

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

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

**SWAROVSKI
ELEMENTS SS13
TRENDS
CELEBRATE LIFE
NEXT SPRING WITH
A LITTLE EXTRA
SPARKLE**

R & P EXCLUSIVE

New MD Sharon Teasdale reveals her strategy for growth

MEET THE PANEL

LI introduces the judges of the UK Lingerie Awards 2012

THE BIG LEAGUE

Eveden's CEO speaks on the company's sale to Wacoal

BRAND AMBITION

yourbrandspace's co-founder talks of her journey to success



NEWS REVIEW

MAIDENFORM

DROPSHIPPING

PAOLITA

Sporting Chance

Discover the impact of the Olympics on sales as lingerie brands step up their game for the big event



BEAT YOUR BEST IN 2012

MAXIMISE YOUR PERFORMANCE WITH TOTAL SUPPORT.

THE WORLD COMPETES IN LONDON 2012, YOU CAN BRING OUT
YOUR BEST WITH THE TOTAL COMFORT AND SUPPORT OF A
FREYA ACTIVE SPORTS BRA.

Freya active

SPORT AND SWIM UP TO AN H CUP



OFFICIAL PARTNERS

FREYRACTIVE.COM



FOCUS | SUPPORT | PERFORM

The background of the advertisement is a photograph of a field. The foreground is filled with tall, green grass. In the middle ground, there is a dense line of trees with green foliage. The sky above is bright blue with scattered white clouds. In the top right corner, there is a dark red rectangular box containing the word 'berlei' in white lowercase letters, and a black rectangular box below it containing the word 'SPORT' in white uppercase letters.

berlei

SPORT

show your
support

visit www.berlei.com



trendsaddiction

SALON INTERNATIONAL DU SWIMWEAR & DE LA LINGERIE

7 | 8 | 9 JULY 2012

PARIS PORTE DE VERSAILLES | PAVILLION 1 | www.mode-city.com

Please contact Charlotte Sarrat Promosalons LTPi 0208 216 3106 or charlotte@promosalons.co.uk

mode
CITY PARIS

 Eurovet

 PARIS
DE LA
FASHION

CONTENTS

FRONT

- 9 News Review**
A round-up of this month's lingerie and retail news.
- 12 First Stitch**
We take a look at new luxury swimwear brand Carizzi.
- 14 Voice of the Industry**
Intimate Apparel Consultancy's Claire Franks talks change.
- 15 Speakers' Corner**
Industry members discuss TV reality stars in lingerie.

ON THE COVER

- 18 Rigby & Peller Exclusive**
New MD Sharon Teasdale talks of what is next for the retailer.
- 20 Sporting Chance**
LI investigates how the Olympics will impact on the sports sector.
- 26 The Big League**
Eveden's CEO discusses the sale of the company to Wacoal.
- 28 Meet the Judges**
Find out more about this year's prestigious panel.
- 32 The Real Deal**
Wholesalers reveal how the dropshipping sector is taking off.
- 34 Brand Ambition**
Louisa Valvano speaks about why she founded Yourbrandspace.
- 36 Maiden Makeover**
Maidenform's CEO describes the evolution of his company.
- 40 The Celebration of Life**
Check out the Swarovski Elements trends for SS13.
- 42 Paola's Passion**
Find out about what makes Paolita's founder tick.

REGULARS

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



46



FOREWORD



The UK Lingerie Awards 2012 is hotting up and the competition is getting fierce.

Applications are flooding in and we have had some spectacular ones. Figures, facts and samples have been pouring through our doors.

For those still looking to enter, you have until the end of May, so make that time count. The panel of judges will be examining everything from your key qualities and achievements through to your team, product design, fabrics, manufacturing and business ideas.

And, our panel of industry experts is well qualified for the task. Our esteemed judges includes three of the UK's most important intimate apparel buyers, two textile professionals, the design director of one of the

UK's biggest fashion retailers and the founder of the industry's fastest evolving luxury trade show.

Between them, they possess around 150 years of experience in the intimate apparel sector. They have not only directly worked with many of the best brands and retailers in the UK, but have championed many of the country's biggest success stories.

Impressing these experts will not be easy, but it will be worth it. Winning a prestigious industry award is more than just time for a great night out; research shows that it has a hugely positive impact on business.

According to the British Quality Foundation, which tracked award winners for 11 years throughout Europe, companies that win awards enjoy a 48 percent increase in profits and a 37 percent growth in sales when compared to non-award winners. In niche industries like intimate apparel, the results can be even more spectacular.

The competition will be fierce, but the potential rewards are huge. I look forward to seeing you at this year's UK Lingerie Awards. Enter now, on www.lingerieinsight.com, and it could be you receiving the trophy.

KAT SLOWE
EDITOR
kat.slowe@itp.com

MAY COVER

Cover: Freya Active

Model wears: Freya Active Black Samba sports underwired bra and thong

Website: www.freyalingerie.com



BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

ITP PROMEDIA PUBLISHING

16A Baldwins Gardens, London, EC1N 7RJ, UK
Tel: +44 (0) 20 31 764228
Fax: +44 (0) 20 31 764231

EDITORIAL

EDITOR Kat Slowe,
kat.slowe@itp.com

CONTRIBUTORS Louisa Valvano, Riley Quinn

COMMERCIAL

SALES MANAGER Andrew Martyniuk,
andrew.martyniuk@itp.com

SALES EXECUTIVE Marianne Trotta, marianne.trotta@itppromedia.com

STUDIO

GROUP ART EDITOR Daniel Prescott,
daniel.prescott@itp.com

DESIGNED in conjunction with Tegra
www.tegra.in

DIGITAL

CHIEF TECHNOLOGY OFFICER

Hitendra Molleti, hitendra.molleti@itp.com

ONLINE PRODUCTION Ernesto Ceralde,
Rose Yorobe

PRODUCTION & DISTRIBUTION

GROUP PRODUCTION & DISTRIBUTION DIRECTOR

Kyle Smith, kyle.smith@itp.com

DEPUTY PRODUCTION MANAGER

Matthew Grant, matthew.grant@itp.com

DATABASE MANAGEMENT Manju Sajeesh,
manju.sajeesh@itp.com

CIRCULATION

CIRCULATION CUSTOMER SERVICE

+971 4 286 8559

Web: www.lingerieinsight.com

Printed by: The MANSON Group Limited

The publishers regret that they cannot accept liability for error or omissions in this publication, however caused. The opinions and views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the readers' particular circumstances.

The ownership of trademarks is acknowledged. No part of this publication or any part of the contents thereof may be reproduced, stored in a retrieval system or transmitted in any form without the permission of the publishers in writing. An exception is hereby granted for extracts used for the purpose of fair review.

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

When you have finished with this magazine, please recycle it




Published by and copyright 2012
Promedia Ltd, incorporated and
registered in the British Virgin Islands
under company number 1559854.

Femme Fatale
get dressed to kill



Gossard™



Where it
all begins

THE LEADING TRADE FAIR FOR INTIMATES & BEACHWEAR FABRICS


7|8|9 JULY 2012

PARIS EXPO - PORTE DE VERSAILLES - PAVILION 1

www.interfilriere.com

Contact: Tel : 020 8216 3102 / Charlotte@promosalons.co.uk

Interfilrière
PARIS

 Eurovet

 CAPITAL
CREATION

FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

> NEWS IN BRIEF	10
> NEWS IN QUOTES	11
> GRADUATE FOCUS	12
> VOICE OF THE INDUSTRY	14
> SPEAKERS' CORNER	15
> CALENDAR	15
> WEB HIGHLIGHTS	16



EVEDEN GROUP IS SOLD TO WACOAL HOLDINGS CORP

Eveden Group, supplier of premium lingerie and swim brands Fantasie, Freya, Huit, Fauve, Elomi and Goddess, has entered into an agreement to become part of Wacoal Holdings Corp.

The Northamptonshire based business, one of the leading suppliers of fuller bust and full figure lingerie and swimwear to over 5000 customers across 50 countries, will become a subsidiary of the Kyoto headquartered Wacoal.

The news comes after it was announced, last month, that Eveden had hired accountancy firm Price Waterhouse Coopers to review its strategic options for growth.

Wacoal America president Richard Murray said "Our acquisition of Eveden, a company which has established a leading presence in the key markets of Europe, North America and Australia significantly accelerates our corporate strategy for overseas expansion. We look

forward to working with the Eveden team and developing our businesses together."

Eveden Group chief executive Tracy Lewis added: "We are excited to be joining the Wacoal Group, with whom we share a very similar business ethos, culture and values. Being part of one of the leading businesses in the lingerie sector presents us with both a huge opportunity to develop the reach of our brands globally and our teams with great benefits for business and

personal development."

Eveden Group recently announced its consolidated net sales to the year ending June, 2011, which were up 18 percent year on year to over £80m.

The acquisition price, inclusive of debt to be assumed, is estimated at £148m. ♣

For more information on the change in ownership and how it could affect you, read LI's interview with Eveden CEO Tracy Lewis on p. 26.

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

NEWS REVIEW



TV presenter Holly Willoughby has been voted as having the best celebrity cleavage in a poll of 1000 women, closely followed by Scarlett Johansson and Beyonce. Cleavage booster **Wonderbra** conducted the research to create a Cleavage Hall of Fame, which was unveiled last month at its UK Headquarters to celebrate National Cleavage Day.

High street lingerie and sex toy retailer **Ann Summers** enlisted the help of 30 women last month to celebrate the opening of its Wardour Street heritage store.

The flash stunt, which took place on the Soho outlet's 30th birthday, acted as a continuation of the retailer's real women campaign and was also timed to coincide with National Cleavage Day.

Bar Refaeli's debut underwear range, launched under brand name **Under.me**, has finally gone live on www.under.me.

Designed by Bar Refaeli, the new everyday range aims to take underwear back to basics.

Launching exclusively on the model's website, the collection includes briefs, bras and vest tops for women in black, white, grey-melange and nude.

The men's line incorporates a selection of briefs and vest tops in black, white, grey-melange and charcoal.

Over 80 lingerie, swimwear and outerwear brands have joined online sourcing platform **your-brand-space.com** in its first three months.

The site, which has already become the largest b2b whole sourcing platform, launched lingerie only six weeks ago.

Retailers can already access for free an impressive collection of lingerie and swimwear brands, including the likes of Affinitas, Banana Moon, Bestform, Curvy Kate, In Bloom London, Louise Ferdinand, Moontide, Parfait by Affinitas, Playful Promises, Pants to Poverty, Seaspray and Spanx.

Ultimo founder Michelle Mone has joined up with Capital One and the Daily Mirror to offer a budding entrepreneur the opportunity to win £10,000.

The bra boss has signed up to be the face of the new project, which aims to find 'inspirational' small businesses that are positively impacting on their customers and local communities.

Any entrepreneur can enter the competition. Applicants need only submit 300 words, describing how their business has changed its customers' lives and benefited the local area.



Yes Master is set to launch swimwear across its Black Label,

mainline and diffusion ranges.

The luxury brand unveiled the first swimwear products for its top end Black Label range in April at a Lingerie Collective event.

The Black Label swimwear was adapted from the line's existing body and continues the brand's themes of contour and control.

Yes Master representative Martin Jones said: "It is for the woman who wants to go on holiday but is a bit self conscious about her body.... She doesn't have to worry anymore."

A series of luxury lingerie brands will be showcasing their latest products at the **World Luxury Lingerie Show** in Turkey, from August 31 to September 2.

The event, which takes place at the Mardan Palace, will see a gathering of some of the world's leading luxury lingerie brands, including Bordelle, Nichole de Carle, Made By Niki, Lascivious, Atsuko Kudo, Damaris, Mimi Holliday, I.D. Sarriero, Princesse Tam Tam and Millesia.

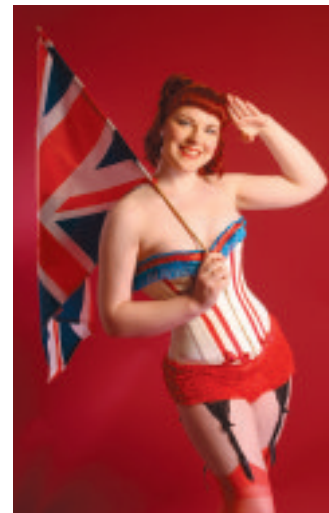
Daily lingerie photo shoots and evening activities will take place on location. The main show will feature capsule catwalk collections from exhibitor brands, interspersed with 'celebrated' live music acts, in the Dolmabahce Ballroom.

Luxury lingerie brand **Marlies Dekkers** has opened an exclusive new pop-up boutique in The Lingerie Rooms at Brown Thomas Dublin.

The new space will feature the label's Undressed by Marlies Dekkers range, the younger, more affordable sister to the brand's original Marlies Dekkers line.

The store is stocking four key styles: Space Odyssey, Bettie Page, Triangle and Dame de Paris.

Luxury lingerie brand **Frantic About Frances** has launched a new, limited edition Jubilee col-



lection called Regally Donned.

Inspired by the Royal Jubilee, it encompasses a fully steel boned corset and frilly kickers.

The set retails at £250 and can be purchased on Frantic About Frances' online store.

It is available to ship worldwide.

Hollywood star and mum to be Reese Witherspoon has been spotted on the beach in a **Huit** swimsuit.

The actress, who was enjoying a day out with husband Jim Toth, chose to wear the brand's Lucky one piece in black.

The £78 swimsuit features hidden underwire bra support and soft material for extra comfort during bathing and swimming.

Matching sarong, sun dress and bikini styles are also available in both black and orange.



NEWS IN QUOTES



“We are very excited about the new website - it is a great showcase for the brand and helps drive our digital strategy forward.”

DB Apparel UK general manager PAUL DEVLIN speaks about Wonderbra's new website, which launched on April 19, for customers in the UK and Ireland.

“Our lingerie is developed to compete with and surpass the market's leading brands on comfort, fit and style - so we're delighted that the ladies testing the bras for the likes of The Sun and Women's Running gave top marks to the Berlei Running and Egoboost.”

Berlei and Gossard managing director TONY JARVIS talks of his brands, both part of the Courtaulds Group, being recognised by two leading national publications for 'best in class' garments.

“We are delighted to be presenting our new range at the Spring/Summer 13 MODA fair and are looking forward to building on our success at the last show by seeking to draw increased interest from the trade.”

DOBOTEX customer services manager ARIANE PRINGLE speaks on how the company will be showcasing its Puma branded Spring/Summer 2013 range at the upcoming MODA fair in August.

“For years, I was self-conscious and very aware of my natural 32K boobs. I felt I could never wear gorgeous and sexy lingerie like my smaller cupped friends.”

Star in a Bra Top 10 finalist ALICE ROSE RAYMAN talks about why she applied for the Curvy Kate model search competition.

“We are opening literally all over the world. It's about finding the right locations and building on that.”

Agent Provocateur chief executive GARRY HOGARTH talks to Lingerie Insight about the retailer's plans to launch 15 more international stores and concessions over the coming year, bringing the luxury retailer's total to 75.

» Something to say? Email info@lingerieinsight.com

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



Designed to complement upscale boutiques in lingerie and swim. In store marketing support for all stockists.

Contemporary fragrances plus scentless, for your sensitive side. No-rinse, eco-friendly and safe for hand and machine washing. Created for lingerie, swim, knits, workout wear, hoisery and apparel.

Comprehensive & custom design 'Gift with Purchase' programs available for brands, boutiques and key accounts.

soak®

love it. wear it. soak it. aimez-les. portez-les. trempez-les.

Contact jacqueline@soakwash.com to order Soak or request a catalog & samples. Actively seeking sales agents & distributors throughout Europe. We look forward to working with you.

soakwash.com

NEWS REVIEW



▲ **Eurojersey**, producer of the patented Sensitive® Fabrics, is launching two new revolutionary fabrics, Sensitive® Fabrics A-more and Sensitive® Fabrics BODYWARE.

Sensitive® Fabrics A-more uses a new textile technology that produces a 'beauty cream to wear'.

Sensitive® Fabrics BODYWARE utilises a treatment program for optimal hygiene and better control perspiration.

Lauren Pope, star of UK hit TV show *The Only Way is Essex*, was pictured wearing **MyaBlueLuxe's** Monaco Silk Tunic in Aqua, as she holidayed in Santa Monica with best friend Chloe Simms.

Pope discovered the high end resort wear label MyaBlueLuxe when she was introduced to the brand at its Mayfair launch.

The Monaco Tunic by MyaBlueLuxe is a made of 100 percent silk. It can be worn on its own over a bikini, as a holiday cover-up or with skinny jeans and heels.

Made by Niki has launched its new SS12 Atomic-Lace range, which the brand claims is its lightest and most wearable collection to date.

Blending up to date technology with the 'finest' manufacturing processes, the collection is designed to smooth and sculpt, whilst the stretch lace strips create a layered bandage effect across all garments.

The range sees the debut of

the Multiway-Moulded cup bra. Removable straps and gussets on the micro-girdles and corselettes also enable the garments to be worn in a variety of ways.

Rihanna has published a picture of herself wearing **Agent Provocateur's** Zandy bikini bra and briefs.

The image, which she released on Twitter, shows her soaking up the sun in the denim swimwear.

The SS12 set, which was designed to channel '70s poster-girl Daisy Duke, retails for £125 on Agent Provocateur's website.

It features lightly padded and underwired cups, styled like jeans pockets, with fold-over tops and popper/button details.

✔ **Tatjana Anika** has introduced a new e-commerce website for the SS12 season at www.tatjana-anika.com.

The brand's move online has been made in a bid to become more accessible to consumers.

The spring summer collection from Tatjana Anika combines the brand's philosophy of beauty in simplicity with inspiration from the Maasai tribal style.

Vivid primary colours seen in Maasai beadwork – blue, red and yellow – combine with black for a strong and simple colour palette.



FIRST STITCH CELEBRATING EMERGING TALENT

Luxury swimwear brand **Carizzi** made its official debut, last week.

The UK-based label, which has been two years in the making, is produced in France by the same manufacturer that creates Eres and Hermes swimwear.

Each item in the new SS12 collection has been named after an iconic star, such as Marilyn, Sophia and Audrey.

The brand combines 'elegant' designs with advanced skills in working with cuts and fabrics, offering numerous fleeting nods to the designer and founder, Carine Rizzi, who weaves her French, Italian and Polish heritage into the collection.

Products are available in a series of Mediterranean inspired colours, such as khaki green, nude and midnight



blue, offset with on-trend fuchsia pink or turquoise.

Details include gold chains, laser cut scalloped trims, flirty ruffles and Swarovski crystal embellishments.

Currently in conversation with key retailers, the brand's debut range will be available to buy in the UK for Spring/Summer 2012.

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

STORE ENVY



BOUX AVENUE, Westfield London

Boux Avenue launched its flagship store in Westfield London on April 19. The store is Boux Avenue'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.

Paphitis hosted an event for press before the official unveiling at 12pm.

The quirky chief executive proved his perfectionist tendencies as he perused the store.

As he prepared for a fresh round of interviews, he told Lingerie Insight: "The doors aren't quite right. Have you seen the doors? We have got new ones ordered, but they aren't ready yet... So, yeh, they need to be replaced."

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

Made by Niki

pureTM
L O N D O N

THE UK'S FAVOURITE
FASHION BUYING
DESTINATION

19 - 21 August 2012
Olympia, London

Launching Pure Body

This August, Pure
London presents a
brand new showcase
of directional lingerie,
swimwear, shapewear
and loungewear.

Register for free tickets
at www.purelondon.com

VOICE OF THE INDUSTRY

The challenge of change



CLAIRE FRANKS,
founder, Intimate Apparel Consultancy

Let's be frank, about the fact that consumers, high streets and the way we shop, are changing dramatically... but are we?

There has been a huge amount of talk in the media about the decline of our high streets, indicating that we must embrace change, if we are to survive and succeed in the future. Retailing has changed out of all recognition over the last decade, along with a change in the mindset of the consumer. They demand longer opening hours, broader product ranges and shopping, while on the move 24/7. They demand quick results, value for money, fast delivery, free returns and great customer service. To put icing on the cake, loyalty is no longer in their vocabulary. As business entrepreneurs, we need to be constantly looking for innovative ways to deliver what they want before they even know what they want.

Independent retailers have not always been at the forefront of technology, innovation and driving change. Generally speaking, we are frightened of change and unfamiliarity. We have to start thinking differently, driving constant change and forward thinking into our businesses. Threats are coming at us from every direction - multiples with constant

discounting, private label, increased costs, e-commerce and the demise of our beloved high streets. We must give our customers the right products, at the right time, in the right place - on the high street, on the telephone, online and, increasingly, on the move. Whoever the customer is, we must understand their needs.

Social media and e-tailing are the new backbones of any business, with store groups reporting their e-site to be their best performing store within weeks of opening. These facts are astounding and with a transactional website costing around £10k, this is a worthwhile investment. The increasing use of technology does not change the need for a high-street presence, it just strengthens it. Customers will come to your shop having checked the website first and visa versa. It's like having an additional 'global' shop front.

By embracing change, you will ensure the future of your business. Ask yourself - what can we do better, what can we do differently? Don't look at the reasons why you should not do something, but focus on the reasons why you should. Work harder, work differently and, most of all, be aware. If you stand still, one thing is certain, the world around you will not. Embrace the challenge of change.

NEWS REVIEW



↑ **Marks & Spencer** has reported that lingerie performed strongly over its fourth financial quarter, which ended on March 31.

Menswear and kidswear also performed well, though womenswear struggled slightly due to a stock shortage in a number of the retailer's best-selling lines. Overall, group sales grew by 0.8 percent while UK sales increased by 1.2 percent. M&S saw the biggest boost from its online and Asian business, the former of which saw a growth in sales of 22.8 percent.

Amazon UK has chosen to stock lingerie brand **Le Mystere**. The brand, which is best known for its seamless, supportive, sculpting t-shirt bras, is already stocked by the online retailer in the US.

Le Mystere chief executive Michael Rabinowitz said: "We have been doing business with Amazon.com in the United States for the past several years. Since that time, sales have continued to climb and they remain an excellent partner for Le Mystere.

"Being that we have such a great affinity with Amazon in the States, we could not be more pleased to be beginning this new partnership with them in the UK.

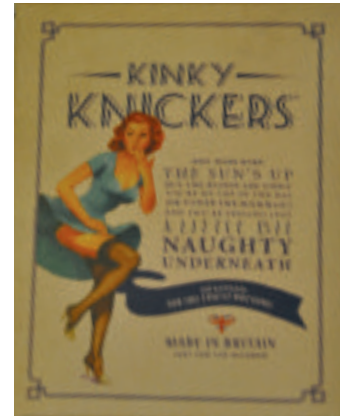
We are hopeful to repeat our success, as we have in the US."

Mary Portas is set to introduce a new luxury line to her **Kinky Knickers** brand for AW12.

She will also be adding a new 'classic' style to the range, which currently consists of a single style in three colourways: black, pink and nude.

The Queen of Shops entered into intimate apparel, last year, with the launch of her Mary & Charnos range of hosiery.

She will be continuing the collaboration onto AW12, when she will be adding a new line of shaping tights.



✓ Leading lingerie brands **Berlei** and **Gossard**, both part of the **Courtaulds Group**, have been recognised by two leading national publications for 'best in class' garments.

The Sun recently rated Gossard's Super Egoboost bra the best push-up bra currently available on the market.

Meanwhile, Berlei's Sport Running Bra was given the seal of approval by Women's Running magazine.



SPEAKERS' CORNER

ANASTASIA IVANOVA
press officer,
Myla



SUSANNAH CHAUHAN
sales & marketing director,
STROOM Fashion



ANN MARIE MANLEY
head of marketing,
Eveden

WHAT IS THE REAL IMPACT OF REALITY TV CELEBRITY?

“Our involvement with Made in Chelsea and association with Millie Mackintosh has certainly created a buzz about the brand. We received more than 1500 visits to our website immediately after the episode aired. Of course, it is still early days and much of the impact cannot be quantified. However, we believe this will have raised our profile amongst a younger, contemporary audience and reinforced our relevance in the market. We understand Millie even bought the set afterwards and so assume we lived up to our promise of helping women look and feel beautifully sexy. We would like to thank the producers of the program for approaching us.”

“The Natural by Coconut Grove Intimates were very excited to see their Padded Panty featured as one of the story lines on reality TV show The Only Way is Essex when Nanny Pat and Carol Wright gave the product to Lydia Bright’s mum Debbie as a birthday gift. Jessica Wright, the owner of the With Love Jessica boutique, spotted the Padded Panty at MODA and knew the product would be the perfect fit for her store. The direct impact from the appearance on The Only Way is Essex has been media and press requests for the Padded Panty and stockist requests for the product, which is already in demand worldwide.”

“Whilst we don’t choose to have celebrities front our brand campaigns, we think it’s great to gain a celebrity fan or following. In the case of Huit, Hollywood A list actress Reese Witherspoon, as well as UK TV star Millie Mackintosh, have chosen to wear our collections. To have a celebrity be seen wearing your collections really helps to boost brand kudos and popularity. Since Millie Mackintosh wore the Huit Cupcake, the photos of her wearing the collection had a viral effect going on to receive further pick up online, as well as in magazines and national newspapers. Cupcake continues to be our best selling Huit lingerie range.”

DIARY DATES

April 30th - 4th May, Circular Key, Sydney, Australia. Australian Fashion Week (MBFWA) brings together the best of Australia’s fashion world in 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-furnished 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 for the charity’s poverty fighting work. To get involved, visit www.carechallenge.org.uk/primasolutions / 020 7091 6111.

1st-3rd July, Music Rooms, London. The **Lingerie Collective Show**, reportedly a favourite of department store Selfridges, exhibits high end, fashion-forward brands. Past exhibitors have included Marlies Dekkers, Chantal Thomass, Yes Master, Nichole de Carle, Lascivious, Bordelle and Dirty Pretty Things.

NEWS FLASH

World leading lingerie and swimwear show organiser **EUROVET** has acquired 100 percent of CURVExpo, the only Trade show representing the designer lingerie, men’s underwear and swimwear in North America.

Launched in Las Vegas in February, 2007, by co-founders Jean-Luc Teinturier and Laurence Teinturier, CURVExpo combines a presence in two major markets, New York and Las Vegas. The company has grown over 20 percent year on year over the past five years



and now hosts four major annual events, two in New York and two in Las Vegas.

EUROVET is the leading trade show organiser for lingerie and swimwear worldwide. Its share-

holders include the French Knitting and Lingerie Federation, and major trade show organizer Comexposium, which runs sixteen textile and fashion related fairs throughout the world.

Lingerie.com

INSIGHT

MOST READ ONLINE



- 1** Nominations open for 2012 UK Lingerie Awards
- 2** Mary Portas plans to take Kinky Knickers global
- 3** Myla stars in Made in Chelsea
- 4** Triumph's Shape Sensation makes UK debut
- 5** Kinky Knickers roll out across the UK
- 6** Helena Bonham Carter plays naughty librarian in AP
- 7** Wacoal Holdings buys Eveden Group
- 8** Curvy Kate unveils Star in a Bra Top 10
- 9** Figleaves stay underground for summer
- 10** Millie Mackintosh wears Huit Lingerie

EDITOR'S CHOICE



VIDEO

Meet the Star in a Bra Top 10

It's hotting up behind the scenes of the finalists' photoshoot.



OPINION

FASHION & CONTOUR PART 1: DMU's Danielle Casey

De Montfort University student describes the inspiration behind her final collection.



GALLERY

Majo Rey & Bikini Fling do Alternative Fashion

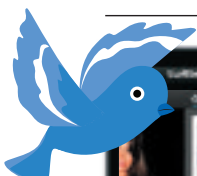
Brands strut their stuff at Alternative Fashion Week in Spitalfields.



NEWS

Nominations open for 2012 UK Lingerie Awards

Improved nominations process reflects huge importance of Awards.



LINGERIE TWEETS

"Just had delivery of brand new @Alexissmithbras underwear all sizes, bras up to size G, available on <http://www.withlovejessica.com> x x"
@MissJessWright_

"Traffic is sooo bad been in car for 4 hours and still not there! Hope I am not late for @SexySmallsxx catwalk show! X"
@Alexissmithbras

"Our first #starinabraUSA is hotting up and entries are flooding in!"
@CurvyKateUSA

"Can you help? Do you have any old bras? We are collecting old and unloved bras at our shop for the next 2 weeks on behalf of Oxfam. thx xx"
@BlushLingerie

Breastfeeding Lingerie has never looked **so** good



Wire-free, patent protected, and the only bra in the world individually adjustable through 3 cup sizes.

Stocked worldwide by the very best lingerie retailers & maternity specialists.
For stockist enquiry please contact info@lornadrew.com



LORNA DREW
NURSING LINGERIE

www.lornadrew.com
WHERE STYLE AND INNOVATION UNITE



RIGBY & PELLER

Exclusive

MUCH HAS HAPPENED SINCE VAN DE VELDE BOUGHT A MAJORITY STAKE IN ICONIC BRITISH RETAILER RIGBY & PELLER IN AUGUST. BUT, THE BEST IS DEFINITELY STILL TO COME. NEW MD SHARON TEASDALE TALKS TO KAT SLOWE ABOUT WHAT IS NEXT FOR THE SWIMWEAR AND LINGERIE COMPANY.

“I am the new managing director at Rigby & Peller,” says Sharon Teasdale. “It’s brilliant. I have dreamed of this point. Nip me. Nip me quick. Is this a dream?”

Teasdale joined Rigby & Peller two years ago, having previously worked at high street fashion retailer GAP - where a decade earlier she won a major prize for taking business risks - and beauty giant UNILEVER.

Her role at Rigby & Peller to date has included helping in the lead up to the sale of a majority stake in the business to Belgian intimate apparel group Van de Velde, a deal which was concluded in August, 2011.

Under the new ownership, Rigby & Peller has already opened its first international store in Dusseldorf. Further stores are expected to open overseas, this year, and a series of the company’s existing UK stores are also being re-furbished.

David Kenton remains non-executive director of Rigby & Peller and founder June Kenton continues to play a significant role in the business.

Teasdale added: “It’s like having my own personal advi-

sor. She’s just an icon to me... I would like to continue the inspiration that Mrs. Kenton has brought to the business, but I would like to evolve the business to attract new customers.”

The new managing director is currently embroiled in a series of schemes to do just that. These include a series of international and domestic store launches, and the expansion of the current Rigby & Peller product line.

There will be two further stores opening outside of the UK, this month, one in Berlin and one in Barcelona.

The company is also set to open a new store in London, in the City. It will be located close to One New Change on a ‘niche, cobbled’ street, called Bow Lane.

It took months of research to select the area, but Teasdale is now fully convinced the business has found the perfect spot.

“Some of the ladies we interviewed in the City were already Rigby & Peller shoppers,” she says. “They said,



‘we just have don’t time to go to the store, because we are in the office from Monday to

1

Friday and on the weekend we don't really want to head back into central London.'

"So, I asked the question, 'what would you say if I said we were going to open a store in the City?' And, I got cards saying, 'thank you, it would be so fantastic to have you round the corner from the office.' And, I just thought, this is unique. This doesn't really happen in retail, usually."

By September, Rigby & Peller will also have a store in Guildford, Surrey. This will complete the retailer's expansion strategy for the year. Teasdale is determined not to develop too rapidly and risk damaging the integrity of the brand name.

Yet, it is not only on the retail side that Rigby & Peller is looking to expand. The company currently owns a small, capsule, own label brand. Van de Velde has approved investment in own label development and it will be the job of Nicky Clayton, the company's creative director, to build up the retailer's own label product offering in the coming months.

"We began the journey of own label development," says Teasdale, "but it does need massive investment. We also need the expertise of a manufacturing company like Van de Velde to support that."

Currently, the own label brand is only featured in Rigby & Peller's UK stores, but it is set to enter the company's European stores within the year. At this time, there are no plans to make the collection available to other retailers, but Teasdale does not completely rule out selling the products through other stores in the future.

"Will we get there in five plus years?" she asks. "Maybe. But, our strategy right now is let's supply our own businesses and we can grow from there."

Part of that concentration on own



retail has been reflected in the recent refurbishment of Rigby & Peller's Knightsbridge and

Conduit stores. This programme is being continued with the re-modelling of the retailer's shopping centre outlets at Westfield and Bluewater, where Rigby & Peller is introducing an entirely new merchandising concept.

The new model aims to appeal to a younger demographic. The typical Rigby & Peller customer is over forty, but the shopping centres tend to appeal to a more youthful clientele.

"These young independent women, they want to be able to see, touch and feel, and understand what Rigby & Peller has to offer straight away," says Teasdale.

"We have created this new store set up - made to measure for us - that will allow the customer to self select and see a wider range of our product. Rigby & Peller, we have got jewels in these drawers, so many products that the customer does not see straight away and, actually, may never see."

In five years time, Teasdale hopes that Rigby & Peller will have a global presence and an increased own label offering. However, no matter how big the business gets, she is determined that the fundamental experience will remain the same.

The new managing director believes that the superior service, private appointments and personal lingerie stylist are part of what distinguishes Rigby & Peller from the high street. And, her customers apparently agree.

Teasdale says: "We have heard women say that their back aches have gone, that their husband noticed their chest which they hadn't noticed for some time, that their confidence feels better..."

"Rigby & Peller changes lives. It has certainly changed mine." ❖



1
Rigby & Peller bra and knicker set in soft pink

2
Rigby & Peller's Dusseldorf store

3
Rigby & Peller's Conduit Street store

4
Rigby & Peller corset and knicker in white



SPORTING *chance*

THE 2012 OLYMPIC GAMES ARE ALMOST UPON US. AS WE WAIT IN EAGER ANTICIPATION FOR THE EVENT, THE MAJORITY OF WHICH WILL BE HOSTED IN OUR NATION'S CAPITAL, **LINGERIE INSIGHT** ASKS HOW SPORTS UNDERWEAR SALES ARE LIKELY TO BE AFFECTED AND TAKES A LOOK AT THE PRODUCTS THAT WILL BE HITTING STORES, FROM JULY.

The Olympics are set to cost the UK £11 billion, according to the House of Commons Public Accounts Committee. Yet, Prime Minister David Cameron claims UK businesses are likely to see just a £1 billion return from the event.

As for who is likely to receive the lion's share of these profits, will the prize be reserved solely for the Games' sponsors or do intimate apparel companies have a sporting chance of winning gold?

According to the Berlei managing director, opportunities do exist. "There is a great energy around the Olympics which will inspire women to start exercising again," Tony Jarvis says. "Media will really focus on the Games over the coming months and this will be matched with articles on how important it is to exercise regularly to get and stay fit, feel more energized and cope with stress.

"All the female magazines are already running features on how to have a great body for the summer so, combined with the Olympics effect, the drive to exercise is very strong. All of this will help to boost sportswear and will also result in a growing demand for the correct sports underwear."

Like many companies, Berlei is banned from using the Olympic name to publicise its products by an extremely strict and well enforced set of rules, designed to protect the rights of the event sponsors.

1

Anita Active
London sports set

1

Many brands have been forced to be extremely creative in their ideas to maximise profits from the Games. Many might resent such restrictions, but Jarvis is more prosaic.

"This is not a great surprise," he says, "as there has been some highly effective guerrilla marketing at past Olympics. At the end of the day, the Olympics is also a commercial entity and there needs to be tough controls to protect the brands that pay for their sponsorship rights."

Despite his respect for the rules, Jarvis still has plans utilise the excitement around the Olympics to help push demand for his sports underwear products.

"By being very focused and working on tailored activities," he says, "we are convinced that our sales will continue to grow... We are now working on specific colours to give women the appetite to buy a performance product in which they can still look good and feel empowered.

"We are also working on a special event in July, which we are sure will create a stir.... all will be revealed soon."

The event has inspired Berlei's AW12 photoshoot, which sees the British flag being used as a hero shot on the running style. And, the brand is also putting together a product fact book for its retailers, which highlights features and benefits to make sure that the consumer chooses what is best for her activity.

"Since we have built our sports collection by sports activity," says Jarvis, "the advice and information level is very important."

In terms of product, Berlei will introducing specific colours, such as electric blue, on its bestseller in the sports range, the Running bra. It will also be offering a brand new range called Aqua Trek for the season. Aqua

Trek is a real swim-gym bra that is designed for women to wear when running or when taking part in aqua-gym or aqua biking.

It has taken over a year for the brand to develop this sports bra, working hand in hand with tri-athletes who have tested and given Berlei advice on how to improve its products.

Berlei is not the only business that is looking take hold of this chance for extra profit with both hands. Freya Active marketing manager Ann Marie Manley also believes that the Olympic Games could provide a major opportunity for intimate apparel businesses and the company has some significant plans to make the most of the upcoming occasion.

"We're so excited for the Olympic Games to take place and to be the host," Manley says. "It really feels like people are paying attention to sport more than ever before. We're hoping the games will encourage those that play sport to do so even more and

those that don't play, but are curious, to be encouraged to take part. Both consumer groups will need the right kit, giving us the chance to raise the importance of having correct breast support during exercise and why a sports bra is so necessary."

Like Jarvis, Manley believes that LOCOG's rules on advertising are completely justified and has managed to find a way to get on board with the proceedings without using the 'Olympic' name. One of the ways in which it has done this is by teaming up with sports organisation England Netball.

"Understandably the Olympic Authority are trying to stop the threat of 'ambush marketing'," she says. "If they didn't



3

regulate the Olympic name, every brand out there would create Olympic labelled merchandise and it would lose all of its credibility. However, we saw the importance of partnering with a sporting organisation as hugely relevant. We recently announced the partnership of Freya Active and England Netball. Freya Active is now an official sponsor to England Netball and the official sports bra supplier. For us, this was hugely significant as the sport is very well matched to the Freya Active brand. We'd love to see netball represented in the next Olympics and not just the Commonwealth Games."

As part of the England Netball partnership, Freya Active will be present at all international matches shown on Sky Sports. It will also be present at a number of the netball Super League games, where it will be able promote its collections. What's more, the England Netball branding will feature on the brand's sports bra swings, which the company hopes will encourage consumers to purchase.

In addition to its other roles, England Netball runs Back To Netball, a



2

1
Berlei Move X racer bra

2
Berlei Move X yoga top and shorts



5

scheme which provides a gentle introduction to netball for female players over sixteen years of age. Through the national project, which costs as little as £2 for a session, Freya Active is hoping to show women that getting fit doesn't necessarily have to be about going to an expensive gym.

Finally, the brand wants to educate and raise sports bra awareness with the younger generation. In pursuit of this, it will be taking part in the netball National Schools tournaments, offering sports bra fittings, information and helpful advice.

For AW12, Freya Active is introducing a sports performance top with its best-selling Freya underwired sports bra built in for maximum support, plus a matching capri pant. Initially offered in two colourways, black and red, the garments carry the Polygiene® finish. This means they will be odour-free for the life of the garment, no matter how much the wearer sweats. The built-in bra features Coolmax® and is combined with the microfibre technology of Mer-yl® Actisystem™, and breathable mesh panels in the tank, to keep the wearer feeling fresh.

4

Freya Active black Performance underwired sports top and Performance capri

5

Shock Absorber Sports bra and shorts in patriotic red, white and blue.

Also for AW12, Freya Active is offering some high performance and supportive sports swimwear. It is introducing the Freya Active swim supportive soft suit, as well as a tankini

and choice of brief styles, in an eye catching Ultramarine colour. Key features of Active Swim include soft handle materials, with quick drying and chlorine resistant properties. Both the suit and tankini also incorporate the same high performance benefits as the Active Sports bra, such as a soft - yet supportive - inner cup made from rigid simplex for optimum support with built in comfort.

"The Olympics will be a fantastic catalyst and we believe consumer interest will continue to grow," says Manley. "We're confident our sportswear will perform well due to its innovative design and the diversity our collections offer."

Not everyone is as thrilled about the opportunities presented by the event. In fact, Shock Absorber senior brand manager Kirsty Kothakota claims that the event has done little, so far, to push demand for the brand's products.

"I think that, at the moment, we have not seen the significant increase in sports participation that was envisaged," says Kothakota, "which may come as we get closer the games - bringing with it more potential consumers. I think that the sports bra market has

become a more exciting and dynamic category with many new entrants, this year, which all helps in driving wider awareness of sports bras and increasing category size. I am sure that the flurry of activity is related in some part to London 2012."

This activity is something that Shock Absorber is keen to capitalise on with its new AW12 product, the Ultimate Dry Advantage, which is designed with a specialist two dry fabric treatment for 'ultimate moisture control'.

The bra allows sweat to quickly wick from the body so wearers stay cool and dry in the heat, and warm and dry in the cold. Seam free moulded cups, a wide ultra-flat underband and easily adjustable front fasteners are designed to offer maximum comfort and support during exercise. Like all Shock Absorber sports bras, the support of the bra has been 'bounce' tested at the University of Portsmouth and it is cup, and back sized, for a superior fit.

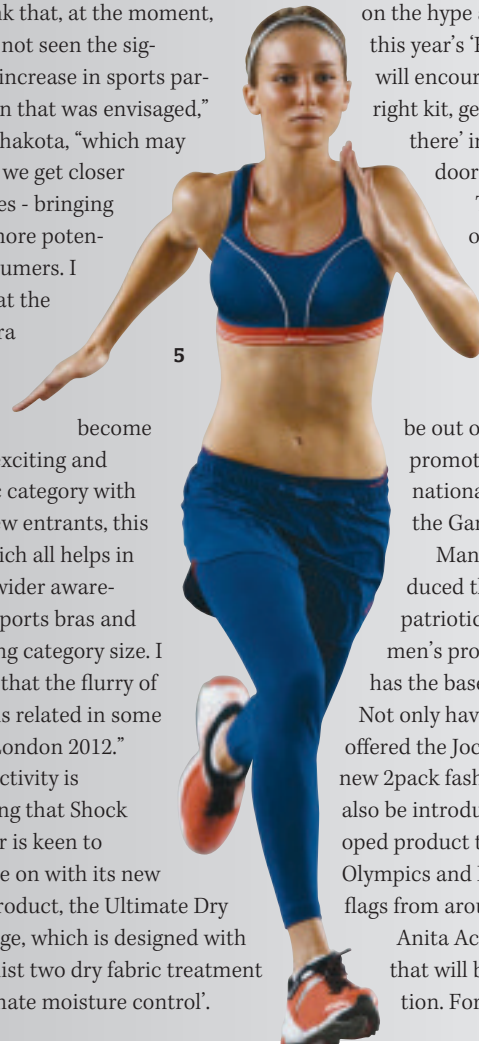
For the Olympic season, Shock Absorber will also be launching a media campaign with a significant level of investment across sports and glossy titles, as well as online, to drive brand awareness. The campaign highlights the brand's patriotic red, white and blue RUN bra.

This will be supported by a PR and social media campaign which launches in May, called #get out there. The campaign, which is designed to capitalise on the hype around the Games and this year's 'Rule Britannia' focus, will encourage girls to get the right kit, get inspired and 'get out there' in their favourite outdoors locations.

The 'patriotic' colours of red, white and blue are a big feature of many sports underwear offerings, this year. While the Olympics may be out of bounds in terms of promotional activities, the national fervour surrounding the Games is not.

Many brands have produced their own take on this patriotic theme. In terms of men's products, Jockey Europe has the bases pretty well covered. Not only have all its retailers been offered the Jockey Sport Microfiber in new 2pack fashion colours, but it will also be introducing a specially developed product to coincide with the Olympics and Euro 2012, featuring flags from around the world.

Anita Active is another brand that will be getting in on the action. For 2012, it is offering new



5



6

sports bra colourway London, which has been inspired by the Olympics taking place in the city.

In addition to this seasonal colourway, Anita Active is launching a Riding pant, a 'unique' product worn by some Olympic riders which offers 'great comfort and an improved riding seat,' and a new underwired Sports Bra, featuring an ergo wire in a soft padded casing.

Anita UK general manager Jemma Barnes says: "Underwired sports bras are becoming more popular and I am sure the choice will widen in this category."

Royce Lingerie is a specialist in wire free bras but, while the method may differ, it is also keen to ensure that exercise enthusiasts remain fully supported – no matter their size.

Royce Lingerie marketing executive Charlotte Gregory says: "The trend for bigger sizes seems to be increasing. The average cup size is now D+ and younger girls are also needing bigger cup sizes when exercising to ensure they stay 'firm'. We now offer J, JJ and K cups to accommodate this."

In the coming months, Royce Lingerie is set to announce some 'exciting' new developments for its Impact Free Sports range. It will also be supporting its stockists with promotions that they can run at a local level in the lead up to the Olympics.

Despite the willingness of most

brands to come up with 'creative' solutions to profit from the big event, such as patriotic colours, additional consumer marketing or retail promotions, some are less accepting with LOCOG's strict guidelines. Puma spokesperson Jack Gordon is one such individual.

He says: "We feel that it is too strict, because it reduces our ability to describe the games in our written communications."

Despite these qualms, the brand still plans to take advantage of what Gordon call the 'Olympic bounce' through strong point of sale material and graphic window displays.

In terms of product, it has produced a range of advanced specification technical running socks, which it will be promoting, this year. It has also developed and expanded its technical range by introducing brighter, more vibrant, colour options, such as pinks and greens, as well as the staple black and white. Finally, Puma has introduced two new silhouettes in fashion colours to its range of semi-technical and technical running socks, which have reportedly been very successful to date.

Not everyone is seeking to take advantage of the Olympic fever. In fact, Pure Lime's Martin Hudson says the sports underwear brand has no specific scheme to profit from the event.

He says: "We do not have any specific plans in place. The hoped for increased interest levels in sport and ensuing upturn in sports participation should result in increased sales. If so, we aim to be part of that increase."

Hudson claims that retailers would do best to stock products from events that Britain is successful in. For example, should Team GB do well in its 'top' sports, such as swimming and cycling, it could be expected that interest in related garments would boom.

For 2012, Pure Lime is introducing an 'HRM' (Heart Rate Monitor) sports bra that gives SL3 protection with the added benefit of a bra design that allows any leading brand of HRM transmitter to be attached to the outside of the product. This means it can then wirelessly send data to a monitor watch, gym training system or mobile



7

6
*Royce Lingerie
Impact Free Sports
bra in grey.*

7
*Freya Active Swim
Ultramine soft suit*



8
Anita Active
Momentum Sports
bra and brief set

9
Pure Lime Heart
Rate Monitor
Intelligent bra

10
Pure Lime Seamless
bra top and
Seamless capri in
black

phone, thus ending the need for unwieldy and uncomfortable chest straps.

Over the coming year, Hudson expects to see continued growth in Pure Lime's seamless underwear (the so called 'baselayer'), which is now available in a variety of 'feminine, pretty colours'. The soft, stretchy and comfortable Tactel fabric reportedly allows for genuine regulation of body temperature - keeping the wearer warm in cold conditions, but cool when the going heats up.

While many brands are looking to capitalise on the Olympics and Pure Lime is planning to carry on regardless, luxury lingerie brand Nichole de Carle is actually looking to give back.

On May 25, it will be taking part in the Monaco Grand Prix's Amber Lounge Fashion, part of the VIP night-life experience that runs in conjunction with the F1 circuit, providing entertainment and parties for the drivers, hollywood celebrities, musicians, models and many more over the racing weekend.



9

The event, which was founded in 2006 under the High Patronage of H.S.H. Prince Albert II of Monaco, has to date raised three million Euros for The Special Olympics, the Elton John AIDS Foundation and the Tereza Maxova Foundation.

Nichole de Carle will be using this platform to launch the debut Nichole de Carle London swimwear collection. It has teamed up with a synchronised swim team, called Aquabatix, who will be performing a routine at the event whilst wearing the new swim line. Nichole de Carle will also be doing its own lingerie catwalk, which will take place during a performance by Labyrinth.

Founder Nichole de Carle says: "I am delighted to be supporting such a good cause. The Special Olympics provides everyone with an equal chance to succeed and acts as a superlative example of overcoming the odds to achieve something that is truly worthy of celebration, which is what the UK - and our industry - is all about." ♣





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



THE BIG League

EVEDEN CHIEF EXECUTIVE TRACY LEWIS TALKS TO KAT SLOWE ABOUT THE SALE OF THE BUSINESS TO JAPANESE GROUP WACOAL HOLDINGS.

“I think we are all going to learn Japanese,” pronounces Eveden chief executive Tracy Lewis. “I hope that some of our new colleagues from Japan are going to come to the UK and spend time working with us here, which I think will be fantastic...”

The lingerie boss seems eager to embrace the massive developments that are currently taking place within the business.

The group, which is the supplier of premium lingerie and swim brands Fantasie, Freya, Huit, Fauve, Elomi and Goddess, announced last month that it had entered into an agreement to become part of Kyoto-based Wacoal Holdings Corp.

Eveden, as an entity, remains. However, its chairman, the original founder of the business, has exited - as has its private equity investor. The Eveden Group board will also gain several new directors to sit alongside its existing members.

It is a big step for the Northamptonshire based company. A provider of lingerie and swimwear to over 5000 customers across 50 countries, the sale was designed to enable the company to evolve to the next level.

“It wasn’t that we sort of woke up one morning and said ‘let’s sell’, explains Lewis. “The business has been performing really well. We have been growing year on year double digit fig-

ures in all of our European markets and overseas, and the UK continues to perform extremely well, as well.”

Lewis is hoping that becoming part of Wacoal Holdings will help Eveden develop its existing markets around the world. A major focus will be Asia, where Wacoal Holdings has the greatest presence, including a 20 percent share of the Japanese sector.

“I think women are getting bigger in all markets,” Lewis says, “including Asia, and obviously we have the Huit brand. I think we all see the potential for that.”

Wacoal also has something to gain from the purchase. Over the past few years, Wacoal has been attempting to diversify outside of its home market. It now has a significant presence in the US and Europe, but the purchase of Eveden is designed to further extend its international reach.

The benefits of the deal clearly exist for both sides, but Lewis is keen to emphasise that ultimately the ‘partnership’ is a collaborative effort.

“This was not about consolidating our business or consolidating the Wacoal business in Europe or America,” she says. “It was very much about, what can we do to help each other? What can we learn from each other? And, actually, as part of a bigger organisation, how can that actually strengthen our brands going forward?”

According to Lewis, customers

will see the benefits. Eveden will not only be able to learn from Wacoal’s impressive achievements in product development, innovation and shapewear, but will be able to utilise the company’s huge sports science research and development facility in Japan.

In terms of manufacturing, Eveden has also struck gold. Wacoal Holdings has over forty manufacturing facilities that the company will be able to make use of in the years ahead.

Yet, aside from these cheerful prospects, Lewis insists that little will actually change for Eveden’s customers.

“They are still going to see the same people,” she says. “They are still going to see the same product – or hopefully better product – as time goes on... I hope that they see the benefits in terms of us not increasing prices, even though commodity prices are increasing, because this should mean that we can pass on the benefits of some of these operational improvements to the consumer.”

In fact, the biggest change for Eveden is likely to be in its size. The company’s turnover last year was £84 million, compared to Wacoal Holding’s £1 billion.

“They would absolutely be up there in the top three,” says Lewis. “How exciting is that? It’s just catapulted us to the next level. We are in the big league now.”

1
Eveden CEO Tracy Lewis



UK LINGERIE AWARDS 2012

Meet The



WITH THE NOMINATIONS FOR THE **2012 UK LINGERIE AWARDS** NOW LIVE, WE INTRODUCE YOU TO THE INDUSTRY TITANS WHO WILL BE JUDGING THIS YEAR'S PRESTIGIOUS EVENT - INDIVIDUALS WHO, COMBINED, POSSESS WELL OVER A CENTURY OF EXPERIENCE IN THE INTIMATE APPAREL INDUSTRY.

The build up to the 2012 UK Lingerie Awards officially started, last month, with the unveiling of our revamped and reinforced nominations process.

The impact of the inaugural UK Lingerie Awards in 2011 has been felt across the industry, with winners and finalists reporting increased sales, profits and team morale.

This success brings additional responsibility, which is why the UK Lingerie Awards in 2012 has assembled an even bigger and better judging panel, including for the first time Helen Attwood, head lingerie buyer for Selfridges; Joanna Holmes, senior lingerie buyer for Shop Direct Group; and Barbara Horspool, group design director for New Look.

The hugely respected panel

worked with the UK Lingerie Awards team to create a robust judging process that begins with an invitation to nominate a brand, retailer or business.

Nominations will be accepted throughout May, with details of how to create and submit those nominations outlined in a document that can be downloaded on our website, www.lingerieinsight.com.

Helen Attwood

Buying Manager for Lingerie, Selfridges

As Buying Manager for Lingerie at Selfridges, Helen Attwood brings to the judging panel a wealth of experience - specifically, how the lingerie industry can be brought to life through creative and pioneering retail initiatives.

Helen's 15 years at Selfridges has seen her maintain a focus on 'point of difference' through new brand launches, dynamic pop-ups and working with labels to produce exclusive product lines. In the past twelve months alone, Selfridges has celebrated the 10th anniversary of Elle Macpherson's collections in store and Helena Christensen launching her designs for Triumph.

Overseeing four UK stores and an online store at Selfridges.com, Helen strives to strike an ongoing balance between core product, niche brands and a directional fashion lingerie offer. Helen has championed a number of young British brands at Selfridges, including Dirty Pretty Things, Lascivious, Bordelle, Mimi Holiday and Beautiful Bottoms.



On the UK Lingerie Awards: *"It's great to be part of this project at such an exciting time for the British lingerie industry. I'm lucky enough to have a great vantage point on a wide range of brands given our breadth at Selfridges, and hope to bring a focus on diversity, product quality and - perhaps most importantly - service, which so important within lingerie."*

Paul Alger

Director of International Affairs, UK Fashion & Textile Association

Paul Alger is Director of International Affairs at the UK Fashion & Textile Association, a body working ceaselessly for the benefit of fashion, clothing and knitting businesses in the UK.

He graduated with a first class degree with distinction in Modern Languages, Politics and Economics in 1986 and has spent the last 22 years organising trade events and missions to markets including the EU, Japan, the US, Russia, Hong Kong, Taiwan and South Korea.

A lot of Paul's time is spent with manufacturers and designers, advising on export strategy and trade fairs, as well as hosting and presenting seminars, and workshops, nationally and internationally.



Michele Duncan

Marketing Account Manager, INVISTA

Michele Duncan is the Marketing Account Manager for Lingerie and Swimwear in the UK for INVISTA, owner of the LYCRA® fibre brand. Her role centres on identifying opportunities for LYCRA® fibre in the lingerie and swimwear segments, and translating INVISTA's global strategies into local marketing activities by working with key brands and retailers.

With more than 16 years' experience in the lingerie and swimwear industry, Michele has worked at both Speedo and Eveden Group developing product ranges.

On the UK Lingerie Awards: *"I feel excited and honoured to be invited to join the judging panel for the UK Lingerie Awards, which are a fantastic way to recognise and celebrate the rich talent that exists in our industry".*



Claire Franks

Founder, Intimate Apparel Consultancy

Claire Franks founded Intimate Apparel Consultancy in 2009, the first industry specific recruitment and business consultancy service. With the fundamental training and background of a retailer, Franks has worked over the last 20 years in all aspects of the industry from buying, selling and branding.

She has worked closely with product design, production and sales teams with brands such as Charnos, Ballet and Maidenform. Her extensive experience has given her a broad knowledge and understanding of the lingerie industry in its entirety from design concept to delivery.

She says: "There is one thing I have said for years and it still rings true, you know very quickly if this industry is right for you. It is like Marmite, you either love it or hate it. I very quickly just simply loved it..."

On the UK Lingerie Awards: *"Brands have always been a particular passion for me as they are both integral and fundamental to our high street, just as Independent retailers are.*

With Private label becoming such a huge threat on our high streets today I am so excited once again to be part of an Industry Award that both celebrates and congratulates brands on their ingenuity, creativeness and successes."



Joanna Holmes

Senior Lingerie Buyer, Shop Direct Group.

Joanna Holmes is the Senior Lingerie Buyer for Shop Direct Group, reportedly the largest UK online and home shopping retailer.

The business' brand portfolio includes Very, Very.com, Littlewoods and Isme. The company has an annual turnover of around £1.7 billion and over five million customers.

Holmes heads up the complete lingerie offer for online and paper, brand and own brand. The Group currently stocks a vast array of lingerie labels, ranging from Gossard, Triumph and Wonderbra through to Shock Absorber, Playtex, Freya, Miraclesuit and Curvy Kate.

Holmes has worked in the industry for over 15 years, always specialising in buying lingerie, nightwear or swim. She started out in her career as Assistant Buyer for Littlewoods stores, where her love for lingerie was instant.

Holmes is extremely proud of establishing the No.1 spot as online branded lingerie retailer for the past three years.

Loving lingerie and the whole industry is what drives her in her passion to create a range that has something for every woman, whilst ensuring the range runs very profitably, which is the most important aspect for any business.

On the UK Lingerie Awards: "I am very pleased to be on the judging panel for Lingerie Insight and looking forward to utilising my extensive experiences to enrich the industry further."

Barbara Horspool

Group Design Director, New Look

Barbara Horspool is a highly regarded Design and Creative Director within the fashion industry.

She has championed the importance and role of the creative within large global businesses, giving them a strong voice to move brands forward. She has also achieved considerable success from her belief that the creative has clear accountabilities for delivering their part in the financial success of a business.

Barbara has an in-depth understanding of all aspects of retailing, with direct experience in product development, supply chain, merchandising, marketing, retail operations and multi-channel. Her understanding of each discipline encourages great teamwork and collaboration, whilst allowing each area to excel at their own strength.

Barbara has a strong background in business leadership and is highly respected for coaching and growing the individual, whilst at the same time challenging teams to deliver beyond what they believed possible.

The feedback she receives reportedly consistently refers to her 'inspirational, motivational and supportive style of management'. She grew up in a retailing family and has always placed the highest value on understanding and respecting the customer. And, where the creative has to be one step ahead of the customer, she claims this understanding is 'invaluable'.

Barbara has worked across all levels of the market with great success in impacting sales growth in both small and large companies internationally. Most recently she has worked with New Look, Giles Deacon, Marks & Spencer and Etam France.

She has established very close relationships with education and charity, and places great value on how business can support and help the community, as well as the fashion industry. Keen on fitness herself, Barbara embarks on charity sporting challenges and initiatives. She is often invited to speak at industry events, has a great rapport with industry analysts and has appeared as the fashion expert on several television programmes.

In 2011, Barbara and British designer Gyle Deacon formed the Style Panel for Channel 4 series New Look Style the Nation. The pair scoured five cities looking for the 'uber-stylish' to compete for a London based stylist job, creating 'hot looks' for New Look's TV, print and online campaigns.

The six-week series, which aired on T4, saw the Style Panel - along a number of celebrity guests - give their critique as the would-be stylists competed in a head-to-head catwalk competition. The winning collection was decided by the programme's viewers in a live vote, with the winners from each region battling it out at a national final to land their dream job as New Look stylist.



Kelly Isaac

Founder, Lingerie Collective

In 2008, Kelly Isaac founded The Lingerie Collective, a group of independent UK and international lingerie and swimwear designers with a 'shared passion for exquisite lingerie, hosiery and accessories'.

The group, now in its sixth season, has gone from strength to strength over the past three years. It holds two trade shows each year, which have rapidly become a favourite with buyers from high end, independent boutiques and department stores, such as Selfridges.

Isaac is also the owner of Modern Courtesan, which offers a selection of luxurious seduction apparel and concept lingerie, and of offshoot brand MC Lounge.

On the UK Lingerie Awards: *"Hopefully, the UK Lingerie Awards will recognise and help continue to raise the awareness of the amazing independent lingerie and swimwear brands that the UK has to offer. The event is set to be a fabulous evening and it will be a great opportunity for both brand professionals and consumers to come together to celebrate our wonderful industry."*



Gillian Proctor

Course leader, De Montfort University

Gillian Proctor is the Leader and Principal Lecturer for De Montfort University's BA (Hons) Contour Fashion and BA (Hons) Fashion & Contour Design courses.

Co-author of 'A Century of Style: Lingerie. Icons of style in the 20th Century' and consultant for the Channel 5 two-part documentary, 'Lingerie', Gillian is an established expert in the history of lingerie, with specialist knowledge of the corset, embroidery, embellished fashion and the couture industry.

Gillian is researching lingerie for the 22nd Century, in cooperation with ACE Style Institute, a global non-profit organisation nurturing design talent for the intimate apparel industry. She is also an advisor to the Symington Collection (famous for the Liberty Bodice at Market Harborough Museum) and at The Snibston Discovery Park, Leicestershire, where she also works with the fashion gallery.

On the UK Lingerie Awards: *"It is a great honour to be invited to join the judging panel for the Lingerie Awards. The Contour Fashion Course at De Montfort University has maintained close links with the intimate apparel industry now for 64 years and, as the nurturer of tomorrow's designers, stylists and technicians, it is essential that we safeguard the future of the industry."*



Sharon Webb

Head of lingerie buying and design, Debenhams

Sharon Webb possesses over 16 years of experience within the intimate apparel sector. Currently Head of Lingerie Buying and Design at Debenhams, she is also chairwoman of the annual Fashion Contour Ball, which will be held this month at The Savoy Hotel in London.

Webb started her career in 1994 as Lingerie Allocator for Debenhams, before moving on to La Senza and, later, New Look, where she was a Senior Lingerie Buyer. She returned to Debenhams in 2007 and hasn't looked back since.

On the UK Lingerie Awards: *"I am thrilled that I have been asked to be on the UK Lingerie Awards judging panel. I hope my extensive experience and strong passion for lingerie will be useful, I am very excited to be involved."*



THE PANEL



Amanda Joynt,
head of sales and marketing,
Silhouette Lingerie



Michael Critien,
founder, Berdita Lingerie



Alan Gordon-Freeman,
managing director, Alterego
Lingerie



IT IS A FRIGHTENING PERIOD FOR RETAILERS. FOOTFALL IS AT BEST UNCERTAIN AND THE MASSIVE SEASONAL INVESTMENT IN STOCK COMES WITH A HUGE DOLLOP OF RISK. **LINGERIE INSIGHT** TALKS TO THREE WHOLESALERS ABOUT DROPSHIPPING AND HOW RETAILERS CAN BENEFIT FROM THIS SERVICE IN TIMES OF ECONOMIC UNCERTAINTY.

How has your business performed over the past 12 to 24 months?

Michael Critien: The year ending March 31, 2011, was our best ever. The year to March 31, 2012, was 44 percent higher.

Low minimum orders and speedy delivery are very important for our products (continuity products and basic colours in a wide range of sizes). We have a minimum order value of £25 and delivery is usually next day.

Amanda Joynt: Considering the economy since 2008, everyone at Silhouette is thrilled with what we have achieved. It has not been easy but we have exceeded expectations.

Since 2004, when we relocated to Manchester, we have boasted no minimum order and same day dispatch.

Alan Gordon-Freeman: Alterego has had a terrific performance over the past two years, and is continuing to grow, attracting new retailers and e-tailers.

Alterego was created to offer something a little bit different from the norm. All of its manufacturers are European, with high

standards of materials, quality control and design. Prices are kept low, giving higher margins to the retailers. All stock is held in the UK, so there are no minimum orders, very quick order response times and free postage where applicable.

We offer good customer service, and a superb portfolio of products (Alterego now distributes ten different brands). All of the above has contributed significantly to Alterego's success and continued growth.

What do you think are the main reasons behind dropshipping's recent surge in popularity and do you think this is sustainable?

Michael Critien: The main reason is that the web seller does not have to carry stock. I think this business is going to increase.

Alan Gordon-Freeman: We have found that dropshipping is still growing, but the firms that do it best are the ones who have been established longer. There are many reasons behind this. The best dropshipping firms have

invested a lot into their marketing and website administration costs, rather like a traditional retailer will with their shop windows and interior design. They are getting better all of the time and they have opened the lingerie market up to a new type of customer – men. Men can now buy lingerie for their loved ones without any embarrassment.

Dropship will continue to grow, mainly from the established e-shops, who are changing and adapting to new technology continually, although, there is still place for others to fight for their market share. Many traditional retailers are also looking at web based sales to boost their own markets and to act as marketing tools.

Amanda Joynt: It will increase in the short term because the economy will be slow to recover and businesses will look at any avenue to increase sales

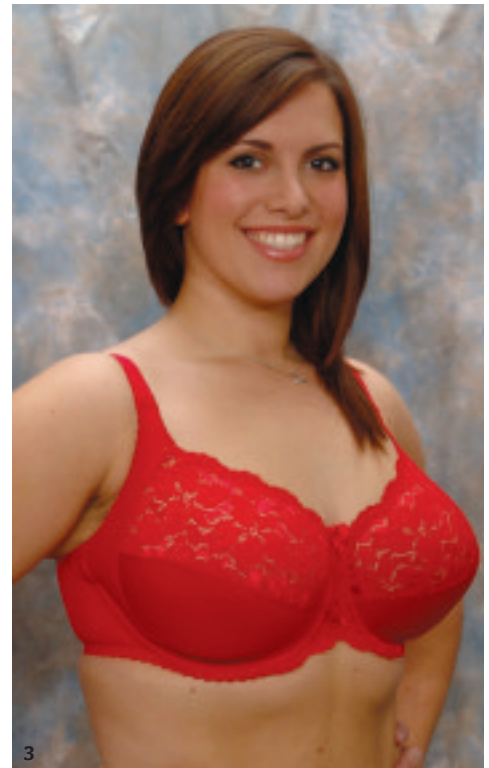
This will continue until the economy is more secure and then it will stabilize and decline as the economy recovers.

What do you consider to be the greatest challenges in dropshipping?

Alan Gordon-Freeman: We at Altergo have found it an easy sector to manage. Honesty and good customer relations are key in the sector. Our customers have to have faith in our ability to deliver, so we treat our customers as our business partners and our relationships continue to flourish.

Amanda Joynt: It is more expensive and more time consuming, but with Silhouette being continuity, we own our own manufacturing base, so small top ups are not a problem. We carry all the stock in Manchester and we can still boast same day dispatch even on one item... This is what we are known for and we are good at it.

Michael Critien: The greatest challenge is making sure you get paid and not being swamped by paperwork.



What is the breadth of your product offering?

Amanda Joynt: We offer AAA- JJ cup sizes and 28- 46 band sizes. We do everything for everyone no matter what age or life style, including mastectomy, bridal, teen, corsetry, petite and larger sizes. Our demographic is across the board from teen to corsetry, basically everyone.

Michael Critien: It is very wide in terms of cup sizing. We offer continuity products and basic colours in a wide range of sizes; 30 to 52 and A to J. Our customers are generally larger ladies, both in back and cup size.

Alan Gordon-Freeman: We offer daywear, nightwear, briefs, large cups, small cups, shape wear, hosiery, playwear, loungewear, saucy-wear, all European produced with attractive pricing, great packaging and a high standard of quality control.

We are a lingerie 'one-stop-warehouse' for retailers to use, so we have a huge and very diverse range of customers. No one demographic significantly outdoes another, but we do see the seasonal variations, i.e.

Christmas, Valentine's Day, Spring Weddings, Holiday season, etc.

We can offer customers great support, prices, huge choices, newsletters, immediate dispatch, no minimums and free postage. All these are things that help immensely with customers' cashflow.

How is the sector evolving and what will it look like in five years time?

Alan Gordon-Freeman: Dropshipping is also an area that many traditional shops are now offering, as well – i.e. if they are missing a size from their stock, they can still make the sale, order from us and we will send it directly to the customer on their behalf. Also, we listen. If our retailers or e-tailers come up with a good suggestion, we will try to implement it.

Amanda Joynt: It will be booming, as the economy will have recovered. All women need, want and love lingerie to achieve the perfect Silhouette.

Michael Critien: It is difficult to forecast five years ahead, but drop shipping is here to stay." ♣

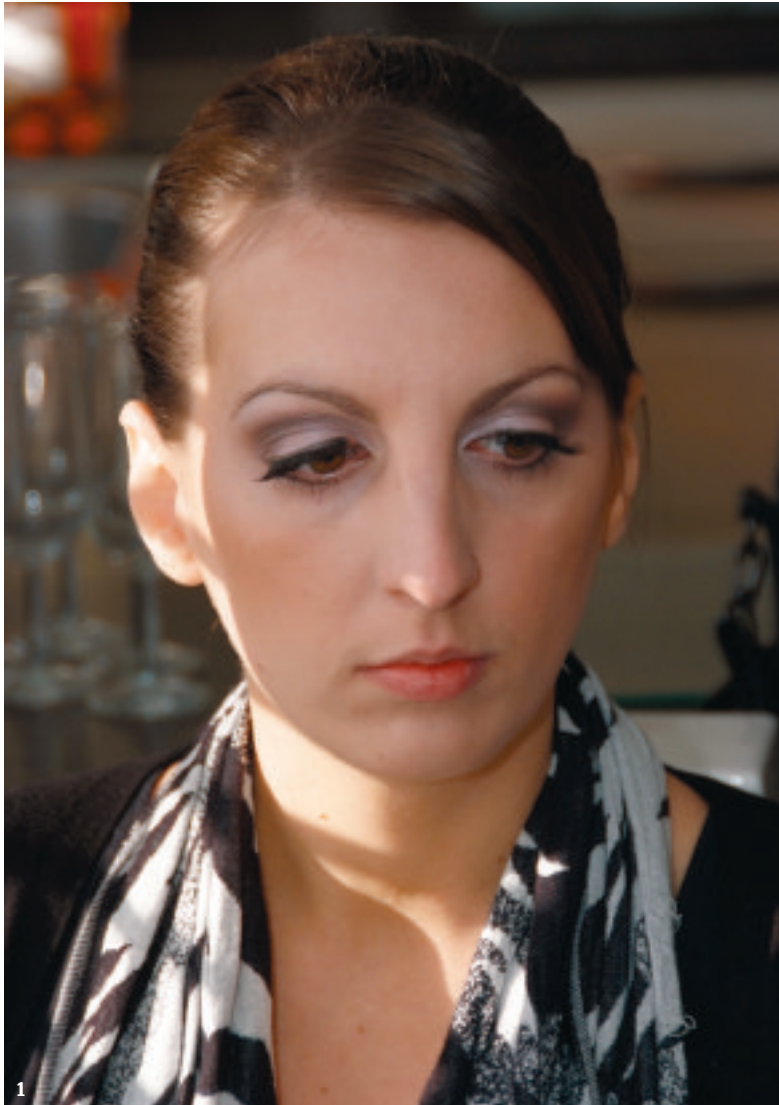
1 Altergo includes hosiery amongst its product offering

4 Silhouette offers AAA to JJ cup sizes

5 Berdita Lingerie offers 30 to 52 backs, from an A to J cup

Brand AMBITION

FORMER GLOBAL MARKETING DIRECTOR OF WGSN, **LOUISA VALVANO**, TALKS ABOUT WHAT INSPIRED HER TO LEAVE HER PRESTIGIOUS AND HIGHLY PAID JOB TO FOUND NEW BUSINESS YOURBRANDSPACE.COM WITH FRIEND AND FORMER DIRECTOR OF PURE, SAM BLEASBY.



I would never have believed them. We are an extremely driven partnership but, first and foremost, we are friends; working together is a pleasure and perhaps the secret to our success to date.

yourbrandspace was born in a coffee shop on the beachfront in Dubai, on what was supposed to be a holiday for Sam and I, but what turned into more of a working holiday. We both joked that with Sam's sales background (she was Event Director of Pure London) and my marketing background (former Global Marketing Director of WGSN), we should really do our own thing. Once we had stopped joking about retiring to Dubai, it really hit home that perhaps we had something to offer as a duo. We had both worked in the fashion industry for some time and had seen how the Internet had transformed the consumer world. It seemed a natural and logical step to us that the trade side of things should and could be bought up to speed. We had seen a change in the industry to search and buy product all year round and need in the market seemingly was being fulfilled by the two tradeshow seasons in the year. I believe it was Sam who first said that retailers are using the Internet to source products for their shops, but that there wasn't one single place where from this could be done. Our idea was born.

We thought if we could save the retailer time and money by providing a free online service where they could find all the brands they wanted, whenever they wanted, while saving the brand money in investing in a wholesale platform, we would fulfill a huge gap in the market. So, in large,

It seems rather ironic to be asked to write an article for a lingerie magazine three months into the life of yourbrandspace.com, when we had only intended to launch a lingerie section in 2013. But, I guess that is the moral of launching your own business. Success doesn't always

come from the areas that you most expect it to.

When my business partner, Sam Bleasby, and I look back to July of last year, we can hardly believe how far we have come. In fact, if someone had predicted when Sam and I met 10 years ago that we would eventually be running an online business together,

1
*yourbrandspace.com co-founder
Louisa Valvano*

yourbrandspace.com was born out of the growing needs of the industry and a desire to help indies.

Usually, people want to work for themselves to get a better work-life balance. What they don't tell you is that this is never the case in the early stages of any company. They also don't tell you it teaches you humility. Both Sam and I left well-paid, stable jobs to plough our life savings into the website. As anyone who has set up their own business knows, this is not only terrifying, but also a powerful incentive motivator to give 110 percent and appreciate each and every customer.

Almost one year on, the website has been developed and it is up and running. The hard work has really paid off and we have been blown away with its success. I don't think either of us can say, hand on heart, that we expected to get such great feedback so early on from retailers and brands alike. Nor did we expect the development and design phase of the site to be so complex. As with any major project, there will also be things you didn't think of that, with hindsight, you would change or timeframes that shift due to unforeseen complexities. The key is to work with suppliers who really get what you are trying to achieve and in this regard, we have been very lucky.

Now, with 80 brands on the site, over 700 retailers signed up and visitors from over 69 countries in the first few months, the hard work has all been worth it. We love to hear how we are helping brands and retailers, particularly those in sectors that we did not imagine we would 'tap into' until we were more established. We are especially pleased with how responsive the lingerie sector has been to the service we offer and the high demand from lingerie retailers, which seems to be echoed by the increasing number of lingerie indies opening. We are delighted we can fulfil the demand with some strong lingerie brands such as Parfait by Affinitas, Bestform, Seaspray, Moontide, Playful Promises, Curvy Kate, Spanx and many more.

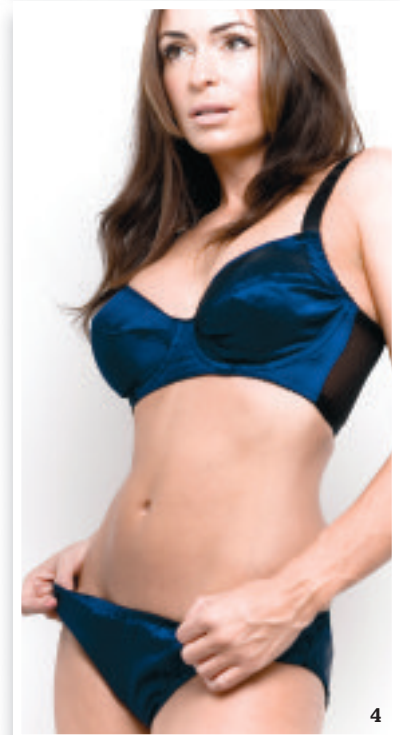
On a recent call with Kristine Isberg, founder of L'Ecole Nuit, an online lin-



2



3



4

gerie shop launching soon, I was in awe of just how much time goes into sourcing and researching products that will satisfy her customers. Kristine remarked that yourbrandspace is exactly what her company needs to compete successfully in a 24/7 marketplace: the ability to connect with global brands and designers as quickly and efficiently as possible. Creating new partnerships, staying up-to-date on fashion trends and reducing travel costs are services that are invaluable to the success of Kristine's business and we are flattered that she thinks all of those things are unique to yourbrandspace.com. It is feedback like this that keeps Sam and I motivated.

The final part of what we set out to achieve and are just beginning to make headway with, is championing new designers and brands, which perhaps can't afford to attend trade-shows. We are working with one such lingerie designer, Sandra Palmer, from Louise Ferdinand Lingerie. We love Sandra's commitment to launching her brand and her determination to make it a success.

Working with new designers and labels through partnerships with people like Nolcha Fashion Week will continue to be a key part of what we offer and we are always happy to hear from new designers.

In the first three months that the site has been live, so much has already been achieved, and yet, still we want to do so much more. Pinpointing how yourbrandspace will look and feel in even a year's time is impossible; the scope for product categories is vast, technology changes daily and we want to adapt the platform based on the needs of retailers. Sam and I have always envisaged the next three phases of development and we are clear on the direction the site will take, but one of the key lessons we have both learnt from our past roles is that research is key. By interacting with the users of yourbrandspace.com, we can ensure that we develop a winning strategy, but one thing is clear; lingerie and swimwear will continue to play an important role in yourbrandspace.♣

2,3&4

yourbrandspace is working with up and coming designer Louise Ferdinand. The products featured are from the luxury brand's SS12 collection,



MAIDEN Makeover

AS MAIDENFORM CELEBRATES ITS 90TH ANNIVERSARY, CHIEF EXECUTIVE **MAURICE REZNIK** TALKS TO **KAT SLOWE** ABOUT HIS PLANS TO DEVELOP THE BUSINESS IN THE UK. HE REVEALS LAST YEAR'S 'BIBLICAL' ERROR AND DESCRIBES HIS SCHEME TO RE-VITALISE THE BUSINESS THROUGH AN AMBITIOUS RE-BRANDING EXERCISE.

“My kids are frightened of me,” says Maurice Reznik, the chief executive of the world’s largest shapewear company, as he mulls the important question of whether or not he terrifies his staff. “I think the title, the fact that I am a CEO, could be intimidating, and the fact that I am a CEO could mean that I don’t get straight talk sometimes.”

Reznik is in the UK to take part in the company’s bi-annual sales meeting, during which he is set to discuss the company’s results with the national team.

The business recently launched a lingerie range called Linea by Maidenform at House of Fraser and Reznik is keen to receive the latest updates on the venture. According to the UK team, he says, it is all going very well. Yet, Reznik is careful not to take all reports at face value as he is aware that his position could lead staff members to sugarcoat the facts.

“Our culture at Maidenform is one of collaboration, it is not one of intimidation,” he says with a slightly worried look on his face. “So, I hope they are not frightened... I don’t think they are.”

Accurate figures are important, as the UK is set to be a key market for Maidenform in the coming years. The brand, which has a \$600m turnover and sells almost 60 percent of all shapewear in the US, has seen significant growth in its international

business in recent years. Although this still only makes up a relatively small percentage of the whole, it is a percentage that Reznik is determined to grow.

“We do about 10 to 12 percent of our volume internationally,” he says, “so we are still very underpenetrated, but the growth rate over the past three years has been about forty to fifty percent and we anticipate that growth will continue.”

It has taken some time for Maidenform to ‘get it right’ and Reznik fully admits that the brand has been forced to learn the hard way about what it takes to please the UK consumer.

“We have sold product in the past, but we have not had the success at retail,” Reznik says. “It is one thing to ship it but, really, what we look at is if people then buy it.”

The biggest challenge for the brand lies in the UK sizing, which is very different to that of the US. Maidenform has been forced to adapt its products for this market, increasing its range, but the process has been lengthy.

“When I first started coming here, our previous management of the UK said, ‘we need 32DDD, 30F,’” Reznik reveals, “and I was like ‘what, are you kidding me? I mean, there aren’t people like that.’ But, there are, obviously.”

“Part of it is the fitting process is different here, but part of it is that there really are women like that. In the US market - and this is going to sound

derogatory to the US - people are bigger and everything skews to the right... 36 to 38C is the number one size in the US. And, that migration continues. People are getting bigger and not just in the US, all over the world.”

When Maidenform launched with House of Fraser, it introduced a number of sizes that it doesn’t sell in its home country. But, sizing hasn’t been the only issue that the brand has been forced to contend with. It has also had to deal with a very different market to the one that it has been accustomed to.

One of these differences, according to Reznik, surrounds the opportunity to wear a bra with a matching bottom. This is, he claims, something that consumers find much more important in the UK than in the US - while not, perhaps, to the level of continental Europe.

“In the US, it is zero,” Reznik elaborates. “Really, it is an accident - unless you go into a really fine department store where it is merchandised together. The US bras are here, panties are here. They are really very segregated areas.”

The importance of proprietary brands is also much higher in the UK than it is in other markets that Maidenform does business in, with major retailers such as M & S and Debenhams playing an extremely significant role in the sector.

“We have been able to figure it out,

1
Maidenform chief executive Maurice Reznik

but we are still just starting,” Reznik says. “Clearly, there is brand awareness but nowhere near what it is in the US... There is so much competition. Everybody is in the shapewear business, everybody makes bra’s, everybody makes panties. Why Maidenform? I ask that question every day. Not ask like I don’t get it. It’s not like I don’t get it...”

Reznik’s determination to be at the head of the pack is apparent in the number of new projects that he is set to announce over the coming year. The biggest of these is the re-launch of the brand’s new logo and communication strategy, the details of which he hopes to announce this month.

The project, which takes place on the year of Maidenform’s 90th anniversary, is part of an attempt to re-

vitalise the brand and to ensure that its image remains current.

Reznik says: “The name of our brand has great equity, but it is a little bit... It is a double edged sword, frankly, a brand like Maidenform. People know it, which is great, but Maiden sounds old.

“We have a new president and the way he describes it is really great. He talks about taking the Maiden out...”

The brand will continue to be called Maidenform but the logo will be ‘evolving’ and the company will extend the architecture of the brand to enter into new categories, such as Activewear.

Currently under development, the new Activewear collection is set to be officially announced, this August, for an AW13 entry into stores.

“We are going through focus groups right now,” adds. “We want to make sure we don’t alienate our current consumer base. And the other thing about this category, you have to educate the consumer quickly so she knows what it is.

“We just need to make sure that in the effort to elevate the brand that we don’t minimise the communication. Ultimately, how do we make it easier for the consumer to shop? How do we make it simple? We ship 90 million garments a year. It is a lot. If you can think about the complexities of changing the marketing, it is expensive and it is a big step.”

Reznik is fully aware of how expensive just a single mistake can be. Profits for the business were down last year, despite a significant increase in sales. The decline was the result of two errors, one of which Reznik admits was of ‘biblical proportions’.

The first issue involved the level of inventory, which Maidenform overestimated. In the US, in the third quarter, the department store channel reportedly ‘really slowed down,’ particularly in the mid level. The company had built too much inventory and was left with a lot of excess stock.

The second and biggest mistake, however, was the brand’s launch of Adjust To Me, a new intimate apparel concept that resulted in a major product failure.

“It was, relatively speaking, of biblical proportions,” says Reznik. “It was a product called Adjust to Me. The concept was very valid, our execution clearly... the consumer didn’t like it.”

The idea was to eliminate the need for cup sized products, replacing them with small, medium and large options. The concept was rolled out across Maidenform’s bra, shapewear and panty collections. For the bra’s, the cup was partially detached from the wire in order to provide the additional stretch that would enable to product to fit more customers. The technology, which was already present in some of the group’s cup sized items, was not popular.

“The consumers did not like that



2

2
Body in black from
the Maidenform
Capsule Collection

technology,” Reznik says. “Sometimes you do focus groups and you ask the wrong questions. They didn’t like it, particularly in the bigger sizes. It created a gap and they didn’t perceive it as being smooth.

“In the smaller sizes, they liked it but they didn’t prefer it. This is a great example of new technology looking for a customer... Really, it was the cup technology, which obviously we will never do again.”

According to Reznik, the company overall has a very high success ratio for its products. Like many brands, it re-invent about a third of its line every year and product failures are rare. However, this episode has caused the company to install better discipline in its product testing and Reznik looks forward to a successful 2012.

The success or otherwise will rely partly on Maidenform’s most recent launch, a 90th anniversary capsule collection that has been created in collaboration with Mad Men costume designer Janie Bryant.

The collection consists of five key silhouettes, including a half-slip, full slip, three quarter bra, wire free bra and a waist nipper. The ‘couture’ designs are made with a stretch, woven satin, from Italian silk mill Boselli, and feature Iluna stretch lace.

Emmy award winner and Mad Men costume designer Janie Bryant has been collaborating with Maidenform for nearly two years and has long lent her industry and period expertise in touting the legacy of the brand.

“We met her through our PR agency,” Reznik reveals. “My sister in law manages John Hammond, the lead actor, so I guess it was that combination of the two. It was really fortuitous, because when we first started working with her Mad Men was just beginning to become important.”

Looking ahead, Reznik believes the sky is the limit for this intimate apparel group. In terms of the UK, he believes the greatest opportunity may lie in the company’s DKNY Intimates brand, which he predicts will very much appeal to the national consumer.



“We don’t have an importance presence in the UK yet,” he says. “It is our fastest growing business. Last year was up 40 percent. I think, as we say in the USA, it is our bad. We have to figure it out.”

Reznik will also look to continue growing the company’s lingerie offering in the UK, building on the start that has been made with House of Fraser. As for keeping his employees honest and unafraid - well, Reznik doesn’t rule out Undercover Boss, though he is concerned someone might recognise him.

“I am very recognisable,” he says, “because I do town hall meetings every three months at all of our facilities, so they all know me. So, it is going to be hard. I am also the tallest person at the company.

“What kind of job would I do? What I wouldn’t be good at would be being a sewing machine operator, since my hands are not very dexterous. Sales I could do... I love being around people and I am so passionate about our company.”

Maurice Reznik, coming to a store near you? ♣

3
Mad Men costume designer Janie Bryant has collaborated with Maidenform on the brand’s 90th anniversary collection.

The Celebration of Life

Discover the new bling looks that **SWAROVSKI ELEMENTS** is set to introduce for the intimate apparel sector in SS13. The company, whose products are used regularly by the likes of lingerie brands Agent Provocateur, Myla, Marlies Dekkers and I.D. Sarrieri, has released its first Crystal Design Inspirations book for the season. Focussing on the theme of 'The Celebration of Life', the book features four unique trends: Embracing Togetherness, Journey to the Moon, Blowing Kisses and A Feeling of Freedom.

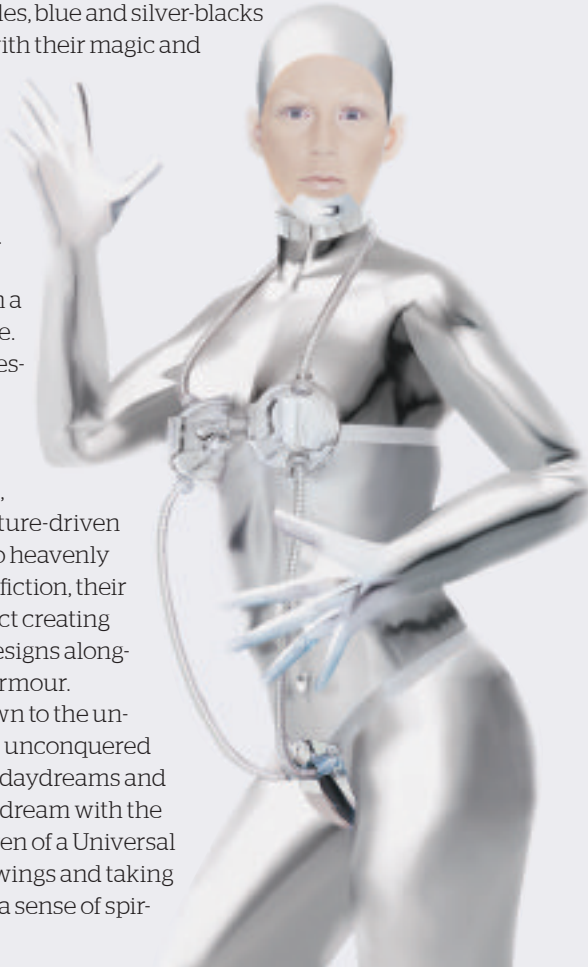
JOURNEY TO THE MOON

Colour Concept: Throughout this theme, sparkling iridescent colours in myriad hues - purples, blue and silver-blacks - seek to tantalize with their magic and mystery.

Tone: Progressive

Description: The starting gun for a new space race has sounded (scenario). Not since the 1960s has there been such a focus on outer space. Obsessed over celestial realms, we continue to seek proof that an alternative life, outside of earth, really exists. The future-driven designer will look to heavenly bodies and science fiction, their influence and impact creating floating, mystical designs alongside alien-fighting armour.

Increasingly drawn to the unknown, we imagine unconquered frontiers: a space of daydreams and wonder. We dare to dream with the innocence of children of a Universal truth, of spreading wings and taking flight, searching for a sense of spirituality.



EMBRACING TOGETHERNESS

Colour Concept: The subdued white palette signals new beginnings and opportunities, underlined by soft shadowing to highlight a new purity and transparency in design.

Tone: Classic

Description: We wish for transparency and reality - a need for nothing hidden. This is reflected in the shift towards using more natural-looking models, less photo-shopping and authentic/honest fabrics in designs. There is a distinct desire for a simple quality of life, allowing more time for reflection.

We seek more meaning, more deeply felt connections and more substance. We share a human desire to believe and rely on each other once more in a world where every day events become memorable moments. We want to connect and function within a group; without losing our individuality. We encourage harmony by coming together. Young and old cross the great divide - living and learning from each other. Gatherings of families and friends focus on togetherness - the new intimacy.



BLOWING KISSES

Colour Concept: Classic make-up colours; rosy red and varying pink tones, offering romance and seduction, are underlined with sophisticated black and white.

Tone: Romantic

Description: We desire to bring some fantasy into our life, to show another side of ourselves. Playing dress-up, we clothe ourselves in costumes to take the ordinary out of the every day. We seek idealism and enchantment, whether through childhood nostalgia or grown-up role playing. Exploring the foolishness of fashion, we day-dream about developing a fictive self. With the rise of Social Media, we can be anything we want to be. We have multi-faceted personalities and our clothes and style reflect this.

Stepping in and out of reality, we seek love and adoration. We have a need to develop a romantic sense of beauty. Enchanted fairy tales, narrative and magical materials tell their own story. Light-hearted and playful or dark and dramatic, the allure of the Hollywood Screen Siren is calling.



A FEELING OF FREEDOM

Colour Concept: Bright, bold ethnic colour combinations express our need to be outstanding, lending folkloric flavour and vibrant festival hues to design.

Tone: Glamour

Description: Crazy, wild and wilful - glamour is re-defined. The era of 'Pleasure Revenge' has arrived - we will do what we desire and be who we desire to be. We celebrate differences and decadence, embracing foreign cultures and familiarity. We dance in furious frenzy to the beat of our own drum.

The world of voodoo - which simply means spirit - enchants us as spiritual worship and, as a connection to our ancestry, gains importance. After myriad political upheavals, we wish to connect, to celebrate and embrace each other's cultures.

We shrug off the standard definition of globalisation, of everything being the same, and embrace it as the style of difference. We seek a vision of a new paradise to re-enchant the imagination. We become 'global travellers,' throwing caution to the wind and celebrating the great festival that is life.

Paola's **Passion**

DESIGNER **ANNA PAOLA'S** LABEL PAOLITA IS RAPIDLY BLOWING UP IN THE WORLD OF HAUTE-COUTURE SWIMWEAR. OVER THE COURSE OF HALF AN HOUR IN HER MARBLE ARCH FLAGSHIP STORE, SHE TAKES WRITER AND BLOGGER **RILEY QUINN** ON A TRIP THROUGH HER MULTICULTURAL, FOLKLORIC, PERFECTIONIST, AND EVER-SO-SLIGHTLY OBSESSIVE MIND.



◆ **Tell me about Voyage...**

The Voyage collection is what I realized is going to be the stable part of the collection, at least for now. People loved the stripes in my first collection, that it was a slightly different take on a nautical theme. You get so much in the way of typical red, white, and blue stripes in the nautical theme, so in making it my own, I changed the colours, and added little trims here and there.

◆ **Why nautical?**

I wanted to do a theme that was, and still is, so overused in swimwear... I mean, swimwear's nautical. I think that because it's grossly overused, it's more challenging, and more fun, to really make it my own, than to start from scratch and 're-invent the wheel.'

Voyage represented a kind of Starbucks inspiration. The company took a coffee, and reinvented everything around it, thereby making a distinct kind of product.

◆ **What about Floreana, your other collection?**

Floreana started off with me, and my own background. When I was really young, my parents took me on a lot of trips outside of Europe, and they were quite different, and quite exotic.

I had this mania with all the different cultures in terms of colours, embroideries, costumes, foods, dances... There's a word in Spanish called artesania and there's no direct equivalent in English other than folklore craft. I would always, and still do, accumulate hordes of this stuff. I would bring extra suitcases so I could bring it back to Greece.

◆ **Artesania?**

The idea of artesania, especially as it plays into the idea of the search for something exotic and special, very much translated into the Floreana collection. In 2011, it was manifested in paisley, which has a highly exotic history. When the trade routes opened to India, this new kind of design came to Europe, and Europeans who never saw it before started making dresses out of this new wonder-pattern.

◆ **All that, just about paisley?**

It's something seemingly mundane, it's actually quite special. I think people started to take it for granted, but there's a lot to something as simple as paisley, both in terms of history and culture. It means a lot to me.

In the 2012 collection, again I brought in a little bit of paisley, but I was also really kind of excited about the fantasies that people had about the Middle East and the deserts, and the pyramids, and travel. You can see it come out subtly, in something so small as an emphasis on golden hues. I mean, if you go into a mosque, you'll see these gorgeous geometric patterns. Again, it's the artesania, it's the folkloric hand-crafted art of it.

I don't know if it's known, because the world has become a small place... because things that were exotic, like paisley, are taken very much for granted. The food you eat, you sit in a curry restaurant and you think it's normal, but when you think about it, it's amazing. You are casually taking in a culture from another side of the world. It's almost... how do we know what is exotic anymore? You have access to the whole world, unless you're in North Korea.

1

♣ **There's a lot behind these bathing suits!**

I don't know and, to be honest, I haven't thought about it so much... I guess I'm just designing something that has a story, and that makes sense when I put it down on paper.

For me to arrive at the design element that people like... this is the thought process that goes through my head.

♣ **The idea of art seems to lie behind most of your fashion; can you go into that a little more?**

This is going to be weird to talk about... well, not weird, but difficult. I don't intentionally put art in fashion. It's not my aim and I don't mind if people don't know the ideas behind my swimwear.

I find my inspiration more in what art means as a reflection of a culture, and that's why I love it, historically speaking. It reflects so much in the costumes of what people were wearing. What they tried to reflect was what seemed amazing, exotic and special. They wouldn't put it in a painting if it was generic and everyday.

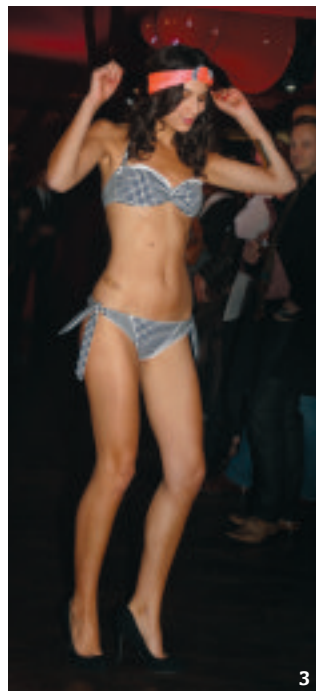
♣ **How does this idea of art and the exotic relate to your combination of swimwear and renaissance art?**

A lot of art used a lot of exotic women... they used the odalisques, the naked women in harems who were fantasized about in Europe, and that's the root of me dressing these naked odalisques in my bathing suits.

In the early times, I had no swimwear samples and when people would ask me to see my collection, I only had sketches. So, my thinking was: why not put a drawing of a bathing suit on a drawing of a naked women? I mean, it's what you do anyway with swimwear.

♣ **The journey from 'Artesania' and the idea of the exotic all the way to the needs of practicality cannot possibly be simple; what practical design elements do you use to bring comfort back into the equation?**

I think the functionality is something I will be working on for years, because



you have to get feedback from your end customer and they come back to you and say that "this thing about what you're doing needs to change." For example, in the English market, we have to make the bikini bottoms slightly larger at the back. English women found them slightly too small and so they bought the larger bikini bottoms to cover up. Little things like this must always be evolving.

I'm also bringing in more cup sizes, because this is also something that was lacking in our collection, which is something I realized when I was personally selling to women, I noticed that I'm missing certain shapes. To address this concern, though, I have removable padding in most of my designs, unless it's not functional within the actual structure of the shape. Women can either keep the padding I give them, take the padding out or, if they need to, put more padding in. Because, they have the option and the pocket is there.

On all the bandeau tops, all the straps are removable and they stay on. You don't have to keep pulling them up.

In terms of coverage on the side. I have longer bottoms that go all the way to being shorts, some bottoms have little skirts, in case you want to hide your bum.

On my own body, shorts don't look nice, but I'm trying to make a whole range of bodies comfortable and beautiful.

♣ **What of the future?**

So, 2013... I'm widening the range of shapes for the body types. I'm introducing more cup sizes. I'm also introducing a new beachwear line to go with the swimwear... In terms of prints, we're designing, for the first time, our own prints for the swimwear.

About the new prints, I don't know how much in depth I can go into right now. All I can say for sure is that there will be a certain African influence. It's so abstract, though, and not at all obvious... I mean, people won't look at it and think of Africa, or a little sprinkling of Mexico. In my head, though, these influences tie together really nicely. I guess I still need to put it together and see how it works.

For the Voyage side of the collection, I was very much inspired by the French Riviera type of much bold colours and bold stripes. The first Voyage collection was kind of vintage-y, the second collection was very candy and freshly coloured, but this third one is really bold and eye catching, with its French stripe. It's a little Gaultier. ♣

1
Paolita founder and designer Anna Paola in her shop, photographed by Ana Fromboit

2, 3 & 4
Catwalk, photographed by Ana Fromboit

knowing me Being U

BEINGU CO-FOUNDER SADIA SISAY ON
NEW YORK'S SECRET LINGERIE ASSET



Being in the US since January has meant I've managed to miss the launch of Kinky Knickers and have not been able to watch the programme yet. It is with great interest that I follow Mary Portas and her venture, just as much as the brands who were already manufacturing in the UK for whom I have immense respect for. When we started beingU, I planned to manufacture in the UK. Months later, I realised it was not going to be possible initially for us, although that is the ideal we are working towards for the future.

The first time I asked the question, I think there was a long pause before I got the answer that may be obvious to many industry insiders: it's too expensive to manufacture here and there are so few factories still working on lingerie manufacture in the UK. At the moment, we are working with UK specialists to develop patterns, fit and sampling, and our production is currently done off shore, all with the aim of one day manufacturing in the UK. All I can say is from the consumer angle, all my friends seem to be trying to buy Kinky Knickers at £10 and can-

not seem to find them anywhere, so there really is a demand for 'Made in Britain'.

Anyway, I digress. This month, I really wanted highlight great service in the US before I head back home...

One of New York's best kept lingerie secrets has blown me away, this month. This is in no way planned – they have no idea I'm writing about them. I love talking about something that is excellent, rather than about what is not great.

I cannot really control myself, after making one of my best discoveries during my US stay (still here!). If you were taking a stroll on 9th Avenue, around 44th Street, you would unfortunately be unaware of it's existence, as it is not the usual commercial walk in boutique open to foot traffic. It is a unique store that is based on the 6th floor of it's building and goes by the name Bra Tenders.

My first visit there, about three months ago, was an eye opener. I exited the lift and walked towards their door, not really knowing what to expect. I was buzzed into lingerie heaven. They claim to have thousands of bras and believe me they do. You get the feeling that you WILL get a bra. no

matter what, by the end of your visit.

The Bra Tender specialty is supplying lingerie to theatre, but they welcome private clients with open arms. An appointment is suggested, as they spend at least an hour on each client, to get fit right. Lori, the owner, is just great, and from the start you feel that your breasts will be in the right hands. This does not change when you meet the other fitters. These people know their bras.

Since then, I keep mentioning them to everyone I meet, lingerie insiders or not, and I am surprised that only very few people know them - but maybe it is just the ones I talk to. For me, this is one of the places most people should know about - particularly women.

In their own words, they have 'impeccable service. We have almost 30 years of experience in the bra biz, but more importantly, an extreme dedication to our client's needs.' This is one of the times when you should believe what you read on their website.

So, if you find yourself in New York with a free hour, please go and see for yourself. I am convinced I will be proven right.

Check them out at www.bratenders.com and prepare to be amazed.

1

*beingU co-founder
Sadia Sisay*

Object of *Desire*

« **MONOKINI BY LISA BLUE**

This white twisted monokini with gold trim is part of Lisa Blue's SS13 Enchantress Collection.

It is made from a luxurious Italian fabric that combines lightweight properties with a 'lustrous, silky' feel.

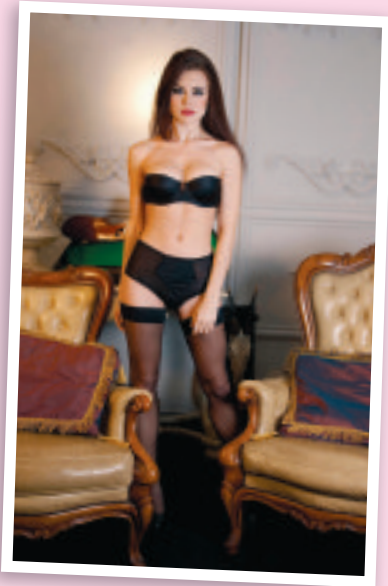
All of the trims are made from a gold coloured metal, which is heat and rust resistant, and nickel free.

RRP: **£169**

» MINT TOFFEE BY CAKE LINGERIE

Cake Lingerie's Toffee contour bras are now available in jade green, adorned with the same floral modal lining as ongoing styles. They are shaped with an 'ideal' density and thickness of foam to deliver a smooth profile. Matching French knickers are also available.

RRP: bra, £36, brief, £18
 Contact: **Cake Lingerie**, +61 28 850 9800
cakelingerie.com



» VAMP BY PLAYFUL PROMISES

This Vamp lingerie set features a satin, underwired strapless bra and high waisted briefs in mesh with a satin insert. Playful Promises is a London designed brand that offers a selection of corsets, bras, panties, nightwear, swimwear and key womenswear pieces.

RRP: bra, £32.50, brief, £30
 Contact: **Playful Promises**, 0207 300 7279
playfulpromises.com



NEW PRODUCTS
Lingerie Look

» RUNNING BRA BY BERLEI

The Berlei Running bra is now available in a shock pink. The product is engineered to improve performance, with a sonic welded cup, which 'blocks' bouncing and keep breasts firmly in place. Underwired and non-wired options are available in sizes 32-38 B-FF and 28-36A / 38 B-FF.

RRP: ~~RRP~~: £32
 Contact: **Berlei**, 0115 924 6100
berlei.com



» ZIGZAG BY ELSE

This fashionable slip is from the Zigzag collection by ELSE. Made from mesh, it is available in black, white and mauve continuity shades, as well as AW12 fashion colours indigo and terracotta.

The fitted slip has been a best seller, this season, as a fashion piece, and acts as a viable alternative to shapewear. The panelled design slims the female form, whilst the underwired cups are designed to optimise the cleavage. It is available up to a DD cup.

RRP: £94
 Contact: **Sophia Pizzey**, 07979435480
elselingerie.com



« TONYA BY ANITA

The Tony bra by Anita features soft pre-formed cups that are designed to be almost invisible under close-fitting garments, such as t-shirts. The cups are seamlessly shaped and have a concealing effect. The pockets on both sides are made of a delicate, breathable tulle which, along with the padded straps, contributes to the overall comfort of the piece.

The bra is currently available in champagne and skin shades. A black option will be introduced for the new 2012/13 season.

RRP: £34
 Contact: **Anita**, 0208 446 7478
anita.com





« **MARBELLA BY MYABLUELUXE**
 Marbella by MyaBlue-LUXE is a 100 percent silk dress that can be worn with a simple slip, for an evening look, or over a bikini as a pool side cover-up.
 The kaftan features 3/4 sleeves, a deep v-neck back and front, and an elasticated waist. It is decorated with gold geometric sequins on the neckline and disco balls on the neck tie.
 RRP: £220-£265
 Contact: **Lindsey Brown, 0116 2414 627**
myablueluxe.co.uk



« **LOTUS BY GOTTEX**
 Gottex's Lotus Beach Dress is made of 100 percent silk. It is designed to co-ordinate with the rest of the best-selling Lotus print group, offering three swimsuit styles and two bikini styles.
 This placed print group has been specifically designed to appear 'fresh and vibrant,' and to provide a visual slimming effect.
 The product is available in small, medium and large.
 RRP: £205
 Contact: **Alba Associates, 01773 534177**
gottexmodels.com



^ **CASABLANCA BY BAKU**
 This one piece is part of Australian swimwear brand Baku's SS13 collection. It features a ruched front panel to flatter the stomach, as well as adjustable straps to change the height of the plunge. The product is finished with a soft tie front.
 Removable cups mean that the swimsuit can enhance a smaller bust or be removed to fit up to an E cup.
 Casablanca is available in black, olive green, azure, mango, mint and sari pink (featured).
 RRP: £105
 Contact: **Jaqui Copley of Elite Swim, 0114 249 3037**
eliteswim.co.uk



∨ **RIVERBY KOOEY**
 Inspired by the bold colours and patterns of Australia's native birds, Kooley's 2012 men's collection pairs bright yellows, blues and oranges with basic greys, white and black. Featuring custom prints, each piece offers a unique point of difference. The Kooley swim trunks and swim briefs incorporate microfiber for a soft and comfortable feel.
 RRP: £50
 Contact: **Kooley, +61 89 331 7011**
kooley.com



« **OSTUNI BY NARDIS BEACH**
 This halter neck bikini and bottom set is part of Nardis Beach's Ostuni collection. The black and white contrast of the shell print is complimented with bronze ring detailing.
 As part of the swimwear brand's high summer collection, it will enter into stores from June, 2012.
 RRP: top, £70, brief, £64
 Contact: **Cristiana Carwardine, 0794 194 2152**
nardisbeach.com

Social Lite

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



1

*Pistol Panties
Selfridges pop
up launch*

2

*Boux Avenue flagship
store launch at
Westfield London*

3

*Bikini Fling exhibits at
Alternative Fashion
Week*

4

*Headen & Quarmby
factory worker
demonstrates making
Kinky Knickers*

5&6

*The Lingerie
Collective AW12 press
day*

7

*Theo Paphitis attends
the launch of his
flagship Boux Avenue
store at Westfield*

8

*Majo Rey at
Alternative Fashion
Week*



I DON'T BOUNCE, I FLY



The Ultimate RUN Bra reduces bounce by up to 78%, giving you the support and confidence you need to reach your potential. Put on a Shock Absorber and you'll feel the difference.

THE NUMBER ONE SPORTS BRA BRAND**

For more information contact your Shock Absorber sales representative or call Gill Gosden on **01483 291450**.

shockabsorber.co.uk

*Testing carried out against 'no bra' conditions by the University of Portsmouth, 2009 (Scurr et al).
**Kantar Worldpanel data 2011, UK market.

**SHOCK
ABSORBER**