

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

S I G H T

AUGUST 2012 / VOL. 03 ISSUE 08  
www.lingerieinsight.com

## INSIDE SWIMWEAR INSIGHT

SEAFOLLY CEO  
ANTHONY HALAS TELLS  
THE STORY BEHIND THE  
BRAND'S DRAMATIC  
RISE

## EXCLUSIVE: SHOCK, WONDER & PLAY

DBA boss speaks on  
innovation, a new  
brand trial and  
those sale rumours

## MODA PREVIEW

Discover the SS13  
lingerie highlights of  
this month's show

## SCULPTING THE FUTURE

Panache launches new  
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Birmingham

## SELFRIDGES SECRETS

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the tricks of the trade

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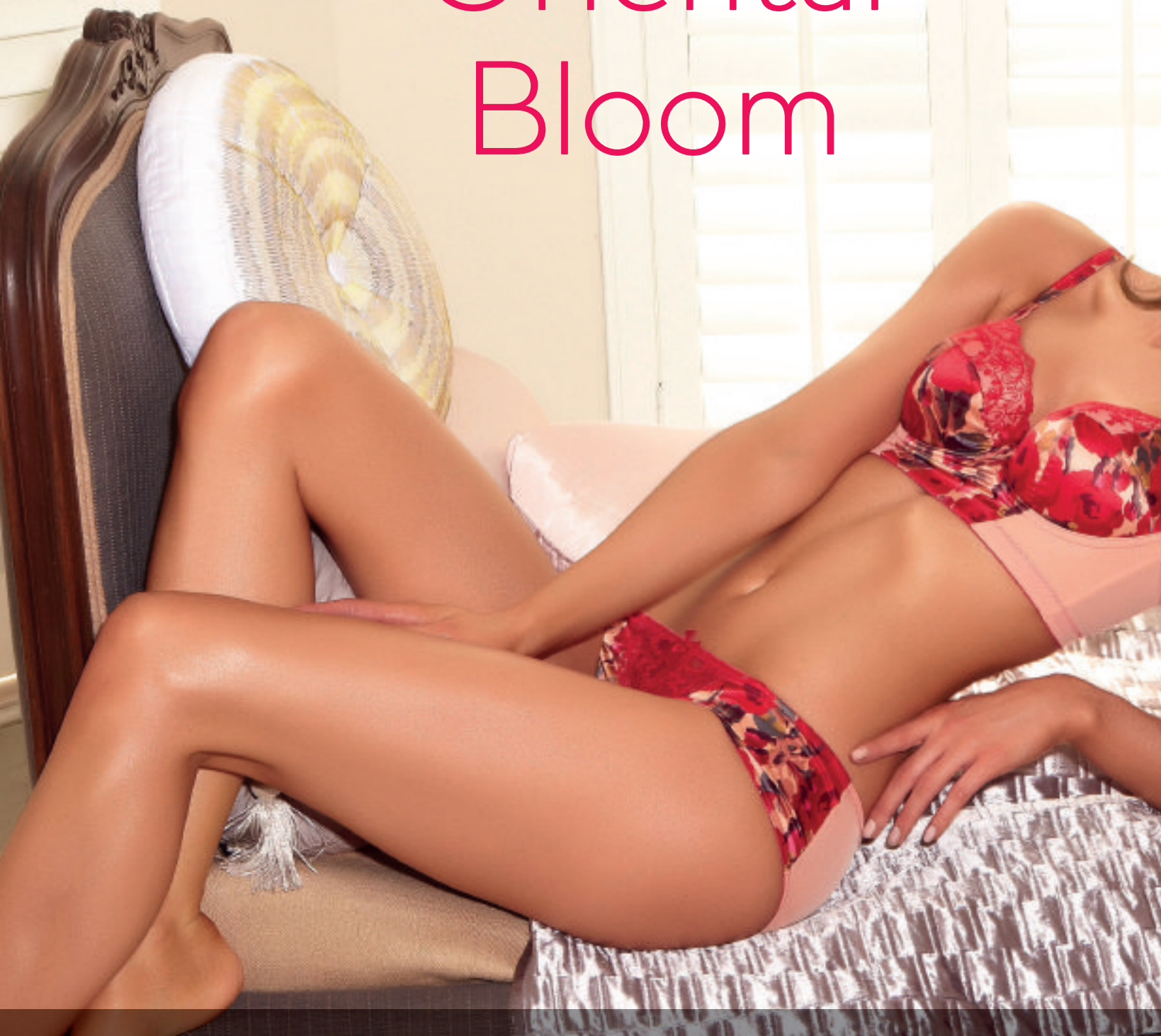
## NEW PRODUCTS

# UK LINGERIE AWARDS FINALISTS

Meet the finalists of the 2012 UK Lingerie Awards ahead of the  
glittering ceremony at One Mayfair, this September



# Oriental Bloom



See the new Gossard lingerie range at  
**Moda Lingerie & Swimwear Show 12 - 14 August 2012,**  
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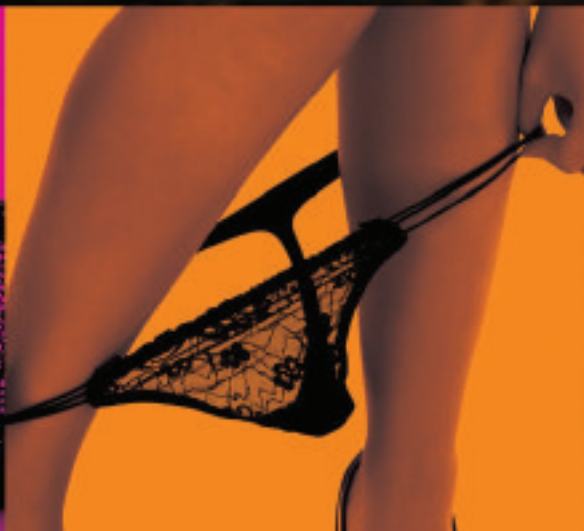
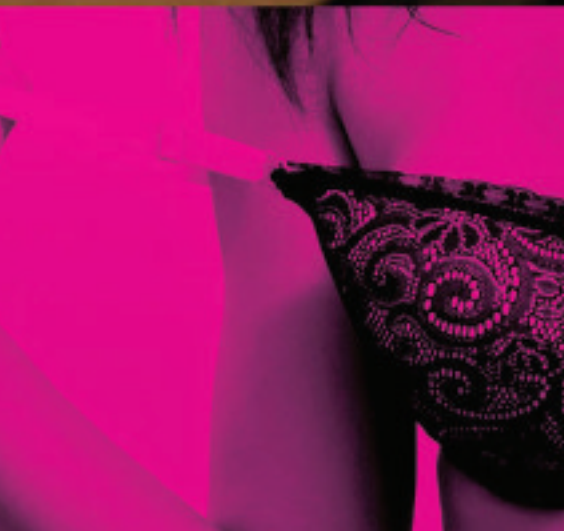


  
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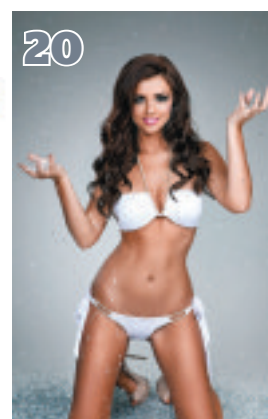
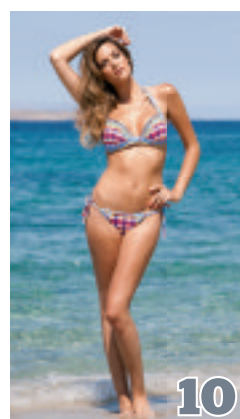
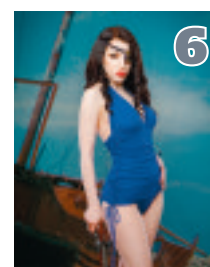
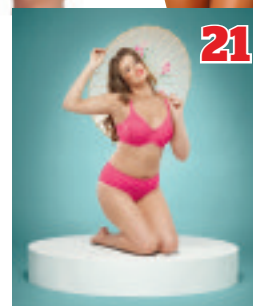
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# FOREWORD



What is there to say about Fifty Shades of Grey? Well, plenty. For the past few months, everyone has been talking about the erotic novel and trying to jump on the profitable bandwagon of its rather extraordinary success.

One merchandising deal – including the license for a range of lingerie – and a set of film rights later, and the public's appetite for 'mummy porn' has yet to abate.

Lurid stories still smother the tabloids. As we head to press, entertainmentwise.com is running the story 'Fifty Shades of Grey replaces the bible,' describing how one Lake District Hotel replaced the holy text, present in all its rooms,

with the explicit tale.

More pertinently, the phenomenon has reportedly driven up interest in lingerie and sexy accessories. VoucherCodesPro recently found that of the high volume of people searching for the 50 Shades trilogy books in June, 68 percent then went on to look for lingerie-related discounts afterwards and 26 percent continued on to seek sex toy deals.

The current most popular story on the Lingerie Insight homepage is about the London launch of fetish-inspired lingerie brand Almeida, a show of interest that seem unlikely to be a mere coincidence.

Ann Summers, a retailer that rarely fails to profitably gauge the nation's appetite for sex, recently co-hosted an event with Penguin Books for the launch of Sylvia Day's Bared to You. On the front of the book were the words 'If you liked Shades of Grey then you'll love this.'

The verdict is in folks. Hate the novel or love it, but don't dismiss it. Fetish products are no longer a grey area.

**KAT SLOWE**

EDITOR

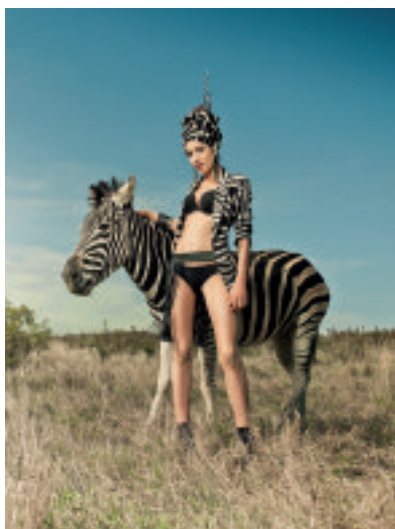
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## AUGUST COVER

**Cover:** Skiny

**Model wears:** Cotton Express, from Skiny's SS13 collection

**Website:** www.skiny.com



BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS  
**Lingerie**  
INSIGHT

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# FRONT

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## INDUSTRY MEMBERS OFFER OVERWHELMING SUPPORT FOR THE 2012 UK LINGERIE AWARDS

**L**ingerie Insight unveiled the 2012 UK Lingerie Awards finalists, last month, to an overwhelming response from the intimate apparel trade.

The winners will be announced in an exclusive ceremony that will take place at One Mayfair on Wednesday, September 19.

A special Lingerie Insight Daily News Alert revealed the four finalists in each of the 16 categories. The finalists were selected through an exhaustive judging process that pored over nominations from scores of intimate apparel brands.

"The brands and retailers made a huge effort with their nomination packages, which gave the judges a tough time selecting just four finalists in each category. But, the jury is satisfied that the

list of finalists is a powerful guide to the greatest performers in this year's intimate apparel industry," said Kat Slowe, editor of Lingerie Insight, which is co-hosting the awards.

Traffic to Lingerieinsight.com spiked, last month, after the Daily News Alert went live. The website typically receives around 600 page impressions in the hour when the DNA lands in peoples' inboxes. On the day of the announcement, traffic soared to 6,058 page impressions.

Over 6,000 unique individuals have also visited the uklingerieawards.com website in the past three weeks. The finalists in three public choice categories, which are being voted on by the public via the Awards website, will be unveiled, this month.

The activity does not stop there. Tickets for the event officially went on sale, last month, and there has already been a rush of demand from brands and retailers seeking to attend the exclusive, gala dinner. Tables are priced at just £1500, which gives companies 10 tickets for the party. Guests will arrive in One Mayfair – a gothic church in the heart of London's West End – to a champagne reception.

This will be followed by a 3-course dinner prepared by award-winning catering company Dish, with free unlimited drinks all night. Entertainment will be provided by the Swing Ninjas, who will transport the party back to the 1930s with their mix of jazz, swing and comedy. "Even before we get to the nail-biting results

of the UK Lingerie Awards, we promise to give everybody at the party the best night of the year," said event co-ordinator Marianne Trotta.

In the two weeks since the finalists were announced, 17 of the 35 tables available have already been reserved. Tables are allocated on a first-come-first-served basis, with early bookers able to secure the best tables in the room.

"This is a night of entertainment, high drama and business networking that no serious player in the industry can afford to miss," added Andrew Martyniuk, event director for the Awards and commercial manager for Lingerie Insight. "It is an opportunity to reward colleagues, suppliers and key customers with tickets to the best party of the year." ♦

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



## NEWS REVIEW



📌 **Cake Lingerie** has announced the appointment of Ross Ganley as head of sales.

Ganley brings over 25 years of international lingerie sales experience to the role, having previously covered commercial development for global brands including Bendon and Speedo.

"I'm looking forward to working with the Cake team and helping grow their footprint in the international lingerie sphere," said Ganley.

"I was presented with a unique opportunity to join Cake Lingerie, who after only four years in the market place are poised to significantly expand the distribution of their brand, not only through Australasia, UK, Europe, US and Canada, but several other markets," he continued.

B2B fashion show **Pure London** has created a phone app to help visitors to the exhibition make the most of their time.

The app includes a QR-bar-code reader that will allow buyers and retailers to scan business cards and sales packs from brands exhibiting and download information for future reference.

Average breast sizes have increased in the UK from 34B to 36D over the past 15 years, but technical innovation in sup-

portive bras has not kept pace, claims lingerie brand **Gossard**.

This season, the British lingerie brand aims to put that right with the release of an updated Glossies range of bras that offer fuller-busted women the comfort and support enjoyed by people with smaller breasts, without compromising on style.

Gossard spent two years developing the latest Glossies that deliver sheer and minimalist bras for customers with cup sizes DD-G. They hit retailers, this month, as part of the company's AW12 collection.

📌 **Panache** has created a series of videos that give step-by-step advice to women on how to select the correct bra size and style.

The videos, which are fronted by TV fashion commentator Caryn Franklin, stress the importance of the correct bra for comfort, support and overall satisfaction.



"So many women are wearing the wrong size bra and not enjoying the comfort and benefits of the correct fit – I see this every time I do a make-over and I love to help change women's perceptions of their bodies by starting from the inside out with great lingerie, before adding great clothes. Everyone on the project was passionate about combining my know-how, with

the Panache product to make a difference," said Franklin.

The Beverly Hills based luxury lingerie and beauty company **Naked Princess** made its European premiere at last month's annual Mode City Paris show.

At the event, Naked Princess introduced its third lingerie collection for spring/summer 2013, featuring two groupings of lace and silk chiffon designs.

The collection features lingerie that can be worn both in the bedroom and outside when combined with ready-to-wear fashion.

In the lead up to the show, Naked Princess owner Jordana Woodland said: "We're excited to show the European market the beautiful and intricate designs made in the USA. Our vintage European viewpoint with a fresh California perspective has garnered international interest early in our launch, so we are excited to bring our collections to Paris."

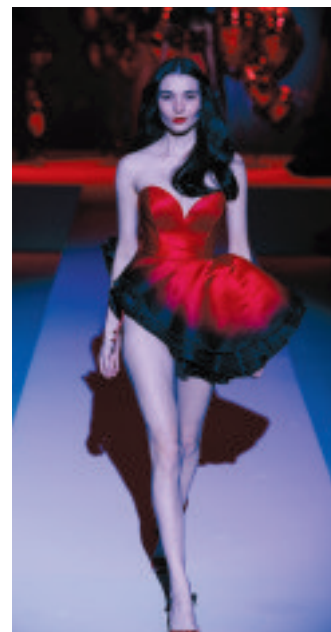
Online retailer **Lingerieplease.co.uk** has added videos of models wearing its lingerie and swimwear in an effort to help customers judge how they will look in different styles.

Several models with different body types are featured doing a short walk and twirl in the videos – a service that Lingerieplease.co.uk has called its virtual dressing room.

📌 **Stella McCartney** is adding a mid-priced range of lingerie to her already popular luxury lines, according to reports in the United States.

The New York Times' style magazine claimed the new line would be branded 'Stella' and would retail at around \$55 (£35) for bras and knickers for \$26 (£17).

The collection is expected to launch in August, although the designer's UK office is yet to confirm its plan.



📌 **Zahia Dehar** has added a ready-to-wear lingerie collection to her handcrafted, luxury couture lines.

The new products were showcased, last month, in a theatrical catwalk show, featuring a playful theme based around childish elements, such as birthday cards and cupcakes.

Models emerged to present several themed lines, including a pastel pink Cake & Candy range, a vampire-inspired line called Love, and a suite of bridal lingerie for the more daring couple.

The company has established a Paris headquarters and is now working on expanding into retail across France and the rest of Europe.





**NEWS IN QUOTES**

"We are constantly asked to make items in larger sizes - so it's a natural progression to trial a larger size in our most popular styles across both brands."

**MyaBlue founder LINDSEY BROWN** discusses how MyaBlueBeach and sister label MyaBlueLuxe have introduced size 4XL into their respective 2013 collections.

"People with Down's syndrome are just as beautiful and deserve the same opportunities. I'm thrilled to have Valentina modelling for us."

**Spanish swimwear designer DOLORES CORTES** speaks on choosing a baby with Down's syndrome as the face of its DS Kids USA spring summer 2013 collection.

"The website showcases our brand maturity and respect for women. With all the practicalities in the product addressed, our vision is to ensure women feel feminine and self confident."

**Creative director TRACEY MONTFORD** discusses the launch of Cake Lingerie's new website.

"Men really love [the wiggle of flesh]... They don't want some athletic leg that doesn't have any movement. Marilyn Monroe, she's the sexiest woman. When she walked, she had that wiggle. She used to drive men wild."

**Agent Provocateur creative director SARAH SHOTTON** tells Walls Street Journal blog Heard on the Runway that the models used by most lingerie brands are far less sexy than real women with curves.

"A breast reduction is a major operation and I believe this wonder product is a great alternative."

**Ultimo founder MICHELLE MONE** talks about the launch of her new cream, which she claims can reduce the size of a woman's bust by one cup size over an eight week period.

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## NEWS REVIEW



**MyShapes UK** is promising to shave inches off a girl's waist, hips, thighs and buttocks with the launch of shapewear infused with slimming bioactive crystals.

The company's Emana collection of shapewear uses a new fibre, developed by Rhodia, containing bioactive crystals that absorb the human body's heat and return it in the form of far infrared rays (FIR). These rays penetrate into the skin and interact with the body, stimulating blood microcirculation and cellular metabolism.

British lingerie brand **Sweetling**, which specialises in young girls' first bras, saw its latest collection be modelled live by teenager Miss Dolly at last month's Mode City show.

Sweetling launched a French-inspired collection, entitled Pompous Poodles, at the Paris show, as a springboard for international expansion into Europe.

The brand's designer, Sophie Lawling, suggested the new underwear line was tailor made for the Paris show.

She said: "I loved the challenge of putting this new collection together, and really enjoyed taking this quintessential French pooch as an inspiration for launching Sweetling internationally in Paris."

**Cake Lingerie** has introduced a new, mid season drop as a result of 'extremely positive' customer feedback.

Released this September, the AW12 mid-season collection includes a series of updated and re-invented styles.

Licorice Twist is a play on the 'popular' flexible wire bra, in a black on black mesh fabric with lace overlay. Convertible Contour favourite The Toffee Range has been re-invented with flexible wire support in DD+ sizes. Cups B-D remain non-wired and will be available in black, nude and jade green. Best-seller Cotton Candy will also soon be available in three new colourways; cobalt blue, black and nude.

✓ Austrian intimate fashion brand **Skinny** is ramping up its assault on the UK market with the unveiling of its Spring Summer 2013 collections modelled, for a second season, by English supermodel Lizzy Jagger.

The 26 year old Austrian brand, which is now being promoted to retailers in the UK by Courlauds, is using the daughter of rock legend Mick Jagger and his former supermodel wife, Jerry Hall, to evoke the feelings of spontaneity and freedom that Lizzy epitomises.



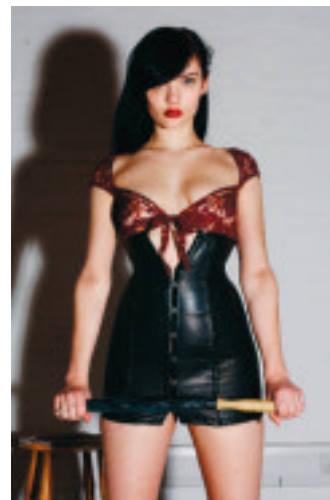
The shoot, which is entitled Who Cares, is a reflection of the relaxed style and tailoring of next year's lines. It took place against the romantic and wild backdrop of African nature.

FIRST STITCH  
CELEBRATING EMERGING TALENT

The Fifty Shades of Grey-fuelled appetite for fetish-wear could not have come at a better time for **Almeida**, a start-up lingerie brand emerging from London, this month.

The company's debut collection, Tilly, combines black Nappa leather with maroon French lace and silk chiffon in styles that the company says are 'not for the faint hearted'. The first pieces went on sale, last month, at directional retailer Ifyouplease.co.uk.

Founder Tamara Bell has been developing the collection for a year, having noticed a gap in the market for hand-made lingerie that is both provocative and fashion forward. Bell previously worked for fashion and lingerie businesses including Pam



Hogg and Dirty Pretty Things, while modelling for designers including Alexander McQueen.

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

## STORE ENVY



## LA PERLA, VIA BOCCA DI LEONE, ROME

La Perla's new flagship store, located in the historic part of the 'Eternal City', is a brightly lit space, decorated in neutral hues.

At a cocktail party marking the boutique's launch, this year, three models in 'perfect Sixties style' created tableaux vivantes, wearing key items from La Perla's SS12 Beachwear collection (inspired by

the trends of the '60s). Several well-known celebrities, including Alessandro Gassman, Natasha Stefanenko, Anna Safroncik and Eleonora Giorgi attended the event.

A capsule collection has also been created exclusively for the boutique, encompassing a lingerie set and a shawl, combining macramé lace with laser cut black tulle.

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



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VOICE OF THE INDUSTRY

# The secrets of my design inspiration



**NICKY CLAYTON,**  
creative director, Rigby & Peller

“As Creative Director at Rigby & Peller, I find that when it comes to creating a new collection and drawing inspiration behind building the pieces, I do not tend to look internally at the lingerie market. In order to be truly original and innovative, I look towards art, paintings, architecture, pop culture and all other types of lifestyle trends – truly immersing myself into what is happening in the world. With architecture, for instance, I look at lines, shapes and textures to see how these could be replicated into lingerie.

I love to revisit eras gone by, looking at the outerwear silhouettes that are synonymous with that particular moment in history. I then attempt to create lingerie that would answer the modern day woman's need for a garment to recreate this silhouette. The design inspiration for the hard and graphic lines used in the Rigby & Peller 'Graphic' bespoke collection (worn by Jessie J in her 'Nobody's

Perfect music video) came from the crinoline skirts that ladies wore in the mid 1800s.

When it comes to colour palettes, I look to nature for inspiration. I love that with every season, in fashion, colours have an organic development. They start as a highlight to a couture dress, but then begin to gain momentum, becoming a key fashion focus which then ends up in the mainstream fashion market – it is so interesting to see a colour make that journey.

However, what is absolutely key in my inspiration and creation process is ensuring that I have space and focus away from outside elements. When I am starting to build an entirely new collection, I try to remove myself from the day to day. I like to plan a holiday to give my mind the space it needs to come up with an original and innovative design collection. The holiday itself is not the inspiration; it is the ability of having space and focus that the holiday allows me to have.”

## NEWS REVIEW



♥ MTV icon Vanessa Jean Simmons is expanding her fast-growing business empire with the launch of her own intimate apparel label.

The **Rose by Vanessa Jean** brand made its debut at Mercedes Fashion Week in Miami. The debut collection includes both swimwear and lingerie lines, and has been developed in conjunction with fashion entrepreneur Daymond John.

Simmons claimed that the garments will celebrate the unique silhouettes and styles of ordinary women.

She said: “An item as visible and personal as swimwear, and as intimate as lingerie, should reflect who we are as individuals. I understand that every woman is shaped differently, and is different, and that's exactly what I want to celebrate with my line.

Online retailer **Esty Lingerie** has selected a lemon and violet teddy as the winning design in a competition to discover hot new creative talent in the industry.

The winning design is from Taylor Rose Dunning, who will see her design manufactured as a limited edition piece for sale later this year. She will also re-

ceive the lingerie to own, along with a £100 gift voucher.

The design competition, now in its second year, asked for people to sketch lingerie that epitomised summer.

♥ A leading voucher code firm claims popular erotic novel *Fifty Shades of Grey* is behind a spike in the number of people searching for lingerie and other intimate items.

**VoucherCodesPro** insists that since the EL James novel shot to prominence, lingerie and adult toys have been among the most popular search terms.

When tracking the site usage of individual visitors, VoucherCodesPro found that of the high volume of people searching for the 50 Shades trilogy books in June, 68 percent then went on to look for lingerie-related discounts afterwards, while 26 percent searched for sex toy discounts afterwards.

George Charles, marketing director at VoucherCodesPro.co.uk, said: “It would appear that there is a direct correlation between the searches for the erotic novel and other terms such as those linking to adult toys and adult retailer Ann Summers.”

He added: “Perhaps the novels, which have become some of the fastest selling books of all time – largely due to word of mouth – are not just having an impact on the discussion topics amongst females around the UK, but it's translating into a difference in the bedroom too.”





**SPEAKERS' CORNER**

**HOLLY BROOKS**  
UK marketing manager,  
Björn Borg



**SANDRINE MOLINERI - GHIZOLI**  
marketing manager, HOM



**DAVID WALLACE**  
UK & Ireland country  
manager, Dobotex

**WHAT ARE THE KEY MEN'S UNDERWEAR TRENDS FOR SS13?**

“Björn Borg offers a SS13 collection of bright clashing colours, shapes and heavy outlines with unexpected combinations. A key trend for SS13 that we have picked up on is street art. We have been seeing this coming through in apparel for several seasons and now it finds its way onto underwear, where we can see contemporary graphics influenced by urban areas such as Brick Lane. The heritage look has remained strong and is coming through in accessories and underwear. We have also seen a comeback in the brief style, with our eccentric patterns and vibrant colours updating the traditional shape.”

“SS13 will be multicolour. We will see a real explosion of colours, ranging from a luminescent yellow to a glowing red and from a very refreshing green to ocean blue, powder pink or even bright fuchsia. An Immaculate theme will also be present through the enhancement of white. This new white, which has set itself as a real symbol... no doubt the symbol of a new resistance, bearer of hope. In terms of prints, we will be presented with a sober and reassuring elegance in a preppy style that will never go out of fashion or in a sailor timeless style, immortalized by JP Gaultier.”

“Bold prints are a key trend for SS13. In addition to updates on our Puma typography prints, this season we have taken our inspiration directly from nature and translated this into colourful graphics and prints on our fashion lines. Fluro bright prints against solid block silhouettes are also key for us, this season. Another key trend is contrasting bold colours. Puma men's underwear traditionally features contrast waistbands for our boxers with the exception of the tonal black on black and white on white. This season we have updated our white boxer and short boxer to include a contrast waistband.”

**NEWS FLASH**

**PANACHE** has announced the appointment of new brand ambassador Kristina Rihanoff. The star of *Strictly Come Dancing* in the UK and *Dancing with the Stars* in the United States, will be part of the lingerie brand's next promotional campaign for sports bras.

Panache has a range of sportswear, designed to provide maximum support and protection for athletes without compromising on style. The range comes in cup sizes B-H, with bras retailing at around £35.

Rihanoff was chosen not only for her beauty and dance skills. She is also passionate about fitness and sport, and a keen charity supporter. Rihanoff fronted a campaign for Breast Cancer Awareness in 2009 and completed a charity walk for UNICEF in 2010.



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- 2** TOWIE's Lucy Mecklenburgh launches swimwear
- 3** Goldie Sayers announced Panache Sports ambassador
- 4** Public voting opens for 2012 UK Lingerie Awards
- 5** EXCLUSIVE: Kristina Rihanoff models Panache Sport
- 6** Fifty Shades fever sparks UK lingerie grab
- 7** SNEAK PEEK: JPG's stunning new line for La Perla
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# EXCLUSIVE: *Shock* WONDER & **PLAY**

DB APPAREL UK GENERAL MANAGER **PAUL DEVIN** TALKS EXCLUSIVELY TO **KAT SLOWE** ABOUT THE GROUP'S LATEST INNOVATIONS, THOSE SALE RUMOURS AND HIS PLANS TO LAUNCH A NEW BRAND IN THE UK.

**S**chool was not easy for Paul Devlin. "What does your dad do?" "Well, he sells bras'," mimics the general manager of DB Apparel UK, the umbrella company for well known lingerie brands Wonderbra, Shock Absorber and Playtex.

Devin comes from what could only be described as a unique family. His father worked in the intimate apparel industry for 42 years. He spent 20 of these work-

ing for Playtex and a further 22 at Gosard. One of Devin's brothers is the UK sales manager for Lejaby and another, formerly an employee of Eveden, currently runs DBA's Scottish territory.

"So, there are four of us in the industry," says Devlin. "I was the last one to go into the industry and I have been in the industry for 16 years.... At one point, we all lived in the same village outside Edinburgh and we were all reps, covering different parts of Scotland with four

different brands. So, I have got brilliant memories of bumping into each other on various calls or congregating back at my father's house on a Friday evening and having a beer, and swapping a few tales. It was competitive, but we would never share or discuss anything. There was almost, like, an unwritten code.

"One of the funniest sights was when we all set off to Harrogate, to the trade show, one year, in four different cars from the same village. You used to have

**1**  
*DB Apparel is set to trial the Lovable brand in John Lewis, this Autumn*



2

situation where the guys would all be in one room chatting about bras and the women would be in another room talking about football.”

Devin took over as general manager of DB Apparel just three years ago and, since he took the helm, the company's transformation has been remarkable. Not only has the company seen high double digit growth year on year, a huge achievement in the current economic climate, but it has also posted some of the highest results of any European branch. In terms of product, the period has seen the launch of future classics such as Wonderbra's Ultimate Strapless, Shock Absorber's RUN bra and Playtex's Tonique Contour.

“On Shock Absorber, we are by far the number one sports bra brand,” says Devin. “On Wonderbra, we are the most recognised and have the highest market share out of the cleavage brands. And, on Playtex, we have worked to really nail the consumer position and unashamedly go after the 45 to 50 year old woman plus, and to decide what she wants. We have worked to produce a product that she loves, to give her great prices, as well, and then spend a significant amount of media money shouting about it.”

So, how did he do it? According to Devin, the trick is to invest in people. “I was always a great believer in employing people who are better than you and I think that I have ticked that box,” reveals Devin.

One of Devin's first actions after arriving in his new office was to galvanise DBA's core team and to simplify the company's strategy for the rest of its employees. This entailed painting out a vision of what he wanted the company to be and condensing it down to a sheet of A4. “It is the hardest thing I have to do, each year,” asserts the GM.

Devin then ensured that every single DBA UK employee, whether they worked in one of the company's outlet stores, on reception, in the warehouse, or in the customer services department, would receive a one to one briefing from the directors on an annual basis. The meetings lay out the company strategy, the goals it is trying to achieve and how the individual employee can play their part.

“I think that kind of buy in from the employees gave us some momentum,” says Devin. “And, that is what I really tried to set out to do, to change the culture of the organisation so that we could maximise the potential of the brands and the people. We are halfway there.”

This year is set to be one of the most busy periods for DB Apparel to date, with significant launches on all three of its lingerie brands.

Wonderbra will see the launch of a new Natural Cleavage product. It is designed as the first push up bra to give a ‘Wonderbra effect,’ without padding. Natural Cleavage will also provide Wonderbra with the opportunity to broaden its collection, adding another layer of innovation, as well as a series of fashion elements, such as additional colours and, potentially, some prints.

The concept

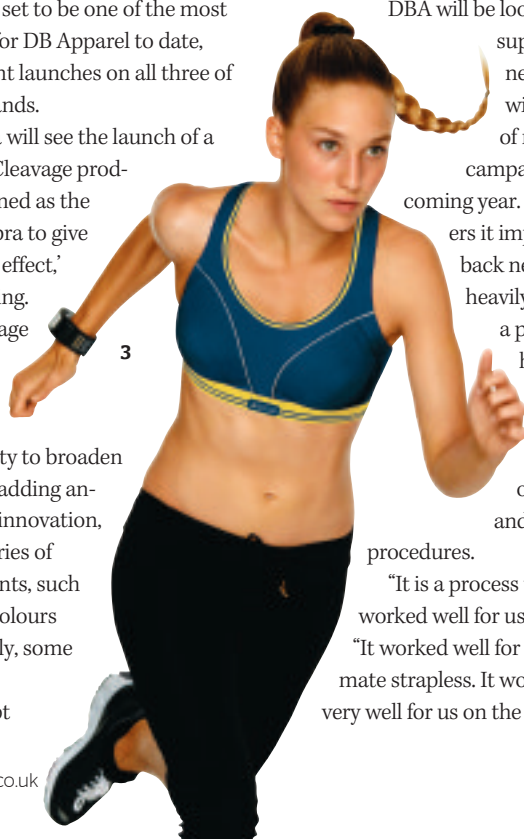
was born out of ‘hours and hours, and months and months’ of research into who Wonderbra's target consumers are, who is buying the product, who could buy it and isn't, and the reasons why. “The idea is that we can give the consumer choice,” explains Devin. “It is not just the traditional three part cup, push together with a gate back that was the signature of the brand when it launched. I think that was great for the consumer at that time, but they want more.”

For SS13, sports underwear brand Shock Absorber also has an exciting new development, called the GYM bra. DB Apparel has recent put a lot of work into updating Shock Absorber, in terms of re-designing the brand logo, introducing new colours and expanding the product range. Most recently, it launched the Dry Advantage bra, which is currently available to purchase in stores. The new GYM bra, which will be available from next year acts as a ‘work out buddy’ to Shock Absorber's popular RUN product.

It has all the design cues, innovation and technical specification of the RUN bra, but has been specifically designed and tested for those who attend multi-purpose workouts, the gym, bootcamps or any type of team sports.

DBA will be looking to support the new launches with a series of new media campaigns over the coming year. Devin considers it important to back new products heavily with media, a process that he is confident in thanks to the company's rigorous research and testing procedures.

“It is a process that has worked well for us,” Devin says. “It worked well for us on Ultimate strapless. It worked very, very well for us on the RUN bra and



3

2  
Natural Lift is the first bra to provide the ‘Wonderbra effect’ without padding

3  
Shock Absorber's popular RUN bra will be updated in blue and yellow for the new season





also worked incredibly well for us on Tonique Contour.”

Out of all of DBA’s brands, Playtex has perhaps changed the most significantly since Devin took on the role of boss and, over the past three years, its somewhat out of date image has been transformed. Devin’s initial move was to use the media to speak to retailers and explain how the brand was relevant to them. The next step was to give them a product that could change a few more misconceptions and get more people buying into the brand. This was Tonique Contour.

“We started this journey saying we actually believe the biggest potential we have got is in Playtex,” says Devin. “Bare in mind, this is at a time when we were delivering the RUN bra and we were delivering the Ultimate Strapless, which were two big innovations and two big blockbuster styles for the retailers. We started the conversation then and there were a few raised eyebrows.”

Playtex deliberately brought out Tonique Contour as a relatively ‘plain’ product. The intention was to ‘ease it into the lingerie draw’ of the 50 plus consumer, thereby introducing innovation into this demographic. With that goal having been achieved, Playtex has

layered on some lace overlay and some ‘more interesting’ colours for SS13, with a number of fashion colours also planned for further down the line.

DB Apparel distributes just the three brands in the UK, but owns 15 brands across Europe in the segments of lingerie, hosiery and men’s underwear. With the UK branch’s current high performance, Devin is now considering expanding the national portfolio.

“Here, in the UK, we focus on three brands in one category and we are constantly thinking ‘okay, well what else can we bring to the market?’” he says. “Can we look at other brands that are the market leaders in Italy, France, Spain, Germany and would they translate to the UK market? If so, how do we do it?”

Devin is interested in entering both the hosiery and the men’s underwear markets, each of which – despite the challenges – he considers has a strong degree of potential. Yet, while he eventually aims to be present in all three segments, the first brand that he is looking to introduce lies within the sector he knows best, lingerie.

“We have the Lovable brand in Italy,” Devin says, “which is the branded market leader in Italy. And, we will be

launching an exclusive trial in John Lewis, this month, to ascertain whether there is an appetite for this product in the UK market.

“If that works, then obviously we will look to role that out to selected points of distribution.”

These are not the only exciting new developments to be taking place at DB Apparel. The intimate industry was set abuzz, last month, after a series of rumours arose that the group was being put up for sale by private equity owner Sun Capital. Devin does not deny that there is an element of truth behind the claims, but says that a sale is only one of a series of options that are being considered.

“Our group’s shareholder, Sun Capital is considering a possible sale of the company, which is consistent with their long term strategy as a financial company,” he says.

While the sale of the company remains uncertain, one thing is transparently clear. With sales figures up, a series of exciting, new product innovations set to launch for the SS13 season and a new brand launch in the pipeline, it looks likely that the sun will be shining on DB Apparel UK’s future. ♦

**4**  
*Wonderbra’s Natural Cleavage was the result of month’s of research into what consumers want*

**5**  
*Tonique Contour has revolutionised the Playtex brand*



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# Sculpting

## THE FUTURE

PANACHE HEAD OF MARKETING **JENNIE FIELD** TALKS TO LINGERIE INSIGHT ABOUT THE LAUNCH OF THE INTIMATE APPAREL GROUP'S NEW SCULPTRESSE BRAND AT THIS MONTH'S MODA TRADE SHOW.

### **Why have you chosen now to launch Sculptresse?**

We have been developing this brand and product for 18 months, as we saw a gap in the market for great fitting product in back sizes 36-46 and D-J cups.

### **How is Sculptresse going to be different to any other brand that is currently on the market?**

Sculptresse has the Panache core values of 'fit, support and comfort' at its heart. Ensuring the products fit is of paramount importance to us and our in house technical team are passionate about making sure we provide women with the best fitting bras on the market.

### **How would you describe the Sculptresse offering?**

It is comfortable enough to wear every day, but pretty enough to take you through to the evening.

### **What is included within the brand's debut range?**

We have core everyday styles in nudes and black, vibrant fashion colours and a bold print, available in non-padded moulded cups and cut and sew.



2

**Who is Sculptresse's target consumer? How will the new label fit alongside the Panache's existing brands?**

We hope the consumer will be from all walks of life. For example, she may be a 21 year old looking for something pretty or a 35 year old professional looking for the most comfortable everyday bra.

She is bored of ill fitting lingerie and buying something because it 'almost' fits.

**1 Have you any confirmed stockists for the new brand and which retailers will you be looking to target?**

The new Sculptresse brand will launch at this month's Moda trade show

**2**

Panache head of marketing Jennie Field

**What market research did you undertake when choosing to start this brand and what did the results tell you about what the women of today look for?**

We conducted research with women age 20 to 40. All would consider themselves 'fuller figured' - the average size was dress size 22 and 40/42 back. The key things we wanted to find were; how they think about themselves, what their wants and needs are and what they looked for in their lingerie.

We discovered that they felt their choice was limited and that the back size they need was not always available and, when it was, the product could sometimes be 'frumpy'. The words used to describe what they

were looking for from their lingerie were; supportive, comfortable, nice feel, pretty, feminine, colour - which we think we have delivered with the Sculptresse brand.

**It remains a challenging climate - what have you found to be the greatest hurdles in launching a new label and where do you feel the demand will come from?**

After the successful launch of Panache Sport, last year, we know that if you have the right product and the right fit you become the first choice for the consumer, which leads to demand from our wholesale customers (Panache Sport now accounts for 8 percent of sales).

**PRODUCTS IN THE BRAND'S DEBUT COLLECTION INCLUDE: PURE, PURE LACE, BELLISE, ROSIE AND WILLOW.**

\* **Pure**, a non-padded moulded t-shirt bra that is designed to act as a second skin, comes in core colours of black and nude. The style is available from a 36 - 46" back and D - H cup, giving extra coverage, support and a smooth overall finish with back straps sitting closer together to ensure their position. A short and high-waist brief are available from a 14 - 26.

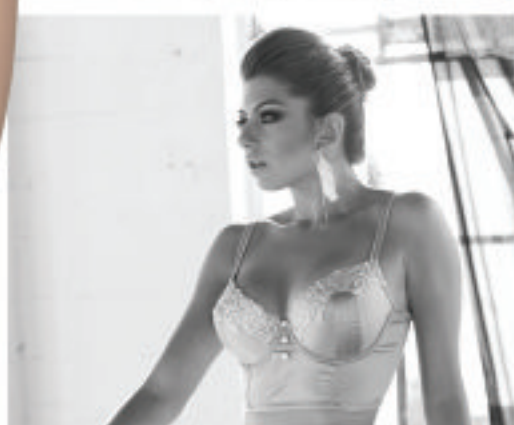
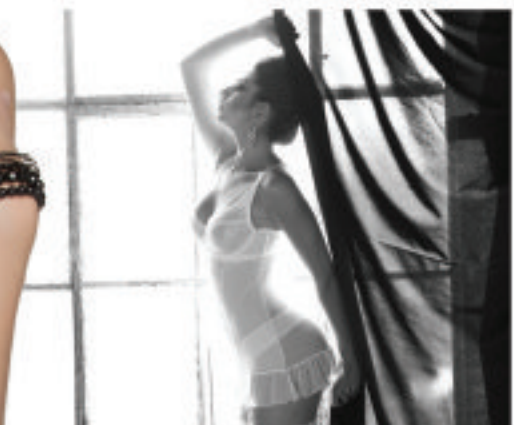
\* A non-padded, moulded lace cup bra, **Pure Lace** gives a seamless appearance in core colours of black and nude and a fashion hot pink. The 'superior' fit and shape comes from a concealed sling between the two moulded cup layers for maximum comfort, as well as padded lace front straps. Pure Lace is available from 36 - 46" back, D - H cup, with matching co-ordinates in a brief or high-waist brief for a retro inspired look.

\* The balconnet style **Bellise** provides a supportive uplifted shape in both core colours and a fashion floral print of black, reds, taupes and yellows. The fashion option takes inspiration from the Back to Nature trend, with natural textures and patterns, and bright florals, mixed with darker tones for a bold and feminine effect. Bellise is complimented by subtle detailing in the neckedge trim, scallop strapping and a sweet, centre front bow. The laminated cups provide added support and uplift for the style, available from a 36 - 46," D - J cup, with matching brief and short.

\* **'Designer Favourite' Rosie** is a full cup style in a Heather colour-way, highlighted by pink and coral rose embroidery panels. The style boasts laminated bottom cups and a stabilising inner sling for extra support and enhanced shape, to bring the bust forward for support. Also available in black and nude from a 36 - 46," D - H cup, the style comes with a brief and high waist brief co-ordinates, available from sizes 14 - 26.

\* Fashion style **Willow** comes in a rich, berry colour with lace print feminine panelling in a deeper shade. A contemporary take on a retro style, the four piece cup with outer slings allows a great uplifted shape for maximum support on a variety of breast shapes. It is available in a 36 - 46" back, D - HH cup. An elasticated fold over neck edge has been incorporated for a smooth finish. Co-ordinates include a full brief and a deep short for varying levels of coverage, available from sizes 14 - 26.





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3  
Ballet is a strong  
inspiration for the  
debut collection

3

International growth is key to the Panache business and, along with the UK, we see the US and Australia as key markets for Sculptresse.

**Ballet was mentioned as a strong inspiration for the style of the debut collection. Why did you pick this theme?**

We picked this for the pretty, delicate look and feel that our research told us the consumers wanted. Additionally, as with ballet, the structure and support are imperative – we have chosen to represent this with the fabrics we have sourced for the product.

**Who would you describe as your greatest competition and why is what you are doing different?**

We are listening to the customer and our key markets, and have developed product that suits their needs.

**What has been the feedback on the new brand so far?**

Feedback has been that there is definitely a gap for a new brand in this size range. They like the variety of the key shapes we have focused on.

**Have you any plans, in terms of promoting the new brand and, if so, what are they?**

For the first season, we are trying to establish great shapes and fit, and are planning a soft launch.

When it lands in store, we will be launching a Facebook page and blog to focus specifically on this brand, and engage with the consumers' needs and wants.

**How did you choose the name Sculptresse?**

We wanted a name that is: evocative and memorable, romantic and radiating femininity, inspired by women and brimming with confidence, as well as embracing the core brand attributes of style, support, comfort and superior fit.

We spent time brain storming internally and then worked with an external agency to come up with something that we felt hit the brief.

From a practical level, as we grow internationally, we also have to ensure it has no unintended meanings in other languages and we can buy the URL. ♦



BUSINESS INTELLIGENCE FOR THE LINGERIE & SWIMWEAR PROFESSIONALS

# Swimwear

## INSIGHT

AUGUST 2012 / ISSUE 03  
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## MODA PREVIEW

Discover the SS13  
swimwear highlights  
of this month's show

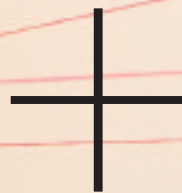
## RUMBLE IN THE JUNGLE

Explore the next  
generation of South  
American swimwear

## TOWIE SPARKLE

Lucy Mecklenburgh  
talks about her debut  
swimwear collection

**CATWALK  
TRENDS**  
CHECK OUT THE  
LATEST SWIMWEAR  
THEMES FOR  
SS13



**NEWS  
REVIEW**

**OPINION**

**ANALYSIS**

**NEW  
PRODUCTS**

Sea

# WORLD

Seafolly CEO Anthony Halas discusses the background  
to his family company's meteoric rise and reveals the  
brand's exciting plans for the future



A woman in a colorful floral swimsuit is partially visible on the right side of the image, holding onto a large planter box. The planter box is filled with tall green plants and small white flowers. The background is a clear blue sky.

# Hey Buoy

See the launch of the Gossard Swimwear and the new lingerie range at  
**Moda Lingerie & Swimwear Show 12 - 14 August 2012,**  
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## NEWS REVIEW



⬆ Consumer research by **IN-VISTA** has discovered that 97 percent of women prioritise the fit of their swimwear over all other attributes.

Women spend almost 40 percent of their time wearing swimsuits by a swimming pool, where the fabrics are exposed to damaging conditions, such as sunscreen and pool water.

Only 53 percent of women said that they washed their suits after use, and almost 40 percent claimed that they waited to wash or rinse their suits until after they had dried.

**Moontide swimwear** took centre stage during a recent photo shoot for Britain and Ireland's Next Top Model (BINTM) 2012.

Series 8 of the Sky Living TV show, which kicked off this month, saw the contestants jet off to Dubai to impress the judges with their swimwear modelling skills.

The wannabe models posed in Moontide's latest swimwear collection for the photoshoot, which took place at the Emirate's Atlantis Hotel.

**Patricia Eve** will use next month's Moda exhibition to showcase Italian swimwear

brand David for the first time at the Birmingham show.

The brand has already been warmly received by retailers who saw the SS13 collection at the London Swimwear Show, the company said.

The SS13 collection features bright colours, pretty prints and detailed embellishing with sequins and beads.

Patricia Eve is hosting a VIP weekend promotion for visitors to its stand at Moda, where retailers can win a November holiday to the stunning countryside of North Yorkshire.

British swimwear label **Sweetpea Swimwear** has launched its debut collection.

Sweetpea Swimwear was founded as a company, in 2011, by designers Suzanne and Hadley Smythe.

The partnership set out to create swimwear that captured the opulence of 1950s Riviera style, when Hollywood's earliest sirens would capture world attention with their poolside glamour.

The new range encompasses high-waisted bikini bottoms, halter neck tops, shaped busts and ruched bodices, decorated with chiffon, bows and flowers.

Sweetpea Swimwear is now available in UK sizes 8-14, from [www.sweetpeaswimwear.com](http://www.sweetpeaswimwear.com). Prices range from £145 to £170.

✓ **MyaBlueBeach** and sister label **MyaBlueLuxe** have introduced size 4XL into their respective 2013 collections.

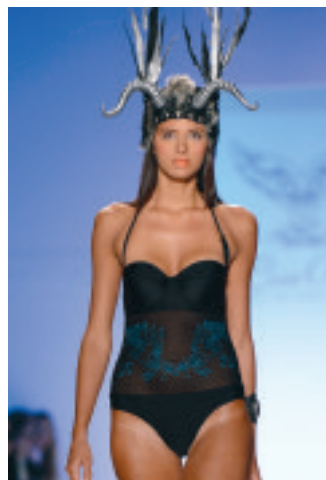
The step was reportedly taken due to consumer demand, with



the most popular size enquiry online currently XXL.

Unlike many labels, which base their dimensions on an average size 10, the brands' styles are designed to fit both small and larger bra cup sizes.

In a recent look book shoot, Brown used her two models, at 32C and 32F, to demonstrate that different body shapes and sizes can carry off the same styles and look 'just as fabulous.'



⬆ Australian swimwear label **Lisa Blue** kicked off the Miami Swim Week, last month, with a catwalk showcasing its SS13 styles.

The new season's collection is inspired by the Year of the Dragon, which, according to the Chinese culture, symbolizes transformation, protection and heart.

Designer Lisa Burke said: "We are honored to be featured as the designer kicking off the event and look forward to delighting the audience and continuing to spread our heartfelt brand message: the importance of saving the whales and making a difference in our planet."

Over 600 retailers, from 13 countries, flocked to Paris for last month's **Mode City** and **Interfilere** exhibitions.

Almost three quarters of the buyers at the show were from outside France. The UK accounted for the fourth largest

contingent of visitors, behind France, Italy and Germany.

A significant increase in visitors from Eastern Europe helped limit a slight drop of one percent from last year's overall attendance. Visitors from the Ukraine and Kazakhstan were up 25 percent and 37 percent respectively.

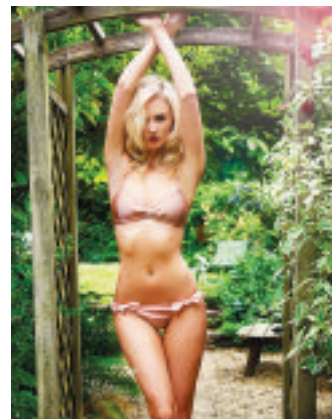
Interfilere, the fabrics and future trends element of the show, had 300 exhibitors from 32 countries. Attendance was down three percent to 11,431. Two-thirds of visitors were from outside France.

✓ Startup British swimwear brand **FRNX** has unveiled its debut collection for spring/summer 2013.

The company's founder, Frankie Goulden, created the company after graduating from the De Montfort University Contour Fashion degree course and honing her skills at luxury design house Fleur of England as head of production management.

FRNX's first collection is entitled Play and Rewind – a reference to the memories of holidays by the pool. The luxury collection, which will be the spearhead for the new 'Proud to be British' brand, uses bold colours in designs that aim to become timeless classics.

Designs include the retro-inspired bandeau, halter neck, triangle, and bow embellished bikini in a pink whipped cream and polka dot.





**NEWSPLASH**

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collection takes inspiration from these elements, which is reflected through fine drapery, subtle embellishment and the incorporation of quality Italian fabrics- all complementing the female form."

Separated into four stories - Goddess, Athletic, Brights and Ready to Wear - the collection spans a colour palette of earthy tones and 'striking' shades inspired by the Greek landscape, with each style taking its name from an island that has sentiment to Goulondris.

Goddess embraces flattering drapes, beautiful gold detail and jewel embellishments. The stand out Mykonos one-piece replicates Ancient Greek armour through a collection of gold clasps and a structured bandeau body.

Athletic incorporates strong silhouettes, padded shoulders, bold metal trims and power mesh linings for a sports luxe look. The signature Barbados bikini is inspired by the voluptuous Bond Girls of the 1950s.

Brights comprise of a variety of playful vibrant shades; hot pinks, Mediterranean blues, and intricate ceramic inspired prints. The styles range from plunging one-pieces to slinky bikinis and sculpted trikinis.

Cotton crochet dresses and skirts in concentric circles, crisp white silk kaftans and translucent maxi dresses with hand-beaded collars epitomise Ready to Wear and provide the 'ultimate' luxury cover up.

Retail prices for the products start from £110.

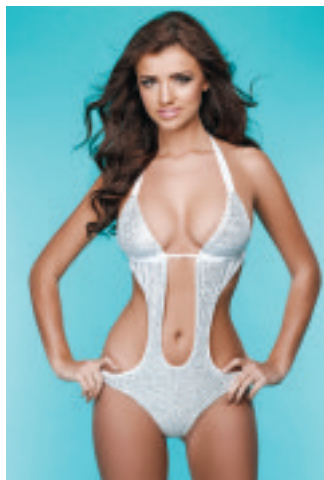
New luxury swimwear brand **MARIANNA G** is set to launch for the SS13 season.

Marianna G is the innovation of Marianna Goulondris, shipping heiress and granddaughter of Marianna Vardinoyannis, UNESCO ambassador and leading international figure in social and artistic life.

Born in London, Goulondris' design signature has been strongly inspired by her international lifestyle, travelling between the city of London and Mediterranean Greece.

Her debut collection is inspired by a 'beautiful' Greek heritage and 'powerful' mythical Goddesses. It encapsulates one-pieces and bikinis in fine Italian fabrics, as well as a variety of kaftans, billowing maxi skirts and minis in silk cotton and crochet.

Goulondris said: "I have always been captivated by powerful statues of Grecian heroines, ornate ceramics and grand architecture of Ancient Greece. My debut



✦ The Only Way Is Essex (TOWIE) star **Lucy Mecklenburgh** has launched her debut swimwear range for **Bella Bamba**.

The TV personality and former fashion buyer, who co-designed the collection, invited fans to apply to launch the range with her by modelling the pieces. She selected Kari Boanas and Jess Banks, both 19, out of thousands of hopefuls.

The collection encompasses monokini one pieces, bandeau and strapless styles, as well as padded and classic strings - all with crystal detailing.

✦ **Alexandra Burke** has been spotted soaking up the sun on a family holiday in Florida, wearing a two-piece bikini by Melissa Odabash.

The 23-year-old pop singer looked toned and healthy as she relaxed on Miami Beach with sister Sheniece.

She took to Twitter to tell fans how much she was enjoying the down time from her busy touring schedule.

"I always feel at peace when I'm in the ocean... It takes everything away," she tweeted.

✦ New swimwear label **South Beach** is set to launch at this month's Moda trade show in Birmingham.

The company behind the brand has almost 60 years of experience in designing, producing and distributing fine, fashion-led garments and accessories, and supplies some of Europe's biggest high street retailers.

The debut collection, which will enter stores in SS13, encompasses a series of classic bikini styles, decorated with sophisticated beadwork, jewel-encrusted brooches and pretty charms.



It focuses on three key trends; 'Gypsy Summer', 'Americana' and 'Delicious'. Pieces are sold as individual separates and are designed to allow for mixing and matching across the range.

Spanish swimwear label **Dolores Cortes** has chosen a baby with Down's Syndrome as the face of its DS Kids USA Spring Summer 2013 collection.

The 10-month old girl, Valentina Guerrero, is the daughter of Miami television presenter Cecilia Elizalde, and will appear on the cover of the Dolores Cortes 2013 catalogue.

She also joined the designer on the runway of the Mercedes Fashion Week Miami Swim Show, last month.





# Sea World

SEAFOLLY CHIEF EXECUTIVE **ANTHONY HALAS** TALKS TO **KAT SLOWE** ABOUT THE EXTRAORDINARY SUCCESS OF THE FAMILY SWIMWEAR LABEL AND REVEALS HIS ASTONISHING PLANS FOR THE COMPANY OVER THE NEXT FEW YEARS.

**S**eafolly chief executive Anthony Halas' childhood dream did not feature him as the boss of a swimwear company. His primary ambition, on graduating from university, was to make it as an actor. Several short years later his enthusiasm for acting had waned and Halas' true talents found their natural focus. The global swimwear market and Halas are indubitably the richer for the thespian world's loss.

Seafolly, a private, family run business, was founded in 1975. "I grew up with the business," says Halas, nostalgically. "I spent my school holidays working in the warehouse, packing boxes and doing things. I always felt like it was part of the family. So, once I got that acting out of the system, it really felt natural."

Halas joined his father's company in 1996 and, just two years later, made the first of what proved to be a series of life changing decisions. He bought out his father's partner and re-directed the company's focus from supplying private label swimwear for the discount sector to producing its own label products. A new CEO was born.

Now, 14 years later, Seafolly owns 35 to 40 percent of the market share in its native market of Australia. Its closest competitor has just seven to eight percent. Over the past three years, the business has doubled in size and, in the last 12 months alone, has increased its sales by 17 percent. Yet, according to Halas, this is just the beginning.

Seafolly also operates the country's largest chain of multi-brand swimwear stores, called Sunburn, and recently opened its first own brand Seafolly flagship outlets in Australia and Singapore. Retail is a very fast growing part of the company's business. Non-existent four years ago, it now accounts for a quarter of overall sales. The vast majority of these 35 outlets are Sunburn stores, but Halas is determined to increase the number of Seafolly flagships over the coming few years.

"We have beautiful Seafolly flagship stores," he says. "And, we are going to be bringing some of those into the international markets over the next 12 to 18 months. We are looking at the US and a few locations in Europe.





"I am very excited about opening up our amazing flagship stores in these key strategic locations. We find, by opening up flagship stores, it doesn't only benefit the store itself and our company. Stockists in the region benefit because demand for the brand goes up so much."

Halas attributes much of Seafolly's recent success to the growth of its international business. The appetite for the swimwear label's products was aptly demonstrated at last month's Mode City show, at which Seafolly hosted a series of daily catwalks.

"We were very, very busy for the whole three days, beyond expectations, really," Halas says. "We picked up quite a lot of new retail accounts, mostly in France, but also in some other parts of the world, which is great."

This achievement was all the sweeter for not being anticipated. The swimwear market has not been without its challenges over the past few years and Halas had predicted that these would negatively impact on interest at the event.

"I think just coming from Australia and viewing all this doom and gloom in Europe, you sort of don't know what to expect," Halas says. "I was sort of thinking 'well, maybe we are not going to be quite as busy this year' but, instead, we were probably busier this year than we ever have been before at Mode City."

And, Halas is determined to continue growing awareness of the brand in Europe and around the world. While

Seafolly is a household name in Australia, supplying surf and swimwear products to the country's many independents and department stores, the CEO still recognises that there is significant work to be done elsewhere to increase brand recognition.

"Internationally," Halas says, "we have got a long way to go in building awareness. We are putting quite significant resources into that for next summer. There will be campaigns running in some key markets and we will be doing quite a lot to build that awareness."

It is not only the aura of doom at gloom that Seafolly has had to overcome to gain a foothold in Europe and the US. As an Australian company, Seafolly has also had to combat the difficulties of a strong Australian dollar.

"The weakening of the Euro, the weakening of the pound and the weakening of the US dollar has really devalued the value of our exports to those countries," reveals Halas.

Consistent bad weather has also played a major role, with many of Seafolly's key markets suffering from poor summers over the past few years. Halas claims that the UK seems to have been particularly heavily hit. Though Seafolly's online business in the UK is still very strong, he states the bricks and mortars stores have suffered 'quite significantly'. The brand's other European markets have also been impacted to varying degrees. While there has been solid growth in Germany, France has reportedly

suffered from the poor weather.

"I guess it is a big world," says Halas, "and, no matter how good or bad the economic conditions are, there always are these weather factors. Certain markets really have a great summer and others don't, and in the balance there is a trend that you can follow. I think we are so broadly spread that, on balance, we are quite well protected."

In an attempt to further protect Seafolly, Halas has put a lot of attention into diversifying the label's product offering, placing emphasis on clothing and accessories. "We are selling that in our international markets and we are seeing quite a good acceptance of that product in our international retail accounts," claims Halas.

Seafolly is now present in about 44 countries around the globe and counts Russia, and South Africa, as the most recent additions to its international portfolio. Eventually, Halas hopes the name Seafolly will be as recognised around the world as it is currently in Australia. And, when that happens, who knows what the future could hold? Could it even see the company being taken public?

"We are getting to a size now where maybe something like that would be on the cards," says Halas. "In another three to five years..." ♦

#### 1,2&3

*Seafolly experiments with a myriad of vibrant tropical shades and statement florals in its SS13 collection*

#### 4

*Seafolly CEO Anthony Halas*



# SS13 Swimwear Highlights

WE PRESENT YOU WITH THE SS13 SWIMWEAR HIGHLIGHTS OF THIS MONTH'S MODE CITY TRADE SHOW IN BIRMINGHAM.

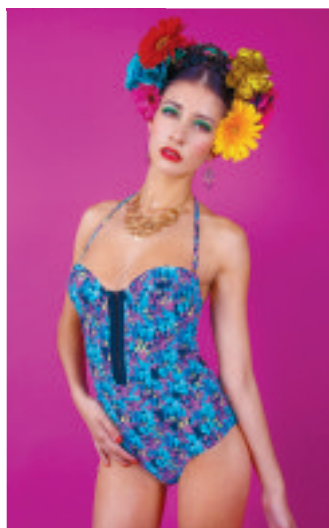
## Playful Promises

Playful Promises will be introducing its Holiday collection for the SS13 season.

Inspired by travel, holidays and sunshine, the range comprises of a variety of geometric prints, juxtaposed with bold, plain colours in traditional swim shapes, as well as a newly introduced longline bra.

Highlights include the Black Aztec Geo geometric print, Digital Woodland and the Ocean Blue Snake bandeau in luminous turquoise with a tie-side brief and gold metal snake ring.

Playful Promises has expanded its swimwear collection and will introduce a



second drop to the collection in early January, 2013.

## Gossard

Gossard has unveiled its first ever swimwear range as part of its new Spring Summer 2013 collection.

Gossard has drawn on its 110 year heritage in lingerie-making to create the range, which includes ten pieces and is based on the technology and style of its bestselling Egoboost bra - launched in November, 2011.

The 1940s inspired top 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.

## Piha

The Australian Swimwear Company, owners of Moontide swimwear, launched younger sister brand Piha at its European Sales Conference in London, last month.

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

The collection offers flirty shapes and fashionable prints at affordable retail prices, ranging from £38 to £56 per set.

A preview of the new brand was shown at the Moda trade show in January, 2012, but the full line will be exhibited at this month's event.



## Save the Queen! Sun

Save the Queen! Sun's SS13 Ulysses collection is inspired by the King of Ithaca's epic voyage, as detailed in Homer's Odyssey.

Ulysses meets a variety of seductive femme fatales during the course of his journey, including goddesses, nymphs, sirens and princesses. Each of their personalities, including that of his waiting wife Penelope, have been translated into the prints, colour nuances and embroideries that cadence the six major chords of the SS13 range.





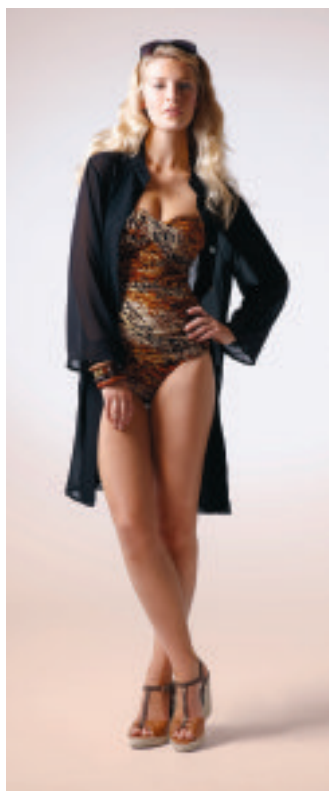
## Seaspray

Seaspray's swimwear takes its inspiration a medley of global cultures for SS13.

Asian culture is represented through the brand's Indian inspired Jasmine line and its Oriental group, Amber, featuring vibrant floral clusters and plain mandarin styles.

A tropical look is injected via Lola, which incorporates a vibrant leopard print, as well as the Mauritian inspired Angelina, Caribbean spiced Saffron and exotic Lydia, featuring an Amazonian abstract, leaf print design.

Finally, Western culture is represented through Sophia, featuring a lace effect reminiscent of Spain, Marina, inspired by Australia's coral reefs and Victoria, incorporating 'regal' English shades of navy and red.



## Seafolly

Seafolly's SS13 collection is inspired by the vibrant colours of the South American continent.

The range includes shirred tube tops and hipster pants tops in a variety of fluoros and 'shimmer' colours, such

as lemon drop, passion, salsa, denim, starlette and bright lime.

Styles are influenced by the eighties, Rio's festival culture and the rainforest, and incorporate frill and feather detailing.

Products will be delivered into stores for February, 2013.



## Lepel

At this month's Moda trade show in Birmingham, Lepel is set to introduce a series of 'wearable, classic styles,' with shaping and smoothing properties, in a series of seasonal colours and prints.

New Spring Summer 2013 products include the elegant Capri, with a draping and hidden tummy control panel, the contemporary Monaco, with piping detail and detachable straps, and Magnolia, with its floral monochrome print.

The collection also encompasses Splash, incorporating a splashed paint effect placement print, Retro Stripe, with an imitation wave pattern in turquoise and Lily, featuring a tropical lily placement print.



## Roidal

Roidal's new SS13 collection is influenced by Tropical Fruits, Hawaiian Flowers and Baroque design.

It incorporates a series of exclusive prints by Tessy Roig, head of design at Roidal. There are new shapes in both bikinis and swimsuits, and the range of accessories has been extended to include matching beach-bags. Eight new plain colours will be added to the brand's classic range.

For the first time, Roidal will also be launching a second, more affordable, collection, called Tessy Beachwear by Roidal.

The new line features in-house, fresh and vibrant prints, and fabrics. It encompasses matching pareos, jackets-tops and trousers, up to a size 18.



## Zoggs

For SS13, Zoggs will be introducing some new pieces to its cupsized collection, including the Shelly swimdress, which is now available in 30D-40G, as well as a 50s inspired update to its bestselling BootySuit.

The brand's empire line swimdress, now called Clifton, will also receive an update, with

a centre bust clip replacing the ruched bust detail.

Finally, Zoggs will introduce the Sandon Scoopback swimsuit in two colourways. The product, which is an update on its Macmasters swimsuit, includes sweeping panels, as opposed to the Macmasters' sweeping, piping detail.



## Red or Dead

The 2013 collection, from London brand Red or Dead, is inspired by 'Miami Madness' and 'The Good Life.'

The collection features a series of unique, quirky prints, styled into retro inspired one pieces, long tankinis, swimdresses, playsuits, two pieces and bikini separates.

Styles include Fruit Punch, with its 32 colour digital print, Cocktail Maker, featuring vibrant candy coloured cocktails and shakers, and Floral Stripe, depicting terracotta and violet flowers growing up a pinstripe.

Stories Lady Lilac and Pansy, True Love and Hand Rose complete the season's line up.



## Kiss me Deadly

For SS13, Kiss Me Deadly will be expanding into swimwear. Its debut collection encompasses swimdresses, sling strapped bikinis and lace prints in shades of blue, turquoise and coral.

The swimwear will sit alongside the brand's intimate apparel offering, to which two new ranges will be added for SS13.

These will include a turquoise bra and longline girdle set with a 'very 50's feel', and an update of its bestselling Alouette in a new shade of pale pink.

The brand will also be introducing smaller runs of limited edition loungewear alongside its revamped continuity lines.



## 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.





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# Rumble IN THE JUNGLE

YOU MAY KNOW OF THE BOOMING SWIMWEAR MARKET IN BRAZIL, A COUNTRY THAT RECENTLY OVERTOOK THE UK TO BECOME THE SIXTH LARGEST ECONOMY IN THE WORLD, BUT ARE YOU AWARE OF ALL THAT THE LUSH AND VIBRANT CONTINENT OF SOUTH AMERICA HAS TO OFFER? **LINGERIE INSIGHT** SPEAKS TO A SELECTION OF SWIMWEAR LABELS FROM THE REGION TO DISCOVER WHAT NEW INNOVATIONS THEY ARE BRINGING TO THE UK MARKET, THIS YEAR.

**W**hen most people talk of a 'Brazilian,' they are not referencing a

type of swimwear.

Yet, this – quite literally - brief style was the original source of that controversial idiom, made famous through American TV programs such as Sex

in the City. It gave birth to that other, more risqué interpretation and is arguably, along with coffee, nuts and soy, one of the country's greatest contributions towards global culture.

Not only has it become a permanent addition to the world's swimwear terminology, but it is representative of an adapted, modern culture, a new society that is relaxed in its sexuality.

However, Brazil and, indeed, the entire South American continent is far more than just a cut – of any description. While South America may be best known for the brevity of its swimwear and its propensity to produce Victoria's Secret models, the design talent and growing sophistication of its swimwear sector is increasingly beginning to attract attention

1

*ViX Swimwear currently has twenty retailers in the UK*



from a series of key players in the industry.

ViX Swimwear is a prime example of a swimwear brand that has fought hard to establish itself in the Western swimwear market... and succeeded. It has twenty retailers in the UK alone, including the likes of Biondi Couture, Harvey Nichols UK, ASOS and Net-A-Porter.

"We plan on nurturing relationships with our current partners, as well as expanding distribution within the UK and European market overall," reveals media co-ordinator Grace Yco.

And, one thing that ViX Swimwear definitely isn't is 'cheap'. One of ViX designer and founder Paula Hermann's signature styles, her BIA bikini, features 24K gold plated sliding hardware, making the product customizable for a wide range of body types.

For SS13, Hermann has been inspired by Africa and the continent's many, multi-faceted cultures. Rich tribal history, artisan legacy and the 'raw nature of the wild' all bring strength and boldness to the line. There will be daring prints in red and black & off-white, accented with silhouettes that are designed to be both understated and sexy.

Yco predicts that the season's most popular style will be ViX's Senegal bikini. "Senegal is an elegant bandeau style with unexpected embroidery," she says. "With details reminiscent of a statement necklace, this style will have that unique, handcrafted spark that consumers are aching for."

Handcrafting appears to possess an important status within the South American culture. Colombian label Agua Bendita certainly emphasizes its significance, in terms of providing a strong USP. Co-designer Catalina Alvarez says: "Our greatest unique selling point is all the hand crafted work that almost all our clothes have. This is made by single mums here in Medellín. A single piece can take one or two days of hand made work to be done."

Founded in 2003, Agua Bendita is currently stocked in just five locations in the UK: the Channel Islands, Cheshire, Bath, London and Chester. Over the

coming year, the label is determined to attract its first high profile stockiest in the country.

"Our main goal is to have our brand in the top high end retailers in the UK," says Alvarez. "And, maybe, someday to open a couple of flagship stores in the country."

For SS13, Agua Bendita has been inspired by three love stories. The first takes place in the ancient Wild West, the second takes place in the age of military chic and the third takes place during a period when sailors still 'tattooed pin up girls on their arms'. The brand has also introduced a series of neon colors for the season.

Colombian label Agua Bendita currently operates flagship stores in Mexico, Barbados, Barcelona and Australia. It also recently expanded into the Russian market. "That is one of the hardest markets to get into," reveals Alvarez.

In five years time, co-founders Alvarez and Mariana Hinestroza hope that Agua Bendita will be recognised as one of the top swimwear and apparel brands in the world. The pair plan to sell their products in the top boutiques and retailers, and to be the favorite brand of 'all the celebrities, royals and every fashion enthusiast.'

Agua Bendita is not the only South American brand to possess an impressive degree of ambition. Aguaclara is currently stocked by 40 retailers in the UK, including big names Daniel Windsor and Brown Thomas. And, it plans to add a further 10 retailers to its existing, national portfolio over the coming year.

UK agent Jaqui Copley says: "These will consist of exclusive department stores, carefully selected websites and first class independent lingerie and swimwear stores. We have developed our cover-ups this season specifically for the UK swimwear market and are using the finest fabrics and embellishments to enhance the fully styled look on the beach."

For SS13, Aguaclara take its inspiration from nature. The Amazon jungle, Andes mountains and Peruvian beaches are all key to the brand's choice of fabrics, embellishments and hand-finished pieces.

In five years time, the label aims to have a presence on major catwalks around the world and to be stocked by the 'most important' high end stores. It will also look to open its own stores in a series of key cities.

Not every South American brand is quite so advanced in its scheme to dominate the western market. Sweet Cacau, which was founded just six years ago, is currently selling in some 'very small shops' in the UK and is now seeking new, high profile clients in the country.

Sweet Cacau's Renata de Lucca says: "We do have lots of calls from the UK. Our products have a unique design, from Brazil, and I am certain that it is going to surprise the English market. We are starting to negotiate with bigger enterprises and will not only sell in small shops. It always starts like that but, since there is a lot of talk about

**2**

*Aguaclara Camino  
Inka cover up for  
SS13*

**3**

*Paolita  
Attenborough bikini  
for SS13*



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Brazilian swimwear, it is going to spread out all over the UK."

For SS13, Sweet Caucau is focusing on prints, combining graphic art with butterflies and flowers. "Fashion today is a great piece of art," says de Lucca. "You can make a picture over a print. We are very free with digital prints, we can make it all."

Like Aguaclara, Sweet Caucau aims to enter the 'most important' European stores, as well as opening its own outlets on the continent.

"Brazil is having such a great economic moment," says de Lucca, "but Europe is a very important market to us, since we have a seasonal product. When it is winter in here, it's summer out there. Since Europe has been facing this tough moment, it is also affecting us here, but I can see that it is slightly moving up again."

It is by no means a one way street. Though there are a myriad of South American brands looking to conquer Europe, there are also some European based labels seeking to travel in the other direction. Paolita is the brainchild of Anna Paola, a designer of mixed Greek and Mexican American heritage. Founded in 2010, the London-based label has already made impressive inroads into the European market and is currently stocked by UK retailers

ASOS, Anthropologie, Dolci Follie and Kings Road Sports Club. Present in 15 countries, including the US, Australia and the Middle East, it is now looking to expand even further abroad.

"We would love to introduce the brand to Mexico and Latin America, as well as grow the brand further in the countries we are already stocked in," says commercial director Joseph Bachman.

Paolita's SS13 collection incorporates a wide range of influences, from the Art Deco of Miami and nights out in South Beach to Mexico's Day of the Dead and Africa's Masai tribes.

Paola's Mexican heritage also recently inspired a range of t-shirt designs, based on the nation's annual Day of the Dead celebrations. The products, which formed part of a collaboration with Maison Twenty, went on sale in Harvey Nichols in mid-May, 2012.

The passion for South American colour and love of life is only increasing in the western world. The sexy cuts have already had an impact, but it could be South America's sophisticated and joyful designs that are set to create the greatest stir.

The continent may celebrate death with a festival, each year, but South America's vibrant culture and native talent are likely to generate a long lasting life for the region's swimwear brands. ✦





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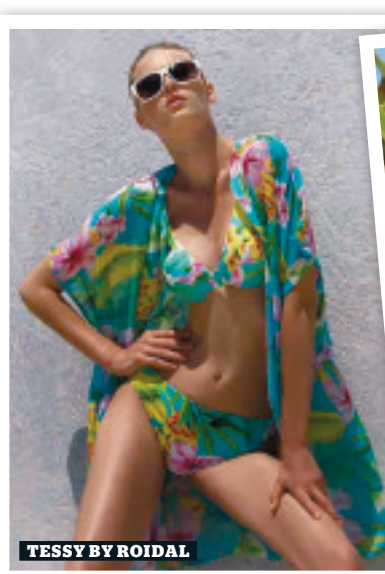
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# \* JUNGLE FEVER \* JUNGLE FEVER \*

## CATWALK STYLE

**SWIMWEAR INSIGHT** TAKES A LOOK AT THE KEY SS13 OUTERWEAR THEMES, AS SPOTTED ON THE CATWALKS OF LAST MONTH'S MERCEDES BENZ FASHION WEEK IN BERLIN, AND DISCOVERS HOW THEY HAVE BEEN TRANSLATED ACROSS TO THE SEASON'S SWIMWEAR STYLES.



### LUSH FLORALS

*Bold florals are a central focus for SS13. Brands experiment with bright, vivid colours and over ripe prints, represented through both sharp and soft focus.*





# JUNGLE FEVER \* JUNGLE FEVER \*



**GINJA**



**LIMONADA**



**MYABLUELUXE**

## TROPICAL SPLASH

Brights are staging a comeback for the SS13 season. Come rain or shine, vibrant shades of yellow, orange and lime will pack some serious heat



**MARYAN MEHLHORN**



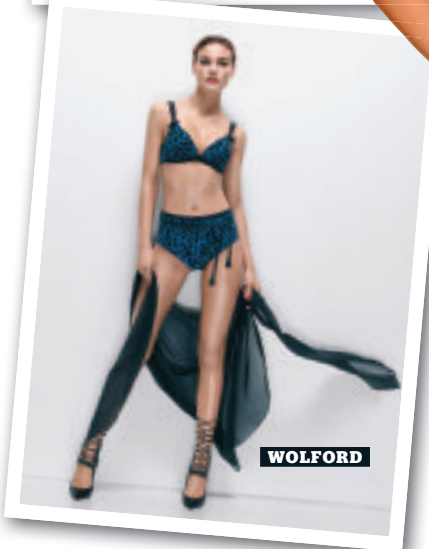
**FRIDA WEYER  
AT MERCEDES  
BENZ FASHION  
WEEK**



**PRINCESSE  
TAM TAM**



# \* AFRICAN SUN \* AFRICAN SUN \* AFRICA



## ANIMAL ATTACK

Animal prints continue to play a significant role, next year. Traditional spots and stripes sit alongside a series of innovative, modern re-interpretations, enlivened with unusual colour twists.





**AN SUN \* AFRICAN SUN \* AFRICAN SUN \*****AGUACLARA****MARYAN  
MEHLHORN****PROFILE BY  
GOTTEX****LINGADORE****GIDEON  
OBERSON****MIRANDA  
KONSTANTINIDOU  
AT MERCEDES BENZ  
FASHION WEEK****PRIMITIVE CULTURE**

The tribal cultures of Africa and Native America influence many of the season's designs. Beading, primitive art and earth shades take us back to a simpler time, via complex prints and detailing.

**ANTIGEL**

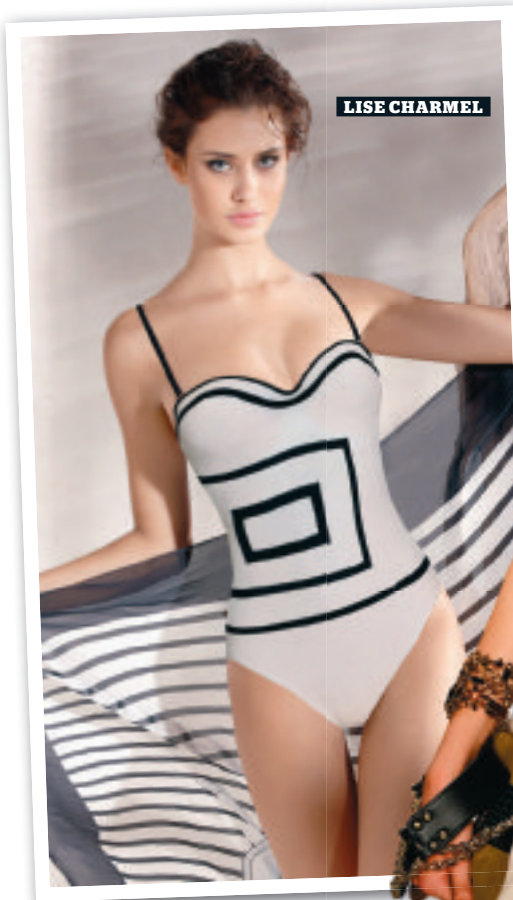


\* SHIP SHAPE \* SHIP SHAPE \* SHIP SH



**GEOMETRIC EXPLOSION**

Not for the faint hearted, this season chaos is created from order as geometric shapes explode into swimwear in an array of bold shades. Circles, squares and triangles form a scramble of unique and attention-grabbing designs.





# HAPE \* SHIP SHAPE \* SHIP SHAPE \*

**AGUACLARA****DAVID  
SWIMWEAR****SEAFOLLY****BAKU****RENA LANGE AT  
MERCEDES BENZ  
FASHION WEEK****ZOGGS**

## NAUTICAL DISCOVERY

The traditional nautical theme continues to impact swimwear fashion for SS13. As we voyage to far off lands, we do so in a traditional fashion, with blues, reds, stripes, polka dots and knots continuing to fly the flag for sailor chic.





## TOWIE *Sparkle*

SHE IS ALREADY ONE OF THE MOST TALKED ABOUT AND CONTROVERSIAL CHARACTERS OF ITV HIT REALITY SHOW THE ONLY WAY IS ESSEX, BUT WHY STOP THERE? TV STAR AND LUCY'S BOUTIQUE OWNER **LUCY MECKLENBURGH** TALKS TO **KAT SLOWE** ABOUT LAUNCHING HER DEBUT SWIMWEAR COLLECTION FOR BELLA BAMBA.

### **Why have you chosen to launch your own collection of swimwear?**

I love my bikinis and I also know it's hard to get pieces that suit every shape and size so I wanted to create a range that lots of people would like. Looking good at the pool and on the beach has always been important to me and having my own range is a dream come true.

### **How did you meet Bella Bamba founders Eleise Lucraft and Becky Majeed, and why did you choose to collaborate with them on the range?**

Initially, Eleise and Becky got in touch with my management and it went from there. I have been involved since the beginning and that was really important to me. I can honestly say I love every single piece in the collection.

### **What led you to launch a model competition for your fans?**

A few reasons... I really wanted to give normal women a chance to model with me and enjoy wearing the bikini range.





In my eyes, both of the girls I chose represent 'normal women'. I wanted to show other women and my fans that there shouldn't be a pressure to be perfect. Women shouldn't feel that they have to have a golden brown tan and be size 0 to look good in a bikini. I want women of every shape and size to feel amazing in my swimwear.

I am so glad that I was able to give two of my fans a chance to model with me for the day. I only wish I could have chosen more. I was overwhelmed with all of the entries.

### **Why have you chosen a Brazilian cut for your bikinis?**

The Brazilian cut to each piece ensures each style fits every figure perfectly. I want every woman that wears my bikinis to feel their best and comfortable in the swimwear. Brazilian cuts are so sexy and so flattering. Even if girls aren't perfectly toned, it doesn't mean they can't look sexy.

### **What was your inspiration for the designs?**

I have always loved going on holiday and loved the idea of wearing something on the beach and in the pool that looked as good, as if you were going out for dinner. I adore the embellished crystalized look, so it went from there, really, and we kept the colours simple.

### **What do you think makes your pieces stand out from others that are currently on the market?**

We have created a luxury collection

which not only looks sexy and stands out with sunlight reflecting crystals, but has the Brazilian cut to each piece which ensures each style fits beautifully on everybody. I didn't want to put my name to something that I wouldn't wear myself.

An important thing for me is to have separate bottoms and tops, because no one is the same size on their bust as they are on their bottom. The collection also has a wide range, so there is something for everyone, from Monokini one pieces, bandeau and strapless styles, padded and classic strings, all embellished with my favourite crystal adornments. It is absolutely perfect for a girl who loves to look good by the pool.

### **Have you any plans to introduce further collections in the future?**

Yes, I have some really exciting plans ahead for further collections. I can't wait to tell you all about them as soon as I can.

### **As a former fashion buyer, you must have a good idea of what women look for in a bikini. What do you think it is that today's woman wants?**

Most women want swimwear that flatters their figure and they want a choice. With my range, there is lots to choose from. I also think women want to have that little bit of edge that makes them stand out on the beach or around the pool, and my bikinis have that extra sparkle.

### **Do you think that your time on TOWIE is likely to have a positive or negative impact on how your brand is perceived, and why?**

I feel really grateful to TOWIE for all the opportunities it has given me. There are negatives and positives to everything in life but, for me, it has helped me progress and follow my dreams, particularly within the fashion industry. And, I've had so much positive feedback, it's selling really well.

### **Several of your TOWIE cast mates already have some involvement in the intimate apparel sector. Is the brand likely to be available through Jessica Wright's store or through Swimwear 365?**

No, we don't have any involvement in each other's brands or stores, but we are all really supportive of our different projects. The collection is available in my store, Lucy's Boutique, in Brentwood.

### **How do your bikinis reflect your personality and lifestyle?**

I'm curvy, so the Brazilian cut aspect of them is totally me and one of my favourite things to do is to relax and have fun on holiday – it doesn't get much better than getting to wear something special in the sunshine.

Also, the crystal element of the swimwear just makes them all that much more special. Every girl deserves to feel a million dollars. ✦

### **1,2&3**

*The Only Way is Essex star Lucy Mecklenburgh models her new swimwear collection for Bella Bamba*



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PURE LONDON'S INSPIRING ARRAY OF LINGERIE, SWIMWEAR AND  
SHAPEWEAR LABELS INCLUDES:



BY CAPRICE



PISTOL PANTIES



MOEVA



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NOTE



MAYA PETERS



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# Object of *Desire*

**» CLEOPATRA BY HUIT**

For SS13, Huit introduces the Cleopatra collection, incorporating stylish gold art deco inspired detailing on a classic black base. The Cleopatra swimsuit channels Hollywood glamour with its deep V, dipping down to the belly button. For those seeking to reminisce on the 1950's, Huit also provides the option of a triangle bikini top and a high-waisted brief.

RRP: £75



#### ▲ SURFSIDE STRIPE BY HURLEY

The Hurley Surfside Stripe collection encompasses a soft cup balconette with adjacent, conflicting black and white stripes, and a boy short, featuring a black band of panelling down each side.

The Surfside Stripe family also comes in clashing, deep red and neon pink stripes, and pastel green with aquamarine blue.

The 2013 swim collection introduces new, convertible styling and a series of updated silhouettes. The prints range from the label's signature plaid to contemporary florals, abstracts and Aztec's, designed by the street artists of California.

RRP: bra, £30 short, £30

Contact: Elite Swim, 0114 249 3037

eliteswim.co.uk

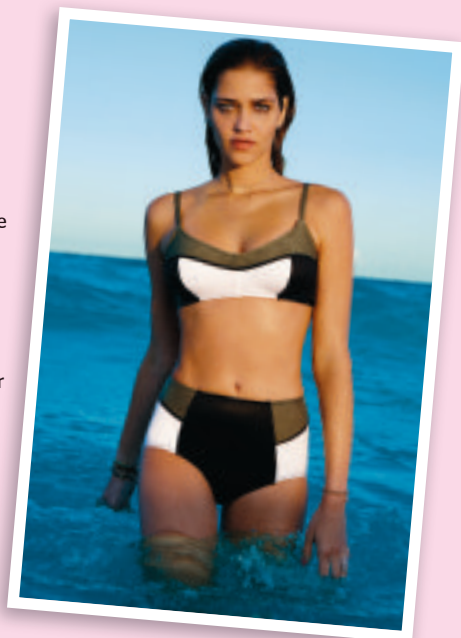
#### » COLOURBLOCK BY BAKU

The new, Baku Colour Block D/DD foam bustier has been innovated to offer control and support without the normally associated restrictiveness. The shimmer black bikini top features adjustable straps, a clip back and side bone support. The retro high waist pant incorporates contour panels, featuring a shimmering gold lurex for that Bondi Beach look.

RRP: bustier, £70, pant, £53

Contact: Elite Swim, 0114 249 3037

eliteswim.co.uk



## NEW PRODUCTS

Swimwear Sensation

#### « SASHA BY GTX

GTX's SS13 collection contains 12 fresh groups, featuring printed and solids, as well as a series of new bikini and swimsuit shapes, and sizes.

The label, which will be showing for the first time at this month's Moda show, caters to women ranging from an A to F cup. It offers bikinis with separate tops and bottoms for maximum choice and flexibility.

RRP: £80-95

Contact: Alba Associates, 01773 534177

gottexmodels.com



#### ▲ KEMBLA BY ZOGGS

The Kembla X-back, from Zoggs' SS13 collection, is a one piece swimsuit in black with metallic silver neck and bust detail.

The Kembla also features adjustable x-back straps and a shelf bra for superior bust support. The product is available in Zoggs' ultra lightweight Lite-fit fabric, which moulds to the body like a second skin to provide comfort and support.

RRP: £25-£40

Contact: 0172 648 6517, zoggs.com

#### » PANZARA BY ELOMI SWIM

For SS13, Elomi introduces Panzara, inspired by rhythmic patterns and skewed geometrics. Featuring a two-tone print in a dark summer pallet of Black and Ivory, Panzara is available in both bandeau and flared tankini styles in sizes 16-26. It is designed to be worn over the Elomi swim bra and brief.

RRP: bandeau tankini, £72,

ruched tankini, £66

Contact: Eveden, 0153 676

0282

elomilingerie.com/swimwear





FANTASIE  
swim

UP TO A J CUP



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MODA BIRMINGHAM  
HALL 17, STAND C30

[FANTASIESWIMWEAR.COM](http://FANTASIESWIMWEAR.COM)

A woman with dark hair pulled back, wearing a one-piece swimsuit with bold, diagonal stripes in blue, white, red, yellow, and green. She is posing with her arms raised, resting her hands on a white pillar. The background is a clear blue sky. The lighting is bright, suggesting a sunny day.

**MAISON LEJABY**  
Corseterie Bain Couture depuis 1884



# SS13 Lingerie Highlights

LINGERIE INSIGHT PRESENTS THE SS13 INTIMATE APPAREL HIGHLIGHTS OF THIS MONTH'S MODA TRADE SHOW IN BIRMINGHAM.

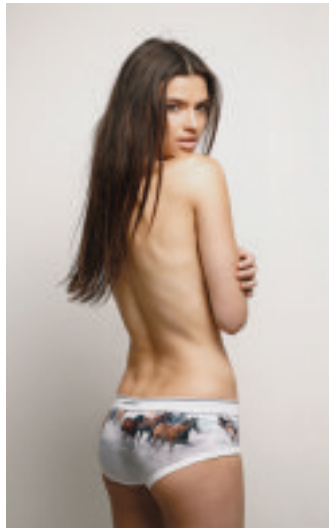
## Stonemen Underwear

Australian underwear label Stonemen Underwear is set to make its UK debut at the Moda trade show, this year.

Originally a men's underwear brand, Stonemen recently introduced a women's line to its offering in response to consumer demand.

The label's SS13 collection, which will be on display at the Birmingham NEC event, features unique prints, inspired by natural landscapes and designed to reflect a sense of freedom with a 'retro twist'.

Stonemen creative director Mark Debnam said: "We bring you underwear with untainted images, meaning no seams, splits



or breakdown of pattern in our perfect 360° digital images."

## Dobotex

Dobotex's new SS13 campaign, entitled Take it Outside, is a celebration of life outdoors, featuring colour graphics and prints inspired by the beauty of nature.

Dobotex's boxers now feature an additional colour option, with new seasonal colour options in a variety of bright tones.

The women's range features the thinner profile waistband, which has been present on its fashion styles for many years. This is to offer a more feminine every day option to the more sports focused silhouette of the mini short.

Puma has also updated its



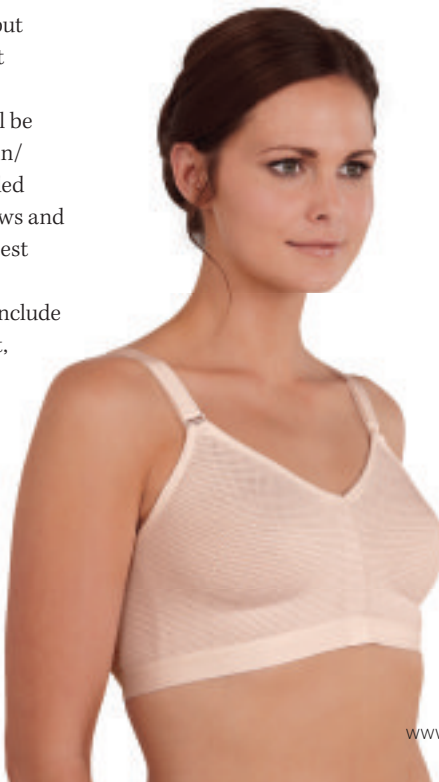
sock colour pallet to include lighter spring options of contrast colour details. The ladies range includes the flower sneaker and a free silicon wristband, colour co-ordinated to the socks.

## Royce

This year sees Royce's debut appearance at the August summer show.

At the event, Royce will be launching its new Autumn/Winter 2012 brochure, filled with articles, industry news and imagery of the brand's latest wirefree products.

The five Royce ranges include bras for everyday comfort, pregnancy, nursing, after mastectomy, sports and young teens. The brand's new Champagne Velvet bra and brief set (pictured) will also be launching at the show; a luxurious, pocketed style in soft shades of mink.



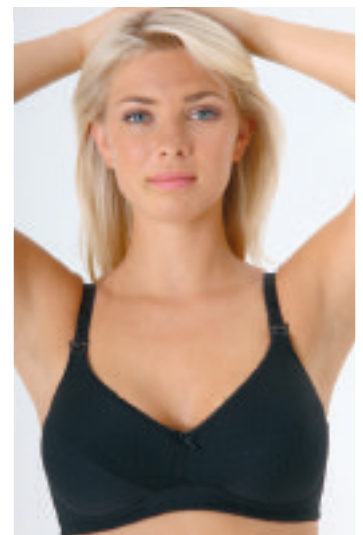
## Emma Jane

Emma-Jane will showcase a number of new styles at the Moda trade show.

Products on show encompass an affordable seamfree sleep bra, a design which has reportedly proved immensely popular over the last 12 months

There will also be new versions of the brand's best-selling maternity/nursing bras - Style361, made in fashion shades blue and fuchsia, as well as Style 428 and Style 451.

Following the successful introduction of its maternity leggings, the company will be introducing post maternity leggings and adding 70 denier support tights, designed to



combine a silky-soft feel with supportive function.

## Charnos

Charnos' SS13 collection introduces a combination of luxurious laces and intricate embroidery in a feminine, pastel palette.

Products include Cherub, an all over stretch corded lace collection with delicate chiffon bows and diamante drop detail and Spirit, featuring a subtle, tonal, botanical print.

Other highlights are Destiny, incorporating vintage inspired lace in wisteria and lilac ash, and Taylor, featuring an embroidered striped floral design with a mock pin tuck fabric.

Finally, there will also be a series of new additions to the Cocoon capsule collection, including a slouchy tee, oversized sweater, yoga style pant and knitted grey-marl 'cardigown.'

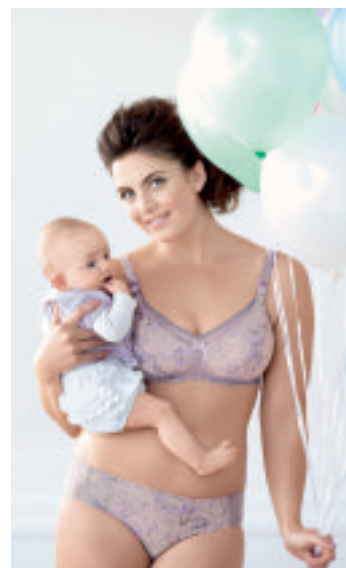


## Anita

For SS13, Anita Active will be launching a new sports set, called Air Control. The new bra is designed using air-permeable, breathable mesh fabrics which give it a uniquely light and airy appearance, while the necessary power is ensured by two different types of mesh in the cups and a high-strength mesh back.

Anita Maternity will be launching the Polka Dot duo, for nursing, bra and brief set, incorporating foam cups covered in a fashionable, fine polka dot print, which renders the nursing pad all but invisible.

For Anita Care, new soft bustier 'Calmia' protects, calms and soothes after breast surgery and in case of skin oversensitivity, e.g. due to neurodermatitis or radiation



therapy. There are no seams to irritate the skin, as the double moulded cups are turned and sewn together and the inner lining is made from superfine microfibre for a silky-soft feel.

## Eberjey

Eberjey's Spring Summer 2013 collections focus on tried and tested shapes and fabrics.

These encompass its best selling boy shorts and thongs in stretch lace, as well as camisoles, chemises, babydolls, lounge pants, cotton jersey robes and the brand's signature soft cup bralet.

A pastel palette includes sorbet pink, French nude, dove grey and dusty acqua through to berry shades.

Buyers can choose from Ikat zig zags, ditzy prints, contrast paisley trims and vintage style contrasting lace with splashes of neon pink and wild electric purple.

In an effort to reduce the company's carbon footprint, Eberjey also use a bamboo organic jersey in selected styles.

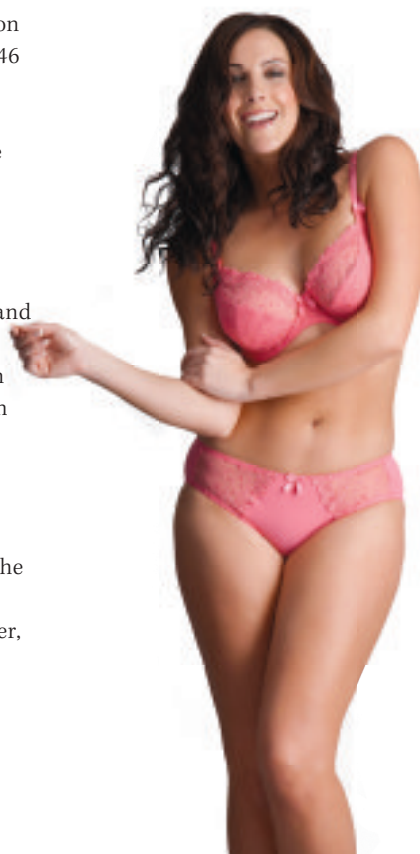


## Alegro Lingerie

Alegro Lingerie's 2013 collection sees the expansion of the brand's sizes up to a 46 underband.

The seasonal fashion offering includes new range Melodie, a delicate pleated tulle and coordinating embroidery collection, and Kalind, featuring colourful contrasting prints of aqua and coral.

The repeatable classics in the Dreamweaver collection have been expanded with several new colour options. Colourways ivory and tealpearl have been introduced to consolidate the brand positioning with the more conservative consumer, who requires 'that little bit more' from their current choices.





# Curvy Kate Spring Summer 2013

THE BRIGHT, BOLD SPRING SUMMER 2013 COLLECTION IS BURSTING WITH THE BRAND'S FEEL-GOOD PHILOSOPHIES. [WWW.CURVYKATE.COM](http://WWW.CURVYKATE.COM)

Book an appointment to visit their **NEW STAND** at Moda, A31

## LOTTIE

D to K cup

Originally created as part of the De Montfort 'Create a Curvy Kate' student project, the new Lottie delivers a rainbow of fresh colour for SS13. A graphic floral decorates the satin feel laminated cup, whilst providing a supportive yet comfortable fit up to a K cup.



## DESIRE

D to J cup

The brand's first multi-way and a world first, boasts plunge styling and interchangeable straps up to a J cup. The deep plunge is a great curve enhancer, while being suitable under a multiple of outfits. A smooth satin print makes the piece glamorous yet versatile.



## FLIRT

D to K cup

The Flirt, promises to live up to its name with a ditsy poppy print, piping and cute frills. Available in both halterneck and balcony styles, the collection gives a choice of flattering styles up to a K cup. The Flirt can be coordinated with a ruffled tie-side brief or a fuller brief with a delicate skirted frill.



## PEBBLE

D to K cup

This playful piece follows the patterns of two of Curvy Kate's best-selling bras, the moulded Smoothie range and the everyday staple, Daily Boost with its three-part cup. With a selection of mix and match styles and a fashionable vintage polka dot, the range is perfect for beach confidence.



## Vivis



The Spring Summer 2013 season sees Milan based lingerie brand Vivis attempt to bring back some old school glamour to nightwear. The label's latest range encompasses night gowns, camisoles, French knickers and babydoll chemises, featuring contrasting lace trims.

Products are available in black, cornflower blue, lilac, kiwi, aquamarine, coral and champagne colourways. Small polka dot patterns and crinkle chiffon details also feature for everyday wear.

Vivis is currently stocked by a number of UK department stores, including Brown Thomas, Fenwick of Bond Street, Fortnum & Mason and foxandrose.com.

## DKNY

DKNY is introducing two new pant styles for the SS13 season.

The first is Thrill Seekers Table, comprising of a bikini bottom and thong. 'Seductive and sweet', it incorporates mesh with appliquéd lace trims, designed to mimic ruffles without the bulk or fussiness.

The second new style is Seductive Lights, incorporating a

thong and short, which secretly support and shape the lower belly with their managing, wide band construction. Meanwhile, sleek micro compresses smooth and camouflage any bumps.

Also on show will be bras from the Fusion (The Advance Comfort Edition), Signature Lace and Seductive Lights collections.



## Princesse Tam Tam

French intimate apparel brand Princesse Tam Tam's SS13 collection incorporates architectural high-waisted briefs and signature bandeau bras in graphic patterns and bold multi prints.

Bright neon shades, such as tangerine orange, lemon yellow and bubblegum pink dazzle alongside a series of fruity tones, like aquamarine, green, crushed raspberry and couture purple.

Fabrics clash, with crepe voile, jacquard lace and embroidered tulle featuring alongside modern, pale denim and geometric designs, with quirky contrast details.

Existing retailers nationwide include Selfridges, ASOS, Amazon, Fenwicks and Liberty.



## Spanx

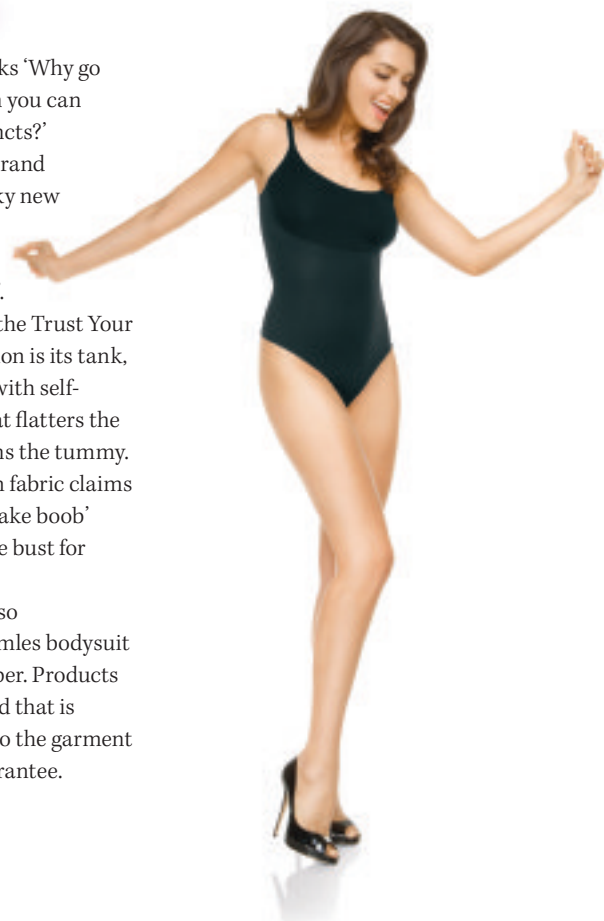
For SS13, Spanx® asks 'Why go with your gut when you can Trust Your Thinstincts?'

The shapewear brand is introducing a silky new collection that promises to 'slim without the squish'.

The highlight of the Trust Your Thinstincts collection is its tank, a smoothing shirt with self-adjusting fabric that flatters the bustline and flattens the tummy.

The smart design fabric claims to banish the 'pancake boob' by growing with the bust for optimum fit.

The collection also encompasses a seamless bodysuit and mid-thigh shaper. Products use a bonded thread that is completely sealed to the garment for a seam free guarantee.





## Lady Muck

New lingerie brand Lady Muck is set to launch at this year's Moda trade show.

The label, which is designed to offer a rebellious and edgy alternative for teenagers (aged 14 to 19 years old), features clashing colours and more risqué options such as thongs and plunge bras.

The debut range will include three distinct categories: Chelsea, Camden and Primrose.

Sizes will range from a 28 A/B through to a 34 DD/E, depending on the style, while price points will start from £20 to £25 for a bra and £6 to £10 for a brief.



## Wacoal

For SS13, Wacoal will be introducing major new shapewear launch Cool Definition, which incorporates S.Café® technology to form garments which are eco-friendly, fast drying, control odours and cool the body.

S.Café® utilises used, ground coffee beans to make the fabric, thereby recycling waste and making the products eco-friendly.

Wacoal will also be introducing a series of new, replenishable styles for SS13. These include Instant Polish, a new full figure contour bra incorporating light pillow foam cups, Enchantment, a full figure lattice lace bra with tri section cup and side sling, and Awareness, a full figure bra being launched



in replenishable basic colour cappuccino.

Also available in the range are Embrace Lace, Spot, Retro Chic, Reveal, La Femme and All Dressed up.

G cups are being added to contour bras La Femme and Embrace Lace for the season.

## Skiny

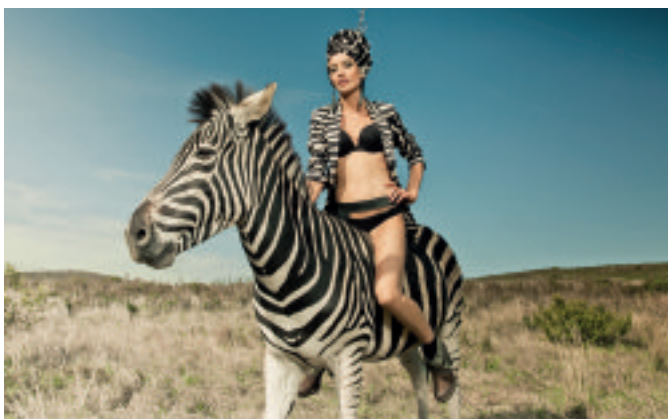
The powerful shades of Africa take centre stage in Skiny's new, SS13 range.

The line encompasses a wide range of designs and patterns, including a bouquet print in nude shades, hoops in classic blue & white and floral motifs in bright blue and orange tones.

Rumble in the Jungle is the key

theme of the Skiny Aquawear collection.

Highlights include crochet-style materials for a hippie look, fabrics with a metallic effect, floral prints, traditional-looking batik effects, 'cheeky' dots and reversible styles. Details include ribbons, decorative rings and plaited straps.



## Sculptresse

Sculptresse, a new brand from fuller figure specialists Panache, will make its official launch at the Moda trade show in the Birmingham NEC.

The label's first collection, which will be released in time for the SS13 season, will encompass a wide range of lingerie products targeted at women with a fuller figure.

Inspiration for the collection was taken from soft ballerina inspired trends, focusing on a soft, light colour palette whilst keeping the structure to sculpt the body.

Feminine prints with touches of 'luscious' florals, in vibrant tones, have been introduced for a more radiant feel.

Products in the brand's debut collection include Pure, Pure Lace, Bellise, Rosie and Willow.





2

1

# Selfridges *Secrets*

SELFRIDGES HEAD LINGERIE BUYER **HELEN ATTWOOD** TALKS TO LINGERIE INSIGHT ABOUT THE SECRET OF THE DEPARTMENT STORE'S SUCCESS AND REVEALS WHICH LINGERIE LABELS ARE PERFORMING WELL, THIS YEAR.

**What do you look for in the brands that you stock?**

The key factors we consider at Selfridges are: point of difference, product innovation and – where possible – exclusivity. Our mission is to surprise, amaze and amuse our customers and our buying strategy is in line with that.

**What is the best way for brands to approach you?**

My team and I visit trade shows throughout the year, which is a great way for brands to discuss their collections with us.





There's also nothing better than sending us a good old fashioned lookbook.

**Which brand has performed best for Selfridges, so far, this year and why do you think that is?**

This year we've seen phenomenal growth across Mimi Holliday and Marlies Dekkers.

Both brands are defined by a really unique, fun aesthetic, as well as offering sizing up to a G cup and excellent fit.

**What does Selfridges offer the brands that it stocks that no other department store does?**

We pride ourselves on offering flexibility to our brand partners – I think that makes us unique as a department store stockist. We have exceptional marketing resources behind us and the ability to bring collections to life in some really innovative ways. This is a part of our company DNA.

**What have been the greatest challenges to overcome in the intimate apparel market, this year?**

There has been heavy promotional activity on the High Street this year. To compete – whilst we don't mirror these discounts – our focus remains on offering an exceptional customer experience,

something which can't be found anywhere else.

**What are your three favourite brands, right now, and why?**

At the moment, the brands I'm being increasingly impressed by are Mimi Holliday, Dirty Pretty Things and Agent Provocateur.

I like Mimi for it's progressive and brave choice of colours and new shapes, Dirty Pretty Things for it's attitude and evolution of the collections since launch, and AP for reinventing its beautiful classics, this year.

**How do you see the Selfridges intimate apparel department evolving over the next few years?**

We've been adventurous, this year, and introduced some lesser-known brands in the hope that our customers will respond well to the point of difference. This has paid off, so is something we'll be doing even more of moving forward.

**From where do you source the majority of your brands?**

We pick up a lot of information at trade shows, and the rest is from research and word of mouth. We are constantly on the lookout for newness.

**Which are your favourite trade shows and why?**

The Lingerie Collective in London is a real favourite of mine. It's a great show for discovering exciting, emerging brands. Selfridges is such a fast-paced business that my team and I can be rather time-poor, so the chance to talk directly to designers is extremely productive. We use it as a one-stop-shop. ♣



**1**  
*Marlies Dekkers hosts a festive event at Selfridges.*

**2**  
*Triumph ambassador Helena Christensen attends the launch of the brand's Essence collection in Selfridges*

**3**  
*DPT's co-founders and jeweller Stephen Webster celebrate their collaboration at the label's new pop up launch in the store*

**4**  
*Elle Macpherson hosts a party to celebrate 10 years at Selfridges*

**5**  
*Selfridges head lingerie buyer Helen Attwood*



# A Tale of Two Cities



FEW WOULD ARGUE THAT STRONG IMAGERY CAN PLAY AN IMPORTANT ROLE IN DETERMINING A BRAND'S SUCCESS, BUT ARE YOU UTILISING IT TO ITS FULL POTENTIAL? PHOTOGRAPHER AND FORMER MARKETING PROFESSIONAL **GAVIN KEMP** REVEALS HOW ONE COMPANY USED CUTTING EDGE IMAGERY TO POSITION TWO BRANDS INTO VERY DIFFERENT MARKET SEGMENTS.

**T**oday's market, in recessionary times, is a cut throat place. Customers are looking for single day discount promotions on the high street and flash sales online to ensure that they are paying the least possible price for any given product. This makes it vitally important for a brand to demonstrate and reinforce the values that underpin it on every occasion.

Defining a brand is far more complex than it was 20 years ago. Back then, leading authorities - such as the American Marketing Association - believed businesses should use typefaces, logos, and physical and graphic devices to identify, and differentiate, one product from another in the market. For some, this understanding of a definition of a brand continues today.

Interbrand's 2011 definition, which was used in its 'Worlds Top 100 Brands' report, describes a brand as 'A Living Business Asset' and advises that 'Your customers interpret your brand as a result of every interaction: from culture to product, from environment to communications.'

This approach sits alongside contemporary views of a 'brand' as the set of values that underpin an organisation and how those translate into the products and customer experience of the organisation at every level.

In defining your brand, you must not only respond to the internal values of the organisation, you should also try to align your brand with the values of your customers.

Traditionally, where you position your product has been all about dividing the market into segments. Segmenting a market can be as complex as you want to make it. I've seen everything from a simple, common sense approach through to very complex technical approaches. Some are entirely based on customer types, with others being far more





2



3

**1**  
London Calling's City Trader images use a background of futuristic office blocks

**2-3**  
Tube stations were used in many of the new London Calling images

**4**  
The London Calling label is aimed at the 'edgy' wearer.

theoretical. The end game is to find the place in the market where you will be able to generate the greatest revenue and profit.

Alegro Lingerie identified two customer groups to target; firstly, the early 20's market and, secondly, a more mainstream, mid market customer. The first group included garments that were detailed and slightly more complex. The second included a more mainstream garment, with a larger cup size, for customers who are looking for a day to day, sophisticated product.

Another key element was western look models and, in reference to this, the company decided that the identity of the products had to be firmly associated with London. London was, in part, a visual device to position the products to a Chinese audience, some of whom may possibly have limited English language skills.

The initial requirement was to provide marketing imagery to use at an international tradeshow in Paris, then to be used in China, with further use in lookbooks and online.

My role was to deliver the finished photography, including all the post production. My marketing past allowed me to draw all the strings of my experience together whilst working with the client in the planning and mood board development.

The two concepts were established with separate mood boards. The first was a more refined, upmarket concept,

built around the idea of London as a city to live in, a traditional relaxed London where the old values of films, such as 'Berkeley Square,' exist without the traffic and hustle of today's city. The second was a more hard edged, young, modern concept. The name of the brand, which would be targeted at the more 'edgy' wearer, would be 'London Calling.' The challenge was to use iconic London as the canvas for both brands in ways that would communicate with, but not confuse, the audience.

So, this was the task in hand, to position two products in different segments of the market under different brands, whilst developing two different London concepts. We established very early on that taking models in lingerie around the streets of London for two days, to all of the main landmarks, and photographing them, was a non-starter. The other task was to identify exactly what would communicate London to the audience... apart from that it would be plain sailing.

It was also important to establish what we did not want. The punk album London Calling occupies a lot of the space associated with the term 'London Calling' – however, listen to the music and it paints a dark, unflattering picture of the city, and the difficulties and dangers of living in London in the 80's. There was no way we could go there.

Having Berkeley Square as a



4



**5**  
The Berkeley Square SS13 images used a water colour montage technique



**6**  
Tourist landmarks, such as the Tower of London, were used in the background

**7**  
Berkeley Square was inspired by the idea of a traditional, relaxed London.

reference already gave one set of images a definition. Knowing we had a foreign audience, our research into the top tourist destinations in London gave us a list of all the icons we could expect our target audience to recognise for the London Calling brand.

With shooting on the streets out of the question, our route to solve this was to create montage images, and use up to four images to get each finished image. This technique gave us the technical means to define the two brands, presenting one as photographs, and the other as a mix of real images and water colours.

In the London Calling set, we did not attempt to present the photographs as natural images. We moved Big Ben to be visible alongside the Tower of London and laid turf over the Thames to the Tower. We were using, in part, a fictional London. One shot 'City Trader' used an office block as its background and a reflection of the London Eye that is, in fact, about four miles away, and one of the most recognised of London tourist icons. Using this approach, we were able to construct the London we wanted.

The water colour montage technique allowed us to construct a completely different look for the Berkeley Square images, clearly separating the brands as defined in the first instance by the requirements of the moodboard.

Using montages in this way allowed us to minimise the time the models

were needed (half a day, each, in the studio), shooting both montage images and product shots. On this occasion, the London images were shot on a Sunday morning and between a couple of appointments, in London, on another occasion. After that, it was simply putting everything together in post production.

We were given a project by a company with two brands to position, and managed to use the medium of photography to achieve this task. Two lingerie collections were positioned to meet the requirements of their individual customer segments, both using London as the backdrop to the brands and their values. You could call it a tale of two cities.



**Gavin Kemp is a lingerie and fashion photographer working in Nottingham and London. He continues to be a member of the Chartered Institute of Marketing and his formal photographic training was at the London College of Fashion.**

**For more information on Gavin Kemp or to find out how cutting edge imagery can position your brand effectively, visit [www.lingeriephotographer.co.uk](http://www.lingeriephotographer.co.uk).**



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## INSPIRE *your* DESIRE

Thanks to high quality, reasonable price and fabulous design, Obsessive gains thousands of fans from Paris through Dubai to Tokyo. Launching new styles each month Obsessive lingerie is an attractive supplement for traditional lingerie salons.

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## Underwire your business

Give it a **boost** and the **support** its needs

In the lingerie business, getting the right **size, look, feel, support** and **room for growth** are key factors to achieving a successful fit. The same criterion applies for the IT systems that underpin your business.

**PrimaNet** by Prima Solutions is the specialist multi-channel business system designed specifically to meet the unique needs of the clothing, footwear and accessories marketplace.

Supporting all channels to market including wholesale, retail, concessions, eCommerce and mail order, **PrimaNet** can deliver significant benefits to your business – helping you to **shape, support** and **streamline** your processes with a single view of customer and product across all channels.

Much like a **bra** – whichever **size** and **colour**, whether **lacy** or **satin**, **strapless** or **balconette** – we understand that your business and its particular requirements are **unique**.

The Prima ethos is simple. By really understanding your business requirements and the issues your business faces, we can work together to design practical, low risk solutions that add real value.

Now in its 22<sup>nd</sup> year, Prima Solutions boasts one of the largest teams of industry specialists who have focused expertise in the **lingerie sector**, as well as the wider fashion market place. Many leading fashion and apparel names use the PrimaNet solution, including Curvy Kate, Naturana, Mulberry, Joules, Church Shoes, Forever Unique, Dubarry, John Smedley and Wolsey.



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





# FINALISTS OF 2012 UK LINGERIE AWARDS

LINGERIE INSIGHT INTRODUCES THE FINALISTS OF THE PRESTIGIOUS **2012 UK LINGERIE AWARDS**, WHICH WILL TAKE PLACE ON SEPTEMBER 19 AT THE GLAMOROUS ONE MAYFAIR.

**I**t has been an incredible year, choc-a-block with new launches in both the branded and retail sectors. The degree of talent currently on show in the UK market is truly inspirational, with homegrown and international designers rising to the challenge of an increasingly competitive market place.

The economic conditions may have been challenging, but the industry has proven its resilience by responding with exciting product innovations, imaginative marketing campaigns and creative shop displays.

With so many strong contenders,

selecting the finalists of the 2012 UK Lingerie Awards was an almost impossible task. It was a challenge that was only made possible thanks to the experience and expertise of our renowned panel of judges, who this year included: Selfridges head lingerie buyer Helen Attwood, The Lingerie Collective founder Kelly Isaac, Debenhams head of buying and design Sharon Webb, Shop Direct Group (Littlewoods and Very.co.uk) buyer Joanna Holmes, UKFT international director Paul Alger, Jigsaw product director (former New Look creative director) Barbara Horspool, De Montfort

University course leader Gillian Proctor, Intimate Apparel Consultancy founder Claire Franks and INVISTA Textile UK marketing account manager Michele Duncan.

We would like to thank this year's panel for giving so generously of their time and knowledge in order to select the 2012 UK Lingerie Awards finalists. Due to the number of strong applicants, we have chosen to extend the number of finalists shortlisted to four. The final winner of each category will be announced at a glittering ceremony, which will take place at One Mayfair on September 19, 2012.

## *Department Store of the Year*



 Debenhams



 Harrods



 John Lewis



 Selfridges

## Digital Retailer of the Year



🌸 Figleaves



🌸 Fox & Rose



🌸 Lascivious



🌸 Lingerie Please

## Full Bust Brand of the Year



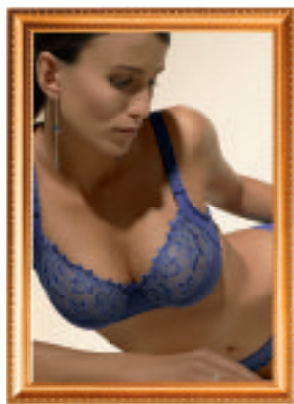
🌸 Curvy Kate



🌸 Freya



🌸 Miss Mandalay



🌸 Prima Donna

## Hosiery Brand of the Year



🌸 Bebaroque



🌸 Charnos Hosiery



🌸 Jonathan Aston



🌸 Wolford



Essential Nursing Tank and Body Silk Seamless  
now available in Dark Plum





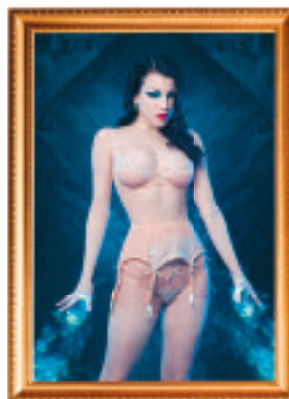
## *Independent Directional Brand of the Year*



 Bordelle



 Fred & Ginger



 Kiss Me Deadly



 Made By Niki

## *Independent Retailer of the Year*



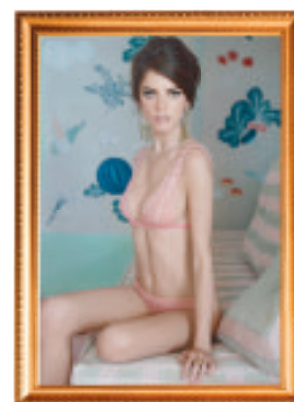
 Betty & Belle



 Dolci Follie



 Curvy Kate



 La Perla



 Playful Promises



 The Lingerie Collective



 Mimi Holliday



 Myla



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## *Marketing Campaign of the Year*



🌸 Curvy Kate



🌸 Lingerie Love Bomb



🌸 Panache Sports



🌸 Wonderbra

## *Maternity Brand of the Year*



🌸 Bravado



🌸 Cake Lingerie

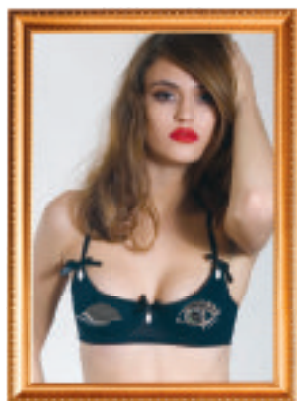


🌸 HOTmilk



🌸 Lorna Drew

## *Most Innovative Brand of the Year*



🌸 Dirty Pretty Things



🌸 Made By Niki



🌸 Marlies Dekkers



🌸 Sweetling



## *Multiple Retailer of the Year*



✿ Agent Provocateur



✿ Ann Summers



✿ Boux Avenue



✿ Rigby & Peller

## *New Designer of the Year*



✿ Dee Murren & Claire Merry, Dirty Pretty Things



✿ Nicole Gill, Nicole Gill Lingerie



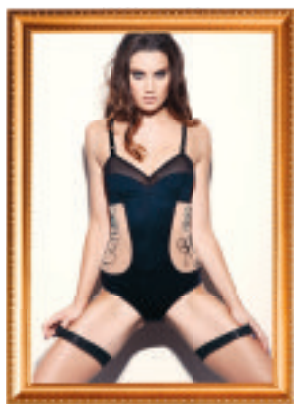
✿ Anita Care



✿ Jamu Australia



✿ Anna Paolo, Paolita



✿ Luisa Sidoli, Tatu Couture



✿ Royce Lingerie



✿ Serita

### *Shapewear Brand of the Year*



 Maidenform



 Miraclesuit



 Resultwear

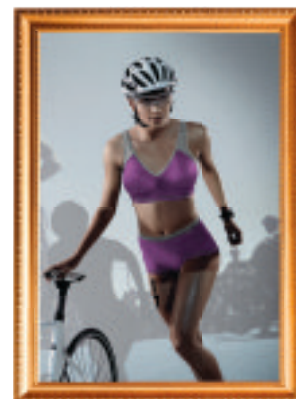


 Spanx

### *Sports Bra Brand of the Year*



 Berlei



 Freya Active



 Panache Sport



 Shock Absorber

### *Swimwear Brand of the Year*



 La Perla



 Paolita



 Pistol Panties



 Seafolly

If you would like to book a table for the event, contact **Andrew Martyniuk** on **0203 176 4228**. Due to a limited number of spaces, we would encourage you to book early to avoid potential disappointment.





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# Object of *Desire*

» FIFTYLICIOUS & DEAR SPUTNIK BY I.D.  
SARRIERI

For SS13, I.D. Sarrieri is introducing a new range that takes its inspiration from vintage and prima ballerina styles.

The Retro circle skirt, which is part of the luxury label's Fiftilycious group, is made from fine tulle and satin silk. It is available in black with a coral zip or black with a lilac zip. The moulded, padded push-up bra and Brazilian brief, from I.D. Sarrieri's Dear Sputnik line, are made from Chantilly lace and stretch silk satin, with black Swarovski elements detailing.

RRP: skirt, £235, bra, £160, brief, £95



### » LACE TATTOO BODYSUIT BY ELSE

With ELSE celebrating its 5th year, Turkish designer Ela Onur wanted to go back to the beginning where it all originated. The collection reflects this element by stripping back to the label's key designs. For SS13, the brand has used a natural colour palette, incorporating Vintage Nude, Lavender Grey, Blush, Khaki, Antique White and a splash of vibrant Coral Red. The collection encompasses the label's classic, signature designs Zigzag and Provence, and new fashion designs Lace Tattoo (pictured) and Mystery.

RRP: £118

Contact: **Sophia Pizzey, 0797 943 5480**

[elselingerie.com](http://elselingerie.com)



### » BASIC INVISIBLE PUSH UP BY CHANTELLE

For SS13, Chantelle is launching a new push up bra in its Basic Invisible range, which continues to be the luxury label's best selling range of invisible products.

The push up bra is cut away at the centrepiece to maximize the cleavage effect and sits on a base to re-centre the bust and provide enhanced comfort and lift. The satin elastic straps can be worn in either regular, crossed or centre back positions. The product is available in black, skin and white.

RRP: £44

Contact: **Chantelle, 0148 030 0880**

[chantelle.com](http://chantelle.com)

### » IVRESSE BY IMPLICITE

Ivresse, from Implicite's SS13 range, sees archive lace intermingle with mesh for a creative revival.

The collection encompasses the Explicite bra, with a removable lace panel that reveals the bust thanks to the buttons on the sides, and the Explicite body, which features graphic lace placed gently over the bust for a subtly, seductive effect. The collection is available in ultraviolet and black colourways.

RRP: bra, £39, shorty, £26

Contact: **Implicite, 0208 332 3060**

[implicite-lingerie.com](http://implicite-lingerie.com)

### » CHAMPAGNE VELVET BY ROYCE LINGERIE

Royce Lingerie's new pocketed Champagne Velvet style is a successor to the brand's previously popular mastectomy style, Champagne Truffle. The product incorporates soft padded cups for a smooth shape under clothing and includes a removable, adjustable insert for extra coverage. A delicate, lace overlay in mink provides the finishing touch. Matching briefs are available.

RRP: bra, £28, briefs, £12

Contact: **Royce, 0129 526 5557, [royce-lingerie.co.uk](http://royce-lingerie.co.uk)**



### » DESTINY BY CHARNOS

New for SS13, Destiny incorporates a vintage inspired lace in wisteria and lilac ash shades. The product uses an innovative lace construction to create a unique cut out effect, combined with a contemporary striped ground, for a subtle yet striking look.

RRP: bra, £36, briefs, £18

Contact: **Charnos, 0115 983**

**6000**

[charnos.co.uk](http://charnos.co.uk)





# Social Lite

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



1



2



4

1

A model poses in extravagant lingerie on the floor of Mode City in Paris

2

Almeida founder Tamara Keefe poses with DJ Jamie T at the brand's launch party

3

The Tallulah Love team at Mode City, Paris

4.5

Lingerie Insight's Marianne Trotta and Andrew Martyniuk pose with a model at Elite Swim's press day

6

Georgia Horsley models Lisa Blue at The Lingerie Collective show

7

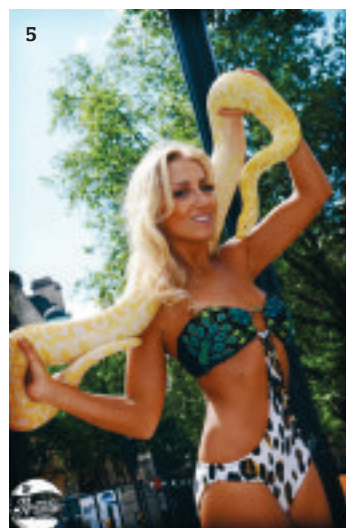
Nichole de Carle charity catwalk at Embassy

8

Models pose at the Almeida launch in The Box Soho, sponsored by Patron



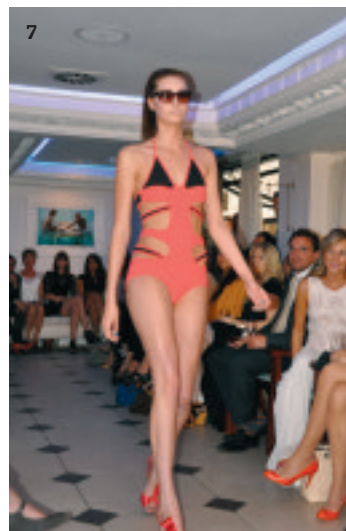
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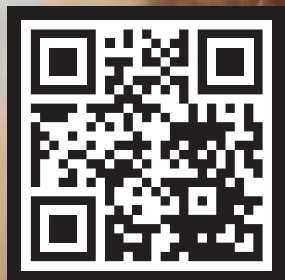
7



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# Freya

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