

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

NOVEMBER 2012 / VOL. 03 ISSUE 11
www.lingerieinsight.com

I G H T

**LEGS
AHEAD**

INVISTA PRESENTS
THE AW13 HOSIERY
TRENDS

LOVEHONEY EXCLUSIVE

Get the latest scoop
on the new Fifty
Shades of Grey official
accessories collection

CHEEK FRILLS

Lily Fortescue reveals
how she won Selfridges
as her first stockist

AUSSIE BUM

Sean Ashby speaks
about his tough climb
from beach bum to
global entrepreneur

**BIRTHDAY
COMPETITION**

**PRINCESSE
TAM.TAM**

**NEW
NUDES**

**DIGITAL
MARKETING**

French INVASION

Discover how French labels are seeking
to conquer the UK lingerie market with
their latest luxury offerings

EVER WONDER...

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BACKLESS STRAPLESS BRA



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WHATS UNDER?

**BODY SCULPTING
BACKLESS STRAPLESS BRA**



FASHIONFORMS[®]





MAISON LEJABY

Corseterie Bain Couture depuis 1884

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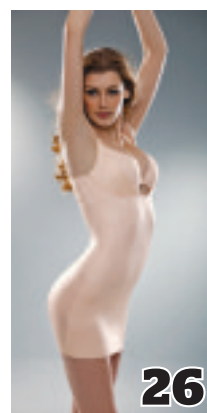
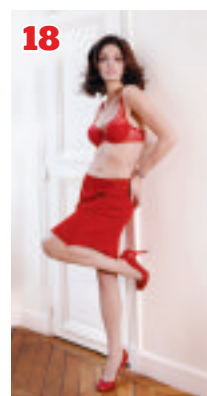
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FOREWORD



This month, we are celebrating the second anniversary of Lingerie Insight. It has been two years since the first ever issue - featuring a glorious image from Rigby & Peller on the cover - was published. Looking back, it seems astonishing how much has happened within what seems such a short period of time.

Attending the Lingerie Francaise exhibition, last month, may have given some industry veterans a similar feeling of nostalgia and sense of time speeding past in the merest blink of an eye. The event, which celebrated the past 100 years of French lingerie, showed quite how far the intimate apparel sector has evolved over the past century. Yet,

it feels, the most exciting times are still to come.

The most interesting aspect of the event, to me, was the degree to which society not only defined the corsetry style of the time but, also, the level to which technological advances in the intimate apparel sector affected movement and attitudes among women. With the massive transformation in both society and intimate apparel technology currently taking place around us, it seems both sectors are likely to continue their rapid developments apace.

Nowhere is this progress more clear than in French lingerie, where classic labels are taking increasingly adventurous steps into new fabrics, sizing and markets. In this issue, we look at the inroads that French brands are making into the UK intimate apparel sector and question what styles will be on display in the museums of the future. We may not be in attendance at the event, but wouldn't it be wonderful if we were part of the display?

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NOVEMBER COVER

Cover: Maison Lejaby

Model wears: Maison Lejaby SS13 collection

Website: www.lejaby.com



Lingerie INSIGHT

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Lingerie INSIGHT

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MAISON LEJABY

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FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

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HIT ITV SHOW DOWNTON ABBEY DRIVES UP SALES AT LUCILE LINGERIE BY 48 PERCENT

Lucile Lingerie has seen its sales increase by 48 percent since the brand's name was mentioned on popular ITV drama *Downton Abbey*. The website traffic for the brand has surged by an astonishing 62 percent.

Lucile Lingerie's *Indiscretions Gown*, retailing at £715, has reportedly already sold out, while its £499 *Duchess of Warwick* short

kimono has an extensive waiting list.

Lucile Lingerie was founded by Camilla Blois, the great-great granddaughter of revolutionary 19th century couture designer Lady Duff Gordon.

AW12 is the first selling season for the re-vamped label. Blois launched Lucile Lingerie's two debut collections, 'The Duchess of Warwick' and 'The Queen of

Spain', at The Lingerie Collective in January, 2012.

'The Duchess of Warwick' collection encompasses chemises, chiffon knickers and kimonos, available in black, champagne gold and nude blush. A 'touch of boudoir extravagance' is introduced through black lace and ivory silk bras, waspies, suspenders and briefs. The 'Georgette' full length gown, which is designed as

the 'stand out' piece, incorporates a combination of sheer fabric and embroidery.

By contrast, 'The Queen of Spain' collection features balcony bras, vintage style high waisted briefs, mini briefs, a lace cup babydoll, bed jackets and a silk halter neck gown. It is dominated by rich red silk, black silk and chiffon, with floral embroidery and rose adornments. ♣

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

NEWS REVIEW



✦ **Claudette** has landed its first UK boutique stockist, Silks of Glasgow.

Silks has taken on the US label's Neon Dessous collection. It is carrying the full size range in the brand's neon colours.

The retailer has already placed a repeat order, after the products reportedly almost sold out in the first weekend.

APM Agency's David Finlayson said: "I am delighted that the first UK boutique for Claudette is in my home town of Glasgow, where I know the customers will embrace our Dessous motto 'go as bright as you dare'."

✦ French lingerie label **Scandale** made its debut in Ireland, last month, following on from its UK launch earlier this year.

Scandale has created a pop up shop in Dublin's Brown Thomas, the label's exclusive retail partner in the country, to showcase its AW12 collection.

Consumers are given a Scandale branded cosmetic bag with



every purchase from the pop up shop. Best selling pieces from the collection include the dress, the skirt and the high waisted brief.

Scandale is currently available in the UK at ASOS, Figleaves, Fenwick stores, Fortnum & Mason and Debenhams.

✓ Danish women's sportswear brand **PureLime** is defying the current economic climate with a sales increase of 30 percent, both in the UK and internationally, on the same period in 2011.

Over the past 12 months, the brand has broadened its product scope to include tennis apparel, as well as an expanded fitness range featuring outerwear.

2013 will see a further expansion of the PureLime line-up, with a new girls tennis range, due to launch in the UK for SS13, and an expanded bike range, also set to arrive in store next year.

Slenderella has launched a new website, for AW12, which possesses the facility to take orders and enquiries.

The new site has reportedly been developed in response to a high volume of international trade enquiries and demand from UK customers for an online, trade login facility.

The website offers an extensive product brochure of all stock supported products under the company's brands of Brettles, Chilprufe, Gaspé, Kayser, Slenders, Slenderella, Vedonis and Walker Reid.

Ayten Gasson has collaborated with burlesque performer Luna De Lovely to create a limited edition collection, capturing the gothic feel of the Victorian period through vintage inspired silk lingerie.

The delicate print has been digitally illustrated as a salute to the heroes of print and pattern of that era, such as William Morris.



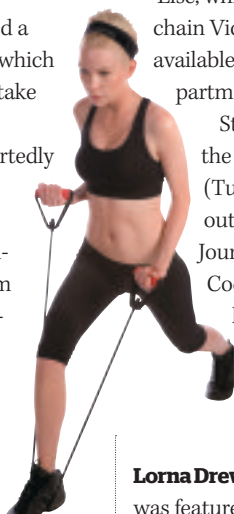
Each piece has been hand screen printed in the designer's studio in Brighton, England.

✦ Independent directional label **Else Lingerie** launched last month in department store Fenwick.

The retailer is stocking the US brand's chemises in black and ivory.

Else, which used to sell to US chain Victoria's Secret, is already available in several major department stores.

Stockists encompass the likes of Harvey Nichols (Turkey), stores throughout the U.S - including Journelle and La Petite Coquette - and high end lingerie boutiques, such as Sheen Undercovered and Odyssey in the UK.



Lorna Drew Nursing Lingerie

was featured last month on BBC1 documentary 'Is Breast Best?', presented by Cherry Healey.

The programme saw Lorna Drew Nursing Lingerie's Amy Bra be worn by busy working mum Karen, a breastfeeding mum who had just gone back to work full time and was interviewed by Cherry at a 6am breastfeeding session before work.

Triumph International partnered last month with London jewellery brand Tatty Devine on a new offer for its customers.

For 12 days in October, Triumph was offering a free Tatty Devine tape measure necklace to visitors who spent £60 or more in store.

The tape measure necklace is an update on Tatty Devine's original tape measure brooch, which formed part of the label's SS03 collection. The rosette is made by hand from a tape measure, featuring the Tatty Devine logo and metal detailing.

Actress Cameron Diaz celebrated forty years, last month, by modelling an **Agent Provocateur** Mazzy swimsuit for men's mag Esquire.

The panelled, bandage swimsuit has a triangle bra top, a high cut leg and body cut outs that reveal flashes of skin.

It was worn earlier this year by singer and former X Factor judge Cheryl Cole, who sported the swimsuit in her latest music video, Call My Name.

✓ **Wonderbra's** new campaign features a fully clothed model and innovative app that enables users to check out the bra behind her look.

The integrated media campaign centres around the new App, called 'The Wonderbra Decoder,' which seeks to bring the campaign message to life in an engaging way by targeting the brand's audience directly.

'The Wonderbra Decoder' allows the user to 'decode' the underwear secrets of model Adriana Cernanova, face of the brand and app.



NEWS IN QUOTES

"Sales suggest that breasts are bigger and better than ever before".

Debenhams' head of lingerie buying and design **SHARON WEBB** talks about how the best selling bra size has gone up from a 34B in 2010 to a 34DD in 2012.

"We are delighted to open our first UK retail space in Bluewater, one of the premier shopping malls in the country. Come and join the Swedish liberation!"

Bjorn Borg managing director **CALLUM SNEDDON** discusses the launch of the brand's first UK standalone store in Bluewater.

"The OFT recognises that most businesses want to play fair with their customers and to comply with the law."

OFT Goods and Consumer Group senior director **CAVENDISH ELITHORN** on alerting 62 of the UK's biggest online retailers that their web sites may not be fully complying with consumer protection laws.

"It is always better to do a bra fitting when recommending any product for post surgery, as the scar tissue must be considered and every surgery is different, and breasts are different."

M&S technical manager **JULIA MERCER** speaks about offering her advice on which post-surgery bras may be most suitable for women after various stages of surgery.

"It is by pure coincidence that the Aubade Autumn Winter catalogue features a model standing with a whip and, as with all our catalogues, the picture is in grey tones... Therefore Aubade could not have foreseen their lead picture could not have been more on trend."

Aubade Paris UK managing director **LAURA MCLELLAN** talks about how the Fifty Shades of Grey phenomenon has driven an increase in sales on Aubade's more seductive lines.

>> Something to say? Email info@lingerieinsight.com

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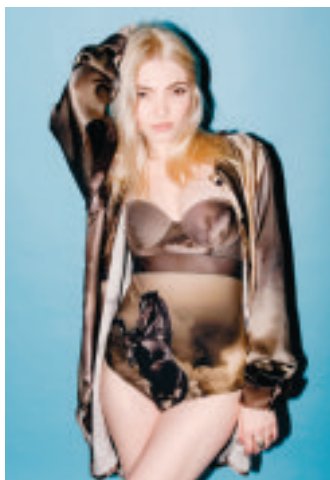
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NEWS REVIEW



London lingerie and loungewear label **Yes Master** has launched in Topshop stores worldwide for the AW12 season.

The retailer is stocking a range of the luxury brand's lingerie and swimwear pieces, including its Howling Wolf, Black Horse, Modern Pentagram and Star collections. The Yes Master products will be available in Topshop stores in London Oxford Circus, New York, Los Angeles, Moscow, Sydney and Tokyo, as well as online at www.topshop.com.

Loungerie label **Betty Blue's** was showcased at the Conservative Party Conference, last month.

The company, which was founded by De Montfort University graduate Betty Hobcraft, was shortlisted in a contest backed by Prime Minister David Cameron.

Hobcraft founded Betty Blue's after graduating from De Montfort University, with a degree in Contour Fashion. Before starting the business, she gained experience at companies including Lascivious, Buttress and Snatch and The Lingerie Collective.

Eveden chief executive Tracy Lewis, who was presented with the prestigious Ernst & Young Entrepreneur of the Year Award for best consumer product busi-

ness in the Midlands, has also been awarded Private Equity-backed Entrepreneur of the Year in the UK finals.

Lewis won the award for shaping Eveden into a global business, now serving over 50 countries.

Berlei is celebrating double medal success after two of its leading sports bras scooped both the silver and bronze awards at the Women's Running Sports Awards.

The winning duo, Berlei Fit and Berlei Running, were launched last year as part of the Berlei Sport range. They were awarded silver and bronze medals respectively in the Best Sports Bra category, following rigorous testing by an independent panel of reviewers.

Spanish hosiery and underwear label **Punto Blanco** has developed a specialist boxer targeted at ostomates. An ostomate is a person who has had an ostomy, a surgical operation to create an opening in the body for the discharge of body wastes.

The new boxer, which has been developed by Punto Blanco's R&D department, features a unique waistband, built with hooks and a rounded shape.

International music star Lady Gaga has donned a one off **marlies|dekkers** bra for a commercial, directed by Steven Klein, promoting her new perfume 'Fame.'

marlies|dekkers and SWAROVSKI ELEMENTS created the one-of-a-kind bra, which is a customized version of the well known Space Odyssey bra from the label Undressed by marlies|dekkers.



FIRST STITCH CELEBRATING EMERGING TALENT

Dora Lau, CEO, President and Founder of Dora L International, Inc., has launched the Curvy Couture line of bras, panties and corsets, targeted specifically at curvaceous women.

The DLI management team reportedly has more than 75 combined years of experience in the intimate apparel industry, having worked on such brands as Warners, Olga, Debenhams, La Senza, Contessa, Maidenform, Bodyslimmers, Self Expressions, Agent Provocateur, Oscar de la Renta and Valentino. Lau, who has herself spent around 20 years in the industry, said: 'I would like to make every full-figure customer proud to be curvy... I have heard their needs and wants.'

The Curvy Couture collection is inspired by actresses of the Silver



Screen, such as Ava Gardner and Marlene Dietrich, along with the architecture of their period.

The collection is designed to harmonize the detail of art deco stitching and the 'delicate freshness' of couture laces, incorporated with the comfort and function of tummy control panels and convertible straps.

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

STORE ENVY



PANTS, ARNDAL MARKET, Manchester

Men's designer underwear firm **Pants** has launched a new flagship store in the heart of Manchester city centre.

'Pants' stocks a diverse range of brands, including Diesel, D&G, James Tudor, Oliver Sterling, Voi Jeans, AussieBum, and C-IN2.

It also offers a unique in-store loyalty scheme, called 'Pants Points,' which allows customers to

save and redeem points against further pants purchases..

The business, which was recently awarded Business of the Year 2012 in the region's Pride of Tameside Business Awards, was founded in 2010 with a £500 grant from Tameside Metropolitan Borough Council and was previously trading in Manchester's Afflecks Palace.

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



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VOICE OF THE INDUSTRY

Lingerie & Social Change



LUCIE FARRELL,
marketing manager, Simone Pérèle UK

“Being French and a woman myself, I am passionate about my job with Simone Pérèle and the customer-centred values it stands for.

I have worked for the brand for four years, spending two years at the head office in France. In this economic climate, it is more important than ever to really understand what consumers are looking for and respond to their needs.

Simone Pérèle has a long tradition of speaking and listening to women through lingerie design and innovation; evolving its products in line with what women want. The history of the brand reveals some fascinating developments as the company continues to grow.

The label was started in 1948 by the corsetière Madam Pérèle and her husband, who forged a uniquely successful partnership from a workshop in Paris. Designs from our archives show just how in touch the brand was with the times. New innovations reflected great social events that were taking place in the world: changes such as the golden age of lingerie in the 1950s, where the post-war era bore a new femininity (see the Soleil bra and its pointed cup); the natural look of the 1960s and 1970s with the stretch revolution seen in the first lace and Lycra® Sole Mio bra; the 1980s high-glamour and 1990s cleavage; culminating in the ‘be yourself’

second skin of the new millennium.

Last month, we exhibited in the Lingerie Française: The Exhibition at the London Film Museum, which celebrated over 100 years of French lingerie history and was just fantastic to be involved in.

Half cups, push-ups and support bras; suddenly the world is our oyster, as far as lingerie design goes, and ‘choice’ is the industry buzzword. There has never been a more exciting time to work for a brand such as this. New designs include our Révélation range, launched in September, especially for the fuller bust. Meanwhile, our 3D spacer range, which gives a rounded shape without the extra volume, expanded last year with Caressence and five different shapes of bra - again, a response to the fact that many of today’s women have larger busts and a need for choice.

The family-run company continues to grow under the ‘hands on’ commitment of Simone Pérèle’s children and grand-children - we are all dedicated to keeping her memory and spirit alive. In the UK alone, the brand has grown by 49 percent in the last two years.

More sizes accommodate the international market, with DD+ cup sizes and back sizes from 30. Our aim is now to increase the success of the Implicite label in the UK - we will be able to confirm major customers in the coming weeks, so watch this space.”

NEWS REVIEW



▲ De Montfort University (DMU) Final Year Contour Fashion student Sian Whitefoot has won the global final of the **Triumph Inspiration Awards** at Shanghai Fashion Week.

Whitefoot, who beat 15 other students to win the UK final with her design Ecliptic Renewal earlier this year, will take home the grand prize of £15,000.

Salma Hayek has been spotted modelling a bra by luxury label **Bordelle** in the November issue of Harper’s Bazaar.

She reportedly received the Wrap bra courtesy of The Lingerie Collective, which regularly works with stylists to promote its bevy of independent directional brands.

The Made to Measure Wrap bra takes between two to four weeks to complete from the date of purchase.

▼ The lingerie industry is mourning the death of Neil Moore, who tragically passed away two weeks ago.

Neil Moore, who worked as a sales manager for **Naturana Ltd**, was highly regarded within the lingerie industry - not just for his professionalism, but also for his genuine warmth and ability to



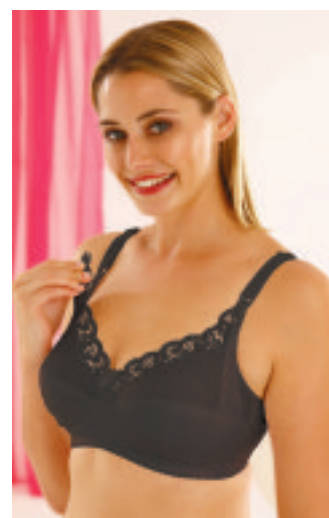
engage with his work colleagues and friends.

A former colleague stated: “He was always the complete professional and always enthusiastic about his job. He will be sadly missed”.

▼ **Emma Jane Maternity** is celebrating after sales of its 428 style nursing bra hit half a million.

One of the most popular products in the label’s range, the bra has picked up a series of awards, most recently a Practical Parenting Gold for best feeding top / bra.

The cups are made from 100 percent cotton and the undercups are made from two layers of fabric to provide extra support for ladies requiring larger sizes.



Harlette Luxury Lingerie has launched a new bespoke style, featuring real pearls.

The couture commission for the label’s new Sophia range consists of a black velvet, luxury soft cup bra and knickers, each individually set with its own South Sea Pearl that conceals a clasp.

The high end piece, which incorporates three South Sea Pearls in total, is available to purchase by direct order from the Harlette website.

Options include South Sea Pearl sets in Platinum, Rose Gold or Yellow Gold. Yellow pearls are also available for the ‘most serious’ pearl lover.

SPEAKERS' CORNER

SIMONA WALTERS
founder, Dolci Follie



STEWART REEDER
founder & CEO, Shy Guy
lingerie



AMANDA LORENZANI
co founder & MD, Fox &
Rose

HOW ARE YOU PLANNING TO MAXIMISE ONLINE SALES, THIS CHRISTMAS?

“This Christmas, we want to make the browsing and buying experience painless, straight-forward and fun. We are creating an online gift guide. Customers looking for the perfect present will be able to browse our top picks for each lingerie ‘mood’ (such as ‘Decadent’, ‘Luxury Lounging’ or ‘Naughty’), as well as read expert advice for specific needs (i.e. the best bras for D+ cups). We are also planning to create a Christmas Catwalk video to feature on the site, showing off the most beautiful pieces from our winter collection. This will give online customers a better idea of the look and feel of the lingerie.”

“Shy Guy Lingerie is looking to maximise online sales, this year, in a number of ways. Firstly, we will have a fresh marketing campaign to make people aware of our site. This will be a combination of online and physical press advertising. More importantly, we will be improving the shopping experience by reducing ‘clicks’, making the site look more festive and providing our customers with industry leading customer service. All purchases will be delivered free within Ireland and the UK, packed in our presentation boxes and tastefully gift-wrapped. The only thing our customers need to do is choose a product from our seductive ranges.”

“At Fox & Rose, we are focusing our attentions on a Christmas campaign aimed at engaging men who are on the hunt for that little something extra special for their loved ones. Using a combination of research, media outreach, social distribution and a tailored section of the website, we are looking to offer customers with an eye for luxurious detailing an easier way to choose the perfect gift for their partner. Imagery and education will be key to capturing those in our target market and our campaign will be fully integrated alongside our basic outreach, which includes search, optimization, social media, affiliate marketing and PR.”

NEWS FLASH

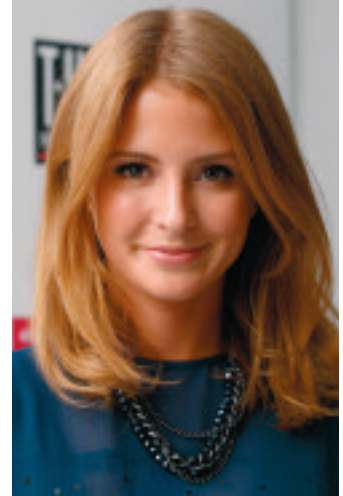
Luxury swimwear label **ELLE-EN-JETTE** featured in an episode of Made in Chelsea on E4, last month.

The brand, which is the brainchild of Made in Chelsea cast member Victoria Baker Harber, is set to enter the market for the SS13 season.

The first episode of Season 3 saw Baker Harber celebrate the brand's launch with a catwalk show, which was eagerly attended by the show's appreciative male cast members. The reality star's debut collection, Olympia, incorporates a series of one pieces, bikinis and cover ups named after Greek goddesses.

The majority of the collection is monochrome, with black and white being a primary focus. Double bagged edges, rouching and belts have all been introduced to flatter the figure.

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**MOST READ ONLINE**

- 1** IN PICS: Winners of the UK Lingerie Awards
- 2** Myla wins top prize at UK Lingerie Awards
- 3** Panache founder assaulted in Sheffield park
- 4** Fifty Shades of Grey products launch for Xmas
- 5** CAUTION: Lingerie Awards after party pics inside
- 6** Celebs flock to UK Lingerie Awards
- 7** MIC's Millie Mackintosh wears Huit lingerie
- 8** Charnos Hosiery hosts National Stockings Day
- 9** Victoria's Secret sexy little geisha withdrawn
- 10** Tallulah Love wins Best Dressed Competition



A Sweet Deal

LOVEHONEY CO-FOUNDER **RICHARD LONGHURST** TALKS TO **KAT SLOWE** ABOUT HIS BURGEONING EROTIC ACCESSORIES AND LINGERIE BUSINESS, DISCUSSING THE PROGRESS OF NEW SUBSIDIARY COMPANIES COCO DE MER AND BECHEEKY.COM, AS WELL HIS SUCCESSFUL BID TO BECOME THE INTERNATIONAL DISTRIBUTOR OF THE OFFICIAL FIFTY SHADES OF GREY ACCESSORIES COLLECTION - LAUNCHING THIS MONTH.

“It is an impossibly exciting task,” exclaims Lovehoney co-founder Richard Longhurst, as he attempts to describe his feelings on winning the international contract to manufacture and distribute the official Fifty Shades of Grey accessories collection. “I read the first book and I was overcome. I had to have a very long lie down. My Kindle melted.”

Lovehoney and Fifty Shades sounds like a natural fit. Both are British, both focus on sexual pleasure – Lovehoney’s catchphrase is ‘the sexual happiness people’ - and both are extremely lucrative; it is a match made in a very kinky heaven.

The Lovehoney group, which is currently one of the leading companies in the world for erotic accessories and

lingerie, was founded in 2002 by former IT journalist Longhurst and his web developer buddy Neal Slateford. The pair started the business after realising that there was a massive gap in the market for a technically strong website, selling good quality products and offering proper customer service.

“Basically, we were internet nerds,” reveals Longhurst. “I worked at Future Publishing. I was Editor of .net, an internet magazine. And, my friend Neil, who became my business partner, worked on Future Publishing’s websites... We left Future Publishing in about 2000 and had already decided that we wanted to launch an e-commerce store.”

The idea to enter into the erotic accessories business struck Longhurst

after perusing a variety of adult stores... The entrepreneur takes the time to explain that, at the time, he was already running an online shopping directory and it was in the course of developing this business that he first came across the e-tail sites.

“I was thinking, firstly, they were all technically very poor,” he says. “The sites didn’t function very well, they weren’t designed very well. From a customer service point of view, they were awful... They would say things like, ‘well, we have got this stuff for sale. If you order this thing and we don’t have it, we will send you something else and that’s tough t***’. There was no photography. Things were just shown in their packaging. You couldn’t see what you were buying.”

1,2&3

Lovehoney best-sellers: Cotelli Peephole crotchless body, Sweet Streak Parisian Ruffles basque and Dream-girl Black Diamond dress

4

Lovehoney co-founder Richard Longhurst

5

Coco de Mer Sylph bra set

"The descriptions were very poor. If there was a description at all, it was all along the lines of 'ooh yeh, go on. Shove this up her, she'll love it.'" Longhurst says this last statement in a funny, piratical accent – reassuringly, his 'bloke down the pub' impression doesn't appear to be aired too often.

Pertinently, according to Longhurst, the business launch took place a year or two after a famous *Sex & the City* episode aired, 'the one where Charlotte gets addicted to her rabbit'. On the one hand, Longhurst realised that such accessories were designed for the female market. After all, it was mostly women who were buying vibrators. However, on the other hand, all he could see were technically bad websites with no customer service, designed by men for men.

"So that was really it," Longhurst says. "We said 'okay, let's do a female friendly sex toy website.'

"We have grown every year. I suppose in the vernacular now, you would say that we bootstrapped it. We put in £4,500 each, back in the day - 2001 money."

Ten years down the road and Lovehoney has gone from a two man project, operated out of Longhurst's bedroom, to a multi-million pound international business. Today, the group not only runs e-tail sites Lovehoney.co.uk and US equivalent Lovehoney.com, but it also owns notorious luxury retailer Coco de Mer and e-tailer BeCheeky.com – both

businesses which it took over last year in an attempt to make inroads into the mainstream market.

Longhurst explains that the biggest battle to developing the business is the attitude of the mainstream market to his company's products. This is particularly pertinent when it comes to heightening brand awareness, a process that Longhurst claims is usually hampered by many media outlet's unwillingness or inability to run its adverts at peak times.

"When we were doing our TV advertising last year, it was just a big battle to get an advert to show at all," Longhurst says. "We are in a conversation with Offcom, ongoing, about when it is acceptable to sit on a sofa, on a TV shopping channel buried in the Sky programme guide, and show a vibrator. Turns out, they won't let you do that at 5pm in the afternoon. They won't even let you do it at 8pm in the evening. But, at midnight you might be alright until 4 O' clock in the morning."

Lovehoney's purchase of BeCheeky.com formed part of an attempt by Longhurst and his partner to get their adverts into the mainstream media. The pair decided to buy the ailing business and use it as a vehicle to carry their considerable range of lingerie products which, at the time, were retailing through Lovehoney.co.uk.

Longhurst says: "We thought okay, we have this big lingerie collection, let's do a lingerie website that can be a softer site for consumers. We can then advertise in more mainstream media, try and build an audience around that, and then softly, softly, softly, introduce that audience to other products that we sell."

Sales through the site have reportedly been steady. But, despite all his early and no doubt good intentions, the business hasn't been a huge focus for the erotica boss. This is because, three months after the partners bought BeCheeky.com, they were handed the opportunity to purchase something even more exciting.



"Be Cheeky was really elbowed aside by Coco de Mer," admits Longhurst. "Because that is obviously a fantastic brand, unrivalled in its market, the original luxury, erotic boutique - often copied, never bettered. And, Sam Roddick had a fantastic vision for it and made its name. But, it just needed some expertise, certainly online and just in running the business, as well."

First things first, the Lovehoney team made tweaks to the website, 'just things like the checkout' and brought stock levels back up to scratch. They also took out some of the site's more 'esoteric' features, such as campaigns that founder Sam Roddick was involved in, which at the time were carried out under the Coco de Mer umbrella.

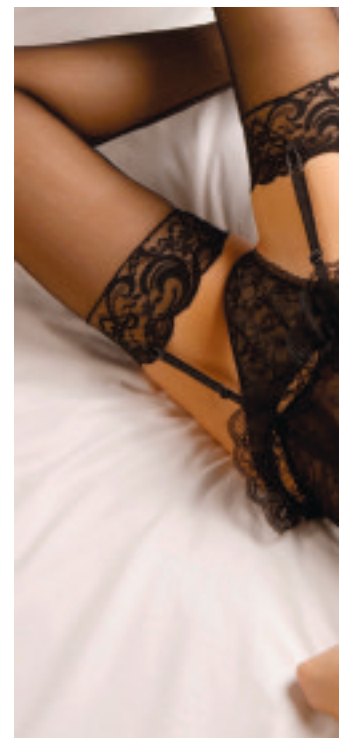
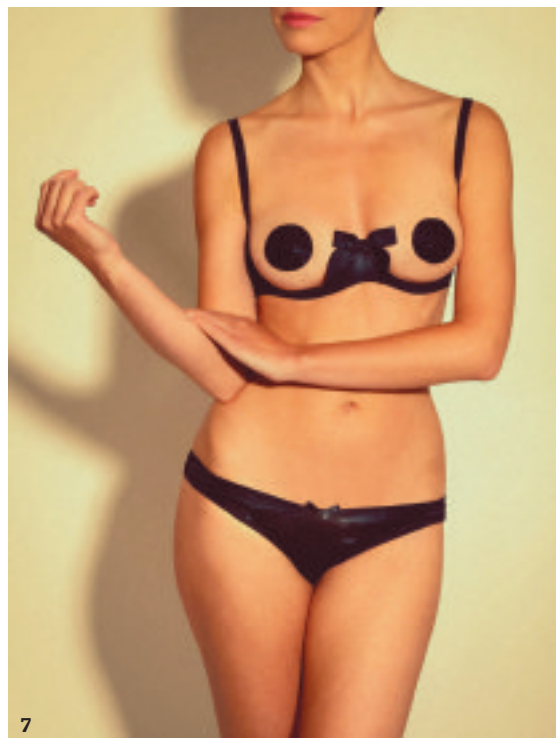
Over the past year, they have started the process of producing new, own brand lingerie lines, which will be released by the luxury retailer, each season. They have also developed new luxury bondage and toy lines, which will sell exclusively through the Coco de Mer boutique and website.

Once the in house and own brand product mix has been 'sorted' and further refined in store, the next step will be to look at the best locations around the world to launch a second boutique. This could, however, still be some distance off.

"We are not losing money anymore," Longhurst says, "but Fifty Shades of Grey is the main focus now."

And, it is Fifty Shades that may finally provide the solution to the original problem of mainstream attitudes to erotica.

"That's what Fifty Shades of Grey has



shown to these mainstream retailers," says Longhurst, "that they see more than 40 million books sold worldwide, so more than five million books sold in the UK and they see companies like us reporting a boost in sales because of it, so they are all rubbing their hands thinking, how can we get involved in this market? And, they can get involved with it by selling the Fifty Shades of Grey official range with our help, essentially."

Lovehoney first became acquainted with the Fifty Shades of Grey book earlier this year. The team, who always try and keep abreast of what is happening in erotic fiction and the 'market generally,' noticed when the self published novel - which started as a piece of Twilight fan fiction - hit the New York Times bestseller list. And, then, they continued to watch in amazement as the phenomenon rapidly gained pace.

"When it crossed over into the mainstream, it really took on that virtuous cycle of the more media coverage it got, the more people read it," Longhurst says, "so the more media coverage it got, so the more people read it."

It was apparently at a relatively early stage that the team realised that the book was actually changing attitudes and perceptions towards sex and sex toys. On grasping this trend, the company attended a licensing show in Las Vegas, where Longhurst met with the licensing agents for Fifty Shades of Grey and introduced them to Lovehoney. A pitch was made and six months later Lovehoney was appointed international distributor for the official Fifty Shades of Grey accessories range (excluding the Americas, the distributor for which has yet to be announced).

"I am sure they received pitches from dozens of companies for different product ranges," says Longhurst, "and I am sure that adult products was one of the key areas. We were delighted that they chose us..."

"I think what Lovehoney offered was to take the Fifty Shades of Grey name and work with E L James to design the products so they match exactly what was used in the books. And, then, expand upon that and make Fifty Shades of Grey this brand, this touchstone name, that people can instantly recognise and have faith in so, when they see a product with that logo

6
Fifty Shades of
Grey official prod-
ucts

7
Coco de Mer Bella
Notte bra set





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on it, they know that is the one they can trust and they can buy, and enjoy.”

The range currently encompasses twenty different products, consisting of both soft and harder bondage items. The items, which feature names inspired by passages from the books, include the ‘Inner Goddess’ Silver Pleasure Balls (£24.99), the ‘You. Are. Mine.’ Metal Handcuffs (£14.99), ‘Submit To Me’ First Time Bondage Kit (£44.99), ‘All Mine’ Deluxe Satin Blackout Mask (£16.99), ‘Sweet Sting’ Riding Crop (£16.99) and ‘Twitchy Palm’ Spanking Paddle (£19.99).

The breadth of the product range is designed to ensure that there are elements for every intimates retailer, no matter its ‘type’ of clientele. Longhurst is aware that while some stores may wish to take everything - including the vibrating ring - others might wish to start more sedately and test the waters with a feather tickler or blindfold.

“I think the ones that will do the best will be the blindfolds and the keggles because they are the main focus in the books,” says Longhurst, “but the one that I particularly like the most is the small vibrating bullets, which we call ‘we aim to please.’ It is a really simple toy, just very, very powerful.

“You see in the market, obviously, a lot of these really fancy rabbits. They swirl and they twirl, and they do all these amazing things, with features and functions, and so many buttons. But this is really simple, straight forward and powerful, and it really does what women want and enjoy - strong vibrations, no messing around.”

“We have got far too much to do,” reveals Longhurst. “Lovehoney.co.uk is still growing incredibly fast and we have got huge ambitions to make that even better known than it already is, and enhance its position as the leader online retailer in this market. We already have Lovehoney.com, the US retail site and other international

“The people who use sex toys have the best sex lives.” Richard Longhurst

The Fifty Shades of Grey products will be sold through Lovehoney’s wholesale arm, which already distributes the company’s own brand product range – first started to provide a point of differentiation for the Lovehoney.co.uk website – to retailers outside of the UK.

Lovehoney recently re-branded this part of the company Omora, in a bid to differentiate between the wholesale and retail sides of the Lovehoney business. Omora will still operate under the Lovehoney umbrella, but the new name will hopefully make it easier for customers at trade shows to know which part of the company they are dealing with.

sites will follow. I shouldn’t tell you where, because someone might copy us, but there will be more next year...

“Omora and the trade side of our business, particularly Fifty Shades of Grey, is a massive opportunity – not just for us, but for all the retailers that we want to supply. The Fifty Shades of Grey name is instantly recognisable now... It’s gone totally against the stereotype, which is you use a sex toy because you don’t have a love life and you are sad, and you are lonely, and you masturbate in your garret. In fact, the opposite is true, the people who use sex toys have the best sex lives.” ♦

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Be Cheeky best seller: Classified Gigi basque

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Be Cheeky best seller: Livia Corsetti Luna satin babydoll



French INVASION

LINGERIE INSIGHT INVESTIGATES THE FRENCH LINGERIE PHENOMENON, EXAMINING BRANDS' PLANS FOR THE UK MARKET AND QUESTIONING THE FUTURE DIRECTION OF THE ENTENTE CORDIALE.

Their top band of tax is going up to 75 percent and, according to the national media, we are about to see a wave of wealthy Frenchmen flooding into the UK.

But, can that be the sole cause of the growing attention to the nation being paid by French lingerie brands? More than ever before these classic labels appear to be recognising the benefits of selling to the British market.

Maison Lejaby is a prime example of a new ideology – one that doesn't just seem to place Britain near the top of its priority list but, as in the case of its new Maison Lejaby Couture range, puts it first.

The luxury label will launch its Couture collection in Harrods, this November, and then Rigby & Peller, several weeks before it goes on sale elsewhere in the world. The luxury range, which retails from £250 to £350, will be the first of the re-vamped brand's collections to become available to the consumer.

Maison Lejaby president and co-

owner Alain Prost says: "I am very excited. It is a real innovation on the market. It is still a niche market for the moment but, I'm sure, it will grow. The only other big luxury brand of lingerie is La Perla in Italy and, maybe, Agent Provocateur but they are a bit different.

"We are very excited to be launching a new French luxury concept onto the lingerie market. French

couture is very important worldwide, but there is no little sister in lingerie."

From 2013, the brand will do away with the Lejaby name and re-label all its products with the Maison Lejaby title. "There will be no more Lejaby, only Maison

Lejaby," says Prost.

The brand's core range Maison Lejaby Lingerie, fuller cup line Maison Lejaby Elixir and beachwear collection Maison Lejaby Plage will enter into stores in January, 2013. Maison Lejaby Couture shop in shops will also be opening in Parisian department stores Printemps and Galeries Lafayette shortly before the New Year.

"They both wanted exclusivity, but we couldn't give it, so we are now doing





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shop in shops instead," says Prost. "Our second collection, Maison Lejaby Elixir, is also very important, particularly here in the UK. We have been starting to present it to our customers over the past two weeks and the response has been very, very positive."

The plan, according to Prost, has always been to complete the turn around of the business within three years. It has now almost been a year since the chief executive took over the failing company and he claims that the business remains on track to turn its first profit in 2014.

"This year is a very difficult year for us because we are still dealing with the Lejaby of the past every day," he says. "That is mainly because our collection is still that of Lejaby in the past and our current supply chain remains affected by the impacts of the failure. It takes 12 to 15 months to do a new collection. The first stage of the new Maison Lejaby concept will be delivered at the beginning of 2013. The first collection 100 percent made by us will be in AW13. Next year, we should more

or less be breaking even and we will start to be positive in 2014."

Lejaby is not the only French brand that has reason to feel positive about the future. Luxury label Simone Perele, which will be celebrating its 65th birthday next year, has seen its sales soar over the past few years. From 2009 to 2011, Simone Perele increased its business in the UK by 53 percent and it expects that 2012 will see a growth of at least 18 percent.

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Simone Perele UK managing director Carole Launchbury said: "It's an extremely competitive market, so we have to work hard for all the sales, so the support from our customers is key.

"We are looking to continue building on our success in the UK market, plus further increase brand awareness. To have Simone Perele as the preferred brand for our major retailers and independents is our key goal. We will also be expanding our Implicite brand in 2013. The brand is now five years old and offers great permanent lines with even more sizes available, perfect for the UK.

Small back sizes, states Launchbury, are of particular importance to the UK consumer and this will be a strong area of growth for the brand moving forward. The managing director also feels that English customers have a stronger preference for bright colours than some of the luxury label's other markets.

Chantelle brand manager Alexandra Guevenex agrees that UK consumers possess a passion for vibrant shades. She says: "The English consumer is very fashionable and loves colours, preferably bright. Anything to forget about this awful weather! Light pinks or greens never perform as well, as they are not best suited to paler skin tones – again, mostly due to the poor weather..."

The brand's AW13 collection will draw inspiration from some of the label's current best selling products and will see the introduction of new shapes, styles and colours. Guevenex claims the four colour harmonies for Autumn Winter 2013, which are to reference some of the greatest capitals in the world, are 'sumptuous.' For Passionata, 2013 will finally bring the launch of the bigger cup sizes that its customers have been waiting for. Bar Rafaeli will continue as the face of the brand.

Guevenex hopes that the new year will see Chantelle continue to proceed down the path of growth.

>> Continued on p.21

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Simone Perele MD Carole Launchbury believes UK customers have a preference for bright colours

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Maison Lejaby's Couture line is launching in Harrods, this month

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Maison Close is looking to continue its growth in the UK market



A SERIES OF LUXURY FRENCH LABELS PRESENT **LINGERIE INSIGHT** WITH THEIR VIEWS ON WHICH ITEMS OF INTIMATE APPAREL ARE MOST LIKELY TO BECOME THE FUTURE CLASSICS.



SIMONE PERELE

"The 'Olympe' combines both classic and modern designs. Blending the geometric chequered patterns with the beautiful satin threaded flowers creates an almost three dimensional visual effect, so it is really stunning."



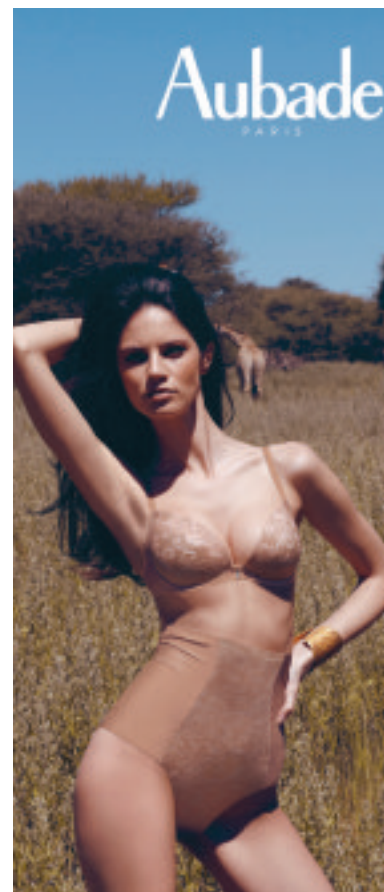
CHANTELLE

"A definite winner next season would be the design of our new Pont Neuf line: stylish graphic embroidery inspired by the shape of diamonds, combined with a very soft striped satin. A good supportive bra doesn't have to be dull. The range brings a breath of modernity and youthfulness to the entire three section support offering and will appeal to all ages and body shapes. The highlight of the range is the three part underwired bra, which ensures support and comfort for under £50 (available up to FF cup). The range also includes a soft cup bra also under £50, perfect for women who prefer non-wire bras."



MAISON CLOSE

"Villa Satine is definitely a classic Maison Close collection. The richness of the new fabric brings even more edge to this emblematic collection as it accentuates class, layering a deep, black satin with the finest lace. Great courtesans, refined and enticing at the same time, inspired this collection. This whole collection embodies the Maison Close spirit as every piece reveals a timeless approach to the power of femininity."



AUBADE

"In our opinion, the collection that will surely become a classic is Aubade's W9 Hypnodream. The style is a must have, with its highwaisted brief in black and raffia."

Continued from p.19 >> “Given the tough economic environment, we have been very pleased with our growth,” Gueveneux says. “Chantelle has seen strong growth across all channels, driven by a variety of new products, with innovation being a key

is the founder of Naughty Knickers, which acts as UK distributor for the luxury, erotic lingerie label. She says: “Maison Close has done very well in the past 12 months, especially in the UK market.

“Maison Close only works with

“Designer lingerie has a certain measure of nobility and seems to be addictive as a product. The crisis hasn’t affected us.”

factor. For Spring Summer 2012, the Spacer bra and the Memory Foam T-shirt bra were launched, both developed with women’s comfort in mind. They have performed extremely well to date, with C Paris Memory Foam and C Chic Sexy Spacer both being top sellers in our collection. Finally, our online sales (through retailers) have been great and are proving to be very encouraging for the future development of the brand.”

Maison Close is another French brand that appears to have performed well over the past year. Sarah Northey

the best shops in London, such as Coco de Mer, Naughty Knickers and Selfridges, which are references for designer lingerie... Designer lingerie has a certain measure of nobility and seems to be addictive as a product. The crisis hasn’t affected us.”

Maison Close is looking to continue its growth in the UK market over the coming year, during which period it will reportedly be announcing several ‘exciting’ new projects - mostly linked to fashion, TV, films and special events.

For AW13, it will continue to offer collections Nuit Blanche, Villa des Lys and Exquise Allure, focussing on characteristics such as transparency, Fleur de Lys lace and an erotic, nude-like pearl shade.

In terms of pure eroticism, Maison Close may be forced to compete with the likes of Aubade, which is described by brand director Claire Masson as ‘the most seductive brand on the French market’. She says: “Aubade was the first brand to look at lingerie as a product for both one’s pleasure and that of others.”

For AW13, Aubade will be offering a collection inspired by Russia, with three orientations: the folklore costumes, snowy landscapes and the world of czarinas.

Over the past few years, Aubade has opened three stores in the UK, which complement an existing network of multi-brand, retail partners.

“We wish to continue to develop our business in the UK market,” says Masson. “The boutique openings



6

should slow down towards the end of 2012 and 2013, as we would like to focus on developing the boutiques recently opened in order to increase their popularity and traffic... Our challenge for the coming years is to continue and develop our business to increase our notoriety and customer satisfaction.”

It is clear that the French lingerie labels are here to stay and they appear keen to make an impact on the increasingly lingerie savvy UK consumer. And, perhaps, other brands should take confidence from their extreme interest in the market and the inference that there remains plenty of opportunity for growth in the UK sector.

As Naughty Knicker’s Sarah Northey says: “British customers are adventurous, playful and daring. The potential for a brand that gathers these three characteristics is infinite. ♣



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Aubade’s classic Hypnodream product in black

6
Maison Close remains unaffected by the crisis, according to its UK distributor



Royal PLEASURE

A NEW ROYAL HAS COME TO TOWN. PRINCESSE TAM.TAM CHIEF OPERATING OFFICER **PIERRE ARNAUD GRENADE** TALKS TO **KAT SLOWE** ABOUT THE LAUNCH OF THE FRENCH BRAND'S UK WEBSITE AND HIS INTENTION TO OPEN A STORE IN LONDON WITHIN THE NEXT THREE YEARS.

“I think this can be a global brand and be a global success,” says Princesse tam.tam chief operating officer Pierre Arnaud Grenade at the launch of the French label's new UK e-boutique in London's May Fair Hotel.

The new website is a big step for the brand, which currently only does around three percent of its business online through its French e-tail store and online retailers, such as ASOS. “I think it is very small,” Grenade admits. “I want to increase it to around 10 percent. We have a lot of space to grow.”

Likewise, only two to three percent of the business' sales are made in the UK market, where Princesse tam.tam has an estimated 100 independent stockists and key accounts including Harrods, Selfridges and Fenwick. This is something that Grenade is also keen to grow by expanding the label's own retail presence. “The first step is to launch the UK website,” he says. “Over the next year, I think we will start to do some web advertising, buying key words... Clearly, the UK should be as big as France.”

The website is not the only method by which Princesse tam.tam plans to increase its presence in the UK market. It is also set to launch a series of own brand stores in London. Grenade is currently in the UK scouting for the perfect location for the label's first boutique in the country, which is likely to open in 2014/15. Locations that he is currently considering range from King's Road in Chelsea to Covent Garden.

Should the first store prove a success, Grenade then plans to open a chain of stores in the capital, before seeking

1



- 1
SS13 collection
- 2&3
Princesse tam.tam has launched a new UK website
- 4
Princesse tam.tam COO Pierre Arnaud Grenade

additional locations nationwide. He says: "Our first step would be to have at least ten in London... We are performing extremely well in France in department stores such as Galeries Lafayette. We are the number one lingerie brand in terms of sales on the shop floor. And, that is our ambition [in the UK]. We want to be number one..."

part of the fashion world."

And, it is not only Princesse tam.tam's design that sets the brand apart from its contemporaries, according to Grenade. He says: "In Paris, we have a workshop where we design and fit every piece. We bring the fitting, we bring the care in producing the fabrics... The phrase 'undress like a princess' reflects our philosophy."

"We are lucky that the level of desire we are creating compensates by far for the difference in currency."

Princesse tam.tam currently owns an estimated 160 retail boutiques. The majority of these are based in France, but the brand also operates stores in Belgium and Germany, and will be opening its first outlet in Tokyo on November 2.

Two thirds of the brand's business today still takes place in France, but this is a percentage that Grenade is determined to reduce to just one third over the next five years. And, he is convinced that the Princesse tam.tam concept will succeed.

"It is a two-fold market," he says. "On one side you have the basics and on the other side you have the very sexy brands. In the middle you have space... We can fill that space."

According to Grenade, Princesse tam.tam offers a strong fashion content at an affordable price, with briefs starting at Euro15 and bras from Euro25. "It is a fashion product," Grenade expounds, "and we are convinced that lingerie will become

In fact, so strong is the brand's concept that Grenade seems shocked by the suggestion that the economic climate and detrimental currency exchange rate could have placed a dent in the brand's profits.

"It has no impact," he claims. "We are lucky that the level of desire we are creating compensates by far for the difference in currency. It pushes us to be better. I think tam.tam is a kind of anti-crises type of brand..."

It is not just talk. Over the coming year, Grenade aims to launch 14 more stores in Europe and a website in Germany. He is also seeking opportunities to develop the brand in China.

"It has been a good year," Grenade says. "We did good business but, more than that, it re-enforced what we still have to do." ❖



Cheek Frills

NEW LABEL CHEEK FRILLS LAUNCHED IN SELFRIDGES, LAST MONTH, WHERE IT WILL BE ON SALE EXCLUSIVELY IN THE UK UNTIL THE END OF NOVEMBER. FOUNDER **LILY FORTESCUE** TALKS TO **LI** ABOUT THE INSPIRATION BEHIND HER NEW BRAND AND HER PLANS FOR THE FUTURE.



*Lily and Rosie
Fortescue model
Cheek Frills' debut
collection*

“So comfortable and cool that your other lingerie will be riddled with jealousy.”

What was the inspiration for the label?

I felt there was a need for a fun, comfortable ‘everyday’ underwear to make women’s morning decisions easy.

How did you come up with the name?

Cheek Frills was something that came to me after an hour of brainstorming. I love the pun and I love that it sounds oxymoronic of being cheeky and naughty...

Who is your target consumer?

They are for every girl from the 16 year old to the 60 year old with a fun imagination and naughty streak.

Why the days of the week?

It’s a cute and fun way of waking up and choosing which day you are putting on and makes the countdown to the weekend even more exciting

If you were to sum up your brand in one sentence, what would that be?

So comfortable and cool that your other lingerie will be riddled with jealousy.

Why should retailers stock your product?

Because there is nothing like it available and it is hands down the most comfortable and easy to wear underwear I have ever worn... They should also stock it because it sells and sells, and sells.

What are the prices of the products?

It costs £15 for a brief, boyshort or thong and £20 for a bra-let.

From where have you sourced the materials?

The modal cotton is from Italy. It is the highest ethically produced modal you can get.

Is ethical production important to you?

It is VERY important. We like to know that our fabrics are not exploiting anyone or damaging any environment.

What is your personal background?

I studied Philosophy and English at Bristol University then decided it wasn’t quite right for me to be only able to learn and brainstorm in a classroom.

I have always been very creative with textiles and art, and just love coming up with designs and ideas constantly.

How did the exclusive UK launch in Selfridges come about?

Selfridges is my favourite department store in London with the most FABULOUS lingerie section – I approached them a year ago with the idea and it was a working progress from there... They have been fantastic and we can’t wait to start selling.

What is it like to have your twin sister - Made in Chelsea star Rosie Fortescue - there to add her support to the project?

My sister isn’t involved in Cheek Frills at all apart from being an ambassador and a great face to the brand. We had so much fun working together on the shoot – we both love the brand and product so it was a walk in the park. My twin is super supportive.

Where would you most like to see your label stocked?

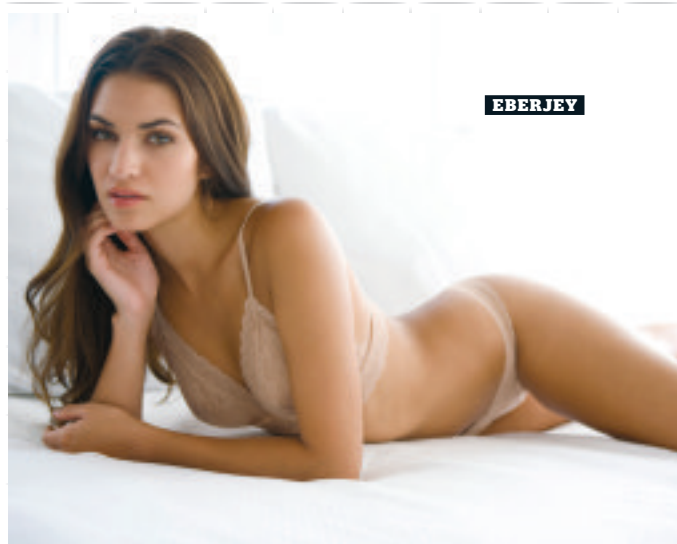
I am working on Asia, so the dream there is Lane Crawford and some of their fabulous lingerie boutiques – I would also love NK in Sweden and Barneys in NYC. What a line up that would be. ♡



Lily and her famous twin model the days of the week

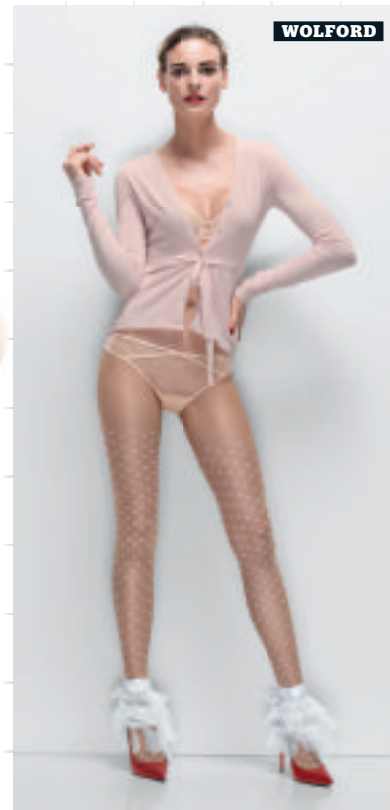


Lily and Rosie are both fans of London



The New Nude

NUDE HAS A NEW REPUTATION AND IT'S LOOKING GOOD. **LINGERIE INSIGHT** BRINGS YOU THE NAKED PALETTES THAT ARE MAKING PRACTICALITY PRETTY FOR SS13.



SIMONE PERELE



FLEUR OF ENGLAND



FRAULEIN ANNIE



Spare my
Blushes

Allow your customers to explore their femininity, this Spring, with these delightful blush shades.

TRIUMPH



PASSIONATA



SCULPTRESSE

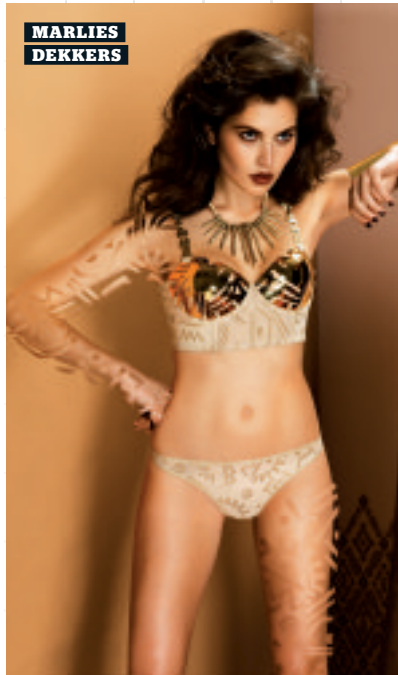


GOSSARD



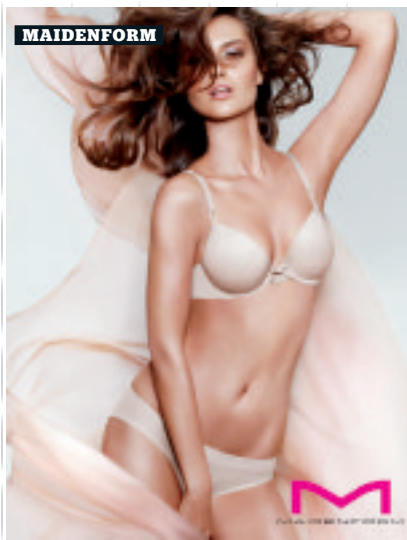


Prove your
Metal
Don't be shy to be practical. Make a statement with these metallic tones.

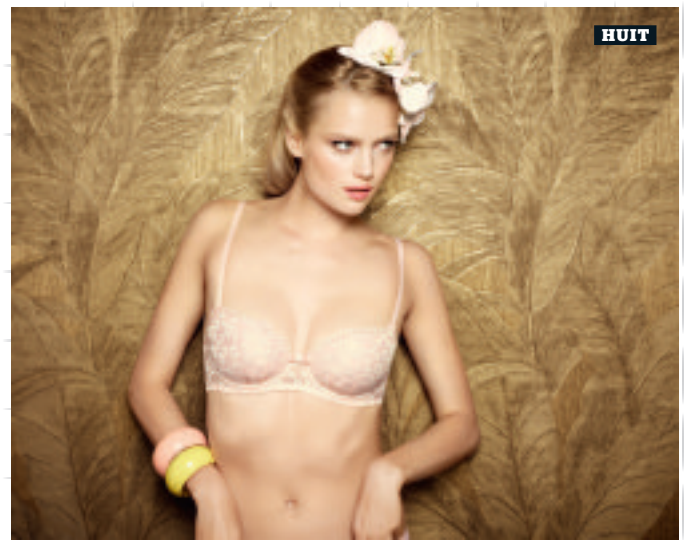




MIRACLESUIT



MAIDENFORM



HUIT



DKNY



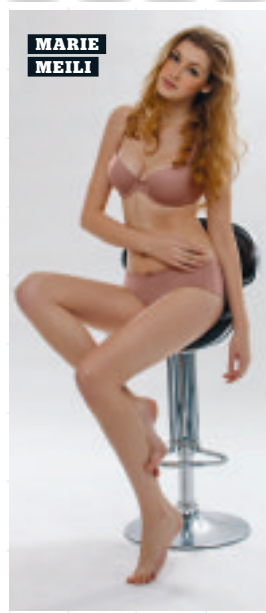
CHANTELLE



SCULPTRESSE



EBERJEY

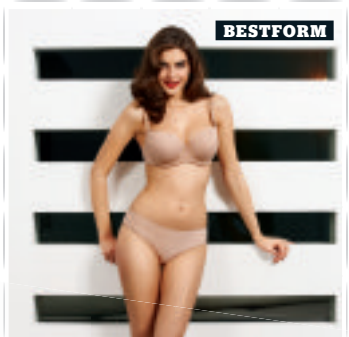


**MARIE
MEILI**



**SIMONE
PERELE**

True
Colours
We live in a world of colour
and diversity, so why shouldn't
underwear reflect the outer
reality? It's not black, it's not
white, it's shades of nude...



BESTFORM



**PRINCESSE
TAM TAM**

AUSSIE BUM

AUSSIE BUM FOUNDER **SEAN ASHBY** TALKS TO **KAT SLOWE** ABOUT HIS UNIQUE WAY OF DOING BUSINESS AND REVEALS HOW HE HAS FOUND A FRESH LEASE OF LIFE THAT IS DRIVING A RANGE OF INNOVATIVE NEW PROJECTS.

“I was an Aussie, but I was also a beach bum – that’s why it was called AussieBum,” says company founder Sean Ashby. “I really didn’t do anything. And, that is how it was started.”

Now the owner of a global business, with an annual turnover in the tens of millions, an estimated 1000 e-tail orders a day and a bevy of high profile stockists - that includes the like of the UK’s Selfridges, House of Fraser and Harvey Nichols - Ashby has come a very long way from his days spent simply with sea and surf. Yet, his voyage has not been without turbulent waters.

Ashby’s first career saw him work as a marketing executive - in the music industry - for international entertainment giant Warner. Despite an early passion for this sector, once he had reached the pinnacle of what he could achieve with the company, Ashby soon realised that the job wasn’t for him.

“You have an image of what you think a role will be, what you expect,” he explains, “and then, when you get into a role, it’s not quite what you imagined.

“So, I thought, I am going to become a personal trainer. I did all of that and I realised in that industry you just become a psychologist for people. They tell you all their problems. I realised that wasn’t for me and I tried to get back into the music industry.”

Unfortunately for Ashby, the rise of digital downloading and websites such as Napster mean that his job had pretty much disappeared. Over

the coming months, he applied for position after position to no avail. “The recession really was happening early to me because I couldn’t get a job,” he says. “I was either underqualified or underqualified. So, then I became a beach bum. I spent a lot of time on the beach because you didn’t spend money.”

It was while he was ‘bumming’ about that Ashby’s idea for AussieBum was formed. Every year, in Australia, there used to be a particular style of swimwear that Speedo created, which was described by locals as the ‘classic Aussie cozzie’. On discovering - after attempting to buy it - that the style had been discontinued, Ashby decided to make his own version the classic Aussie swimwear. He started out manufacturing products to sell to people on the beach, but was soon looking to expand his operation, an undertaking that he quickly realised would not be as easy as it first seemed.

“I started to present to all the major retailers and department stores in Australia,” says Ashby. “Everyone basically rejected the project, saying ‘you are competing against Speedo and all these other major brands. What makes you think that an Australian brand, a company called Aussie Bum, people would even want to buy it?’

“That’s when I got a bit of a chip on my shoulder, because I could sell it comfortably to people directly but buyers were saying ‘the trend is lycra, the trend is all these other things’, whereas I was very focussed on the classic Australian swimwear costume.”



At the time of the dot bomb, when most e-commerce was withdrawing from the internet, Ashby decided that if he could not sell his products to retail, he would build his own website and sell them direct.

He spent three to six months developing a website, getting all his mates together and photographing them on the beach in his swimwear. He then put a media release together and sent samples with the release to different magazines all over the world.

“Ironically, my very first order actually came from London,” says Ashby. “Two days later another order came and another order. Today, we now enjoy many orders. It all started thanks to the Brits.”

Business really took off when the product was worn by all the models in the music video for Kylie’s hit song Slow. Only weeks later, the head buyer for menswear at Selfridges got in touch. “He called one night, which was really surreal because I didn’t know who Selfridges were,” says Ashby, “and it was funny coming from my

1
*AussieBum founder
Sean Ashby*

bedroom, having to ask, 'so, could you tell me Selfridges is?'"

Today, 70 percent of AussieBum's business is done through its e-tail site and 30 percent through its bricks and mortar stockists, who include some of the world's biggest names in retail. And, contrary to the standard practice, Ashby is keen not to expand his business further.

"I don't want our brand to become like an Adidas, a Levis or a Billabong, where you can buy it anywhere," he says. "I still really like the concept that it is boutique and that it is very niche driven... Keeping it at a premium, you don't make as much money but the brand lasts a lot longer in the long run."

However, with ever 'Tom, Dick and Harry' having joined the online swimwear and underwear business since the company was founded, Ashby recognises the importance of continuing to have a strong USP. With an almost unheard of turn-around time of just one week, the number of new designs is only limited by Ashby's creativity and energy.

Despite employing around 40 people, Ashby still does all the design and photography himself. It was this work load that left the entrepreneur, in 2009, burnt out and – after working 12 to 18 hour days consistently over an eight to ten years period – he chose to take a few years sabbatical from heavy innovation. However, energy, motivation and joie de vivre now restored, Ashby is now back in the driving seat and determined to let his pent up creative impulses loose. "I was like 'I'm buggered, I'm knackered, I have had enough,'" he says, "so I had a bit of a lull in terms of I just wasn't being inspired. But, more recently, the adrenaline has all come back, so I am creating all new stuff again."

This Autumn, AussieBum has launched its new WrestleMe swimwear, which is based on the traditional all-in-one men's wrestling suits. "In the very old days, men in Australia wore swimwear that was like a one piece bikini with straps

over the shoulder," explains Ashby.

The label is also introducing Merino wool underwear, using wool that has been sourced from local sheep, and a new type of underwear that is made from a milk resin. The latter will launch in time for the Christmas holiday season.

And, it is not only his brand's products that Ashby is now looking to focus his renewed energies on. The managing director is also looking to revamp the company's successful e-tail site. The new site will change the way that the business seeks to communicate with its customers, embracing social media as a means to directly heighten profits.

Images that customers have uploaded of themselves wearing AussieBum swimwear or underwear, formerly only featured on the brand's Facebook page, will now be showcased on the main website. Furthermore, AussieBum will be looking to connect with its customer by utilising the latest social buzz in new and innovative ways.

"Let's say, for example, it is a thundering storm in London," says Ashby, "we are going to embrace that with the content that we put on there that day, as opposed to planning weeks down the track... There are heaps of shoots that I have done where it has been p*****g down with rain. So we will put an image up there and then we'd put a byline that says 'Forecast today in London: p*****g down with rain. Great day to wear this!'"

Every member of the company is encouraged to input into the overall social media content. "I guess it's like being on the Starship Enterprise," Ashby continues. "Each person has got their own terminal and each person in the company is contributing in a social media way."

This method of using social media to promote the company's products to consumers is just

another example of how, when Ashby is on his game, he is able to spot opportunities years ahead of the competition. And, he is well aware of the risk he takes by boldly going where no man has ever gone before.

"It's being different not for the sake of it, but being original," he says, "as opposed to falling into the belief that 'if you don't do this, you are going to fail'. I am quite prepared to take that risk but, at the end of it, at least I am doing it my way as opposed to the way that people think it should be." ♦

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AussieBum launches WrestleME swimwear for AW12



2

COVER STAR COMPETITION



IT IS LINGERIE INSIGHT'S SECOND BIRTHDAY, THIS NOVEMBER, AND - IN ORDER TO THANK OUR READERS FOR TWO VERY SPECIAL YEARS - WE ARE GIVING YOU THE OPPORTUNITY TO TAKE PART IN OUR NEW **COVER STAR COMPETITION**. TO ENTER AND BE IN WITH A CHANCE OF WINNING AN EXCLUSIVE, ONE OFF BASKET OF LUXURY PRODUCTS FROM HEDONISTIC LABEL BIJOUX INDISCRETS, SIMPLY PICK YOUR FAVOURITE COVER FROM THE SELECTION BELOW AND 'LIKE' IT ON THE LINGERIE INSIGHT FACEBOOK OR PINTEREST ACCOUNT.



Make your Breast Effort

IN THESE CHALLENGING TIMES, IT CAN BE DIFFICULT TO REMEMBER THAT THERE ARE THINGS MORE IMPORTANT THAN SIMPLY MAKING A PROFIT. AS THE INDUSTRY CELEBRATES **BREAST CANCER AWARENESS MONTH**, LINGERIE INSIGHT REPORTS ON WHAT ACTIVITIES A SERIES OF COMPASSIONATE BRANDS AND RETAILERS HAVE CARRIED OUT - AND CONTINUE TO CARRY OUT - OVER 2012/13, IN SUPPORT OF BREAST CANCER CHARITIES.

In March 2012, lingerie manufacturer **DB APPAREL**, umbrella company for brands Playtex, Wonderbra, Shock Absorber, teamed up with breast cancer awareness charity CoppaFeel! to help highlight the importance of 'checking your boobs'.

Throughout each of the DB Apparel outlet store fitting rooms, eye-catching posters featured breast cancer signs and symptoms, and info on how to spot them early - 'by looking and feeling your boobs there and then.'

CoppaFeel! chief executive Kris Hallenga said: "Working with DB Apparel at a retail level is a fantastic opportunity to educate women on the importance of checking their boobs regularly. One of our campaigns was inspired by the iconic Wonderbra ads - 'Hello



Boys,' so working with the brand felt like a natural fit."

DB Apparel UK managing director Paul Devin personally continued support for CoppaFeel! by running over 450 miles for the charity.

He said: "Inspired by Kris and her courage,

I am taking on a personal challenge in aid of CoppaFeel! Since Boxing Day and until April 16th, I am running 450 miles. 410 of them on my own in training, 13.2 in the Bath Half Marathon wearing a giant boob, then finishing in style by completing 26.2 miles in the Paris Marathon. Wish me luck!"

In July, 2012, a team of runners from **CHANTELLE LINGERIE** took part in a Race for Life charity fun run, raising £1100 for Cancer Research.

Race for Life is the UK's biggest fight against cancer project and the largest women-only fundraising event in the UK.

Since Race for Life started, in 1994, an incredible six millions participants have raised over £457million, more than any other UK event series raising money to fund cancer research.

This money has funded the work of over 4,000 researchers, doctors and nurses dedicated to helping more people beat cancer.

This year, **PANACHE LINGERIE** also struck up a partnership with UK breast cancer awareness charity CoppaFeel!.

The brand donated a percentage of the sales from its new, pink Panache Sports bra to the CoppaFeel! cause.

Panache Lingerie was inspired to get involved with the charity after marketing manager Steve Hazlehurst saw CoppaFeel! founder Kristin Hallenga's story on The Pride of Britain Awards show.

Panache Lingerie donated the money to a specific project, named 'The Boobettes,' who are a group of young women who have all been affected by breast cancer through having the disease, undergoing treatment or even just a breast cancer scare.

These young women act as ambassadors for CoppaFeel! and visit schools, colleges, youth centres, events and offices to educate the masses about the importance of getting to know their boobs.

COQUETTE has partnered with Save the ta-ta's on its SS13 collection, for which it will be donating a percentage of the proceeds to breast cancer research. Funds go directly to researchers, who are reportedly making groundbreaking progress in the diagnosis, treatment and prevention methods of this prevalent disease.

Coquette vice president of sales and marketing Marcus Horea said: "Being in the lingerie industry, we wanted to parallel ourselves with a recognised and reputable cause for women. Save the ta-ta's Foundation is an organisation that we support, and look forward to what this new relationship will accomplish."



ANITA is sponsoring the Scottish Thistles national netball team for the 2012/13 season, thereby backing the country's national Breast Cancer Care charity.

The team supports and helps promote the charity's Pink Friday initiative, designed to raise money for the Scottish organisation.

Anita also attended and sponsored the annual Netball Awards, held in Glasgow, last month. A raffle was held at the event, for which the proceeds were split with Breast Cancer Care.

Following a successful 12 year partnership with Breakthrough Breast Cancer and to mark Breast Cancer Awareness Month, **MARKS & SPENCER** collaborated with women who have recently had breast cancer surgery to create real life bra solutions advice.

The aim of the advice page was to share the real life experiences of breast cancer patients Fran, Christina, Charlotte and Sarah, and for M&S to provide expert advice for these women, and others, on future post-surgery bra shopping.

The women's individual stories revealed the different issues the four women affected by breast cancer had experienced, therefore highlighting some of the different requirements that post surgery consumers might have.

M&S technical manager for lingerie, Julia Mercer, offered her advice on which post-surgery bras may be most suitable for women after various stages of surgery.

In addition to real life stories, the advice page also included a downloadable PDF guide to post-surgery bras, which was created in conjunction with Breakthrough Breast Cancer. The guide explained why the right bra is so important and highlighted the different components of post-surgery bras, as well as detailing which M&S stores stock the post-surgery range.

M&S was reportedly the first high street retailer to create a range of post-surgery lingerie, after receiving a letter from a loyal M&S lingerie customer in 2005.

SHEER DELIGHT, a Centre of Excellence for Anita Care in Godalming, Surrey, hosted its Sixth Breast Awareness Event on October 13.

Both Jemma Barnes and Sandra Geeves, from Anita Care, attended to offer bra fitting services on the day for ladies who had booked an appointment.

Additionally, there was a tombola, pink bubbly, 10 percent off on all purchases and 'fantastic' goody bags.



A local boot camp raised additional funds with a sponsored fitness session. Kirstie Smillie offered styling sessions and Lisa Bevan was present to do some physio sessions.

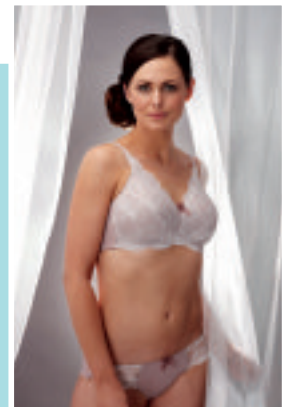
So far, Sheer Delight has raised over £5,500 for Breast Cancer Campaign with its events, this year, the retailer is hoping to smash its £8,000 target.

Last month, lingerie retailer **IRRESISTIBLE** hosted a five year anniversary party at Bohemia Bar in Castlefield, Manchester, in aid of North West Cancer Research Fund.

The event included champagne, cupcakes, a prize draw for an Irresistible goodie bag, 20 percent discount on the night and a lingerie catwalk show. All the ticket money went to charity.

Irresistible also showcased the collection it had designed exclusively for North West Cancer Research Fund, which includes luxury greetings cards, silk lingerie bags and a silk bra and knickers.

Irresistible ran a model competition on its Facebook page, with the winning entrants gaining the opportunity to be part of its catwalk on the night.



SHOCK ABSORBER returned to Richmond Park for its 5km and 10km WomenOnly run, last month.

Breast Cancer Care was the official charity of the event, which took place during Breast Cancer Awareness month.

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

Runners could take advantage of a warm up at the start and motivational music stations along the way.

Shock Absorber also drove awareness about the importance of wearing a sports bra while you exercise.



For Breast Cancer Awareness Month, **ROYCE LINGERIE** donated £1 to Against Breast Cancer charity for each bra sold from its Caress mastectomy range in October.

The Caress line includes best-selling style Jasmine, as well as newer designs like the Champagne Velvet bra which was launched in August. The offer was valid on sales made at participating Royce stockists across the UK and online at www.royce-lingerie.co.uk.

All monies raised during the event went directly to Against Breast Cancer and helped to fund ground breaking research to improve detection and increase survival after breast cancer.

Royce Lingerie commercial manager Jennie Steenkamp said: "Although breast awareness is brought to everyone's attention during the month of October, it's equally vital to 'Be Breast Aware' all year round – not just in October – which is why we have produced cards in conjunction with Against Breast Cancer, detailing how to make breast awareness part of your monthly routine."

This year, Royce Lingerie has also been looking to work with its stockists to increase the number of Bra Banks nationwide.

CHARNOSHOSIERY held National Stockings Day, last month, in a bid to raise awareness about breast cancer and support Breast Cancer Care.

The company started National Stockings Day five years ago to encourage women to



wear stockings and hold ups, and support a good cause during October's Breast Cancer Awareness Month.

Breast Cancer Care director of fundraising and marketing, Judy Beard, said: "One in eight women in the UK will develop breast cancer in their lifetime and many women feel that they lose their femininity during treatment.

"Charnos National Stockings Day is a great excuse to get together with your friends, have fun and treat yourself by wearing beautiful stockings, while helping to raise awareness about breast cancer. Breast Cancer Care wants to be there for anyone affected by breast cancer and we couldn't do this without the support from companies such as Charnos and their customers, so thank you."

BOUX AVENUE supported Breast Cancer Awareness Month, in October, by donating money from the sale of select pink products from its AW12 range.

Throughout the month of October, £1 from the sale of selected items went directly to Breast Cancer Care.

The selection included 21 pink lingerie sets, nightwear pieces and accessories.

All 21 styles were available to purchase in Boux Avenue stores nationwide and online at www.bouxavenue.com throughout the month of October.

SIMONE PERELE hosted two events with Rigby & Peller, last month, for the readers of YOU Magazine.

The events, which were held in Rigby & Peller stores in London, featured champagne, cupcakes and a luxury goodie bags for readers.

Event sponsors – who donated goodie bags, food and drinks to the event – included Bottlegreen, Smooch Cosmetics, Jelly Belly Gourmet Beans, Pop Kakery, Crumbs & Doilies, OPI, Creightons Chocolate and Versace perfume.

All attendees were treated to a fitting with a Rigby & Peller expert and there was a 20 percent discount on Simone Perele for all customers.

Proceeds from the event were donated to Breast Cancer Care.

This year, **ESTY LINGERIE** teamed up with The Breast Cancer Partnership, a division of Cancer Recovery, to raise money for the charity and to increase awareness of what women can do to reduce their risk of developing breast cancer.

As part of this campaign, Esty Lingerie and six of its designers created a total of 16 handmade lingerie items, including one-off designs made especially for the campaign.

The lingerie was auctioned off in October, National Breast Cancer Awareness Month, with between 25 percent and 100 percent of the sale price of each item being donated to the charity.

Items on offer at the auction ranged from vintage-inspired nightwear to bondage-style lingerie, a 'decadent' corset and luxury eye masks.

Esty Lingerie also donated up to 20 percent of every purchase through its website to The Breast Cancer Partnership during the period, as well as publishing simple lifestyle tips that its fans and customers could follow to reduce their chances of developing breast cancer.

ALEXIS SMITH LINGERIE collaborated with breast cancer charity 'Against Breast Cancer' for Breast Cancer Awareness Month.

Lingerie designer Alexis Smith gave £1 for every Pink Candy Stripe lingerie set purchased on www.alexissmith.eu to Against Breast Cancer.

Alexis Smith Lingerie is a brand that specialises in bras for women with large cup sizes and small back sizes. TOWIE star Jessica Wright acts as the current face of the brand.



pureTM
L O N D O N

10 – 12 February 2013
**EDITED, INTERNATIONAL
CONTEMPORARY FASHION**

BODY IS BACK

After its overwhelming success in August, Body returns for a second season revealing the most covetable names in lingerie, swimwear and shapewear.

Brands confirmed for February 2013 include: Bjorn Borg, Cosabella, Claudette, Fraulein Annie, Madame Shou Shou, Marlies Dekkers, Supertrash and Undone Lingerie.



For more information and to sign up for your free buyer ticket visit **www.purelondon.com** and quote BODY

In partnership with

 THE LINGERIE
COLLECTIVE


i2ieventsgroup.com

Legs Ahead

SIMPLE, ICONIC AND RETRO STYLES TAKE CENTRE STAGE IN INVISTA'S CONCEPT COLLECTION, PRESENTED BY THE COMPANY TO SHOWCASE THE NEW **2013-2014 TRENDS FOR LEGWEAR MADE WITH LYCRA® FIBRE.**

INVISTA, a leading global producer of fibres and polymers, has released its Legwear Innovation trends collection for 2013-2014.

The company's legwear experts predict that, in 2013-2014, consumers will aspire to achieve a well-balanced look with both colour harmonies and expressive contrasts, taking a view toward the calm, simple and iconic. They claim that retro looks will also

be in high demand, with modernity more evident in performance and touch than in pattern or shape.

INVISTA's 2013-2014 collection of trends draws inspiration from the likes of Givenchy, Yves Saint Laurent, Diane von Furstenberg and Donna Karan. These looks have been captured in eight key trends: Illusionist, Eye Candy, Baroque Splendour, Shaded View, Rock Chic, Clean Start, Cut & Paste and Cyber Sport.

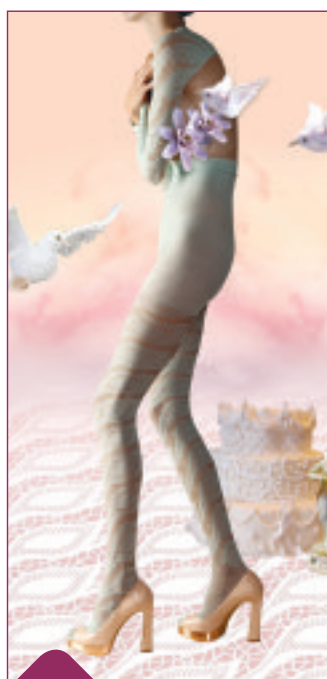


ILLUSIONIST

The Illusionist presents flattering optical effects such as twisted lace, alternate ribs and optical dots that elongate and slim the legs.

Black will be the first choice for shaper garments, but deep brown, beige, burnt orange and deep green will also feature.

INVISTA foresees a continuation of the coated aspect, the satin sheen polished leather and liquid latex looks.



EYE CANDY

The Eye Candy trend focusses on legwear in sweet icy pastels. Pale blues, greens and pinks will be of major importance for the summer 2013 season.

This style exudes femininity, romance and nostalgia with undulating lacy flowers and catchy tromp l'oeil hold-ups in extra matte powdered surfaces that add to the cosmetic appeal of the garments.



BAROQUE SPLENDOUR

Trending toward the super-luxe and opulent, these patterns are a calmer approach to the sumptuousness of the baroque period.

Legwear is adorned with theatrical flourishes including floral garlands, feathers and paisleys in rich jewel tones. Decorative garments will be combined with subtle plains, while plain apparel in luxurious materials allows combinations with more decorative legwear.



SHADED VIEW

Sensuality meets techno-inspired with synthetic, sheen, sprayed, graded and metallic effects.

Unexpected digital twists add flair to plain colours and textures.

Subtle marl effects, gradient colour aspects, shiny finishing and yarn effects address the raised interest in the artificial and futuristic.

Colours will range from frozen lilac to teal, black and steel grey.

**ROCK CHIC**

Geology inspires creativity in organic patterns, irregular textures and mineral sheen.

Natural shades of grey and beige will play to the calm overtone with misty marls, shadow lines and soft blurs creating atmospheric effects.

Subtle patterns or textures and surface effects will also be key in the 2013/14 season.

CLEAN START

Upbeat graphics and pure freshness are combined with sporty colour blocking in knee-high socks.

The inside-leg stripe seen in Prada collections is set to become an iconic fashion feature and, according to INVISTA, this style is an easy way to wear the look.

Legwear trends show iconic patterns artfully re-interpreted to become fresh and novel.

The colour palette will be a mix of soft and dark tones of coral, dove grey, lavender and deep purple.

**CUT & PASTE**

Laser-cut artsy patterns create revolutionary openwork and endless options for powerful colour-layering: black, vivid yellow, electric blue and icy pink.

From rhythmic slashes to bold floral cut-outs, these are the garments that encourage the consumer to play and experiment.

CYBER SPORT

This look combines dynamic design in red, white and black with smart performance for comfort and a feeling of control.

The sturdy graphics and geometrics are inspired by pixels, digits and QR codes.



INVISTA's new 2013/14 legwear trends collection utilises a number of the company's fibres and technologies including: LYCRA® FUSION™ fibre, LYCRA® 3D hosiery, LYCRA® BEAUTY hosiery, LYCRA® ENERGY socks, LYCRA® SOFT COMFORT fibre, and LYCRA® SPORT socks.®



10 STEPS TO **INCREASE WEB SALES THIS CHRISTMAS**

THE IMPORTANCE OF ONLINE RETAIL SALES INCREASES EVERY FESTIVE SEASON AND WE EXPECT THIS YEAR TO BE NO DIFFERENT. FIND OUT HOW TO GET A HEAD START ON CAPTURING E-SHOPPERS WITH THESE 10 TIPS FROM E-COMMERCE SPECIALIST **SHOPATRON**.

1 START YOUR XMAS CAMPAIGN NOW!

The air is frosty and, by the time you leave work, it is already dark. Winter appears to have come early, this year, and Christmas is lurking round the corner, ready to attack. If you haven't already, it's past time to audit and segment your email database, make upgrades to your online product descriptions and analyse your website performance. That way, you should at least have the kinks worked out by the time December comes around. And, it will arrive in the blink of an eye. Check off some tasks such as spending some time on AdWords keyword research for online

promotions. And, you may need to shoot new product images and video in preparation for that final festive rush, because when things start to get really busy you won't have time to do this groundwork then. Your next job is to audit and segment your email list and plan email campaigns based on inventory. Also, set up and do a test run of your AdWords remarketing campaign if you have one. Your final task is to activate any AdWords campaigns you have running and rev up social marketing activity. Now is the time to start sending out those emails that you prepared over the past couple of weeks and enjoy the fruits of your labours.



2 MOBILISE YOUR MOBILE PRESENCE

Your mobile website can no longer be a sideline to your e-commerce strategy. It stands to become this year's most valuable player. Smartphones are the shopper's new tool and convenience is the name of the game. Your mobile site needs to elegantly but simply address the needs of the browser, the price comparer, the person searching for a specific item, someone checking what's in stock, someone looking to buy in their local store, someone who wants to buy online, someone with a question, and someone who wants to add the item to their cart and buy it from their home computer later. And, it needs to do all that while still providing detailed product information and images, as well as customer reviews, to support all sales. Oh, and it has to do it all quickly, too. Mobile is something you want to do right this year and, if you haven't yet started, you are already running late. Also, be careful not to confuse mobiles with tablets. Tablets need their own separate optimisation strategy—one that revolves around images and video. Your tablet site has the luxury of courting customers who have some time on their hands and want to do some deeper research. Give them what they want with more image options, full product video, a more swipe friendly interface and a magazine-like editorial style. Don't change your shopping cart infrastructure, though. That should stay the same style across all platforms.



3 BUILD LINKS INSIDE AND OUT

Links from external websites via press releases, guest blogs and independent product reviews and other publishers not only introduce you to new audiences, they also help boost your SEO. Use your most coveted keywords and product names as the hyperlinks

within the text whenever possible. Working actively on building this kind of content now will help a few weeks from now. It is also a good time to review your internal linking to make sure you are making use of page-to-page links to your most popular products or hottest deals. Design a pitch and go on a PR mission, presenting story ideas and new products to magazines and industry blogs. Check all your onsite links for dead or outdated links and make sure you are linking using important keywords.

4 GO DEEPER WITH ADWORDS SEARCHES

Now is a great time to really dig into keyword research for your AdWords campaigns. What are people in your industry talking about? How can you use keywords from the current trends to drive traffic to your site? Also, remember how people search. Shoppers search for things like 'blue and red striped sports bra,' 'gift ideas for girlfriend' and 'luxury lingerie sexy silk lace'. They also search for things

like 'ethical underwear' or 'best bridal corsets.' Make sure you have AdWords keywords, ad text and optimised landing pages that will address the broad range of search terms. Use Google's keyword tool to see what people are searching for and then search for that same phrase to see what comes up in the results. Remember to target long-tail (longer, specific phrases) and short-tail (short, generic phrases) keywords. Constantly monitor for optimal results, it will help.

5 REFRESH PRODUCT IMAGES AND VIDEO

Attractive and comprehensive imagery (like this babydoll shot by Fleur of England) and product videos not only encourage more shoppers to buy your products, but they make it more likely that they are happy with those products when they receive them. But that's not all. Better product imagery can also boost your search rankings. Take this time to add keyword rich descriptions and alt tags to these on-page elements so that search engine crawlers can find them. Imagine a video of your product displayed in the results for the search query 'luxury babydoll sexy Fifty Shades.' And a

picture is worth a thousand words. Don't skimp. Poor photography can do more harm than good. Keep a spreadsheet featuring the image name, alt tag and description for your webmaster's reference.



6 ANALYSE AND OPTIMISE

By checking click patterns and exit pages through your analytics reports, you can often identify areas of friction or, alternatively, elements or items that are most popular on your e-commerce site. Armed with that information, you can make changes to some page features. Then run A/B tests to find out if the changes make a difference in your conversion rate. If a change, such as making product images larger or highlighting your great shipping policy, increases your conversion rate or average order value, you've got a winner. If not, then keep testing. Because these tests usually need to run for a month, on average, you need to start right away to ensure that your web store is running like a well-oiled machine by the time the holidays arrive.



7 REMARKET

The first way is running an actual remarketing campaign through AdWords. Remarketing through AdWords allows you to display an ad (or, preferably, a rotation of ads) on Google's display network to shoppers who have recently visited your website. You should segment your campaign based on the product or product category they looked at and, also, based on timely offers related to the holiday countdown. Make sure you customise the campaign to exclude those who have already completed their purchase. The second way to remarket is through targeted emails to shoppers who have abandoned their online shopping cart. The first email should be service oriented and ask if there was any problem with the purchase that could be addressed. The second can remind them of your free or flat rate shipping or your stellar return policy. Finally, you can offer a discount if they purchase right away. Or, if you aren't ready to discount, send them another email featuring customer reviews or media accolades about the product. Just make sure you aren't targeting shoppers who have completed a purchase. Narrow or widen the scope of your AdWords remarketing campaign in accordance with your budget and the success of each remarketing group. If you are emailing a discount offer to abandoned shopping cart customers, consider adding an *I already purchased it* link that brings shoppers to a landing page offering a similar discount on a complementary item.



8 CONSIDER IN-STORE PICKUP

I'm willing to wager that, if you surveyed a handful of your competitors, very few of them would be giving shoppers the option of in-store pickup. That's why you should. During the holidays, in particular, shoppers love the convenience of in-store pickup, citing shipping charges, waiting for packages and shipping time as the top reasons. In the two-week lead up to Christmas Day, in-store pickup really picks up and you could net a nice little sales boost if you offer it. In addition to the clear evidence that shoppers buy more during order pickup, the in-store pickup experience also increases the shopper's familiarity with your retail location, increasing the likelihood of them returning in the future to make additional purchases. One week before Christmas day, send an email reminding shoppers of the items that can be ordered online and picked up in store. If possible, flag online items in your online store that are available for in-store pickup.

9 EMAIL IS STILL POWERFUL

In today's world, you have to fight desperately for clicks and opens, so don't take a knife to a gunfight. Personalise and segment your emails based on purchase history or, if possible, browsing history. Send an email saying, *You got a lingerie set, why not show it off in one of our gorgeous silk robes?* and include some information on your latest wraps. Personalising your emails makes your offer more relevant. Plus, it shows you're listening and you know about your customer. If you care about them, they will care about you. You can't always offer a discount, so the focus of your other emails should be to add value to your customers' lives or make their lives easier. Don't churn out emails with generic subject lines like *New Holiday Products*. Get specific. Say *Ten Christmas Must Haves for Under £50* and then back up your claim in the body of your email. Or, make a *Gift Ideas for Girlfriend, £25 and Up* email featuring a selection of popular women's products. In the body, don't stop the momentum. If they clicked, you have their attention. Keep selling by including media references of your product.

10 OFFER FREE SHIPPING

If free shipping didn't matter there wouldn't be a day named after it (in the US, Free Shipping Day falls on December 17, this year). Shipping costs make or break a hefty percentage of all online sales. Of course, absorbing all those shipping charges has to be factored in, but there is a point where the increase in sales volume makes up for it. Free shipping directly translates to more sales and an increasing number of shoppers will abandon your store in search of free shipping if you are not willing or able to offer it. The key is not to write off free shipping as profit damaging, but to configure a program that allows you to participate in a way that generates the maximum profit for your business. Free shipping could be the most powerful, effective promotion you run. Dedicate some of your marketing budget to offset the shipping costs.



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Object of *Desire*

« **IVRESSE EXPLICIT BODY BY
IMPLICITE**

The Ivresse Explicit Body by Implicite sees archive lace intermingles with mesh for a creative revival.

Seductive cut out details provide the final touch to this dangerously tempting piece, made all the more attractive thanks to its very affordable price.

RRP: **£40**

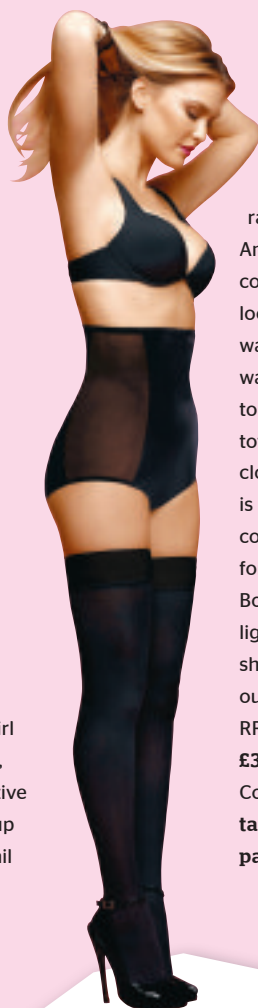


✦ **ORLA BY MASQUERADE**

Orla is a non-padded balconnet in vanilla exclusive Swiss swirl embroidery. The new, four piece cup styles offers a rounded, uplifted shape, with vertical seams drawing the eye. Supportive and 'sumptuous', the style has a seamless edge on the top cup which frames the bust, with delicate ribbon centre front detail and a cream enamel trim.

RRP: £63

Contact: **Panache**, 0114 241 8888
panache-lingerie.com



✦ **DELIGHT BY PASSIONATA**

Passionata has launched two pieces of shapewear in its Delight range; a high waisted brief and an open bust full slip. An ultra soft shiny knit is lined in the front and back, resulting in a combination of opaqueness and transparency for a 'sexy and modern' look on both products. A seamless bonding technology is used on the waist and legs on the high waisted brief and on the top of the slip to ensure total invisibility under clothing. Microfibre is used to guarantee comfort and softness for everyday wear. Both pieces offer a light shaping effect to shape the body without suffocating it.

RRP: brief, £24, slip, £36, bra, £33

Contact: **Passionata**, 0148 330 0880
passionata.com



NEW PRODUCTS
Lingerie Look



✦ **NIGHTDRESS BY NATURANA**

This new luxury nightwear collection, from Naturana, features a silk satin rose print nightdress with handkerchief hem, ruching on the neckline and piping on the waistband together with a matching top and tunic. The style can be teamed with coordinating trousers in a soft mint green, which are available separately.

RRP: nightdress, £89.95

Contact: **Naturana**, 0154 341 4441
naturana.co.uk

✦ **XMAS BABYDOLL BY OBSESSIVE**

Obsessive's Xmas babydoll is a hooded dress with open back, made of a red, elastic floral pattern fabric. The dress ties at the breast with a red, satin ribbon, finished with gold bells. Hemlines are decorated with snow-white fluffy fur. A matching thong is included.

RRP: TBC

Contact: **Obsessive**, +48 33 845 3230
obsessive.pl



✦ **ROXY BY ELOMI**

For the SS13 season, Elomi has launched the Roxy collection. Trimmed with 'cute' buttons and bows, Roxy offers a youthful mix and match, teaming a retro flower garden print in dark blue, turquoise, red and orange with a dark blue denim print. The longline bra is available in a 34-42" back, E-JJ cup.

RRP: £40

Contact: **Eveden**, 0153 676 0282
elomilingerie.com



⚡ **CALAMITY BY FREYA SWIMWEAR**

Calimity forms part of Freya Swimwear's SS13 collection. The style features pom pom trims, which frame a pretty speckled design over a bold scarlet base. It is available in a banded halter (C-H cup), bandeau bikini top (D-GG cup) and soft halter suit (C-FF cup).

RRP: **£21.50-£46**

Contact: **Eveden, 0153 676 0282**

freyalingerie.com/swim



⚡ **ACAPULCO BY MYABLUELUXE**

Acapulco is a brand new 100 percent silk cover up from luxury beachwear specialist MyaBlueLuxe. The cover up features purple dip dye and an elegant bow with silver beaded rectangles hanging down the back. It is available in sizes S-M and M-L.

RRP: **£135**

Contact: **MyaBlueLuxe, 0116 241 4627**

myablueluxe.co.uk



⚡ **NANCY BY PANACHE SWIM**

'Nautically nice' Nancy is a new range, in a retro exclusive intricate print made up of a navy base, with ivory, red and black cylindrical rings and co-ordinating navy binding. The styles are complimented by the nautical gold enamel effect apex rings, adding to the vintage feel of the print. Available sizes range from a D - K cup.

RRP: **£51**

Contact: **Panache, 0114 241 8888**

panache-lingerie.com

NEW PRODUCTS

Swimwear Sensation

⚡ **ORCHID FLOWER BY LISA BLUE**

This moulded cup bodysuit forms part of Lisa Blue's SS13 Orchid Flower collection. The full coverage swimming suit features moulded cups, underwire and adjustable shoulder straps. It is available in UK sizes 6 to 14.

RRP: **£155**

Contact: **Lisa Blue, 077 339 9617**

lisablue.com.au

⚡ **LACE PRINT SHELL BIKINI BY KISS ME DEADLY**

This exclusive lace print is featured on a 40's inspired soft cup skirted bikini set (pictured) and one piece. New for 2013, this bikini has a tie halter neck, back clip and side boning for support, and a faux tie skirt that works for many body shapes. It is available in sizes S-XL for delivery in April, 2013. This is a limited edition of 300 pieces.

RRP: **bottom, £55, top, £40**

Contact: **Kiss Me Deadly, 0207 502 1949**

kissmedeadly.co.uk



Social Lite

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



1



2



3



4



5



6



7



8

1

A model poses at the launch of the new *Princesse tam.tam* UK website in London

2

Guests attend to a speech being given at the *Lingerie Francaise* Exhibition in Covent Garden

3

Guests network at the *Lingerie Francaise* Exhibition at the Film Museum in Covent Garden

4

Heidi Klein co-founders *Heidi Gosman* and *Penny Klein* at the label's *SS13* launch in *Liberty*

5

Industry members peruse what is on offer at last month's *Textile Forum* at *The Music Room*

6

Lingerie Francaise Exhibition curator *Catherine Ormen* gives a speech at the event

7

Princesse tam.tam COO *Pierre Arnaud* attends the launch of the label's UK website in London

8

Princesse tam.tam creative director *Margot Vidgen* at the launch of the label's UK website



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