

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

JULY 2012 / VOL. 03 ISSUE 07
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SS13 LINGERIE HIGHLIGHTS

We bring you the best of the 2012 Mode City show

TEEN AGE

LI investigates the opportunities within the teenage lingerie sector

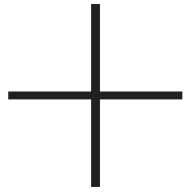
DIAMOND ERA

Discover how brands have evolved since the 1950s

GRADUATE DESIGNS

Check out the highlights of this year's De Montfort University show

INSIDE SWIMWEAR INSIGHT
MIC STAR LAUNCHES NEW SWIMWEAR LABEL FOR SS13



NEWS REVIEW

GOSSARD

CLAUDETTE

NEW PRODUCTS

Elizabeth RULES

BRITANNIA
British actress and model Elizabeth Hurley talks exclusively to LI about her Mode City debut, her wish to design lingerie and the support of fiancé Shane Warne

Free Lace

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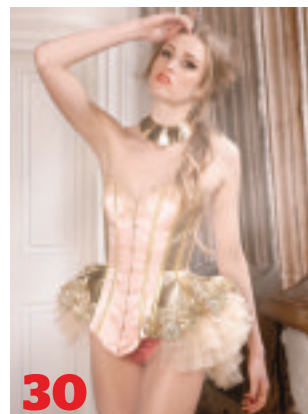
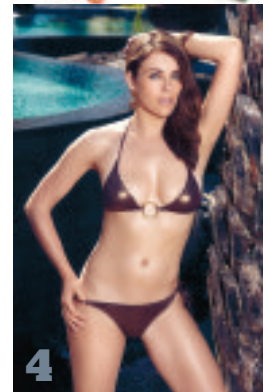
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FOREWORD



The trade show season kicks off, this month, with The Lingerie Collective, Mode City, London Swimshow, AIS Lingerie & Swimwear and Miami SwimShow events.

For the majority of brands, who will be attending at least one - if not all of these - shows, time is running out to make your final preparations. Imagery, publicity material and props all need to be finalised and meetings need to be booked. You may be asking yourself some questions right now. Will the investment be worth it? Will I recoup the value of both my time and upfront costs? Will footfall be high and what will be the quality of this year's buyers?

Every trade show I have attended has, on the final day, been a study of contrasting glee and despondency. Every trade show has inspired a number of completely opposing

accounts of probable footfall and buyer interest.

But, what determines those that succeed and those that fail? From the perspective of an observer, which could be described as both limited and broad, it is not the size or the appearance of a stand. Some of the busiest exhibitors have often been those that are the smallest, with the simplest of displays. Nor is it necessarily just the product - while this is what buyers admittedly should be looking at, the many who I have spoken to do not seem to have the time, energy or inclination to traverse the breadth of the hall and study each piece. It is, quite simply, preparation.

It is about contacting as many store owners and buyers as you can before the event to set up appointments. It is about getting your name out there in advance of the show, so that when a buyer attends they automatically seek your stand, and then reminding them of your name after.

The key to success in this competitive market could simply be putting in more hard graft than the exhibitor next to you... I look forward to seeing you at the next show. I already know who I will be visiting.

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JULY COVER

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BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS
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INSIGHT

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Printed by: The MANSON Group Limited

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PROMEDIA
PUBLISHING

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Promedia Ltd, incorporated and
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Sally Jones

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SHOWINGS IN LONDON, PARIS- JULY

By appointment

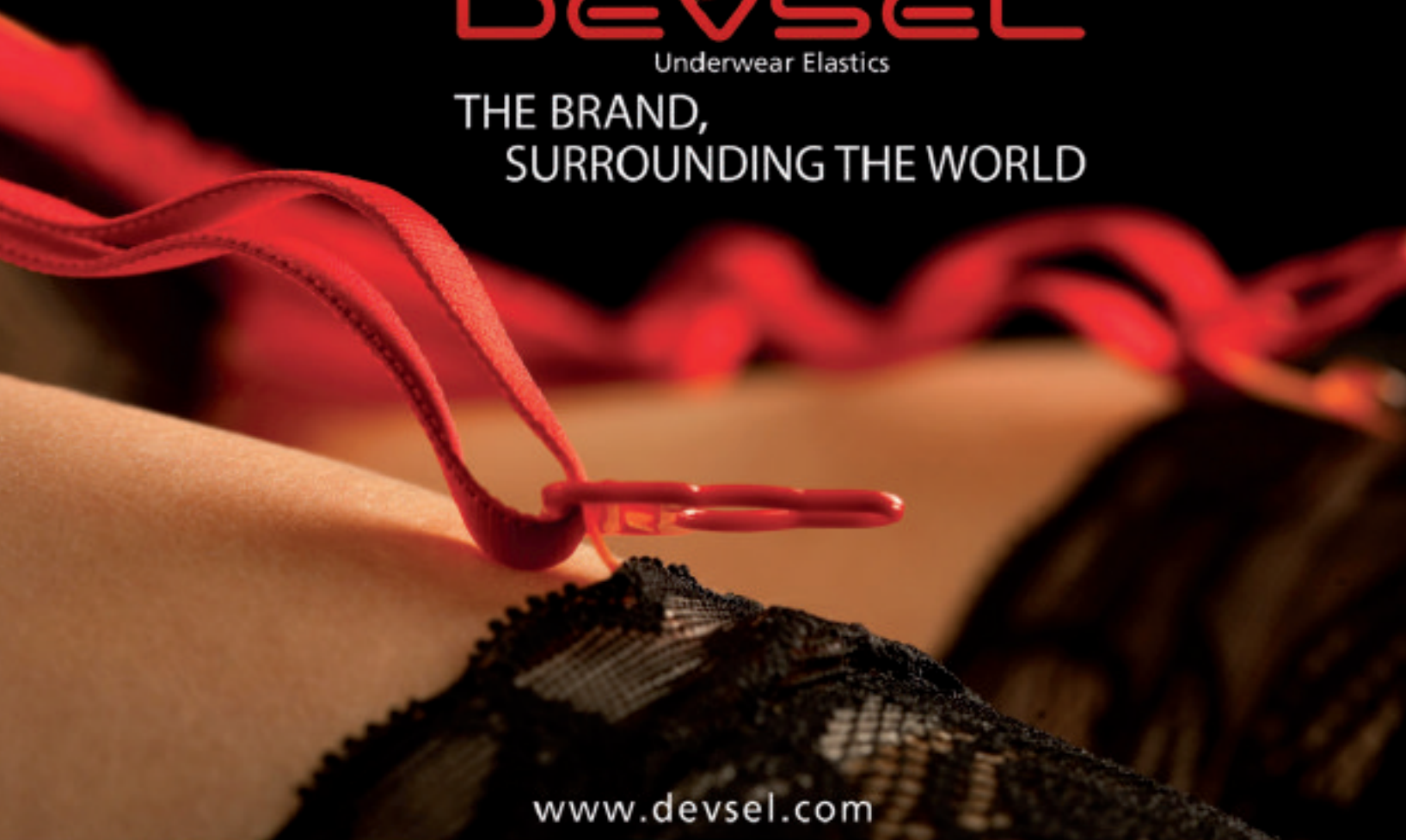
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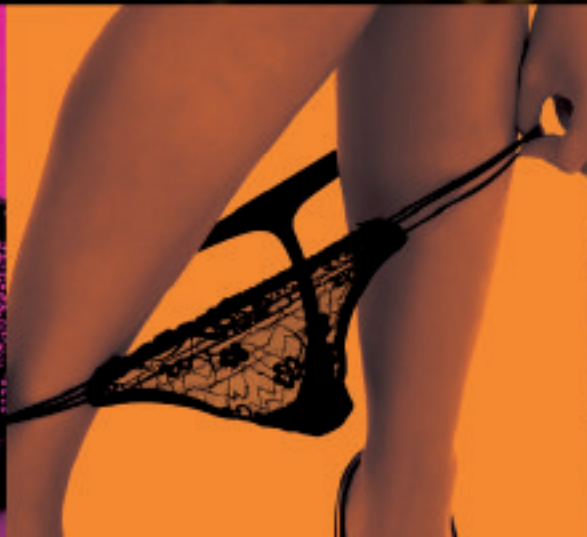
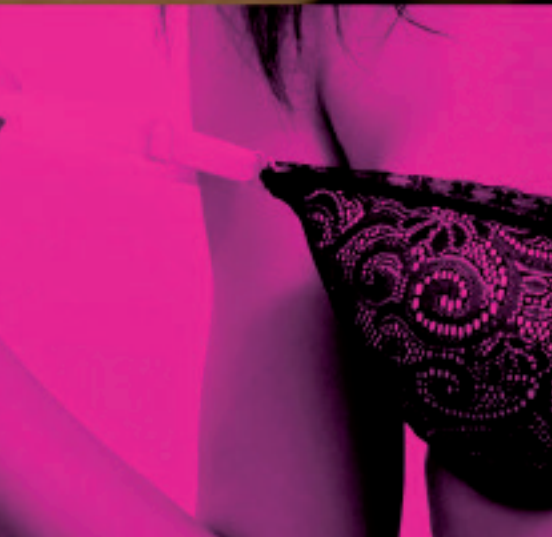
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FRONT

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TRIUMPH INTERNATIONAL HOSTS CATWALK TO CELEBRATE NEW STORE IN WESTFIELD STRATFORD

Triumph International hosted the first ever Inside:Out catwalk show, last month, to celebrate the launch of its new store in Westfield Stratford.

The conceptual fashion show, called Inside:Out, saw a series of models showcase the brand's lingerie collection inside the shopping centre.

Each look executed a key catwalk silhouette in order to illus-

trate the importance of women wearing the correct lingerie for their body shape.

Celebrity style darling and couture expert Brix Smith-Start hosted the show, lending a touch of glamour and fashion prowess to proceedings.

Visitors were urged to put Triumph's team of 'insightful tailoresses' to the test by bringing in their 'most problem' or favourite fashion piece, so that they could

receive advice on how to perfect their outfit.

On the day, an event was also held in store, where members of the public gained the opportunity to browse the lingerie, obtain a specialist bra fitting and enjoy a free breakfast.

Triumph International is the latest of a series of lingerie brands to enter the Westfield Stratford shopping complex.

Aubade, Ann Summers and

Intimissimi already have stores in the shopping centre and US giant Victoria's Secret is set to launch there, this month.

Triumph International is one of the world's largest underwear manufacturers. The company enjoys a presence in over 120 countries with its core brands Triumph®, Sloggi®, Valisère® and HOM®. The company employs more than 36,400 people and achieved revenues of CHF 2 billion (£1.3 billion) in 2011. ♣

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

NEWS REVIEW



⤴ **LingaDore** has chosen to extend its sales team, in order to keep up with international growth and to provide impulse to the UK market.

The brand has contracted three new agents: Mike Sedgley and his two colleagues, Tracey and Cliff.

Together, with LingaDore's current agent, Julie Robb, they will form the new sales team in the UK.

⤴ **Lorna Drew** has been selected 'Best Fashion Maternity Brand 2012' by a Lovedbyparents.com consumer vote.

Lovedbyparents.com announced the winners of its parenting awards after four 'intense' weeks of voting.

Hundreds of items were entered into each category and over 44,000 people voted for their favourite products and brands.

Patricia Eve will be giving away a free VIP weekend in Harrogate for one lucky person, this summer. Yorkshire fans must visit the Patricia Eve stand at the London Swimwear Show and Moda (Stand B38) for a chance to win a VIP weekend away to Har-



rogate, the brand's home town. The prize includes a weekend trip to Harrogate for two people, a hotel for two nights (Friday & Saturday night), a session at the Turkish Baths (Saturday morning), a Champagne afternoon tea at Betty's (Saturday afternoon) and an opportunity to watch the Stray fireworks (Saturday evening).

Gossard reached new heights, last month, as the brand launched its bespoke racing hot air balloon, adorned with 40ft figures of Elle Liberachi, modelling the Egob-oost bra.

The creation, dubbed by its maker the 'Formula 1 of hot air balloons,' was inflated on June 20, at the Gossard HQ in Nottingham.

The state of the art racing balloon, registration G-SSRD, will now embark on a schedule of international events and ballooning festivals throughout the summer, visiting countries including Italy, USA, Poland and France.

The unique craft is one of only a handful of extreme racing balloons in Europe. It stands at 90 ft tall and measures 60,000 cubic ft, with half an acre of material used in its development.

New designer brand **Paris Romance** is set to launch at the Mode City trade show, this July.

Its debut Poem collection encompasses bras, a corset, panties, a babydoll and other lingerie pieces.

It has been conceived with the French lace from Sophie Hallette, a well known supplier of Haute Couture Fashion houses.

The lace was selected for the Duchess of Cambridge's wedding dress, last year.

The ivory fabric is a microfiber of satin, from Boselli, which is reportedly extremely soft to the touch.



⤴ Over 338,000 women in the UK no longer play any sport, according to sportswear brand **Freya Active**.

The statistics were obtained through research by the brand, which has now announced the launch of a campaign to help get 2012 women back into sport in 2012.

Areas of the UK where the most women have stopped playing include the East Midlands and the South East, where 64, 000 and 17,200 fewer women reportedly no longer participate in any sport.

U.S. private equity firm Sun Capital Partners has appointed Morgan Stanley to sell **DB Apparel**, the maker of Wonderbra, Dim and Playtex lingerie, as reported in French daily newspaper Les Echos.

The intimates group, which could fetch more than £483 million pounds, was bought by Sun Capital from Sara Lee six years ago. It saw its profitability increase six fold, following a subsequent restructuring.

The company, which currently has no debt, could alternatively obtain re-financing should it not fetch a satisfactory valuation, according to sources cited in the same paper.

Recent reports that the turmoil in Europe – DB Apparel's main market – had seen its sales decline were denied by a company spokesperson, who revealed to Lingerie Insight that turnover

for the year ending June, 2012, was set to be stable.

Bassoni and sister brand Little Minx have appointed **Jerry Cross** as their new agent for the UK market.

Cross, a former account manager for Lepel and Charnos, and head of sales for Moontide, will manage sales across the bulk of England, covering the region south of Lancashire, including London and the south of Wales.

⤴ **Pure London** has announced a series of new lingerie and swimwear signings for its debut intimate apparel event, Pure Body, this August 19-21.

Exhibitors will include the likes of underwear brand Ultimo, celebrity favourite Velda Lauder Corsetiere and swimwear brand CrisBerry.

Also exhibiting at the show will be British luxury lingerie and bodywear brand Made by Niki, shapewear brand ResultWear, maternity brand HOTmilk, US brand Claudette, Doro Design and leading French label Chantal Thomass.



The **Fifty Shades of Grey** phenomenon is set to continue with a new range of merchandise, which could include lingerie, make up and bed linen.

Author E.L James and her agent, Val Hoskins, have signed a deal with independent agency Caroline Mickler Ltd to license and build the brand.

Products covered in the deal include lingerie, cosmetics, apparel and fragrances, primarily targeted at adult women.

NEWS IN QUOTES



"Gossard has a tradition in taking cleavage to new heights, so it's fitting to depict Elle Liberachi in the Egoboost bra."

Gossard MD TONY JARVIS speaks about the launch of the brand's bespoke racing hot air balloon.

"The new logo has been some time in the making and is an exciting step forward for hotmilk. The future for hotmilk is no longer simply nursing lingerie, but wire-free intimates for everyone."

Hotmilk founder LISA EBBING speaks on how the brand has introduced a new logo, in a step designed to mark its extension beyond the nursing sector into the wider area of wirefree intimates.

"We were delighted to be contacted by Save The Queen and upon visiting them in Florence it soon became clear that this family run business was incredibly passionate about designing and producing some of the most exquisite beachwear in the world."

Alba Associates' ROY BARNES reveals that the company has been appointed as Save The Queen's UK agent.

"We are extremely proud to be partnering the Aspire Channel Swim again in 2012 and encourage everyone - whatever age, sex or ability - to take part in this great challenge and raise much needed funds for those living with spinal injuries."

ZOGGS UK marketing manager **David Annand** reveals that the brand is once again the official Corporate Partner for the Aspire Channel Swim in 2012.

"As of today Bassoni & Little Minx UK are delighted to welcome on board Jerry Cross as our new agent in England... Our customers are delighted. The phone has been ringing off the hook."

Basoni UK sales manager JUDY HULL on how Bassoni and sister brand Little Minx have appointed Jerry Cross as their new agent for the UK.

» Something to say? Email info@lingerieinsight.com

THE LINGERIE & SWIMWEAR SHOW 2013



Image courtesy of Leipel

26th JULY 2012
8.30am to 4.00pm

Welcome to the premier show for independent Lingerie & Swimwear retailers. It takes place at Cranmore Park - one of the UK's best exhibition venues - on 26 July, 8.30am to 4.00pm.

We bring together over 50 leading brands to show the very latest in Lingerie and Swimwear fashion together under one roof. Cranmore Park offers unrivalled show facilities, excellent catering and ample FREE car parking just 5 minutes from J4 M42. Registration is essential. Register by 13 July.

AFFINITAS AFTER EDEN ALEGRO BESTFORM BEAUTIFULL BENDON BOOBS & BLOOMERS BY WISHES CHANTELE CHARNOS HOSIERY CHARNOS LINGERIE CONTINENTAL TEXTILES COOL SLEEPWEAR COTTON REAL CURVY KATE CYBERJAMMIES ELLE MACPHERSON ELOMI ESPRIT EVEDEN FANTASIE FASHY FAUVE FORDVILLE FREYA GOSSARD/BERLEI JONATHAN ASTON LADY SELENA LAMATEX LEPEL (INC CHARNOS) LEVANTE MAIDENFORM MANCHESTER HOSIERY MARSYLKA MELAS GROUP MEY MIRACLE SUIT MOONTIDE NAOMI AND NICOLE NATURANA PALM PARFAIT PASSIONATA PATRICIA EVE PIHA SWIMWEAR PLAYTEX PLEASURE STATE POUR MOI? PROSKINS SHOCK ABSORBER TRIUMPH VALBONNE VANILLA WAITES WHITE SWAN WONDERBRA ZOGGS SWIMWEAR

Exhibitor list subject to change.

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

www.lingeriewimwearshow.co.uk

NEWS REVIEW



↗️ Hosiery brand **Jonathan Aston** is expanding its product offering with a new display solution for retailers.

The Colour Impact Stand provides a 'unique' way to showcase a complete range of coloured 40 Denier hosiery.

Compact, at just 39cm high and 19cm in width, it can sit comfortably within any space, whilst still making a 'real impact'.

Luxury lingerie label **Bordelle** has partnered with the DESTE Foundation and New York department store Barneys to present 'The Capsule.'

Fronted by renowned art-collector Dakis Joannou and directed by Athina Tsangair, 'The Capsule' is a short film series and still image installation depicting discipline, desire and discovery.

On Bordelle's contribution within the lingerie section, founder Daki Joannou said: "This is the first time lingerie will be included into the prestigious collection. A debut!"

Ultimo has unveiled a new Oriental inspired collection, which is being modelled by Michael Buble's wife Luisana Lopilato.

The new line, which follows the latest East meets West theme, is reportedly the brand's 'most ladylike' to date, featuring pastels, fuschias and crystals.

The line includes the Yasmin bra and short, retailing at £28 and £14.50 respectively, and the Lulu bra and short, retailing at £29 and £24.50.

✔️ Luxury maternity and nursing brand **Bravado** has announced a new campaign to support the critically endangered Amur Leopard.

The brand will be committing a percentage of the sales of its Leopard Print Original Nursing Bra throughout 2012 to the cause.

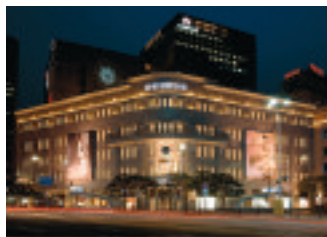


The Amur Leopard is one of the world's most endangered members of the big cat family and latest figures suggest there are as few as 35 left in the wild. The tiny population that survives today is under extreme risk of extinction.

The proceeds will be donated to Marwell Wildlife in Hampshire, which is one of the few places in the UK where Amur Leopards can be found.

✔️ UK Lingerie Awards Maternity Brand of the Year winner **Cake Lingerie** has entered the Korean market via department store Shinsegae.

Shinsegae, reportedly the world's largest department store, is offering Cake Lingerie products at two of its high street stores. The pieces form part of the CuriousK premium lingerie collection at Myeong-dong and Gangnam.

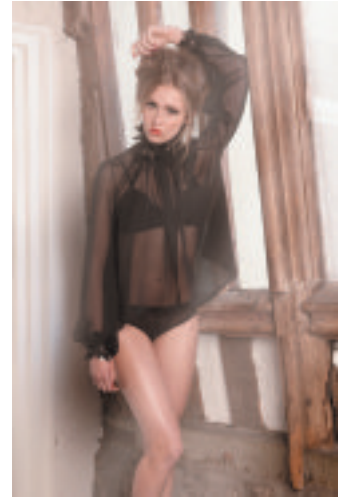


FIRST STITCH
CELEBRATING EMERGING TALENT

Laura Homer recently completed her degree in Contour Fashion at De Montfort University, where she spent three years developing her skills in CAD, design & development and accuracy in pattern cutting, and grading.

Alongside her studies, Homer took part in several internships and work placements, with the likes of Fleur of England, to expand her knowledge of the intimate apparel industry.. She also held down a part time job, working in a Lincoln boutique as a Bra Fit Consultant.

Last month, Homer appeared on the Contour Catwalk 2012 in London with her collection Dentelle., which was inspired by a visit to



the 'Lost in Lace' exhibition. She is now seeking a role in commercial design and pattern cutting.

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

STORE ENVY



INTIMISSIMI, WESTFIELD STRATFORD, LONDON

Italian lingerie retailer **Intimissimi** launched a new store in Westfield Stratford in May, 2012.

The outlet is the retailer's sixth store in the UK. There is talk of a seventh Intimissimi shop opening in the country, later this year.

Intimissimi operates more than 1,070 stores in 21 countries, including Italy where there are currently

more than 550 outlets.

It is just one of a series of lingerie brands to enter the Westfield Stratford shopping complex over the past year.

Aubade, Ann Summers and Triumph currently operate stores in the shopping centre and US giant Victoria's Secret is set to launch there, this month.

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



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VOICE OF THE INDUSTRY

The Sound of Music

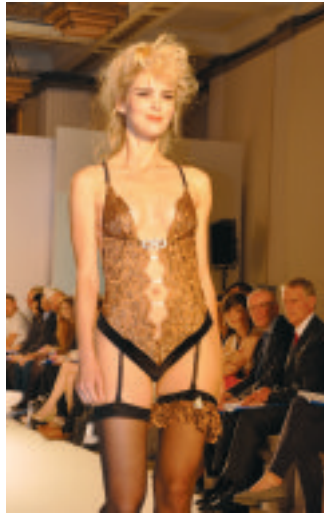


NEIL BOOTE,
marketing director, Music Stream

“Of all the possible conclusions you might reach when debating music policy for your business, consensus is the least likely outcome. Unless that is, the discussion is completely one-sided. Introduce a second opinion, let alone a third, and the only thing likely to be agreed upon, is that music is so subjective and emotive, and shaped by one’s own experience of it, that, well, you just can’t agree. I worked for 15 years as an executive in retailing for Our Price, Virgin Retail and W.H. Smith selling, amongst other things, CDs, cassettes and vinyl, and striving to create a retail experience at once acceptable to opera goers, hip hoppers, easy listeners and headbangers. Keeping the customers happy with the music played was a challenge. In reality, the best we could hope for was to upset the smallest number at any give time. Pleasing the staff was frankly impossible. For most retail businesses, playing the right music at the right volume, at the right time (e.g. higher when the place has more people and more ambient ‘human’ noise), is preferable to silence. Music fills the void, adds warmth, helps to create that sense of ‘third place,’ as defined by Starbucks; somewhere to feel comfortable outside of home and work.

If customers dwell longer, they’re likely to spend more, and return more frequently. Which brings us back of course to the thorny question of choosing the right music, given that one woman’s beautiful ballad is another man’s Chinese torture. My latest venture, MusicStream, was set up by a group of music industry professionals with three objectives in mind: firstly to create the best catalogue of licence-free music across all key genres; secondly to make the music easily accessible and controllable by retail customers; and, finally, to save retailers money each and every year by creating original music that is licence-free and so avoids fees from music bodies such as PRS and PPL. The retailer manages the music via the MusicStream digital player, which allows retailers to choose from a wide range of playlists, to customise the music for their business and to control and schedule music across multiple sites. In a digital age when popular music is ubiquitous and over-exposed, and retailers have to pay for the privilege of playing it, we really do believe that licence-free, unfamiliar but pleasing music, is the cost-effective, credible alternative for many businesses. Not that we’ll please everyone, of course. As I said right at the start, that’s impossible.”

NEWS REVIEW



De Montfort University fashion design student **Hannah Thomas** will be heading to America after graduation to work for one of the world’s top fashion companies.

Thomas, 22, who is studying contour fashion at De Montfort University, has landed a job with US giant Abercrombie & Fitch.

She won the two year contract to design lingerie for the retailer after taking part in a project for the company during her university course.

Thomas impressed bosses with her designs, targeting young women, and shone in a series of rigorous interviews, which involved her flying to the US.

A campaign for lingerie brand **Playtex**, developed by the Lexis specialist 50+ insight team, has won the Marketing to Seniors category at the 2012 Sabre Awards.

The campaign brief was to change the perception of the Playtex brand, building on its historic trusted name, but mak-



ing it more relevant to a contemporary audience.

Full-bust specialist **Curvy Kate** has unveiled its first ever USA Star in a Bra Top 10.

Voting to select the winner is now live on the brand’s Facebook page.

The winner will be featured in the brand’s Autumn/Winter 2013 catalogue, along with the Australian winner (who will be selected by fans later this year) and the UK winner, Sophie Morgan.

Last week, the Star in a Bra US finalists were treated to a professional makeover, a bra fitting with the Curvy Kate experts and a photo shoot in New York City.

Curvy Kate’s Star in a Bra competition is now in its third year, with competitions hosted annually in the UK, debuting last year in Australia and now in the US.

Interfiliere Paris has announced a cosmetic textiles focus for the July trade show, this year.

First initiated by exhibitors around a dozen years ago, cosmetic textiles made a discrete entrance at Interfilière Paris through micro-encapsulation technology.

They have since been developed and enhanced, and are finally taking their place in the limelight, thanks to the influence of shapewear and the slimming market.



SPEAKERS' CORNER

EMMA PARKER
founder, Playful
Promises



JEMMA BARNES
managing director,
Anita UK



**MICHELLE
PRETTY-SMITH**
designer, Lepel

WHAT ARE THE KEY INTIMATE APPAREL TRENDS FOR SS13?

"At Playful Promises we are looking forward to moving from our dark, seductive AW12 collection into a romantic spring light. During this season we can expect plenty of nudes and blush pink contrasting against aquatic greens, such as teal and turquoise.

Moving from the bold prints popular in swimwear, we will be working with delicate, ghostly patterns with an Asian influence. You can expect to see mini bloomers alongside stitch detail soft cup bras for a twist on the retro trend."

"A key trend for the upcoming SS13 season is definitely invisibility in lingerie.

Consumers are looking for bras that they can wear under the latest fashions, which have been dictating clean, simple lines so as not to show through. Well-structured soft cup bras are ideal for this trend and this is something that Anita has been working on for the coming year. Additionally, lingerie for larger cup sizes and larger backs will still be in demand for more variations."

"Lace is a key theme, particularly laces with a cotton crochet feel, and embroideries are stitched in soft matt yarn to give a craft inspired hand stitched look. Spring like colours will feature heavily, from sweet lemonade tones to blush pinks with contrasting marine blues and bright corals. Lingerie and low rise panties match with non padded underwired bras for a fresh light weight look. Comfortable microfibers are extremely lightweight and delicately emphasize the silhouette."

NEWS FLASH

ALEGRO LINGERIE has appointed **AWG BRANDS** as its new UK agent.

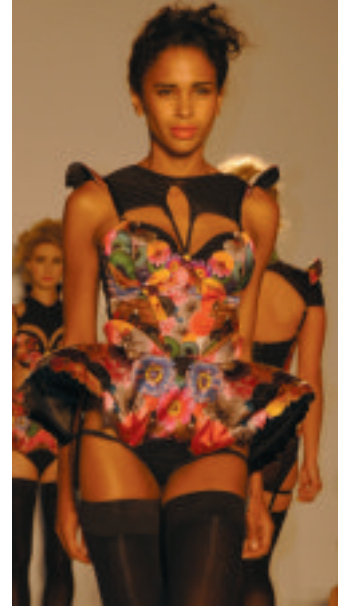
Alegro was launched in the USA more than five years ago and is now being introduced across the UK and Europe.

Styles have been created for 'grown up women' to enhance and embrace their shape whilst providing comfort, modesty and femininity.

The brand's collections include padded, plunge, full cup and balconette shapes, covering C-J cups up to a 46" back.

Alegro Lingerie brand manager Karen Ellis said: "We are delighted that Gary Watson and Andy Wrench of AWG Brands, who until recently worked with Curvy Kate lingerie, will represent Alegro lingerie in the UK."

For more news visit
www.lingerieinsight.com

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SS13 Lingerie Highlights

LINGERIE INSIGHT PRESENTS THE SS13 INTIMATE APPAREL HIGHLIGHTS OF THIS MONTH'S MODE CITY TRADE SHOW IN PARIS.

Date: July 7 - 9 | **Venue:** Pavilion 1, Porte de Versailles, Paris

AUBADE

The SS13 Aubade collection includes three major themes: Primitive Instinct, Hypnotic Chamane and Poesie Tribal.

Primitive instinct is inspired by the humid jungle, fear of wild creatures and tribal art.

Hypnotic Chamane is influenced by the exhibition 'Savage Beauty' (at the MET in New York) and Alexis Mabille's 11/12 Couture fashion show, celebrating the beauty of the night.

Finally, Poésie Tribale takes inspiration from old fashioned exploration and the discovery of wonders ranging from multicoloured birds to small huts and saffron coloured torsos.



FRAULEIN ANNIE

Fraulein Annie's new collection for SS13 is called Scene d'Amour. It features a polka dot mesh trimmed with a delicate cotton lace and comes in two colourways: a fresh cream & lavender, and a black & almond.

The feminine range includes a padded long line multiway bra, available from an A to D cup, a deep plunge non padded fuller bust bra and a waist cincher with removable suspenders that can be worn with either a thong panty or a 'cute' short.

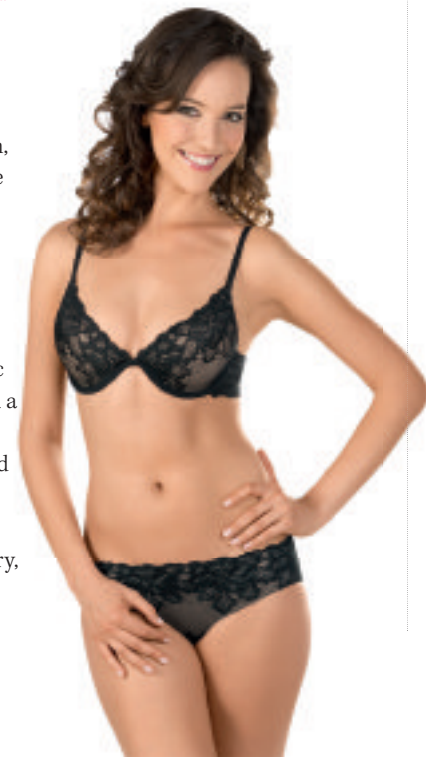


NATURANA

For SS13, Naturana has added a new dimension to its basic seam free range, with the introduction of Comfort Touch, three new styles which provide a completely smooth finish for everyday lingerie.

These include an embossed patterned padded bra, with matching briefs, an ornate lace patterned set and a classic underwired set, all available in a choice of black and caramel.

Naturana has also developed a wider colour palette for its classic everyday shades for the season, encompassing soft ivory, light beige, beige, caramel and Sahara tones.

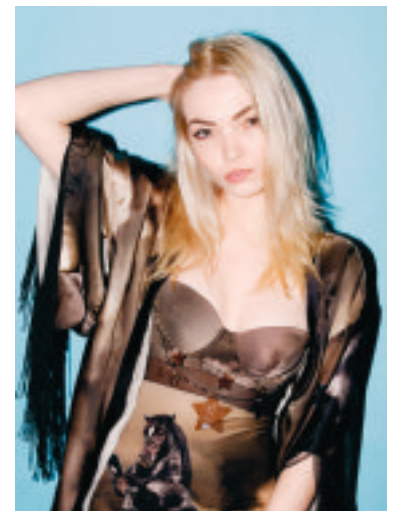


YES MASTER

London label Yes Master has launched its first, complete diffusion line of lingerie, loungewear and swimwear, called Twisted.

The line, which is available in both core and plus sizes, features an English tropics print, using images of thistle and golden finch to mimic a humming bird and a tropical flower, or a spring fresh yellow rose on a white background with a fluoro pink highlight.

In swimwear, the signature Yes Master stars have been given a modern twist by hand drawing then



on paper and then digitally reproducing them.

WHAT KATIE DID

For SS13, What Katie Did is launching Clarice, a '40s inspired set in icy eau de nil satin. The range comprises French knickers and soft cup bra which have been adapted from CC41 patterns, along with an underwired bra, knicker and suspender belt with a more modern cut.

Continuity range Lulu is being re-vamped for SS13. The heavy satin has been replaced with sheer red organza, with added vintage stitching and red satin detailing. New accompaniments include a torsolette, underwired bra, two styles of knicker and suspender belt.

Finally, continuity line 'Cabaret' has also been

expanded to include a bustier, waspie and girdle. The existing underwired bra will have its sizing extended to include A, FF and G cups.

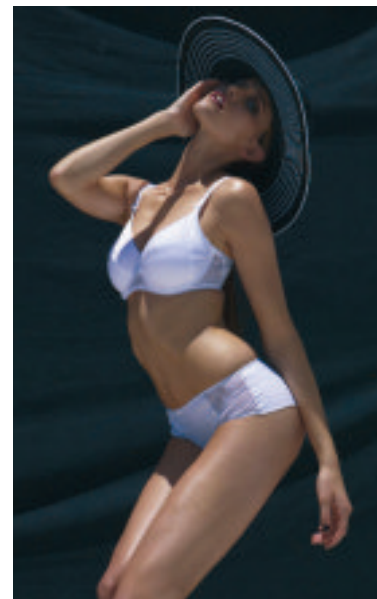


CHANTELLE

Chantelle approaches SS13 with a desire to dream and travel, continuing to bring together the world of lingerie and jewellery through the medium of magical and precious stones.

This season, Chantelle has taken inspiration from the great jewellers and the stone trends are reflected in the SS13 collection in four colour harmonies: white, opal, citrine and tortoise shell.

Alongside new fashion colours, the collection presents two new lines for Spring Summer 2013. The first is Pont Neuf, a 'stylish graphic support' line with Parisian-style geometric embroidery against a diamond background, combined with a very soft satin stripe. The second is



Palais Royal, which features an original combination of fabrics, including embroidery, dotted Swiss tulle and a satiny knit.

PASSIONATA

For SS13, Passionata's ongoing face Bar Fefaeli will play the role of a 'Home Sweet Girl.'



The French brand's latest collection embraces four colour harmonies for the season: Love (corals with highlights of milk), Watercolour (a fusion of soft, muted pastel colours), Paradise (striking shades of blues with flashes of white) and Spring (shades of purples and touches of whites).

The range includes three new lines for Spring Summer 2013: graphic and modern Sweet Love, jewel inspired jewellery line Malice, and the fresh and floral June.

MASQUERADE

The new Masquerade collection combines tonal colours with vibrant shades and earthy colour palettes for depth and definition.

New styles include fresh and summery plunge Alice, the Eastern & Western inspired designer favourite Arquette, non-padded balconnet Orla and Thai inspired plunge Kora.

Antoinette has also been reintroduced to the Masquerade collection in its bandeau shape with two layered floral lace, embellished with velvet straps and beading details.

AW12 and SS12 styles Amore and Persia will be returning for the season in new rich berry and classic black shades. Products are available from a D to H cup.



ROESCH CREATIVE CULTURE

The new SS13 range from Roesch Creative Culture combines a fairytale focus with bright florals and retro influences.

Key highlights of the collection, which will be showcased at this year's Mode City, include The Exhibition line, which incorporates the Gingerbread House, Bedtime Sweets and Fairytale Princess themes, and the Lifestyle collection, with a Bedtime Stories premise.

Other lines include Sunflowers & Dots, which is influenced by flower power, retro chic and a 50s revival, The Pastels, Flowers & Stripes, Mix & Match, Fascination & Eden and Exotic & Dream.



SUPERBRA

Like, Masquerade, Superbra's SS13 collection contains influences from both Eastern and Western cultures.

The new Superbra collection keeps trusted shapes and styles from previous seasons with an injection of freshness and colour from a series of SS13 themes.

These include Ikebano, based on the intricate Japanese concept of flower arranging, Oriental Fusion, pulling from designer and catwalk East meets West influences and Marrakech Express, a trend based on the blurring of cultures, back to nature and free spirit vibe.



CURVY KATE

For the new season, UK brand Curvy Kate is launching its first multi-way, the Desire, featuring embossed satin and interchangeable straps, with foam lined styles. The product is part of Curvy Kate's, SS13 Showgirl range, including balcony and plunge bras up to a J cup.

The collection features the pastel shades of seafoam green and lavender, complimented with touches of ivory and gunmetal grey.

Old favourites such as the Portia, Romance and Emily have also been given a Spring makeover, with 'fun and flirty' colour-ways, while the Smoothie range has been expanded with a new 'blush' shade.



CLEO LINGERIE

This season's Cleo collection takes inspiration from youthful, music based trends, combined with influences from film and fashion catwalks.

New additions include kitsch range Melissa, based on the previous style Zia from AW12, balconnet t-shirt bra Maddie,

padded balconnet bra Nina, molded plunge t-shirt bra Neve and colourful balconnet Bella.

A new technique has also been applied on individual style Lana, based on the AW12 style Marcie, which sees bold tribal embroidery over printed with a pink graphic tribal effect.



BLANCHE FLEUR

Bright colours and personalised prints are at the forefront of Blanche Fleur's SS13 nightwear and loungewear range, set to be presented at this year's Mode City trade show.

The designer's inspiration came from an eclectic range of sources, including a winter walk through Germany's Black Forest, US jeans and baseball jackets, and jungle creatures.

The four collections include the 'little squirrel' Exhibition Range, the soft and understated Charmed Wood, fifties influenced Jeans Love and Hypnotic Zebra, which features the quirky motto 'I'm a zebra, take me home.'

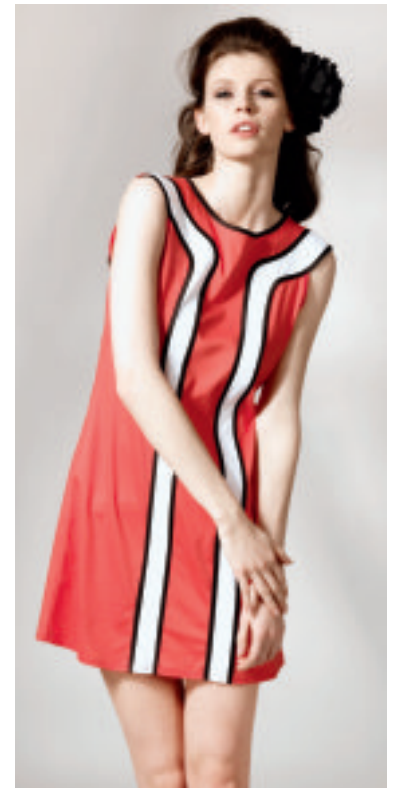


FERAUD

Feraud's new SS13 nightwear and homewear range looks to the latest trends in ladies daywear, as seen on the fashion catwalks of Milan and New York, and continental art.

It encompasses collections Le Pyjama & La Chemise, Flower Feeling, Platinum, Modern Feeling, Graphic Feeling, Red and White.

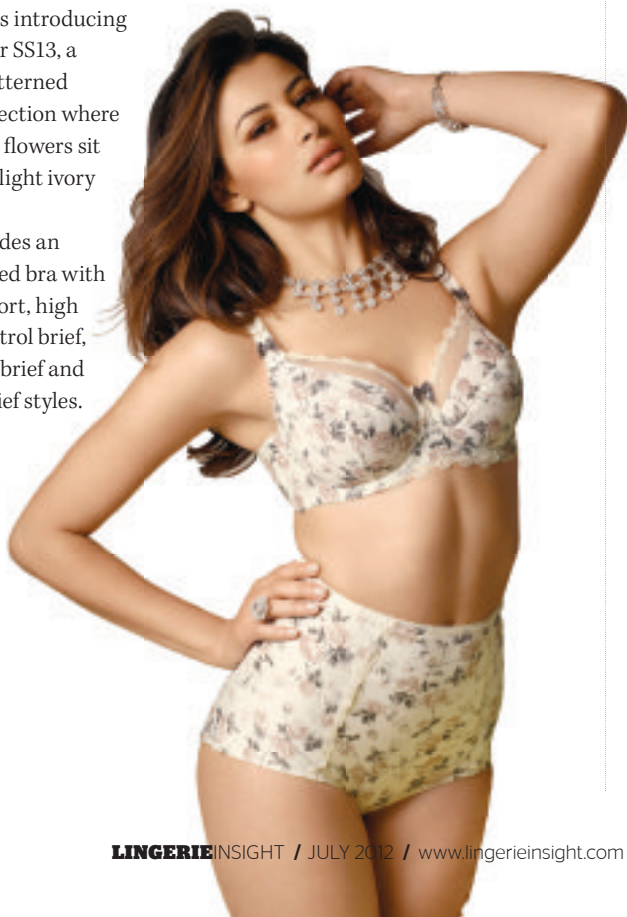
The Exhibition collection features a Foulard print, influenced by Milanese catwalk trends, with a 80s quality, as well as a small line with elegant all-over lace. A button-through Leo nightdress and men's style pyjamas with elegant, contrasting satin piping round off the range.



FANTASIE

Fantasia is introducing 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, high waist control brief, Brazilian brief and simple brief styles.



FREYA LINGERIE

This SS13, Freya Lingerie is introducing Totally Tartan, featuring a 'cute' pastel print. The collection includes a padded half cup, available up to a G cup, and a balcony bra to a K cup, which is based on the popular Daphne shape from SS12.

For SS13, Freya will also be introducing new shapewear range Deco Shape. The moulded strapless slip offers the same shape of the Deco plunge bra with the added benefit of a fitted slip, which hugs the wearer's curves to smooth and lift from thighs to chest.

The brand will also be launching the Deco Shape longline bra, which features 'great shape and uplift' with an eight hook back detail for firm support from B-GG.



FREYA LOUNGE

Freya Lounge is introducing a new selection of loungewear for SS13. Reminiscent of a 'beautiful Secret Garden', the range includes a printed teddy, swing vest top and lounge pant.

The 'vivid and quirky print' featured in Babes in the Wood has been created to inject a touch of the Freya personality into the line for SS13. Blended against a soft vanilla background, both the nightdress and lounge pant are designed to contrast with the simple navy short sleeve top.

Sweet Dreams completes the Freya Lounge collection for SS13. It encompasses the Sweet Dreams lounge pant, long sleeve top and charcoal grey chemise.



FREYA ACTIVE

The Freya Active performance sports top returns for the SS13 season in Cosmic Blue, offering secret Active sports bra support, as well as Coolmax fabric to wick moisture away from the body and Polygiene fabric to eliminate odour.

Freya Active's Capri pants are also making a comeback in Cosmic Blue for SS13. The pants are lightweight and stretchy with ventilation design which targets specific sweat zones.

Finally, SS13 sees the introduction of the Freya Active UW moulded sports bra in Cosmic Blue. The new spacer bra style is designed to look perfectly smooth



under clothes, whilst its inner slings create support during exercise.

LINGADORE

For the SS13 season, Dutch lingerie, loungewear and beachwear brand LingaDore will be escorting women to the beautiful island of Cuba, home to the best cigars, tastiest rum and Salsa rhythm.

Cuba's charismatic population, exciting culture and vivid colours join forces in LingaDore's five new romantic lingerie ranges: the festive Eviva, copper coloured Célia, romantic Ynez, sparkling Cimone and classic Lusiana.

The affordable luxury brand's Ynez range will see the introduction of a LingaDore first, a 'highly comfortable' t-shirt bra for big cup sizes. The product will be available from a D to G cup,



MIMI HOLLIDAY

Mimi Holliday's SS13 collection is its most extensive to date with a total of 19 stories, all named around the theme of romance with a flirtatious twist.

Highlights of the range, which will be exhibited at this year's Mode City trade show, include two new shocking fluro stories, called Wizz Pop and Wizz Bang. The brand will also be exhibiting a series of new front fastening lace babydolls and seven new maxi bras.

Other additions for the SS13 season include a thong, featuring an attachable bow, a smooth knicker and Peachy Cheeks, Mimi Holliday's first all cotton story.



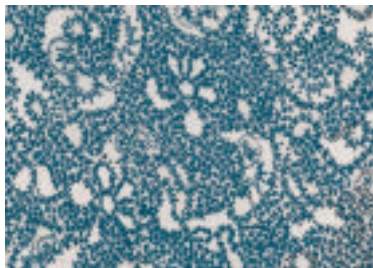
Interfilierere AW13 Highlights

WINTER IS SET TO ARRIVE IN PARIS, THIS SUMMER, AS THE CITY PLAYS HOST TO THE AW13 INTERFILIERE TRADE SHOW. WE BRING YOU FOUR KEY HIGHLIGHTS OF THIS MONTH'S EVENT.

Date: July 7 - 9 | **Venue:** Pavillon 1, Porte de Versailles, Paris

EUROJERSEY

Graphic, dimensional and chromatic effects play a big part in the ethereal offerings produced by the EUROJERSEY creative office for the Winter 2013/14 collection of Sensitive® Fabrics for lingerie.



The four trends for the season are: The Whites, From the Archives, Timeless and Pigments.

The Whites playfully mix transparency, floral surface decorations and tangible prominent elements which are enhanced by the Eco Print technique with white lacquer. The light and sensual Sensitive® Touch and Sensitive® Sheer Fabrics come in soft hues, with pale, pastel tones.

The romantic, vintage From the Archives mood brings to mind old embroidery, precious macramé and elaborate lace, with numerous dense and diaphanous sections forming the designs on Sensitive® Plus and Sensitive® Classic Fabrics.

LIEBAERT

Liebaert will be presenting its SS14 collection at this month's Interfilierere, encompassing three themes: Uniquessence, Polarisation and Geo eclectic.



Poetic and yet derailed, Uniquessence presents a daring compound of the handmade and extremely technical. New colours silk, teint, blush and menthol revive powernets with a vintage cotton accent.

An antidote to the crisis, Polarisation's used shades of crystalline sparkle softly to illuminate our grayish days. Here, a new Nanostitch is presented in a subtle and compact, slightly shiny satin. Nectar and citronade give a fresh taste to a purified and well-cared-for look.

Geo eclectic's print designs and structures are inspired by craftsmanship and folklore; braiding, raphia and volume through texture are the main elements. The base fabric used is an ultra-dull and ultra-light Nanostitch made with a fiber that is exclusive to Liebaert.

DOGI INTERNATIONAL

Interfilierere Designer of the Year Dogi International has created a more technical range for AW13.



The company will be presenting its three main families: the elegant Le Quotidien, romantic Femininite and seductive Seduction.

Le Quotidien sees the introduction of LIQUID, the new generation of light Jacquard fabrics with a very fine gauge appearance and a restricted stretch. Sari continues to be the most important group within the Femininite theme. Seduction features new versions of the laminated jacquards to improve moulding, with adjusted price points.

Aside from the three main families, Dogi International has prepared a special Invisible Jacquard range, as well as a Clean Cut family, which shows different degrees of support with a common feature that enables the production of seamless garments.

SERAM

The two strongest themes for this season are set around luxury and elegance.



Orient Express is the baroque and ornamental theme for this winter, featuring embroidery,

cashmere, velvet, braid and gold lace. The colours are deep, encompassing midnight blue, grey, mauve, prune, cognac, dark green and gold.

Emotion sees the introduction of a more discrete elegance. Fabrics are refined, working on lines (topstitching, lacing, frills, cushioning and graphic lines). Bright colours, such as deep red, intense pink and jade green are offset by taupes or light greys.

The final theme is all about simple, comfortable and natural materials, such as cotton, wool effect and feathers, with plenty of floral motifs. The colour range encompasses apricot, hazelnut, brick, rope and light blue flecks.

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Swimwear

S I G H T

JULY 2012 / ISSUE 02
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ELIZABETH RULES BRITANNIA

Actress Elizabeth Hurley discusses her beachwear brand's Mode City debut

SS13 SWIM HIGHLIGHTS

Check out the latest swimwear offerings from this month's exhibitors

HELLO LIFE BUOYS

Gossard MD Tony Jarvis describes the launch of the brand's first swimwear range

Furo SPLASH

Discover which European swimwear brands are starting to make waves in the UK market

ELLE-EN-JETTE
MIC'S VICTORIA BAKER
HARBER LAUNCHES
A NEW SWIMWEAR
LABEL



**NEWS
REVIEW**

**NEW
PRODUCTS**

**OBJECT OF
DESIRE**

A woman in a colorful floral swimsuit is partially visible on the right side of the image, standing in a lush garden. The garden is filled with tall, green, blade-like plants and smaller white flowers. The scene is brightly lit, suggesting a sunny day. The text 'Hey Buoys' is overlaid in the center of the image.

Hey Buoys

See the launch of the Gossard Swimwear and the new lingerie range in
Paris Mode City Show 7 - 9 July 2012,
Hall 1 Stand B76/C75 Paris Expo, Porte de Versailles, and at
Moda Lingerie & Swimwear Show 12 - 14 August 2012,
Hall 17 Stand B12 Birmingham NEC



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NEWS REVIEW



⬆ Panache is launching **Cleo Swimwear** in time for the SS13 season.

The brand's first swimwear collection will include five distinct styles: Betty, Tilly, Lucy, Dolly and Pippa. It boasts a strong colour palette, bursts of print and frilly details.

A variety of shapes will be on offer within the range, including bandeaus, tankinis, plunges and halterneck styles.

A series of bold shades, ranging from aquamarine through to red and coral, feature alongside bird, boat and floral themed prints.

Millie Mackintosh has donned a white one piece by **Karla Colletto** to promote St. Tropez's new Spraycation tan.

Mackintosh, 22, is the ambassador for the Jubilee themed tour, which aims to promote a 'safe' tan. She also posed in red shorts and a Union Jack, sequined bikini for the campaign.

It is the second time that the Made in Chelsea star has been spotted in the suit. She tweeted a picture of herself wearing the piece, which she teamed with a Melissa Odabash hat, prior to going on holiday in Dubai, earlier this year.

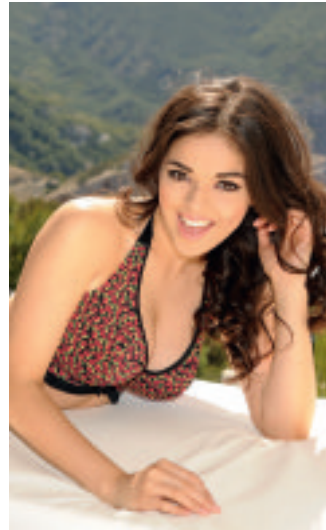
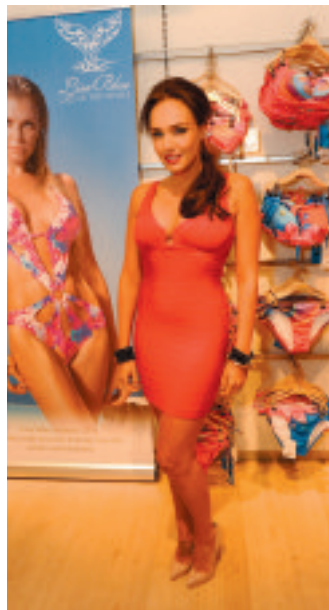
⬆ Tamara Ecclestone and **Lisa Blue** models Georgia Horsley and Charlotte Atkinson posed within a national press photocall at The Kings Road Sporting Club on June 21, 2012, to promote the launch of Lisa Blue's latest collection in the store, and the sale of its new charity bracelet.

The charity charm bracelet will be sold for £7.99 in-store and online at www.kingsroad-sportingclub.co.uk, with all sales donated directly to the Lisa Blue Campaign to support the conservation and protection of Australian whales and dolphins.

Tamara went on to host a VIP Drinks reception at the KRSC to celebrate the launch.

Guests included Phil Turner, Gary Cockerill, Lizzie Cundy, Elen Rivas, Funda Onal (Made in Chelsea), Maddie Ford, Upen Patel (Bollywood star) and members of the press. and fashion and style bloggers. The drinks were sponsored by Brown Brothers Wine and Lovoka.

Lisa Blue's SS12 collection styles include bikinis, one piece swim suits, monokini's, and resort apparel in decadent prints. They are priced from £78 to £200.



⬆ **Curvy Kate** is expanding its range of swimwear for the SS13 season.

The brand has added several bikini shapes, including a halter neck, a moulded cup based on the highly popular Smoothie bra and a three-part cup in balconette style.

To accompany the collection is a range of mix and match briefs, available in a high-rise fold down brief, flattering side ruche briefs, smoothing short and 'cute' tie side.

The line features the shades of scarlet and vibrant lagoon blue, along with a key ditsy poppy print, a nautical red and white stripe and a pin-up vintage polka dot. Patterned pieces and block colour items have been specifically designed to mix and match seamlessly.

LASCANA is set to make its Mode City debut at the Porte de Versailles in Paris, this July.

It will be presenting its SS13 Swim and Beachwear Collection at the show, as well as an extract of its lingerie assortment for the upcoming season.

The brand, which has the slogan 'it's a woman's world,' will use the event as an opportunity to showcase its new range to its

current partners, as well as potential partners for the future.

⬆ Swimwear brand **Zoggs** has announced that it is again the official Corporate Partner for the Aspire Channel Swim in 2012.

Thousands of people take part, each year, in the challenge, which involves swimming the 22 miles of the English Channel over a period of 12 weeks.

Participants are encouraged to swim the distance in their local pool, from September 10 to December 2.

Now in its 14th year, £3.5million has been raised for Aspire – supporting people with spinal injury - since 1999.

To further its association with Aspire and open water swimming, Zoggs will also be supplying swimwear to all of the Aspire swimmers who are attempting to cross the actual English Channel, this summer.



Swimwear brand **Roidal** is introducing a new, affordable collection of swimwear, titled TESSI by Roidal, for 2013.

The range, which features in-house 'fresh and vibrant' prints, includes a selection of swimwear styles, as well as matching pareos, jackets, tops and trousers. Sized 10-18 and up to F cup, the line has been designed to both compliment the existing mainstream collection and attract new clients to the label.



⤴ The Australian Swimwear Company, owner of Moontide swimwear, launched younger sister brand **Piha** at its European Sales Conference, last month.

Piha, named after the famous surf beach in New Zealand, was reportedly introduced with great success in New Zealand and Australia last year.

✓ **Alba Associates Ltd** has been appointed the UK agent for beachwear brand **Save The Queen!** Sun and homewear brand Save the Queen! Moon. Save The Queen! has been producing ready-to-wear fashion for over 10 years and it has produced the 'Sun' beachwear collection since 2008.



NEWSPLASH



PATRICIA EVE will be launching Italian brand David Swimwear in the UK, in time for the SS13 season. The official debut will take place at the London Swim-Show, this July.

David Swimwear is part of Italian swimwear group AFS International, whose brands also include David Man, Iconique, Vacanze Italiane and AquaWear. Patricia Eve will also be representing Iconique

in the UK.

Since its inception in 1952, AFS International has sold over 40 million pieces in 62 countries.

David Swimwear's beachwear collection encompasses bikinis, one-piece swimsuits and summer wear specially designed to enhance curves.

David Swimwear head of sales and PR Daniela Severino said: "We have chosen Patricia Eve Ltd to represent us in the

UK and we are confident that with David and Iconique's unique style, and Patricia Eve's network, we can do very well in the UK market.

"We have done an analysis of the UK market and we think that there is a real lack of options for fashionable swimwear beyond the teen market... This is the first time we are approaching the UK market and we have high expectations."

Since this time, the popularity of the brand has quickly increased, most recently leading to it being named Designer of the Year for 2012 by Mode City Paris.

Alba Associates' Roy Barnes said: "Being able to witness at first hand all elements of the design and production process was a truly unique experience that left us in no doubt as to the passion and commitment of the company to deliver an outstanding product."



⤴ Kelly Rowland has been spotted wearing UK swimwear label **Nardis Beach** while on a break from filming her new music video.

Nardis Beach provided the star's personal stylist Joel Dash with several pieces from its collections on request, for use with Rowland's music video and to style her during her 'down time'.

The music star wore the brand's Taormina bikini in white under a black dress.



Elizabeth RULES *of Britannia*

AS **ELIZABETH HURLEY** EXHIBITS HER BEACHWEAR BRAND, ELIZABETH HURLEY BEACH, FOR THE FIRST TIME AT THIS MONTH'S MODE CITY SHOW, THE BRITISH ACTRESS AND MODEL TALKS EXCLUSIVELY TO KAT SLOWE ABOUT WHY SHE WOULD BE INTERESTED IN LAUNCHING HER OWN LINGERIE LINE AND WHAT FIANCÉ SHANE WARNE THINKS ABOUT HER WORK.

Why did you launch a beachwear collection?

I decided to venture into Beachwear not only because I've always been obsessed with holiday clothes, but also because it's an area where women, regardless of shape or size, can either look amazing or really get it wrong. I wanted to come up with some styles that make people look great and develop a resort collection which would make a woman feel fabulously sexy at any age.

How has the sector developed in the past six years?

More and more people are seeking the sun throughout the year and the days of women only buying swim for summer vacations are long gone. We have two collections, which we deliver in October and January.

Why are you exhibiting at Mode City show?

Traditionally, we have sold mostly to the US and to exotic resorts worldwide. However, we would love to be more accessible to European buyers, hence exhibiting at Mode City. We have many loyal internet customers throughout Europe, all of whom would love to be able to buy from stores too.

You already do beachwear and bed linen.

Would you consider lingerie?

Actually, I'd love to design a lingerie collection-it could definitely happen!

How has modelling helped you to design swimwear?

My experience of being a woman panicking about packing for vacation has helped me more. Packing a

perfect capsule wardrobe, which fits and is flattering and comfortable is not something that happens by accident. Too often, we all lug unnecessary stuff and still find nothing works together and we feel uncoordinated. Good quality swim should last for years, and beautiful kaftans even longer. It's all about making sure you have a great cover up for each piece of swim. It's hopeless having the sexiest bikini in the world and no sarong or kaftan to slip over it.

How do you find inspiration?

I get inspired whenever I see a well dressed woman on vacation. I spend my holidays looking at how women dress and feel on the beach. I think travelling is very inspiring. India, in particular, can really fire the imagination as they use colour so beautifully and I also love their embroidery.

Australia is well known for its swimwear. Has your time there influenced your designs?

I'd like to sell more in Australia and we're working on it. Swim is slightly sportier in Australia and kaftans and sarongs seem to be replaced by shorts and t shirts.

What is the brand's USP?

We understand that most women are not tall and slim and bursting with confidence, and we create beachwear for women who want to accentuate the positive and eliminate the negative.

How do you balance work with the brand with modelling and acting commitments?

It's all a monstrously hard juggling act. No day is typical; I travel a great deal for business and personal reasons. Rule number one is to put my family first.

Do you have any plans for expansion in the coming year?

Beachwear is doing really well this year. We have a very loyal customer base and Summer 2013 is going to be our prettiest collection yet. We've just opened our first boutique in Marbella, which I am very excited about. The collection is very glamorous so it is a perfect place for us to have opened our store.

What have you found to be the biggest challenge in creating your own brand?

We learnt along the way and are still learning. I think we made a lot of typical beginner's mistakes but things are smoother now. We have better relationships with the factories and manage our time better. My brand is not a licence - I own it myself. We have decided to make our collections smaller and better and to analyse our sales in a much more competent way. Fingers crossed, this will be our best season ever.

Has your celebrity status helped or hindered the brand?

It has helped enormously with brand recognition, but that's where it stops. We succeed or fail on the quality of our product, the same as everyone else. We try to provide value and have developed great relationships with repeat customers. We now need to expand into new territories and that is our aim for this year.

What are the main themes of your SS13 collection?

Our collection has an exotic air, as I truly believe that on vacation women want to feel special. Our prints are beautiful and easy to wear; floating chiffons in Peacock, Serenissima and Blue Water all coordinate with great bikinis and one pieces and we also have plenty of animal print, whites and sexy metallic.

Have you any big new projects in mind for the next 12 months?

I enjoyed dipping my toe back into show business, last year, shooting Gossip Girl - it was the first time since having my son that I took this much time on a big project. The juggling act is not easy, but I may try it again if the right project came up.

To what extent do you still model your own pieces?

I'm gradually doing less of the modeling myself; we used a fabulous young Brazilian model this time to shoot the swim. I will always represent the brand visually in some way because we sell a lot to women both younger and older than me.



Who is your target consumer?

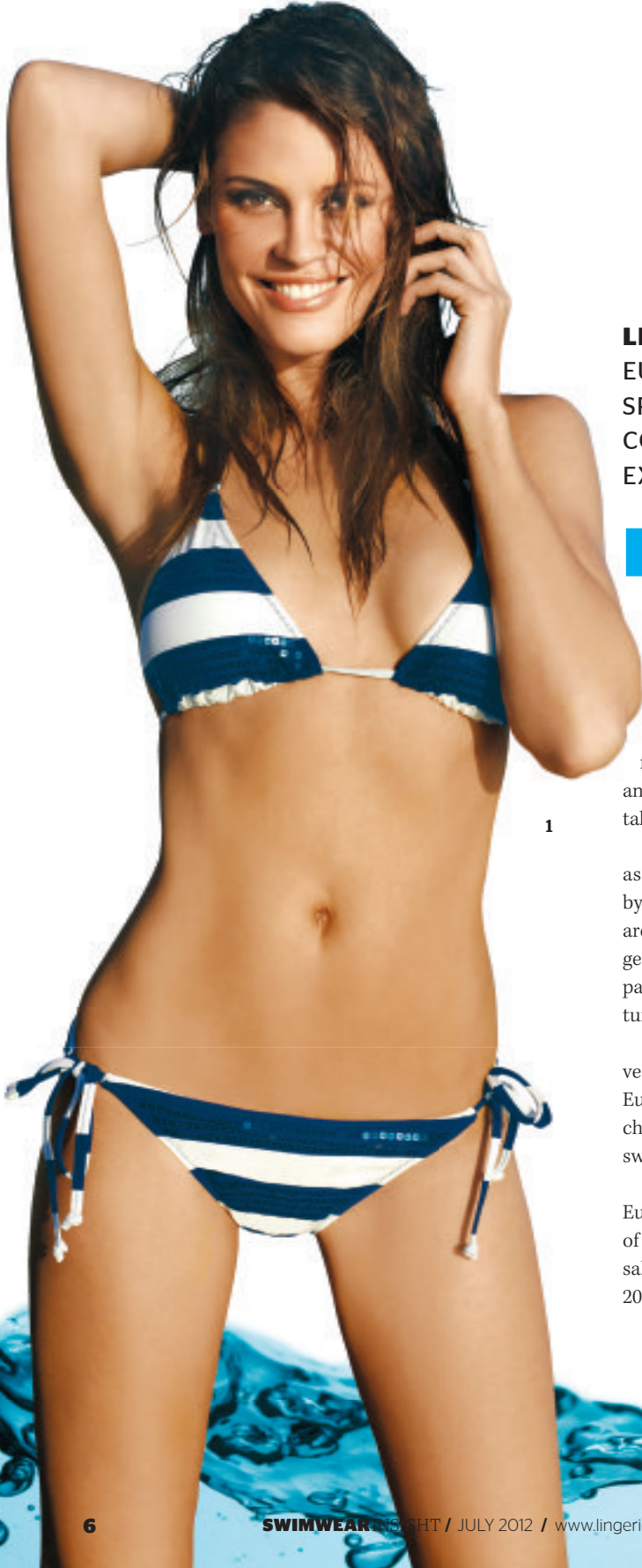
I design for women aged 18 months to infinity. I am as happy when sexy young women buy my bikinis as I am when fabulous seventy year olds look gorgeous in my kaftans. Women respond really well to the line because I've taken a lot of care to ensure that the swimwear fits really well and the cover-ups aren't frumpy.

Your fiancé appeared at the recent launch of your bed linen - is he a big supporter?

Shane is wonderfully supportive. It is very new for him to have a partner that works, and he is coping with it very well. I help him with his projects too, and he has his own line called Spinners, which will be launching in Europe soon. His underwear is fantastic, so maybe you can talk to him about it? ✦

1, 2 & 3

Elizabeth Hurley models swimwear from her Elizabeth Hurley Beach range, which will be showcased at this month's Mode City trade show
 Photographer: Nihat Odabasi
 Website: www.elizabethhurley.com



EURO Splash

LINGERIE INSIGHT INVESTIGATES THE LATEST EUROPEAN SWIMWEAR LAUNCHES, FOR **SS13**, AND SPEAKS WITH REPRESENTATIVES FROM A SERIES OF CONTINENTAL BRANDS ABOUT WHY THEY ARE EAGER TO EXPAND IN THE UK MARKET.

The UK public may feel short changed by this year's disappointing summer climate, but that has not stopped a growing optimism in the nation's swimwear market.

A number of impressive new offerings, presented by both UK labels and their European cousins, are set to take the sector by storm for SS13.

New launches in the country, such as the likes of David Swimwear, Cleo by Panache, Yes Master and Carizzi, are set to re-vitalise an already burgeoning industry as the English prepare to escape the unstable temperatures by fleeing abroad.

A recent survey by Mode City revealed that out of all the countries in Europe, the UK has the broadest purchase period, with consumers buying swimwear all year round.

With the lowest overall sales of the European Big 5, there is also plenty of room for the market to grow, with sales increasing by two percent from 2010 to 2011.

David Swimwear and sister brand

Iconique are presenting their SS13 collections to retailers, this summer, through distributor Patricia Eve.

Already present in Italy, Spain and France, and to a lesser extent Eastern Europe, the brand is determined to make an impact in the country.

"We have great ambitions in the UK," says David Swimwear head of sales and PR Daniela Severino. "We have chosen Patricia Eve Ltd to represent us in the UK and we are confident that with David and Iconique's unique style, and Patricia Eve's network, we can do very well in the UK market.

"We have done an analysis of the UK market and we think that there is a real lack of options for fashionable swimwear beyond the teen market. We are confident that pieces from the David Lady Club and Ocean Plus lines will fill this gap. Our Creative Director, Florinda Tufano, is ready to bet on the C5 family, characterised by a bright green leaves print."

According to Severino, the logistics of the Anglo-Saxon markets have forced the brand to behave differently, particularly in terms of delivery times

for beachwear, which are much earlier than in some of its other markets. Whereas, in Southern Europe, the selling season for beachwear is primarily the summer and clients are content to receive deliveries in March or April, in the UK there is a winter demand for beachwear for holiday goers, which means that deliveries are needed by November.

"This trend is spreading to the rest of Europe," says Severino, "and, in 2014, we aim to make our first deliveries by October, as we recognize a new trend in consumer demands."

New swimwear brand Carizzi launched in the UK at the beginning of the year. Founder Carine Rizzi is determined to succeed in the country before expanding into Europe and the US. The brand is currently sold on websites www.carizzi.com and www.thebeachtomatoshack.com but, for 2012, Rizzi would like to see an increased presence in key boutiques and also continued growth online.

"I would like to build up my UK presence before moving into other markets," says Rizzi. "We would love to see Carizzi being stocked in department stores and boutiques, along with expanding into other countries like Europe and America."

"Retailers are usually really cautious with young brands, and the economy has made it even more difficult for new brands to prove themselves in the market... But, I think that as the population ages there will be a bigger demand in swimwear that fits and flatters and will encourage older women to wear swimwear. I also think there will be an increase in online retailing."

Panache is also extremely optimistic about the sector's prospects and, as an established name, with a proven track record, its new swimwear range is likely to receive plenty of interest. Panache already produced swimwear under its Panache Swim label, but SS13 will be the first season that it offers



swimwear under its Cleo brand. Taking shapes, styles and inspiration from the lingerie collection, Cleo Swim's new line features a strong colour palette, bursts of print and frilly details from a D to a J cup.

Panache head of marketing Jennie Field says: "We are hoping for a big success in the launch of Cleo Swim. Cleo is a free spirited girl, who loves bold bright patterns, colours and styles that suit her. We think the market will appreciate a younger selection of D plus swimwear, also starting at a 28" back."

It is not only the more commercial brands that are suddenly seeking to cut themselves a slice of the swimwear market. Directional labels, such as Nichole de Carle London and Yes Master have also chosen to branch into swimwear, this year.

Yes Master has previously offered swimwear, but this is the first season that designer Igor Pacemski has chosen to produce swimwear across the brand's mainline, Black Label and Twisted diffusion line.

Pacemski says: "Swimwear is an all year round market. Seasonality has gone out of it. More and more brands in the market will mean increased competition and, dare I say, a cull, which is a good thing. Every niche

needs to go through the survival of the fittest phase every 10 years or so.

"The UK market really does know what it wants and it cannot be talked into taking lines that are not right. Other markets can be swayed. The UK is too headstrong and that is the best thing about this market. If you can make it here, you can make it anywhere."

And, there is no shortage of European brands seeking to make it. A huge number of labels, ranging from well established names such as Lise Chamel, Marlies Dekkers and LingaDore through to popular, upcoming brands such as Rebecca Swimwear, Iodus Swimwear, Curvy Kate and Tatjana Anika are all seeking to expand in the UK.

Lise Chamel group sales manager Xavier Laurette explains how important it is for the luxury French brand: "The increase of our sales in the UK market is a main objective. We are going to strengthen our position in different exhibitions in order to become better known."

"We still have many things to do to increase our swimwear sales in the UK. The success we have in France and in other European countries lets us think that we could interest many retailers in the United Kingdom. At the

1
David Swimwear is set to launch in the UK via distributor Patricia Eve

2
Nicaragua from LingaDore Beach's SS13 collection



5 Maryan Mehlhorn
SS13 swimwear
styles

4 Rebecca Swimwear
SS13 strapless one
piece

moment, we have around 100 points of sale.”

Dutch brand LingaDore echoes this passion to gain a significant share of the UK market. The brand backed its commitment to the country with the appointment of a new UK sales team, last month, directed by Mike Sedgley.

For SS13, the brand has developed ‘big size’ bras within its LingaDore, LingaDore Daily and Moments by LingaDore collections, which it hopes will provide impulse to its UK sales.

“UK women have other requirements for the lingerie ranges than other European women,” says LingaDore marketing director Tjibbe van Doorn. “That’s why we also introduce the big size bras, this coming season.”

LingaDore is not the only Dutch brand seeking to make an impact. The affordable luxury brand will be facing competition from high end label Marlies Dekkers, which also offers a diffusion range.

Affordable products are extremely important to the UK market which, despite its large number of high net worth individuals, has the lowest aver-

age purchase price out of the European Big 5, according to this year’s Mode City report.

Marlies Dekkers lingerie is stocked in a series of high end UK department stores, such as Selfridges and Harrods, as well as multiple Rigby & Peller and a series of prestigious independent boutiques. However, though its luxury credentials are extremely well established, the brand predicts considerable demand for its more recent, affordable Undressed line.

“Undressed is getting even more attention,” reveals brand founder and designer Marlies Dekkers, “and I will be building up the swimwear offer in Undressed.”

Like LingaDore and Lise Charmel, Marlies Dekkers is very focused on increasing its presence in the UK market. Over the next year, it hopes to grow its number of multiple accounts and affirm its stronghold on its existing stockist base.

“The UK market is a huge focus in my team,” says Marlies Dekkers, “and I have a dedicated UK sales and marketing force that works very closely with me.”

German brand Maryan Mehlhorn, along with its sister brands Lidea and Charmline, is another example of a European brand that is well-established in the UK market and continuing to grow. The focus is now being placed on bringing the group’s fourth brand, mix & match label Watercult, up to speed.

Maryan Mehlhorn’s Stephanie Supper says: “We are mainly looking to expand our youngest brand, Watercult, to tie in with its success in other European markets.”

Hungarian brand Rebecca Swimwear is quite a different prospect from its more established European fellows. Despite being stocked in around 40 countries around the world, it has only two retailers in the UK, one of which is a London based webstore and the other which is a shop in Oakham.

Yet, this is something that the brand is determined to change. Over the coming year, it hopes to collaborate with Amazon UK and enter into a number of London stores, such as Fenwick.

Export and marketing manager Katalin Varro is hopeful of the brand’s chances of appealing to the UK consumer, whose demands, she feels, are not that different from those of the brand’s existing customers. She says: “The differenced cups, etc. is normal for us, as we sell in 40 countries. I think the only one thing I can see is that there is a request for high end, really fashionable swimwear, but there is a gap in the offer.”

Iodus Swimwear is another that has not yet gained a significant foothold in the market. The French brand, which made its UK debut at Moda in August, 2011, is currently seeking to build its business via its London agency, Philippa Bradley Agencies, and consolidate its department store accounts.

Though, over the next year, Iodus is planning to develop its sales network in several new countries, the UK market remains a priority for the swimwear brand.



“The first key market outside France is the UK for Iodus,” says Iodus commercial director Korine Yohay.

Likewise, Italian brand Emamo is also keen to expand its current ‘discrete’ presence in the sector. Emamo is currently stocked by net à porter.com and Harvey Nichols, as well as 10 other retailers.

Emamo communications manager Sara Stimilli says: “In general, the beachwear market in the UK is weaker, because the climate is not always favourable.”

Right now, Emamo is evaluating a series of new development projects to undertake with the UK’s department stores.

Over the coming years, the brand is also planning to open a series of mono brand Emamo stores, building on its three existing boutiques in Italy.

Not only do brands from The Continent have to compete with one another to succeed in the UK market, they also have to compete against some impressive home grown talent.

Curvy Kate introduced swimwear to its offering, last year, and has expanded its range for SS13. The brand is currently stocked by 200 UK retailers, 10 percent of which also carry its swimwear.

Curvy Kate marketing manager Hannah Houston says: “We’re looking to focus more closely on the SS13 swimwear launch with added POS, store promotions and social activity.

“Our first every collection in 2012 gave our fans a taster but the SS13 collection has been perfected to really fit in line with our core goals and philosophies. We’re taking body confidence to the beach.”

UK brand Tatjana Anika London presently has 18 stockists worldwide, five of which are based in the UK.

“We hope to get more sales points in the UK in the next year,” says designer Tatjana Anika, “to get our

name out there more, so that Tatjana Anika will be recognised as a beachwear brand nationally.”

“All markets are very different. The UK market likes bright colours, solid colours (less prints) and larger sizes. The US likes smaller bottoms and simple shapes, but more patterned. At least, that is the impression I have through our sales.”

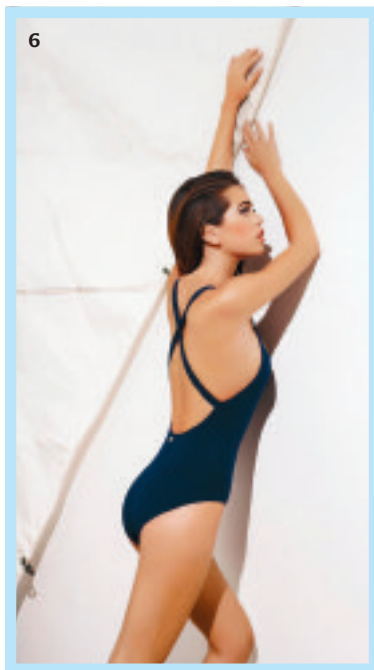
The UK market is definitely expanding and becoming increasingly crowd-

ed as brands seek to retain the attention of a savvy and often demanding group of consumers. The real question is not, however, how UK tastes differ or which brands are interested in expanding in the country. The real question is why.

Marlies Dekkers perhaps explains it best when she says: “The UK is a key opinion former. It has international gravitas. It understands the merit of design more so than most.”



5



6



7

5
Curvy Kate is expanding its swimwear range for the SS13 season

6
Iodus Swimwear made its UK debut at Moda, last year

7
UK label Tatjana Anika is looking to get more sales points in the country



Hello *Life Buoys*

GOSSARD MANAGING DIRECTOR **TONY JARVIS** TALKS TO **KAT SLOWE** ABOUT THE LAUNCH OF THE BRAND'S DEBUT SWIMWEAR COLLECTION.

1
Gossard Tropical bikini with high waisted brief and strapless one piece

Gossard is saying Hello Life Buoys, this summer, with the launch of its debut swimwear collection.

The new SS13 line, which will be show-

cased at the Mode City and Moda trade shows, is based on the technology and style of the brand's bestselling Egoboost bra - launched in November, 2011.

"It is very much the beach to the bar, changing room to the pool," says Gos-

sard managing director Tony Jarvis, whose former hats include head of sales at Triumph International, sales and marketing director at Puma and marketing director at Pretty Polly.

"It is a very functional range, but it is



2

also about looking and feeling gorgeous. It is very much based around Ego Boost, so giving a fantastic shape, look and a feel.”

The collection features ten pieces, including a 1940s inspired top that is designed to enhance the appearance of the wearer’s bust through the brand’s ‘unique’ Life Buoys, which can be slipped into snug pockets for extra lift. In addition, a compressed inner cradle maximises comfort to allow for all-day wear.

Drawing on Gossard’s 110 year heritage, the range is a huge step for the intimate apparel label, which has enjoyed considerable success over the past few years.

“We had a fantastic last year,” says Jarvis. “I suppose it was quite a natural progression for us. Our lingerie is doing really well. We are seeing a good double digit growth.”

Despite the significance of this latest step, Jarvis does not appear to feel that there is much risk attached to the new project. The swimwear line is a venture that Jarvis and his team have been con-

sidering for some time and their belief in the potential success of such a range is, according to the managing director, supported by feedback from existing stockists.

“Even though we were planning it anyway, we were actually glad one or two retailers came to us and said, ‘we think it would be fantastic if you launched a little Gossard swimwear range,’” says Jarvis.

“It was a combination of the two. It was natural for us to go into this area and actually a lot of retailers were asking for it, as well.”

The greatest challenge that the new project presented, claims Jarvis, was in the creation of the exclusive print. The design, which channels a tequila sunrise trend, sees ‘nature-loving’ prints feature alongside lush tropicals.

This botanical summer look is complemented by designs in Riviera Blue and Sunset Red, especially created for mixing and matching. The block designs feature a paired button detail with contrast stitching and are made from fast-drying ultra sheen fabric.

“We saw the tropical feel as being A, very much on trend and B, very much the Gossard look,” Jarvis reveals.

“I think the key thing was to get that print right and that is where the hard work started. Already we have started to show people and their reaction has been ‘wow, that’s so fresh, it’s really good, it will stand out either in store or through e-tailers.’”

Jarvis attributes the positive response to the collection largely to the hard work undertaken by his team, including national and international account manager Joanne Bolton, and design manager Stacey Lindsey.

“We are really lucky with our design team,” adds Jarvis. “Stacey says it best. She says, ‘it is a natural progression, it incorporates retro and very much the history of Gossard, and that glamour feel.’”

“It is not just spot on for trends, but also very much in line exactly with what we are doing with the brand.”

A lot of effort has also been put into ensuring that the debut swimwear collection is extremely versatile. Remov-

2
Gossard strapless bikini with fold-over brief and halterneck one piece in blue

3
Gossard strapless bikini with high waisted brief and halterneck tankini with foldover brief in red

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3

able tie straps mean the Bandeau Plunge, Bandeau Plunge Tankini and Bandeau Plunge Suit can be worn as a halter neck or strapless, to banish tan lines. All the pieces feature underwiring and are cup sized.

Three styles of brief are available, including the Retro High Waist Short with inner tummy control, a Tanga Side Bikini Brief and a Tie Side Bikini Brief.

The Gossard swimwear collection already has several confirmed stockists, including specialist independents and selected stockists online, such as www.asos.com, www.figleaves.com and www.gossard.com.

Jarvis hopes that there will be a strong uptake for the collection, both in the UK and in the brand's export markets, such as France, Germany, Russia, Poland, Spain and Italy.

"The export market is going terrifically," he reveals. "We are also expanding to places like Israel and Turkey.

"We just want to get it out into the market, get feedback,"

The new collection could just be a forerunner for some even more exciting times to come. Jarvis is already expanding his team, from product development through to customer services, forecasting and sales, in a bid to keep up with existing demand. Eventually, should the new swimwear collection prove a success, Jarvis also hopes to expand the range to include a series of accessories.

"This just endorses the fact we are definitely going in the right direction," he says. "It is very important to us that we keep growing the brand potential.

"And, I hope it shows people who haven't yet bought back into Gossard that they should really start looking at what we are doing. In a tough market, we are looking at good growth and I don't know how many people are actually saying that... I think we have come a long way." ❖

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SS13 Swimwear Highlights

WE PRESENT YOU WITH THE SS13 SWIMWEAR HIGHLIGHTS OF THIS MONTH'S MODE CITY AND LONDON SWIM SHOW TRADE EXHIBITIONS.

Mode City: July 7 - 9, Porte de Versailles | **Swimwear Show:** July 15 - 17, Portman Hotel

REBECCA SWIMWEAR

This SS13, Rebecca Swimwear will be launching a new, affordable subcollection, called Best Basics by Rebecca.

Also featuring in the range will be the Greek inspired Mythos collection, the eclectic Episode collection and the Art Collection 2013, a limited edition line inspired by Hungarian folk art.

This innovative capsule collection will incorporate embroideries, porcelain accessories and Swarovski crystals.

Showing at Mode City



CHARMLINE

For SS13, Charmline's motto is once again: 'Look one size slimmer.'

Key highlights of the German label's new range include shaping line Charmline Pure, Soft Graphics themed print and an expanded cover up and accessories range.

Two solid-colour jersey dresses, in lavender and black, have also been created to complement the pattern motifs and can be combined with any of the brand's multiple lines.

Showing at Mode City & London Swim Show



MARYAN MEHLHORN

For SS13, Maryan Mehlhorn invites you on a trip around the world with a new collection that draws on the theme of Globetrotter Glam.

Ideas from the roaring twenties, 1940s ballet and 1960s retro-regatta supply a vintage feel, which is boldly combined with influences from the Far East, wildlife and ethnic glam.

The themes of the collection's stories are inspired by the names of luxury resorts from around the world.

Showing at Mode City & London Swim Show

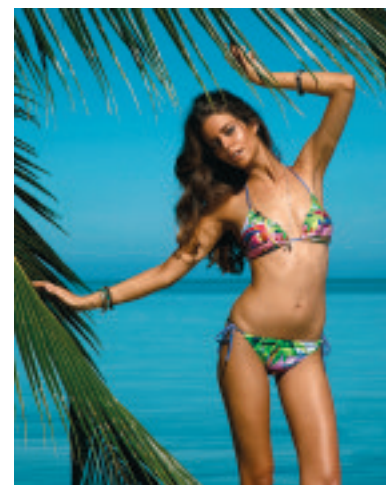


BAKU

The 2013 collection is an explosion of vibrant prints and block colours, in shades such as Sapphire and Ruby, Mango, Citrus and Sari Pink, as well as classic black/white and Indigo.

The range sees the introduction of new shapes with sizes up to an E/F cup, an array of cover-ups and newly engineered shapewear fabrication from Italy.

This season, Baku is also launching a new mastectomy suit, featuring ruched side panels, tummy control and pockets to hold



prosthesis up to an F cup.
Showing at London Swimwear Show

DAVID SWIMWEAR

Patricia Eve will be launching Italian brand David Swimwear in the UK, in time for the SS13 season.

David Swimwear is part of Italian swimwear group AFS International, whose brands also include David Man, Iconique, Vacanze Italiane and AquaWear. Patricia Eve will also be representing Iconique in the UK.

David Swimwear's beachwear collection is created to flatter the female form. It encompasses bikinis, one-piece swimsuits and summer wear specially designed to enhance curves.

Showing at London Swim Show



CURVY KATE

Curvy Kate is expanding its range of swimwear for the SS13 season.

The brand has added several bikini shapes including a halter neck, a moulded cup based on the highly popular Smoothie bra and a three-part cup in balconette style.

To accompany the collection is a range of mix and match briefs, available in a high-rise fold down brief, side ruche briefs, smoothing short and 'cute' tie side.

The line features the shades of scarlet and vibrant lagoon blue, along with a key ditsy poppy print, a nautical red and white stripe and a pin-up vintage polka dot.

Showing at Mode City



CLEO SWIMWEAR

Panache is launching Cleo Swimwear in time for the SS13 season.

The brand's first swimwear collection will include five distinct styles: Betty, Tilly, Lucy, Dolly and Pippa.

The collections boast a strong colour palette of aquamarine, navy and strawberry, alongside bursts of print and frilly details.

Plunge, bandeau and halterneck shapes are available in the debut range, which also includes a series of wired and non-wired options. A series of matching pants compete the collection.

Products are available up to a J cup in certain, select styles.

Showing at Mode City



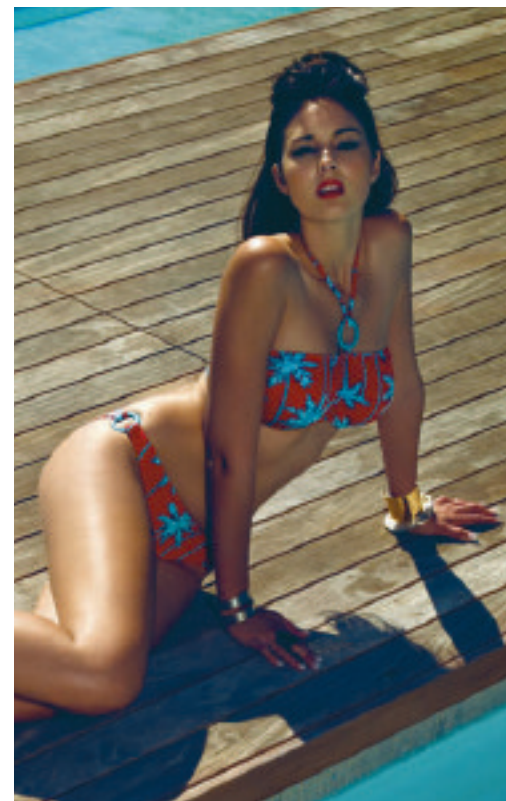
FREYA SWIM

For SS13, Freya Swim's new Hello Sailor collection plays on the popular nautical theme with its red, white and navy stripe design, while the overlaying polka dot print takes inspiration from the retro 60's.

Crush, based on the Latin American Samba dance, offers a sporty yet sexy look, while the 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.

Finally, the Sunset Boulevard collection features a 'ditsy' white polka dot print on a yellow base, incorporating ruffle detailing.

Showing at Mode City



ELOMI SWIM

Elomi swim returns for SS13, offering 'three simple steps to swimwear perfection'. Step one starts with Elomi's UW swim bra, which can be worn on its own or underneath a range of different Elomi tankinis for optimum bust support.

For Step two, customers should choose from a range of brief styles, such as the classic brief, flared skirt brief, high waist or the brand's new SS13 boy short style.

Step three entails choosing a tankini. Options include the Panzara style, featuring a two-tone print in a dark summer pallet of Black and Ivory, or Rumoi, incorporating a modern rococo inspired print.

Showing at Mode City & London Swim Show



CARIZZI

Carizzi's SS13 collection is formed of four different themes and utilizes five key vivid colours, which blend to create a Tropical Hawaiian mood. Detailing incorporates super soft flowers, retro shapes, iridescent pearls and jewels.

Collections include Classique, consisting of staple separates, and Contours, drawing inspiration from vintage swimwear and retro shapes for an overall athletic feel. Also featuring are Fleur, with its 'super soft' flowers, and the glamorous Bijoux.

Carizzi will also launch a range of silk jersey beach cover-ups, designed to be worn 'from beach to bar.'

Showing at Mode City



LISE CHARMEL

The Swimwear 2013 collection from Lise Charmel is expressed in a mix of trends, all of which harmoniously echo each other.

These include elegant haute-couture cuts, pure allure, big bold graphic motifs and exuberant tropical colours, and shapes. The femininity of the draped and tied fabrics pays tribute to Madame Grès. The new shapewear materials, which help sculpt the wearer's body, channel The New Look style of the 1950's.

Shapes include one and two piece suits with boat, bandeau and plunge necklines.

Showing at Mode City & London Swim Show



MIRACLESUIT

THE 2013 Miraclesuit® swim collection includes some bestselling styles in updated colours and prints, alongside a series of new shapes.

The theme ranges from playful and sporty to timelessly classic, with 'lively and vibrant' colours in modern solids and the new placement prints, which have been engineered and strategically placed on the body to create a slimmer figure.

Distinctive details include delicate draping, shirring, twisting and crystal accents.

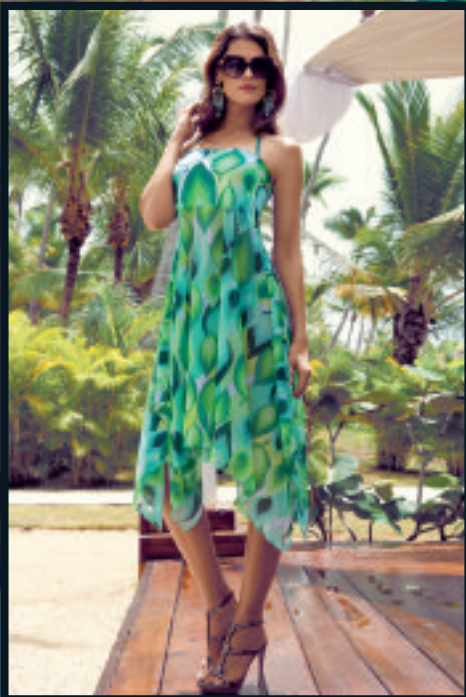
Showing at Mode City & London Swim Show



DAVID

IL COSTUME DA BAGNO

*Come and View the 2013 Collection
Paris 7th - 9th July Stand E38 - F45
London Swinwear Show 15th - 17th July
Moda 12th - 14th August Stand B38*



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ROSA FAIA



The 2013 Rosa Faia collection is inspired by lifestyle, culture and colours. It stands for summer and freedom with its motto 'Enjoy the journey to your personal treasure island.'

The collection is influenced by the Caribbean, the Mediterranean, the South Seas and the Atlantic.

Themes include the sophisticated St. Barts, the glamorous Bahamas, the romantic Capri, retro La Reunion, the colourful Fiji, the bright Seychelles and volcanic La Gomera.

Shades range from copper and mustard through to 'rosa' and teal.

Showing at Mode City and London Swim Show

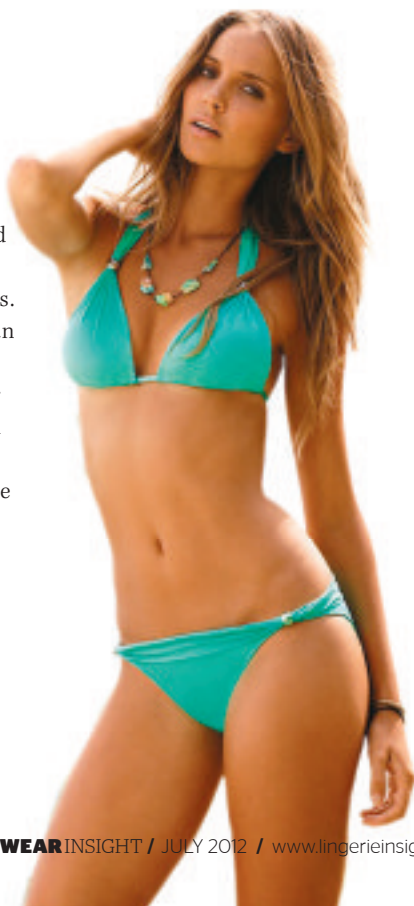
GINJA

In its SS13 collection, swimwear brand Ginja is using an Italian, silky soft-touch microfiber for clarity and boldness of colour, with new hues including mint, apricot, amber, sapphire, olive and ruby. All the prints work back to these solid colours.

The best selling, Grecian slide padded triangle and matching Grecian hipster bottom has been retained for this season.

Other key pieces include sexy cut away one pieces to enhance curves, A line tankinis and a U shaped bandeau, as well as waterproof board shorts for a classic Australian surfer chick feel.

Showing at London Swim Show



PAOLITA

Drawing inspiration from her many exotic journeys, Anna Paola's SS13 collection invites each woman to step into a world of vivid hues and lavish prints.

The designer's latest offering incorporates a wide range of influences. These range from the Art Deco of Miami and nights out in South Beach through to her own Mexican heritage, as portrayed via the Day of the Dead.

Paola concludes her long voyage in the East, in the broad valleys of Kenya, with Africa's famous Masai tribes.

Completing the collection is a series of dresses and cover-ups, which have been designed to match all lines.
Showing at Mode City

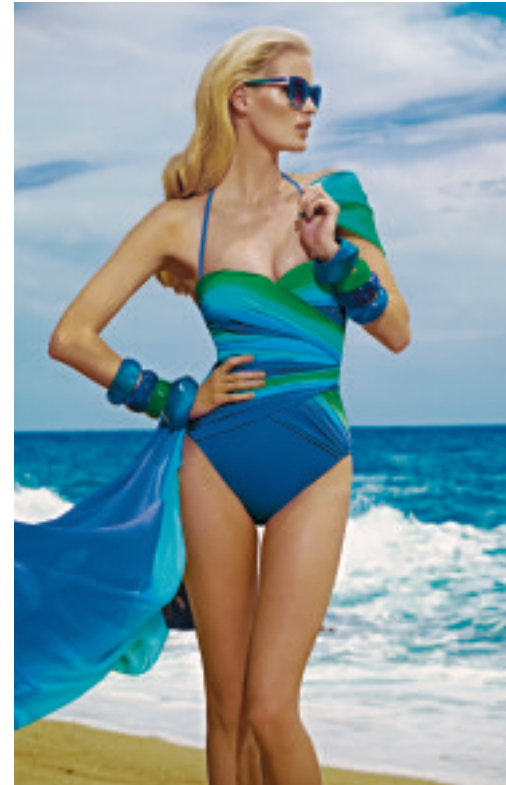


GOTTEx

Gottex's 2013 swimwear collection is a study of colour, shape, print and detail. It provides examples from two extreme ends of the spectrum, encompassing both graphic and dreamy aspects.

The range consists of two categories. The first, New Vision, contains graphic, colour blocking, tribal and dream elements with bold detailing, including the use of Swarovski stones.

The second collection, Classics, is constructed from many stories, with the core, common element being its use of hand drawn, artisanal prints.
Showing at London Swim Show



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ELLE-EN-JETTE

MADE IN CHELSEA STAR **VICTORIA BAKER-HARBER** SPEAKS TO LINGERIE INSIGHT ABOUT LAUNCHING HER OWN SWIMWEAR LABEL, **ELLE-EN-JETTE**, AND REVEALS HER AMBITIOUS PLANS FOR THE NEW LUXURY BRAND.

What made you decide to launch your own swimwear label?

I was always keen on fashion but, with swimwear in particular, I have always felt like everything looks the same, as though it has all been cut from the same cloth. There was nothing that explored the boundaries and really focused on what looks good. People place such emphasis on underwear, when I think swimwear is more important as far as more people will be looking.

How did you choose the name Elle-en-Jette?

Elle-en-Jette is actually a French expression, which means 'she throws' – quite literally- but, in essence, it means she looks a million dollars. I think it has a good ring to it and it will hopefully represent how anyone in one of the pieces will feel.

What is your background in the sector?

From as young as I can remember, I was always drawing or painting different outfits. I was very keen on art and textiles, and even made them introduce textiles A level in my last school in London. I then went on to study at London College of Fashion and, following that, I did a business degree in international business management and marketing. I have also interned in a few different places but I never felt enthusiastic enough about helping out with someone else's designs because I had way too many ideas of my own.

From where did you gain the inspiration for your designs?

There is too much inspiration to even list. Every day I pick up an idea or a colour scheme that sticks in my head and it always opens up a new path. There aren't enough seasons in the year.

For my first collection, I have named it 'The Olympia' Collection, being the year of the London Olympics. Each of the pieces is named after a Greek Goddess and, appropriately so, as well... There is something Grecian about the over-all look, down to the details of the metal clasp with a laurel wreath pattern around the logo.

Having said that, the majority of the collection is monochrome, with black and white being the primary focus. There is one snake print, but not snakeskin. In religion, mythology, and literature, serpents and snakes represent fertility or a creative life force, which again links back to the idea of mythology.

As far as designers influencing the collection, I would say Lanvin, Chanel, Alaia and Azzaro are my main influences, because they are classic but timeless in most of their designs, and they each have a certain element that makes them unique. I hope Elle-en-Jette will also achieve this.

How will your brand be different to any others that currently exist in the market?

Elle-en-Jette is different to others in the market because, unlike so many other designers, attention has been paid to the way each part fits the

body. After speaking to numerous women of all ages and sizes, there are the same issues that people are self-conscious about and I have tried to target these, by creating unique pieces that flatter the best parts of the body and conceal the worst. One key element has been the type of elastic used in the seams. Double-bagging the edges also helps to prevent the fabric digging into the skin and creating love handles.

The straps on the shoulders are also tailored in such a way to prevent any overhang. The one piece is heavily roused to stop any signs of lumps or bumps and, on other pieces, a jacquard has been used, which is very flattering. There are also belts, which are heavily embellished with crystals as an optional extra.

What items will be available within the collection?

There are a combination of one piece and two pieces, as well as elasticated hairbands, viscose rayon t-shirts with crystals, and a long chiffon kaftan in the signature print. Each of the one pieces has a two piece equivalent. You can instantly see which ones are related. There is also the option to mix and match the tops and bottoms, and accessorize with belts if wanted.

Are you planning to attend any trade shows, this year?

I haven't finalized which trade shows to participate in, but I will be visiting Miami Swim Week in July, as I hope to be there for summer 2013.

Who is your target consumer?

My target consumer base is fairly broad and versatile but the consumer will appreciate the elegance and classicalness of the pieces, which are conservative without being too modest. The signature print is likely to attract a younger consumer, but the versatility of the collection doesn't alienate a particular buyer. Even the one piece has options to change the style of the bottoms to one with more coverage, as opposed to one with a centre seam down the

middle back. There are also sections for chicken-fillet infills, for those who need more push-up, and the molded cups give enough support for those who have larger chests.

Where would you most like to see your swimwear sold?

I have a long list of potential stockists, but ideally Harrods, Harvey Nichols and Browns, in the UK. I am also hoping to stock in MC Market in Monaco, as well as the beach club in Monte Carlo Beach and other boutiques around St Tropez. The Middle East is also another market I am hoping to target.

What are your plans for Elle-en-Jette over the coming year?

The first collection is fairly small with only seven different styles (plus options to mix and match), as well as belts, headbands and a long kaftan. There are two to three colour ways, including my signature print, but in the coming year I will be working on a broader collection of kaftans and another variation of print, which will be available on new styles, as well as Panama style hats with options to change the fabric on the brim. The swimwear is just a solid starting point for me.

Where would you like to see your label in three years time?

In three years time, I hope Elle-en-Jette will be a household name in terms of swimwear. I would love to expand and potentially create a men's collection, as well as a children's range for both girls and boys. Elle-en-Jette has potential to become a

lifestyle brand with swimwear being just a starting point for this. I think it would be great to have a range of SPF creams and skincare, hair care, things for the home, trinket style jewelry, candles, towels, beach bags... the list is endless.

Do you feel that the publicity from Made in Chelsea is likely to benefit your business?

I think the show has positive and negative attributes as far as Elle-en-Jette is concerned. I don't think the story line has followed my work interests too avidly, which is a good thing because I don't want it too closely associated with a TV show. People's opinions of my character as it is portrayed could have a negative or positive impact on the brand's image, but it's a product vs. an almost fictional character.

What has been the greatest challenge in setting up the business?

There have been numerous challenges. Delivery times are always tricky. Making sure things arrive when they are meant to and chasing things up can be very stressful. Also, factory samples vs. original patterns can vary so much, so it takes a lot of practice before it's just right... But, perhaps that has something to do with me being too much of a perfectionist?

Who is currently your favourite swimwear designer?

I wouldn't say I had a favorite swimwear designer... It is more a case of finding one good piece once in a while, regardless of who designs it. One of the best bikinis I ever found was from an unknown Brazilian designer but the cut was amazing. Having said that, I love Lanvin swimwear. I am a big fan of Missoni and Pucci prints, and Gottex. As much as the products are aimed at an older market, their catwalk shows are second to none... It's a shame they don't release half of the pieces showcased. ♡



ELLE - EN - JETTE

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Made in Chelsea's Victoria Baker-Harber has long wanted to launch her own swimwear brand.



trendsaddiction

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>> OLYMPIA BY GOTTEx

The Olympia moulded cup bandeau is from Gottex's SS13 collection.

Along with a strong colour blocking theme, each bodice is designed to project a strong and sporty Olympic quality.

The product also incorporates body shaping properties, featuring a special layer of foam that has been inserted onto the sides of the body.

RRP: £159





^ **PARACAS CHIC BY AGUACLARA**

Aguaclara Swimwear has introduced a new level of 'femininity, sophistication and exoticism' to its SS13 range.

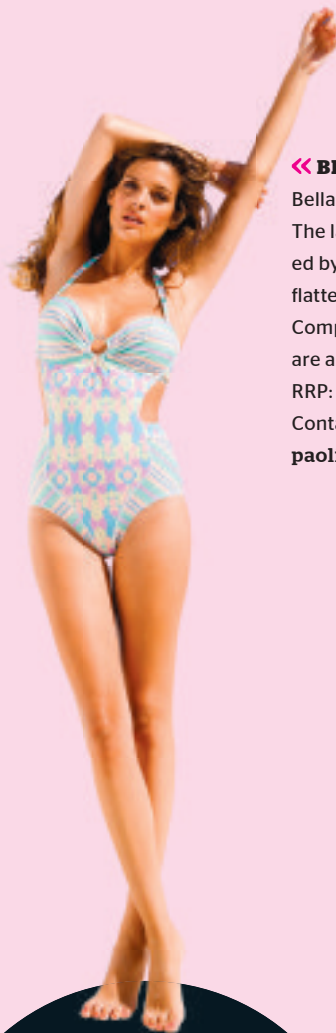
This season's proposal includes a series of vibrant colours, inspired by the Andean world.

Pinks, purples and turquoise draw their inspiration from Latin America, while deep khaki and bold animal prints conjure up rainforest treks in the deepest jungle.

A selection of leopard, zebra and snake print, as well as a new fringed family, complete the new collection.

RRP: TBC

Contact: Jaqui Copley at Elite Swim, 0114 249 3037 eliteswim.co.uk



<< **BELLADONNA BY PAOLITA**

Belladonna is a key piece from Paolita's new SS13 collection. The latest range from the luxury swimwear brand, founded by designer Anna Paola, incorporates a series of 'figure flattering' cut outs and bold geometric prints.

Complimenting lines of matching dresses and cover-ups are also available within the line.

RRP: £120 - £165

Contact: Joseph Bachman, 0772 361 9270

paolita.co.uk



^ **MIRACLESUIT**

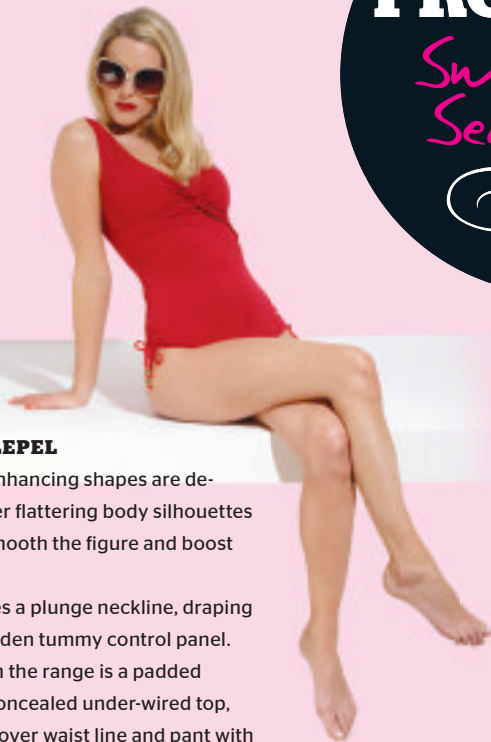
This wrap around costume by Miraclesuit now comes in a new fuchsia colour for SS13.

The hidden underwire provides extra support for the bust and the ruching helps to accentuate the wearer's shape, minimise the waist and deliver the 'ultimate' hour glass silhouette.

RRP: £135

Contact: Patricia Eve, 0142 388 5374

patricia-eve.co.uk



>> **CAPRI BY LEPEL**

Capri's figure enhancing shapes are designed to deliver flattering body silhouettes in styles that smooth the figure and boost confidence.

The suit features a plunge neckline, draping effect and a hidden tummy control panel.

Also included in the range is a padded moulded top, concealed under-wired top, short with fold-over waist line and pant with adjustable sides for minimising tan lines.

RRP: £40

Contact: LepeL, 0115 983 6000

lepel.co.uk

>> **MARGARITA BY MYABLU BEACH**

MyaBlueBEACH's white tunic top, Margarita, is part of the brand's SS13 Fiesta Collection.

Hand beading appliqué adorns the neckline, hem and three quarter sleeves, along with floral appliqué in a mixture of lime, lemon turquoise and cobalt blue.

The product, which is made from 100 percent cotton, is designed to be worn over either patterned swimsuits or plain bikinis. An off the shoulder top and a Cotton Maxi Dress are also available as part of the line.

RRP: £135

Contact: MyaBlueBEACH, 0116 241 4627

myabluebeach.com



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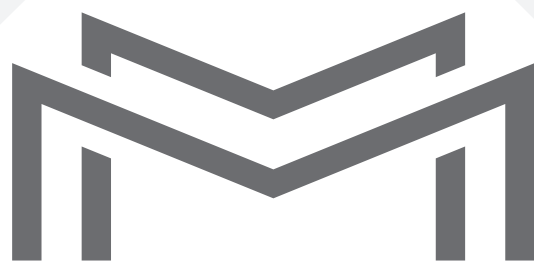
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AGE OF THE

Teen

IN TODAY'S ECONOMIC ENVIRONMENT, THE TEENAGE DEMOGRAPHIC IS ONE OF THE FEW REMAINING GROUPS WITH SPENDING POWER. **LINGERIE INSIGHT** QUESTIONS HOW BRANDS CAN TAP INTO THIS MARKET AND TAKES A LOOK AT THE CHALLENGES INHERENT IN PRODUCING LINGERIE FOR ADOLESCENTS.

Teenagers are sitting pretty in today's market. No rent, no bills and the expectation of a tidy allowance all combine to make the teenagers of today a spending force to be reckoned with.

The lingerie sector is no exception. Lady Muck is the latest to join this rapidly expanding area of intimate apparel. The new brand was founded by two mothers, law firm development manager Mel Pilkington and shoe designer Rebecca Tozer, who met one another whilst on maternity leave from their respective jobs.

Lady Muck, which offers rebellious and edgy lingerie for teenagers (aged 14 to 19 years old), features clashing colours and more risqué options such as thongs and plunge bras. Sizes range from a 28 A/B through to a 34 DD/E, depending on the style, while price points start from £20 to £25 for a bra and £6 to £10 for a brief. The label will be targeting department stores and online retailers with its debut SS13 collection, pre-viewing this summer.

While Pilkington has sought to keep her pieces age appropriate, striking an effective balance between appeal and propriety in teenage intimate apparel is not always easy, particularly in the current climate. The question of over-sexualisation of girls is currently a topic of major debate and a series of high street retailers recently received coverage in the national press after having their products criticised by campaign groups such as Mumsnet.

In June, 2011, the results of an Independent Review of the Commercialisation and Sexualisation of Childhood, called Letting Children be Children, was presented to parliament. It defined children as being below the age of 16, the point at which individuals are legally capable of having intercourse. According to the report, there is a view 'that finds its expression in outrage, for example, that childrens-

wear departments stock clothes for young children that appear to be merely scaled-down versions of clothes with an adult sexuality, such as padded bras.’

The report also stated: “The first area of concern was about products that are seen to depend on, or to promote, the idea that children at quite a young age are more sexually mature than their chronological age suggests. That maturity might be physical, emotional or psychological, and the child may be aware or unaware of it. Girls’ clothes and accessories are the most frequently cited examples: bras (padded or not), bikinis, short skirts, high-heeled shoes, garments with suggestive slogans, or the use of fabrics and designs that have connotations of adult sexuality.”

According to the study, the children’s fashion retailers that were spoken to, during the research process, all had some form of checking process in place to ‘edit out’ suggestions of sexualisation from children’s clothing. Some companies also had written guidelines for buy-

ers, while others provided induction and training in company values.

The teenage lingerie sector continues to exist in a slightly grey area, as brands attempt to produce lingerie that parents will find acceptable, yet teenagers will wish to buy.

Sweetling Lingerie co-founder Maria Law, however, is determined not to overcomplicate the issue.

“We instinctually know what is and isn’t appropriate for this market,” she says. “It is Sweetling’s ethos as a company to provide age appropriate underwear.”

Law, who chooses not to shoot her pieces on models, claims that many girls are not ready for the attention that breasts bring and in reality do not want to push them ‘up and out’. However, at the same time, she asserts, they need to wear a bra to support the growing tissue.

According to Law, when she founded her brand, in 2008, there was little on offer for the teenage age range.

“If young girls wanted a ‘soft cup bra’, all that was on offer was very basic white jersey cotton ones,” she says, “which would discolour in the first few washes. The detailing was also usually very baby-ish, with cartoon characters stuck all over them. At the other end of the scale, the market was equally inappropriate, with under-wiring and padding, which were just scaled down versions of adult bras.”

None of Sweetling’s products feature underwired or moulded cups, as Law feels strongly that young, developing girls shouldn’t wear wired bras. Not only does she consider that they are uncomfortable for girls who may already be struggling to get used to the unique feel of wearing a bra for the first time but, more importantly, she considers that the forming breasts should be allowed to develop naturally and be supported, rather than ‘pushed.’

“We have never had a girl, or mother, ask us to produce a bra that has molded cups,” Law says. “Quite the reverse, they are coming to us because



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1,2&3

US brand Honeydew Intimates believes teenagers want attitude

4

US brand Cosabella considers the popularity of neons and layering to be driving growth in the teenage sector

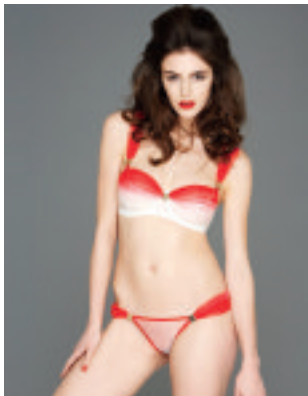
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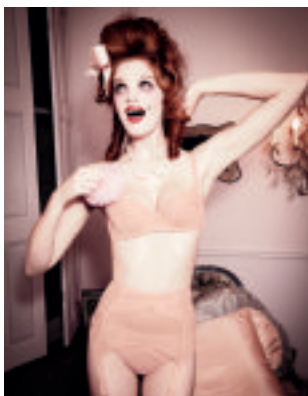
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we have no molded/wired cups, coupled with the fact that our products are pretty.”

Due to popular demand, from many mothers and daughters, Sweetling has just launched a crop top, a garment that looks a bit like a vest but feels like a bra. It is designed to give some support and provide modesty for a little girl who is just beginning to develop, while elastic support around the ribcage helps the wearer get used to the sensation of wearing something that ‘holds’ her.

According to Honeydew Intimates’ Jaymi Z. Washburn, it is not ‘sexiness’ or ‘prettiness’ that teenagers want, but ‘attitude’.

He says: “Teenagers look for more fashion, print, colour and ‘attitude’ with their lingerie. It’s not as much about sexiness, although we have definitely seen a spike in the amount of contour padded bras and thongs we are selling. Sportswear trends have definitely dictated a need for these things.

Despite this, one of the brand’s most popular products for teenagers continues to be its non-wired, lace bralettes. He attributes this to the current trends, with their greater number of layers, which he claims the wireless bralettes ‘work great’ under.

Bright, neon colours are also a big draw for the teenage consumer, according to Washburn, who feels that there are still significant opportunities to be found in the sector.

He says: “We have always felt that the teen market was a huge area of growth. They have disposable money and definitely have opinions on what they should be wearing under their clothes. Gone are the days where moms can just buy a pack of days of the week panties for her teenage daughters.”

Cosabella vice president of sales Guido Campello agrees with Washburn that teenage intimates is a growth market. He says: “The teenage market has always been a strong area for growth for Cosabella, thanks to the colour and the value pricing. Thanks to trends like bandeaus and soft bras becoming mainstream and affordable, it is really becoming more obvious that the teen market is consuming more and more lingerie.”

Campello expects this growth to continue. According to the vice president, teens are shopping online, over apps on their smart phones and smart tabs, as well as through their social networks. They are also finding online coupons and promos, which they are bringing with them into stores. He thinks that this is going to continue to expand ‘exponentially’ as more and more teens ‘grow, discover and connect.’

And, like Honeydew Intimates’ Washburn, Cosabella head designer Elise Granjot believes that the popularity of layering and neon shades are aspects that have helped drive this growth.

“They love to show it,” she says, “whether it is colourful straps or see through tops showing some lace below, or baggy tops that allow bras and back straps to show. The neon’s helped this concept grow.

“Teenagers want playful and coloured lingerie. Some might like it a bit sexy, but it needs to stay fresh and cute.”

Colourful is something that Eveden brand Freya does very well. While the brand doesn’t label any of its collections as being for a specific age range, marketing manager Anne Marie Manley says she has noticed that there is definitely a gap in the market for teenagers, especially those that are fuller busted. The brand is apparently keen to look into developing this sector further in the future.

It recently launched its Holy Fit campaign (www.thehollyfit.com) with teenagers in mind. Manley claims the brand wanted to educate the age group about the importance of perfectly fitting bras and good breast health.

“Like many of the Freya fans,” she says, “the younger generations love to interact and engage with the Freya brand through competitions, our websites and social media.

“We’re really excited to see how our England Netball partnership develops,” she says, “as we have a wealth of opportunities to reach teenagers and have already offered fittings at the National Schools Tournament with U16 and U14 groups.”

For AW12, Freya has launched its ‘best selling’ bra Deco in a soft cup

style. Although not created specifically for teenagers, the new non-wired Deco soft cup is a moulded t-shirt bra and is reportedly ‘ideal’ for teens who are purchasing their first bra or building up their first lingerie collections.

For SS13, Manley predicts that the Patsy longline bra, which mixes a ‘cute’ polka dot print with a modern bustier style, is likely to be a popular choice.

Teenagers’ ability to buy, like their early sexualisation, appears to be a symptom of the growing autonomy of today’s youth. But, our understanding of how this independence will be – or will be allowed to be – reflected in their purchasing decisions is still in its adolescence.

Only time will tell whether we will see teenagers rebelling with the likes of Lady Muck or opting for the more conservative, flirty products from Sweetling or Freya. After all, when it comes down to it, girls just want to have fun. ♣



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Freya recently launched its new Holy Fit campaign with teenagers in mind.



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Diamond Era

TODAY'S INTIMATE APPAREL INDUSTRY HAS ALREADY CELEBRATED THE QUEEN'S DIAMOND JUBILEE WITH EVERYTHING FROM LIMITED EDITIONS COLLECTIONS TO SPECIALIST COLOURWAYS AND PRINTS. BUT, AS THE ROYAL TOUR FINALLY CONCLUDES, THIS MONTH, WE HAVE CHOSEN TO DELVE INTO HISTORY AND DISCOVER WHAT LINGERIE AND HOSIERY WERE ON OFFER AROUND THE WORLD WHEN OUR MONARCH STARTED HER REIGN 60 YEARS AGO.

Pantherella

In the 1950s, Pantherella placed reliance for production on the Bentley engineered 'Komet' knitting machines.

Meeting the demand for high end luxury products, Pantherella made a commitment to an 'excellent' quality of manufacture. Only the finest yarns from respected suppliers would have been used for a Pantherella sock, in wool, cotton Lisle, nylon, silk and cashmere.

In 1952, Pantherella stopped making ribbed stockings and became purely a men's socks manufacturer, mainly exporting 75 percent to 85 percent of production abroad.



Chantelle

The Chantelle brand was officially created in 1949 by Claude Kretz, at a time when many manufacturers were experimenting with their brand strategies. In an age when haute couture was squeezing women into garments that were more aesthetic than practical, Kretz proposed a contemporary take on the waspie. With his father, an engineer by training, he developed and perfected girdles to create ever-smoother silhouettes, patenting a reinforced insert designed to flatten the stomach without restricting or constricting respiration. The brand owes its success to this girdle with its strap line of 'the girdle that does not creep'.

From stretch fabric to stretch tulle to stretch tulle girdles, Kretz was a man of invention and was driven by the continued wish to stand out by developing a brand strategy and

creating a dream. Backed by its expertise and experience, the Chantelle brand reportedly had no trouble gaining women's recognition and appreciation.

This focus on development has not faltered in the past 60 years. Chantelle recently launched Sexy Shaping, which sees Chantelle going back to its roots, perfecting the giridle of the time whilst keeping up-to-date with the most cutting edge technology. Mixes of lace, shiny knit and semi-opaque tulle are combined; with each panel selected and positioned precisely to ensure targeted and effective action.

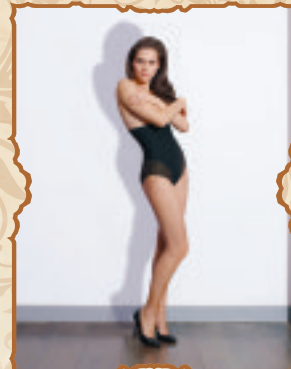
Chantelle's main focus continues to be on women's well-being and, over the past decades, season after season, Chantelle has continued to support innovation. Most recently, the Spacer bra and the Memory Foam T-shirt bra were launched, both developed with women's comfort in mind.

Simone Perèle Perèle

In 1948, a young corset maker - named Madam Pérèle - set up a small workshop in Paris. She believed that 'in order to reveal a women's beauty, we must first liberate women's bodies'.

In the 1950's, following suit from Christian Dior and his 'New Look,' which celebrated the tiny waist, full bust and padded shoulders, the underwear trend of the moment was a pulled in waist and an uplifted pointed bust.

Simone Pérèle created the 'Soleil' bra, which created the 'perfect' pointed bust and reportedly became an instant success.



Fantasié

Although the first Eveden collections preceded this period, the 1950's was a time when the Fantasie brand really began to take off.

By the 1950's, Fantasie had already launched its first lingerie ranges and followed with the launch of swim.

Fantasie designer Ruth Fox says: "The 1950's was an inspiring time for lingerie, which we still refer back to and use to inspire our current collections. The period was embracing new technology in fibres, such as nylon as well as the earlier elastomers."

"Moving on from rigid whalebone corsets, designers were experimenting with designs that enhanced the curves and shaped the body."

Several offerings from Eveden's AW12 range, including its Fantasie Swim and Freya Lingerie collections, embrace inspiration from 1950's style. For the upcoming SS13 season, the brand has introduced a number of longline styles, which possess an element of the same feel - such as Fauve Bronte, Elomi Roxy, Freya Patsy longline and Fantasie Delilah.



Fantasie will also be presenting Deco Shape, this summer, which is designed to embrace the female form. The collection includes the Deco Shape plunge with fitted slip, which goes up to a GG cup, and the Deco Shape longline bra, for shape and uplift, with an eight hook back detail for support from B-GG.

Pretty Polly

The above advert for Pretty Polly Nylons, which was created in 1953, still influences design today. From the time nylon hosiery went on sale in May, 1940, it has been a mainstay of every woman's wardrobe.

The contemporary Pretty Polly Nylons range seeks to combine the 'sheer, glossy' look reminiscent of the 50's with the use of 21st century technology.

In the 1950's, Pretty Polly was at the forefront of British innovation. This is something it has striven to continue in the present day; the latest examples are its new Secret Socks range, which is an all in one 20 denier tight with a combined modal sock, and the use of shea butter on its Naturals range of sheer hosiery.



Gossard

Gossard's new Retrolution collection was inspired by vintage 50's and 60's silhouettes. The brand actually headed back into its archive of designs (see to the left) to create the products.

The Gossard styles have been re-vamped using modern, silky, high modulus fabrics, complementing the era's high waists and low necklines and backs.

The collection comprises of the staylo bra, a style first introduced in the 1950s, a half padded bra with key wide vintage strap detail and signature graphic gated back, a waist cinching short and a waist cinching staylo slip dress.

Charnos Hosiery

In the 1950's, Charnos hosiery was already well established in the hosiery industry, manufacturing stockings from nylon on fully fashioned and new circular one piece knitting machines. The hub of manufacturing was the brand's factory in Derbyshire. With Lycra yet to be invented, the idea and technology to make tights this way appeared in the mid 1960's.

Then, as today, Charnos was positioned as a premium hosiery brand, selling through department stores. Charnos celebrated its 75th birthday, last year, during which it reportedly received warm congratulations from hundreds of long standing customers.



Bestform



We are cheating slightly here - purely in the interests of education - by bringing you an example from 1945. The adjacent advert was created George Petty (the famous pin-up artist), who was commissioned to provide artwork for Bestform Lingerie's advertising campaign. George Petty was best known to the layman for the 'Petty Girl,' which was used on the nose of the Memphis Belle during WW11.

Since 1945, the brand has now come full circle and it has returned to the glamour of the era for its new SS13 photoshoot. According to Bestform, the new images have been produced to demonstrate how important a good fitting garment is and how this brings additional confidence to the wearer - whether she is a woman in 1945 or a woman in 2012.

Maidenform

60 years ago saw Maidenform release an iconic advertising campaign, titled 'I dreamed... in my Maidenform bra'. The campaign was one of the first instances of advertising with women in their bras and thus was very risqué to the audience of the time. However, it was signalling a change in time for women and their choice of lingerie.

When the company was founded (back in 1922), the premise was that women would rather have their chests flattened than lifted or contoured.

In the 1950s, Maidenform produced bras that provided the pointed 'bullet' shape that Hollywood stars had started to sport but, even though the brand was moving ahead of the times in terms of style, its main focus was still on comfort.

Moving forward to the present day, Maidenform has been advertising in the UK to launch its Linea by Maidenform range, in conjunction with House of Fraser. This is the first time that Maidenform bras, rather than shapewear, have been available in the country. These adverts are less risqué than the ones back in the 1950s, but still convey the same



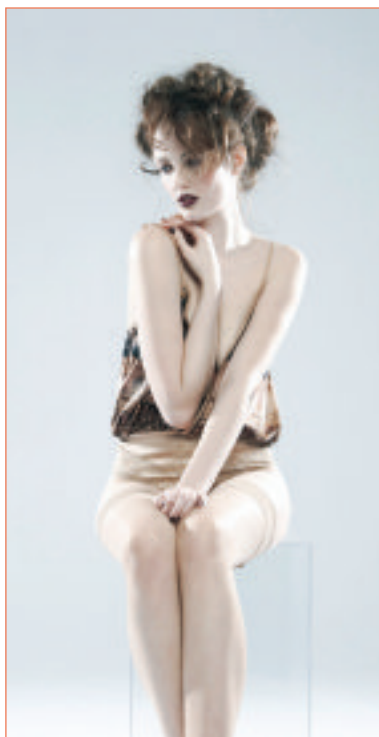
message - that every woman wants a bra to be comfortable. The campaign for Linea by Maidenform uses a very plain image, yet the model has been styled to appear sultry and dreamy in the 'Dream' bra that she is wearing. Maidenform claims that its research still shows that comfortable lingerie is high on the list of women's 'dreams'.

This year sees the brand celebrate its 90th anniversary and, in celebration, the shapewear pioneer

is returning to its heritage. It has created a vintage themed, limited edition 90th capsule collection, as well as a mainline collection with pieces that have been inspired by the original collections, back in 1922. Next year sees the brand release a new collection of bras called 'comfort devotion' that uses a 'soft, innovative and comfortable fabric' to create what the brand hopes will be the most comfortable products on the market.

De Montfort DESIGNS

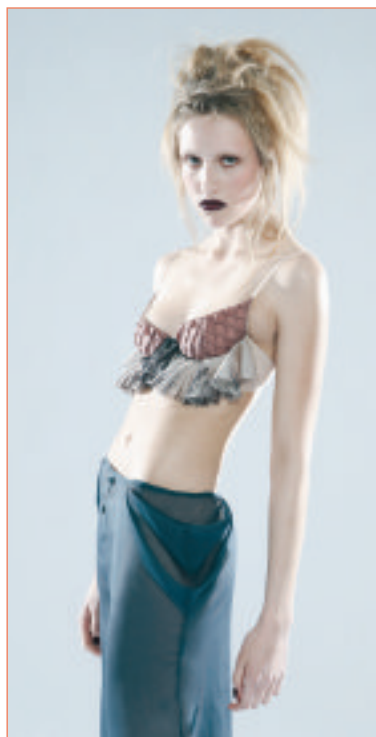
IN DE MONTFORT UNIVERSITY'S 65TH ANNIVERSARY YEAR, WE PRESENT OUR TOP DOZEN PICKS FROM THE GRADUATES OF ITS FASHION AND CONTOUR, AND CONTOUR FASHION, COURSES - A SELECTION OF WHOSE DESIGNS WERE SHOWCASED ON A CATWALK, LAST MONTH, IN CENTRAL LONDON.



^ LAURA PETTITT

Laura Pettitt's final collection is called Russian Revolution. The idea was sparked by a visit that Pettitt took to Russia, back when she was doing her GCSEs.

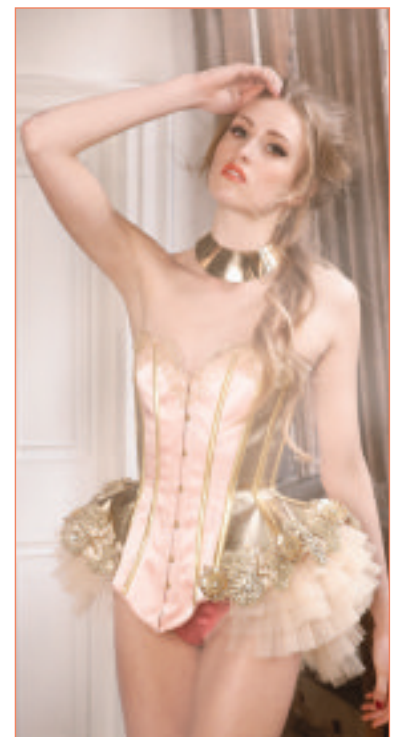
The interior decor of cathedrals and women's perspective on the army and civil rights acted to inspire the final designs, which also benefited from Asian, 1920s and 1950s influences. Pettitt would like to find a job designing intimate apparel.



^ GEMMA BALICKI

Gemma Balicki's collection was inspired by the underside of a hawk's wings. Balicki was first interested in more androgynous styles, but quickly realised that her pieces were developing in a more feminine direction, with the print supplying a slightly harder edge.

Balicki says that she is inspired by a feeling, more than any specific object. She is seeking a job designing lingerie or swimwear and would love to work abroad, in a country such as China.



^ NABILA OMAR

Nabila Omar's collection was influenced by modern Middle Eastern glamour and traditional Emirati culture. She looks at the woman beneath the veil, as well as gaining inspiration from bridal wear and Lebanese couture designers. Omar, who grew up partly in Dubai, has attempted to inject an element of fairytale glamour into her pieces.

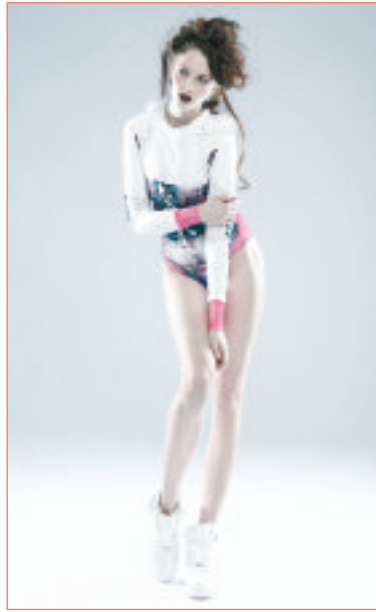
Omar would like to find a job in bridal wear design and would consider eventually opening her own business.



⤴ **BETHANY KENDALL**

Bethany Kendall's collection is influenced by classic novel, *The Secret Garden*. She travelled to where the film adaption was shot, Fountains Abbey and Newby Hall, to gain inspiration.

Kendall will be working for Clover in Hong Kong, in technical design.



⤴ **MEGAN KETTERER**

Megan Ketterer created a collection that fuses the sectors of sports and intimate apparel. The print was created from photographs of ski board equipment, skis, goggles, helmets, Artic flowers and headphones. Ketterer wants to work in sportswear, swimwear or digital print.



⤴ **HANNAH THOMAS**

Hannah Thomas' final collection was inspired by a maritime museum, displaying vintage luggage, and art deco architecture and interiors.

It incorporates Swarovski crystals and gold plated beads. Thomas has won a job at Abercrombie & Fitch, in the US.



⤴ **ELYZZABETH BESWICK**

It took Elyzabeth Beswick two and a half weeks to create her first piece. Her final collection was inspired by the Royal Brighton Pavillions and the Grand Tour. Influences include chinoiserie and exotic birds, such as the golden pheasant.

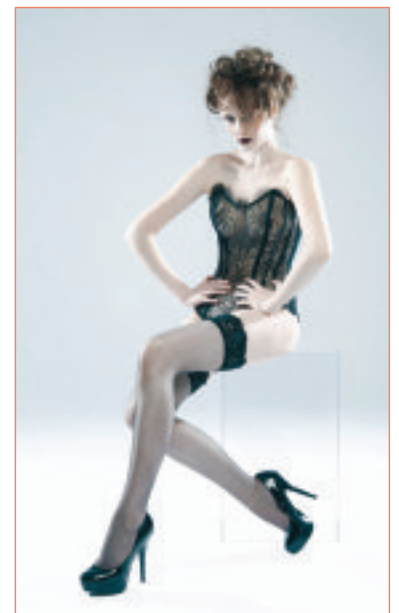
Beswick's ideal job would be working as a designer, making lingerie.



⤴ **SARA PLATTS**

Sara Platts original concept was views from a train window. She was inspired by the streams of colour that you see as buildings and people go past.

From there, Platts explored rain-drops, slow shutter speeds and pixellation. Platts would love to work abroad, in either design or branding, in the US, Australia or New Zealand.



⤴ **LUCY RIDING**

Lucy Riding's final collection was inspired by old Victorian cemeteries and mourning rituals. The concept was to cover everything that she could while revealing all through the transparent nature of the fabric.

Riding is currently looking to obtain work experience. She is particularly interested in corsetry.

DE MONTFORT UNIVERSITY INTRODUCES NEW TECHNICAL ROUTE

This year, De Montfort University introduced a technical option, giving students an alternative to the traditional design route. The students who chose to take advantage of this new opportunity were asked to make three pieces, as opposed to the standard six, for their final collection. However, their projects placed greater emphasis on research and commercial viability.

Instead of a catwalk, students are given the opportunity to present their pieces to a panel, consisting of experts from a number of respected R & D departments. Seven students underwent the technical option, this year. We present you with three of our favourites from students Laura Stephenson, Emily Lawrance and Bryony Bennett.



LAURA STEPHENSON

Laura Stephenson's final collection encompasses a nursing slip, a molded cup nursing bra and nursing vest top.

Each of Stephenson's designs have been created to work intuitively with the body.

Foam inserts have been incorporated into the wing and cradle to relieve pressure to the body from the bigger bust. Stephenson has also developed soothing, gel breast pads for extra comfort. The idea is that the product looks and acts like a wired bra, but without the discomfort of a real wire.



EMILY LAWRENCE

Emily Lawrance's final collection encompasses three bras, a shortie, a brief and a legging.

Lawrance's concept was to create a bra that you could sleep in. She designed three different models for different sleep positions.

The bras are targeted at women who like to wear a bra to sleep, either to preserve their modesty or to gain extra support at night time, with potential crossover into the post-surgery sector. The pieces incorporate slings and bamboo jersey for extra comfort.



BRYONY BENNETT

For her final major project, Bryony Bennett has developed an original concept for bridal strapless and solution bras, for DD+ sizes.

From day one of university, Bennett introduced herself as someone who wanted to 'revolutionise' the Plus Size lingerie world. It reportedly took 13 different samples – that is 390 pattern pieces individually re-measured in illustrator, labeled, cut, sewn and fit - to perfect just one bra.

Bennett's design inspiration came from light, such as candles and lanterns.

THE THEMES

A series of themes were apparent in this year's graduate designs. These included the blending of influences from the east and west, as seen in the work of Laura Pettitt, Nabila Omar and Elyzabeth Beswick, and the evolution of a new nude. This transformation of nude pieces by the likes of Pettitt and Gemma Balicki transformed the traditionally dowdy shade, re-fining it to produce an emphatic, understated elegance. Sara Platts further pushed the boundaries with her combination of nude and bright colours, a sure winner for the upcoming year.

The joining of the feminine and masculine by Balicki was another strong theme, while the importance of structure was realised through impressive designs from Omar and Bethany Kendall. Finally, this year's massive sports influence – driven by the upcoming Olympics – was innovatively translated by Megan Ketterer in her urban collection.

Finally, colour seems to have made a comeback, this year. Platts, Beswick and Danielle Casey all showed that it could be time to bring brightness back into intimate apparel.

where it
all begins

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Why We Need to cheat

KISS ME DEADLY FOUNDER **CATHERINE CLAVERING** REVEALS SEVEN REASONS WHY YOUR BOUTIQUE BRANDS ARE TWO TIMING YOU WITH THEIR OWN ONLINE STORE - AND EXPLAINS WHY YOU SHOULD STILL LOVE THEM.

For those of you who have had their ear to the ground, the raising of this issue may not come as a huge surprise.

In fact, it is extremely likely that - no matter what your position - you have heard at least several retailers asserting that brands do them a disservice by 'competing' with their own brand retail sites.

The sense of betrayal is palpable - we've clearly run off to play with our new passion. But, there are plenty of good reasons why we shouldn't be exclusive.

We don't want to be dependent on you

Everyone wants financial security and independence in their relationships, right?

The sad reality is that boutique brands, even affordably priced, have a somewhat limited pool of available retailers at the best of times. It's difficult to feel confident when you plan a production schedule (often six to twelve months in advance, with deposits required), in the hope that your retailers are definitely going to buy in, or even still exist, when that collection is produced. Even when things seem financially stable, when you primarily retail through small

outlets, simple life changes can put a major dint in things.

I had a retailer who accounted for around a third of my annual sales. Then, they decided having babies and selling swimwear was a better option.

My official notice about this came after every single item on their website was on sale. With my own retail outlet, I know that, whatever happens, I have somewhere to sell things that will probably cover costs.

We can take more risks

You just can't meet our needs on certain things... And, if you let us get this somewhere else, the benefits will come back to you.

In this difficult economy, retailers are reducing their risks - taking more conservative products and reducing the amount. This is eminently sensible for them, but it hampers a small brand's ability to develop product lines, which makes expanding difficult. Sometimes even staying constant can be a challenge, given that in our case it's novelty that drives overall sales, even if the novel item isn't the best seller.

I always take seemingly insane risks with my styles - the original Vargas dress was my worst seller in terms of advance wholesale and is now my best seller overall. With

1

increasing costs and MOQs, we've stopped taking so many risks on our larger runs. But, we've used the retail to test out hosiery, accessories and steel boned corsets in the past year, and swimwear, this month. There is no way that this could have been done so quickly using wholesale alone. For innovation without risk, let us play away.

We're moving at different speeds

With the best will in the world, you can't let us know as much or as quickly what your customers think of products; you've a million other things to do. We just developed our swimwear, using Facebook like a real time focus group. And, when we release the collection, we'll have instant feedback on the fit, sizing, fabrics and style, which is great since we can tweak the 2013 pieces now for the summer trade shows.

For those of us making with a relatively short turnaround, we can perfect products incredibly quickly without having to demand you collate your customer service emails.

We can share what we learn

Yeah, let us just show you this new thing we tried... you know, you'll like it.

It's not just perfecting new lines that benefits from retail - we also know better what sells, to whom, why, under what circumstances and what helps. We have no reason not to share this with you - we want everyone to sell more (I think QR codes are a waste of money in the UK, by the way).

It's a wide world

Nobody thinks shops in London compete with shops in Edinburgh, or that different sorts of shops compete, but for some reason we think the internet is simpler than that.

There are, at a conservative estimate, half a billion people using the internet. They behave online in much the same way that

they do in real life - personal recommendations, range, aesthetics, customer service, returns policies and all sorts of others factors. Additionally, small brands are somewhat selective about which webstores they sell to, making sure they don't have too many of the same type.

For the record, since KMD started doing retail, our overall sales have gone up - and that includes wholesale. We also compare figures with our main UK online retailer and it's apparent from differences in sales that their demographic is not our demographic.

We're spending time apart to help us grow

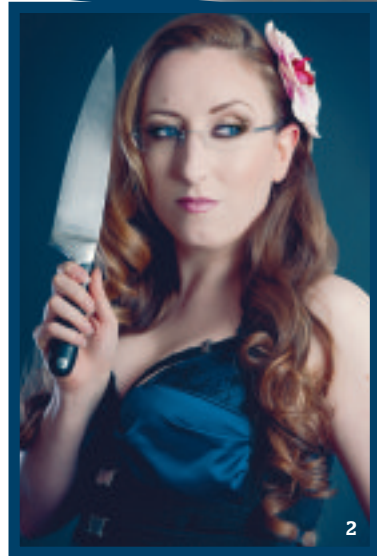
Doing one thing does not automatically take away from another.

Spending time on retail doesn't always mean less on wholesale - investing in retail during a quiet patch on the wholesale front meant that we now have a new full time staff member who handles wholesale issues that I, quite frankly, had a tendency to forget.

We share the same long term goal

We all have the same aims; build the brand, don't devalue it. Transactional brand websites seem to do better with press and fans. Yes, there will always be one or two noisy people who tell you that they've found the item cheaper in a one off sale at our place than they can currently buy it at yours... But, the noisy minority shouldn't outweigh the silent majority. If they are telling you, it usually means they have some reason to buy from you - almost always you have the size they want and we only have 36Bs left.

In summary, if you look at the boutique brands with the destination names, they tend to be the ones with their own retail. We think retail builds brands in all the



1
Kiss Me Deadly sells vintage inspired retro lingerie

2
Kiss Me Deadly founder Catherine Clavering

3
KMD's sales have gone up since it entered into retail

ways above and, subsequently, helps retailers grow too.

Do you have an industry issue that you feel passionate about? E-mail your idea to the Editor of Lingerie Insight at: kat.slowe@itp.com



ONE YEAR ON

IT HAS BEEN ALMOST A YEAR SINCE CLAUDETTE MADE ITS OFFICIAL DEBUT IN LAS VEGAS. PRESIDENT **ROBIN LEVITT** TALKS TO **KAT SLOWE** ABOUT HOW THE BRAND HAS SINCE TAKEN OFF ON BOTH SIDES OF THE ATLANTIC AND REVEALS HER PLANS FOR 2014.

Why did you choose to start Claudette?

Claudette was started as a concept, in 2009, after a conversation with my Director of Brand Development, Bok Goodall.

We both felt the US was missing a fashion-led large cup product. We decided that we wouldn't only focus on the D+ customer, as many large cup brands do, and instead wanted a brand that catered to women from an A cup to a G cup (UK sizing, so everything in between, as well). Our customers have told us that Claudette certainly fills a gap in the market and is something that women have been looking for.

What is your background - did you always want to start a lingerie company?

I have extensive experience in retail store operations, as well as wholesale, working with companies such

as Lancôme and Limited Brands. I've managed business all over the continental United States, and had the good fortune of working with some of the best brand builders in retail. Lingerie has always been a category of interest to me, and when the opportunity to start a business became a reality, lingerie was the category I was most passionate about.

You are approaching your first birthday - what would you consider to be the highlights of your first year?

We were slightly overwhelmed when The Lingerie Addict nominated us as the 'best brand of 2012 (projected)'. It's something that we are trying to live up to. Every new account is a highlight.

We have had women come into the office sometimes and they are in the wrong bra. Of course, we talk about bras to everyone, so they quickly have

their tops off. Last week, someone came in wearing a 36DD and left in a 32F, looking and feeling amazing – those stories are the real highlights.

The amazing reception we received at the major trade shows was professionally one of the biggest highlights, specifically at The Lingerie Collective in London, and Curve NY.

The most inspirational moment for me was meeting a woman who hugged me and cried, saying that her daughter had found something she felt good in. It had been an on-going battle for her to find bras that fit. It was an emotional battle for her every time they had to shop to find a brand that built her self-confidence. And, it was an affirmation for me that there are hundreds, probably thousands, more women out there searching for product that fits, yet embraces their need for a more fashionable, contemporary option.

1
Sophia sets from US brand Claudette's SS13 collection

What has been the greatest challenge and how did you overcome it?

Planning the inventory has been huge. We've made a commitment to have core pieces in stock and with each and every account we open, it changes the makeup of what we need to have available to fill orders.

Every month, we review our accounts, what our bestselling sizes are and how we can better meet the needs of the accounts offering Claudette. It's nearly impossible to project what we're going to need as we continue to pad orders and open new accounts. It's a good place to be, but also very frustrating, when we find ourselves out of stock on certain sizes or colours.

What has been the most frightening aspect of launching your own brand?

There have been many frightening moments. Without a doubt, you can believe you have a concept that makes sense. However, there's that moment of truth when you are with shop owners and buyers who make the decision to invest in the brand.

I always hold my breath a bit when we're at the shows and still get so excited by the enthusiasm that we receive. Of course, there are also financial challenges, shipping challenges, production hiccups - it's all about solutions and being certain we all have the same brand goals in mind.

How many (key) stockists do you now have?

We are delighted to have over 70 stockists in the US and to be launching with figleaves.com, ASOS and Urban Outfitters UK in July, this year.

We are so pleased by the number of shops that have taken on Claudette in the US. Faire Frou Frou in Studio City was the very first store to actually have stock on the floor and the response from the clientelle was immediate. We've seen success in many other US accounts such as Doll House Betty, Journelle, Chic Underneath, My Boudoir and online with Title Nine's Bounce and BareNecessities.com.

Have you any significant plans for expansion?

We are definitely exploring options to expand the brand into new markets, both domestically in the US and internationally. There are still so many US accounts, both specialty boutiques and department stores, which we haven't even met with yet. We are currently speaking with a few choice distributors in various territories to help drive our international growth.

How do American tastes differ to those of the British?

Mindful of introducing Claudette to the North American customer, we concentrated on the comfort of the garment. This consumer often selects comfort over fit and, so, we took measures to ensure fit and support with maximum comfort. We use softer wire than many brands, for example, and found this is something our US consumers have overwhelmingly responded to; creating an industry and consumer buzz leading to demand in the UK.

What major projects do you have in mind for the coming year?

SS13 sees us add 28 backs to the offer, due to customer demand, and we are working our way towards a K cup. We

are also working on a convertible/ strapless larger cup bra, as well as something a little naughty for Autumn/ Winter 2013.

What are your views on the current DD+ market?

In the UK, the DD+ market is definitely more saturated than in the US. It has been the largest growth sector of the lingerie market for several years now. We think there is room for something fresh in the market and we have been told by buyers that we're providing that.

It seems the last several years, in the US, there is so much more conversation going on about breast size, well fitting garments and the need for proper fittings. That doesn't mean the majority of our American female population is walking around in the right size yet - however, I do believe there are stigmas being challenged in the D+ category. It is not always fun to go shopping for bras when you are living in the D+ world. In the US, that is typically considered Plus Sized, versus considered just a large cup client.

Would you ever consider branching into different product areas and, if so, which ones?

Loungewear is absolutely on our radar for 2014, maybe sooner. ♣



2



3

2&3

Claudette gets wild with jungle and leopard prints for SS13



Object of *Desire*

» **CHRISTY BY LASCIVIOUS**

The Christy bra and thong is part of Lascivious' SS13 collection. The new range has been inspired by elements of '90s fashions, with jersey cropped tees, wide band bras and cracked leather-effect fabric.

There is a strong focus on colour, which marks a new development for the brand; with hot corals, vibrant turquoises and sunny yellows, borrowed from warmer climates, competing in a riot of brights.

New shapes have been inspired by basket weaving techniques and geometric patterns seen in nature, with triangles particularly appearing throughout for an element of cohesion.

RRP: TBC

» **ALECTRONA BY DAMARIS**

Damaris has introduced a new full length all lace bodysuit for SS13. This high impact piece, with its robotic feel, is available in two shades. The two options are Alectrona, a vibrant canary yellow, or 'Persephone,' a vibrant violet with a silk trim in a rich cherry finish.
RRP: £119
Contact: **Damaris, 0207 636 7060**
damaris.co.uk



» **LULU BY WHAT KATIE DID**

Lulu is one of What Katie Did's most popular continuity ranges. Its bullet bra was voted best bullet bra by The Daily Mail and has been worn by celebrities including Christina Hendricks. After several seasons, the brand decided that the line was due a revamp and so, for SS13, it replaced the heavy satin with sheer red organza whilst adding vintage stitching and red satin detailing. A torsolette, underwired bra, two styles of knicker and a suspender belt are also included in the range.
RRP: **bullet bra, £39.50, underwired bra, £43.50, suspender belt, £35.50, Knickers, £21, torsolette £79.50.**
Contact: **What Katie Did, 0845 430 8743**
whatkatieid.com

« **SHORTNESS OF TIME BY LUCILE LINGERIE**

Lucile has introduced a new luxury soft silk bra for SS13 in bespoke Tea Rose, as part of its Shortness of Time collection. Handmade in England, this collection is inspired by love and romance, invoking the essence of Lucile.
RRP: £92
Contact: **Lucile Lingerie, 0845 833 3308**
lucileandco.com

» **PARAMOUR BY CLAUDETTE**

Paramour, from Claudette's SS13 boudoir collection, features a combination of satin and mesh in papaya, seafoam, French navy and peony, all with French navy trim. As with all Claudette collections, the full coverage bra is available to a G cup. A suspender, sheer back bikini and thong complete the range.
RRP: **bra, £49, brief, £17**
Contact: **Claudette, 0783 495 7206**
loveclaudette.com

NEW PRODUCTS
Lingerie Look



« **GHOST RETROBODY BY PLAYFUL PROMISES**

Inspired by traditional Eastern art, this bodysuit features a ghostly cherry blossom print, contrasting against sheer black panels. A matching retro bra and highwaist brief make up the 'Ghost' line. The Playful Promises SS13 range takes inspiration from innocence and sin. The collection plays with naïve silhouettes and virtuous shades juxtaposed with sinful and cheeky detailing, revealing fabrics and playful styling. A colour palette of lilacs, mauves and creams are married with subtle hints of neon pink, coral and absinth.
RRP: £45
Contact: **Playful Promises, 0203 022 5827**
playfulpromises.com

Social Lite

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



1,2,3

DJ Raatzi, agent Sophia Pizzey, Lingerie Insight commercial director Andrew Martyniuk and other guests enjoy STROOM Fashion sample sale

4&5

Gemma Balicki and Lucy Riding's designs go down the catwalk at the DMU graduate show in London

6

DMU second year student Gemma Lawton wins award at university open day

7

Lizzie Cundy and Tamara Ecclestone at Lisa Blue event

8,9

Swimwear brand Paolita launches at the Dolci Follie boutique





Blink and they're all
grown up...



bravado!
DESIGNS

Thanks for the
last 20 years!

Breastfeeding
success
1992 - 2012



Colour Clash, a range from our SS13 collection, come and see us in Paris Mode City Show 7 - 9 July 2012,
Hall 1 Stand B76/C75 Paris Expo, Porte de Versailles, and at Moda Lingerie & Swimwear Show 12 - 14 August 2012,
Hall 17 Stand B12 Birmingham NEC

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