key global department stores, such as Harvey Nicholls, and we are stocked in the most exclusive independent boutiques



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2

What led you to start designing intimate apparel?

It seemed a natural progression from our evening wear line.

Out of all your customers, who have you been most proud to see wear your designs and why?

I am a huge fan of Kate Winslet and so was delighted that she chose to wear Jenny Packham for both the Cesars and Golden Globes this awards season. She looked stunning. ♡

CELEBRITY FANS

Angelina Jolie
Kate Winslet
Duchess of Cambridge
Liv Tyler
Kate Beckinsale
Florence Welch
Blake Lively
Lea Michele
Reese Witherspoon

Dita Von Teese
Sandra Bullock
Emily Blunt
Cameron Diaz
Leighton Meester
Emma Watson
Jennifer Lopez
Cheryl Cole
Emma Roberts

1

Angelina Jolie in Jenny Packham at the *In the Land of Blood and Honey* premiere

2

Duchess of Cambridge wears Jenny Packham in June, 2011

FIVE YEAR FORECAST

DESPITE BULLISH ATTEMPTS TO PRESENT A POSITIVE FACE, THERE IS NO DOUBT RECESSIONARY PRESSURES HAVE WEIGHED HEAVILY ON THE GLOBAL LINGERIE INDUSTRY, WITH A NEW REPORT FROM JUST-STYLE SUGGESTING SALES GREW BY JUST 0.4% LAST YEAR. JUST-STYLE EDITOR **LEONIE BARRIE** TELLS LINGERIE INSIGHT WHY THERE ARE ALSO MODEST REASONS FOR OPTIMISM, WITH RECOVERY LIKELY TO GET UNDERWAY IN 2013.

The lingerie market has historically been a resilient sector, both for brands and retailers. But that does not currently seem to be the case, according to the latest just-style 'Global market review of lingerie and intimate apparel - forecasts to 2017.'

According to the report, which is now in its fifth edition, the worldwide lingerie retail market - which includes bras, briefs, daywear and shapewear - grew from US\$29.17bn to US\$29.92bn between 2004 and 2007.

It then fell in both 2008 and 2009, bottoming at US\$28.91bn. Following a modest recovery in 2010, 2011 was another difficult year with the market estimated at US\$29.37bn. Over the period, this is growth of only 0.7 percent in seven years.

Within that total, North America and Japan/South Korea have exhibited zero growth, Europe and

Turkey a small (2.3 percent) fall, whilst the rest of the world has grown by 12 percent.

The lingerie market at retail prices is now predicted to be worth US\$29.23bn in 2012. This is marginally (down by 0.5 percent) less than the 2011 figure.

Growth will be modest in 2013, but will then get back to a form of normality. By 2017, the world lingerie market will be worth US\$30.55bn.

Even so, this would be growth of just 4 percent in the six years from 2011 - and less than 5 percent since 2004.

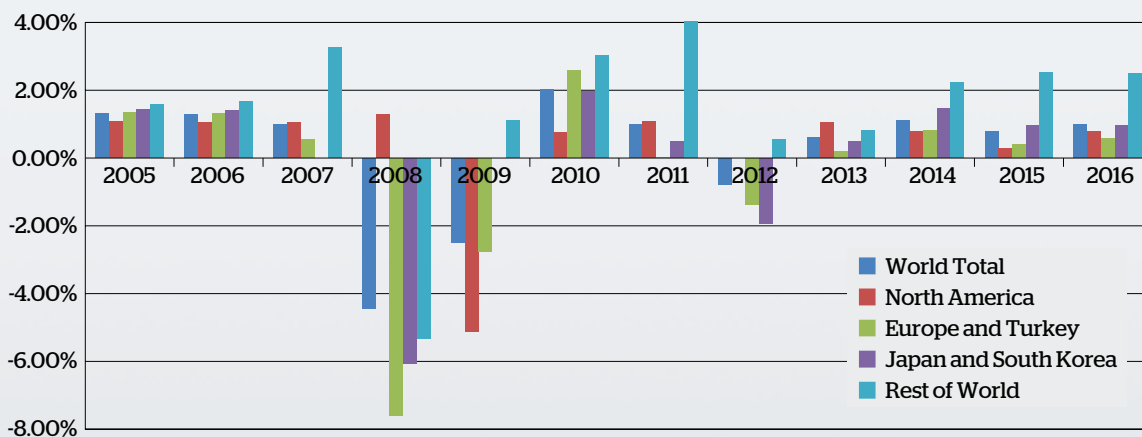
Within the total, North America will grow by 4.2 percent from 2011. Japan/South Korea will experience growth of 1.9 percent, whilst Europe and Turkey lingerie markets will remain flat. Meanwhile, the rest of the world will grow by 14.8 percent.

Overall, just-style forecasts that by dollar value, brands account for 30 percent of the market, private label for 55 percent of the market and anonymous merchandise for 15 percent of the market.

This means that in units, private label and anonymous must sell nearly 90 percent of the volume of lingerie sold per year, but at prices which are 60 percent to 80 percent cheaper than brands at retail.



2005-2016 MARKET VALUE (US\$BN AND % GROWTH) OF BRAS SOLD IN NORTH AMERICA, EUROPE & TURKEY, JAPAN & SOUTH KOREA AND WORLD TOTAL - MARKET GROWTH YEAR ON YEAR



1

The majority of fuller cup lingerie is sold by brands, such as Eveden's Freya

2

At the lower price points, names such as H & M dominate the market

THE LINGERIE RETAIL MARKET IN 2013

Although just-style believes that world markets will start to recover from 2013, demographics and consumer economics will continue to work against Western Europe - apart from the UK, if its net immigration continues unabated.

In particular, the economic health of the PIIGS (Portugal, Italy, Ireland, Greece and Spain) looks increasingly catastrophic.

Consumer economics will also continue to work against the US, which will far outweigh a more positive scenario in Canada. The BRIC economies (Brazil, Russia, India and China) will continue to prosper, but the textile exporting industry of Brazil, India and China will all be affected by continuing weak demand from the developed world.

COMPETITION IN THE UK MARKET

Whilst reviewing both online and in store merchandise, it was apparent that plus sized lingerie tended to be

manufactured and sold by brands as opposed to own label retail.

Brands such as Freya, which cater specifically to the plus sized woman, will provide many styles of lingerie. They provide sports bra and practical simple bras at the lower end of the price scale.

The contemporary/fashionable category is where there is the greatest amount of competition, in both branded and own label, as these are the most popular intimate apparel styles.

Within the practical and contemporary lingerie category, at the lower price points there are mainly own label lingerie names, such as Primark and H&M. There are a few higher priced brands such as Stella McCartney within this category.

Within high-fashion, glamour and sex categories there are no own label brands competing for this share of the market. This type of lingerie is genuinely a niche market, only sold by high end brands such as Agent Provocateur at high end price points.

THE IMPORTANCE OF EMERGING MARKETS

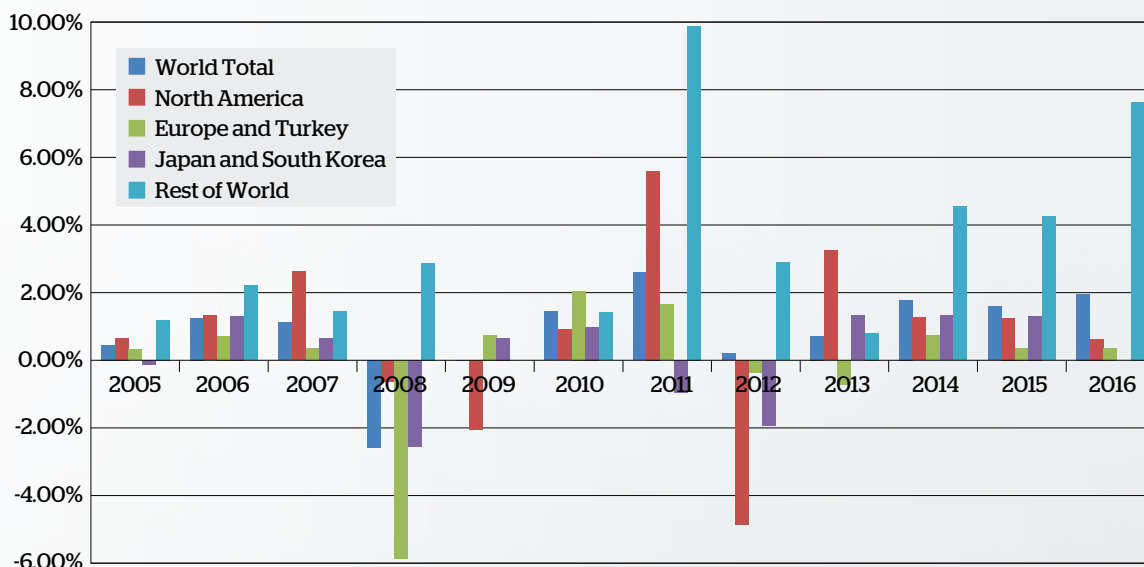
Emerging markets, and particularly the BRIC nations, have an increasingly important role to play for lingerie brands and own labels.

Together they account for 40 percent of the population of the world. Their influence on the lingerie market is far less than that percentage, but it is growing at a time when the lingerie sectors of North America and Western Europe are, at best, flat.

The BRICs contain exciting opportunities for both lingerie brands and lingerie manufacturers, and a number of these are analysed in the report. The main conclusion is that the BRICs offer interesting opportunities for collaboration between developed world brands and indigenous retailers, brand distributors and local lingerie manufacturers.

The report also looks at key players in markets around the world, the importance of brands and own labels and how they perform against each other, and includes research on products, pricing and spring/summer trends in the UK lingerie market. ♣

2005-2016 MARKET VALUE (US\$BN AND % GROWTH) OF BRIEFS SOLD IN NORTH AMERICA, EUROPE & TURKEY, JAPAN & SOUTH KOREA AND WORLD TOTAL - MARKET GROWTH YEAR ON YEAR



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**, or e-mail **andrew.martyniuk@itppromedia.com** for marketing opportunities.

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INSIGHT

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Material GAINS

AS PORTAS STRUGGLES TO TURN THE LIGHTS BACK ON, **KAT SLOWE** INVESTIGATES IF IT IS TRULY FEASIBLE TO RETURN TO THE MANUFACTURE OF TEXTILES IN THIS COUNTRY AND QUESTIONS WHETHER WE ARE SIMPLY BETTER OFF KEEPING IN THE DARK?

“We are turning the lights back on for British manufacturing,” Mary Portas controversially said on the launch of her Kinky Knickers label earlier this year. The statement caused many existing Made in the UK brands to gnash their teeth – after all, they had been making in the UK for years. How was Portas’ project any improvement on the worthy endeavours they had made to put British manufacturing back on the map?

According to Portas, the difference lies in her venture’s scale and her use of UK made materials. In order to create

her knickers, the retail guru re-opened an old nightwear factory in Middleton, Manchester, and sought out one of Nottingham’s last stretch lace makers, Jim Stacey.

But is the limelight stealing endeavour sustainable and does it work as a long term model for manufacturing in the country? According to a series of industry experts, who have worked in intimate apparel sector for decades, it does not.

In order to be perfectly clear, there are numerous brands already manufacturing in the UK. Ayten Gasson, Frantic About Frances, Who Made Your Pants?

and Kiss Me Deadly are just a few of the many names who proudly display Made in the UK labels on their products.

There is also no dearth of factories, with AJM Sewing, Orbit Apparel and Vixen Lingerie proudly carrying the flag for high quality British manufacture.

What there is a lack of is UK made materials. The last known Nottingham lace factory for intimate apparel, Douglas Gill, heavily downsized towards the end of last year. The step was irreversible.

“We used to employ about 10 to 12 people and unfortunately everyone

1

Mary Portas
with her factory
staff at Headen &
Quarmby

finished at Christmas,” Douglas Gill managing director Rod Gill said.

The company is now a one man operation. It is not alone in its slow demise, but merely the latest victim of a long process that has led to the theft of several generations of livelihoods.

“We weren’t making any money and we have lost all the big contracts for the M & S suppliers,” Gill says. “We are sort of a casualty... I didn’t really see it getting better. That is why I took the drastic decision to make everyone redundant... We have been going 50 years, which was another reason why it wasn’t taken lightly.

“All we are left with are small contracts that perhaps the Far East doesn’t want to do. It has pretty much reverted to a cottage industry.”

Not all is lost. Douglas Gill recently started manufacturing the lace trim for Mary Portas’ new lingerie brand Kinky Knickers. The second round of production is set to begin this month.

“I am looking at producing again,” Gill says, “but not in the same way I was. We have just two machines left.”

Jim Stacey, the stretch lace manufacturer for Kinky Knickers, was contacted by Mary Portas around Christmas time.

“They contacted me just before Christmas,” he says, “and they asked if they could see a lace machine and I said ‘yes, not problem’. I happened to be developing a stretch lace at the time and they liked the look of it, and they ask for samples and it went from there.”

Jim Stacey owns a wide width lace machine, which can produce two rolls of fabric simultaneously. He operates the machine himself, alternating shifts with his one member of staff. Doing this, he can produce up to 100m of finished fabric a week.

“I do have another customer who takes this product,” he says, “so, unless we get another machine, there is a limit to what I can produce... I’ll be working probably until 10 or 11 o’clock tonight keeping production going.”

The finished lace gets delivered to former nightwear factory Headen & Quarmby. The company stopped manufacturing in the UK eight years ago – until Mary Portas knocked on the

proverbial door late last year.

The machines were dusted off and the factory resumed operations, churning out the Queen of Shop’s knickers. Exclusive to Liberty for the first month, the products went online at other retailers, including ASOS, John Lewis, Marks & Spencer, Boots, Selfridges and Houser of Fraser, in March.

“With the other retailers coming online Monday,” says Headen & Quarmby owner David Moore, “it is all hands to the pump trying to get the stock out... We didn’t expect it to have such a great take up. And, we have been contacted by a lot of retailers interested in taking on products.

“The raw materials have all come from the UK and that has caused the biggest issue. The capacity is just not there anymore.”

The biggest problem in terms of materials, explains Moore, is the limited supply of lace. Mary Portas has touted 100,000 units as the amount needed to make her business sustainable, but it is unlikely that sufficient amounts of lace can be produced.

“Jim Stacey, the guy who is producing the stretch lace, has just one machine,” Moore says. “A lace machine costs between £125,000 for a second hand one through to a quarter of a million pounds for one that is new. Then you



2
The door to Headen and Quarmby in Middleton, Manchester



have to get it shipped, installed and set up, and this all takes quite a long time. You could be looking at three to six months until it comes online."

One option may be to switch to a knitted jersey of which there are still a number of UK suppliers, such as Rainbow Jersey, Jerseytex and Prime Associates.

"There is also a big weaving plant called Toray Textiles," Moore reveals, "who weave a number of lightweight types of lingerie fabric."

Eventually, Moore would like to be producing 200,000 to 250,000 units at his Nottingham factory, some of which may be nightwear products. The factory owner has received significant interest in this segment over the past few months and is looking to re-produce some of his former styles using UK fabrics.

"It features in our long term plans," he says. "We need that diversity, because we are in it for the long haul."

"Mary, if nothing else, has proved that it can be done... She has created a

garment that people want to wear at a price they want to buy at."

This is by no means an easy prospect in today's retail environment, as Simon Butler knows well. The owner of S H Butler, Butler has been working in the intimate apparel industry for around 40 years. He manufactured lingerie up until 12 years ago, employing 100 people and producing over 2,500 bra's a week. Even then, this amount constituted only about one percent of Britain's intimate apparel manufacturing business.

"Twelve years ago, I had to re-invent myself," he says, "mainly because it all went offshore. I was making for Dorothy Perkins, Topshop, Next and Knickerbox. In those days, bra's were retailing at around £16 to £18 and we were given around £5 or £6 for a garment."

"Then they went 'right, we are still going to give you the business but instead of paying you £5 or £6 for a bra and retailing it for £18, we are going to give you about £2.50 for a bra.' So, I tried for a few years to compete against the Chinese, but I couldn't. And, they

gradually went off to China, as did all the companies."

Today, Simon Butler operates a business selling fabrics to a series of UK luxury brands and domestic manufacturers. The majority of his stock consists of leftover lace and fabrics from UK factories that have closed down and from the surplus requirements of some of Europe's top textile companies.

"Twelve years ago, there were probably a dozen lace companies," he says, "and, as these lace companies have gone bust - I am sorry to say - I bought the remnants of them... I bought thousands and thousands of metres."

This month, Butler will be changing his company's name from SH Butler & Co to Contour Fabrics Ltd. The business will be offering a lot more regular fabrics, which it will be importing from Italy and elsewhere in Europe. Another director will also be coming onboard.

The development of the business comes after many years of successful trading for the company, which numbers amongst its customers a series of

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*Carrington-Fleet
Textiles managing
director Robert A.
Moyle*

the luxury intimate apparel sector's biggest names. A former supplier of Headen & Quarmby, Butler is fully aware of the new Mary Portas initiative.

"I really respect what she is trying to do, but it ain't gonna work," he says. "It's not so much training the employees to work the machine. When there were lace machines, you had the back-up... You have to then dye it and then you have to finish it, which takes a multi-million pound machine. Then you have got to reel the lace and you have to scallop the lace. This infrastructure has disappeared."

According to Butler, there are people still making cotton jersey, bra strap elastic and basic elastics in the UK, but sources of many intimate apparel components – particularly for products such as bra's – are extremely limited.

"Mary Portas is about two years too late," he says. "There is no way you are going to find someone who makes bra wires in this country, makes hooks and eyes in this country, makes shoulder strap elastic in this country, rings and slides, and all the various different materials. And, even 20 years ago, I was importing embroidery from Austria. We haven't made embroidery in this country for many years."

"To make knickers, you don't need much, you need elastic and you need to buy a bit of lace. But, if Mary wants to go a step further and make the sort of things that Made by Niki, Nichole de Carle or Fleur of England are doing, there is a lot more to it."

One example is powermesh, used for making the wings of bra's and swimwear. UK warp and weft knitter Nylatex, which supplied the fabric for England's football team for the 2006 World Cup, was a big manufacturer of powermesh. The former Courtaulds company went into administration 18 months ago with a loss of 80 jobs.

At the time, administrators RSM Tenon claimed the closure was due to a significant downturn in demand during the recession, with the company's key customers cutting back orders. This was despite an injection of more than £9 million into the business over a two year period.

"I went in with a 40 foot lorry and took rolls and rolls out of there," Butler says. "I still have some in stock, but it is nearly all gone. There are no new fabric manufacturers, that's the problem."

The next best solution, according to Butler, is to buy from Europe. A number of luxury brands, such as Agent Provocateur, are still willing to pay higher prices to source their materials from across the channel. Agent Provocateur chief executive Garry Hogarth says: "Most of our lace comes from France, but every year there are fewer people."

"We can afford to order it from France and so can brands like La Perla, but the big department stores and majority of people in the high street get it from China."

A series of UK and European textile suppliers, and manufacturers, exhibited at last month's Textile Forum in London. Among the attendees were Carrington-Fleet Textiles, Maison Henry Bertrand, James Hare and Solstiss Lace.

Mathew Bradshaw is the UK agent

for French company Solstiss Lace, which supplied part of the lace for the Duchess of Cambridge's wedding dress, last year. Since the grand occasion, he claims business has boomed.

Bradshaw says: "It's been brilliant, I have never been so busy. On the laces, it is amazing. Lingerie is my main trade. Some of my biggest customers are lingerie customers..."

Kate Middleton's bridal gown was made up of six different types of lace, only one of which, Cluny Lace, was English.

"All the mills in the UK are pretty much gone," Bradshaw says. "The Nottingham lace, we sold the machinery for to France 50 to 80 years ago because the labour was cheaper back then. You can't get real levers Nottingham lace in England anymore. It is all in France."

"To try and bring it back now would be impossible. If you had enough money to invest it would be easier to buy a football team."

Mary Portas' fuchsia and teal army anyone? ♦



4
Visitors browse fabrics at the London Textile Forum

knowing me Being U

BEINGU CO-FOUNDER SADIA SISAY ON LIFE
AND THE BIG CURVE

After weeks of preparation, heartache and simple highs on sample receipts, we arrive for Curve New York 2012.

I had been in the US since the 19th January - the rest of team arrived on Sunday the 19th February. Our state could only be described as pure exhaustion.

We had plans to have drinks, put labels on, add charms where they had been put in the wrong place on garments and have a general 'reunion good time,' as I had been away so long. So, when I found myself alone over a glass of wine about an hour after they arrived, I was quite deflated to say the least. At least they spoke long enough to me to show me the samples I had not yet seen.

The mood at 7am the next morning had not really improved. Jet lag was setting in for them and I do not seem to sleep more than three hours irrespective of time zone, so I felt

no better. We found our way to our stand at the Javits Centre.

My mood lifted the moment we got to the stand, as at that moment I realised we were taking another big step in our journey. The fact that we had a great spot also had a lot to do with it. I also knew I was in trouble, as we were only a few steps away from the complementary coffee table. My caffeine levels were going to go stratospheric, which is never a good thing.

The members of our team each had their own, best moments from Curve. Most of the time was spent meeting buyers from the US and elsewhere for the first time and experiencing the interest in our brand first hand, but the crepe stand also snuck in high up on the list.

By the end of the three days, I felt really ill and took about 10 days to recover, but it has been worth it. Because of our offering, the US is a very important market for us, which is why we decided to launch so early on

in our cycle there. It was not an easy project for us, but it turned out to be very worthwhile.

It was great to be part of Curve 2012 and to see so many British brands attend. As it was our first time exhibiting, I can only say that our US welcome was excellent.

I cannot compare the show to previous exhibitions, but our experience from the booking stage onwards was of an extremely professional event.

For my part, maybe more of us can attend in the future. We could share stands, particularly those of us with different offerings to buyers, which would reduce costs. A big barrier is the similar dates to MODA in the UK, but we obviously have no control over that. To see our trade press represented somehow at the show would also be great.

The team is back and I am still here in the US, missing my family like mad and still not allowed to tell you our big news yet... I suppose that is life for a start up business.

1
beingU co-founder
Sadia Sisay

Object of *Desire*

» **PRIM & PROPER RACY BY JONATHAN ASTON**

These exciting Racy tights, from Jonathan Aston's AW12 collection, are far from prim and proper.

The Prim & Proper theme indulges in both the saint and the sinner. It features a combination of the sensible and sophisticated, boldly injected with a shot of provocation and seduction.

These tights are perfect for the audacious woman who revels in the feeling of fetish fashion beneath a formal exterior.

RRP: £10



^ SILVER WOLF BY YES MASTER

This striking teddy, which is part of Yes Master's Silver Wolf story from the brand's 'The Story of Snow' AW12 collection, features a haunting wolf running against the icy backdrop of an arctic winter.

The lounge wear piece is made from digitally printed georgette to Yes Master's own, exclusive design and is trimmed in the 'finest' French silk. Sizes range from XS to XXL.

RRP: £125

Contact: **Yes Master**, 0207 630 9795
yes-master.com



^ GIA CHERRY RED BY CURVY KATE

This Gia balcony bra is part of a new continuity range that combines a diamond shape embroidery with a strengthening laminated lower cup. Finishes include a crystal drop bow and embroidered detail on the back. The bra is available in continuity black, blush and fashion red.

RRP: bra, £29, brief, £14, thong, £13.50

Contact: **Curvy Kate**, 0208 861 3111
curvykate.com



NEW PRODUCTS *Lingerie Look*

^ CONTROLBODY BY ALTEREGO

Italian brand ControlBody launched in the UK at the February, 2012, Moda show.

This shaping short is one of 26 new shapewear designs manufactured using seamless technology. It provides a firm level of support and is made with soft microfibre and silicon on the waist.

Adorned with a Jacquard panel and scalloped edging, the product is designed to shape the waist, lift the bottom, shape the hips, slim the thighs and smooth the tummy.

The collection is available in three colours, Bianco, Nero and Skin. Point of sale display material is available for stockists.

RRP: £18.99

Contact: **Alterego Lingerie**, 0845 094 6603
alterego-lingerie.com



<< HARVARD BY BESTFORM LINGERIE

Harvard by Bestform Lingerie features a geometric embroidery with contrast tulle for a linea, yet feminine, look.

The balconette bra is designed to provide a flattering rounded bust shape and the cups are lined for additional strength and support. The geometric theme is carried through to the fully adjustable straps, which suit a broad range of body shapes.

The set comes in blackberry with the choice of a co-ordinating high leg or short brief. It is available up to a G cup.

RRP: bra, £28, high leg brief, £12, short, £15.00.

Contact: **Bestform**, 0141 885 4730
bestform.com



<< ULTIMATE PLUNGE FASHION BY WONDERBRA

This product has been designed as a follow up to DB Apparel's best-selling Ultimate Plunge style, Wonderbra's deepest plunging bra to date. Ultimate Plunge Fashion features snakeskin lace overlay, contrast trim detailing, multiway straps and a matching shortie with ruching and keyhole detailing. It is available up to an F cup.

RRP: bra, £35, shortie, £14.50

Contact: **DB Apparel**, 0147 574 1631
wonderbra.co.uk

♥ **ENCHANTED COLLECTION BY LISA BLUE**

This twisted monokini features in Lisa Blue's SS13 Enchanted Collection. Products are made from Italian fabric and incorporate 89 percent Polymide and 11 percent Elastane. The trims are made from a gold coloured metal, which is heat and rust resistant, and nickel free.

RRP: £169

Contact: **Susana Chauhan, 0208 427 8115**
lisablue.com



♥ **ANSE COCOS JADE HALTER TOP BIKINI BY NARDIS BEACH**

Anse Cocos is inspired by a bay in the Seychelloise island of La Digue, which is rich in aqua and turquoise from the clear sea and water inlets. This story combines these shades to create a series of solid colour V-plunge halter one pieces, marbled bikinis and bold geometric sheer kaftans.

RRP: top, £65, brief, £67

Contact: **Cristiana Carwardine, 0794 194 2152**
nardisbeach.com



NEW PRODUCTS

Swimwear Sensation



♥ **HAVANNA BY SEAFOLLY**

This cuffed bustier bikini is from Havanna, a collection within Seafolly's second, high summer range.

The piece is worn by fashion model Catherine McNeil, who has returned from a two year break to star as the face of the Australian swimwear label's new 2012 campaign. McNeil shot the new Seafolly Preview campaign with photographer David Gubert at Bondi Beach.

RRP: top, £52, £40 bottoms

Contact: **Seafolly, 0845 408 0095**
seafolly.com

♥ **SOPHIA BY SEASPRAY**

Seaspray's SS13 collection includes three new themed ranges and four new fashion groups. Under the theme names 'Destinations', 'Water' and 'Earth' the fashion groups Lydia, Sophia, Lola and Amelia all include key styles, such as the draped bandeau, control suit and halter neck.

Using bright abstract leaf prints, lace effects, animal print and appliqué detail, each piece has been tailored with support paneling and longer body lengths for figure control.

RRP: crossover suit, £75, bandeau £73

Contact: **Seaspray, 019 23804 458**
seasprayswimwear.com



♥ **VERONA BY LEPEL**

The Lepele Verona in Azure is designed to co-ordinate with each of the brand's seasonal prints. It includes both suit and bikini shapes, incorporating tummy smoothing and support, and waist wrap detail.

Available in the collection are a moulded cup suit with control front panel, an underwired halter triangle bikini top, a halter triangle top with removable pads and a pant.

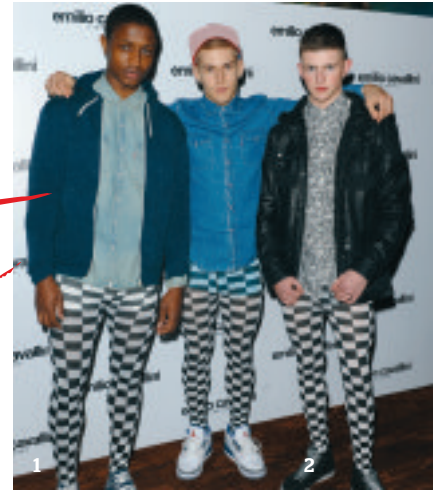
RRP: £40

Contact: **Lepele, 0115 983 6000**
lepele.co.uk



Social Lite

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



1
*Launch of Emilio
Cavallini mantyhose*

2
*UKFT re-launch
party*

3&4
*McFly show off their
WAXX Underwear at
Sheffield gig*

5
*Intimissimi Bridal
collection launch*

6
*Simon Berwin and
Simon Wolfson at
UKFT re-launch
party*

7
*Jenny Packham and
Matthew Anderson
at UKFT re-launch
party*

8
*Designer Mark Fast
and Melas Group
MD John Roskalns
at the launch of their
hosiery collection*





The UK Lingerie Awards,

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

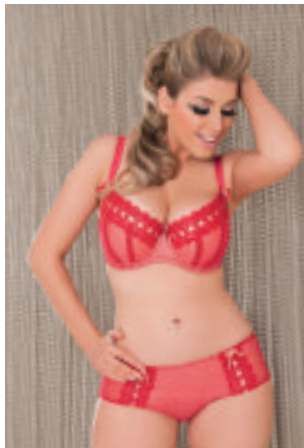
The nomination process and judging panel will be revealed in February.

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

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

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

www.uklingerieawards.com
www.lingerieinsight.com



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UK LINGERIE AWARDS 2011 WINNER
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