

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

JUNE 2012 / VOL. 03 ISSUE 06
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MATERNITY SPECIAL

Discover how the sector is set to develop over the next nine months

IRINA SHAYK SPEAKS OUT

Intimissimi's ambassador talks about the Perfect Bra

LINGERIE COLLECTIVE PREVIEW

Sneak a peek of the SS13 styles ahead of next month's show

AW13 FABRIC TRENDS

Glimpse into the future of the material world

SWIMWEAR INSIGHT
LOOK INSIDE THIS MONTH'S MAGAZINE FOR THE FIRST 2012 ISSUE



NEWS REVIEW

OPINION

ANALYSIS

NEW PRODUCTS

French Revolutionary

Lingerie icon Chantal Thomass discusses her controversial journey towards fashion fame



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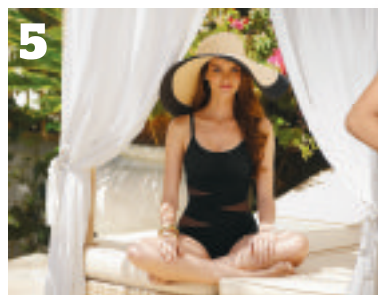
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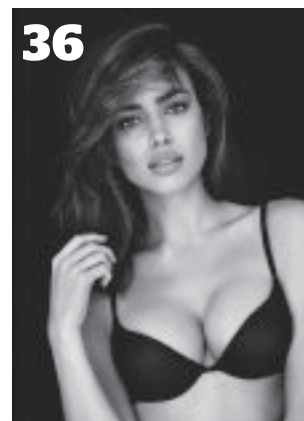
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FOREWORD



Has anyone else been shopping on the high street recently and noticed that quality seems to be rapidly declining, while prices continues to climb?

Since January, this year, I have already had to return a pair of £190 boots because the leather was peeling and the zip broke, a pair of ballet shoes that were literally falling apart after a few weeks and a £50 jacket, the seams of which lasted literally one wear.

For this reason alone, I am extremely glad that I am working in the lingerie industry, promoting brands who – on the whole – seem fully aware that in these times of difficulty cutting on quality is not a viable option.

The majority of bras that I own and, to be honest, I own a lot, have lasted at least two years without any serious loss in efficacy – other than a slight reduction of elasticity in the straps - or

appearance. Considering many of these items are worn on a weekly or bi-weekly basis, this in itself is truly quite astonishing. Yes, customers will often have to pay a little bit more for a branded product, but intimate apparel is one area where it really is worth handing over that extra money. Not only will customers feel more supported, but they won't be dealing with holes within a month.

I recently bought some cheap knickers from a well-known high street fashion chain. They looked good and the cut was flattering, but they lasted me just two wears before the material started unravelling. I, for one, am proud of the specialist brands that we have in this country. This is a period when people will be prepared to pay more for products that last, a time when long term loyalties are formed. I certainly won't be returning to any of the stores where I bought those products. My money is just too precious.

So, don't be tempted to cut back on costs at the sacrifice of quality – you may save a little bit of money in the short term, but nothing is worse for business than previously loyal customers who feel that they have been ripped off.

KAT SLOWE
EDITOR
kat.slowe@itp.com

JUNE COVER

Cover: Chantal Thomass AW12

Model wears: Malicieuse - a push up bra and bloomer in red tulle microfiber with knots in silk ribbon.

Website: www.chantalthomass.fr



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ONLINE RETAILER FIGLEAVES TURNS FIRST PROFIT

Online intimate apparel retailer Figleaves has turned its first profit in 13 years, according to holding company N Brown's full year results announcement for the year ending March 3, 2012.

Last month, it announced profits for the first time of £0.2 million profit versus a loss the previous year of £1.7million, a total movement of £1.9 million.

The luxury etailer, which just appointed new agency Talk PR to manage its publicity, currently drives over 1.2 million customers to its site, each month, delivering to over 100 countries worldwide.

From June 1, 2011, the business saw several changes, including a dynamic restructure of the senior management team.

Recruiting from within, a new Figleaves board were appointed comprising of Melanie Cottrell, Commercial Director, Sue Herrick, Product & Brand Director and Stephanie Chase, Operations Director. Figleaves commercial director Melanie Cottrell said: "After a major review of the business, the key to the success of turning the business around was to get control of the cost structure of the business and bring it in line with realistic sales growth in the cur-

rent market and the size of the business. This was coupled with a large programme of sales driving initiatives."

N Brown, which owns brands Figleaves, High & Mighty, Simply Be, Jacamo, Marisota and House of Bath, saw online sales passing the 50 percent share of total sales, following 16 percent growth to £377m, over the year.

Total group revenue increased by 4.8 percent to £753.2m. Excluding the non-comparable periods for newly opened stores, the acquisition of Figleaves and the 53rd week, like-for-like sales grew by 1.6 percent.

Operating profit, or earn-

ings before interest and tax, was slightly down by £0.6m to £102.0m, after absorbing £5.2m of losses on opening Simply Be concept stores and expanding internationally (2011, £2.3m).

N Brown chief executive Alan White added: "We have delivered a solid performance for the year, driven by the development of multi-channel trading and new product ranges. The highlights include increased online penetration, strong growth in our younger titles and our expansion into stores and international markets. We are particularly pleased to see Figleaves delivering its first ever profit." ♦

>> FOR IMAGES OF THE SS13 COLLECTIONS AND DAILY BREAKING NEWS VISIT Lingerie.com

NEWS REVIEW



▲ High street fashion chain New Look has announced that it will be stocking the UK Lingerie Awards 2011 Full Bust Brand of the Year winner, **Curvy Kate**.

Bought as an online offer, the D plus lingerie collection is one of a handful of branded ranges available on the New Look e-commerce site.

The retailer will be stocking the brand's bestselling continuity pieces Princess and Portia, and its new everyday collection, Daily Boost.

Leicestershire store **JJ's Lingerie** has been forced to take down an elaborate Olympic display after Trading Standards ruled that it breached rules prohibiting the use of the Games interlocking rings logo.

Owner Julie Swayne created the display out of racquets, footballs and five hoola hoops in the Olympic colours.

After being warned that she would not be allowed to put up interlocking rings, due to the strict rules governing commercial use of the Olympic symbol, she interspersed them in between mannequins wearing sports bra's from brands such as Shock Absorber and Panache.

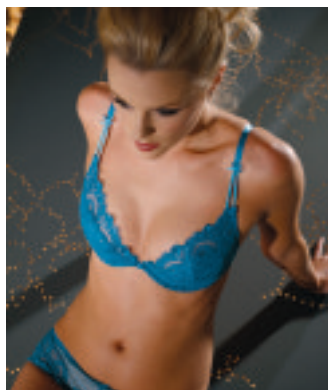
However, the display was removed just before the Olympic torch relay practice run passed through the town of Melton Mowbray. De Montfort University stu-

dent Sian Whitefoot has been announced the winner of the **Triumph Inspiration Award** UK with her design, Ecliptic Renewal.

The Triumph Inspiration Award contest saw 16 fashion student finalists, eight from the London College of Fashion and eight from De Montfort University in Leicester go head to head by designing a 'catwalk showpiece' to represent the design theme 'Dragons and Butterflies' with an underlying 'East meets West' concept.

Judges of the event, which took place in Circus, London, included Poppy Delevingne, design duo Felder Felder and the British Fashion Council's Caroline Rush.

▲ Audelle Lingerie, branded



Lepel Lingerie in the UK, is now distributed exclusively by KAS Distribution in Australia.

A limited selection was formerly available in the country under the name Levante, but this is the first time that Audelle's broader offering will be available to the Australian market.

Audelle is an affordable fashion lingerie brand, specializing in 'feminine designs and attention to detail, as well as superb comfort and fit'. Available up to a G cup, Australian RRP's for continuity style bras are \$44.95 to \$54.95.

Intimate apparel company **Silhouette** is taking part in the Victoria & Albert (V & A) Museum's 2013 international touring exhibition of underwear, titled 'Undressed'.

The exhibition organisers asked Silhouette whether they could use copy images from its archive of contextual and marketing material.

In addition to the archive material, the exhibit will include a copy of 'Silhouette,' a book by Nigel Hinton that charts the history of the brand since it was founded in 1887.

Supermodel Rosie Huntington Whiteley is set to design her own range of lingerie for high street retailer **M&S**.

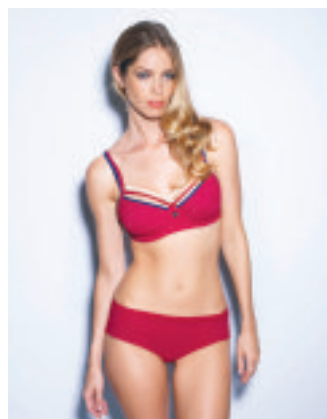
Whiteley, who has formerly done campaigns for the likes of Agent Provocateur and Victoria's Secret, has been the face of the company's Autograph range for the past two seasons.

Her new collection, which will be called Rosie for Autograph, will form an extension of this existing relationship.

US sports bra and activewear brand **Red Daisy** has launched in exclusive Notting Hill boutique Dolci Follie.

Red Daisy was founded by Phylise Sands, whose aim was to create a 'fully functioning, supportive and healthy' sports bra that didn't compromise on style and appearance.

The products are made from the 'silky soft, yet strong,' patented Sensitive® Fabrics from Italian mill EuroJersey SPA to ensure the bras don't rub or become uncomfortable halfway through a work-out.



A new boutique festival, designed to raise awareness for breast cancer charity **CoppaFeel!**, will take place over the Queen's Diamond Jubilee.

The event, which is being curated by Radio 1 DJ and CoppaFeel! patron Fearne Cotton, aims to raise vital funds for the important cause.

CoppaFeel! was founded in October, 2009, by Kristin Hallenga – who herself was misdiagnosed twice with breast cancer, at age 23, and now lives with secondary breast cancer. The charity educates young people on the importance of checking their boobs regularly and knowing the signs, and symptoms, of breast cancer.



▲ **Elomi Lingerie** has become the first plus size lingerie brand to launch at department store Debenhams.

The brand, which is designed for the fuller figured woman, will be available in Debenhams department stores nationwide.

A survey of fuller figured women at Plus London, the UK's largest plus size blogging event, reportedly revealed that there was 'a big lack of lingerie for plus size figures' in the market.

Intimate apparel e-tailer **The Blossom Room** is introducing new supplier **Alexis Smith** to its range of designer lingerie brands.

Alexis Smith lingerie was founded in 2010 and, as of June, 2011, has become synonymous with Towie and Essex, due to The Only Way is Essex star Jessica Wright becoming the face of the brand. The label, which specialises in 'beautiful' lingerie for women with large cup sizes and small back sizes, caters well for women with an enhanced bust.

NEWS IN QUOTES

"Both sets of fans were absolutely amazing and on my last two laps (I did 42 laps of the pitch, equalling 8.5 miles), the Brighton away fans on mass stood and applauded each time I passed them."

Zoggs UK marketing manager DAVID ANNAND talks about completing the West Ham United walk in front of 32,000 football fans to raise awareness of prostate cancer.

"We were advised not to do them interlocking. They weren't interlocking or anything, but trading standards still made us take them down... Even though they weren't interlocking, they thought that people would look in the window and perceive them as interlocking."

JJ's Lingerie owner JULIE SWAYNE talks about being forced to take down an elaborate Olympic display after Trading Standards ruled that it breached rules prohibiting the use of the Games interlocking rings logo.

"Every woman dreads getting their body out on the beach so we've designed this collection of swimwear to boost assets and make women feel confident and sexy this summer. We use technology such as our famous silicone gel to boost cleavage by two cup sizes and clever pleating to cinch the waist for a perfect hourglass shape..."

Ultimo founder MICHELLE MONE speaks about why her brand has launched bum & bust boosting swimwear.

"We are thrilled to be working with Brown Thomas - it's such a sophisticated department store and we feel that Aguaclara matches the customer profile perfectly."

Elite Swim managing director JAQUI COPLEY speaks on how Dublin department store Brown Thomas has chosen to stock South American swimwear brand Aguaclara.

"M&S is an iconic British brand, adored by many, so I'm very excited to be launching my debut lingerie line with them."

ROSIE HUNTINGTON WHITELEY explains why she created a range of lingerie for Marks & Spencer.

A large advertisement for Milkman underwear. It features a shirtless, muscular man standing with a woman behind him, her arms wrapped around his neck. The man is wearing black briefs with 'MILKMAN' printed on the waistband. The background is a plain, light grey. Overlaid on the image is the text 'MILKMAN' in large, white, bold, sans-serif capital letters. Below it, in smaller, dark blue, bold, sans-serif capital letters, is the phrase 'DELIVERING DAILY WHERE IT MATTERS MOST'. At the bottom right, the website 'www.milkmanunderwear.com' is written in a white, sans-serif font.

NEWS REVIEW



📈 **Cake Lingerie** has seen 300 percent growth over the past six months.

The brand, which is the winner of the of the UK Lingerie Awards 2011 Maternity Brand of the Year, attributed the growth partly to the 'phenomenal' success of its latest product innovation – the '1st Luxury Seamless' Collection, Cotton Candy.

Cotton Candy has reportedly become the brand's fastest selling range of products to date, with well-respected global authorities crowning it 'the best-ever maternity bra' and 'comfiest bra in the world'.

Faux vintage lingerie brand **What Katie Did** was worn by both Helena Bonham Carter and Kate Moss in the June edition of Vogue.

The celebrities were both photographed in the label's Glamour Corsette.

What Katie Did founder Katie Halford said: "It was a nice surprise - we knew we had a heavily customized Glamour Corsette in June's edition, but didn't realise it was worn by Kate Moss, so that was great."

Intimate Lingerie Asia (ILA), an intimate apparel industry platform for Asia, is seeking to get in touch with European brands looking to enter into the region.

Making its debut this August, the show will focus on all aspects of intimate apparel and related products.

The event, a spin off of the successful Asia Adult Expo and ILA, is billed as the first International erotic lingerie trade show in Asia.

Marlies Dekkers has launched a concession in iconic UK department store Harrods.

The Knightsbridge retailer has chosen to stock the luxury Dutch brand's entire Undressed collection and part of its mainline range.

✔ After a short spell in London, **Ayten Gasson Lingerie** has returned to its birthplace of Brighton.

The label was originally launched in the summer of 2005, with all designs and production taking place in a one bedroom Brighton flat.

Since its formation, the luxury UK label has steadily grown and it now works with multiple manufacturers, based in Wales, Nottingham and London.



New swimwear boutique **Beach Flamingo** launched online, last month. The site is a collaboration between two sisters, Lily and Jessica Russo, and features a wide range of swimwear, cover-ups, beach bags, sandals and accessories.

Lily is currently shopping editor at Grazia magazine, while Jessica has over 12 years retail experience.

FIRST STITCH CELEBRATING EMERGING TALENT

Luxury lingerie business **Lingerie d'Elia** has finally determined to make its products available through a limited number of select, high end retailers.

Lingerie D'Elia first opened its doors 30 years ago, a short distance from the Spanish Steps in the heart of Rome. The store is a family run business, the vision of two sisters, Carmen and Rosa D'Elia, who grew up in Argentina as the daughters of a successful tailor.

The whole collection is designed by the family and handcrafted in the Florence atelier. The silk, cotton and hand worked lace are all cut, embroidered and constructed by hand by the Lingerie D'Elia atelier team. A new generation of family members are



now involved in the business, headed by daughter Loredana Tarsia, and a new online and e commerce platform has been created to make Lingerie D'Elia products accessible to all.

The website has a personal, one to one service allowing customers to order bespoke garments in terms of colour and length.

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

STORE ENVY



PAOLITA, 18 New Quebec Street, London

Luxury swimwear brand **Paolita** has moved its boutique and studio space to Marylebone.

Paolita's boutique is open Monday through Friday, 10 am to 6 pm, and Saturdays, from noon to 6 pm. Less than a two-minute walk from Oxford Street and the Marble Arch tube station, the intimate boutique is

designed to offer a haven from the bustling central London streets.

The store features a range of bikinis, one-pieces and beachwear from Paolita's most recent collections.

As the boutique doubles as a studio space, designer Anna Paola Paola is usually on hand to assist customers with any questions about styling and fit.

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



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SHERECE RAINFORD,
managing director, Lingerie PR

The trade shows are coming up from next month and I know you will be focusing on ensuring that your stand is finalised, collections are ready, promotional materials are produced and hotel booked.

Although, let's not miss the point here – you're showcasing to secure stockists for your collection and to raise your profile within the industry and that takes more than just getting there. Who knows that your brand will be there? What buyers and journalists are coming to your stand?

PRE-SHOW: GET PEOPLE TO THE STAND, SO THEY TALK ABOUT YOUR BRAND!

Firstly, be clear about whom you would like to introduce your collection to by researching and making a list of your targeted buyers, industry representatives, journalists and bloggers, whilst also identifying the key messages you want people to know about your brand. Then send out invitations inviting them to your stand (don't forget to state where you'll be – what's your stand number?). You may want to offer specific guests a special promotional gift or goody bag. Prepare a press pack for journalists and bloggers containing as much information as you can about your collection, including a press release, look book, and disc with images. Then, at least two weeks

before the exhibition, start a publicity buzz through social media by sending out messages detailing your stand no. and teaser pictures of your collection.

ONSITE: GET READY FOR YOUR CLOSE-UP

Have your story ready so that it is clear and consistent. The exhibition is a great opportunity to hold face-to-face interviews with journalists and bloggers, so it would be a good idea to identify who will be your main spokesperson; this person will also be the public face of the brand if pictures are taken, filming is done or a quote is given. Everyone should know your exhibition highlights... even those that don't attend. Tell the world everything that happens, as it happens, by posting messages and pictures through Twitter and Facebook.

POST-SHOW: THE SHOW MOST GO ON!

The show may be over, but there's still news to tell. This is the time to tell everyone how it went by sending out a press release and posting messages, and images, through all your social media channels, and by sending a company newsletter out to all your contacts. Don't forget to re-tweet and re-post information about any media coverage secured.

I'll be looking out for the great stories from the exhibitions. Have a great show!

NEWS REVIEW



✦ **Soak Wash** has introduced a new luxury hand crème, specifically designed for knitters and crafters.

The new crème, which is enriched with Shea butter, olive oil and vitamins A & E, works to rejuvenate the skin and protect overworked hands. It is available in existing Soak scents Aquae, Celebration, Lacey and Scentless.

Handmaid is available in new 3oz bottles, made from 100 per cent post-consumer resin.

Brazilian shapewear specialist **Plié** is offering its European customer base the opportunity to buy direct from Plié HQ in Sao Paulo, Brazil.

As well as the attraction of FOB prices and short lead times, the move by Plié represents a renewed effort to grow in all European territories simultaneously.

The European distributor, Pearce Ltd in Shrewsbury, UK will continue to hold stock and act as marketing and media executive, as well as sales co-ordinator.

German lingerie brand **Wunder-voll** has ceased production after failing to turn a profit for four consecutive years.

SS12 will be the last season for the designer label, which was founded in January, 2008, when it presented its first collection as part of Berlin Fashion Week.

Founder Matthias Jaschke said: "Unfortunately, however, we failed to make a commercially successful brand out of our celebrated designer label. At the

same time, the core business of Formesse developed to such an extent that it became increasingly difficult to manage the challenges faced by both areas."

The fourth annual Star in a Bra competition has seen unprecedented numbers of fans entering, engaging and voting on who should be the next face and body of fuller cup lingerie brand **Curvy Kate**.

At the start of the year, Curvy Kate's Facebook Timeline was exposed on average to just under 4,500 engaged users per month. Since then, that figure has risen to a 9,771, an increase of 117 percent. The number of natural D plus women entering also doubled and the brand saw a record number of votes with over 320,000 clicks on the application.

A new specialist intimate apparel agency, titled **Lingerie PR**, has launched in the UK.

Lingerie PR, which has already secured US brand Claudette as its first client, was set-up by Sherece Rainford to establish an agency solely dedicated to the media management of lingerie and lounge wear.

✦ **Damaris** has seen its annual sales increase by 60 per cent for three consecutive years.

The brand has doubled its stockists over the past few years, a period which has seen the business expand into sleep wear, bridal wear and accessories. Last year, it also launched its debut menswear collection, Max Holiday, with a pop up shop in Harrods. The event saw like for like sales of the brand increase by 300 percent.

Damaris is currently celebrating its fifth pop-up shop, which will be in Selfridges for the next two months.

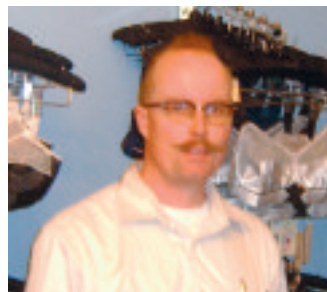


SPEAKERS' CORNER

JENNY MEARNS
owner, Frantic About
Frances



DAMARIS EVANS
founder, Damaris



RICHARD THOMAS
director, What Katie Did

HOW ARE YOU PREPARING FOR THE TRADE SHOW SEASON?

"This year, I will be exhibiting Frantic About Frances at MODA in August, which will be our very first tradeshow. To prepare for this, a few weeks back all of our samples were shipped out to America where our official photographer is based, to be shot on the 31st May. I will then select the best images for our lookbook and for press releases related to the tradeshow. Next, I will make up all of the actual samples to take to the tradeshow, organise the merchandising of the stand and work on the order sheets. As this is our very first tradeshow, it's difficult to know how much to prepare, but I'm sure we will learn a lot from the experience and have a great time."

"I know it's meant to be work, but still, after ten years, I think of the trade fair trips as holidays. My team and I stay in interesting hotels, visit amazing restaurants, meet with old family friends, topped off with buzzing meetings with the best lingerie boutiques of the world throughout the day.

Our main plan is how to make the stand look fun, interesting, super slick and cool on a shoestring.... that is the greatest art form for us, and season after season we manage it.

This season, to showcase our super fun, vibrant collection, we're creating a softly 80's inspired stand with bold cut-out imagery of giant siren models from our latest campaign shoot."

"Since we launched our wholesale collection in 2005 we've never advertised: companies have always contacted us. With a new production facility opening this Summer we're actually now in the position to take on new wholesale customers, hence we're showing at Mode City Paris for the first time.

Now the stand is booked we're busy working on pricing, wholesale packs and presentation.

This week, I've had meetings with our corset and hosiery factories. In early June I'll be heading to our lingerie factory in India for a week to finalize SS13 pricing and production schedules to ensure we're all ready to go for Mode City".

DIARY DATES

July 1st-3rd, 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.

7-9th July, Porte de Versailles, Paris.

Mode City is an event that brings together retailers, buyers, brands and manufacturers within the swimwear and lingerie industry. Guests travel from around the world to attend the event from sectors including lingerie, clothing, couture, bodywear and sportswear

7-9th July, Porte de Versailles, Paris.

At this year's **Interfilier** show, no less than 300 exhibitors from a host of different countries will be presenting their Autumn Winter 2013/14 collections. Items on display will include lace, knits, wovens, prints, tulle, embroidery, braids, beads, ribbons, buttons, hooks-and-eyes, boning, bra cups, elastic, fibres, threads and machines.

21-24th July, Miami Beach Convention Centre, Miami.

Often described as the most comprehensive swimwear show in the world, **MiamiSwimShow** will run alongside the LingerieShow for the second time, this July. The LingerieShow was introduced, last year, in response to the needs of buyers and vendors within what has been described as an increasingly synergetic market.

24-26 July, Cranmore Park, Solihull.

The **AIS Lingerie & Legwear Show**, which attracts primarily independent retailers, will feature lingerie, nightwear and hosiery from both mainstream and emerging brands.

NEWS FLASH

A new innovation in sports bras from lingerie-maker **BERLEI** has made a splash, after being put through its paces at a recent charity swimathon.

The Aqua Trek is the latest addition to the Berlei Sport collection, offering a unique sports bra solution constructed specifically for swimming.

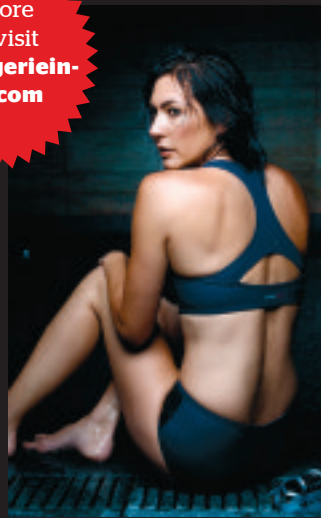
The bra is quick drying, pill-resistant and chlorine-resistant, with a patented body moisture system that enhances air flow between the fibres, to let skin breathe.

Seam free cups, a shaped under bust and double layer support fabric maximise comfort and deliver a smooth appearance.

Following rigorous testing to perfect the product, the Aqua Trek went on public parade for the first time as part of the Sport Relief Swimathon.

Charity swimmers Sarah Bennett and Joanna van Blommestein, who is also an area sales manager at Berlei, donned the bras to help them tackle a 5k, 200 length challenge at the Guildford Spectrum.

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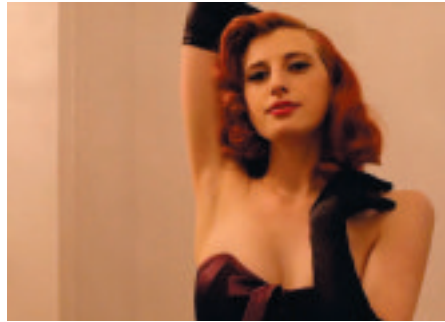
INSIGHT

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EDITOR'S CHOICE



VIDEO

What Katie Did SS12 launch party

Burlesque dancers showcase the label's new SS12 collection.



OPINION

CONTOUR FASHION PART 1: DMU's Bryony Bennett

De Montfort University student discusses the progress on her final collection.



COLLECTIONS

SNEAK PEEK: Eveden SS13

Discover the latest styles from brands Fantasie, Elomi and Freya.



NEWS

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LINGERIE TWEETS

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@TriumphLingerie



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French Revolutionary

FRENCH LINGERIE ICON **CHANTAL THOMASS** TALKS TO LINGERIE INSIGHT ABOUT HER LONG AND DIFFICULT JOURNEY TOWARDS FASHION FAME.

Creative, controversial and utterly chic, Chantal Thomass sits poised, the Queen of French lingerie couture.

The severe, trademark fringe sweeps her brow. Jessie J eat your heart out, it screams. I am the original, the brainchild of a woman who re-defined lingerie in the modern world, who believed in feminine expression despite the feminist movement rejecting her voice.

Chantal Thomass was brought up as a member of the bourgeois. The daughter of a dressmaker and engineer, she lived and breathed fashion from an early age. Her first efforts, which entailed customising the uniform of her religious school, soon culminated in her launching her own ready-to-wear brand, Ter et Bantine, in the late 1960s

Fame soon followed, as the offbeat, bohemian label quickly attracted the likes of Brigitte Bardot to its fan base and gained the attention of the fashionable Dorothee Bis boutique.

The first lingerie piece that Thomass ever made was a silk triangle bra with little hearts on the nipples.

"It was in 1969, I think," says Thomass "It had nothing to do with a real bra. It was only decoration. And, nothing to do with today's bras, except fantasy."

It wasn't until 1975 that Thomass introduced the first lingerie into her fashion show, creating a 'minor revolution' in a decade heavily influenced by the women's movement, which believed that lingerie should be made from the most basic of materials and that its style should be purely functional.

"At the beginning, there were only some pieces of lingerie in my Ready-to-Wear catwalks," explains Thomass. "And, women instantly wanted to buy them as they were very different from the 'traditional' lingerie they used to find at that time. I did not know what the fit meant and I did not care about it. That's why I was so creative. Too much technique often slows down creativity."

The Chantal Thomass label was launched that same year. Success seemed to be coming easily for Thomass. Everything she touched appeared to be turning to gold. But this good fortune was not to last.

"It was easier in the 70's to set up a company," Thomass reveals. "The fear came later when the business grew too fast and when I was compelled to find partners."

In 1985, in a bid to expand her business, Thomass signed a distribution and licensing agreement with the Japanese World Group, giving the company a majority share of her label.

In 1995, she was fired by the group and her career as a fashion designer looked to have come to an untimely end.

For three years, Thomass then earned a living by working as a consultant to companies such as

Victoria's Secret and Welford, during which period she remained embroiled in a lawsuit with the Japanese World Group over the rights to her name. Those years were the worst of her life.

"The worst moment, for sure," she says, "was my bad experience with my Japanese partners when I could not use my brand name during three long years."

"After one year of the Japanese management, the turnover felt significantly; all the shops shut down and the business stopped."

After negotiations, in 1998, Thomass was able to re-purchase the rights to her name and re-launch the label with backing from the Sara Lee Group.

And, in 1999, she launched her first collection under the new partnership with a stunt that caused a massive buzz around the world.

As part of a preview event at Galeries Lafayette, Thomass had the idea of creating a complete apartment – including a kitchen, living room, bathroom and dressing room – in the shop windows of the department store.

"There were fake models," she reminisces, "and three times a day, for 20 minutes, the live models went about their business as in real life. One was polishing her nails in the bathroom, another one was reading a book on a sofa in the living room, a third one was writing a letter in her bedroom... This caused a real scandal in France, especially with the ultra-feminist 'chiennes de garde.'"

In 2001, Thomass held her first US trunk show in Saks Fifth Avenue and, since then, her label has gone from strength to strength. Last year, the majority stake in the business was sold to the Chantelle Group and the new partnership appears to be suiting both parties. Thomass remains

1
*French lingerie
designer Chantal
Thomass*



the Artistic Director for the Chantal Thomass brand and still owns 34 per cent of the total shares in the business.

"I chose to work with the Chantelle Group as I thought it would be interesting to work with a French group which has a very good reputation, quality products and distribution," says Thomass. "We've been with the Chantelle Group for almost one year now; many things have already changed: the number of pattern makers has doubled, giving us the possibility to offer bigger and more elaborate collections. We benefit from the good relationships of the Group with its suppliers and, little by little, we are working with more and more countries."

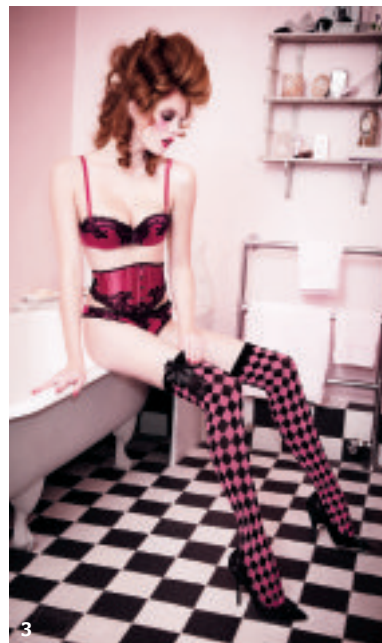
Over the coming years, Thomass is looking to continue this expansion and become a truly global brand. In the next 12 months, the brand is set to launch concessions in a number of Taiwan department stores and in a series of Swiss 'Globus' department stores.

The multi-talented 'artiste' has also been working for two or three years in home decoration, including designing beds for TRECA, two suites for HOTEL PRADEY and all the interior decoration of a new hotel that will open in July.

"I really love deco," she reveals. "[In five years time], I hope the brand will be significantly established all over the world with some flagship stores abroad and with other products under licences. I want Chantal Thomass to become an international brand. For the moment, Chantal Thomass is well-known in France and in some other countries. But, there is much work to do - in Asia, for instance."

The UK is another area in which there could be some opportunity for expansion. Chantal Thomass is currently stocked by just seven stores within the country, including department store Fenwicks.

Thomass hopes that her AW12 collection, a 'larger and richer' range that has been fully developed with the Chantelle Group, could help to open some new doors. This will be followed up with the launch of her Riviera



inspired SS13 line, which has been inspired by the 'elegance of the ladies of the Côte d'Azur in the 20's' and the 'extravagance of those of Palm Springs and Miami in the 50's'. The designer is optimistic for both lines' success and predicts that there will be a strong appetite from the Brits for her products.

"My feeling is that British women are more daring," she says. "Look at Agent Provocateur. For years, before creating their own production, they used to sell Chantal Thomass lingerie; and I can tell you that they sold it very well."

It hasn't been easy and it has taken many years, but Thomass finally

seems to have arrived and she can now look back with some level of objectivity over her journey. After all, a lot has happened since her first foray into fashion during her early school days.

"In a 40 year career, there are always ups and downs," she concludes. "There are always some years when you are less inspired... My greatest triumphs were the presentation of the living models in the shop windows of 'Galeries Lafayette,' the launch of fancy hosiery in the 80's and, most of all, to have brought lingerie back into fashion." ♦

2,3&4

Chantal Thomass' AW12 lingerie designs take luxurious hedonism and decadence to a new level.

Yummy Mummy

KAT SLOWE INVESTIGATES THE LATEST OFFERINGS IN THE MATERNITY LINGERIE SECTOR AND QUESTIONS HOW THE MARKET IS SET TO DEVELOP OVER THE NEXT NINE MONTHS.

She was caught by one sneaky journalist refusing peanuts. On a separate occasion, she suspiciously selected water over a cocktail concoction. On a recent international visit, an ambitious tabloid reporter noted that her handbag was held – potentially strategically – in front of her torso...

The Duchess of Cambridge is not pregnant. Despite the rumours, the tabloid stories and the constant innuendo, all you have to do is look at Kate Middleton in one of her tight fitting Reiss outfits to know that this keenly sought foetus does not exist.

But, few are awaiting its joyful arrival with greater anticipation than the UK maternity lingerie sector.

"She isn't pregnant yet, but the Duchess of Cambridge would be my dream customer," says 2012 newcomer Lorna Drew, echoing the view of many,

"I don't think we could do any better than a princess who will one day become the Queen of England."

She could be in with a chance. Since launching in January, 2012, Lorna Drew has already taken the market by storm, having been taken on by the likes of Harrods, Jojo Maman Bebe and Bras4Mums, in addition to a series of independent stockists.

On being asked what the most exciting development has been in the sector over the past year, Drew says: "We are the most exciting development Kat. Haha... I think that our adjust to fit nursing bras that can be individually adjusted through the three cup sizes has to be the most exciting new maternity development in the last 12 months.

For 2013, Lorna Drew will be launching a new nursing bra design, called the 'Secret Nursing Bra.' The bra, which will sit alongside the brand's successful 'Adjust to Fit' nursing bras will make its official debut at the Moda Lingerie and Swimwear show, this August.

The challenging nature of the maternity lingerie sector makes it an ideal showcase for exciting new technology and innovation. And, with women prepared to pay money to provide their baby – even in the womb – with the very best, it is no wonder the competition in this regard is continuing to get more extreme.

Flexible sizing is one technology that is likely to continue to be developed over the coming year. Not only does it simplify the process for expectant mothers but, at a time when for many families money may be short, it makes sense to buy a product that can be used throughout the course of the pregnancy and nursing periods.

Like Lorna Drew, Bravado Designs specialises in products with flexible sizing that adapt to the changing body shape of a pregnant or nursing woman.

“Flexible sizing also means that your inventory investment is kept to a minimum,” explains Bravado director of European operations Penny Clayton, “while you are still able to meet demand.

“We continually strive to offer great designs, innovative technology in our fabrics, support, comfort and quality in all our products while maintaining our core ‘must have’ products that have been loved for 20 years. We have a couple of surprises up our sleeves for 2013, so watch this space.”

US maternity brand Carriwell, which stocks just four sizes – ranging from small to extra large – is also a big fan of flexible sizing.

Carriwell spokesperson Joanna Ayrton says: “This makes it more attractive for stockists, as it limits the amount of shop floor space required or storage space for our online retailers.

Plus, the Carriwell range caters for a very large sector of women.

“The Seamless Maternity Bra and the Seamless Nursing Bra grow up to two cup sizes to cope with your changing breast size. So, from a consumers point of view, they don’t have to keep investing in a new bra each time they have a growth spurt.”

But, it isn’t just the type of products that are being affected by a shaky economy. With many brands also seeking to cut costs, social media is becoming an increasingly popular option for businesses to publicise the news of their latest product offerings.

Carriwell has certainly recognised its benefits and has recently launched a new Facebook page to reach consumers on a direct level, keep them informed of new products and explain how the Carriwell range can benefit them. Customers can also use the

- 1**
Carriwell heart maternity bra
- 2**
Carriwell belly binder in nude
- 3**
Bravado Sublime Nursing Bra in Chai
- 4**
Bravado Black Cherry lingerie set



2



3



4

KEY LAUNCHES FOR SS13



Anita Maternity - New swimwear styles and a device to aid women in remembering which breast their baby fed from last
Amoralia - Re-designed swimwear collection
Glamourmum - Nursing Bra Full Bust Slimming Long Top
Lorna Drew - Secret Nursing Bra

facility to find their nearest stockists.

Cake Lingerie sales and marketing director Keith Hyams says: "Social media and newer technologies enable us all to live in a global marketplace, based on transparency, sharing information and connecting brands closer with consumers."

The brand has gone from strength to strength since being voted Maternity Brand of the Year at the 2011 UK Lingerie Awards, having seen 300 per cent growth over the past six months.

But, the label remains greedy for more retailers and is keen to emphasise to retailers why exactly they should serve themselves some more slices of Cake.

Hyams says: "In this economic environment, retailers need to rationalise floor space and optimise sell-through. Cake Lingerie is focused on delivering quality and innovative new product that fits in every related segment, thus enabling stores to rationalise the number of supplier relationships they require."

Opportunities for growth in the sector are partially limited by the annual birth rate. If they want to expand, most brands therefore either have to steal market share from their competitors, diversify into different product areas, specialise in a niche area or find new markets.

"We feel at Amoralia that there is still room to grow maternity sales volume in all geographical markets," claims managing director De Sousa Pinto. "The greatest opportunities lie perhaps in the emerging economies."

Amoralia has survived its share of challenges over the past year, the worst of which was being forced to switch suppliers mid-season.

"We were successful at resolving this issue with help from some selfless recommendations from industry contacts," says De Sousa Pinto. "Who says women don't help each other out?"

The brand is now back on track and continues its mission to improve its existing product range through adapting to the emerging trends in maternity, nursing and postnatal exercise. In SS13, Amoralia will be redesigning its swimwear line to add variety and different price points to its range.

Anita Maternity will also be revitalising its swimwear offering with a series of new styles for SS13. The products will launch alongside a clever new device for nursing mothers.

Anita UK managing director Jemma Barnes says: "We have a great new device for helping mums with 'baby brain' as they affectionately term it. It helps them to remember the breast from which they last nursed, simple but effective."

Over the next five years, Barnes sees the maternity lingerie sector evolving in a number of different ways. She believes that larger sizes will continue to be developed to meet expectant mothers' needs and predicts that more related products will be coming to the fore, including swimwear and nursing nightwear, and accessories such as the brand's baby belt and Baby Sherpa.

However, Barnes currently feels that the greatest opportunities in the sector lie in underwired products. "Our bestselling nursing bras are now underwired," she reveals, "but women should still take care in this choice. If they want to wear a wire, it should be a soft wire such as the Anita style, which is more flexible and malleable, and she must be well fitted on a regular basis. These points are really key to prevent discomfort and/or any future problems."

While a number of maternity brands, including Anita, Cake Lingerie and Emma Jane, now offer underwired bras, there is one brand that has no immediate plans of introducing this feature to its product offering.

Royce Lingerie is another brand



that is very focussed on the technical features of its products. An expert in wirefree bras, Royce offers specialist products for the maternity market up to a K cup.

"Wirefree bras are always the best choice at this time as a soft cup can mould and move with the body and there is no risk of wires digging in to the breast tissue," reveals Royce Lingerie marketing executive Charlotte Gregory.

Royce Lingerie's drop-cup nursing bras feature a retainer strap, as opposed to an a-frame design so as to free the breast completely when feeding and provide 'no restriction' whatsoever on the expanding breast as milk comes in.

Over the past year, the brand's most popular products have been its Sadie nursing bra and shorts. Sadie's success stems from its X-STATIC silver fibre, which holds many 'proven' benefits, such as being anti-odour, anti-bacterial, thermo-regulating and 100 percent natural and safe. And, this technology has all been home grown.

"All our lingerie has been designed and developed in Britain since Royce was born over 20 years ago and we're still operating from our HQ in Oxfordshire today," says Drew. "We're a very proud British company..."

Royce Lingerie, along with newcomer Lorna Drew is one of the last UK maternity brands left after Eveden - which offers a selection of maternity items - was recently bought by Japanese based group Wacoal.

Eveden's best selling items have been its Freya Rosie bra in both soft cup and nursing styles. The range, which goes up to a HH cup, is set to be continued into SS13. Featuring delicate black lace with 'seductive' pinks, the fuller cup specialist describes the style as 'a high fashion take on maternity wear.' The bra cups also incorporate a Ferran Ice application, which helps keep the wearer cool.

"Just like every Freya collection, we like to be fashionable and ahead of the trends," says Eveden marketing manager Ann-Marie Manley.

Fashion, as well as function, is im-



portant to many of today's expectant mothers and this is an area which HotMilk is keen to embrace.

According to HotMilk co-founder Lisa Ebbing the most exciting development in the maternity sector of the past 12 months has been the acceptance of the HotMilk brand, which she claims proves that 'nursing lingerie can actually be fashionable and sexy.'

"Before we started, it was all so drab," she says, "so I'm so excited that we were embraced in such a positive way."

Over the past year, HotMilk's accounts such as Figueaves and Asos have reportedly gone from strength to strength and the brand has also been

taken on by new stockist Debenhams. And, now that HotMilk is here, Ebbing claims there is no need for the market to change.

She says: "The change has happened in its most dramatic form when we started. It went from drab to fab and now it doesn't really need to be reinvented. We just need to continue to give customers what they need."

One thing is certain, the Duchess is going to be spoilt for choice. Her intimates needs are fully catered for - now, all she needs to do is produce the baby.

Amoralia's managing director Maria de Sousa Pinto likely speaks for all when she says: "We do hope she will become pregnant soon." ♦

5
Glamourmum nursing bra full bust long top

6
Anita Maternity t-shirt bra in powder

7
HOTmilk proves maternity can be sexy with this dark blue set

MOTHER KNOWS BEST

Mother-to-be Cara Turner tries out maternity bras from a series of brands and offers her feedback on the different strengths of each product.

One of the last things that first time mums-to-be think about is the need for new lingerie... but the realisation comes around quicker than the bump! First you are forced to retire your existing bras in a matter of weeks, then you opt for the 'standard option' replacement (aka your old bra but with a bit of extra wiggle room) because, let's face it - how much bigger could you possibly get?

At four months into my pregnancy, I had to face the fact that the 'standard option' replacement was a false economy - bump had started to meet breast in the sitting position, pushing the underwire into my stomach, which caused me nothing but discomfort and pain. New lingerie was now essential, but I had no idea what my chest size, cup size or needs now were. With so many options on the market, it's tough for a 'novice' to know where to start.

Cake Lingerie

I was immediately drawn to Cake Lingerie's dark toffee matching set - the bra was something that I was familiar with (less underwire); a slightly padded cup, with smooth material and adjustable straps to suit any top or outfit. I particularly liked the colourful floral cotton lining - it added something extra and made me feel quite girly... Plus, it was entertaining to watch my husband spend a good 10 minutes trying to work out how it was a reversible before I took pity on him and set him straight! Whilst the design was familiar, I found the experience of wearing it very different. Without the underwire I was comfortable going about my day to day life, but I still felt secure. I felt supported across my back, as the design appeared to pull my posture up. A miracle!

Glamourmum

That evening, I opted for something that looked fabulously comfortable - a tank top with built-in nursing bra from Glamourmum. I was intrigued to see



if a built-in design could match the feeling of support that I experienced earlier that day. Getting it on and off is naturally a little trickier than a normal bra, but not by much. And, whilst it didn't pull me up through the back as much as the previous design had, there was a lot of support - all the way down under the bump. I was very secure and comfortable in this top.

HOTMilk

Next morning, I was confident enough to start exploring the other options available to me. I went with HOTMilk's Eclipse matching set. Whilst it was not padded and did not have adjustable straps to suit any kind of top, it was the sexiest item of lingerie I had had against my skin for 5+ months! I still had the feeling of security, but I also felt confident. An emotional response to lingerie is so important for mums-to-be; sexy lingerie makes you feel great, pregnant or not.

Magic Bra

I took another look at the collections that had been given to me, and began to understand the real meaning of being a yummy mummy. It starts pre-birth! That evening, I tried on a piece

from Eden House Lingerie. The design was very different from all the others. Firstly, it fastened at the front and was more of a cropped vest than a bra. It was not as supportive as others I had tried on - in the cup or back - but it did support me across my bust, providing a natural feeling and was certainly my bra of choice when I needed to feel that I was wearing nothing.

Royce Maternity

My preference for day wear was always for non-wired, but supportive cup designs, and next I chose Royce's Lauren Style - cream/grey stripe. A combination of lace and print design, it ticked all the boxes. Again, whilst the straps were not adjustable to suit various tops, the support in the cup was great. Within the cup was soft cotton lining which didn't rub against the nipple, but the outer material was silkier and gave that yummy mummy feeling.

Amoralia

Amoralia had also opted for comforting cotton, beautiful lace and silk trim in their nougatine maternity bra design. With wider straps across the back and shoulders, this bra provided the same feeling of support for the back, but didn't seem to grip as securely under the breast. This was not a negative, but a new experience, which took any remaining pressure off the stomach.

Bravado

I left Bravado's body silk seamless nursing bra until last. I had just finished reading about removable breast pads, and how essential they would be during breastfeeding. Although this design didn't pull me up in the back, it did secure me across the breast. I didn't notice the removable pads and it is certainly a design that I would add to my wardrobe during the breastfeeding period.

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I N S I G H T



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**NEW
PRODUCTS**

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**Figleaves' commercial director
explains why it took 14 years for the
business to turn a profit**

UNDERWATER AQUABATIX

Nichole de Carle works with
the BGT finalists on its first
swimwear shoot

MODE CITY RESEARCH

Discover the latest facts
and figures on the global
swimwear market

SHOW GUIDE

Check out the key dates
of this year's summer
buying season



NEWS REVIEW



▲ A collection of t-shirts, designed by swimwear brand **Paolita**, launched last month in Harvey Nichols.

To mark the occasion, Anna Paola was invited along with the twenty participating designers and artists to paint a mural installation on the walls where the collection will be displayed.

The exclusive collection fuses the 'passion and vitality' of designer Anna Paola's Mexican heritage, along with the design elements from Paolita's summer 2012 collection.

Pieces feature colourful images from the day of the dead, alongside Paolita's signature birds.



▲ **Zoggs** UK marketing manager David Annand has completed the West Ham FC walk in front of 32,000 football fans.

The walk accounted for 8.5 of the total 500 miles that Annand

is attempting to walk in attempt to raise awareness of prostate cancer.

The marketing manager was interviewed twice during the walk and the second time the interview was relayed live just prior to kick off.

New online swimwear boutique **Beach Flamingo** launched last month.

The site is a collaboration between two sisters, Lily and Jessica Russo, who wanted to create a one-stop holiday shop that featured swimwear designers, cover-ups, beach bags, sandals and accessories.

Lily is currently shopping editor at Grazia magazine, while Jessica has over 12 years retail experience.

Brands available on Beach Flamingo include Charlie by Matthew Zink, Seventh Wonder, We are Handsome, Babajean, Mara Hoffman, Zimmerman, Karla Colletto, Miss Bikini, Emamo, Caffe, Swash, Princess tam.tam and Eberjey.

The Only Way is Essex (TOWIE) star Billi Mucklow was papped wearing **MyaBlueLUXE** during the last few days of her holiday in Marbella.

Essex based salon owner Mucklow wore the Manhattan Maxi Kaftan by MyaBlueLUXE, a 100 percent silk maxi kaftan.

The high end product is decorated with Fuchsia, Lime and Electric Blue sequins on the neck and sleeves.

Other features include 3/4 Sleeves, an elasticated waist, slide splits and a dramatic, deep plunging neckline.

The Manhattan Maxi Kaftan retails at £285 and is available online at www.myablueluxe.co.uk.

» Elite Swim has announced that **Aguaclara** is now stocked in Brown Thomas Dublin.

The department store has

exclusivity within Southern Ireland and has already had to top up on collections due to high demand.

Brown Thomas' buyers reportedly became interested in the swimwear label when they viewed it, last summer, in Elite Swim's London showroom.

The team opted for a monochrome story, taking the best-selling Queen of the Desert and Ibiza collections.



The Only Way is Essex star Cara Kilbey has been photographed wearing a piece from the **Lisa Blue** SS12 Galatic Princess Collection.

The one piece spliced bandeau, which retails at £187, comes in black and gold and hosts a 'sexy zipable' centre front.

Lisa Blue collections have just launched within the UK and can be bought through a selection of UK stockists, including Kings Road Sporting Club, Peeping T, Gwenie Rocks and Anthropology London (www.lisablue.com.au for worldwide stockists).



▲ Australian swimwear label **Kooney Australia** launched two new collections at its Mercedes-Benz Fashion Week Australia show on May 2.

The new collections included a collaborative project with the current Miss Universe Australia, Scherri-Lee Biggs and Kooney's first full men's collection.

Kooney's first collaborative collection, Scherri-Lee for Kooney, was inspired by the Australian summer and 'all things fun and girly'.

Styles in the collection include five bikinis, two one-pieces, a monokini and a tankini in a soft colour palette with braiding and tie details. Also included in the collection is assorted resortwear.

Biggs said: "I love summer, so having the chance to design my own swimwear range has been such a fun opportunity."

"Working with Kooney on this collection has been a really amazing experience. I loved learning about the design process first-hand and seeing how a collection comes together."

Select pieces will be available for purchase in June and the full collection will be available in September.

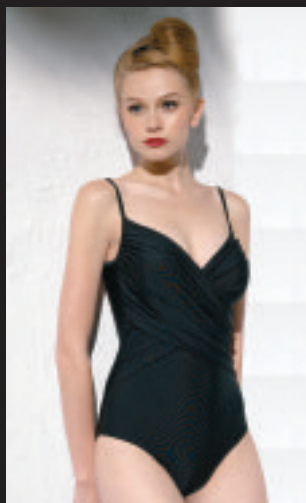
The 2012/13 summer season will also mark the first year Kooney has designed a full men's collection. The collection includes men's swimmers, trunks and boardshorts made with 'cutting edge' technical fabrics, as well as resortwear. Previously, Kooney has included only select men's pieces to complement the women's collection.

Anne Hathaway has been spotted wearing a bikini by US brand Vitamin A.

The Dark Knight Rises actress, who is current sporting a short crop thanks to her upcoming role in Les Misérables, wore the swimwear on the beach in Miami, Florida.

Vitamin A is looking to expand its presence in the UK market, this year.

It is set to exhibit for the first time at The Lingerie Collective trade show in July, 2012.

NEWSPLASH

▲ **INVISTA**, one of the world's largest integrated producers of fibres and polymers, is set to reveal new swimwear consumer insights and technical performance advantages at Mode City, Paris, from July 7-9, 2012.

The findings reportedly offer fresh empirical perspectives on real swimwear consumer behaviour around the world, as well as consumers' priorities when shopping for a new swimsuit.

Fit continues to be the most important attribute when shopping for a new swimsuit, with 97 percent of women prioritizing fit over other features. According to the study, most fashion swimwear consumers buy their new swimsuits when they are getting ready to go on holiday or when they grow tired of their old suits. In this continuous replacement process, they discussed their level of brand and store loyalty, especially based on previous experiences with a swimsuit, good or bad.

INVISTA's research also shows that women spend 40 percent of their time in their swimsuits at the pool - versus at the beach, in fresh water or sunbathing - where their suits come into contact with a range of threats, such as sunscreen,

pool-water, perspiration, body oils, and high heat.

The study explores how women care for their swimsuits, revealing that only 53 percent of women wash their suits after use, and almost 40 percent wait to wash or rinse their suits until after they've dried, on the same day or later.

Relating real consumer behaviours to garment performance, INVISTA's tests demonstrate that hazards of the pool environment can stay in contact with the swimsuit for quite a long time before being washed clean.

According to INVISTA, XTRA LIFE LYCRA® fibre resists fibre breakage and fit loss more than 5X longer than other chlorine-resistant elastanes, providing swimwear brands a way to elevate the value of their products and increase brand loyalty among their consumers.

As reported in the survey, 77 percent of women agreed that they would be more likely to buy a suit labelled with the XTRA LIFE LYCRA® fibre brand than one without.

XTRA LIFE LYCRA® fibre promises to provide 'superb fit and resistance to degradation from the swim environment, with a proven record of strength when faced with the damaging effects of perspiration, chlorine, sunscreen or heat'.

Visitors to the INVISTA stand at Mode City can also expect an update on LYCRA® fibre with W technology, with the latest information on its commercial applications for intimate apparel.

The new W technology is created to offer 'enduring whiteness, uniformity and reduced grin-through for richer fashion shades for intimate apparel'.



▲ **MyaBlueLUXE** has styled McFly member Tom Fletcher's bride, Giovanna Falcone, for their honeymoon.

Mr & Mrs Mcfly jetted off on their honeymoon to St Lucia straight after their nuptials, on the weekend.

In preparation for her romantic getaway, Falcone invited MyaBlueLUXE design director Lindsey Brown to her home for a VIP personal fitting and styling service.

Swedish retailer **H & M** has issued an apology for featuring heavily tanned, or 'tanorexic,' models in its swimwear shoots.

The high street fashion retailer has come under fire from a series of critics, including the Swedish Cancer Society, who claim the adverts promote a 'beauty ideal that is deadly.'

The critics argued that H & M's latest campaign, featuring Isabeli Font, did not make it clear whether the Brazilian model's deep brown tan was the result of sunbathing or fake tan products.

In an e-mail sent to AP, H & M said: "We are sorry if we have upset anyone with our latest swimwear campaign. It was not our intention to show off a specific ideal or to encourage dangerous behaviour, but was instead to show off our latest summer collection."

▲ **Ultimo** has launched a new range of bum and bust boosting swimwear in time for the summer season.

The collection, which is modelled by Michael Buble's wife Luisana Lopilato, includes two 'curve creating' products, titled Sahara and Miami.

Ultimo founder Michelle Mone said: "Every woman dreads getting their body out on the beach so, we've designed this collection of swimwear to boost assets and make women feel confident and sexy, this summer. We use technology such as our famous silicone gel to boost cleavage by two cup sizes and clever pleating to clinch the waist for a perfect hourglass shape."

Sahara, which retails for £38, is a black one piece with a plunging halter neck. Foam cups boost and support the cleavage whilst a pleating aims to flatter the waist for the perfect shape.

Miami, which retails for £28/£12.50 is a bust-boosting bikini in fuchsia pink with bow detailing. The silicone filled cups can reportedly increase the look of the bust by two sizes for ample curves up top.

The new Spring Summer 2012 swimwear collection, as modelled by Luisana Lopilato, is currently available online at www.ultimo.co.uk www.next.co.uk and www.asos.com in sizes 32-38 A-D.



IN THE BLACK

FIGLEAVES COMMERCIAL DIRECTOR **MELANIE COTTRELL** TALKS TO **KAT SLOWE** ABOUT HOW IT TOOK THE BUSINESS 14 YEARS TO TURN A PROFIT AND REVEALS WHY THE FUTURE LOOKS GOLDEN FOR THE INTIMATE APPAREL RETAILER.



“I hate, hated sitting over those negative numbers,” exclaims Figleaves commercial director Melanie (Mel) Cottrell. “It was

horrible... When we got it back in June, last year, the budget was still to make a loss. And, we very much said, ‘enough is enough, we are not doing this anymore. It is not right.’”

Change was set in motion on June 17, 2011. This was the day when it was announced that Figleaves’ holding company, the N Brown Group, would not be replacing Julia Reynolds, following her departure as CEO. Instead, Cottrell, along with operations director Stephanie Chase and product & brand director Sue Herrick would be taking over management of the company. It was a huge risk to take for the company, which at that point had not made a profit for 13 years.

“We thought, we need to get a handle on this,” says Cottrell. “We called it ‘stop the rot’ and we said we had a leaky bucket. Actually, it was operation fill the bucket. We laughed our way through it, through the tough times.”

Cottrell’s first job involved determining exactly why the business, which was taken over by N Brown in 2007, continued to operate the loss. The answer turned out to be astoundingly simple. The costs were just too high. A previous employee of Tesco, Cottrell was accustomed to dealing with massive volumes, in terms of sales, and she quickly realised that the online retailer’s attitude to spending was not in keeping with its actual size.

“I think sometimes, historically, we

forgot the size we were as a business and so had some quite grand ideas,” Cottrell admits, “and they had some quite grand costs against them.

“The culture now is still about driving sales but, also, there is a much higher awareness of costs and just being, I guess, a little bit more real about the size we really are and what we need to do to grow. And, actually, the speed at which it can happen. Because, the market is so tough at the moment that I think we just need to be realistic about what is a sensible, challenging number.”

In its final year results, announced last month, Figleaves reported a profit of £0.2 million versus a loss of £-1.7 million the previous year, a total movement of £1.9 million. But, this impressive achievement is only the beginning, as far as Cottrell is concerned. The commercial director knows that, in the current market, companies need to continue to move forward to survive. And, she already has a series of plans in mind to ensure that Figleaves does just that.

Within the next month, Figleaves will be launching a new site design. The new website will showcase ‘more aspirational’ imagery, in order to encourage visitors to the site, and will see the introduction of improved SEO and navigational features.

Figleaves also recently launched a series of new own brand products, including DD+ t-shirts and nightwear. Response to these initial products, according to Cottrell, has been ‘very, very good.’ The company’s own brand range, which was formed two to three years

ago, currently makes up around 26 percent of the e-tailer's total product offering, but the plan is to increase this to around 30 percent over the next three years.

Lingerie will continue to make up the largest part of this percentage, but other product categories are also set to play an increasingly vital role. Swimwear already takes over lingerie sales in its peak weeks and Cottrell considers that men's underwear and nightwear – though representing a smaller proportion of the business – are two areas with massive potential for growth.

"There is a massive opportunity in nightwear," she says, because, without being rude to the brands, there are only a couple who do a good job of it, so there is a good opportunity for own brand within that."

Cottrell will also be looking at expanding the online retailer's product offering to adjacent categories such as beachwear, footwear and summer dresses.

"We call it natural adjacency to the current product area," Cottrell says. "Then, the point at which we get success, we sort of spread out into the next adjacency. We talk to the teams about it being a department store in a way – what would you expect to see next to it?"

"It is really quite key for us to continue pushing that, because it does increase our market size. So, the more we can get people to shop in terms of putting more in their basket when they do shop with us and/or shopping more frequently is critical, because unfortunately people don't buy lingerie often enough. We, within the lingerie trade, now know that it is not acceptable to have the same bra for two years but that is not uncommon, not uncommon at all."

Though Cottrell is determined to grow the breadth of Figleaves' product offering and the percentage of own brand, she is also sensitive to the needs of the business' brand partners. The company reportedly experienced some issues when it first launched its own brand range and has since been forced to adapt its approach to these collections.

For this reason, Cottrell claims that once own brand accounts for 30 percent of the total product offering, it will not be expanded further. She also says that Figleaves will continue collaborating with brands on its advertising campaigns.

"If you go back two or three years," she says, "Figleaves was always pushing own brand to the front. We recognise and fully embrace the fact that people know us as a branded retailer, so we take very much the view now that our branded partnerships are really quite critical.

"I think at first when we had just started, there were a couple of difficult moments. And, it is really critical. We deliberately now sign tie ups with brands rather than pushing them away. And, actually, the last tube campaign was a tie up with Chantelle, in terms of it was their product that was on the image, working a lot more in line with them and driving their sales, as well."

Cottrell claims that it is Figleaves' policy to be very open with the brands that it stocks. She emphasises that no copying takes place and that all of Figleaves' own products are usually signed off before buyers gain a glimpse of the branded offerings.

However, despite this, similarities in product can sometimes occur, according to Cottrell, because designers will often source trends and colours from the same sources.

"If we have actually come up with a print that looks



remarkably similar," she says, "we are quite open and say, 'look, this is what we have got and it is signed off, so we are not buying it.'"

Cottrell is now confident in the company's relationship with its brands. And, secure in its product base, Figleaves is now gearing up to focus on its international market. The US is one area of particular interest to the commercial director. The company has been established in the country now for some time, but has yet to concentrate on growing awareness in the region.

"We think there is quite a good story for Figleaves in the U.S, as a British brand," says Cottrell. "In terms of people covering the DD+ market, I don't think many people do it very well out there, if at all. It does definitely feel like there is an opportunity there."

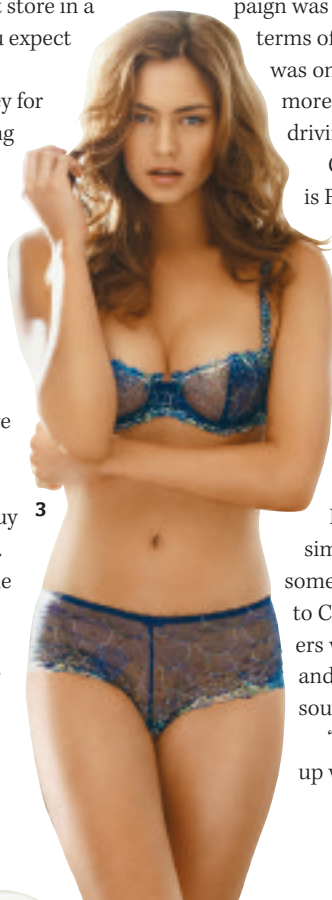
In five years time, Cottrell hopes that Figleaves will not only have grown more profitable, but will also feature a wide multi-product offering. And, the US could be the beginning of a series of global launches.

"We will be taking over the world one bra at a time," she concludes, laughing. ♣

1
Figleaves sells more swimwear than lingerie in the key summer months

2
Figleaves commercial director Melanie Cottrell

3
Figleaves used a Chantelle lingerie set in its latest tube campaign





PHOTOGRAPHER **CLARA MAIDMENT** DISCUSSES SHOOTING NICHOLE DE CARLE'S FIRST SWIMWEAR COLLECTION UNDERWATER WITH SYNCHRONISED SWIM TEAM **AQUABATIX**, MEMBERS OF WHICH FEATURED IN THE RECENT 2012 SERIES OF BRITAIN'S GOT TALENT.

“ I have been working with Nichole for the past year on a number of different projects and was very excited when she brought this new project to me for the launch of her first swimwear collection.

Nichole has a very strong brand image: elegant, sexy and bold. Synchronised swimmers are strong and exceptionally graceful, and beautiful in the water, so they were an obvious choice

for this shoot. Once she had decided that she wanted to shoot with them underwater, the problem then became how. Underwater photography can be extremely costly and there are a number of health, and safety, issues that have to be considered. Shooting from outside of a tank instead of in a large pool reduced the budget and complications of the shoot considerably, although it brought a number of other issues into play.

After hair and make-up were done, we quickly briefed the girls but, while we had some idea of where we wanted to start. I let the process of the shoot be fairly organic, directing in small steps but allowing the girls use their own lissomeness to find the shots that worked.

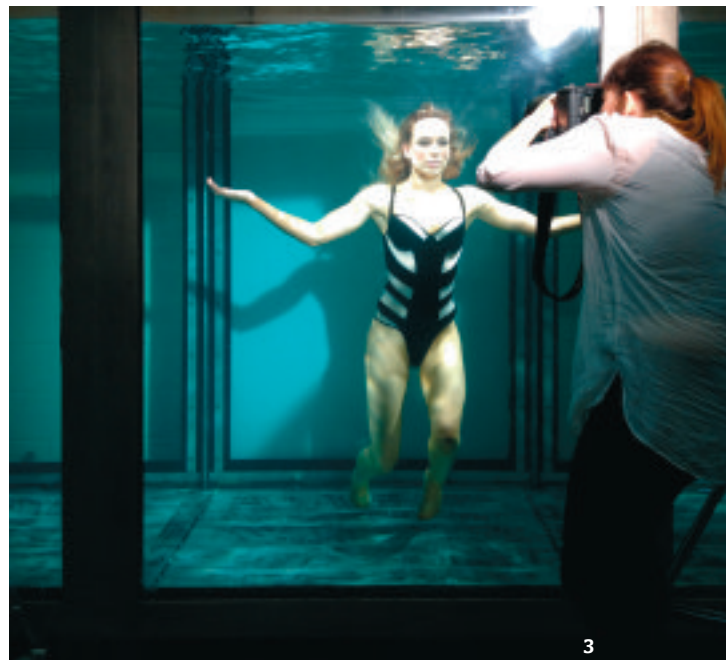
Shooting fashion with non-models, there are always different challenges to face, regardless of how beautiful or graceful the subjects are. The

1

Aquabatix's swimmers are known for their flexibility and grace in the water



2



3



4

girls were phenomenal on the day and the final shots look effortless. However, the reality was that, though I was able to direct them verbally via an underwater speaker system, they could not see me. Yet, they had to keep their eyes open underwater while holding their breath. Plus, the lights made the tank and the warehouse extremely warm, making the shoot conditions even more challenging for myself and the girls.

Another difficulty with a tank shoot is that the water quality declines rapidly once the girls are in the tank, meaning that we had a limited

amount of time to get the shots done before the water became too compromised to produce good images.

Of course, the advantage we had in using synchronised swimmers over models is that the girls were completely comfortable in the water, and were able to move in the water in a completely natural way. I was able to shoot them in striking and unusual poses that not only enabled me to showcase the swimwear inventively, but also added an element of fantasy and grace that simply couldn't have been achieved outside of that environment.

What is wonderful about working with Nichole is that she is always up for new challenges. Her pieces are luxurious and detailed, and complex, and it's great to have the opportunity to explore these elements creatively from a photographic perspective, hopefully adding value to the designs and to the brand. I think it's important that brands not be afraid to push creative boundaries when it comes to photography and we've shown that shoots like these needn't have ludicrous budgets to make an impact." ♦

2&3

The models struggled to keep their eyes open for the underwater shoot

4

The water quality declined rapidly once the girls were in the tank

SWIMWEAR RESEARCH

SWIMWEAR SALES HAVE STEADILY INCREASED OVER THE PAST FOUR YEARS AND THE SECTOR OUTLOOK CONTINUES TO LOOK GOOD FOR THE FUTURE, BUT WHAT DOES THIS MEAN FOR YOU AND YOUR BUSINESS? FIND OUT THE LATEST FACTS ON THE GLOBAL SWIMWEAR MARKET, AS PRESENTED BY THE **MODE CITY** TRADE SHOW IN CONJUNCTION WITH **THE NPD GROUP**.



SWIMWEAR MARKET OVERVIEW

✦ **Globally, the swimwear sales are valued at £6.4 billion (€7.8 billion)**

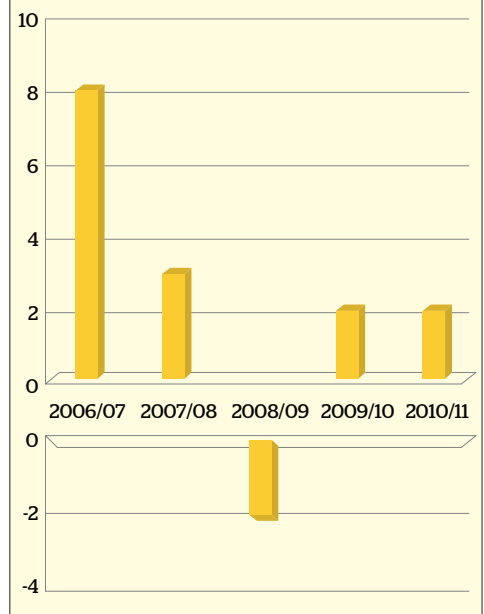
This figure, which is the latest estimate available, applies to retail for the year 2010, and excludes beachwear.

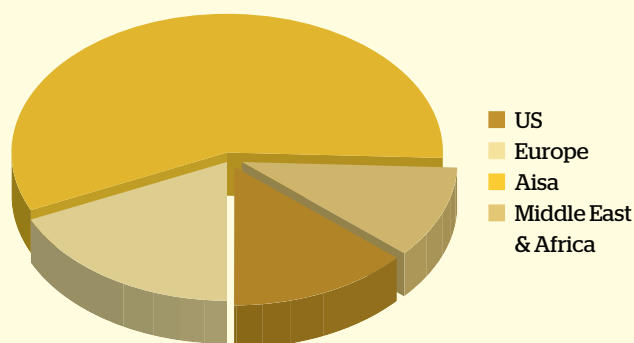
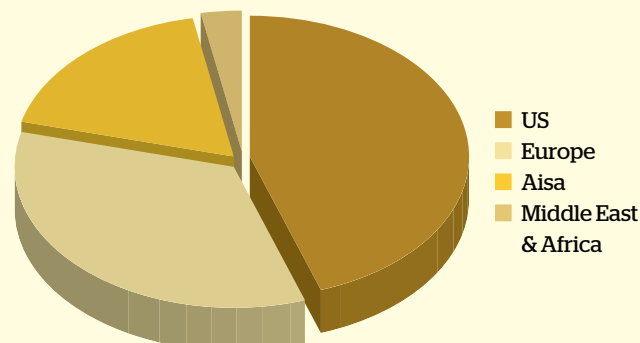
The 2011 update will be released during Mode City, which will be taking place from July 7-9, 2012, in Paris, France.

✦ **Swimwear has grown on average 2% per annum over the past 4 years**

This is the estimated compound annual growth rate over the past four years (2006-2010). The global trend for 2011 is not yet available. However, the forecast is positive again. Swimwear outperformed the total apparel evolution rate over the same four year period.

Percentage growth in swimwear sales over five years



Percentage of population**Percentage of market share**

✦ **Europe: 34 countries and a 34% global share**

Europe (consolidating 34 countries) accounts for 11 % of the global population and has a 34 % share in the global swimwear market, equalling total estimated sales of £2.1 billion.

The United States is responsible for 36% of global lingerie

sales, while Asia accounts for 18% in swimwear, but 58% of the global population.

11 countries saw their level of sales exceed £163 million (€200 million) in 2010, with Brazil joining the club for the first time.

THE SWIMWEAR LANDSCAPE IN THE 'BIG 5' EUROPEAN COUNTRIES (ALL GENDERS, ALL TYPES OF USE) -2011 FIGURES.



	Sales 2011 at retail in £ million	Trend 2010/2011
Europe 5	1514	+0%
France	353	+0%
Italy	340	-3%
Spain	335	+2%
Germany	274	+2%
Great Britain	211	+2%

Market size estimates & trends by country

Despite a lagging economy, Spain's sales were stimulated by the tourist demand (and associated purchasing power) in 2011, as tourists were deterred from Maghreb destinations, this year.

Italy was hit by a price decline within the Female sector (both bikinis and one piece impacted) and a declining demand in units for the Male segment.

Gender	Percentage value share
Female (14+)	54%
Male (14+)	29%
Kids (0-13)	17%

Market share by gender (in % value)

Leisure use

Leisure use, including sunbathing and lying on the beach, equates to 63% of total swimwear sales in terms of value.

37% is accounted for by the sports sector. Within sports use, 5% is professional swimming (training and competition) and 32% is amateur swimming (keep fit, health club or aquagym).

FOCUSSING ON MODE CITY'S CONSUMER TARGET GROUP: FEMALE (14+) PURCHASING FOR LEISURE THE ASSORTMENT



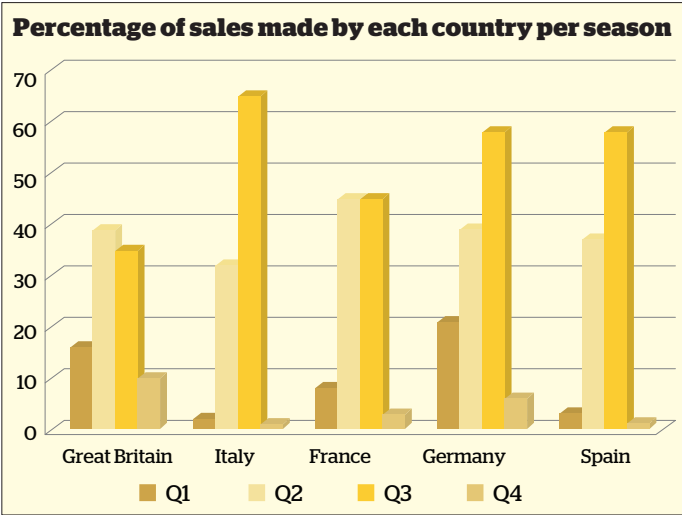
In value, 70% of sales are made with two pieces (within which, 67% of sales are made from assorted bikinis while mix & match equals 3%. One pieces account for 30%.

In average, within the European Big 5 countries, about 15% of women buy at least one swimsuit in a year for leisure purposes.

Seasonality

Quarter 3 (July-August-September) accounts for 50% of sales in Europe's Big 5 countries, as measured on average over the past four years. This figure varies from 33% in Germany to 65% in Italy.

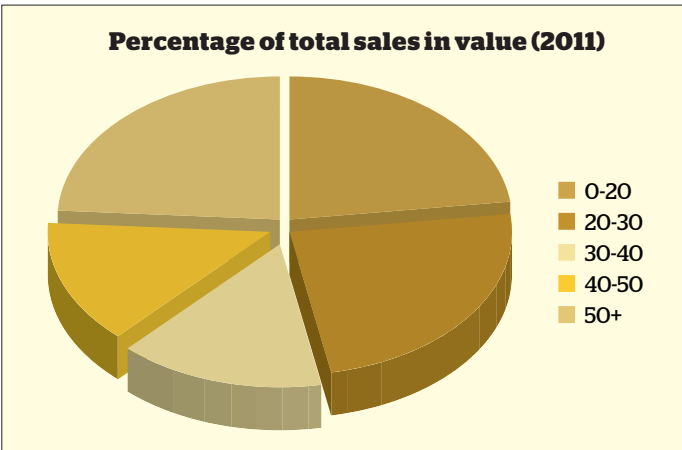
Quarter 2 (April-May-June) accounts for 38% of swimwear sales, while Quarter 4 (October-November-December) makes up just 4%.

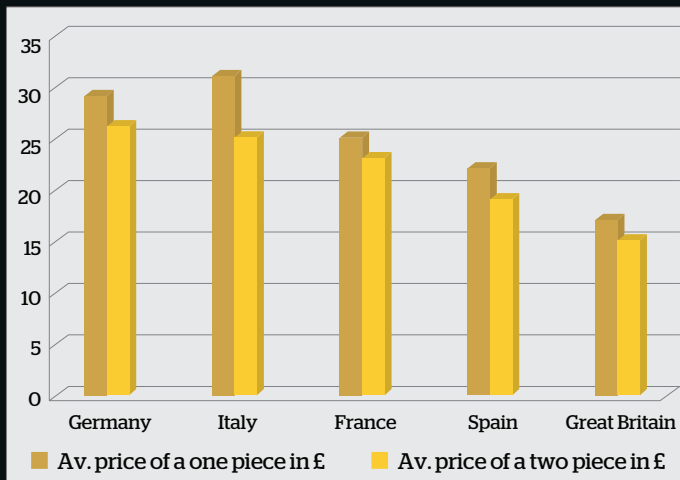


Price Point

The high end market, over €50 (£40.8) equalled 24% of total sales in value over 2011. This figure has been remarkably stable over the past four years.

Over the same period, demand has shrunk within the €30-40 (£25-33) demographic, while the low end sector €0-20 (£0-16), has gained ground.





The national scoop...

-The Spanish market is not only for Spanish women, as there is a huge demand at the seaside from tourists in the summer. Spain is where the biggest volumes are made in units. 50% of sales are made under promotion.

-The Italian woman often purchases at discounted prices. However, within the Big 5 European countries, she is still the one (together with the German woman) ready to pay the price (average selling price in Italy is €38 (£31) for a one piece or €31 (£25) for a two piece.

-The German woman is very sensitive to functional features. She pays the price, around €35 (£29) for a one piece and €32 (£26) for a two piece, and purchases are most often made full price.

-The French woman shops heavily during the spring (April – May - June). At 45%, Quarter 2 accounts for as many sales as Quarter 3. This is believed to be a cultural trend, with many families taking a few days off in May in France. Also, this has a lot to do with the second worldwide equipment rate for France in terms of individual pools, with France coming second only to the US.

-The British woman has the lowest average selling price in Europe at €21 (£17) for a one piece and €18 (£15) for a two piece. She does not like to spend too much on swimwear at home. However, according to the report, she is most probably a client abroad during her holidays.



A close-up photograph of a woman with light brown hair and blue eyes, wearing a black one-piece swimsuit and a large gold watch on her left wrist. She is looking directly at the camera with a slight smile. The background is a plain, light-colored wall.

trendsaddiction

SALON INTERNATIONAL DU SWIMWEAR & DE LA LINGERIE

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 Eurovet





IT'S SHOWTIME!

CHECK OUT SWIMWEAR INSIGHT'S GUIDE TO THE KEY BUYING EVENTS FOR THE UPCOMING SS13 SEASON.

JULY

Lingerie Collective

Date: July 1-3

Venue: The Music Rooms, South Molton Lane, London

The Scoop: The Lingerie Collective show, reportedly a favourite of department store Selfridges, features a broad selection of high end fashion-forward brands. Past exhibitors have included Marlies Dekkers, Chantal Thomass, Yes Master, Nichole de Carle, Lascivious, Bordelle and Dirty Pretty Things.

Mode City & Interfilere

Dates: July 7-9

Venue: Pavilion 1, Porte de Versailles, Paris

The Scoop: Mode City is an event that brings together retailers, buyers, designers, brands and manufacturers within the global lingerie and swimwear industry. Guests travel from around the world to attend the event from sectors including lingerie, clothing, couture, bodywear and swimwear. This year, Mode City will be presenting its long awaited Global Swimwear Report. You can read the highlights on p.30. Interfilere is a platform for textile sourcing that runs twice a year alongside the garment events. Check out p. 42 for the AW13 fabric trends.

Scoop International

Date: July 8-10

Venue: Saatchi Gallery, London

The Scoop: Scoop International is a boutique tradeshow, showcasing emerging, established and directional fashion collections. It brings together around 200 UK and international apparel, footwear, lifestyle and accessories labels. Intimate apparel exhibitors for July, 2012, include the likes of Lounge Lover, Nikki Cooke, Miss Bikini and Hanky Panky.

Miami SwimShow

Venue: Miami Beach Convention Centre

Date: July 21-24

The Scoop: 2012 is set to be the Miami SwimShow & LingerieShow's 'biggest and best' year to date. This will be the second year that lingerie will be featured at the event, which organiser the Swimwear Association of Florida claims is the 'most comprehensive swimwear trade show in the world'. The SwimShow will also be enlarging its men's, children's, accessories and resort/lifestyle categories.

AUGUST

Curve NY

Date: August 5-7

Venue: Jacob Javits Center Hall, New York

The Scoop: Curve NY and CurveLV were the only international lingerie, men's underwear, and swimwear shows in North America (until Miami Swim added lingerie in 2011). Owner CURVExpo was recently bought by EUROVET, the holding company for the

Salon International de la Lingerie, Interfilere and Mode City events.

Moda

Date: August 12-14

Venue: Birmingham NEC

The Scoop: Moda Lingerie & Swimwear is the UK's biggest national show for the lingerie, swimwear, nightwear, shapewear and hosiery sectors. It encompasses Moda Rouge, an area dedicated to designer and directional brands which mixes international names with the 'rising stars of British design.' The August edition is currently the biggest date on the UK swimwear buying calendar.

Pure London

Date: August 19-21

Venue: Olympia, London

The Scoop: New for August, the trade show's Pure Body section will reportedly showcase the very best directional and designer lingerie, swimwear, shapewear and loungewear brands from across the UK and internationally.


The section launch is in response to buyer feedback - with 34 percent of existing Pure London visitors stating that they would be interesting in a Pure Body section.

Curve LV

Date: August 21-23

Venue: Venetian Hotel Ballrooms, Las Vegas

The Scoop: View Curve NY



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✧ **FLEUR BY CARIZZI**

The Elizabeth Fleur features ruched detailing and a central halter strap projecting from an 'elegant' ring with a gold finish.

The bandeau top incorporates boning and mesh, strategically placed to prevent pinching or bunching of flesh and to flatter and enhance the upper bust line.

It can be worn with the Raquel Fleur low-cut hipster brief, which includes matching floral embellishment.

RRP: **top, £140, bottom, £60**

Contact: **Carizzi, 0203 318 3241**

carizzi.com



◀◀ **VALENCIA BY MISS MANDALAY**

The Valencia range features a halter bikini top in the brand's signature, underwired plunge shape. Embellished gold hardware is designed to complement the embossed charcoal black fabric, while soft lining offers added luxury. Matching separates in the range include a ringside bikini brief and deeper bikini brief for extra coverage. Available sizes for the top range from a 30 - 38 back, from a C - GG cup. Bottoms start at XS and go up to an XL. All fabrics come from the luxury fabric mills of Italy.

RRP: **£38 - £58**

Contact: **Miss Mandalay, 0208 4469 902**

missmandalay.com



⬆ **SOUTH PACIFIC BY FREYA SWIM**

Freya's SS13 South Pacific collection takes you on a journey, from the palm tree print, inspired by the Miami boulevards, to the Ibiza brights of red and turquoise.

This colourful collection offers a deep plunge bikini top up to a JJ cup, a bandeau bikini top up to a GG cup and a halter bikini top from a C-GG cup. It also encompasses 50's style, rio and plain briefs.

RRP: **bandeau top, £30, brief, £20**

Contact: **Eveden, 0153 676 0282**

freyalingerie.com

◀◀ **SAINT TROPEZ BY BESTFORM**

Saint Tropez is a cruise inspired easy to wear line in plain fabric, with contrasting stripe detail. It is designed for a broad appeal and features mix and match bottoms.

The range comprises two one piece swimsuits, a balconette bikini top, a halterneck bikini top and two bikini briefs. Products are available in one colour option, a nautical navy/red.

RRP: **top, £29, brief £16**

Contact: **Bestform, 0141 885 4730**

bestform.com

▶▶ **PLATINUM BY GINJA**

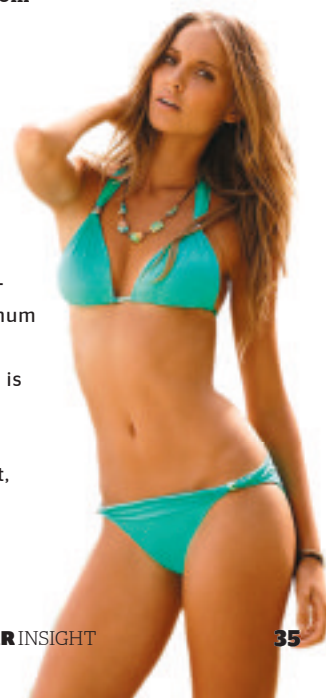
The best selling, Grecian slide padded triangle and matching Grecian hipster bottom (pictured in mint) feature as part of the Platinum collection. Ginja is the younger sister brand to Baku, aimed at an audience of 18 - 28 year olds. This 'cute and flirty' 2013 collection is inspired by long, hot summer holidays.

It encompasses halter necks, push up tops and string bikinis, matched with tie side frilly briefs. New hues include mint, apricot, amber, sapphire, olive and ruby.

RRP: **from £89**

Contact: **Jaqui Copley, 0114 249 3037**

eliteswim.co.uk



SHAYK-ING UP Perfection



1&2

*Irina Shayk models
in Intimissimi cam-
paigns*

3

*Irina Shayk signs
photographs at The
Perfect Bra book
launch*



INTIMISSIONI FACE AND AMBASSADOR IRINA SHAYK TALKS TO KAT SLOWE ABOUT MODELLING FOR THE INTIMATE APPAREL RETAILER AND DESCRIBES ITS LATEST PERFECT BRA CAMPAIGN.

◆ **How did you first come to model for Intimissimi?**

In 2007, Intimissimi was making a huge casting in Russia and they chose me for their campaign, replacing Ana Beatris Barros.

It was an exciting opportunity for me, as I was a beginner model and the Intimissimi campaign skyrocketed my career.

◆ **What have been your best and most challenging experiences modelling for the company?**

I have been very privileged to work for Intimissimi and have enjoyed every minute of it; there have not been any challenging moments.

◆ **What have you learnt through your role as face and ambassador?**

I have learnt a lot. The Intimissimi team have taught me so much over the years and helped me develop into the model I am today and, of course, they have showed me how to find the perfect bra.

◆ **What does the Perfect Bra campaign mean to you?**

The perfect bra must be not only beautiful, but it should be comfortable as well.

I love Intimissimi underwear because it feels like second skin. I think it empowers women to feel confident and strong in their own skin.

◆ **What difference do you think the Perfect Bra campaign could make to consumers?**

So many women wear the wrong sized bras and I think the campaign, the book and the product will change this.

◆ **Why did you agree to become the Intimissimi ambassador? How has it impacted on your life?**

I was thrilled to be asked and said yes immediately. Intimissimi are like my second family and embraced, and supported me, at the beginning of my career, which has since opened many doors for me along the way.

◆ **When winning Miss Chelyabinsk 2004, did you imagine you would ever become the face of a global lingerie company?**

No, absolutely not. I count myself very lucky to be where I am and I have also worked very hard to get here.

◆ **Did you always dream of being a model?**

When I started modelling, I did it because my sister was due to have a



2

baby and my family badly needed money. I always thought about modelling as a job, not as a means to become famous.

♦ **How is modelling lingerie different from modelling other types of garment?**

With experience in both, I don't find them too different, as I like to stay in shape in my day to day life and I put the same energy and focus into all my shoots.

♦ **What do you hope to achieve through working with Intimissimi in the coming years?**

I hope to continue to have a successful career.

PERFECT BRA CAMPAIGN

Intimissimi's new campaign and book is designed to help women find and care for 'The Perfect Bra.' It has been supported by 'The Perfect Bra Tour,' which was presented in five different countries earlier this year with Irina Shayk as the special guest for all of the events. Cities visited included Istanbul, Madrid, Lisbon, Moscow and London.

The book includes a series of black and white campaign images, featuring brand models Irina Shayk, Tanya Mityushina and Tamara Lazic. They were shot by photographer/artist Raphael Mazzucco.

Launched in 1996, Intimissimi is part of the Calzedonia Group, which now operates more than 1070 stores in 26 countries, including Italy, where there are currently more than 550 stores.



3

THE LINGERIE COLLECTIVE PREVIEW

SNEAK A PEEK AT THIS EXCITING SELECTION OF SS13 STYLES, WHICH WILL BE EXHIBITED AT NEXT MONTH'S THE LINGERIE COLLECTIVE TRADE SHOW - TAKING PLACE FROM JULY 1 TO 3 IN THE MUSIC ROOMS, LONDON.

GILDA & PEARL CHANNELS THE 1930S



1930s detailing runs throughout Gilda & Pearl's SS13 collection, which will be available in classic champagne and jewel purple colourways.

Products range from loungewear pieces to underwired lingerie sets, now in 30-36, A-F cup. 1930s-inspired embroidery and vintage lace detailing sets each piece apart.

The bridal collection for SS13 will see the bestselling Goddess range in ivory colourway added for the first time, along with a new range of silk and chiffon loungewear. SS13 will also see the introduction of a new 'Valentine' collection, showcasing Gilda & Pearl's signature style in 'seductive' colourways for the season.

Best-sellers will still be available in a continuity range, including Gilda & Pearl's print silk lingerie and sleepwear. The Gilda & Pearl collection is designed and made in the UK.

MADE BY NIKI CREATES A CLASH THIS SUMMER

For the new SS13 collection, Made by Niki's creative director Niki McMorrough will be juxtaposing a 'Devil-may-care zing' with a 'light romantic touch,' alongside some heavy hardware.

The aim is to create four inter-connected capsule groups which clash, mix and match with the wearer's mood.

As the brand continues to develop, expect 'exciting' new developments on old favorites alongside new and innovative concepts.

CLAUDETTE SEEKS TO BUILD ON SUCCESS OF JANUARY DEBUT

US brand Claudette will be making its second appearance The Lingerie Collective trade show, this coming July.

Claudette will launch with figleaves.com in June, 2012, reportedly a direct result of its UK launch at the January, 2012, show. For SS13, Claudette will continue to challenge ideas of a traditional large cup product.

The Dessous mesh collection will be available in a palette combining print, soft colours and pops of bright hues, all with contrast trim. The brand has also developed its Cool Cotton range to include new colours with dyed to match trims. Claudette's Paramour line mixes 100 percent silk with tulle in a 'refined' palette, trimmed with a rich French Navy, while its Sophia collection also evolves for the new season.

Finally, SS13 sees the introduction of Icon, which gives a nod to old Hollywood glamour, with vintage inspired shapes in modern stretch crepe elastane and contrast trims.

ENAMORE RETURNS WITH NEW WEBSITE

Enamore has returned, this season, with a new website to mark the return of the brand from its year sabbatical.

The period was spent developing and improving the label's existing range of garments.

At The Lingerie Collective, enamore will be showcasing its new luxury basics organic cotton (OC) range of essentials in underwear and loungewear.

All of enamore's garments are ethically produced, using certified fabrics. The current collection is available in both natural and black colourways.

Enamore director Gauruv K. Malhan said: "We wanted to create sexy, stylish, comfortable underwear and loungewear, that was effortlessly eco; and with enamore we believe we have achieved our aim. Our collection is practical, sustainable and our products prove you can buy ethically without sacrificing on style or quality."

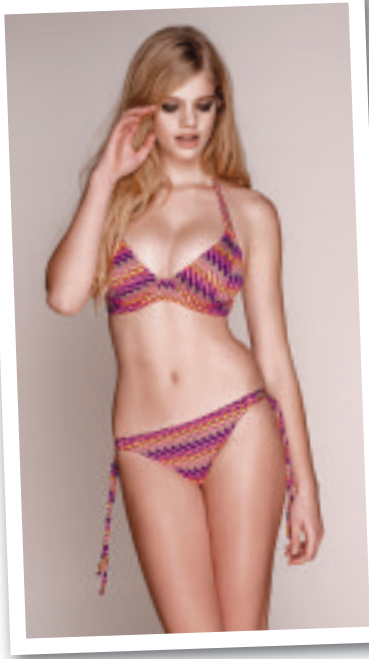
LASCIVIOUS GAINS INSPIRATION FROM THE 90S

Lascivious' SS13 collection has been inspired by elements of '90s fashions.

The range includes jersey cropped tees, wide band bras and cracked leather-effect fabric.

A strong focus on colour marks a new development for the brand; with corals, turquoises and yellows competing in a riot of brights.

New shapes have been inspired by basket weaving techniques and geometric patterns seen in nature. Triangles appear throughout, bringing cohesion to the new range.



MISS MANDALAY GETS FLIRTY AND FUN FOR SUMMER

Miss Mandalay's Spring Summer 2013 collection epitomises the brand's spirit, featuring 'flirtatious' prints and 'fun' details.

For the lingerie, old favourites are brought back with some new colourways. The lingerie features lace, satin & tulle mesh in a palette of soft neutrals interspersed with electric brights, such as ultra blue and neon pink. Animal prints and polka dot prints also feature.

The swimwear for SS13 is a mix of classic nautical, plains with a 'stylish twist' and striking prints such as the Gold Coast, Twiga and India. Neon tinged geometric prints, cut-out detailing and metallic hardware add to the finish of the garments.

There is also a new take on the all black bikini with the new 'Los Angeles' range. In addition, the brand's bestselling bikini range Boudoir Beach is available from stock all year round.



KRISS SOONIK INTRODUCES SWIMWEAR

For its SS13 collection, the brand is introducing swimwear to its portfolio.

The designer's swimwear capsule encompasses a selection of 'sensual' pieces in black and gold.

Designer Soonik said: "Swimwear is the natural next step for the development of the brand. The swimwear is aligned with our philosophy of bringing the innerwear as outerwear."

New materials and bright colours will be making an appearance, while fishnet gives the collection a 'sexy-punk' kick and a new Bright Pink adds an 80's vibe to the lace pieces.



FRAULEIN KINK GOES FOR GOLD

Fraulein Kink is set to go for gold with its new SS13 range at The Lingerie Collective trade show.

Key items of its newest collection will include a gold tipped Miss Kitten mask, a detachable gold tipped velvet collar and handcuffs. In addition, the range will encompass a vinyl & black velvet belt, a detachable collar and handcuffs.

The 'Fringe Maid,' Fraulein Kink's take on the classic French Maid, will see the introduction of a new layered Fringe skirt and matching Fringe blindfold.

New colours and styles of the popular Fur handcuffs and existing Fringe items will also be on show.



FLEUR OF ENGLAND LAUNCHES QUINTET

Fleur of England is introducing a quintet of new styles for SS13, including Rose, Wild at Heart, Jasmine and Lemon Cello.

Rose is Fleur of England's classic Valentine's collection. It features petal-pink French eyelash lace, combined with silk satin and georgette. The collection comprises of Fleur's bestselling styles, such as its lace cup balcony, boudoir bra and padded plunge matched with lace shortie, bow tie brief and thong.

Jasmine encompasses a contoured baby doll

and brief. It features a white, guipure embroidery, combined with white silk satin Lycra and Italian tulle.

The third collection, 'Wild at Heart,' is inspired by the British Safari. It features a bespoke zebra print, which is teamed with an Austrian fine black lace.

The final collection, Lemon Cello, is made from Italian lace, tulle and silk satin. The collection includes a highwaisted shortie, triangle bra and contemporary baby doll.

EXHIBITOR LIST

- ❖ Aloe
- ❖ Andres Sarda
- ❖ Aubade
- ❖ Beautiful Bottoms
- ❖ Belle et BonBon
- ❖ Bordelle
- ❖ Bijoux Indiscrets
- ❖ Chantal Thomass
- ❖ Claudette
- ❖ Damaris
- ❖ Dirty Pretty Things
- ❖ Ell & Cee
- ❖ Else
- ❖ Enamore
- ❖ Fleur of England
- ❖ Fraulein Kink
- ❖ FYI by Dani Read
- ❖ Gilda & Pearl
- ❖ HotMilk
- ❖ ID Sarterri
- ❖ Lucille
- ❖ Kriss Soonik
- ❖ Lascivious
- ❖ Lazy Eight
- ❖ Lisa Blue
- ❖ Lounge Lover
- ❖ Made By Niki
- ❖ Marlies Dekkers
- ❖ Mimi Holliday
- ❖ Modern Courtesan Swim
- ❖ MC Lounge
- ❖ Olivia Von Halle
- ❖ Olga Olsson
- ❖ Pink Sands
- ❖ Resultwear
- ❖ Shell Belle Couture
- ❖ Sumarie
- ❖ Tatu Couture
- ❖ Vitamin A

BORDELLE INTRODUCES SWIMWEAR FOR SS13

Bordelle will be launching a swimwear line at The Lingerie Collective, this July, 2012.

The new range will be showcased alongside a new bridal collection. The Bordelle signature bandages will still be present, drawing upon key AW12 styles with fresh summer colours.

TATU COUTURE LAUNCHES SWEET SURRENDER

Luxury brand Tatu Couture is introducing new collection Sweet Surrender for SS13.

The new collection is inspired by 1950's Sicily, playing on the 50's silhouettes and the 'alluring scenes' of Baroque Italian culture.

Combining delicate chantilly lace and feminine tattoo prints, the key pieces include high-waisted briefs, the Lola body with 50's inspired V wire and feathered wing tattoo, the Sofia half slip with integral high waisted brief and the Mila suspender slip dress.

This collection sees ivory introduced into its colour palette in key pieces. In addition to the new range, there will also be updates to the best selling pieces in the Illusion collection with the introduction of a soft triangle bra and new bodysuits.



BEAUTIFUL BOTTOMS DOES 80'S GLAMOUR

Beautiful Bottom's Spring Summer 2013 collection displays an abundance of Pucci-inspired kaleidoscope prints and bursts of colours.

Classic Hawaiian meets Eighties Miami poolside glamour, with inspiration taken from the most photographed icons of the Sixties.

The look of legends such as Elizabeth Taylor, Lauren Bacall and Jacqueline Kennedy Onassis, is set against Michelle Pfeiffer's sensual image in 1980's film Scarface.

Tropical Palm leaves and sun bleached pastel hues reflect the Miami art-deco architecture, enhanced with deep purples and midnight blues.

Beach cover-ups and lace trims have been introduced to the collection, to appeal to the maturing customer, while 'ultra feminine' soft cup bras retain a signature youthful style.



DAMARIS GAINS INSPIRATION FROM GREEK MYTHOLOGY

Damaris will be introducing a new Grecian god and goddess inspired collection for the SS13 season.

The new range introduces full length lace body suits and front fastening kitty bras in delicate tulle.

It also incorporates some new suspender designs, featuring Swarovski crystal embellishment.

Damaris has seen its annual sales increase by 60 percent for three consecutive years. The brand has doubled its stockists over the past few years, a period which has seen the business expand into sleep wear, bridal wear and accessories.

Last year, it also launched its debut menswear collection, Max Holiday, with a pop up shop in Harrods.



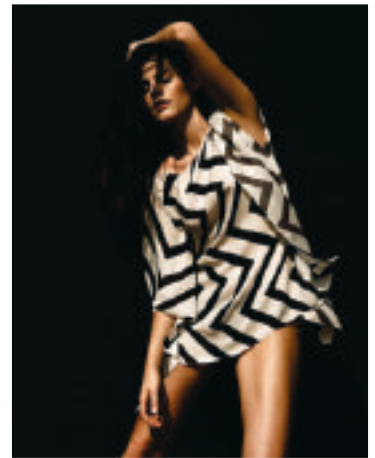
SUMARIE MAKES LINGERIE COLLECTIVE DEBUT

Swimwear label Sumarie is set to make its debut at The Lingerie Collective, this July, 2012.

Founder and designer Su trained at the haute couture fashion institute Esmod, in Paris, before moving to London in 2006. Three years later, she opened the doors of the Sumarie fashion house and she hasn't looked back since.

Specialising in body structure and shaping, the brand represents fashion forward design, the 'finest' textiles, high quality finishing, attention to detail and a perfectionist approach to garments.

Su finds her inspiration in everyday objects and events, such as nature, art, old French movies, vintage photographs, travel and architecture.



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Swimwear & Beachwear
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THE NEW *Beauty*

DISCOVER THE HIGHLIGHTS OF
INTERFILIÈRE'S EVOLUTION TRENDS
BOOK FOR AW13, WHICH SEES THE
INTRODUCTION OF A 'NEW BEAUTY' FOR
INTIMATE APPAREL.



The New Beauty is all about the hottest recession-proof things: prettiness and durability. Aspire to create the timeless lingerie that every woman has always wanted and dreamed of.

Forget trendy gags just for effect. Reject the boring and 'safe' classics. Colours, materials, shapes will all be

tested for timeless beauty. Creations will be precise in every detail and worth spending money on.

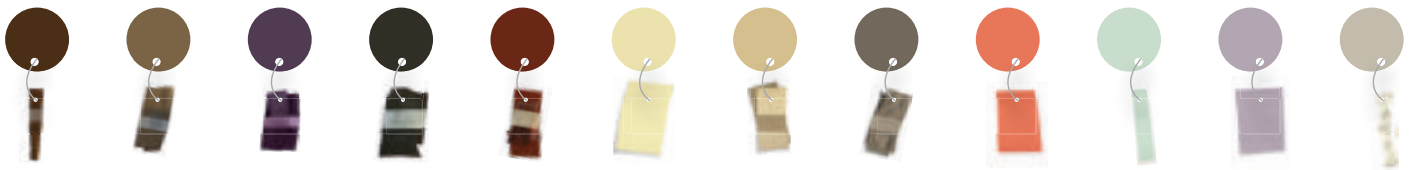
The hottest word for the upcoming seasons is caring. Expect to see a big comeback of the French lingerie style. Brands must do major fabric research and avoid 'have-seen-before' moments.

Bias-cut 30s gowns & PJ's will now possess a 'super easy' care, luxury feel and look, provided by materials

such as Dogi tricot. Stiff satin poly is definitely out, while satin poly from Boselli steals centre stage.

Gain inspiration from movies such as *Coco Before Chanel* and *The Great Gatsby*, both the remake and original. Indulge in softness via non-padded bras, concealed wire casings and developments in Spacers. This season is about luxurious softness with a spring.

The Trends: The New Eve, Symbolism, Visionnaire and Playtime



The Colours

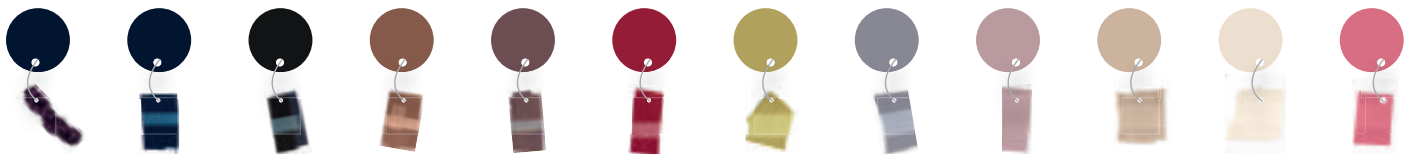
'Beauty is in everything and knows no boundaries, geographic or historical'.

This sums up the creative mood of Interfilier's colour experts, which is introduced in its new trend guide.

Liberated from commercial constraints, the stylists expressed

a strong love for colours that talk about emotion and, together with the fabrics, express the times we live in.

Nature, art and above all skill and artisanal interpretations are the underlying influences. Colours express our desire to participate in something worthwhile.



The Trends

The New Eve

This is a type of detoxification of lingerie: discard everything that is only for effect and start all over again.

Lingerie is designed as it should be: delightfully intimate and precious. Intimate memories and forgotten skills are re-interpreted by new technology.

The season sees a big revival of the French Style, detailed, light and frivolous. Products feature delicate powdery colours with a hint of decadence. The reign of Alexander McQueen directs the floral revival, focused on timeless beauty.

MATERIALS

After the lace archives, printer archives provide a plethora of ideas for new placements. Foulards are very important for lounge and beach. Photographic images mix with hand-drawn lines.

- ✿ The architectural mood and vintage meet in a luxury revival of genuine lingerie looks. Valenciennes bands are used for linear detail on crepes, satin and luxury loungewear knits. Pieces display diamante and pearl accents.
- ✿ There is a rich brocade feel for lightweight shaping jacquards and interpretations in lace and super-flat low contrast embroideries.





Symbolism

The new blacks tell the story of the myriad of fantasies and dreams that are related to the mystique of the night.

This theme reflects when nature exudes its sweet romanticism and flowers metamorphose into 'erotic phantoms'. In this world of delightful darkness, seduction thrives on surprise and effects. The body is decorated and embellished to communicate desire at its most refined and sophisticated. It is eroticism at its most sublime.

MATERIALS

- ✿ These artistic and magical interpretations of nature allow for paint imperfections and rough/refined contrasts.
- ✿ Materials feature creatures of the night with festive interpretations of wing effects, combining feathers and refined shiny accents.
- ✿ Placed digital printing is combined with refined grounds and mixed with other techniques and surface effects for garment mixes.



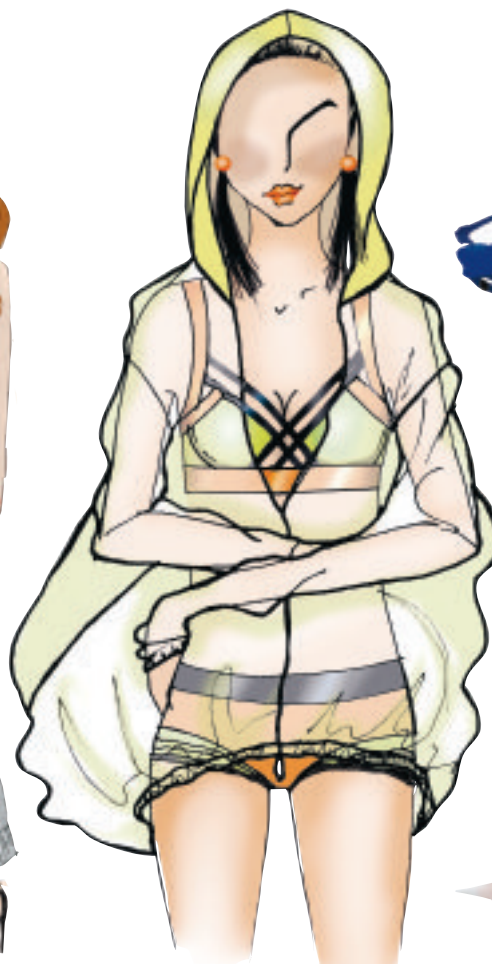
Playtime

Dreaming of a world where the magic of transformation is reality? Then join the growing club of designers worldwide who are leading a new renaissance in design.

This is a world where the old classification codes no longer apply, where the idea of hiding in your own cocoon is no longer a sign of weakness. This is a parallel universe where Steve Jobs was uncrowned king. Playfulness is no longer a synonym for immaturity. Life accelerates: at home, on holiday... wherever there is a laptop.

MATERIALS

- ✿ Materials reflect fun and simplicity with lots of dynamism. Dots, stripes and blocks are the icons of youthful pleasure that has no age.
- ✿ Between grandma's leftovers and the casual lifestyle: denim, marl jersey, rugged workwear and romantic remnants of crafts and folklore. Re-using and re-making leads to new classifications of loungewear.
- ✿ Design is in everything - a look at the world around us, spontaneous and free-spirited.
- ✿ First ideas for cruisewear take the sports style into Legoland and times-past when everybody was still playing.



Visionnaire

A dream of tomorrow manifests against the reality of a planet in danger.

Gain inspiration from earlier hotbeds of modernism - the twenties, fifties and sixties - but now in the context of the growing need for humility with regards to resources. The focus is on using

modern technology for inspiration, not only for comfort and construction, but also as an imaginary source.

Pixels, fractals and the onslaught of 3D technology boggles the mind. Technology is in the hands of stylists who are focused on a new direction for beauty.

MATERIALS

- ✿ New garment volumes are worth a study for homewear. Products incorporate sculptural surface effect knits inspired by the artist Maya Lin and designs from Miyake and Mugler.
- ✿ Experience the reconstruction of the lingerie wardrobe, combining optical perfection with super comfort.
- ✿ The new stretch fabrics have cosmetic qualities and interesting handle and surface texture.
- ✿ Lightweight and fine gauge remains the key to modernity, followed by compact fabrics with effect and the comeback of glossy tricots with a 'soft to touch' feel.



Object of *Desire*

» **CARLOTTA BY MISS MANDALAY**

Carlotta, an elegant underwired plunge bra for large cup sizes, is a highlight of Miss Mandalay's SS13 range.

The style incorporates French lace and includes a removable tassel at centre front. It is available in a 30 to 36 back, from a D to FF cup.

Accessories include a matching full brief, with keyhole detail at the back, a thong with cutaway detailing at the front and a suspender belt.

RRP: bra, £50, brief, £28, thong, £30, suspender, £30





⤴ **ISABELLA BY LORNA DREW**

This secret nursing bra, in contrasting black and smoky blue, features a soft flexible underwire for support and gold clasp detailing. It is made of a soft microfiber and fully lined in pure cotton, with a thin lightweight foam cup for a 'beautiful' shape.

Isabelle also incorporates straps that widen with the increasing cup size and fully opening cups for full breast exposure, as recommended by midwives.

RRP: bra, £35, brief, £15

Contact: Lorna Drew, 0797 690 2198

lornadrew.com

⤵ **SMOOTHIE BY CURVY KATE**

Smoothie is 'the world's first J cup moulded bra.' The moulded cup reportedly received an overwhelming response for AW12 and so the brand has widened the selection with a choice of fashion based colour ways, including hot pink and blush. The style, which is available from a D to J cup, features a crystal look centre pendant.

RRP: £29

Contact: Curvy Kate, 0208 861 3111

curvykate.com



⤵ **DELILAH BY FANTASIE**

Fantasia introduces Delilah for SS13, a lightly patterned floral collection where blooming flowers sit against a light ivory material.

It includes an underwired bra with side support (available in a 30-40 back, from a D to FF cup), a high waist control brief (XS, S, M, L, XL, 2XL)

Brazilian brief and simple brief styles.

RRP: bra, £32, brief, £30

Contact: Eveden, 0153 676 0282

fantasie.com



⤴ **MADELEINE BY PARFAIT BY AFFINITAS**

This season's Madeleine bra offers everyday vintage glamour in all over lace in mink and hibiscus with contrasting scalloped trim and bow details.

It is teamed with high waisted or bikini briefs.

RRP: bra, £34, brief, £19

Contact: Parfait by Affinitas, 0121 285 0288

affinitasintimates.com



⤵ **AQUATREK BY BERLEI**

The Aqua Trek is the latest addition to the Berlei Sport collection, offering a 'unique' sports bra solution constructed specifically for swimming. It features eco-friendly SENSITIVE® Fabrics and a high percentage of Lycra® to provide unique elasticity, allowing the bra to move with the body like a second skin.

The bra is quick drying, pill-resistant and chlorine-resistant, with a patented body moisture system that enhances air flow between the fibres, to let skin breathe. Seam free cups, a shaped under bust and double layer support fabric maximises comfort and delivers a smooth look for swimming in style.

RRP: bra, £48, boxer, £51, tankini, £52

Contact: Berlei, 0115 924 6767

berlei.com



Social Lite

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



1
Simone Perele UK MD
Carole Launchbury
chats to LI at Bright
Light PR's AW12 press
day

2
Jonathan Aston with
Mark Fast collection
at AW12 Bright Light
PR press day

3
La Perla AW12
press day

4
Hornvale MD
Dominic James
attends the La Perla
AW12 press day

5&7
Ann Summers AW12
press day

6
Loredana d'Elia
attends the Lingerie
d'Elia press day



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