

Lingerie

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR

SEPTEMBER 2012 / VOL. 03 ISSUE 09
www.lingerieinsight.com

HARVEY NICHOLS EXPOSED

Go behind the scenes of the refurbished lingerie department

SKIN DEEP

Find out how cosmetic textile labels could revolutionise lingerie

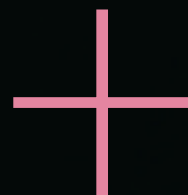
SOCIAL IMPACT

Join the debate about the latest tools in social media marketing

LITTLE BO PEEP

Discover how one woman succeeded in making a GB garment

UK LINGERIE AWARDS FINALISTS
MEET THE WINNERS OF THE PUBLIC VOTE



KNICKER ISSUE

MODA REVIEW

SDI DISPLAY

NEW PRODUCTS

Mistress of THE EMPIRE

Ultimo founder Michelle Mone talks exclusively about her new plans for the company and reveals why she is afraid of losing control

WHATS UNDER?

**BODY SCULPTING
BACKLESS STRAPLESS BRA**



FASHION FORMS[®]

STRICTLY NO BOUNCE.

THE ULTIMATE SUPPORT FOR ANY SPORT. 83% LESS BOUNCE.*

PANACHE
SPORT
FROM B-H CUP



UK LINGERIE
AWARDS
FINALIST 2012

* In testing by Progressive Sports Technology 2010, compared to no bra at a size 32E

DESPI



**UK SALES
AGENT
WANTED**

Contact: pgarboni@sealevel.pt
agoncalves@sealevel.pt

Telephone: +351 917 994 232
+351 918 212 650

CONTENTS

FRONT

- 9 News Review**
A round-up of this month's lingerie and retail news.

- 15 Speakers' Corner**
Industry members discuss last month's Moda show.

LINGERIE INSIGHT

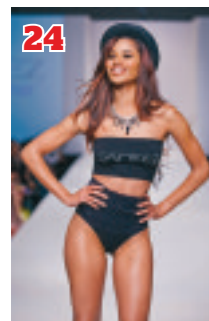
- 16 Mistress of the Empire**
Ultimo founder Michelle Mone talks exclusively about her new plans for the company.
- 20 Harvey Nichols**
Join us on our trip behind the scenes of the refurbished lingerie department.
- 24 Skin Deep**
Discover how cosmetic textiles are set to revolutionise intimate apparel.
- 28 Knicker Issue**
Learn about the new service that delivers knickers to your door.
- 30 Social Impact**
Find out what LI's expert panel has to say about the latest tools in social media marketing.
- 34 Little Bo Peep**
Bopeep's Bo Macdonald tells her GB lingerie story.
- 38 UK Lingerie Awards Finalists**
Meet the consumer choice finalists of the prestigious 2012 UK Lingerie Awards.
- 40 Moda Review**
Check out the highlights of last month's Birmingham trade show.
- 42 Steal the limelight**
SDI managing director Ian Wright reveals how small brands can make a big display.

REGULARS

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



47



FOREWORD



The latest trade show season is at an end and we are now entering into a period of reflection. Brands will be following up on the contacts that they have made and reviewing which of their pieces received positive feedback... and which did not.

Retailers will be studying their summer sales figures and making their final decision on the brands that they will retain, the brands that they will abandon and the brands that they will be taking a risk on for the SS13 period. Christmas, frighteningly, is just around the corner, and many will already be thinking of themes and displays for the festive period.

The trade shows may not have been thrumming with life, this

summer, but the key buyers have - by all accounts - still been present. Much of the feedback that Lingerie Insight received surrounded the belief that, while the expected buyers were in attendance, there were fewer newcomers on the scene, this year.

That may be true but, though they may not be as obvious or as numerous, the fresh faces are still there. As press, we are in the privileged position to be able to see the true depth of new talent in this sector, both in the retail and branded areas. And, it is impressive.

Knicker Issue, a company with an exciting new retail concept, and recent swimwear launch Auria, are just a couple of the numerous new entries into the market that we have covered in this issue. The talent is there, waiting.

And, we are now waiting with bated breath for the UK Lingerie Awards, where we will have the opportunity to celebrate the incredible achievements of both established and upcoming businesses operating in the UK. I look forward to seeing you all at One Mayfair, on September 19.

KAT SLOWE
EDITOR
kat.slowe@itp.com

SEPTEMBER COVER

Cover: Myla

Model wears: Myla AW12 collection

Website: www.myla.com



Lingerie INSIGHT

ITP PROMEDIA PUBLISHING

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

EDITORIAL

EDITOR Kat Slowe,
kat.slowe@itp.com

CONTRIBUTORS Ian Wright, Bo Macdonald

COMMERCIAL

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

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

STUDIO

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

DESIGNED in conjunction with Tegra
www.tegra.in

DIGITAL

CHIEF TECHNOLOGY OFFICER

Hitendra Molleti, hitendra.molleti@itp.com

ONLINE PRODUCTION Ernesto Ceralde,
Rose Yorobe

PRODUCTION & DISTRIBUTION

GROUP PRODUCTION & DISTRIBUTION DIRECTOR

Kyle Smith, kyle.smith@itp.com

DEPUTY PRODUCTION MANAGER

Matthew Grant, matthew.grant@itp.com

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

CIRCULATION

CIRCULATION CUSTOMER SERVICE
+971 4 286 8559

Web: www.lingerieinsight.com

Printed by: The MANSON Group Limited

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

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

Lingerie INSIGHT

When you have finished with this magazine, please recycle it



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

Lorna drew

NURSING LINGERIE



Available in sizes B to J-cup

Award Winning Nursing Lingerie

Wire-free · Adjustable through 3 cup sizes · Loved by Mums

For stockist enquiries please contact info@lornadrew.com

www.lornadrew.com



pureTM
L O N D O N

WOMENSWEAR ACCESSORIES
SPIRIT YOUNG FASHION
FOOTWEAR PURE BODY
PURE JUNIOR

THE UK'S
FAVOURITE
FASHION BUYING
DESTINATION

10-12 February 2013
Olympia, London



Brands including Mimi Holliday, Chantal Thomass, Paolita, Ultimo and Dote London all chose to showcase at Pure Body's inspirational launch of lingerie, swimwear, shapewear and sleepwear.

"It's been fantastic. We've seen Fenwick, House of Fraser, Harvey Nichols, and had lots of orders from independents."

Sheena Abbot-Davies, founder, Dote London
Pure Body exhibitor, August 2012

JOIN OUR EXQUISITE LINE-UP FOR FEBRUARY 2013

TO APPLY FOR A STAND, VISIT **WWW.PURELONDON.COM/BODYFEB**

OR CONTACT CHARLOTTE WHITEHEAD T: **+44 (0) 20 7728 4285**

E: **CHARLOTTE.WHITEHEAD@I2IEVENTSGROUP.COM**

QUOTE PRIORITY CODE **LINGAD1**

FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

> NEWS IN BRIEF	9
> NEWS IN QUOTES	11
> GRADUATE FOCUS	12
> VOICE OF THE INDUSTRY	14
> SPEAKERS' CORNER	15
> WEB HIGHLIGHTS	15



SCANDALE LAUNCHES ITS FIRST RANGE OF SHAPING SWIMWEAR FOR THE SS13 SEASON

French shapewear brand Scandale has announced the launch of its first swimwear range, titled Les Aquatiques, for the SS13 season.

The new shaping swimwear collection draws on the latest textile technology, using Capri from Italian fabric supplier Carvico.

The fabric integrates LYCRA® BEAUTY fabric for swimwear with XTRA LIFE LYCRA® fibre to provide effective shaping and all-over body control. It also incorporates chlorine and lotion resistant properties, and an in-built ultraviolet protection.

The show piece of the range is Mirage, a one piece featuring a

bold palette of red, black onyx, deep lagoon and a subtle, smoked quartz.

Piped contour lines elongate the body with delicate ruching, extending down either side of the torso to define the waist, while removable shoulder straps offer a versatility of wear.

A longer body and retro low-

cut provide full coverage, while helping to define a desirable 'S' curve silhouette.

The new collection carries Scandale's unique, signature details – a flash of red under the straps and the hidden message 'C'est un Scandale,' which is printed on the elastic and sewn into every piece. ♦

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

NEWS REVIEW



▲ The **LingaDore** website has re-launched with a new look in time for the AW12 season.

The site includes an array of new features, such as a company page, renewed collections section, online magazine and events calendar. Visitors can also catch up on LingaDore's latest news, which they can now post on their Twitter or Facebook page, download product photos and find their nearest LingaDore shop via the website's store locator.

Maryan Mehlorn is collaborating with Babor to create an exclusive range of cosmetics for the SS13 season.

The collection, incorporating a self tanning foam and after sun fluid, has been designed to match the label's SS13 swimwear style Mamounia Deluxe.

The neutrally scented Skin Radiance foam produces an 'all-over, streak-free natural looking' tan. Additionally, a firming anti-aging complex is claimed to leave the skin looking 'silky smooth and moisturised.'

Seafolly is set to launch its new Limited Edition Summer 2012/13 collection exclusively in Harrods, this October.

The Australian swimwear and lifestyle brand's new Limited Edition range encompasses 20 pieces, divided into three stories.

These will incorporate one piece swimsuits and mini tube, halter and bandeau bikinis,

along with resort style maxi dresses and kaftans.

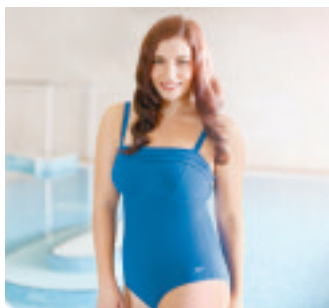
Supermodel Behati Prinsloo will continue as the face of the Seafolly Limited Edition range.

Bournemouth independent swimwear retailer **SOS Swim** has reportedly received an online order from Spanish Olympic swim team member Aschwin Wildeboer.

The former world record holder for the 100m backstroke ordered SWANS goggles, nose clips and nutrition from the store.

The SWANS goggles used by the Olympic athlete were the same as those worn by controversial Chinese swimmer Liuyang Jiao, as she won the 200m butterfly at this year's Games.

SOS Swimwear is the sole UK importer of SWANS goggles and distributes them to other retailers in the country.



▲ A strong performance by **Speedo** failed to prevent a five percent decline in Warnaco's net revenues, to \$563 million, according to the group's Q2 statement.

The group, which owns brands Speedo, Calvin Klein Swimwear, Calvin Klein Underwear, Warner's, Olga and Chaps, predicts its annual 2012 net revenues will be down two percent to flat compared to fiscal 2011.

Speedo, whose new Fastskin suit has played a major role in this year's London 2012 Olympics, fuelled a 10 percent increase in Warnaco's Swimwear Group net revenues over the second quarter.



▲ Victoria Beckham has been spotted modelling a bra by **What Katie Did** in Glamour USA.

The fashion designer sported the retro label's Maitresse bullet bra in the magazine's September issue.

This is not the first time that Victoria Beckham has worn What Katie Did. She has also modelled the label's padded bullet bra for both Harper's Bazaar and Vogue.

Made By Niki made its debut on Italian designer website Luisa Via Roma, last month.

The e-tailer has taken on the luxury lingerie brand's AW12 collection 'Membranes and Strands'.

Aside from Made by Niki's e-boutique, which ships worldwide, the label is now available in 20 countries and continues to expand.

Big name stockists include Selfridges, ASOS and Lane Crawford.

Penelope Cruz's sister, Monica Cruz, has been selected as the face of **Agent Provocateur's** new AW12 ad campaign, titled Wilhelmina: Show Your True Self.

In the short film, Cruz plays a Victorian woman whose spirit is unmasked by a magic camera.

The clip, which sees Cruz model AW12 products Novah and Whitney, is set in a former London prison near Agent Provocateur's headquarters in Clerkenwell.

Giovanna Fletcher, the new wife of McFly's Tom Fletcher, has been spotted wearing a **MyaBlueLuxe** kaftan on her honeymoon. The newlywed donned the brand's Mustique silk top in black during her holiday in St. Lucia.

The piece, which retails at £175, features hand embroidered gold beading on the neckline to draw attention to the face and bust.

M&S has launched 'Amazing Illusion', the high street's first patent pending non-wired padded bra that goes up to a G cup.

The Amazing Illusion, which incorporates soft channelling around the cup and secret sling support for extra lift, is claimed to provide the same shape as a regular wired bra.

For extra comfort, the bra also boasts a padded cradle and smoothing wing.

✓ Southampton based social business **Who Made Your Pants?** has been awarded the Mark of Positive Living in recognition of its commitment to sustainability and style.

The Mark is a certification provided by Positive Luxury, a lifestyle platform established by Diana Verde Nieto, founder of the global sustainability communications consultancy Clownfish and Young Global Leader of the World Economic Forum.

Positive Luxury awards The Mark of Positive Living to best in class brands and companies that have a positive impact on people and the planet.



NEWS IN QUOTES

"Her style, confidence and down-to-earth approach really seem to resonate with Littlewoods shoppers and we can't wait to see the reaction to her lingerie collection later this year."

Littlewoods brand director GARY KIBBLE discusses the upcoming launch of Myleene Klass' first lingerie collection for the retailer.

"The lingerie shows... enable us to re-direct the power of the luxury, fashion and beauty industries to fuel microfinance, empowering women and enabling self-sufficiency - which ultimately gives them a 'hand up, not a hand out.'"

Seven Bar Foundation founder RENATA MUTIS BLACK talks about the Lingerie London show.

"I thought, why not wear underwear that is actually designed to be swimmable, beautiful and comfortable. I just wish I had decent underwear on that day."

Underwear of Sweden designer HELENE PILHAGE on deciding to design swimmable underwear... after going swimming in a lake.

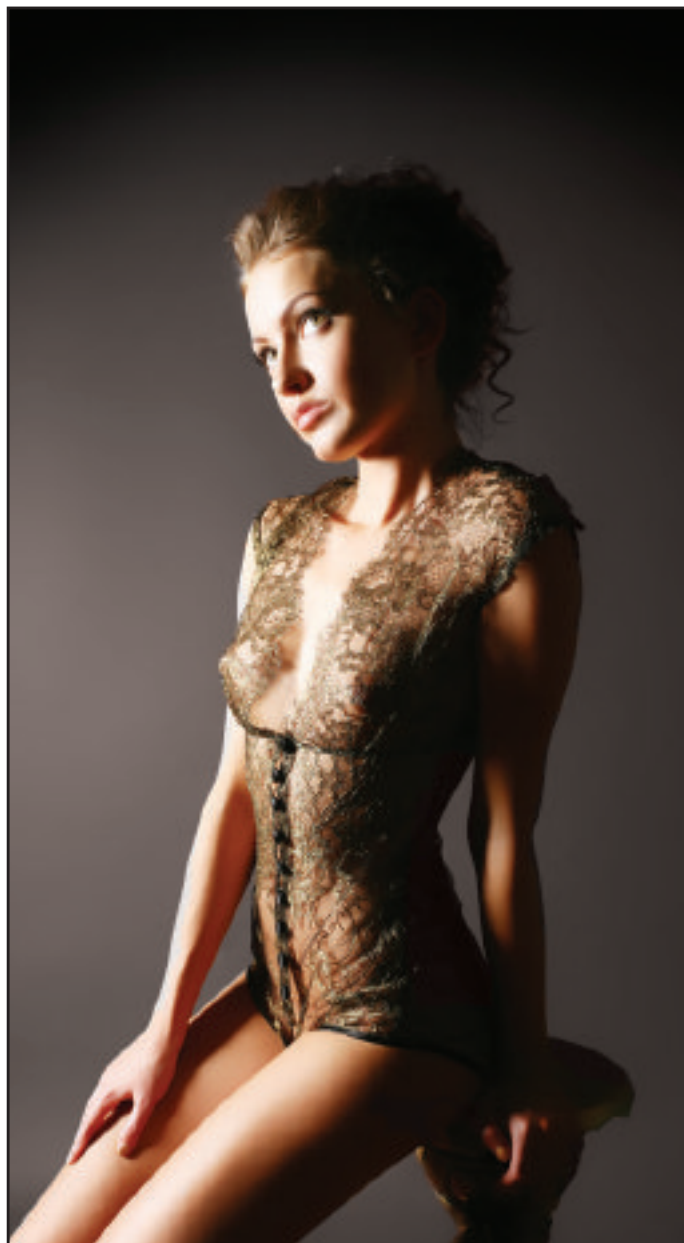
"We are delighted at the launch of Shell Belle Couture in the store and feel the two brands fit together in luxurious harmony."

Shell Belle founder and designer MICHELLE BLENKINSOPP discusses the launch of Shell Belle Couture in Fortnum & Mason.

"I was contacted, last spring, by the bike company, from Rotterdam. They asked if there was a possibility that we could do something together."

LingaDore marketing director TJIBBE VAN DOORN speaks about the collaboration between LingaDore and Van Nicholas bicycles.

» Something to say? Email info@lingerieinsight.com

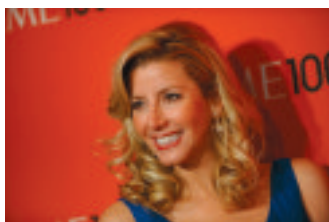


Sonata
LINGERIE

TEL: +44 (0) 7527 120 836

WWW.SONATA-LINGERIE.COM

NEWS REVIEW



▲ Shapewear giant **Spanx** has announced the launch of its own standalones stores.

The new outlets, which will launch this October, will be based in three separate locations on the East Coast of America: Tysons Corner Center in Virginia, Garden State Plaza in New Jersey and the King of Prussia Mall in Pennsylvania. They will reportedly carry a range of women's and men's shapewear, as well as women's swimwear and control activewear by Spanx.

New men's underwear label **Got Wood** is set to enter into the women's sector, this year, with the launch of the She Wood brand.

Got Wood, which was started up in January by entrepreneur Anthony Abis, currently offers a range of sustainable men's underwear products, incorporating bamboo.

The bamboo, which is woven into the fabric, reportedly possesses anti-bacterial properties and can absorb up to five times its own weight in water.

Eveden brands Fantasie, Freya and Elmoi launched on the Wacoal America website, last month.

A series of the labels' bestselling products will be available to purchase through the site, which currently offers items from both the Wacoal and B.tempt'd brands.

Wacoal purchased the Eveden Group, earlier this year. There are currently a series of new ini-

tiatives in the pipeline as a result of the change in ownership.

These include the launch of Wacoal in Australia, via the existing Eveden network, and the launch of Eveden brand Huit across the Asian continent for SS13.

Dutch label **SuperTrash** is set to launch its debut swimwear collection for the Spring Summer 2013 season.

The brand, which exhibited at this month's Moda show, is launching its first lingerie products for AW12 and will be expanding the line for the new season.

The debut swimwear collection, which will form part of the brand's Madame SuperTrash intimate apparel range, will feature two distinct themes - Riviera Goddess and Exotic Dreamer.

✓ British heritage lingerie brand, **Lucile** has announced the launch of its Duchess of Warwick collection in lingerie store Lily Blossom, located in Madrid.

Situated in Madrid's famous Claudio Coello, Lily Blossom stocks a variety of luxury lingerie brands, such as Fred & Ginger, Strumpet & Pink and Bordelle.

Lucile founder Camille Blois said: "We can't think of a better boutique in which to launch our gorgeous collections into the Spanish market."

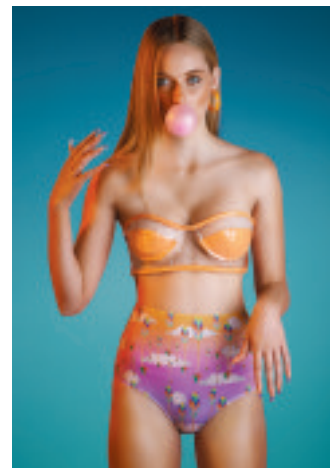


FIRST STITCH CELEBRATING EMERGING TALENT

London label **Auria x Margot Bowman** is set to launch for the SS13 season with an innovative collection of swimwear, using 100 percent recycled hallow polyamide, which is made from discarded products such as fishing nets, voile and old carpets.

The new luxury swimwear line has been created by London College of Fashion graduate Diana Auria Harris, in collaboration with illustrator Margot Bowman. Inspiration has been pulled from 80's postmodern fashion, with the use of PVC and retro swimwear silhouettes, including the high leg line.

The prints reference symbols and iconography that are associated with Ancient Greek mythology, focusing on Artemis - the 'Goddess of Hunt'.



These are twisted into contemporary and whimsical pop graphics by Margot Bowman for a 'fun and kitsch' aesthetic.

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

STORE ENVY



ODYSSEY BOUTIQUE, 39-42 William Street, Edinburgh

Lingerie store Odyssey Boutique was opened in 2010, in Edinburgh.

The boutique is dressed in hot pink and orange, accented with lush tropical green foliage, reminiscent of warmer climes. A 'soothing but upbeat' playlist of Beach House contributes to the overall ambience.

The boutique offers a collection

of beauty treatments, including waxing, tanning, nails and lashes, and was listed as one of the UK's Top 5 'A-List' Waxers by Harper's Bazaar magazine

Brands stocked by the boutique include Jets, Mimi Holliday, Pleasure State, Simone Perele, Seafolly, Stella McCartney, Lascivious and Dirty Pretty Things.

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

EVER WONDER...

GO BARE
BACKLESS STRAPLESS BRA

Debbie Treasure
London Office
Berkley Square House
Berkley Square, London W1J6BD
+04(0) 7747758782
dtreasure@fashionforms.com



V.O.V.A.

**“Ladies
make the world
beautiful,
we make the
ladies beautiful...”**

ADDRESS:

V.O.V.A. Ltd, Koku str.10, Liepaya,
LV 3405, Latvia, www.vova.lv

CONTACTS:

+371 634 41059
vova.vaz@apollo.lv

SALES DEPARTMENT:

+371 634 86245
vova.v@apollo.lv

UK SALES AGENT WANTED

VOICE OF THE INDUSTRY

Get with the blog



CHERYL WARNER,
pr & marketing assistant, Curvy Kate

As a blogger myself, I've engaged with hundreds of thousands of women via my blog and social media pages (Twitter, Facebook, Pinterest... the list goes on). So, I know full well how a blog can spark up conversation, interest in a new company, an industry debate or the latest lingerie release. With more and more people shopping and spending time online, more than ever women are turning to blogs for fit advice, fashion inspiration and honest product reviews.

It's for this reason that upon starting work with Curvy Kate, I encouraged the expansion of its already impressive blogger outreach strategy by holding their first ever bloggers event.

For the past three years the brand has enjoyed amazing organic interaction with bloggers, with key players from the lingerie blogging world posting reviews and sharing the brand's credentials with their impressive readership.

Our aim was to broaden our blogosphere horizons and get a good mix of girls from the intimate apparel, fashion, beauty and lifestyle worlds. A blogger event is a crucial opportunity to build on existing relationships, as well as invite new bloggers to get involved.

The secret to a successful event is to capture the essence of your brand. Curvy Kate has proven that a

strong story and brand image sells, so it's vital to determine what makes you different and how you can set yourself apart to the bloggers you invite, which will in turn filter down to their readers.

To ensure that this was achieved, we invited four of our beautiful Star in a Bra models. The girls are a defining attribute of the brand, to say the least, and it was the first time that we had had so many of the girls together. This really sparked the Curvy Kate magic, creating a buzzing and fun-filled atmosphere.

UK Star in a Bra 2012 winner Sophie Morgan and second place Charlotte Upton – both of whom featured in the brand's latest catalogue – were joined by last year's winner Lizzie Haines to create a curvy model super-group. We also got popular K cup finalist Alice Rose Rayman involved, to really show how the bras look on the full extent of the brand's size range. Our key message is body diversity and the flaunting of shapely figures, so of course the event was a sample size free zone.

With multiple blog posts about the event, fantastic reviews and great feedback direct from the bloggers themselves, we're now readily equipped with an extended list of bloggers who are in the correct bra size and are fans of the brand, who we hope to have an ongoing relationship with.

NEWS REVIEW



✦ **Shell Belle Couture** has launched in iconic department store Fortnum & Mason for the AW12 season.

Fortnum & Mason is Shell Belle Couture's second department store stockist. The label, which was founded in 2010, launched in Fenwick, last year.

Fortnum & Mason will be stocking several items from the label's latest Grand Hotel collection.

It will take its exclusive Vintage Peony Silk print with vintage touches in Noire, along with its Sweetheart and Pink Champagne Tease pieces.

✦ **David Beckham** has been immortalised in silver as part of a new underwear campaign for high street retailer **H&M**.

Huge statues of the football player, wearing only a pair of briefs, were erected in locations around New York, Los Angeles and San Francisco.

The unveiling coincided with the release of a series of new black and white images, showcasing Beckham's collection of 'underwear classics'.



✦ **Shock Absorber** is planning its next Shock Absorber WomenOnly Run, this October, in an attempt to encourage women to take part in sporting events and to raise awareness on the importance of wearing a sports bra.

Following the success of the inaugural Shock Absorber WomenOnly Run in 2011, the brand will return to Richmond Park for the 5km and 10km run.

The one lap course is completely traffic free and on tarmac roads at all times. For women trying to get back into shape after pregnancy, there is a 'Run with a Buggy' option.



✦ **Taubert** re-launched to the UK and Ireland at last month's Moda trade show in Birmingham. The company, which offers a combination of loungewear, beachwear and spa wear, withdrew from the UK and Ireland over a year ago.

It has spent the intermediate period updating and modernising its logo and branding. James Mair, director of The Collections, has been appointed as Taubert's new UK sales agent.

Lingerie retailer **Boux Avenue** has appointed size 16 model Robyn Lawley as the new face of its AW12 campaign.

The Australian supermodel, who has previously posed for the likes of French Vogue, French Elle and Australian Vogue, acts as an ambassador for healthy body shapes.

SPEAKERS' CORNER

VANESSA FYFFE
Southern UK agent, Alba
Associates



ROBERT WEBB
UK agent,
Pain de Sucre



JO BOLTON
international account
manager, Gossard & Berlei

WHAT WAS YOUR OPINION OF THE SS13 MODA SHOW?

“We were really busy all day Monday and were also pleasantly surprised on the last day, which was much busier than a normal Tuesday. Both these days made up for a quieter Sunday.

Organisation-wise, Moda works like clockwork. It's excellent. The quality of buyers is fine. They are people that we know and regularly work with.

Because of the economic situation, fewer people are opening shops so there are fewer new customers. We still picked up several new stockists though.”

“The show has been a big success. We have done 14 orders in three days. The quality of the boutiques attending has been very high. Although it has been a difficult selling season for the retail clients, fortunately our clients are able to see the quality of the new collection.

It is a sad fact that, historically, I think our department stores here in the United Kingdom have been highly noticeable by their absence.

Role on February, I'll be back.”

“We were very pleased with the show. It was great to meet some of our key customers and several potential customers too.

Gossard took Moda to new heights, this year, showcasing our newest product - our hot air balloon.

That definitely got people talking, with 40ft figures of Elle Liberachi modelling our best-selling Egoboost bra.

As well as a great reception for the Gossard balloon, our SS13 Gossard and Berlei ranges received an exceptionally positive reaction.”

NEWS FLASH

Luxury lingerie and swimwear label **HUIT** is set to launch across the Asian continent for the SS13 season.

The luxury, smaller cup specialist will be entering into Japan, China, Hong Kong, Singapore and Taiwan.

It will seek to utilise the existing networks of Wacoal, which bought Huit's holding company, Eveden, earlier this year.

At the Moda trade show, last month, Eveden chief executive Tracy Lewis told Lingerie Insight: “We are looking to become a global business and we now feel that we have the tools to do that.”

For more
news visit
www.lingerieinsight.com

**MOST READ ONLINE**

- 1** UK Lingerie Awards public vote results
- 2** America bans Gossard balloon for being too sexy
- 3** Size 16 model fronts new Boux Avenue campaign
- 4** Duchess of Cambridge's cousin wears AP for Playboy
- 5** Baby with Downs Syndrome fronts swimwear campaign
- 6** OPINION: Fifty Shades of British
- 7** Fetish inspired lingerie brand launches in London
- 8** Ann Summers opens Pleasure Emporium
- 9** MODA: SS13 catwalk trends
- 10** Victoria Beckham wears What Katie Did in Glamour

Mistress of the Empire

IT'S ALL GO FOR ULTIMO, AS THE BRAND PREPARES TO LEAP BACK INTO THE INDEPENDENT ARENA, THIS AUTUMN. FOUNDER **MICHELLE MONE** SPEAKS EXCLUSIVELY TO **KAT SLOWE** ABOUT HER FEELINGS ON THIS LATEST STEP, REVEALING HOW HER PLANS FOR THE COMPANY HAVE CHANGED AND WHY SHE IS AFRAID THAT SHE MAY NOT GET TO SEE THE RESULTS OF HER LATEST ENDEAVOURS.

A lot has happened since Michelle Mone and I last met, much of which has been spread liberally over the British tabloids.

Yet, despite her marriage break up, rumours of a new man and multiple, large scale product launches, Mone does not look worn down. In fact, if anything, she appears even more radiant. Her eyebrows, admittedly, look a bit odd but I am reliably informed that she is trying out a new product, years in the development, which could revolutionise eyebrow maintenance.

New inventions are part of what has driven Ultimo's success. The company's most recent creations, three creams that reportedly took three years and a million pounds to develop, are currently available to purchase from Boots, Selfridges, House of Fraser and Debenhams. And, they are selling out fast.

"We have got Boob Plus and there is a Boob Minus," says Mone. "And, there is a BLT - bum, legs and tum. It drains the lymphatic system, helps with cellulite and sculpts the body... It is unbelievable how it works. It is like a film that goes over your skin. It is like shapewear in a bottle.

1

1&2
Michelle Mone soaks up the sun as she takes a break from her grueling schedule

3
Luisana Lopilato models Ultimo's new Black Label range



"The Boob Plus plumps and enhances, and the Boob Minus drains and takes away the swelling, and helps with your décolletage for lines."

The products, which were designed by a scientist and a chemist, reportedly produce results in just six to eight weeks. There is currently a patent pending on the U Sculpt technology.

"I am not saying that I am replacing the job of a plastic surgeon by any shape or means," says Mone. "But, if someone gets a face lift, they still have to wear face cream. You should always look after your bust area."

And, Mone's appetite for innovation does not stop there. She is set, this month, to launch another first for the brand – a luxury, Black Label collection. The new lingerie range will enter Harrods, as an exclusive, in September, and will be rolling out into

collection originated, last year, when Mone took part in a documentary, titled *How We Made Our Millions*, with Dragon's Den panellist Peter Jones. The program, which aired on BBC 2 in Scotland, saw Jones examine Mone's life to date and investigate what it was that drove her to be an entrepreneur. Yet, it wasn't just these questions that Mone was mulling over during her time with the business mogul.

"I was going around with him in his private jet," Mone says. "And, I thought, what sort of lingerie would you wear if a man was taking you away in a private jet? And, I thought, we have got to deliver the crème de la crème of design and lingerie."

It is this constant need to come up with new ideas and new ways of doing

"I thought, what sort of lingerie would you wear if a man was taking you away in a private jet?"

John Lewis and House of Fraser just a few weeks later. Ultimo was stocked in House of Fraser many years ago, but this season is the first time that the brand has been taken on by either the John Lewis or Harrods stores.

"Harrods are doing the core and the Black Label," she says. "It is the first time that we have ever launched in Harrods, which is a big thing. We have always tried and they have always said no."

Mone took on a former designer of La Perla to help her design the range, which encompasses bodies, slips and bras. Her team had no involvement in the process, as the CEO claims she wanted to ensure that the pieces were 'entirely different' from anything that Ultimo currently offers.

"It is like nothing we have ever done before," she says. "It is very risky, very risky in terms of the shapes and the cups cut away, and the pants with not a lot of back to them."

The idea for the new Black Label

things that is also driving Mone on in her newest venture. Ultimo targeted independent retailers for the first time in a decade at last month's Pure London trade show, at which Mone exhibited and also took part in as a key speaker. It is a sector that Mone once knew very well. She stepped back from it a number of years ago, after reportedly experiencing difficulty receiving payment from a series of her brand's clients.

"Harrogate was our very first trade show, something like 14 or 15 years ago," she reveals. "And, I remember waking up and doing the show - I think that was the second or third show that we did - and Lady Diana had been killed, so I have a lot of memories about Harrogate. I started my career, really, at those shows."

Now that Mone feels the independent sector is displaying significant signs of fighting back, she has determined to give trade shows another shot. In pursuit of this target,



4

4
*Michelle Mone has
big plans for her
company*

she gave her marketing team the challenge of forging new relationships at the Pure event.

"I think now, if [independents] want to stock Ultimo, there is no reason why they can't," she says. "We are a brand stocked by department stores like Debenhams, but I think if they are an out of town shop and people can't get to these stores, then why not? Ultimo has now got 13 inventions, so the independents will not have the inventions that we have already got, so there is a point of difference there."

There will be a minimum order value for stockists but, according to Mone, it will be a figure that is attainable for the independent sector. "It's not that much," she says. "It's not massive."

With so much happening in such a short period of time, it would not be surprising if Mone was feeling a little bit intimidated by the amount of work ahead. But, this is a woman who likes to be kept busy and the recent problems with her private life seem to have - if anything - caused Mone to focus even more on strengthening her business. The heartbreaking aspect of this is that it could potentially all be for nothing.

Mone's husband, from whom she has recently split, helped her out in the early stages of the business, joining the company permanently three years after it was first founded. Now the marriage is over, there appears to be some doubt hanging over who will ultimately gain control of the company.

"I'm changing a lot of my plans at the moment," she says. "My husband went away with my designer... [It all depends on] who is going to be taking over the business, either him or me."

Either way, with all the passion she has poured into it over the years, it is unlikely that Mone is going to give up the company without a fight.

"Ultimo is my baby," she says, quietly. "I am still exceptionally passionate about it, so we will see what happens. I hope to take over it. But, I will certainly not be working with him much longer. If I take over, I have got big plans for it." ♦

SEXY



SPICY



FUN



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.

Easy on-line ordering, 24h shipping, 3 days delivery.

Create your wholesale account on www.obsessive.pl/wholesale
or contact our sales office via: e-mail info@obsessive.pl
phone **+48 33 8453230**



Supporting sales,
elegant, unique boxes.


obsessive
erotic lingerie & more / obsessive.pl

HARVEY NICHOLS

HARVEY NICHOLS ASSISTANT LINGERIE BUYER **PRIYA KUMAR** TALKS LINGERIE INSIGHT THROUGH THE NEW REFURBISHMENT OF THE ICONIC RETAILER'S FLAGSHIP LINGERIE DEPARTMENT IN KNIGHTSBRIDGE.



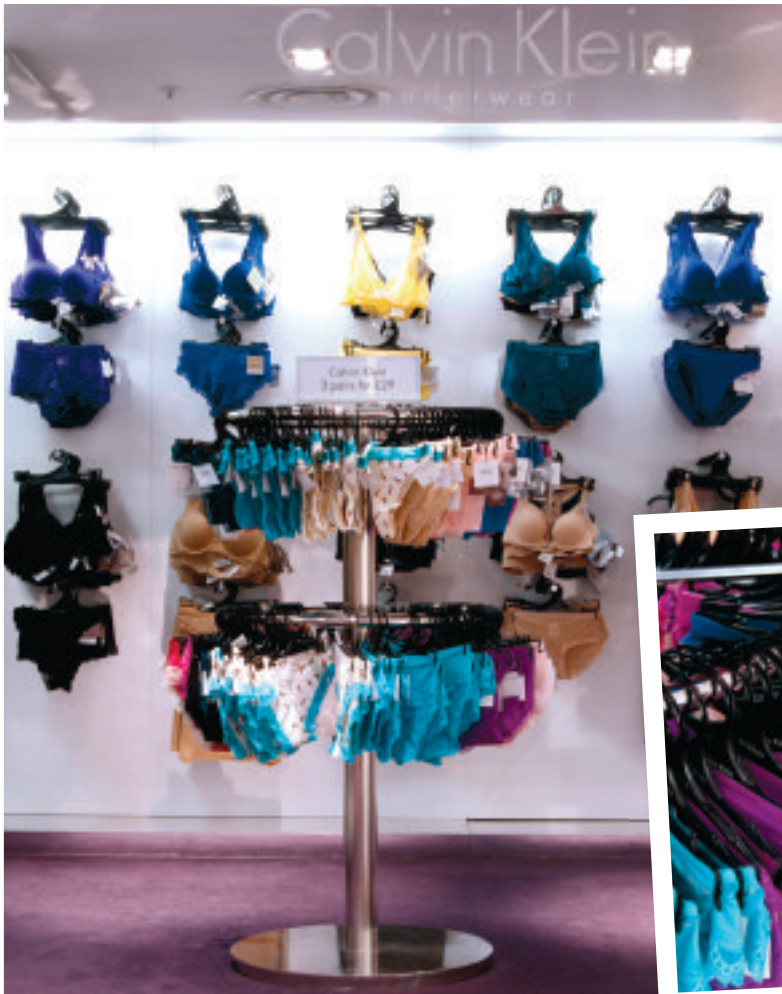
I basically just wanted to make this space more defined for our customers to shop in.

Because, when you came in before, there were a lot of very small fixtures on the shop floor. It was very confusing. There was a sea of bras on the back wall and just loads of underwear everywhere. And, now it is a lot more defined for the customer.

Defined spaces...

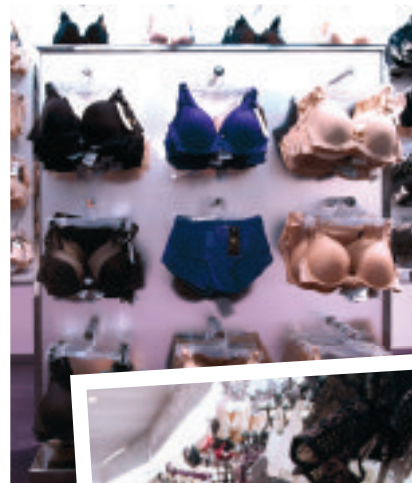
When the customer comes in, she has got her Elle Macpherson here or her Simone Perele over there. It is really easy for the customer to shop in this space.

These are just a couple of our core brands. We have also got Stella McCartney – it is the first season they have launched with a much wider collection and there are some fantastic basics in there. I think this is, actually, the first UK shop-in-shop. We used to buy Stella anyway, but we have bought into all three price bands now, as well. If the customer can't afford the ready-to-wear, she can come and buy into the lingerie, as it is available at a much cheaper price point.



Contemporary products...

Our CK area is our younger, more contemporary space. We do really well with Calvin Klein. The more special pieces work really well for us. And, it's great to have something a little bit more contemporary to offer, as well.

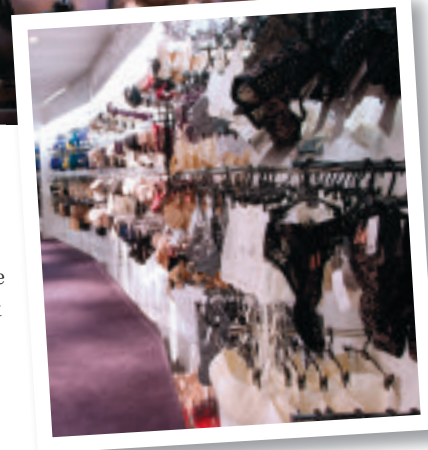


Luxury offering...

This is our luxury space, with Simone Perele, Aubade, Fauve and Wacoal just across the room.

I have had some really great feedback from the brands. Simone Perele actually came and visited us here, and were blown away by it. A lot of the brands are so great to work with. With lingerie, everybody is so lovely.

We do not do concessions. The products are all own bought. Everyone seems to think it's all concessions, but we buy all the stock. It just looks like lots of little shop-in-shops.





Fashion chest ...

With the rest of the brands being fixed, we needed a space where we could do a pop of something, either a new brand or an area where we could do colour stories for holidays, such as Valentine's or Christmas.

We do really well with Mimi Holliday. We have also got Eberjey coming in soon. Going forward, I will probably try and keep this area a bit different. I might even feature a different brand every eight weeks.



Lighting up...

We also have new lighting, which is very important.

The new back-lighting stretches across the entire lingerie room. It highlights and shows off the lingerie, and the colours, a lot better.



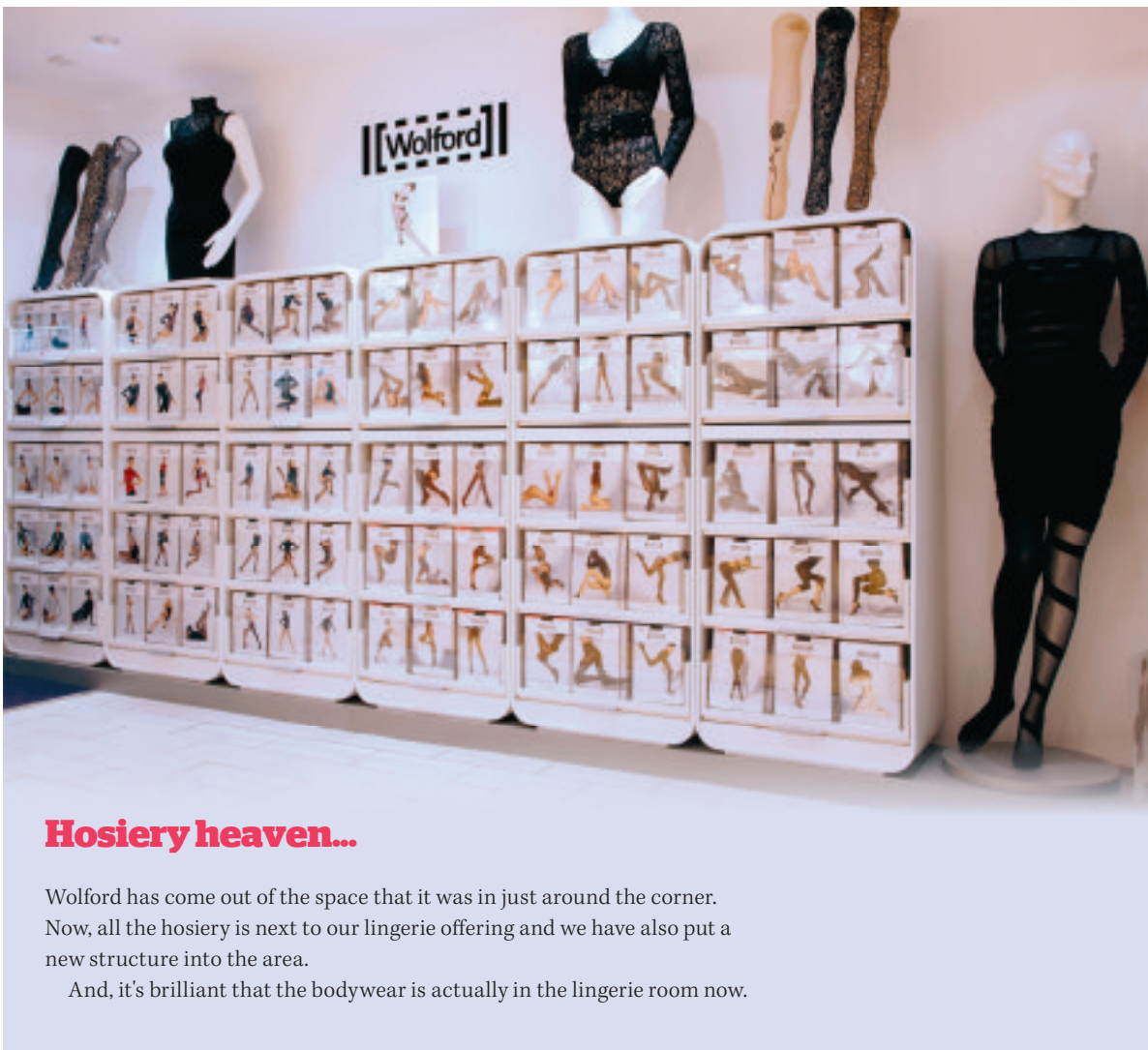


New and improved changing rooms...

The new fitting rooms look absolutely amazing. Before, we had four rooms, but we knocked the walls through in two and made them into one.

We have consultants for every one of our brands. At least 85 percent to 90 percent of our customers get fitted, so these areas need to be a good size to do a fitting in.

The rooms have been changed from something that was slightly dated into something that is a bit more like your own, small walk-in wardrobe. I really love these.



Hosiery heaven...

Wolford has come out of the space that it was in just around the corner. Now, all the hosiery is next to our lingerie offering and we have also put a new structure into the area.

And, it's brilliant that the bodywear is actually in the lingerie room now.

1

SKIN *Deeps*

THE FOCUS HAS DEFINITELY BEEN ON COSMETIC TEXTILES, THIS SUMMER. AS BRANDS INCREASINGLY BEGIN TO EMBRACE THIS EXCITING NEW TECHNOLOGY, **KAT SLOWE** TAKES A LOOK AT THE RAPIDLY EXPANDING SECTOR AND QUESTIONS WHAT IT COULD CONTRIBUTE TO THE FUTURE OF THE INTIMATE APPAREL INDUSTRY.

Cosmetic textiles first made an appearance over 20 years ago, in 1990, when Ted Lapidus and - later - Hermes decided to offer scented silk scarfs to the world's fashion elite.

Yet, it was not until 1998 that this process was first used in the intimate apparel domain. It was in this year that Noyet first tested the concept by adding fragranced microcapsules beneath the floral patterns of its prints.

By this point, the technology itself had been around for over 50 years. The microcapsules, now used in a variety of domains - such as agri-foodstuffs, printing, pharmacology and textiles - were created in 1954 by the American company National Cash Register. While seeking a process for duplicating invoices, it discovered a way of encapsulating ink which was then revealed under mechanical pressure.

Like many ideas, it was the one percent spark of genius - this time belonging to Ted Lapidus - that gave the science its current application.

All this and more was explained in a recent speech made by DLD Consulatat director Dominique Demoinet at the Mode City show's recent Cosmetic Textile Symposium

The event brought together key figures from the worlds of fabric, cosmetics and intimate apparel to look into the sector of cosmetic textiles, which are defined by the French Textile Apparel Industry Standardisation Office as 'textile articles which contain a substance or preparation designed to be released over the long term onto different, superficial areas of the human body, in particular the epidermis, and claiming one or more specific properties, such as cleansing, perfume, figure-enhancement, skin protection, maintenance or anti-odour.'

The Technology

In the current day, there are a series of companies who specialize in producing the fibres that enable this technology to be used in the commercial sphere. One such is Nurel, inventor of Novarel, a new patented technology which is applied to fibres, using a process involving the micro-encapsulation of cosmetic ingredients. Working like microscopic sponges, which are highly resistant, porous and inert, these microcapsules reportedly contain cosmetic additives that Nurel incorporates at the heart of the fibre, within the polymer itself.

Each filament contains thousands of Novarel microcapsules, featuring different active ingredients, which are gradually released when the garment is worn. The ingredients, which are claimed to last for 100 washes, encompass a variety of different properties. These include: moisturizing

1&2
My Shapes has sought to gain publicity for its new cosmetic textile products through a weight loss marketing campaign



2

(with aloe vera), anti-aging (with aloe vera and vitamin E), slimming (with caffeine to control cellulite), firming (with retinol and ceramides), nourishing (with sweet almond and rosehip oil) and deep moisturizing (with pure mineral water extract).

Robert Blondel Cosmetics (RBC) is another company that has made significant advancements in the cosmetic textiles sphere. RBC technology, which can be applied to both knits and textiles, has enabled the company to move into new markets with a varied product range, including scented towels, ventonic tights, slimming dresses, 'plumping' bras, slimming leggings and moisturizing t-shirts.

According to RBC chief executive Yann Balguerie, RBC's technology is very different to that of Novarel. He says: "Unlike Novarel, our microcapsules are on the outside of the fibre, grafted on to the exterior, rather than being inserted within the fibre. The microcapsules gradually release their active ingredients in a controlled way. They are designed to suit the product's lifestyle."

The three potential applications, proposed by RBC, include: seamless garments with slimming programmes, established

using treatment cycles of 30 wears, application in tights, with treatment cycles of five wears and on a daily basis, with the possibility of using re-fill solutions.

The Fabrics

But, what is the use of clever fibres if there are no companies turning them into viable fabrics? Companies Eurojersey and Dogi International have both addressed this issue with some convincing new offerings.

Eurojersey, a company best known for its patented Sensitive® Fabrics, recently launched a range of intelligent fabrics onto the market.

Its new Sensitive® Fabrics A-more is designed to act as 'a beauty cream to wear,' both firming and revitalizing the skin through the use of Novarel technology.



3

According to Eurojersey, the results are totally convincing. The company claims that the skin is more toned after using the product for just 28 days, that 95 percent of women who tested the product saw a difference, that there were real benefits for 76 percent of women and that 14 percent had better toned skin, with more elasticity.

Dogi International introduced its first range of micro-encapsulated knits in 2005. This was followed up with the launch of its specialist Winn brand in 2007, but it wasn't until 2011 that the company claims it first began to sense a real interest in the young market.

Dogi marketing manager Sergi Domenech says: "If you look at the last 15 years, the most remarkable innovation for consumers was the arrival of microfibres which were softer and less aggressive on the skin. Cosmetic textiles are the next step in this revolution."

And, it is a revolution that looks to be occurring now, with Domenech confirming that 'two major brands' have reportedly placed very large orders for the Winn fabric.

The Brands

A series of both new and established intimate apparel brands have been quick to grasp the importance of this technology and the breadth of its potential applications.

Simone Perele is a good example of an established brand that has recognised the benefits of this new frontier of intimate apparel. For AW12, the French label will be introducing new range TOP MODEL, which took 10 years of research to develop.

The cellulite control collection is reportedly the first lace and Lycra beauty micro-fibre range that sculpts and refines the body while gradually working to reduce the appearance of cellulite. The fibres of TOP MODEL are micro-encapsulated with slimming agents, such as Aloe Vera and caffeine, that the brand claims have been shown in an independent study to reduce the appearance of cellulite over time.

3
The new Sensitive Fabrics A-more is designed as 'a beauty cream to wear'

Simone Perele UK managing director Carole Launchbury says: "Today's consumer is much more demanding, they are looking for 'wellness' products that give results. They do not want a 'gimmick', which means that this sector must continue to strive for effective products that meet and deliver to consumer needs."

For SS13, Simone Perele will be introducing a dress to the TOP MODEL range, along with a lift shaper, high waist shaper and full shaper. The brand has good reason to be optimistic about the public appetite for its new collection. Over the past 12 months, Simone Perele has reportedly already seen considerable demand for its 'Caressence' line, featuring 3D spacer technology, with the additional benefit of lace infused with Aloe Vera.

It is not only the established brands looking to make the most of this fascinating new science. There are also a series of specialist labels which place a strong emphasis on the sphere of cosmetic textiles. These are particularly prevalent in the shapewear sector, which has enjoyed unprecedented popularity over the past few years.

My Shapes offer a range of seamless, slimming and breathable shapewear, using the 'wonder fabric' Emana. The range includes panties, briefs, leggings, brassieres, and top shapers in nude and black.

The Emana fabric contains bioactive crystals which absorb the 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, and producing important secondary benefits, including increased skin elasticity for a younger and smoother skin, reduced cellulite, toxin elimination and lower lactate accumulation during exercise.

My Shapes sales director Kate Beesley says: "The past two years have been about creating a wider

offer of undergarments for the target market. We have been working to create shapewear that is aesthetically appealing, as well as comfortable and effective. The pre and post pregnancy market has been a big area of growth, as the benefits of My Shapes in terms of skin elasticity and firmness before and after having a baby have been highlighted to the consumer."

The brand's latest development is a range of shapewear for use during exercise, which encourages heightened elimination of toxins.

Beesley says: "Sports focused products are trending big time and it is likely that this athletic element will become more populated. We will be looking to expand our range of men's shapewear, as we think this could be big next year."

My Shapes has been working hard to gain as much press coverage as possible. Beesley is looking forward to launch of the label's products within Harrods, this month, and hopes that the event will attract consumer and celebrity interest.

Effective marketing is important to any brand's success, and this is particularly true in the case of cosmetic textiles.

Cosmetic textiles specialist Skineez is preparing to launch its new ad campaign via traditional avenues, social media and several other 'creative means'. It will also look to add a new level of credibility to the marketing of skincare products, through publicizing its partnership with a series of famous plastics and reconstructive surgeons, who are currently providing the

4
Simone Perele is one the first mainstream brands to embrace cosmetic textile technology

5
Skineez takes to the catwalk during Fashion Weekend





6

brand with research and development support.

Skineez founder Michelle Moran says: "We are the future of the textile industry. Consumers want to feel and look better, so [we are] communicating the benefits of wearing the garments and how to replenish the active ingredients. Typically, in brick and mortar retail outlets, the garments would be sitting or hanging next to other, untreated compression garments, so our packaging and marketing are key to provide the consumer with clear and specific details of what the garment is, and how it works."

The brand offers products ranging from shapewear to t-shirts, camisoles and hosiery. For SS13, Skineez will be introducing new 'trend right' styles and

colours into its Holiday Collection. It will also be looking to expand into the medical market, providing a 'first of its kind' compression garment for post op surgeries and everyday lifestyle.

It is not only lingerie and shapewear brands that make use of the cosmetic textile technology. There are also a number of hosiery brands seeking to take advantage of this upcoming trend.

Skin Kiss began offering caffeine tights back in 2009, after director Bobbie Bhogal discovered there was demand for a slimming product that would allow the wearer to lose weight, everyday, simply through wear. After the success of the initial launch, the label decided to develop a pair of slimming pants, featuring caffeine technology, that would provide a 'fantastic' shape and reduce the thigh circumference by up to 2cm's.

In 2012, Skin Kiss went one step further and launched the world's first pair of fake tan tights - a pair of tights impregnated with tanning solution. The innovative concept has reportedly proven extremely successful and provided the brand with worldwide press exposure. The fake tan tights have been featured on ITV's This Morning, NBC's The Today Show and in multiple fashion publications.

Bhogal says: "As a brand, we are constantly researching the latest technologies and products from around the world and I am sure the cosmetic hosiery market will continue to move forward at speed. After the success of our fake tanning tights, consumers keep asking us for a full body version, which is something we are developing at the moment. Who knows what your tights will be able to provide you with in the future?"

Bhogal is now looking to expand into new - less saturated - markets, such as Russia, South Korea and Australia. And, she has some exciting new products in mind to launch in 2013.

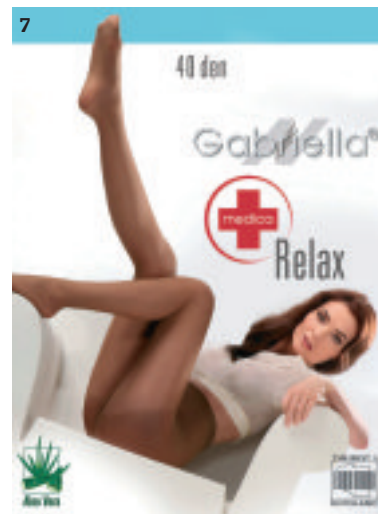
"Without giving too much away," she says, "we are looking into new active ingredients which can slim, shape and even get rid of varicose veins."

Skin Kiss is not the only cosmetic hosiery product currently available on

the market. Alterego is the distributor for European tights brand Gabriella. The award winning hosiery brand has received a Euro Product award for women's tights and has also been awarded with the consumers' quality sign 'The best in Poland'. Gabriella's product range includes anti-varix tights, featuring an anti-cellulite action and softened with aloe vera, providing the skin with moisture and a feeling of comfort. There are also knee-highs and tights that have been engineered to give a prophylactic foot-massage effect and, which, feature an anti-pressure band, softened with aloe vera, for a silky feel. The tights are targeted at the elderly and people who work on their feet for long periods, such as nurses, prison officers, police, factory workers and care workers, etc.

Alterego director Alan Gordon Freeman says: "We have found that once customers are aware of these type of products, and tried them, they always repeat purchase. We have retailers that have a huge presence within the NHS. Nurses, who are on their feet for very long periods during their working day, have discovered that the 'Gabriella' massaging aloe vera tights and knee highs are sublimely comfortable, and subsequently 'swear' by them."

It turns out that, maybe, beauty isn't so skin deep, after all. And, as the technology continues to develop, the cosmetic textile market looks likely to achieve an even greater depth moving into the future. ♣



7

6

Skineez takes to the catwalk at Fashion Weekend

7

Gabriella tights have been worn by nurses in the NHS

The Knicker & Issue

DO YOU LIKE SHOPPING? UNIVERSITY OF MANCHESTER GRADUATE **OLIVIA MOORE** TALKS TO **KAT SLOWE** ABOUT HER NEW VENTURE, THE KNICKER ISSUE, AS SHE SINGLE HANDEDLY SEEKS TO REVOLUTIONIZE THE METHOD BY WHICH WE PURCHASE OUR LINGERIE.

Shopping can be a frustrating process. By the time you have fought through the crowds and ransacked multiple shops, you are usually left feeling utterly drained. And, the eventual garment can seem hardly worth the effort – much less the money – that it took to purchase.

Catalogues, while useful, are hardly inspiring and can often take what little excitement there is to be had out of the process. Quite frankly, shopping sprees just aren't what they used to be. Yet, a solution is on hand.

University of Manchester Fashion & Textile graduate Olivia Moore has started a new business, called The Knicker Issue, which aims to make the most jaded shopper sit... back and relax whilst perusing their new item with glee.

The Knicker Issue delivers a 'beautiful' pair of knickers, interesting articles and a personalised touch to its subscribers every month. The company provides its customers with four different options,

a one off purchase (£18), a three month subscription (£16), a six month subscription (£15) and a 12 month subscription (£14).

The product options differ between a 'mix of styles' and a 'mix with no thongs'. Each customer gets the chance to tailor the subscription to their specific needs and wants during the order process. There is also an option to add in a personalised message with each delivery, in case the customers are buying their gift for someone else. A size/style chart

makes it easier to choose the right option, and is designed to help any looking to make purchases for their respective others.

Moore decided to start the business after noticing an increasing number of different subscription services 'popping up' online. The ambitious graduate, who is passionate about fashion, decided that she wanted to see what she could do with the concept and, just like that, the idea for The Knicker Issue was born.

"Throughout university, I always assumed I would follow the usual path of interning and working my way up the career ladder of another company," explains Moore. "And, although I always would have liked to run my own business, it never really seemed an option until I came up with the idea.

"I knew that sending out a piece of clothing once a month wouldn't quite work... but with lingerie there is much more room for variety and surprise with each issue at

an affordable price. I loved the idea of getting something pretty through the post once a month, that



1
Each monthly package includes a pair of knickers and fashion articles

wasn't too extravagant but could perk you up in the morning, rather than sifting through the usual monthly bills. To give the product that extra appeal, I chose to include a fashion or trends based article to enjoy with each issue too."

Of course, deciding to start a business and actually doing it are two

assessed the financial aspects of the business, and that was where it was finally decided whether or not I would get the funding."

Moore's business plan impressed the panel and she was given the money. All she had to do next was find the product. An easy task, right? After scouring the internet - somewhat

in July was a great little treat for me to take a look at some of the brands I am hoping to use for my luxury range."

The Knicker Issue currently stocks Affinitas Intimates, Parfait by Affinitas and Playful Promises lingerie, but additions are made to the selection regularly to ensure that none of the company's subscribers receive the same pair of knickers twice.

Within the year, Moore also hopes to introduce both luxury and bridal ranges to the website. "We will still offering the same subscription service," she says, "but with a bit of a twist, and a slightly higher price point. I have already been looking into a few brands for the luxury

range that I am really

excited about, so

fingers crossed that will all go ahead.

Eventually, I want the company to branch out even further and I have lots of little ideas brewing, but I have to wait and see how this one pans out first." ♦

2

Knicker Issue founder Olivia Moore

"I loved the idea of getting something pretty through the post once a month that wasn't too extravagant."

very different things. Moore had to find funding for the project – no easy task for someone just out of university. However, Moore was determined to not let this stop her and she finally managed to obtain investment from a very prestigious source.

"I eventually got referred to The Prince's Trust," she says, "who told me about their enterprise scheme which helps young entrepreneurs get their business ideas off the ground.

"I had to write a business plan that was looked over by various mentors from The Prince's Trust, who then gave me tips on how to develop and improve it. This was then taken to a 'panel' who interviewed me and

unsuccessfully - for brands, Moore decided that her best option would be to attend a trade show, which would not only enable her to see a great range of brands but, also, provide her with the chance to analyse the quality of the products.

"Moda has been really helpful for introducing brands to me that I was unaware of," she says, "and The Lingerie Collective trade show



THE PANEL



Ann-Marie Manley,
marketing manager, Freya



Hannah Houston,
marketing director, Curvy Kate



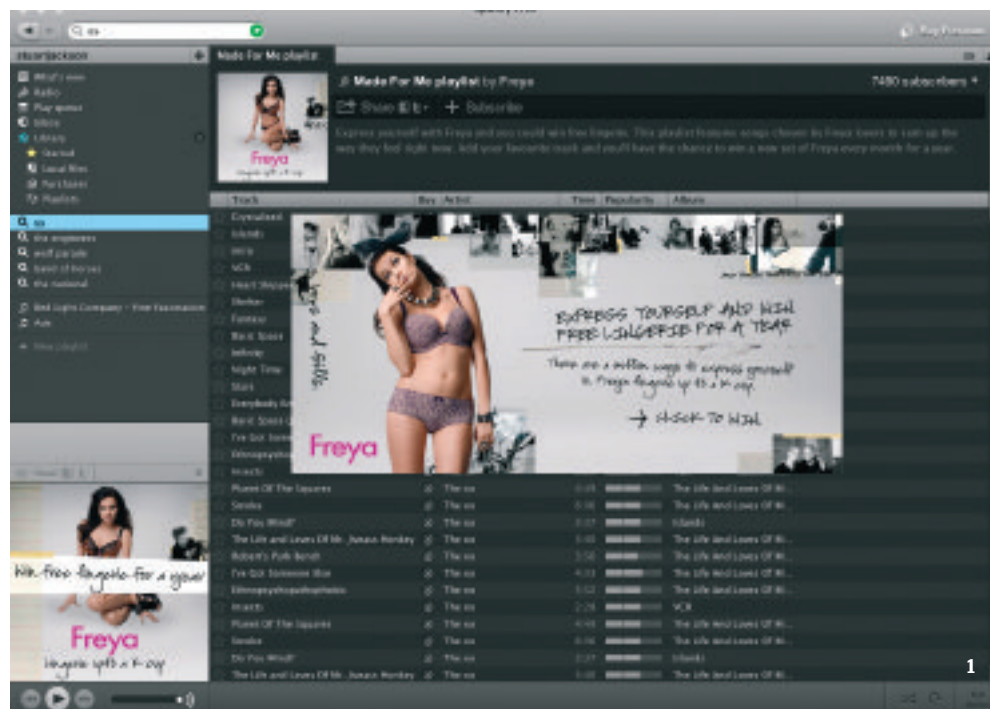
Julia Nolan,
marketing director, DB Apparel



James Fernie,
head of ecommerce, Boux Avenue



Katie Byrne,
PR manager, Ann Summers



Social Impact

HAVE YOU HEARD OF PINTEREST? WHAT ABOUT CROWDCUBE? A **PANEL OF MARKETING EXPERTS**, FROM SEVERAL OF THE UK'S BIGGEST INTIMATE APPAREL BRANDS AND RETAILERS, GIVE THEIR OPINION ON THE MOST EFFECTIVE, MODERN MARKETING TECHNIQUES AND DISCUSS THE LATEST DEVELOPMENTS IN SOCIAL MEDIA.

What has been your most successful social media campaign to date and why do you think it was so successful?

Ann-Marie Manley: We were absolutely thrilled with the Freya Spotify campaign we ran. Freya was the first lingerie brand to team up with Spotify and we asked Facebook fans to submit a track which reflected their mood to be added to our Freya playlist. We received nearly 4,000 entries and it was Spotify's most successful campaign ever for the sector. Named Express Yourself, we believe fans enjoyed the campaign as they were really able to really get involved and choose music to listen to that they loved. We were also really pleased when we launched the Freya Blog Star competition on Facebook, last year. Fans were able to vote on who they wanted to win and be crowned Freya's first Blog Star and we were so pleased with the level of engagement that we received.

James Fernie: We've used social media in more obvious ways, such as to generate data

via paid advertising campaigns alongside celebrity endorsement, but our best campaigns have been where we've used social media innovatively. For example, we used our Facebook page cover photo as a teaser for our recent Curves collection... We created a jigsaw which covered the photo of supermodel Robyn Lawley, modelling the campaign, and asked the audience for a certain number of likes to reveal each piece, gradually increasing the number required to reveal each subsequent piece. The only incentive was in the reveal but the audience grew hungrier, more likely to share and discuss who the model was. We used social media to create buzz and anticipation, and without having to offer a material reward.

Hannah Houston: We've run several campaigns now that have been big successes, but the one that I would always come back to is the Star in a Bra campaign. Originally an online entry process, we moved the campaign to

Facebook, in 2011, and the uplift in fans, awareness and reach has been fantastic. Starting with a few hundred fans, in 2011, a year and a half on we now see nearly 25,000 curvy women communicating and engaging with us through the Facebook page.

Julia Nolan: Shock Absorber's #GetOutThere campaign was amazing. The Shock Absorber UK Facebook page grew from 3,000 to nearly 20,000 in a matter of weeks, with engagement rate hitting 50 percent at periods during the campaign. The success was due to our understanding of the exercising community, meaning we knew what they'd like to get involved with – plus the fact that Shock Absorber wearers are very passionate about the brand and love to share.

Katie Byrne: We have utilised social media in a number of different ways in the past year and, without a doubt, the two that stand out include the Sexy Uncovered ITV2 partnership

to find the face of our brand for Valentines – a huge integrated campaign that allowed the audience to vote and engage via Facebook and drove thousands of fans to our page. The second is our partnership with the charity Relate to launch the Sex Census 2012. With so many interesting questions to answer, our community was gripped from start to finish with this campaign and we gained feedback before and after to allow us to gain insight and consideration for our next campaigns.

What do you consider to be the most exciting new developments in social media over the past year?

James Fernie: Crowd funding platforms, like Kick Starter and Crowdcube, have finally gained credibility and, seeing big money acquisitions of humble blogs like the Money Saving Expert show, there's a massive appetite for what the online public say and think.

Hannah Houston: There are several new social sites we've started interacting on and the response has been really strong. Especially from the US, who seem who seem to be at the forefront of many of the social sites. We now have a really good Pinterest following and, through Pinterest, we have created a strong brand identity. It's enjoyable to share our philosophies in this creative way.

Ann-Marie Manley: We were really interested by everyone's reactions to the 'new kind' of Facebook, in March, with the introduction of Timeline, changing the Facebook profile that everyone knew – you either loved it or you didn't. Looking forward, we're really excited to hear that Facebook could be introducing a 'Want' button. Rumour has it this would allow fans to select items they'd want to purchase and allow others in their network to see this.

Katie Byrne: Sharing is so huge now that it is excellent to see sites like

1
Freya was the first lingerie brand to team up with Spotify

2
The Curvy Kate Giveaway ran over the Valentine's period

3
Size 16 model Roby Lawley fronts Boux Avenue's Embrace Your Curves campaign

2

Curvy Kate®
D - K cup

Love Your Curves!

Show your curves just how much you love them this Valentine's and enter our fantastic Curvy Kate Giveaway.

D to K cup specialists, Curvy Kate are giving away 3 sets of luscious lingerie from their new Spring/Summer collection to one lucky Debenhams fan.

Whether you've got something special planned or just fancy some flirty figure flaunting you'll be spoilt for choice with their gorgeous new range.

Shop Curvy Kate at **DEBENHAMS**

ENTER to WIN

Simply click enter and sign up to win 3 sets of Curvy Kate lingerie. Winner drawn on Valentine's Day!

 **CurvyKate**






Pinterest become more and more popular. I love the use of imagery and how it has been immediately accepted into the social media fold by brands. Social media is so embedded into our lives that dual-interaction has become so huge, entire TV campaigns are created around it. Technology used with social media is always very exciting – e-tailers like ASOS and Net-a-Porter are making incredible leaps within their campaigns and it always pays off.

Julia Nolan: The rise of smart phone ownership, meaning that more consumers can access their social media accounts from wherever they are, is extremely exciting.

How do you seek to integrate social media with traditional marketing methods in your campaigns?

Julia Nolan: For Wonderbra, our campaigns heavily promote our social channels – traditional and social working together to make the whole

campaign stronger. For example, we exhibited at Britain & Ireland's Next Top Model show, taking photos of girls posing in our Wonderbra model photo booth - and the girls tagged themselves in the photos on the Wonderbra UK Facebook page – a great example of the link between on and offline consumer engagement.

James Fernie: Social media completes the loop; whether it's promoting a game played on Facebook, driven from a flyer, or a Twitter competition, driven via shop windows, all our activity is cohesive and social media will play a role in virtually everything as long as it's appropriate. As Boux Avenue is a multi-channel business, the key is to be wherever the customer is and let them engage via the nearest platform.

Katie Byrne: We include social media strategy every step of the way. We look at new ways of communicating with the consumer and ways in which we

can communicate our campaign and brand values. Every element of everything we do will include social media. This is spread across our business and embraced.

We don't simply look at Facebook, for example, as a way to showcase new product or a new campaign. We include topical and relevant topics, surveys and observation across a number of genres to generate debate and stimulate conversation between the masses.

What is the role of social media in your overall marketing campaign(s) and how do you think this has developed over the past year?

James Fernie: An important one, but there's no magic formula and it will depend on what works best. So, where Twitter might be the perfect customer services channel for one business, it could work much better as a PR channel for another. What's important is to be involved, listen, experiment, refine and repeat.

4
Shock Absorber
launched a Get Out
There campaign
ahead of the
Olympics

Ann-Marie Manley: We work really hard to integrate social media into our marketing campaigns and, over the past year, it has now become a natural part of our activity which is slotted into everything. We are really lucky that all of our PR, online marketing, events and sales teams 'get' social media, so we stay really closely aligned to ensure everything we could be shouting about on social media is communicated effectively.

In the same way that we'll look to

Katie Byrne: It remains hugely integral to every element of communications so, given the current landscape, we anticipate that social media will continue to play a significant role within our brand journey. I think internal comms could really benefit from social media interaction and how they consume the brand they work for. I also think that retailers will embrace the use of social media and social technology in a much wider way, to allow them to be in the

"Be very clear from the outset why you need to use social media; ask yourself, what value will it give your business?"

promote a new campaign or a new collection with our stockists in store, or on the brand's website, we see social media as a major player for promotion of all our brands. Globally, we know that our customers are very internet savvy, so social media is integral in allowing us to engage with them one on one, no matter the location. We'll soon be celebrating Freya's 30,000 fans achievement – so we'll be marking the occasion for sure.

Julia Nolan: Social media is becoming more important for all our brands. The Playtex Tonique Contour video clip about 'the bra that rewinds time' had amazing results in social communities and drove significant click through to view the product on the website.

What role do you think social media will play in business, looking forward?

Ann-Marie Manley: It's now integral for businesses to use. One challenge is how you measure its success and the resources, time, effort and investment it requires. Many brands have shown their concern for ROI, but Facebook cleverly combated this by teaming with comScore, revealing data from some big named brands showing increases in sales and website traffic.

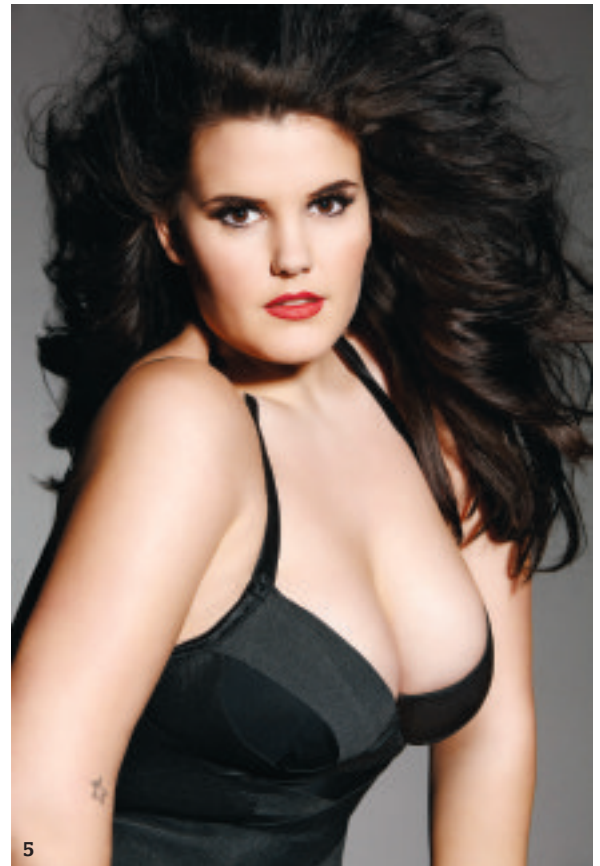
forefront of the consumer's mind for every purchase. Apps have allowed us to shop while we travel, watch TV and go on holiday, and this area will be really interesting to watch – in terms of development and how it affects retailers.

Hannah Houston: It will continue to grow as the company does. As a new brand, it's important we build strong relationships with our customers and we see social media as the best way to do so. We're looking to do even more over the next year to keep our fans interested through all social outings.

If you were to give one piece of advice to others seeking to use social media to promote their business, what would it be?

Hannah Houston: Start interacting and don't stop. It's not a once a week thing – it needs full time commitment and each social site has to be treated as a separate entity. Take one on at a time and perfect that first. The more you interact, the more of a response you'll get.

Secondly, blogging – it is a huge and growing industry and can really push what you do on a personal level. Make sure to interact with other bloggers, too, for tips – not just in the intimates sector, but in all areas. You never know where you'll get inspiration from.



Julia Nolan: Be very clear from the outset why you need to use social media; ask yourself, what value will it give your business? If you set a clear objective, then it can be extremely effective, but using social media because you 'think you should' won't reap return.

Ann-Marie Manley: Social media shouldn't be taken lightly. Many people don't realise the time and effort that actually goes into creating good social media activity. You need to be constantly monitoring your social media presence 24/7, regularly sharing content with fans and followers, as well as ensuring you are responding to any questions and queries they might have.

James Fernie: Do not consider social media as a standalone channel. No one truly knows where it's going or where it'll end up so use it in conjunction with all your channels until you find how it fits your particular organisation's needs. ➦

5

Ann Summers Find a Face campaign winner Lucy Moore

Little Bo Peep

THEY ALL SAID IT COULDN'T BE DONE, BUT MARY PORTAS DID IT. SHE MADE A GARMENT ENTIRELY IN THE UK. NOW, SOMEBODY ELSE ACHIEVED THE SAME FEAT. BOPEEPS CO-FOUNDER **BO MACDONALD** TELLS THE HEARTWARMING STORY OF HOW SHE MANUFACTURED HER OWN LIMITED EDITION COLLECTION - CALLED FRILLY - IN THE UK, USING NOTTINGHAM LACE.



video department. From there, over a period of 11 years, I rose to become an executive producer and director's representative to some of the best known music video directors in Hollywood.

I've sung with Liza Minnelli, ridden an elephant through a jungle (for an Enigma video), sat atop an erupting volcano, worked with Madonna, been frisked by bouncers at Death Row studios - as I visited Tu Pac Shakur in one of his last studio sessions - done a ladylike cartwheel in a floor length ball gown for Carlos Santana.... and had the slowest launch in history of a lingerie brand from my London living room.

The eleven-year record biz career succeeded in teaching me about the hard knocks. So much of what I know about how to do business, including navigating through complex egos and keeping everyone happy, was learned in the record business. So, when I set up bopeeps, in 2006, I knew how to make a living room launch of a brand happen... even if at the slowest, most frustrating pace.

That was, until I joined forces with Monique Van Steenkiste.

Monique Van Steenkiste is my business partner. She bought out my co-founding partner a little over a year ago and has helped catapult the bopeeps brand to the next level.

Growing up, Monique was a very well know stunt water skier in Michigan. She has held the hand of a baby gorilla in the misty mountains of Rwanda. The jungle guides were so surprised that a baby gorilla climbed down a tree and went to Monique, and held her hand. They had never seen this before. So, she's special, it's confirmed. And, that's why we went into business together. We are a great team. If this brand is ever going to work (and I think it is),

My name is Bo Macdonald and this is the story of how I sourced and manufactured my own lingerie collection in the United Kingdom.

To tell this story properly, I have to start from the beginning. I am not from the UK. I grew up in Chapel Hill,

a large town in North Carolina. After university, I moved to Los Angeles and started a career in the record business. It was to be my first career. I began as an intern at the label Elton John was signed to, starting in the sales and marketing department. I was totally psyched. Quickly, I found my way across the label to the music

The Frilly campaign imagery was shot on the roof of an old London terrace house

it's going to be because of us both as a team.

Monique was responsible for originally launching Yummie Tummie into the UK and the brand's subsequent stratospheric rise at retail and e-tail, so she already had experience in the industry. However, the first big press we got made me crossed-eyed filling orders. I was so thrilled about the tidal wave of sales that would result from press in Daily Candy London and, most of all, making the 'Hot List' in the UK's top circulating The Sunday Times' Style magazine. That's when bopeeps really started rolling. The ripples of sales that followed those particular pieces of press were very encouraging, as it meant 'word of mouth' was selling the brand. We got a huge percentage of re-orders and very few returns. I knew we were on to something.

Bopeeps makes comfortable and pretty stretch lace lingerie. We have sophisticated silhouettes for everyday wear and we go the extra few centimetres with the fabric cuts to ensure that our gals are covered. We do, however, like to make the occasional limited edition high design garment, like our new Made in London 'Filly,' which has around 22 metres of Nottingham lace on each garment.

It took so long to make the Filly. We could not have done it without each other. Monique is the detail oriented protagonist and I am the one who would moonwalk when necessary and, on one occasion, actually authentically cry whilst practically begging our seamstress to make up the products. I sat at her feet, as she did serious machine work late into the evening, after business hours, in her studio. We'll get back to her (Lucy), as she originally passed on our project after it took her first assistant a frustrating eleven hours to make the first Filly.

She passed. One of Vivienne Westwood's London production houses passed. Many more, too, would pass on this time-consuming, very difficult project. However, we carried on looking for better materials and a better way to construct the garment. All signs lead to Nottingham, so off we went.



One of our first stops was Douglass Gill in Nottingham, a huge warehouse of laces. We were like two little girls in a doll shop. The colours, the end of runs, the pretty designs and, my, oh my, the history lesson we would get. Jonathan was our guide for the lace sourcing aspect of the search. We had the run of the place for an entire day, with Jonathan's full attention. We called him Professor, but he seemed unsure if he liked the title - that was, until we told him, 'professors are cool', like Indiana Jones, who was a professor babe, wasn't he? So, from then on, it's been Professor Indie.

Jonathan described the ways in which their different laces were knitted or woven and how the stretch worked. He talked about how this old mill down the road, or that mill down there, used to make this lace or that lace, and how they had all slowly, one by one, closed. He let us roam free to find the laces we liked. At one point, Monique and I were on opposite ends of the warehouse, the size of two football fields, and we crossed the floor to meet in the middle (excited to show one another what the other had

found). We howled with laughter when we discovered that, in all of that huge choice, we had come up with the exact same lace flutters, the only two alike on either side. It sort of confirmed that we were on the same creative wavelength when that happened.

We put in our first order with Douglass Gill, said farewell to Professor Indie and made our way across town to meet pattern makers. We found a wonderful woman in Nottingham to make some patterns for us. She lived in a house that looked like something out of Lord of the Rings. I somewhat hoped a fairy would pop out from somewhere, or a gnome. We continue to work with Jill. We are also working on a secret project with the respected CMT in Nottingham. Liz Mant is another patient teacher and talker of the trade. And, I don't think she'll mind me saying, is a huge fan of bopeeps.

Back in London, armed with our new lace, we needed a few trimmings. Off we went to every trimming store in Greater London. Someone had told us to go to Dalston market and to look for the fat guy. We were both getting a bit punchy from the exhausting search, so we

2
Bopeeps evokes girl power, with a vintage twist, in this startling image



giggled that we were looking for 'the fat guy'. He turned out to be 'Fat Eddy' and we liked him a lot. He never had enough of what we needed, though, as his lace from GB was greatly limited (sign of the times). His fabric store is beautiful, however, and he is a character on our Alice in Wonderland journey to make the Frilly. The scavenger hunt was long and a bit upsetting. So many of the stories we were hearing were of how it 'used to be'.... before Marks and Spencer went to the Far Fast... before the machinists faded out.

All of those we met were big hearted, generous people, who were honestly gifted in their trades. Their towns were smaller and more desolate from the loss of business. Later, I would see some of these characters on Mary's Bottom Line, Mary Portas' outstanding multi segment documentary on Made in the UK.

We at last found our trimmings from the infamous Howard Frankle in Bethnal Green, London. He was a hoot. He's been in the family business of trimmings for his entire career. He had a very optimistic outlook and a wicked sense of humor, and was the one who let me moonwalk across his shop floor for ten pence off of each metre we bought from him. Howard's wife's name is also Monique, which was just one of the many co-incidences Monique

and I encountered on our journey. I would later meet the beautiful Monique Frankle on a boat party at the World's End for HM The Queen's Diamond Jubilee. She was absolutely covered in Union Jacks and made me laugh so hard and, somehow, we made the connection that she was Howard's Monique. Small business, indeed.

Now that we had all of our components, we just had to have the help of a production house. The leads for manufacturers had slowly been crossed off, one by one, for being out of business or passing on our difficult project.

We wanted to make a garment that was fluttery and flattering, and had the hint of a bygone era. Making it flattering was down to the ruching on the waist and the length of the garment. It had to cover just a little bit more than what was common. We wanted to make a treasure that, if taken care of properly, would be a piece for the lingerie trousseau forever. It was meant to be seen. It was meant to look good in front of your boyfriend or husband, as you lounged around the house, and it was meant to get the attention of the fashion editors.

One night, when I was exhausted and near defeated, I went back to the original production house that had made our

eleven hour counter-sample. Lucy, the once stern woman (who had passed on bopeeps and our complicated Frilly garment), was sewing on a specialized machine. I sat at her feet and played with her tiny little dog. I had tears in my eyes as I told her how hurting the industry was and how all of the business had moved away. I was also, personally, in a little bit of a broken down place. I just went ahead and told her that no one else but her could actually make the Frilly. She did, after all, have the special chain stitching machine that we needed.

She stopped sewing, looked down at me and suddenly (I think) decided she sort of loved me a little. She said to me, 'no one has [the machine] and I will tell you why. You don't use them much, as they sit in the corner covered and don't work for long periods. But, when you need them, you need them.'

She told me the truth. She agreed to make the Frilly, to try it again and price it out and make it work. She was fair, honest, direct, and like the fairy Godmother at the end of the road.

We love all the people that we met in our journey through the textiles and manufacturing industry of England. After this year, when the making of our Made in London, bopeeps take on a modern bloomer garment was finalized, we decided that we would always have an element of 'Made in the UK' to our brand. Always. ♡



3 Bopeeps co-founder Bo Macdonald

4 Lucy makes a bopeeps Frilly garment

5 Bopeeps' Frilly underwear is made in the UK, with Nottingham lace

A woman with dark hair pulled back is posing against a bright blue sky and a white architectural pillar. She is wearing a one-piece swimsuit with bold, diagonal stripes in blue, white, red, yellow, and olive green. Her arms are raised, with her hands resting on the pillar behind her head. She is wearing a wide, metallic cuff bracelet on her right wrist and large hoop earrings. The lighting is bright and sunny, casting soft shadows.

MAISON LEJABY
Corseterie Bain Couture depuis 1884



FINALISTS OF THE 2012 UK LINGERIE AWARDS PUBLIC VOTE

LINGERIE INSIGHT INTRODUCES YOU TO THE FINALISTS IN THE THREE
CONSUMER CHOICE CATEGORIES OF THE **2012 UK LINGERIE AWARDS**.

Public opinion is the most important factor in any brand's success. No matter how clever your business plan or innovative your product, it is ultimately the consumer that has the power to either spend or withhold their cash.

That is why we thought it was so vitally important to include three consumer choice categories in this year's event. Thousands of people have visited the UK Lingerie Awards website over the past two months in order to vote for their Favourite Lingerie Brand, Favourite British Designer and Favourite Lingerie Retailer. We would like to thank all those who voted and contributed to this process.

The votes have now been tallied and we are delighted to reveal the four Finalists in each of the three categories. The winners will be announced on September 19, 2012, in a ceremony at One Mayfair.

UK's Favourite Lingerie Brand of the Year



 Curvy Kate



 Dirty Pretty Things



 Gossard



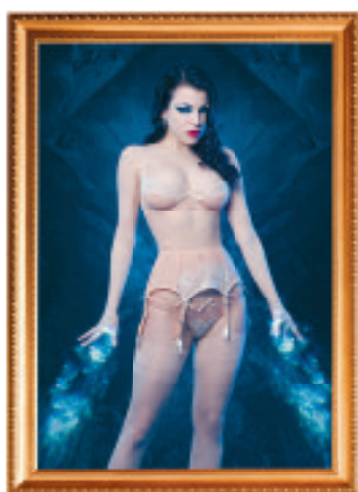
 Tallulah Love



UK's Favourite British Designer of the Year



 Dirty Pretty Things



 Kiss Me Deadly



 Myla



 Stella McCartney



 Betty and Belle



 Bravissimo



 Debenhams



 Figueaves

UK's Favourite Lingerie Retailer of the Year

Moda Review

CATCH UP ON THE LATEST NEWS FROM LAST MONTH'S MODA TRADE SHOW AT THE NEC, BIRMINGHAM.



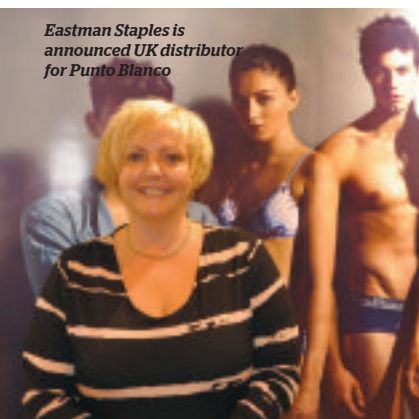
Gossard team launches swimwear for SS13



Taubert returns to Moda with a new agent



HJ socks launches its own e-tail store, this month



Eastman Staples is announced UK distributor for Punto Blanco



Got Wood launches women's underwear label She Wood



Stonemen makes its UK debut at FLIP

A series of new and returning names made their presence felt at last month's Moda trade show in Birmingham's NEC.

First time exhibitors, such as Skinny, My Shapes, South Beach, David, Plejue Intimates, Sculptresse and Stonemen, competed with returnees like Taubert for the attention of buyers, with an array of exciting new product offerings.

Meanwhile, a series of established brands, such as Patricia Eve, Charnos and Paolita hosted competitions to attract visitors to their individual stands. And, multiple lingerie labels - such as Cleo, Kiss Me Deadly, Gossard and Madame Supertrash - introduced their debut swimwear collections for the SS13 season.

Models paraded up and down the corridors in panties that seemed to have got even tinier, since January, and significantly more transparent.

In short, the event was like any other show... in any other season.

The hallways felt quiet, but the majority of brands reported that they had done steady business, with the buyers that they needed coming to the show. Others said that though they had written few actual orders, they had received plenty of leads to follow up on after Moda. So, what was actually new? The presence of new urban section FLIP was a real breath of fresh air. The area, which was set up to showcase urban, street, board and action sports lifestyle clothing, injected a desperately needed vibe of 'cool' back into the event.

By the end of the three days, the majority of the intimate apparel division had traipsed up to the other end of the hall to view FLIP's entertaining bike and street runner performers. And, there were even some relevant labels in the new section - new Australian entry Stonemen was based in the area, along with men's underwear brand Got Wood, Puma and beachwear coverall/towel brand Hammamas.

In terms of buzz, one theme just kept cropping up: Fifty Shades of Grey. The

erotic 'mummy porn' phenomenon has recently dominated buyers' attention, according to several exhibitors at the event.

Altarego's Alan Gordon Freeman has seen sales of his brands - such as Irall, Passion, Gracya, Beauty Night and Roza - soar by 72 percent over the past year and estimates that 50 percent of this has been driven by erotic products. "We are getting about ten new stockists or e-tailers a week," he told Lingerie Insight at the Moda show.

"Everything has grown. There has been a huge increase in erotic lingerie. I think that is a lot to do with the 50 Shades of Grey phenomenon... A lot of people at Moda have had the erotic products out of the boxes. If we had known, we would have brought much more erotic product, because it has been a bit of a hit."

Gordon Freeman is not the only exhibitor, stocking erotic items, to have been delighted by the keen interest of buyers at the event. Maison Close UK distributor Sarah Northey said: "All the accessories have really gone well, especially the whips and handcuffs... The Belle de Nuit collection has done really well and that is very risqué, like 50 Shades of Grey."

Once again, brands with the facility to issue replenishments throughout the season, with low or no minimums, also proved particularly popular. Puma representative Jack Gordon told Lingerie Insight that the brand's decision to reduce the minimum order for replenishment (available all year round on 90 percent of its stock) from £300 to £150, had been met with great excitement by buyers.

Gordon Freeman, whose company has no minimum order at all, claimed that much of his company's recent success was directly linked to its ability to service the needs of cash strapped retailers, many of whom are currently unwilling to take a risk by investing in high levels of stock.

Same old, some new - now all there is to do is wait with a combination of anticipation and trepidation for February, when it is time do it all over again. ♦



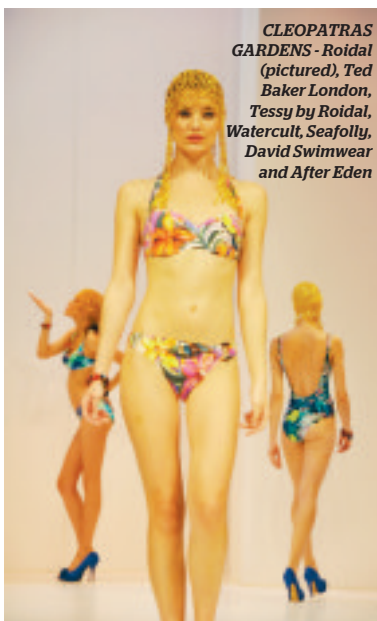
ARISTOCRAT - Patricia of Finland (pictured), Freya, Fantasie, Panache, Maison Close, Bestform and Mey Bodywear



INDIAN SUMMER - Antigel Swimwear by Lise Charmel, God Save the Queen, Moontide, LingaDore Beach, Playful Promises and Cyell



IN THE GARDEN - Cleo by Panache and Panache Superbra (pictured), LingaDore, Miss Mandalay, Gossard and Affinitas Intimates



CLEOPATRAS GARDENS - Roidal (pictured), Ted Baker London, Tessa by Roidal, Watercult, Seafolly, David Swimwear and After Eden

SS13 **Catwalk** Themes



SORBET - Lepel and Charnos (pictured), Wacoal, B.tempt'd, Damaris, Affinitas Intimates, Lorna Drew Nursing Lingerie and DKNY



URBAN SILHOUETTE - Skiny and Speedo (pictured), Legwear International, Azura Swimwear, Jantzen, Jamu Australia, Rosa Faia and Moontide



LACE COLLAGE - Ellipse Lingerie (pictured), Touche Lingerie by Cherry Blushes, Eberjey, Princesse Tam Tam, Patricia of Finland, Huit, Charnos, Lepel and Maison Lejaby



UNIVERSAL PUNK - Legwear International, Banana Moon, Paolita, Carizzi, Piha, Nikki Cooke, Naturana, Zoggs and Maryan Mehlhorn



STARK CONTRAST - Legwear International, Kiss Me Deadly, Maison Close, Epure by Lise Charmel, Silhouette, Playful Promises, Passionata, Chantelle, Princesse Tam Tam and Alterego

Steal the **limelight**

CREATIVE POINT-OF-SALE AND RETAIL DISPLAY COMPANY SDI'S MANAGING DIRECTOR **IAN WRIGHT** REVEALS HOW DESIGNERS AND RETAILERS CAN ATTRACT CUSTOMERS AND INCREASE SALES SIMPLY BY CHANGING THE WAY PRODUCTS ARE PRESENTED. WORKING WITH RETAILERS FROM TESCO TO MARKS & SPENCER, HE'S ON HAND TO SHARE HIS TOP TIPS ON HOW SMALLER BRANDS IN THE LINGERIE INDUSTRY CAN STEAL THE LIMELIGHT IN STORES AND BOUTIQUES.



The recent opening of the first UK store for iconic lingerie brand Victoria's Secret is a clear indication that the UK sector is booming despite the recession and it's not just the online retailers who are benefitting. As more and more brands enter the UK market, it's estimated that the sector will be worth an estimated £3.5 billion by 2015.

In a saturated marketplace, it's the bigger brands that typically dominate and smaller suppliers end up having to work harder and smarter to gain an equal footing. However, by paying closer attention to the way products are presented, smaller suppliers within the lingerie industry can gain greater presence in-store to make themselves

known. Whether you're a manufacturer of corsetry, lingerie or hosiery, the same rules apply when it comes to getting your products noticed.

Time to take a stand

Brands that really want to stand out from their rivals should forget the shelves and get onto the shop floor by investing in impactful freestanding display units. This is a great way of capturing the attention of customers and will also secure an individual display for your goods in department stores and boutiques, helping to increase sales. It will also increase brand awareness and growth, which in turn will help persuade retailers to justify space allocation on main fixtures in the future.

Materials for POS should also be considered as brands need to ensure their products are being presented in the best possible light. While many brands invest in cardboard freestanding units to support promotional activity, we are encouraging customers to look at semi-permanent, metal-based stands. Not only do they offer better quality, but the stands are more durable to customer wear and tear, ensuring products are presented in a consistently high manner. Stores often take a favourable view towards a better quality retail display as it helps to enhance the shopping experience for customers. Stores therefore often give a well designed unit longer on the shop floor.

1

SDI has participated in display projects with the likes of Marks & Spencer and New Look



Knowledge is mission critical

At SDI, we believe that to be able to sell to your customers, you need to think and act like they do. As well as understanding their shopping habits and behaviour, brands need to identify the methods women use to find the lingerie products they want. By failing to recognise customers' mission paths, brands could be wasting a large proportion of their promotional spend, placing their point-of-sale and retail display units in the wrong in-store locations.

By taking the time to question and understand customer buying habits, smaller lingerie brands can ensure they are utilising their budget by investing in the correct type of point-of-sale and positioning themselves in the right shopping path locations.

Invest in success

Many lingerie brands invest heavily

in marketing activities such as advertising, but it seems that the vast majority of suppliers and manufacturers don't adequately invest in their in-store positioning, falsely believing they already have a captive audience. But such an approach is flawed, given that they are marketing their products in the most competitive space possible – in stores and boutiques surrounded by their rivals. Lingerie suppliers and manufacturers need to be prepared to dedicate a larger portion of their marketing budget on in-store positioning and developing retail displays that will capture the imagination of their target customers.

Tell your story and tell it well. Whether it's in a store, boutique or department store, the key is to not try to tell customers too much as you may confuse the brand messaging as a result. In the majority of cases,

smaller brands only have a moment to catch the eye of the customer, so the key is to keep it simple and concise. It's crucial that customers and retailers know straightaway why they should buy your products and the benefits of doing so. Stick to a single core message and tell it in the most compelling way and you will be able to contend with a sea of in-store rivals.

Join the dots

Finally, it's important that brands ensure consistency between what they say outside of the store environment and the messaging on their in-store point-of-sale displays. Consistency and repetition of message is crucial. Any on-shelf theatre should replicate the messages used in above-the-line marketing activity so customers understand and recognise the brand positioning. Doing so will drive product awareness and sales, which smaller brands can then use to leverage prime in-store space on main fixtures.

With the sector expected to grow dramatically over the next few years, there are big opportunities for smaller brands and manufacturers. By thinking like the big brands and paying greater attention to in-store, companies will not only increase awareness of their products, but also drive sales and market share too. ♦

2&3

Wright emphasises the importance of using semi-permanent metal based stands

4

SDI managing director Ian Wright



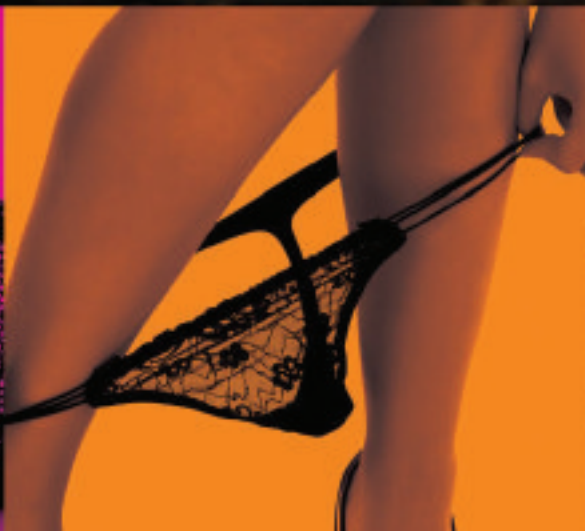
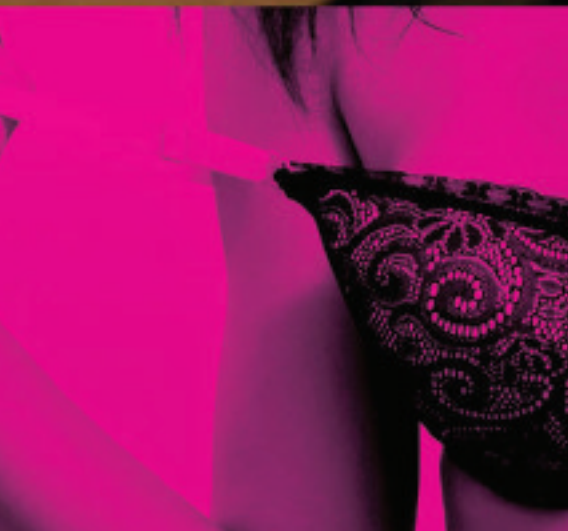



DEVSEL
Underwear Elastics

THE BRAND,
SURROUNDING THE WORLD



www.devsel.com





Object of *Desire*

» **LES FLEURS DU MAL BY BOGLARKA BODIS**

This piece is an adaption of the winning 2011 Triumph Inspiration Award design by Boglarka Bodis.

The Hungarian was inspired to create her design by Baudelaire's famous poem 'Les Fleurs du Mal,' which celebrates woman and her femininity, 'tout entière'.

Triumph was so impressed by Bodis' many ideas for the commercialization of her concept that the company chose to create a mini-collection, instead of just one garment, out of the showpiece.

The mini-collection encompass four exclusive styles: a push-up bra, a brief, an underwired body and a bra-vest.

The pieces are made of a nude, stretch powernet, with colour contrast tape.

The entire mini-collection will be sold exclusively in House of Fraser, from November, 2012.

RRP: £69

» **LOLA BY TATU COUTURE**

Lola is part of luxury lingerie label Tatu Couture's SS13 collection. Entitled 'Sweet Surrender,' the range is inspired by 1950's Sicily, referencing 50's silhouettes and scenes from Baroque Italian culture.

The Lola body (pictured), incorporating chantilly lace and a 50's inspired V wire, is available in black and ivory with a detachable halter neck strap.

RRP: £190

Contact: **Tatu Couture**, 0192 625 9004
tatucouture.com

» **SWAN SONG BY SHELL BELLE COUTURE**

This Tease Slip, made from washed silk with vintage leavers lace, is part of Shell Belle's SS13 collection Swan Song.

The new line, which is inspired by the 'golden era', features the 'aristocratic' shades of butter, noire, blushing and Shell Belle Couture's signature pink champagne.

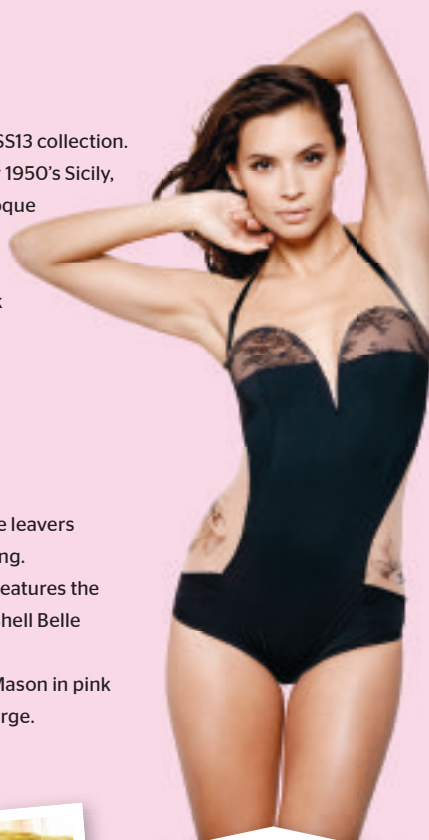
The Tease Slip is currently available at Fortnum & Mason in pink champagne. It comes in sizes small, medium and large.

RRP: £152

Contact: **Shell Belle Couture**, 0128 835 3100
shellbellecouture.com



**NEW
PRODUCTS**
*Lingerie
Look*



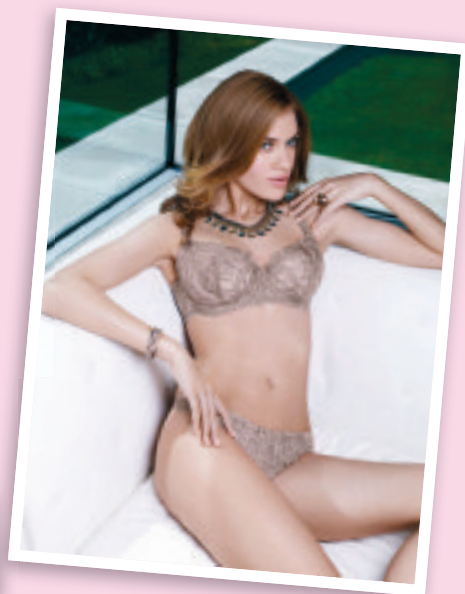
» **CHLOE BY FAUVE**

Fauve introduces yet another new shape into the SS13 collection with the launch of the Chloe under wired vertical seam bra, available to an F cup.

The product, which is available in peacock and mink, is made with opulent Italian fabrics featuring Swiss embroidery and indulgent crystal detailing.

RRP: £26-£75.

Contact: **Eveden**, 0153 676 0282
fauve.co.uk



» **BONBON BY GILDA & PEARL**

Gilda & Pearl is introducing 'BonBon' for SS13, a collection of best-selling and new styles in bright 'sugared almond' shades, such as lilac, coral and sky blue.

Also available for the season will be Gilda & Pearl's signature 'How to Marry a Millionaire' padded bra and brief set, fashion-forward silk satin and chiffon bridal collection 'Bardot,' and new silk and French Leavers lace sleepwear 'Marilyn Dreaming'.

RRP: £179

Contact: **Gilda & Pearl**, 0131 226 2982
gildapearl.co.uk



» **LUDIVINE BY SIMONE PERELE**

Simone Perele's Ludivine style, combining dotted tulle with lace and embroidery, features a delicate floral design that sweeps across the cups of the bra.

The luxury French label's collection, for the SS13 season, is all about 'Heritage' and is based on retro designs found in the company's archives.

RRP: bra, £67, shorty, £45

Contact: **Simone Perele**,
0208 332 3060
simoneperele.com



» NAUSICAA BY SAVE THE QUEEN! SUN

This halter neck bikini, with chiffon overlay, comes from Save The Queen! Sun's SS13 Nausicaa range.

The print tells the story of Nausicaa, an 'ethereal and sophisticated' princess with a 'spring-like' personality. It features pastel tones, touched with orange, chalk white and black.

RRP: £119

Contact: **Alba Associates, 0177 353 4177**
savethequeen.com



NEW PRODUCTS

*Swimwear
Sensation*

» FIJI BY GOTTEx

This Fiji bikini and matching kaftan are from Gottex's SS13 range. The product, which is made with a shiny, super fine lycra, is slightly shirred around the body in a modern interpretation of the 50's pin up look.

It is created with layers of petals and flowers, mounted together by a fresh spray technique, for a subtle and dream like appearance.

RRP: £149 - £199

Contact: **Alba Associates, 0177 353 4177**
gottexmodels.com

» SUMMER BY SOUTH BEACH

The 'Summer' bikini is a fringed bandeau style from South Beach's Americana collection. Cut in a shimmery gloss finish fabric, this bikini is available in the label's signature Americana colours of moss (pictured) and red.

The bandeau top features removable padding and a gold metal clasp at the back, while the fringing is accented by gold beads.

The Summer style is sold as separates and is available in UK sizes 8-16.

RRP: £28.99

Contact: **South Beach, 0161 864 6040**
southbeachswim.co.uk



» HERO BY SPEEDO SCULPTURE

Speedo's new collection concentrates on three key elements: tummy control, visual shaping and bust support.

The products use Xtra Life LYCRA® to ensure the swimsuits maintain their 'superior fit' time and time again.

RRP: £63

Contact: **Richard Ellis, 0115 855 5165**
speedo.co.uk



» VERSAILLES BY FANTASIE SWIMWEAR

The Versailles collection offers a versatile mix and match range to suit the wearer's curves.

LYCRA® Beauty plays a key part in the collection, featuring in the twist front control suit, deep gathered control brief and gathered control short. The Versailles collection is available in sizes D-J cup.

RRP: £25-£68

Contact: **Eveden, 0153 676 0282**
fantasie.com/swimwear



Social Lite

Who was to be seen on the scene at the SS13 intimate apparel trade shows, this month...



1



2



3



4



5



6



7



8



9

1

Alexis Smith poses with a model at Moda

2

Skinny managing director Christian Stolba visits the brand's stand at Moda

3

Claudette's Bok Goodall attends the Pure Body show

4

Berlei model Louise Cole models at the brand's Moda stand

5

Moeva London team attends the label's launch at Pure Body

6

Designer Velda Lauder poses with a model at the Pure Body show

7

Crisberry makes its UK debut at Pure Body

8

Dirty Pretty Things co-founder Claire Merry sits at the label's stand at the Pure Body show

9

Speedo's Richard Ellis poses with a model at Moda



UK LINGERIE AWARDS 2012

'The intimate apparel industry's greatest event of the year, the 2012 UK Lingerie Awards, will take place on September 19th at London's spectacular One Mayfair.'

A few tables still remain. Make sure you, your colleagues, your customers and suppliers are there by contacting event director Andrew Martyniuk or event coordinator Marianne Trotta.'



'To book tickets or enquire about sponsorship opportunities please contact:

Andrew.martyniuk@itppromedia.com
Marianne.trotta@itppromedia.com



*Thank you,
PrimaDonna.*

Only PrimaDonna offers women with a larger cup size lingerie that is both beautiful and comfortable.
We guarantee you the perfect fit and the highest quality. Try it on and feel the difference.

PRIMADONNA

Luxury lingerie up to an I-cup

www.primadonna.eu – www.facebook.com/primadonnalingerie



Crazy about this bra?