

# Lingerie

BUSINESS INTELLIGENCE FOR THE LINGERIE WEAR PROFESSIONALS

JANUARY 2013 / VOL. 04 ISSUE 01  
www.lingerieinsight.com



**RETAIL  
REVIEWS**

**NEW  
PRODUCTS**

**HOT  
TRENDS**

## **STARS AND STRIPES**

How Nichole de Carle  
harnessed the power  
of celebrity

## **DON'T LOOK BACK**

Maidenform's vision  
for the future

## **THE ONLY WAY IS SEXY**

Alexis Smith on  
big cups, small  
backs and  
Jessie Wright

# *New season, new styles*

We preview January's Salon International and The  
Lingerie Collective - plus where to find inspiration in Paris

*What buyers  
want*

WE ASK KEY  
RETAILERS WHAT  
THEY'LL BE SEEKING  
THIS SEASON.



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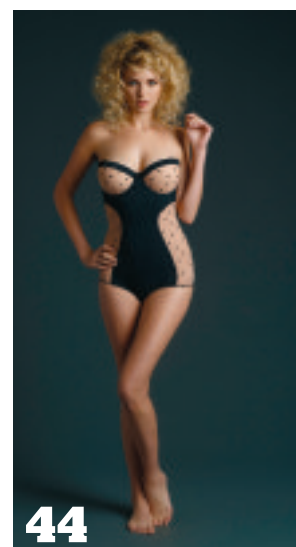
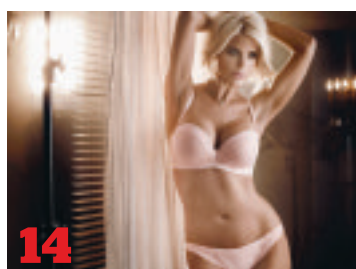
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## *“Of course, there’s no rest for the wickedly seductive”*

**T**his is my first issue as editor of Lingerie Insight, and what a time to join. As we go to press, Christmas is just inches away, with the well-deserved break it entails. But of course there’s no rest for the wickedly seductive, and looming ever closer is the frenetic activity surrounding the lingerie trade shows that mark the new season.

Personally I can’t wait: it will be my first opportunity to get out and meet the readers of Lingerie Insight. I’ll be doing my best to finding out what you love about the magazine, what you think we could do better and exactly how you want us to cover your fabulous industry.

January is also, of course, a chance to discover the brands and designers who are changing lingerie: making it more beautiful, more wearable, more useful, sexier and more exciting. Putting together our guides to Salon International de la Lingerie and The Lingerie Collective was an eye-opener, and wonderful, ambitious new labels seem to be coming along every day. We’ve included some of our favourites, old and new, but there are hundreds more designers out there waiting to be discovered – it’s going to be a busy season.

Which isn’t to rule out fun and inspiration. When in Paris for Salon, however busy we are at Porte de Versailles, there are certain spots we make it a rule to visit, to get our visual, cultural and retail kicks – our guide on page 22 is tailor-made for lingerie fanatics, and concise enough to be at least partially feasible during the Salon madness.

So if you spot me around the shows, or even in Le Crazy Horse, please come and say hello. It really is all about you.

*Gemma Champ*  
EDITOR, LINGERIE INSIGHT



### **JANUARY COVER**

**Cover:** Richard Stowe for Nichole de Carle

**Model wears:** Nichole de Carle

**Website:** www.wolford.com



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

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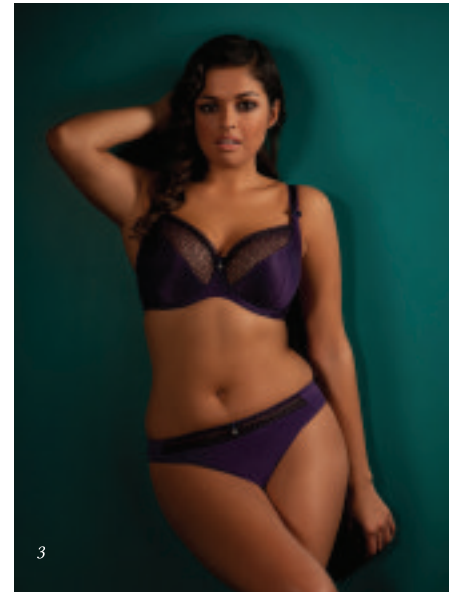
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*NEW Starlet Bra D to J cup RRP £29 Brief £14.50*

**6**  
*NEW Daisy Chain Bra D to J cup RRP £29 Brief £14.50*

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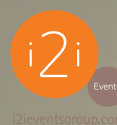
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# FRONT

**THIS MONTH IN LINGERIE AND SWIMWEAR**

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## EXCLUSIVE: ALL THE DETAILS BEHIND THE NEW LINGERIE RUNWAY SHOW IN NEW YORK

**T**his season will see the launch of the first ever catwalk-based fashion week dedicated to lingerie, New York's Lingerie FW, showing AW13 collections from February 22-23 2013.

The founder, Lauren Rich, has worked in intimates PR for several years, and says that

Lingerie FW, which will take place at the Metropolitan Pavilion in Manhattan, is a complement to the existing trade shows rather than a rival event, aiming to offer the same level of consumer exposure as the main fashion weeks such as New York Fashion Week.

"It will give exhibitors a platform to reach consumers

that a trade show can't do," she told Lingerie Insight.

"I one hundred per cent think trade shows are necessary, but trade shows only reach buyers and the trade press and maybe a few market editors from magazines – I really think the industry deserves a platform that can give the consumer press

something really exciting to report on in a way that a trade show can't offer."

Although, as with the traditional fashion weeks, the participants will be responsible for inviting guests, Rich is clear that the aim for the fashion week is to not only reach buyers but also

**>>> story continued on page 11**

**>> FOR IMAGES OF THE AW13 COLLECTIONS AND DAILY BREAKING NEWS VISIT [Lingerie.com](http://Lingerie.com)**

## NEWS REVIEW



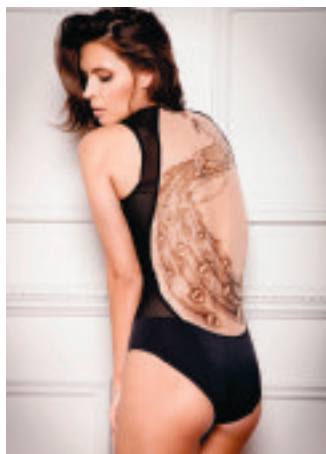
Images of Sofia Vergara wearing a **Gossard Retrovolution** corset while filming *Fading Gigolo* in New York were credited with increasing sales of the range. Vergara wore a Staylo bra, which features a deep V and a corset-like design, while filming the movie, which also stars Sharon Stone and Woody Allen. Gossard said that some retailers have seen a boost to sales of the Retrovolution collection up to 70% on last year, making it the brand's bestseller this Christmas.

After an only partially successful appearance on BBC2's *Dragons' Den*, **Aretha Solanke**, inventor of the **T-Strap**, saw online sales of her gadget – designed to suspend tights from a bra – rise as much as 30% in a day. Although she received no offers of funding, Theo Paphitis, the man behind the lingerie chain Boux Avenue, offered to trial Solanke's product in his stores. Solanke is still in discussions with Boux, as well as with other retailers, and reports a positive response.

The onesie continued to be a huge loungewear story, with *The X-Factor* repeatedly pushing the concept during the show, even getting Louis Walsh to wear a green one from **Onepiece**. The boyband Union J were pictured in

onesies from both Onepiece and **The All-In-One Company**, with both brands using social networking to build on the buzz.

The high-street adult chain **Ann Summers** premiered its Christmas advert in two parts on ITV2. A mild version of the advert, entitled "Christmas For Grown-Ups", showed after the watershed in the first break of the live edition of *The Only Way Is Essex*. A more explicit version aired after 11pm and the website hosted the "uncut" version, considered too steamy for television. The adverts drew complaints of indecency to the Advertising Standards Authority, but at the time of printing no action has been taken.

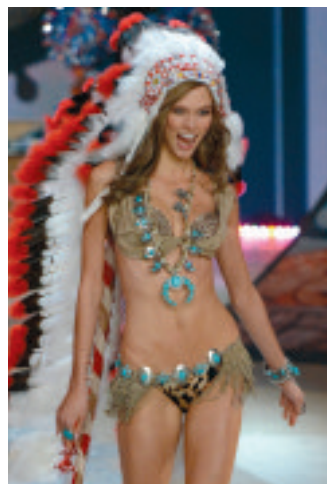


The luxury trend-driven British lingerie brand **Tatu Couture** found its first Paris stockist with **Mise en Cage**, a luxury erotic boutique apartment in Paris's 15th arrondissement. A number of Tatu Couture's statement bodies, bras and briefs have been custom-made for the boutique's owner Florence Abelin, and the Adele Bodysuit and the Grace high waisted brief feature the brand's signature tattoo designs. Mise en Cage and Tatu Couture will also collaborate on bespoke tattoo designs.

It was announced that Russia's first lingerie trade show, **Lingerie Expo**, will debut in Moscow, at the Crocus Expo Centre, from

February 5-8. It will take place twice a year, in February and September. Lingerie Expo has been put together by the ITE Group, who also run Moda UK, and aims to offer wholesalers and producers the opportunity to expand their Russian markets.

A month after taking place, the **Victoria's Secret** fashion show was aired on CBS in December, while also being streamed on the brand's website. In the "Calendar Girls" segment, which featured a look for each month, only 11 of the 12 looks were featured during the recording; November's model, Karlie Kloss, was omitted after her feathered headdress caused outrage among the Native American community following the original show. The broadcast spotlighted the South African supermodel **Candice Swanepoel** with a segment exploring her upbringing in her home country, and her discovery as a model, indicating that she is likely to be one of the brand's big stars.



The brand also received some unwanted attention, when **Greenpeace** released its Toxic Threads report, citing Victoria's Secret as one of the companies using toxic chemicals in its product. Later in the month, the Victoria's Secret website was spoofed by the feminist consent organisation **FORCE**, which created a fake VS site called **Pink**

**Loves Consent**, and then indulged in a touch of guerilla marketing by placing knickers bearing consent messages, such as "No means no", next to the brand's own slogan knickers ("Unwrap me") on the store shelves.

**Agent Provocateur** and **Wolford** both opened stores in London, while **Boux Avenue** opened its 17th UK store, in Glasgow's Silverburn area. Agent Provocateur posted a 24% sales rise, meanwhile, and Boux Avenue tapped *Strictly Come Dancing's* Ola Jordan to model its Christmas line.

**Kim Kardashian** caused an internet sensation with her lingerie cover shoot the French magazine *Factice*. Beneath furs, pearls and Christian Louboutin shoes, she wore nude and blush satin and lace lingerie predominantly by **Stella McCartney**, together with pieces by **Kiki de Montparnasse** and **Cosabella**, and hosiery by **Wolford**. She also wore vintage corsetry and suspenders from Costume Palace.

Berlei is to support British women's hockey as official partner of the Back to Hockey programme and the Official Sports Bra Supplier to the England and Great Britain women's hockey teams until after the Olympic Games in 2016.



GETTY



**>>>> story continued from page 9**

consumer journalists and bloggers who would not otherwise see the intimates collections on the catwalk and who are able to build excitement among consumers about the brands.

"I want bloggers and reporters and journalists and editors all sitting in the front row taking pictures and posting on blogs, Tweeting and Instagramming," she said. "I think what this kind of stage can offer is a direct avenue to reach consumers much more directly than a trade show can offer. With fashion weeks there's instant coverage that allows the consumer to get excited immediately, a season in advance, and that's what I want to offer intimates."

Rich said that the potential for participants to reach the consumer is greater than it has ever been, thanks to the popularity of events such as the Victoria's Secret Fashion Show and an increase in the presence of lingerie in popular culture, on stage and on the red carpet.

"Victoria's Secret has done amazing things to give the industry a voice, but I would like consumers across the States and globally to know more brands than just the big ones," she said. "There are so many beautiful lingerie and intimates brands, and I think they should all be reaching consumers on a larger platform."

Between 10 and 20 brands are expected to participate, and interested labels must go through an approval process based on various factors, including distribution channels and aesthetics. Rich said her team has already started to approach certain brands and have interest from major players, but she declined to name them until confirmation is received, and added that all high-quality intimates brands are welcome to apply.

"We are targeting everyone from emerging contemporary designers to mass-market brands to luxury people," said Rich. However she said that this was not an event for adult brands. "We want quality brands. If the brand's main distribution channels are sex stores, that's probably not going to fit."

The show has a range of price structures for interested participants. It will take place in two parts of the 3,000sq ft venue (pictured below) offering a catwalk space and a presentation space. The presentation space can take up to four designers, allowing emerging brands a more affordable option.

**Brands interested in showing as part of LingerieFW should contact Rich's team on [info@lingeriefw.com](mailto:info@lingeriefw.com)**



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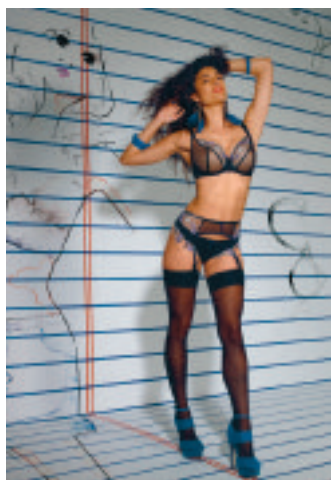
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## NEWS REVIEW



▲ The *Fifty Shades of Grey* effect remained strong at the end of 2012, with the online and bricks-and-mortar retailer **Leia Lingerie** reporting an 82% increase in basque sales year-on-year and an almost 100% increase in sales of suspender belts. The retailer also noticed an increase in the purchase of premium and luxury brands that make special-occasion pieces, such as **Fauve** and **Huit**. Nigel Addison, UK sales director, said: "So many women fell in love with reading *Fifty Shades of Grey*, and we've definitely seen a greater number come to us to vamp up their lingerie, looking for sexier styles rather than basic collections."

Online lingerie boutique **Fox & Rose** published the results of a survey that found British women had collectively received more than £100 million of unwanted lingerie as gifts, with one in five women never wearing lingerie bought by their partners. The boutique launched a Gentlemen's Lingerie Lifelines advice site.

They weren't the only retailers to aim their marketing guns at men shopping for lingerie gifts. The Oxford Street branch of **Debenhams** had "Stocking Fellas and Fillies" guiding men round the lingerie department and

giving advice on fit and style. Meanwhile, in Buntingford, Hertfordshire, the year-old **MyLingerie** boutique held a shopping event for embarrassed boyfriends and husbands.

The brand for fuller cup sizes, **Curvy Kate**, continued to use social media to the max with a Facebook campaign that was expected to reach a potential 12.5 million customers ahead of Christmas. The "Have a Curvy Christmas" giveaway ran across its three Facebook pages, which cover the UK, Australia and the USA, offering customers the chance to win prizes through an online app. Using a viral feature, fans can share the competition, and for every 10 shares they received an additional entry. Ten brands have offered prizes, including **Simply Be**, **Debenhams**, **Very.co.uk**, **Bare Necessities** and **New Look**. Last year's Christmas competition saw a fan growth of 48.3% and increased 'Talking about' 483%.

The winners of **Playful Promises'** design competition, launched in December 2011, were announced a year later. Each winner created a line to be sold as part of a Playful Promises limited edition. **Carli Pullington**, **Eva Lai** and **Pippa Davidson** designed pieces that offered their own spin on the brand's flirty styling.

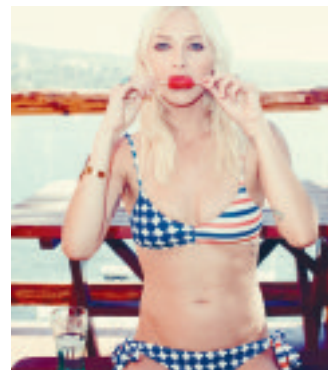
FIRST STITCH  
CELEBRATING EMERGING TALENT

Launching in July at Miami Swim Show and the Swim Collective, **Beach Riot** already has the credentials to gain a foothold in the swimwear market, thanks to the background of its founder, the designer Nicole Hanriot.

Hanriot is well known among the fashion set in California for her bohemian chic style, and her designs for the women's brand Tavik Swimwear were regularly featured in editorial shoots for magazines including *Elle*, *Marie Claire*, *Teen* and *VOGUE* and *Sports Illustrated*.

Her designs at Tavik were celebrity favourites too, with Rihanna, Vanessa Hudgens and Alessandra Ambrosio seen wearing her pieces.

Her new collection continues to



channel that cool Californian attitude, and focuses on directional trends, edgy designs, prints, bright colour combinations and sport styles, while still retaining a sense of femininity.

Hanriot's stated aim is to "create innovative and exciting collections that will colour the beaches with life."

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

## STORE ENVY



## VICTORIA'S SECRET, Herald Square, New York

If you were impressed by the New Bond Street branch of Victoria's Secret that opened in London over the summer, now's the time to feel slightly hard done by.

The three-floor, 8,000sq ft New York flagship, revamped and relaunched in November, is the largest in the world, and not only contains all of the VS brands - from Swim to Sport - but also hosts a

2,500sq ft perfumery, and screens playing a constant round of Angels, Fashion Shows and TV spots. The design is oh-so VS, with lots of plush pink and carved surfaces, Italian marble floors and custom ribbon chandeliers adorned with backlit Swarovski crystals, highlighting a 14-foot high focal wall showing the inevitable gigantic Victoria's Secret Angels images.

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



**NEWS IN QUOTES**

"Some of these thefts can be internal as well as external, though it's terrible to think of that. Lingerie is accessible, very stealable and easy to resell."

**PROFESSOR JOSHUA BAMFIELD**, of the Centre for Retail Research and Checkpoint Systems, explaining that lingerie is one of the most targeted items by fraudsters and thieves at Christmas.

"The most abundant hue in nature, the human eye sees more green than any other colour in the spectrum. Symbolically, Emerald brings a sense of clarity, renewal and rejuvenation, which is so important in today's complex world."

Executive director of the Pantone Colour Institute **LEATRICE EISEMAN** announcing that PANTONE 17-5641 Emerald will be 2013's most important colour.

"I am thrilled to be offering Versace Underwear and Versace Beachwear as complete collections. Both are unmistakably Versace and are designed for women and men who want to look and feel bold and sexy."

**DONATELLA VERSACE** on the release of the Versace intimates collections.

"Even in the fifties most women, including film stars, had foundation garment help in creating their tiny waists. Then they were called girdles and corsets and were a lot more uncomfortable than the modern versions, but thanks to innovative modern materials it is now a lot easier to get that coveted hourglass shape and nipped-in waist than it was in our grandmothers' day"

Head of lingerie buying and design at Debenhams **SHARON WEBB** suggests we are witnessing a new attitude to a body shape last favoured in the 1950s.

"There was a label on each one of them and they were from all over the world and they had been co-ordinated by the bunnies and sent from Australia and Milwaukee and the north of England. And the granny panties looked like granny panties and the 19-year-old blondes sent me some sort of feather boa thing that just looks like floss... It was amazing."

Actor **DAMIAN LEWIS** telling Ellen DeGeneres about the lingerie his fans, known as Damian's Bunnies, had delivered to him in a Victoria's Secret box.

» Something to say? Email [info@lingerieinsight.com](mailto:info@lingerieinsight.com)

**VOICE OF THE INDUSTRY****The talking cure**

**KELLY ISAAC**, founder, The Lingerie Collective

**C**ommunicate, communicate, communicate: it's a message I just can't emphasise enough. Because as the trade shows start up for the new season, and I start to ask myself how things can be improved for attendees of The Lingerie Collective – buyers and brands – one thing we can all improve on is communication.

Maybe it's the economy or the influence of fast fashion, but the gradual change towards late ordering and mid-season drops makes it imperative to be clear when coming to decisions on ordering. It's December now and people are still confirming orders for SS13 – something that used to be completed by September. That stretched season can make it even harder for designers and buyers to plan effectively.

The Lingerie Collective shows are so much fun – you get to see your industry colleagues, we attract the main buyers, you get to see what's out there and what's new, and that's really exciting. Everyone gets a buzz from it.

But the shows are the front end – and at The Lingerie Collective we like to get out in front of the other shows. So even though huge amounts of work have gone into researching, sourcing, designing, sampling and marketing, in many ways it's just the start – hard though this is when you've worked your socks off getting collections ready.

Shows can be hard work for all parties. Does this buyer really love your collection or are they just being nice? Is that buyer who was pushed for time genuinely not interested or have they already made a mental note to come back? If you get a no, is it really meant?

Should you try to change their minds? At what point do you accept gracefully that it's just not the right match – not this season, anyway? And with a long period of shows, do buyers go with gut instinct or wait until they've seen it all? How far do they go in bringing in the new versus established major brands?

The Lingerie Collective is lucky to attract many new luxury lingerie brands and they can be the icing on the cake for a retailer: they drive the innovation into the industry, they can make a store sparkle for the customers, and there's a wonderful enthusiasm to stock them.

All of these decisions can play out over weeks or even months – and that's where communication becomes critical. The smaller luxury brands need certainty over their orders to book slots with manufacturers, who have to be ruthless if deadlines are missed or pushed. Boutiques and stores need certainty over delivery dates to plan sales campaigns and merchandising.

In many instances, brands just don't have the ability to make orders that aren't confirmed. Equally, buyers need to be able to rely on delivery when making decisions. It cuts both ways.

In the excitement of the shows, it's easy to forget the less glamorous end of the business – the ordering times on fabrics, the shipment dates, the POs, the warehouse drops. And the only way to deal with this is by talking, and messaging and mailing so everyone is as clear as possible as early as possible.

Too much fine work, great plans and sales opportunities can get lost in the mix after the shows end. This season, let's not let communication let us down."

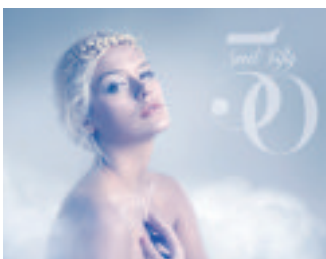
## DIARY DATES



**5-9th January, The Hospital Club, Covent Garden, London**  
**London Collections: Men** has its second installment, kicking off the menswear fashion season ahead of the Paris and Milan shows. A huge success last June, this is a great source of inspiration for men's loungewear, swimwear, underwear and nightwear.

**13-15th January, The Vinyl Factory, Soho, London**  
**The Lingerie Collective** London's boutique trade show for luxury brands, this is the spot to find those designers and labels that have a unique outlook, an exquisite aesthetic and probably an element of British eccentricity as well.

**19-21st January, Paris Expo, Porte de Versailles, Pavillon 1**  
**Salon International de la Lingerie** is the biggest show of the month, and celebrates its 50th anniversary in 2013, bringing together some of the world's most established lingerie producers and adding a touch of French panache with those exquisite Parisian brands we all love. In the same part of the Paris Expo, you'll find **Interfilière Paris**, offering the definitive trends in fabrics as far ahead as 2014. This season the emphasis is on lace.



## SPEAKERS' CORNER



**LORNA DREW**  
founder, Lorna Drew



**KATE DAWSON**  
founder, The All-In-One Company



**VICTORIA HOLT**  
founder, Fred & Ginger

## HOW DO CELEBRITIES AFFECT YOUR BUSINESS?

"I have been very lucky in getting some amazing celebrities to endorse Lorna Drew nursing bras including Jessica Simpson, Una Healy, Lily Allen, Fearne Cotton, and most recently the Duchess of Cambridge. The celebrities that we select to endorse Lorna Drew Nursing Lingerie help to differentiate our brand from our competitors in the market place and support the Lorna Drew Nursing Lingerie brand image of fashionable, elegant and innovative nursing lingerie for modern, fashion-savvy mothers. They create press and customer interest in our brand which increases sales. Do they sometime not work out, or become no longer suitable? Sure, but that's business."

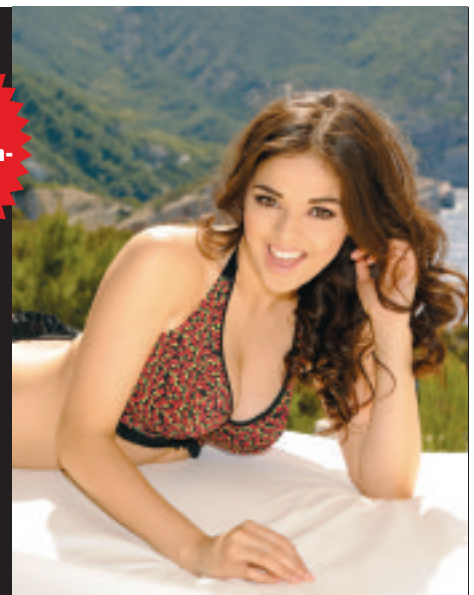
"While there doesn't seem to be a direct link with sales when onesies are featured on celebrities, it does have an impact on social networking and the sales that come from that. Social networking is a brilliant way to get our name out there. When a celebrity is wearing one of our all-in-ones, and is then Tweeting or Facebooking about it, it immediately provokes a rush of new followers and likes to our page. The CelebShop on our website has seen an influx of orders leading up to the Festive Season. We are very lucky that we have never had to push to get our onesies in the public eye - the production companies come to us."

"When we launched Fred & Ginger we wanted as many celebrities wearing the brand as possible! We didn't realise quite how difficult this would be - you rarely see shots of celebs in their bedrooms, and we rarely cross into the underwear-as-outerwear trend. We do have our fair share of celeb clients, but we are sworn to secrecy with confidentiality agreements! Last season an A lister wanted to kit out her entire staff with Fred & Ginger Lingerie for Christmas - she wanted 30 sets of an item that was out of stock in New York, within the week! We bust a gut for her and cant even shout about it - but you never know what friends she told! Actually you never will!"

## NEWS FLASH

The De Montfort University graduate whose first swimwear line, for Curvy Kate, is on sale around the world, will return to her alma mater as a judge in the brand's competition for students on the Contour Fashion course. Twenty-four-year-old **CHARLOTTE DAVIES** began working for Curvy Kate straight after graduation, and designed the swimwear collection just months later. The line has just gone on sale in Australia and will soon be launched in the UK by Simply Beach and the online outlet Lace Lingerie. She said of the achievement: "I feel proud but it's also a strange feeling because the design work was basically put to bed a year ago." She added, "It's really nice to have got a job that is using my design skills."

For more news visit  
[www.lingerieinsight.com](http://www.lingerieinsight.com)



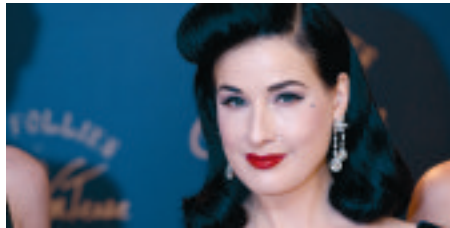
GETTY



# Lingerie.com

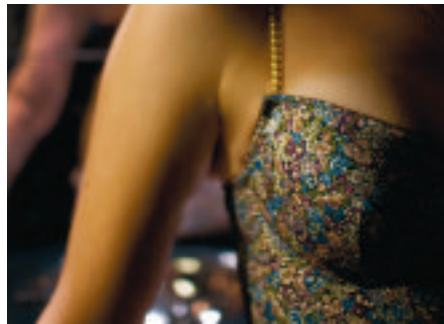
INSIGHT

## MOST READ ONLINE



- 1** Third of men wear tights under suit to the office
- 2** Dita Von Teese launches lingerie in Debenhams
- 3** FEATURE: Skin deep - cosmetic textile technology
- 4** OPINION: Is La Senza revamp overly vampish?
- 5** Ann Summers premieres raunchy Christmas ad
- 6** Special reports: spring/summer collections
- 7** Victoria Baker-Harber launches Elle-en-Jette
- 8** From pants to politics
- 9** Dragons' Den candidate's sales up 30% since airing
- 10** FEATURE: French invasion

## EDITOR'S CHOICE



### COLLECTION

#### Iris AW13

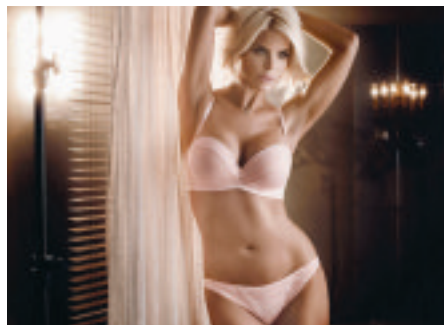
New luxury British brand is designed and made in Hackney, East London.



### VIDEO

#### Bar Refaeli shoots Santa video for under.me

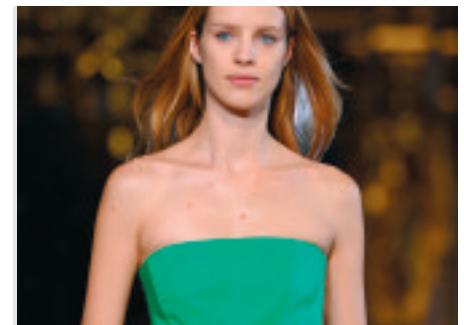
A cheeky festive message from her brand.



### NEWS

#### Victoria Silvstedt inspires Marie Meili

The actress has collaborated with the lingerie firm on a new range to be launched at Salon.



### INSPIRATION

#### Stella McCartney wins BFA Designer of the Year

Lingerie inspiration from her catwalk collection for SS13.



## LINGERIE TWEETS

"The older I get, the more I like #underwear for a Christmas present. #FactsofLife"  
**@Jockey**

"Forget black & red, the BEST lingerie comes in blue, lime green and orange..."  
**@GlamourMagUK**

"@lingerie\_addict @lindathebralady society always seems to want to categorise human beings into categories like packaged eggs #lesigh"  
**@InvestiYChest**

"WOW! nicholescherzy wears my very special bra from the coming summer collection! #sneakpeek"  
**@marliesdekkers**



*Sweet Fifty*

# SALON INTERNATIONAL DE LA LINGERIE

FALL WINTER 2013 | 14

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19. 20. 21 JANUARY 2013  
PARIS EXPO PORTE  
DE VERSAILLES PAVILION 1

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[www.lingerie-paris.com](http://www.lingerie-paris.com)



 Eurovet

Contact: Michèle JACKSON, [michele@promosalons.co.uk](mailto:michele@promosalons.co.uk), +44 208 216 3100





# Trade show *special*

As the new season kicks off in London and Paris, we pick out the top brands, speak to buyers about their hot picks for AW13 and seek out inspiration in Paris

**18** Preview: Salon International de la Lingerie

**22** Inspiration: where to go in Paris for lingerie and retail ideas

**24** We ask some top retailers: what do buyers want?

**26** The Lingerie Collective: pick of the crop

**28** Interview: Nichole de Carle ahead of TLC

# Salon International de la Lingerie

LINGERIE INSIGHT PICKS OUT THE AW13 HIGHLIGHTS IN PARIS THIS MONTH

**Date:** January 19-22. **Venue:** Pavilion 1, Paris Expo, Porte de Versailles, Paris

## MAISON CLOSE (Stand L60)

The French label will present three lines: Exquise Allure, in silky microfibre and nude shades; Villa des Lys, which uses elastic black lace for a sense of chic eroticism; and Nuit Blanche (right), with geometric designs in black mesh and microfibre, offering a rock'n'roll sensibility.

**Pricepoints:** From €24.90-€129.90 (RRP)

**Contact:** Stéphanie Bayot  
(+33 (0)4 86 26 06 48; s.bayot@lovely-planet.fr)



## PLAYFUL PROMISES (Stand K69)

In the Limited Edition area, this British company has been inspired this season by Russia, and the Russian Doll collection is opulent, structured and shapely. Bodies, longline bras and thongs feature cage-strap detailing and prints in crimson, midnight blue, antique peach and plush pinks.

**Pricepoints:** From £6-18 (wholesale)

**Contact:** Delphine Thwaites  
(+44 (0)20 3022 5827; Delphine@playfulpromises.com)

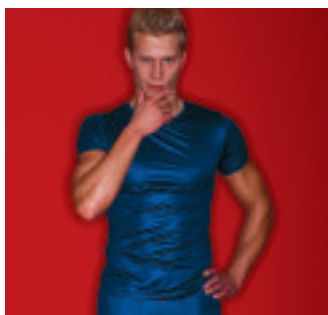


## OLAF BENZ (Stand L57)

In hall 1, the men's underwear manufacturer has divided its product into two segments this year: "Prêt-à-Porter", a more youthful, trend-led collection with graphic patterns and bright colours, and "Infinity", a more luxurious collection featuring cashmere mixes, Swiss cotton and Tencel, as well as microjacquards and the Olaf Benz Phantom Fabric.

**Pricepoints:** TBC

**Contact:** CEO Frank K. Markert  
(+49 (0)37 20 08 600)

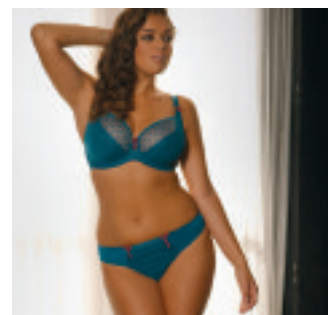


## CURVY KATE (Stand E42)

Incorporating AW13's warmest tones of berry red, chilli, watermelon, royal purple and petrol, the new collection from this brand for the fuller-busted woman radiates opulence with pendants, charms and embroidery finishing each look. The collection is darker and expresses the powerful, curvy women who model it and wear it.

**Pricepoints:** From £3.90-£17 (wholesale)

**Contact:** Rachel Jenkins, head of sales (+44 (0)7803 504 049)



## SCANDALE (Stand C48)

An evolution in style from its SS12 Sirène collection, AW13 sees the revived French brand expanding its shapewear essentials to help women discover their "S" curve. Ruby red is introduced as a key colour for the season, a signature shade for the Scandale brand. The collection aims for effortless elegance, day and night.

**Pricepoints:** From £12 to £24 (wholesale)

**Contact:** Davorka Suzic-Milinkovic (+44 (0)7786 730 264)

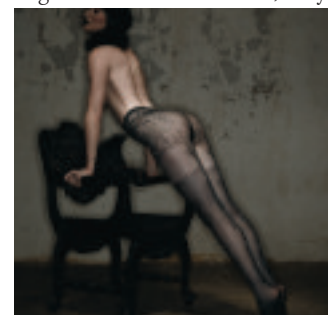


## ERICA M (Stand L70)

A young but exciting hosiery company from New York, Erica M is aiming to revolutionise the world of legwear with its elaborate, sexy designs. Its second collection, "Hedon", consists of four styles inspired by hedonism and spirituality, featuring highly intricate, strategically placed design motifs.

**Pricepoints:** From US\$48-\$55 (RRP)

**Contact:** Natasha Noorvash  
(+1 646 209 6070)





## FREYA LINGERIE (Stand D8E15)

The Ooh La La collection from Freya invites its wearers to flaunt their curves in the Electric City, with show-stopping geometric bronze lace detailing offering the style an indulgent finishing touch.

**Pricepoints:** From £16-£32 (RRP)

**Contact:** Evelyne Piegay (+33 (0)6 73 39 00 57; Evelyne.piegay@eveden.com)

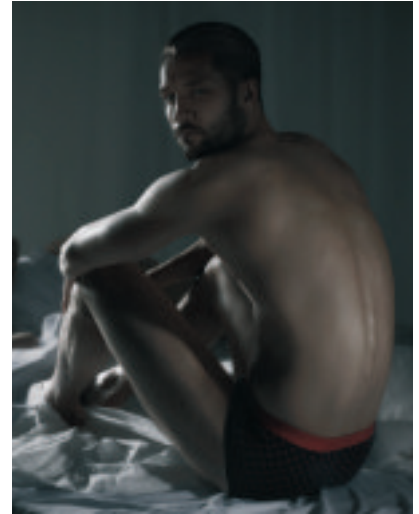


## DEREK ROSE (Stand G26)

The British heritage men's fine loungewear and nightwear brand launches its first full underwear collection, in specialised super-soft cottons, with innovative patent-pending details, such as the self-seeking closure.

**Pricepoints:** From £9-£15 (wholesale)

**Contact:** Eoin Cooney (+44 (0)7951 582 875; Eoin.Cooney@derek-rose.com)



## FRED & GINGER (Stand G75)

Handmade in the UK with the finest 100% silk and Chantilly lace, Fred & Ginger AW13 is available through the season, in four collections: Romance (right); White Russian; Indian Princess; and Tropical Paradise.

**Pricepoints:** From £25-£127 (wholesale)

**Contact:** Victoria Holt (+44 (0)7775 864868; victoria.holt@fredandginger.com)



## FAUVE LINGERIE (Stand D8E15)

Bold, dramatic and seductive, Fauve presents Agnes in noir, a collection designed for drama. This premium collection boasts two-tone lace and is finished with unique yarn designed to give a subtle glisten.

**Pricepoints:** From £28-£54 (RRP)

**Contact:** Evelyne Piegay (+33 (0)6 73 39 00 57; Evelyne.piegay@eveden.com)



## HUIT LINGERIE (Stand D8E15)

Inspired by the New York dance scene of the 1980s, the Backstage collection for AW13 features sheer geometric lace and attempts to capture the glamour, drama and attitude of an electrifying dance show.

**Pricepoints:** From £27-£36 (RRP)

**Contact:** Evelyne Piegay (+33 (0)6 73 39 00 57; Evelyne.piegay@eveden.com)



## INES DE LA FRESSANGE

(Stand H22-J21)

The launch of a collection by veteran model and Karl Lagerfeld muse Inès de la Fressange is likely to get the wider fashion world talking. Staple items look like including a play on the tuxedo for loungewear and delicate prints, in fluid silks and cotton.

**Pricepoints:** TBC

**Contact:** Gregoire Chalumet (gchalumet@lingerie.echat.com)



## MARIE MEILI (Stand B42)

The actress and model Victoria Silvstedt has worked with Marie Meili on the new Very Victoria collection, inspired by the colours of her favourite spots: the Mediterranean, Sweden and New York, coming in ice pastels, teal, violet and smoky urban shades.

**Pricepoints:** From £10-£45 (RRP)

**Contact:** Davorka Suzic-Milinkovic (+44 (0)7786 730 264)

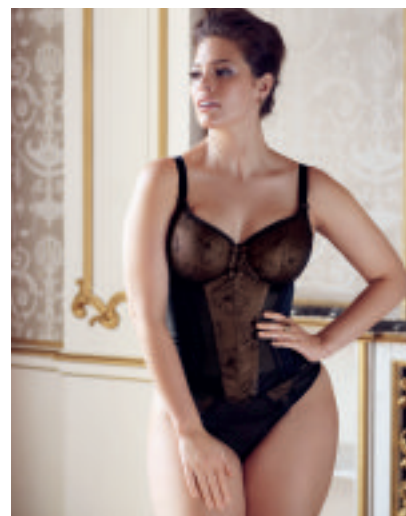


## ELOMI (Stand D8E15)

The classic, romantic Imogen line from Elomi offers sophisticated black and honey tones and floral shapes embroidered onto marquisette, topped off with a braid effect trim and sheer organza bow.

**Pricepoints:** From £22-£46 (RRP)

**Contact:** Evelyne Piegay (+33 (0)6 73 39 00 57; Evelyne.piegay@eveden.com)



## CHARNOS (Stand F86)

Returning to Salon after six years' absence, the Charnos AW13 collections channel femme fatale beauty, with a dark, romantic edge. Ornamentation is key, with lavish embroideries and sumptuous lace.

**Pricepoints:** Bras from £22-£32 (RRP); nightwear from £25-£65 (RRP)

**Contact:** Julia Brown (+44 (0)7710 842 949)



## LEPEL (Stand F86)

Also returning to Salon, Lepel offers an eclectic mix of everyday luxury and fun glamour. Colours are autumnal, and art deco inspires embroideries. Fabrics include soft-touch microfibre and satins.

**Pricepoints:** Bras from £17-£28 (RRP); nightwear from £20-£43 (RRP)

**Contact:** Julia Brown (+44 (0)7710 842 949)



## ANDREA BILLARD (Stand F70bis)

The British "haute lingerie" designer returns with her Monochrome collection. Key pieces in the line include two super-sexy fashion bodies and the popular AB/HL harness bacloxy bra.

**Pricepoints:** From £22.20 to £64.70 (wholesale)

**Contact:** Andrea Billard (+44 (0)7525 330 644; info@andreabillard.com)



## FREYA ACTIVE (Stand D8E15)

Freya Active's UW moulded style sports bra, in sizes 34-40B-C and 28-40D-H cup, come in blazing hot crimson, offering amazing support, and is complemented by a flat-seamed short for a VPL-free silhouette.

**Pricepoints:** From £28-£54 (RRP)

**Contact:** Evelyne Piegay (+33 (0)6 73 39 00 57; Evelyne.piegay@eveden.com)





**FANTASIE LINGERIE** (Stand D8E15)

For AW13 Fantasie is influenced by the Great Gatsby era of the 1920s. This season the Martina features a stunning metallic copper effect against super-soft black lace for a truly glamorous appeal.

**Pricepoints:** From £27-£36 (RRP)

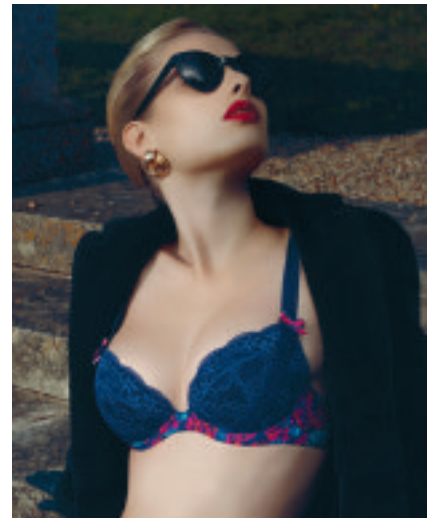
**Contact:** Evelynne Piegay (+33 (0)6 73 39 00 57; Evelynne.piegay@eveden.com)

**AUBADE** (Stand C8/D13)

Aubade has an expansive offering of eight collections for AW13. Slavic folklore, wintry ice queens and powdery pastels are among the influences, and jacquard, Leavers lace and jewel colours are present.

**Pricepoints:** From £14 to £52 (wholesale)

**Contact:** Laura Mclellan (+44 (0)7788 870 312)

**LELO LINGERIE** (Stand A52-A58)

As well as its silk lingerie, LELO's brand of intimate lifestyle products is world-leading. They recently launched two pleasure sets (Dare Me and Indulge Me) and will be debuting a new pleasure set, Adore Me, this spring.

**Pricepoints:** From €99 to €139 (RRP)

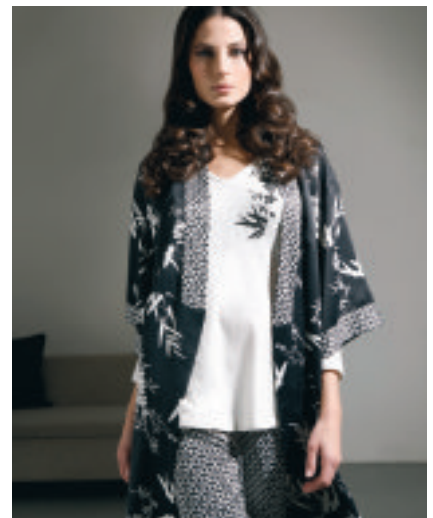
**Contact:** Max Rekarte (+34 (0)6 37 89 47 90; max@lelo.com)

**TAUBERT** (Stand F18-G19)

The German lounge- and nightwear company offers its super-soft, indulgent collections in vibrant shades played against neutrals, with print influences from the Far East, folk cultures and the animal kingdom.

**Pricepoints:** TBC

**Contact:** Homewear@taubert.com; +49 (0)8161 98 88 23

**PANACHE LINGERIE, SPORT AND SWIMWEAR** (Stand C51)

The Panache stand features all of its main brands – Superbra, Cleo swimwear, Masquerade (right), Swimwear and Panache Sport – but it will also show its Sculptresse line for the first time. Inspired by the hourglass figures of the 1960s and featuring the jewel tones of Fabergé eggs, the pieces are available in a 36-46in back and D-J cups. The AW13 Superbra collection is inspired by Art Nouveau, with a rich colour palette. The lavish, decadent Masquerade collection comes in a D-H cup and a 28 back upwards. Panache Swimwear is all about print, while Cleo is inspired by 1960s Miami. Panache Sport, which goes up to an H cup, will come in a new Raspberry and Red, and will introduce a new swimsuit, thong and an updated brief.

**Pricepoints (wholesale):** Superbra £5.70-£14.75; Panache Sport £6.25-£14.60; Cleo by Panache £5.70-£16.10; Panache Swimwear £7.50-£21.70; Masquerade £8.55-£36.30.

**Contact:** Steve Hazlehurst (+44 (0)114 24 18 888; s.hazlehurst@panache-lingerie.com)



# PARIS MATCH

THERE ARE FEW PLACES MORE VISUALLY INSPIRING THAN THE FRENCH CAPITAL, SO IT'S WORTH FINDING A COUPLE OF HOURS WHILE YOU'RE AT SALON TO HEAD INTO TOWN AND NOURISH YOUR CREATIVE SIDE. HERE ARE OUR TOP LINGERIE-FRIENDLY STOPS.

Words: Gemma Champ

## CULTURE



### IMPRESSIONISM AND FASHION

Try to catch the last days of this wonderful exhibition, which pairs some of Impressionism's most iconic works with original 19th century costumes, images and artefacts of the era. For anyone interested in corsetry, lace and fabrics, as well as costume's social context, this is an entrancing assembly of pieces. It's timed entry, so book ahead.

**Musée d'Orsay, 5 Quai Anatole, [www.musee-orsay.fr](http://www.musee-orsay.fr) (€12, until January 20)**

### FASHIONING FASHION: TWO CENTURIES OF EUROPEAN FASHION

Silhouette, contour and embellishment are all explored as part of this exhibition of 18th and 19th century pieces from the incredible fashion and textiles collection at Les Arts Décoratifs, at the Carrousel de Louvre. While you're there, drop into the major jewellery exhibition Van Cleef & Arpels: The Art of High Jewellery, to gaze at masses of art deco sparkle, and take in the Campana Brother exhibition Barocco Rococo, for a masterclass in making the elaborate baroque style modern.

**Les Arts Décoratifs, 107, rue de Rivoli, [www.lesartsdecoratifs.fr](http://www.lesartsdecoratifs.fr) (€9-18)**



### ULTRAMOD

This extraordinary haberdashers, or "mercerie", in a narrow passage off the Avenue de l'Opéra, is not a lingerie store, but it is packed with inspiration. There are two shops, opposite one another, one selling millinery trimmings and equipment, and the other full of sewing silks and notions. It's been there since the late 19th century, but was bought from the owners in the 1990s by a former financier, together with all the vintage stock therein, and it's the vintage pieces that are on sale: tulle, ribbon, silk flowers, threads, buttons... Jean Paul Gaultier is a regular visitor, as are many others in the Paris fashion trade.

**3 and 4 rue de Choiseul 75002**

### CARINE GILSON

While you're in the Saint-Germain neighbourhood, pop round the corner to rue de Grenelle, where you'll find several lingerie boutiques, including the Belgian designer Carine Gilson. In her chic premises the lovely kimonos, lingerie and swimwear are shown off to superb effect, their vibrant colour combinations set off vividly against pared-back décor.

**18 rue de Grenelle, [www.carinegilson.com](http://www.carinegilson.com)**



### FIFI CHACHNIL

Last May, the vintage-loving designer Fifi Chachnil opened her third Paris store, at 34 rue de Grenelle, and it is just as you'd hope: pinkish, girlish, witty, with curtains and dressing tables and feather-pom-pommed mules and bottles of scent, gorgeously showing off those frothy, frilly nothings.

**34 rue de Grenelle**



**SHOPPING****MUSEUM OF EROTICISM**

Not one for the fainthearted, certainly, but this is by no means a seedy porn museum. Just round the corner from the Moulin Rouge, in the Montmartre/Pigalle district (full of sex shops, but rapidly gentrifying), the museum has permanent displays of erotic art and artefacts from around the world, some thousands of years old, as well as temporary exhibitions on subjects like brothels or erotic photography. A fascinating spot for those interested in the sexier side of lingerie.

**72 Boulevard de Clichy, Pigalle, [www.musee-erotisme.com](http://www.musee-erotisme.com) (€8)**

**LE CRAZY HORSE**

Paris's famous cabaret spot, just off the Champs Élysées, may not be as well known as the Moulin Rouge, but it prides itself on its avant-garde artistry and its crowd includes Paris's great and good, as well as the likes of Christian Louboutin, Jean Paul Gaultier, Steven Spielberg and anyone else passing through. Artists on stage have ranged from Dita Von Teese to the late Serge Gainsbourg, and the tableaux are gorgeously choreographed, with exquisite dancers dressed by the corsetière Cadolle.

**12 Ave George V, [www.lecrazyhorseparis.com](http://www.lecrazyhorseparis.com) (from €85)**

**CADOLLE**

The corset-makers that have dressed everyone from Mata Hari to the Duchess of Windsor, and claim to have invented the bra for the 1889 Great Exhibition, Cadolle is a jewel of a shop on Rue Cambon (a few steps from Chanel's headquarters).

While there are gorgeous silken and lace readymade pieces in the boutique, the real treat is to have Poupie or Patricia Cadolle – the fifth and sixth generation – measure you for a bespoke corset from the best makers in the world. The price might seem extreme, but so is the quality. Book an appointment well in advance.

**14, rue Cambon, [www.cadolle.com](http://www.cadolle.com)**

**MAISON LEJABY**

Running parallel to Rue Cambon is the grand Rue Royale, so after a sneaky macaron at Ladurée, take the time to visit the new couture showroom of the revived Maison Lejaby. After near collapse in 2011, it has been revamped and turned into a salon of made-to-measure pieces in French lace and silk. It will be fascinating to see what changes have been wrought with this venerable brand.

**5 rue Royale**

**SABBIA ROSE**

One of Paris's most famous lingerie shops, this tiny boutique in the heart of the Saint-Germain-des-Près district has, in the 30 or so years it's been open, attracted film stars and rock icons for its beautiful silken nightwear and lingerie in a huge assortment of colours. The silks and lace are all made in France, exclusively for Sabbia Rosa, and special orders can be made to measure too.

**73, rue des Saint-Pères**

# THE BUYERS' GUIDE

## The ecommerce giant

*Figleaves.com's product and brand director Sue Herrick*

**Why do you attend Salon?** "It's a good way to 'sweep up' any brands or new stories that we may have missed. Also a great opportunity to network and see all brands together as we see each individually and the overall trends can get lost. We use the trend forums to get ideas for own brand designs, particularly colour forecasts."

**What brands do you ensure you see?** "Our premium French brands are very important to us and it's great to see them in their entirety and meet with their key team members."

**What new brands will you be keeping an eye out for?** "Anyone with innovation and luxury; those that are creating a buzz."

**What will draw you to a stand?** "Some brands just get 'the look' for the season nailed. They may not be somebody that you are used to dealing with but are must-have for that particular season."

**What trends do you expect for AW13?** "A return to the 1980s! If lingerie follows outerwear trends, as is the norm, we will be seeing this in the lingerie and nightwear areas."

## The established favourite

*Rigby & Peller's buyer Charlotte Elliston*

**Why do you attend Salon?** "In order to meet with key accounts to discuss current ranges/performance and view new collections; also to gain an overview of seasonal trends and view catwalk shows. We also try to visit Interfilère to look at fabric trends and new fabric developments and The Lingerie Collective in order to view up-and-coming brands that are often more fashion-forward."

**What brands do you ensure you see?** "At Salon we try and fit in all of the European brands we currently stock such as PrimaDonna & Marie Jo, Empreinte, Simone Perele, Aubade, Lise Charmel, Anita, and many more."

**What new brands will you be keeping an eye out for?** "Any brands that can offer something new to the market. We are always looking to improve our offering in terms of sizes - smaller backs and larger cups are always important as is an excellent fit and high quality in terms of fabrics and styling."

**What will draw you to a stand?** "Eyecatching product will always draw our attention."

**What trends are you looking out for in AW13?** "Autumn/winter is always full of glamour and seduction! We'll see rich colours, with opulent styling, and I think lace is also going to be key."



**IT'S ONE OF THE BIGGEST LINGERIE TRADE SHOWS OF THE SEASON, AND EVERYONE FROM BOUTIQUE BUYERS TO INTERNATIONAL MANUFACTURERS WILL BE FIGHTING FOR BUSINESS. WE ASK FOUR OF BRITAIN'S MOST INFLUENTIAL BUYERS WHAT THEY'LL BE LOOKING OUT FOR AT SALON INTERNATIONAL DE LA LINGERIE.**

### **The leading department store**

*Helen Attwood, head lingerie buyer at Selfridges*

**Why do you attend Salon?** "Salon offers a really comprehensive overview of the marketplace in general, and we're always keen to see if there are any interesting new brands or launches. My team and I love The Lingerie Collective too, as we enjoy looking at new designers, but don't always have time to make individual appointments with them - so the show gives us the chance to see them all in one place, and talk to the designers directly."

**What brands do you ensure you see?** "We like to see as many brands that we don't currently buy as possible - it's the best use of our time. We make appointments in London with the brands that we do buy, so this is our chance to go out there and see what is new."

**What new brands will you be keeping an eye out for?** "I couldn't possibly say! We're generally always watching a couple each season."

**What will draw you to a stand?** "We try and see as many stands as possible keeping in mind that every one of them may hold treasures. Anything that's not currently available in the UK is always of interest, as exclusivity is always a consideration for us, and also front of mind is what would work visually on our website as we're building our online business all the time."

**What trends are you looking out for in AW13?** "For AW13 one of our main focus areas will be gift."

### **The online indie**

*Fox & Rose's co-founder Alexandra Miro*

**Why do you go to Salon?** "It's very convenient to see so many interesting brands contained in one space."

**What brands do you ensure you see?** "We always visit our key brands: Mimi Holliday, Bendon and many of the British brands who we also see at The Lingerie Collective."

**What new brands are you keeping an eye out for?** "We will be keeping a keen eye out for Chantal Thomass, Cadolle and many of the more traditional French labels such as Aubade & Lise Charmel. While fashion-led lingerie is a main focus of ours, we also enjoy seeing a more traditional approach to lingerie."

**What will draw you to a stand?** "Brands that innovate and have something that sets them apart. We are looking for lingerie that is particularly visual as this is what our website is all about: seeing something a little different from what you might find from other retailers."

**What trends will you be looking out for in AW13?** "In terms of trends we are big advocates of colour and I believe that this is trending now in lingerie. Bright emerald will be a huge colour for SS13 as well as more electric colours: greens, blues and yellows. In terms of shapes, the soft bra is going to enter the consumer conscious more and more, with labels now realising that women sometimes require something with less padding and underwiring, yet still offering a degree of support."

# The Lingerie Collective Highlights

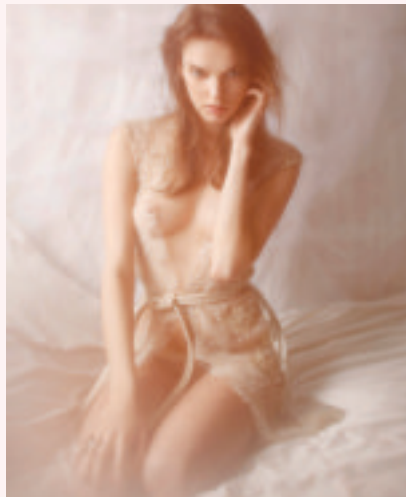
WE PICK OUT SOME OF THE MOST EXCITING BRANDS AT THE LONDON TRADE SHOW

**Date:** January 13-15. **Venue:** The Vinyl Factory, Soho, London

## FELICE ART COUTURE

New label Felice Art Couture creates dreamy, ethereal lingerie and loungewear for women who appreciate immaculate, feminine design. Sumptuous silks, delicate French lace and the finest cashmere in shades of peach, blush and nude are at the heart of the collection, and the result is a deluxe, boudoir style with a decadent vintage feel, using the finest materials and crafted by hand in Germany.

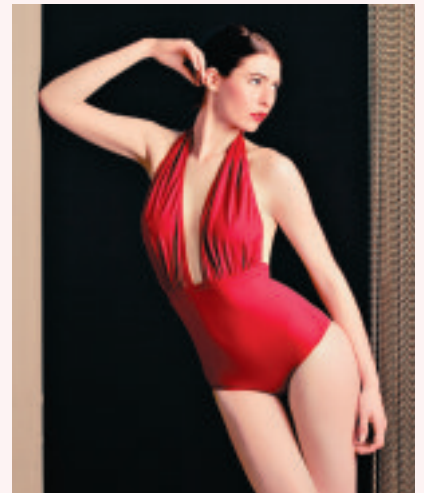
**Pricepoints:** From £106-£1,299 (RRP)  
**Contact:** Nicole Levy (+44 (0)7957 307 007)



## BEACHHEART

In its debut season, BeachHeart launches two collections, English Garden, evoking romance and timeless British charm with garments that are ideal for a special occasion; and Wild Beauty, with its fresh and playful spirit coming through in a series of glamorous costumes and flirtatious bikinis. Both collections are made here in Britain to ensure a quality finish.

**Pricepoints:** From £85 to £180 per set (RRP)  
**Contact:** Anna Clough (+44 (0)7540 743629; Lucy Wightwick (+44 (0)7870 566850)



## DIRTY PRETTY THINGS

Inspired by fairytales, and especially the Brothers Grimm books, this collection captures the severity and romance of the villains and heroines and evokes the beauty of the "dirty" and the "pretty". A graphic yet magical print is reminiscent of Dirty Pretty Things' origins and sits at the heart of the collection. With many new styles and shapes, especially in loungewear.

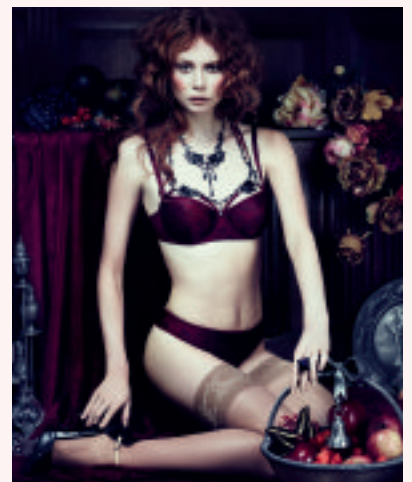
**Pricepoints:** From £45 to £350 (RRP)  
**Contact:** Claire Merry (Claire@dirtyprettythings.uk.com)



## MARLIES DEKKERS

Celebrity favourite Marlies Dekkers was inspired by the art museum The Mauritshuis, in The Hague, to create this rich collection, with its embroidered lace and mesh. Everything from the pediment, supported by ionic columns with elegant curls in the capital, to the shield of Johan Maurits are used as inspiration for lace, embroideries and straps.

**Pricepoints:** From approx. £90-130 (RRP)  
**Contact:** David Finlayson (david@apm-agency.com); Carle Koene (carl.koene@marliesdekkers.com; +44 (0)203 5443140)



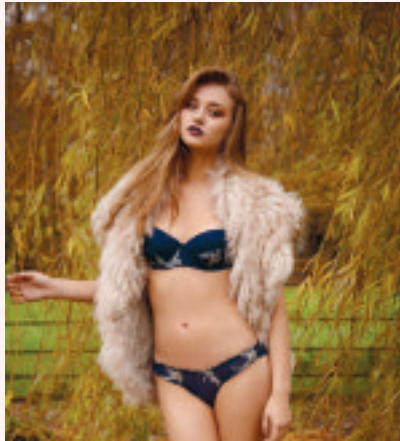


## BEAUTIFUL BOTTOMS

Stand-out prints for AW13 include oriental birds, geometrics and winter rose in rich plum, ultra violet and metallic luxe. Delicate pyjamas, bedtime jumpsuits, silk robes and indulgent cover-ups offer real grown-up luxury.

**Pricepoints:** From £27.50 to £165 (RRP)

**Contact:** Lauren Skeritt (lauren@beautifulbottoms.com; +44 (0)7789 552 030); Poppy Sexton-Wainwright (poppy@beautifulbottoms.com; +44 (0)7950 883 184)

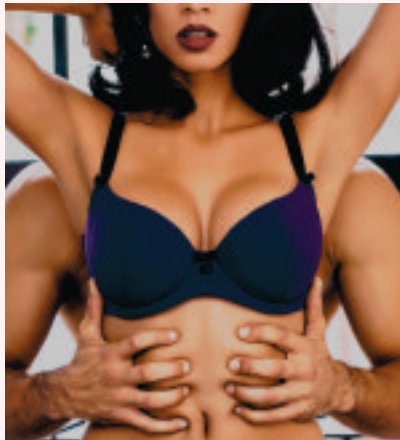


## CLAUDETTE

A sophisticated palette of Chinchilla, Black Grape and Oxblood is teamed with Onyx throughout the Sophia collection, which combines the retro glamour of the cleavage-boosting Icon bra and high-waisted panties with contemporary styles such as an unlined scoop-neck bra, panelled boyshort and thong. All Claudette bras are available from 28 to 38 back and A to G cup.

**Pricepoints:** TBC

**Contact:** David Finlayson (+44 (0)7825 091 369)



## ELLE-EN-JETTE

Elle-en-Jette is all about the jet-set lifestyle, taking you from boat to beach and pool to party. The Olympia collection is in a monochrome palette in fine textured jacquards and Lycra, with billowing chiffon loungewear. The brand introduces its signature "Medusa" snake print.

**Pricepoints:** Bikini sets £130; bikini separates £110; one-piece swimsuits £220 to £275 (RRP)

**Contact:** Elle-en-Jette sales (+44 (0)7808 153 848; www.elle-en-jette.com)



## MADE BY NIKI

Entitled 'Cascade', Made by Niki's AW13 collection is based on loosely flowing waves around the body, and consists of 31 new directional designs, ranging from flirty and frilly to strong and sexy, with beautiful colour contrasts, sculpted engineering, texture and depth. The pieces are made in the heart of the British countryside.

**Pricepoints:** up to £300 (RRP)

**Contact:** Scott Parker (scott@madebyniki.co.uk)



## LASCIVIOUS

Inspired by the natural beauty of Ha Long bay in Vietnam, the Lascivious AW13 collection picks up the jade water contrasted against the orange boat-sails; and metal rusted and contorted by the water. A collaboration with Bebaroque and the Isa body both feature jet hematite crystals, and a collaboration with jeweller Carol Wiseman comes in rose gold.

**Pricepoints:** TBC

**Contact:** Rachel Littlejohn (rachel@lascivious.co.uk)

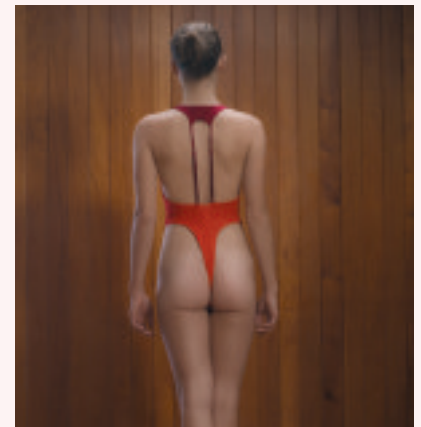


## MARIKA VERA

The Mexican luxury label calls its AW13 collection "Welcome to The Rabbit Hole". Inspired by the female characters created by David Lynch, it features a mix of chiffon loungewear, lingerie and swimwear in reds, pinks and nudes. Sponsored this year by Swarovski Elements, a number of this season's designs are embellished with Swarovski crystal buttons.

**Pricepoints:** From US\$130-\$600

**Contact:** Marika Vera (sales@marikavera.com)





CARLE



# Star gazing

A DISTINCTIVE DESIGN SIGNATURE, A WORD-OF-MOUTH REPUTATION AND A SHARP-AS-A-TACK BUSINESS SENSE HAVE TURNED **NICHOLE DE CARLE'S LINGERIE** COMPANY FROM A TINY BESPOKE BUSINESS INTO A CELEBRITY FAVOURITE. AHEAD OF THE LINGERIE COLLECTIVE, SHE TALKS TO **GEMMA CHAMP** ABOUT YACHTS, LINGERIE PARTIES AND GLAMOROUS ONESIES.

**N**ichole de Carle is a woman with focus. From her degree to her jobs to her company to her membership at a swish London club, she travels through life with purpose.

When she graduated with first class honours in contour fashion from De Montfort University, for instance, she was already thinking about couture: pattern-cutting to the body, technical design, fit and sizing, and a distinct sense of drama too. Looking at her designs today, all strong, elastic lines strapped fearlessly across the body, it comes as little surprise to learn that she spent some time working for that paragon of dramatic design, the late Alexander McQueen.

"I loved his work, I really wanted to get an insight into the couture and the fashion industry, and it was where I really





3



4

built up my skill in terms of couture," she tells me as we sit in a nook at the St James Club, off Piccadilly. She hesitates slightly: "It's a very cut-throat industry, particularly in the fashion sector."

It's the only time she stalls during the interview: de Carle is confident, beautiful and thoughtful, and it's hard to imagine that she was ever any other way, especially with a career start helping to create spectacular runway pieces for a recognised design genius.

But, clear-sighted from the start, she saw her future in lingerie: she learned what she could and left for New York, to work at Donna Karan New York, where she honed her commercial acumen on DKNY and Donna Karan Intimates, with Wacoal just upstairs.

"I had the opportunity to see how the whole structure worked, but my

focus was predominantly on DKNY, which was a younger, fresher tier. It gave me an insight into the commercial sector, because it's something I wasn't exposed to at university. But because it was quite a corporate structure I found it difficult to absorb that business side."

Time to move on then: she went to Pleasure State, a young company but a fast-growing business that allowed her to study every level of the business, from fittings upwards. More lessons learned, she decided it was time to hit the industry alone.

### Made to measure

This is where it gets really interesting, a tale that other hopeful designers would do well to heed. Instead of getting out there with a collection, a name, a mass-market idea and a manufacturing base, de Carle went bespoke, making lingerie and corsetry to measure for customers that she discreetly declines to name: "Opinion leaders, high-net worths and celebrities," she says.

She'd found a key to future success: celebrities. "That's where I really started to focus and build on the PR side of the business: working with the celebrities was a good opportunity to then start building the profile of the brand. It has a domino effect... But it's important to make sure it's the right celebrity."

With clients in the UK, Dubai, Russia and the US, she was building a network of contacts from just the one or two clients she'd started with. And while schmoozing and networking are important, there are only two things

that can really make that happen: quality and service.

"It's very about word of mouth," she says. "If you offer a good service, that business tends to come back to you."

De Carle is nothing if not ambitious, though, and at some point she was going to want expansion. A year after she started her bespoke label, she began to develop ecommerce, and met an obstacle that causes consternation to so many young lingerie companies, even with a strong online sector: a lack of bricks-and-mortar exposure.

"It's very difficult to be able to reach the customers and build that critical level of customers online if you're not visible in the right stores," she points out. She developed a 12-piece collection and showcased it at Salon International, securing some independent boutiques and department store accounts, which generated a spiral of other stores.

Four seasons on, de Carle's wholesale lingerie line is a 40-piece collection and last May she launched an eight-piece swimwear collection at the Monaco Grand Prix, with the Team GB Synchronised Swimming team.

### Body beautiful

Of course, while swimmers and sports people possess honed and athletic bodies, they tend to be a far cry from the willowy models more commonly employed to display luxury swimwear, and de Carle's decision to create a 2012 calendar with Olympic athletes was a real test of her product's versatility.

"We selected athletes from different

1

*Synchronised swimmer Jenna Randall models for Nichole de Carle*

2,3,4

*Nichole de Carle collections*

## THE NICOLE DE CARLE COLLECTIONS

**Onyx:** the premium line, celebrity-driven, bordering on outerwear.

**Opal:** everyday luxury, with loungewear, safe and sophisticated.

**Catwalk:** fashion-forward lingerie, still luxury but targeting a younger audience and supported by online marketing.

**Tanzanite:** swimwear collection featuring signature cutouts and strap detailing.

sports,” she explains, “and it was very interesting to see how the athlete felt when putting them in that environment. They were training so hard, and this was their year to be selected for the Olympics and to gain the credibility they’d been training for for years. We chose a pentathlete, a water polo player, rowers, a gymnast, a sprinter...”

The calendar raised money for a women’s charity but it also made this most intimidating of brands seem just a little bit more accessible, says de Carle.

“It was really interesting to see it on a very different body and I think it did raise awareness,” she argues. “I think with lingerie, you have customers that say: ‘Can I wear this? Where do I wear this? How do I wear this? And do you have it in my size?’ So those questions were highlighted by doing the calendar.”

In fact, in spite of those svelte models, de Carle’s collections have always ranged from XS to XL, going up to an E cup, and she has now increased the cup size further and offers larger sizes. Those dramatic elastics that hold the pieces together are, she adds, super-soft, with adjusters, so “you feel comfortable

when you’re wearing it whether you’re having a good month or a bad month.”

This diversification of sizing and customer will be reflected for 2013 in a new set of brand ambassadors that don’t necessarily conform to the hot popstar ideal. Celebrities that wear Nichole de Carle already include Nicole Scherzinger, Cheryl Cole and Jennifer Lopez, but, says de Carle, “We’ve been building ambassadors around the brand that we feel that our customer would associate with.” She won’t name anyone yet but says, “We’ve been looking at classical music; we’ve been looking at female poker, obviously key editors that maybe are conservative in their choice. In general you look at the pop industry

she says. “But if you look at the hybrid stores and the spas and the ready-to-wear stores, if you fit into that gap you could double it, if not triple it.

“Obviously lingerie is the core for the brand, but it’s almost like changing that perception of lingerie, to capture that market segment we don’t have.”

### Not so hot bricks

The one ambition de Carle is resisting for now is going bricks-and-mortar. While she admits there would be benefits, she is using less conventional methods to sell her pieces.

“In terms of building the brand, our main associations are really the F1, the Cannes Film Festival, and luxury yachts

## “It’s changing the perception of lingerie to capture a market segment we don’t have”

but we wanted to flip it on its head, so this is why we looked at classical.”

### Ready to wear

Things aren’t stopping at lingerie and swimwear: de Carle is keen to develop Onyx – her premium, celebrity-driven line – almost into ready-to-wear.

“What we’re trying to do is take it that little bit further,” she says. “So creating lingerie that is outerwear and you wouldn’t think to wear as underwear. The only way we can achieve that is because of the signature, so you can see that signature, you’re aware it is related or is strong in this particular brand, but it’s showing it in a very different way.”

There is also, de Carle admits, a luxe onesie in development: perhaps an indication of just how “different” she’s prepared to go in taking Onyx beyond the lingerie retail points into hybrid stores. “The lingerie market is very capped in terms of luxury lingerie,”

and hotels – we’re doing a collaboration next year in this area. But we’ve also been holding almost Tupperware parties, with fizz and cakes. We did one a couple of weeks ago with 25 Russian women. We basically host them at their house. We’ve done similar presentations in Paris, but a lot smaller.”

It seems that de Carle is all about opportunity and innovation, but there is one aspect upon which she will not compromise: British manufacturing.

“The key for the business is that it’s continually made in the UK,” she says. “It’s not easy at all, but it’s worth it for the fact that your customers are receiving the quality and the fit.”

And, for all the stars and the yachts and the parties, this is what it comes down to. You can be as glamorous as you like, but if your product is shoddy value it simply won’t succeed. That doesn’t look like a problem de Carle will have to tackle any time soon. ♦







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Showing AW13 Collections at The Lingerie Collective, London,  
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# High-street **happenings**

WE LOOK AT THE LATEST BRICKS-AND-MORTAR OPENINGS, PLUS WHAT'S HAPPENING ONLINE





**London Calling**

In spite of a year of high-street gloom and online expansions, some lingerie stores still believe in the power of a shop front, and while Theo Paphitis has been busy opening Boux Avenues around the country, the end of 2012 also saw two significant ribbon-cuttings in the capital, just in time for Christmas. Both are around the 60m sq point, but they've used their bijou spaces in very different ways.

*"The key to the success of Boux Avenue has been listening to our customers and finding desirable store locations to satisfy the strong demand. The brand has already been extremely well received in Glasgow's Buchanan Galleries, where we opened our very first store 18 months ago, and I'm sure the shoppers of Silverburn will embrace the Boux Avenue experience too."*

**Theo Paphitis** on opening his 17th Boux Avenue store since 2011

**AGENT PROVOCATEUR****1, Grosvenor St, London**

With its fifth standalone boutique in London, the high-end lingerie brand Agent Provocateur has truly outgrown its Soho roots.

This is in the swishest corner of Mayfair, just off Bond Street, housed in a converted pub, The Grosvenor Arms, and the finish of the 61.5m sq store is suitably gleaming in the brand's black, pink and gold livery. The doorknob is a weighty brass AP monogram, a glorious glass chandelier dominates the room, and in one corner sits an Agent Provocateur "Rock-ola Capri" jukebox full of punk and Northern soul - an eclectic mix.

The dressing rooms, with a lace-print wall, handprinted flowers and an antique bar, double up as the VIP space, and as well as the loveliest flimsy, lacy lingerie, the back wall of the store carries fragrance, stockings, beauty products, Globetrotter vanity cases and shoes from the Charlotte Olympia collaboration.

Naturally, there are also plenty of toys and accessories, including the mandatory horsewhips and cuffs, displayed like artefacts in glass cases.

**Style:** ★★★★★★★★★★

**Innovation:** ★★★★★★★★★★

**Location:** ★★★★★★★★★★

**Design practicality:** ★★★★★★★★★★

**WOLFORD****56, Regent Street**

The legwear and bodywear brand Wolford is already well established in chi-chi spots like South Molton Street and the King's Road, but it has been gradually expanding its pleasingly box-like boutiques into bigger-hitting shopping areas, like the Westfield shopping centres.

Its 10th UK monobrand store is at the Piccadilly Circus end of Regent Street, an area with footfall like no other. A touch touristy for such a high-end brand? Perhaps, but tourists spend money, and with Piccadilly a few steps away and the newly opened Café Royal Hotel next door, there is a very well-heeled population on its doorstep.

The design of the 60m sq space is a standard Wolford approach - a great example of not fixing something that really ain't broke - with packets of tights, bodies and tops lining the walls, leg and body mannequins showing off the more dramatic wears, and a rail of thin knits in just the right spot for an emergency purchase.

**Style:** ★★★★★★★★★★

**Innovation:** ★★★★★★★★★★

**Location:** ★★★★★★★★★★

**Design practicality:** ★★★★★★★★★★



## ON THE WEB

## CLICKETY CLICK

While major brands are picking up great spaces on major shopping streets, the internet is still a welcoming choice for start-ups. Here are November and December's crop of new ecommerce ventures.



## ALLEVONLINGERIE.COM

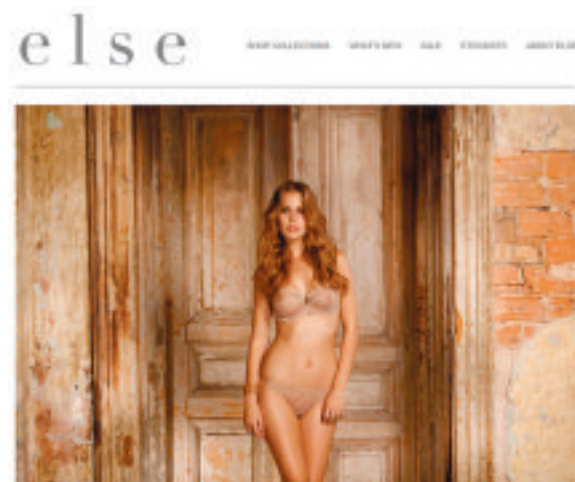
Novella Yeboah created Allevon Lingerie in November, after finding it difficult to buy H-cup bras on the high street. The site stocks lingerie by Curvy Kate and Panache, and Yeboah is seeking out more brands that cater to a fuller cup-size.

The site's design is attractive and quirky, with a distinctive, homespun 1950s look to it. Strong signage to social-networking and simple navigation make it appealing. The stock at time of writing, though, is very low, with nothing in Swimwear, New In, Shapewear or the Sale section. It is very early days, though, and if Yeboah can create a friendly sense of community on the site the USP of selling sizes DD-H could really pay off.

## SHEERLUXURYLINGERIE.COM

Launched by Tara Blackman in mid-November, Sheer Luxury Lingerie offers just that: the beautiful handmade luxury pieces created by 10 of the UK's most promising boutique brands, including Ayten Gasson, Beautiful Bottoms, Bordelle, Fleur of England, Lascivious and Made by Niki. It's an easy-to-navigate, if basic, site, using brand imagery, some of which leaves something to be desired - sadly inevitable with a small start-up featuring small brands.

Advice on fit is sketchy, but the rest of the set-up hits the spot, with a free beribboned gift box and excellent deals on free or low-cost delivery.



## WWW.ELSELINGERIE.COM

Following something of a trend among designers who wholesale, the Turkish brand Else, launched in Istanbul by Ela Onur, has created a retail space online.

The site has the advantage that the pretty, delicate collection is complete, something that inevitably is not the case for its stockists. It's a simple website that should be easy enough for her customers in foreign territories to navigate.

On the down side, there is little information on delivery, payment is in Turkish lira, making it hard to keep track of prices, and returns are within seven days, which if you're ordering from abroad is a pretty tight turnaround.



# Supporting British Hockey



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# Augmented reality

AFTER A BREAST ENHANCEMENT THAT TOOK HER FROM A C-CUP TO AN F CUP, ALEXIS SMITH FOUND BUYING BRAS TO FIT HER SMALL BACK AN UNEXPECTED CHORE, AND LAUNCHED A COLLECTION TO PLUG THE GAP. **GEMMA CHAMP** SPEAKS TO HER ABOUT HER **METEORIC SUCCESS** AND **THE CHALLENGES OF WINNING** OVER THE INDUSTRY.

**I**t was guaranteed coverage for Alexis Smith: the moment the images of her AW13 lingerie collection came out in late November, they were plastered across the British press and the internet. That's what happens if you get a particularly buxom star from *The Only Way Is Essex* to model your collection and then give the *Daily Mail* an exclusive set.

Jessica Wright, *TOWIE* veteran and lingerie boutique owner, has had a strong association with Alexis Smith from early in the collection's existence, sharing, as she does, a tale of breast augmentation writ large. Larger than expected, in Smith's case.

"I didn't actually expect to go quite as big after the breast augmentation," she says. "I only wanted to go up one cup size, but it tends to be the case for

a lot of girls they end up being bigger than they've asked for."

The unexpected result was that Smith – young, bubbly, fashion-conscious – was left with a choice of expensive specialist bras or boring, matronly numbers for a more mature customer. She simply hadn't thought this would be a problem.

"I'd gone from a C cup to an F cup and I was used to being able to just go into any shop and pick up a bra from anywhere," she says. "You can get a bra easily when you're that size, but now I couldn't just walk into a shop and pick up a nice style that I liked.

It wasn't that there were no bras for fuller-





breasted women, but that it was hard to find large-cup bras in a small back size. "They were more based around heavy support," she explains, "which is maybe ideal for someone who's a bigger lady with a larger back size and a larger cup size, but it just took away the feminine and sexy side of a bra. I started to struggle with what dresses I could wear in the summer, because the straps were quite thick and the bras were very, very high on my chest. All of a sudden I felt like I had a really big, heavy bra on and couldn't really wear the clothes I was used to wearing."

Breast augmentation is the second most popular cosmetic surgical procedure worldwide (1.5million operations were performed in 2010), and that was enough for Smith: she spent 18 months working with a team in Nottingham developing patterns before launching the brand in 2010.

It was a leap of faith for a woman with no experience in lingerie, and she says there may have been some

wholesale," she says. "At that point I was only selling online on my website. Then I manufactured a small amount in China, and it had huge margins, but I wanted to be more in control of the quality. So I've now since moved the manufacturing to Latvia, and I've got an amazing relationship with them."

The effort was worth it, though: just two years on, the Alexis Smith label already feels like an established brand. That's partly down to a product that taps into a previously barely touched market for small-back, full-cup bras, and not only for those who've had breast augmentations – a market that numerous companies established and new are starting to look at.

Smith's success, though, is also down to some very canny marketing, in particular the collaboration with *TOWIE*'s Jessica Wright.

"I met up with Jess and I explained to her what I was doing," says Smith. "She said that actually she really, really loved the brand, and we met up

## "I felt like I had a big, heavy bra on and couldn't wear the clothes I was used to"

scepticism from the established parts of the industry: "I don't come from the industry or from a design background. And I suppose you're always going to get people who think you're not going to be able to do it," she points out. "But it took a year and a half before I even started designing. It was all about fit – I changed the pattern about four times before I approved the final pattern."

Those early stages were fraught with complications. How low could the bra be cut without the breasts spilling over? How thin could the bra straps be without losing support? And how could the underwire be made lighter and more comfortable without compromising on fit and security?

Then there was the manufacturing to consider, and its perennial balancing act of cost, location and quality.

"When I first started the brand I was manufacturing in the UK, which was extremely costly, so it took longer than I would have liked to move into

and had discussions and agreed a contract for her to become the face of the brand. About six months after that she opened her lingerie shop, and I helped her take other brands for the shop, and get on her feet, and explain a little bit about the industry to her and her mom and her cousin. We just became very close, very good friends."

The thing about Wright is that while she's very attractive, she's attainable, too. She's a friendly face, she's a strong character, and those images work: they don't look tacky, they don't look fantastical and they're full of light and fun.

That was Smith's thinking, anyway: "She's not too stick-thin, she's got quite a nice shapely figure, and she's a very down-to-earth girl – and I think more than anything she appeals to both men and women, so she has a huge male following, but girls like her too."

Smith's done well, then, but she's not about to stop. Swimwear is next, and she wants to try nightwear and



sportswear too. More surprisingly, she's adding a C cup to the range, as well as a 36in back. Why? Because her customers have asked for it.

"I've had so many emails from girls asking about bikinis, and we've been inundated with people requesting a C cup. I think that it's just that the brand is becoming quite a desirable brand that people want to purchase."

Perhaps this is as much at the heart of Smith's success as the celebrities and the statistics: new to the industry, with a fresh eye, she's not weighed down with the "way things have always been done".

"I've created the brand for a desire for the product that I wanted, so in a sense I am the consumer," she says. "It's not some guy saying, 'I wanna make some money.' It's been through my passion and my desire to make it a success – and a lot of hard work." ♦

**1**  
*Far left: Alexis Smith with Jessica Wright*

**2**  
*Main: Jessica Wright models the AW13 collection*

**3**  
*Above: bras from the AW13 collection*

# Maidenform: *the next generation*

IN THE FIRST OF A REGULAR SERIES, LI TAKES A LOOK AT THE HERITAGE BEHIND SOME OF LINGERIE'S MOST FAMOUS BRANDS. THIS MONTH: **MAIDENFORM** KEEPS ON MOVING ON.

Words: Gemma Champ

**A**s American as apple pie, as historic as the Empire State Building and shapelier than Liberty herself, the Maidenform logo hit the big nine zero last year: that's almost a century of cinching, boosting and lifting the forms of women around the world.

Now 91 years young, like the grand old New York dame that she is, the brand is on a quest for youth and reinvention and, after a year of nostalgia that saw the creation of an extraordinarily va-va-voom anniversary collection by the Mad Men costume designer Janie Bryant, 2013 will see a wholesale revamp of the British branding.

"From the start of January we're launching a whole new look," says Jane Denearez, commercial director for the UK and Ireland. "We have a change of branding, a change of focus, everything. It's like 2012 was celebrating everything we've been for the last 90 years, and 2013 is saying, 'Ok, let's turn the page; this is the new Maidenform.'"





### Shaping the past

That doesn't mean the company is leaving its heritage behind, though – far from it. Last year's celebrations were just the icing on the cake for a company for whom history has happily coincided with contemporary culture and fashion, taking the brand from mid-West mumsy to *Mad Men* va-va-voom.

## “Mad Men brought it back into focus as being a stylised and aspirational product”

The company was created in New Jersey in 1922 by Ida Rosenthal and Enid Bissett, who created a bandeau with two cups and a piece of elastic in the middle, and in 1925 William Rosenthal filed the first patent for a prototype of the seamed uplift bra. It made vests for carrier pigeons and parachutes for the Army during the Second World War and filed a patent for the adjustable bra strap fastener in 1945.

It was the 1950s, though, that really saw Maidenform become synonymous with fashion, shapewear and the arch, elegant wit of the era, thanks to its famous “I dreamed...” campaign – at the time a remarkably racy concept in which women, in their dreams, find themselves with their Maidenform underwear glamorously on show in the most public of places.

“Everyone loves that campaign even now,” says Denearez. “And

they're lovely images if you look at them now. Many of them are the old pointy bras, but they've got a beautiful look. In their day they were very shocking, because women weren't advertised in their underwear, but also there's a certain tongue in cheek.”

Indeed, it was that campaign that, 60 years later, changed everything for Maidenform – a brand whose very

name, to modern ears, speaks of spinsterish girdles – when an episode of *Mad Men* was based entirely around the adverts.

The season two episode, actually titled “Maidenform”, which aired in the UK in 2009, features the fictional ad agency Sterling Cooper's client, Playtex, demanding an advert more in line with Maidenform's campaign.

“Everybody loved that programme, and when Maidenform was associated with it, it kind of surprised people, because let's face it, particularly in the UK, most people didn't realise the style and heritage of Maidenform,” says Denearez. “I think *Mad Men* just brought it back into focus as being a stylised and aspirational product.”

That this was such an important campaign for the *Mad Men* executives is a reminder of how vital and game-changing those long-line conical bras were for the fashions of the time – taming the explosive curves of the



series sex symbol Joan (Christina Hendricks) or boosting the straight lines of dowdy Peggy Olsen would have been impossible without the relatively new shaping technology.

### A vintage year

It's no surprise, then, that the *Mad Men* costume designer, Janie Bryant, should have been a fan of the brand, and would eventually become an ambassador for Maidenform. After designing those pieces, she had become intimately acquainted with the, well, intimates of the era, and of course with the brands that literally defined the fashions of the time.

“My favourite campaign is the I Dreamed campaign,” says Bryant. “I love all the foundations from that time – the quilted bras or the bullet bras; they're amazing and beautiful pieces.”

So when she came to write her book *The Fashion File*, she turned to Maidenform to provide from their archive of vintage advertising, and was recruited as the brand ambassador. It was a natural fit.

“I am a foundation queen,” she says emphatically. “It's so important for the

### MAIDENFORM'S GREATEST HITS

**1926:** William Rosenthal files patent for the prototype of the modern seamed uplift bra

**1942:** Maidenform Brassiere Company files patent for the adjustable bra strap fastener still used today.

**1949:** Maidenform launches its first “Dream Campaign” lasting 21 years.

**2002:** Maidenform launches the first bra to feature 2-way stretch foam cups, One Fabulous Fit™ which remains America's number-one T-shirt bra.

**2010:** Maidenform launches an extreme push up bra that instantly makes wearers appear two cup sizes larger.

**1**  
Maidenform  
Capsule Collection  
**2**  
The new Comfort  
Devotion line



3-5

Print adverts from  
Maidenform's  
iconic 1950s  
"I dreamed"  
ad campaign

6

Full slip with  
garters from the 90  
Capsule Collection

7

Maidenform  
Capsule Collection

costume design and for each character in the programme to have their own foundation garment, and it's still important for us to have that knowledge today about what intimate apparel and shapewear can do for us now."

The result was the 90th anniversary

limited edition capsule collection of shapewear, designed in collaboration with Bryant and inspired by vintage underwear – albeit using the most modern and high-tech of fabrics, to achieve that hourglass look without the pain of an original vintage girdle.

"I was so excited to be able to design a collection with Maidenform, because it's about everything that I love in vintage lingerie," says Bryant. "Their collection is all about beautiful lace, the details of the garters, the shapewear, the luxurious fabrics, the longline bra."

And Bryant is adamant that this was not merely a pastiche collection. "They're vintage-inspired but they're very much designed for a modern woman. The pieces are very sexy, they're still with modern cuts and modern fabrics; it's really just the inspiration of the vintage garments. It's not only really fashionable right now, but also it's very modern."

### Back to the future

Modernity is what it's all about for Maidenform in 2013, says Denearez. "We're very proud of our heritage and it's certainly a strong part of how the brand works. It's been about shaping from the word go, and all our product is about shaping. But we've always been at the forefront of innovation, too; we're always wanting to try and bring new things to the market."

"And because we have such a large market now in the shaping sector, we get all the best fabric companies coming to us first. We get the best factories and we get the best designers, because if they want to work on something innovative and different they want to come to Maidenform."

Those are big claims but they're not made lightly: the most recent launch, Comfort Devotion, uses highly

technical fabrics to create its super-comfortable, seamless intimates, while maintaining an utterly contemporary simplicity, and marking what seems likely to be one of the big coming trends in women's lingerie: comfort, the polar opposite of vintage-inspired waistcinchers and uplifters.

The new branding, which will be gradually introduced through 2013, is designed to emphasise the company's forward-looking approach and its

relevance to modern, working women, rather than its heritage – albeit without losing the core Maidenform message of shapewear.

"In a very glib way, we say we are focusing more on the 'form' and less on the 'maiden'," says Denearez. "It's all about the art of form. In fact, 'the art of form' is probably going to be a tagline we're going to use going forward. Because that's what we do, whether it be bras or briefs or shapewear: it's about creating a beautiful form and looking beautiful under clothes."

That focus is not about changing the products – those much-loved favourites are

going nowhere – but about making the packaging clearer, more sophisticated, more contemporary, and bringing Maidenform's many sub-brands under one clear banner.

"One thing about being a US company that we can find frustrating in Europe is that the names of the products were 100 miles long, and we had seven or eight brands, and people weren't sure what they were buying," says Denearez. "So over the last year we've very clearly on our packaging said, 'It's Flexi by Maidenform'; 'It's Controller by Maidenform'."

"Next year we launch Maidenform as it is – no fancy names, no nothing





– and the product will be bannered under five areas: Energy, Body, Soul, Shape and Love.”

Packaging will be reduced to simple, sleek black with only the brand and the name of the product on it, and the trade will be offered guidance and in-store fixtures to complement the brand’s new look.

“We’re turning the page and now we’re moving on to a new Maidenform – with all the heritage still there, yes, but you have to move with the times. It makes it a truly global brand, and that’s a difficult thing to do.”

Denearez has no fear of alienating loyal customers, because the product hasn’t changed, but she certainly believes that the brand can return to its former place as purveyor of lingerie to strong, modern women, and bring in a whole new customer in the process.

“One of the things our president says is that, with our product architecture now, we celebrate the female form and we will take the woman from work out, to get out, to make out,” she says. “Which is not how people would have perceived Maidenform before.” ♦

## JANE DENEAREZ ON THE NEW MAIDENFORM BANNERS

**Shape:** “This covers every single brand we’ve ever made under shapewear.”

**Love:** “This will consist of all our coordinated, pretty, fashion product.”

**Body:** “This is our standard bras and pants offering.”

**Soul:** “Coming later in the year, this is outerwear, hosiery, shapewear worn to be seen, leggings and so on.”

**Energy:** “This is sportswear, but will come later – I’m not looking at doing this in the UK for next year.”

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# Object of *desire*

⬆ **TIGHTS BY WOLFORD**

Ever breaking boundaries in legwear, Wolford's AW13 collection is dramatic and graphic, but these ribbon-threaded tights are the most eye-catching of all. The pale silk woven straight up the front of the leg, over the interwoven black and nude fabric, is like corsetry for the pins, fitting in beautifully with the sophisticated-meets-saucy mood we can expect next winter.

RRP: **£85**

# FIFTIES SHADES OF PLAY

FROM LANA DEL REY TO DITA VON TEESE, THE CRAZE FOR 1950S VINTAGE IS GOING NOWHERE - AND AW13'S LINGERIE AND SWIMWEAR BUY INTO THE TREND IN A BIG WAY. BREATH IN, NOW...



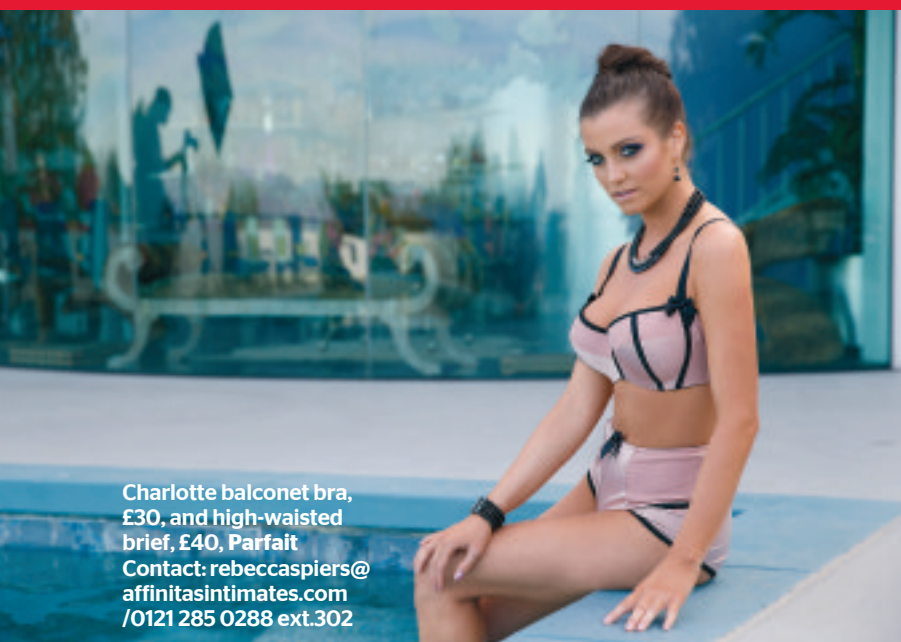
Broadway bra, £50, thong, £26, suspender, £38, **Huit Lingerie** (prices subject to change)  
Contact: 01536 760 282



Mai basque, price TBC, **Lascivious**  
Contact: Rachel Littlejohn  
rachel@lascivious.co.uk



Charlotte body, price TBC, **Lepel**  
Contact: Julia Brown +44 (0)7710 842 949



Charlotte balconet bra, £30, and high-waisted brief, £40, **Parfait**  
Contact: rebeccaspier@affinitasintimates.com /0121 285 0288 ext.302





Sweetheart  
padded bikini  
top, £36, and  
brief, £24,  
**Freya Lingerie**  
Contact: 01536  
760 282



Harmonie by  
**Scandale**, £30-£50  
Contact: Maria Ryan  
020 7361 0750



Opal brief, £27, and plunge  
bra, £53, **Dentelle Etc**  
Contact: info@dentelletc.  
co.uk / 0800 599 9715



Retrolution Corset  
AW13, £89, **Gossard**  
Contact: Gossard.com



Adèle balconet bra,  
€49.95, **LingaDore**  
Contact: +31 (0)315  
65 32 02; info@  
LingaDore.com



Gracie Corsette in blush ink, **Hemingway Vintage Lingerie**. For prices contact 0845 270 6222



Carla Brief,  
£95, and Gina  
Soft Bra, £59,  
**Tatu Couture**  
Contact:  
sales@  
tatucouture.  
com / 01926  
259 004





## NEW PRODUCTS

### *Dark & Decadent*



» **CARINE BODYSUIT  
IN CHANTILLY LACE BY  
SOMETHING WICKED**

RRP: £279

Contact: Aaron Seager, aaron@  
somethingwicked.co.uk

« **MASQUERADE BY  
PANACHE**

RRP: Antoinette basque,  
£55, brief, £16.50

Contact: Steve Hazlehurst,  
s.hazlehurst@panache-  
lingerie.com



» **VILLA DES LYS BY  
MAISON CLOSE**

RRP: €39.90-€129.99

Contact: Stéphanie Bayot,  
s.bayot@lovely-planet.fr

« **SIENNA BY CHARNOS**

RRP: full-cup bra  
and brief, £TBC

Contact: Julia Brown +44  
(0)7710 842 949

» **SUSANNA BY  
FANTASIE LINGERIE**

RRP: antique gold bra,  
£38, thong, £18.50,  
suspender belt, £18

Contact: 01536 760 282







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so we turned to some of the best,  
amongst them was Harlette."  
~ Tiger Aspect



# Social Lite

The people, the places and the scene at the most glamorous events in the world of lingerie this month...



1



2



3



4



6



5

1

Angela Scanlon attends the Agent Provocateur opening in Grosvenor Street

2

Dita Von Teese and models at the launch of her Von Follies lingerie collection in Debenhams

3

Theo Paphitis and the staff of the new Boux Avenue in Silverburn, Glasgow

4

Josephine de la Baume at the Agent Provocateur opening in Grosvenor Street

5

Aliza Reger at the Debenhams Christmas wine tasting dinner

6

Debenhams PR supremos Vicky Hewitt (left) and Helen Lacey





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**Hall 1**  
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CORE FAMILY clockwise from left: Envy Nude, Dahlia White, Envy Black

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