

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

FEBRUARY 2013 / VOL. 04 ISSUE 02
www.lingerieinsight.com

N S I G H T

VINTAGE FAIR

The skinny on the Hemingway line for Panache

MODERN HISTORY

The heritage of Charnos

TRADING UP

What to expect at Moda and Pure Body

CELEBRITY TRENDS

COUTURE INSPIRATION

NEW PRODUCTS

Best friends

How social networking and viral marketing could give your lingerie the lift you seek

A GREAT LOOK

A woman with long, wavy blonde hair and blue eyes is looking upwards and to the right. She is wearing a light-colored, strapless bra. The background is a solid, muted blue-grey color.

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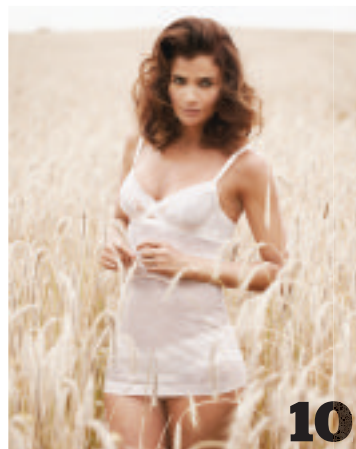
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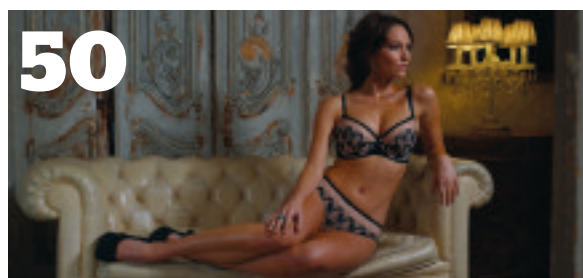
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"There are always more ways to engage your customer"

This time of year is all about brands: which are the hot labels to stock next season? Who's launching new ranges? How are those favourite old companies keeping up with the young and hip? As the AW13 collections continue to be revealed to us, at Moda, Pure Body, and in the US trade shows such as Curve and New York's brand new Lingerie FW, the trends for the season are starting to emerge quite clearly, and those boutiques, ecommerce sites and designers that back the winners will be in for a bumper season. But whether you're right on the money or keeping things safe, there are always more ways to engage your customer. From successful social networking – a brilliant way to build a loyal following when used wisely (and to lose customers when misjudged) to creating stunning films that can encapsulate your philosophy in just a couple of minutes, our Brands & Campaigns section explores a few of the techniques that can help you market your product without spending a fortune. Elsewhere in the magazine, we look at the highlights of the upcoming trade shows, and speak to Gerardine Hemingway, the vintage design guru who has collaborated with Panache on a fabulous new range. And, of course, we have our fingers on the pulse of the public's style obsessions, picking out some hot celebrity looks and pulling together two beautiful upcoming trends. Enjoy!



Gemma Champ
EDITOR, LINGERIE INSIGHT

FEBRUARY COVER

Cover: Lara Jade for Panache

Model wears:

Atlanta de Cadanet models
Hemingway Vintage Lingerie

Website:

www.HemingwayDesign.co.uk



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Lingerie
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"As Natural as the First Underwear"
Moda February 17th - 19th Stand B14

FRONT

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TRIUMPH IS OFFICIAL SUPPLIER TO LONDON FASHION WEEK, LAUNCHES MAISON TRIUMPH

The 127-year-old lingerie brand Triumph is to act as official supplier to London Fashion Week this February for the autumn/winter 2013 season, the second season it has done so. Last year Triumph became LFW's first ever official lingerie supplier.

Working with the British

Fashion Council, the company, which takes the title "The Official Catwalk Lingerie Supplier", will use its expertise as fit specialists to supply its key intimates collections for every on-schedule designer showing at the fashion week, which takes place at Somerset House, London, from February 15-19 2013.

The lingerie company will also launch a pop-up shop, called Maison Triumph, at 71 Monmouth Street, Covent Garden, to celebrate the brand's 127-year history.

"For us, a second season with London Fashion Week is all about telling the Triumph story – showcasing our heritage of 'underpinning style

since 1886'," said Noreen Gallagher, Managing Director Triumph UK & Ireland. "Unique activity such as our curated exhibition and modern Triumph 'makers' is an interpretation of our craftsmanship and expertise through a contemporary lens for the modern consumer,

>>> story continued on page 11

>> FOR IMAGES OF THE AW13 COLLECTIONS AND DAILY BREAKING NEWS VISIT Lingerie.com

NEWS REVIEW



↑ London designer **Marios Schwab** landed at online fashion giant **Asos** as part of Asos Inc. His first lingerie collection for the company's designer-support initiative was made up of 25 pieces in mustard, poppy red, black and nude.

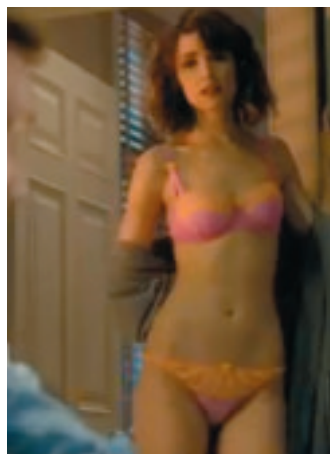
The **London Edge** trade show, which covers alternative lifestyles from rockabilly to fancy dress, announced a new zone for burlesque and lingerie to feature in its latest edition. The show, which has been running for 14 years, called the section Lingerie X, and will also feature zones such as VintEdge, The Festival Tent and Horror & Costume.

Philippa Bradley Agencies, which specialises in wholesale lingerie, loungewear and swimwear, announced its new client, the British luxury silk nightwear brand **Olivia Von Halle**. After launching at London Fashion Week in September 2011, the pyjama collection has since become a favourite among fashion editors, as well as having high profile celebrity fans such as Victoria Beckham.

Debenhams announced its interim management statement in January which covered the 18 weeks to 5 January 2013, which

revealed that heavy discounting boosted December sales. According to Debenhams chief executive Michael Sharp, trading for retailers over the Christmas period was the toughest in nearly four years. To counter this, the department store extended its Christmas trading period by an extra two days last year.

✓ The lingerie brand **Mimi Holliday** provided all the lingerie for the British romantic comedy *I Give It A Year*, which premiered in London last month. The company's lingerie featured prominently in the film, with a key plot element based around the Mimi Holliday "Kamikaze" range, a neon line from SS13. The



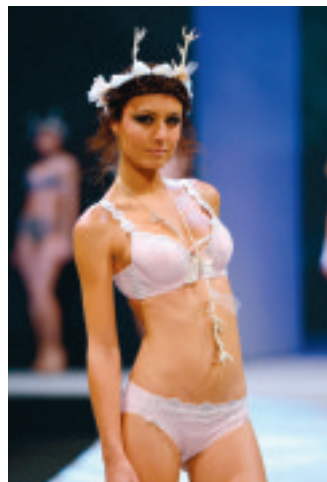
film, which starred Rose Byrne, Rafe Spall, Anna Faris, Simon Baker and Stephen Merchant, also featured a mocked-up Mimi Holliday shop, containing an range of the brand's products.

A new online luxury lingerie boutique, **Sheer Luxury Lingerie**, launched online last month, made up of products from 10 British designers and design houses. The products on sale are made predominantly from silk and silk chiffons, often combined with Leavers Lace and embroideries and finished with pearls and gold accessories.

Lingerie Fashion Week, the first fashion week dedicated to the intimate industry, named the

runway participants who will feature as part of its inaugural season. Among the labels involved in the catwalk-based fashion week, which will take place in New York from February 21-23, are Dani Read, Nichole de Carle, Affinitas & Parfait, NaïS, Rouge Séduire and Nevaeh Intimates. Lingerie FW founder and director Lauren Rich said: "We couldn't be happier with the first brands to sign on for Lingerie FW. Nichole de Carle, Affinitas & Parfait, NaïS, Rouge Séduire and Nevaeh Intimates all encompass the elements that make a brand ideal for this stage: beautiful, quality product, fashion-forward branding, media-conscious marketing, innovative thinking."

✓ Despite the snow, the 50th edition of **Salon International de la Lingerie** was deemed a success. The adverse conditions did render some buyers and brands unable to attend, and there were reports that some collections did not arrive on time, but the overall attitude by many



in attendance was extremely positive, with many key buyers braving the snow to attend.

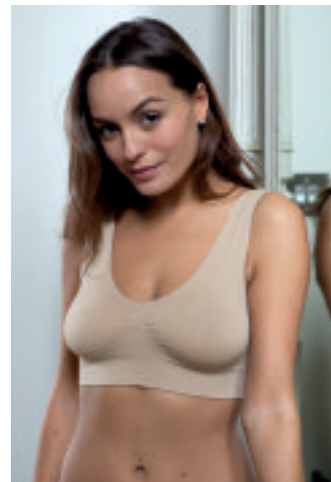
A new study revealed that mobile technology is being rejected by many top companies. The research by **Google** showed that fifty per cent of all internet searches will be undertaken via mobile by 2013, but a recent study

found that 69 of the FTSE 100 companies have failed to take steps to ensure their websites are compatible with mobile devices, resulting in problems involving font sizing and navigation.

The Christmas period saw lingerie sales soar at the lingerie concept store **Boux Avenue**. The **Theo Paphitis**-owned brand, released the results from its Christmas trading period, between 1 November to Christmas Eve, which showed a like-for-like increase of 54.3% and 79.4% when combined with online sales.

The British lingerie and loungewear label **Beautiful Bottoms** launched into the high-end erotic boutique Coco de Mer. The SS13 collection, which was inspired by the bleached sunsets of 1980s Miami and Hawaiian florals and palm trees, is now available in all Coco de Mer stores across the country.

✓ The **Belvia Bra** from **JML** won the Product of the Year award in the Women's Clothing Category of the survey. The innovative stretch fabric bra, sold over 1.5 million units in the UK last year and received more than 10,000 consumer votes. Philipp Lenz, Marketing Director of JML, said: "It's wonderful to learn that over 10,000 shoppers recognize Belvia Bra as the leading innovator in our category."



GETTY IMAGES

»»» story continued from page 9

showcasing how relevant and innovative the Triumph brand continues to be today.'

The Maison, which will stock Triumph's spring/summer collections, will hold several events and initiatives, including an exhibition called 1886 by Triumph, curated by Clara Mercer, Head of Marketing at the BFC, which invites visitors to travel through the story of Triumph from the 19th century to the present day, experiencing the craftsmanship of Triumph lingerie, through archived pieces.

Maison Triumph will also contain "The Makers", in which a series of top London designers have been charged with creating a bespoke piece of Triumph product for the pop-up space.

The designers were chosen to reflect key Triumph attributes, including the feminine designs of Matthew Williamson, the innovative Louise Gray, the feminine artistry of Fyodor Golan sumptuous detailing from Felder Felder and the encouragement of new designers with a piece by Triumph Inspiration Award talent Sian Whitefoot. Consumers visiting will receive a free Matthew Williamson for Triumph T-shirt with purchases over £80 during London Fashion Week at Maison Triumph and the brand's Stratford and Bluewater stores.

A multimedia art installation by the British artist David Longshaw, focusing on the famous fashion character Maud The Mouse, alongside bespoke characters, will be part of the event.

Finally, a series of talks will feature a collective of inspirational women, each offering a different personal insight into what makes them feel confident and why.

The first Q&As will be with Triumph brand ambassador Helena Christensen and the British Fashion Council's chief executive Caroline Rush. Both will focus on career highs and moments of history within their lives before answering open questions and offering advice to consumers.

Other speakers include Cat Callendar of the LFW Daily, Caryn Franklin, Rebecca Roy and Ruby Hammer.

Maison Triumph will be open from February 15-18, 2013. ♣



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NEWS REVIEW



▲ **Whippet Associates**, a new marketing and sales agency for lingerie and swimwear launched ahead of Salon International de la Lingerie. The London-based agency was launched by Martin Pacemski-Jones and specialises in sales and marketing, including online and B2B. For AW13 the agency introduced two European brands to the UK market: **Akula Swimwear** and **Opal Lingerie** as well as representing **Yes Master** in the UK.

The award-winning costume designer **Jenn Rogien**, best known for her work on the HBO series *Girls*, was announced as style and fit expert for the **American Eagle Outfitters** lingerie brand **Aerie**. In the six-month partnership, Rogien, who won the 2012 Style Awards TV Costume Designer of the Year, will be involved in promotional activities in the US, such as viral videos, appearances and fitting sessions.

Lingerie brand **Cosabella** announced it will star in an episode of the new TV series *The Face* which is scheduled to premiere on February 12. The brand will be featured in a "campaign challenge", where the teams will compete to show different sides of the Cosabella

woman – conservative, sweet or sexy – by appearing in a 15-second TV commercial. Guido Campello, Cosabella's Vice President of sales, branding and innovation, will act as a special guest judge.

Cosmopolitan South Africa released its first app for the iPad, The Cosmopolitan Lingerie app. Users could download the free Cosmopolitan Lingerie Supplement onto iPads, which featured much of the content from the 2012 issue, as well as including exclusive footage from the COSMO Lingerie fashion show, which took place in Cape Town in August 2012. The Cosmopolitan Lingerie supplement featured a number of prominent South African models, including actress and Always brand ambassador Gail Nkoane, and Wonderbra model Natasha Barnard.

✓ Just one year after **Lejaby** was rescued from closure by CEO Alain Prost (former CEO of La Perla) and turned into a luxury and couture label, the brand was able to take on 20 staff at its factory in Rillieux-la-Pape, France, employing 212 in total. The company achieved sales of €24million in 2012, and expect to achieve €30million in 2013. The label presented its second collection, "Renaissance", at the Rue Royale couture salon during SIL.

FIRST STITCH
CELEBRATING EMERGING TALENT

Iris, a new London-based luxury lingerie line with a high-fashion twist, has just launched online with the eCommerce side of the website ready this month. The ethical underwear label places an emphasis on combining classic craftsmanship with high-fashion designs, with each of the garments, from inception to construction, being individually handmade in their Hackney studio. Founder and designer Ellie Simpson-Gray studied structured Lingerie Manufacture and Lingerie and Swimwear design at the London College of Fashion before gaining experience at a sustainability start-up charity and then striking out on her own to create the label. The AW12 collection features feminine pieces



that have a fashion-forward feel. The collection incorporates pretty pastel shades and sherbet tones, seen in their 100% silk georgette briefs and bra's, as well as whimsical Liberty cotton prints offset with the label's signature delicate gold chain straps on the contoured styles.

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

STORE ENVY



MIMI HOLLIDAY & DAMARIS POP-UP Harrods, London

There is nothing better than a pop-up to excite one's attention, especially when that pop-up features lingerie by Mimi Holliday and Damaris and lies within Harrods, Knightsbridge.

Located on the first floor, the month long store-in-store has emerged just in time for Valentine's day and features six new designs that are exclusive to the pop-up event, including Swarovski crystal

Damaris gowns which, displayed seductively in the shop entrance, entice customers into the boutique.

The shop will also play host to the launch of Mimi Holliday's new lace cat ears, and new etched-metal heart fixtures, designed by Giles Miller Studio. And, being a Valentine's special, normal packaging is shunned in favour of complimentary gift wrapping on all items purchased.

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

NEWS IN QUOTES

"Although we considered that some members of the public would find the nudity in the ads distasteful, we did not consider that the ads were likely to cause serious or widespread offence, or that they were unsuitable for public display where they could be seen by children."

THE ADVERTISING STANDARDS AGENCY issues a statement clearing M&S of being 'overtly sexual', after the company received complaints over a lingerie campaign fronted by model Rosie Huntington-Whiteley.

"Mr Caborn-Waterfield is representing himself and does not appear to have taken any legal advice as to whether or not there is any legal basis for his claims. Our advisers have applied to the court for it to be struck out, since there does not appear to be any good basis for any of it."

A SPOKESPERSON FOR EBURY PRESS, who published the chief executive of Ann Summers, Jacqueline Gold's autobiography, speaks out about the libellous accusation made by Mr Caborn-Waterfield, in which Gold allegedly suggests he had an adulterous affair with Princess Margaret in the memoir.

"We will continue to focus on driving our established brands, Ryman and Robert Dyas, and nurturing Boux Avenue through the early stages of establishing and growing a brand worldwide. Whilst I expect 2013 to be every bit as challenging as the previous two years for the UK economy, I believe with the continued support of all my colleagues the businesses will continue to meet their plans."

THEO PAPHITIS explains his plans for expansion in 2013 after the Christmas Trading & Financial statement for his brands was released last month.

"The aim of 'Learn the Fit' is to support and educate our customers in the Panache brand and fit. We hope that the training will benefit independent retailers as an additional service from the company."

Panache international marketing coordinator **FAY TRANTER** outlining the bra 'Fit School' which will take place during the Pure Body trade show.

» Something to say? Email info@lingerieinsight.com

VOICE OF THE INDUSTRY**Brand beautiful**

MARTIN PACEMSKI-JONES,
founder, Whippet Associates

The importance of being branded should never be underestimated.

If you think trade show presence is all about models in Louboutins and an all-singing set-up in the style of Huit or every Chantal Thomass, you're missing the point. Some of the UK's smaller brands show just as well as the big boys (or girls).

It doesn't matter if it's nine square metres or 50, or even how much budget you have to throw at such an event, yet *faux pas* on how brands present themselves were all too visible in Paris last week. Why wouldn't you put as much thought into your branding and stand presentation as your collection?

Be true to your market: it is not just customers you are talking to – it is the full global audience, ranging from organisers to the dreaded competition. How you look and promote your brand is all-important.

If you are a directional lingerie brand, don't create a stand concept that looks like an old boys' club ready for a Parker Knoll, for example.

The clear message at Salon International de la Lingerie this month was that UK brands do it well. Unfortunately others don't.

To give you one example: an Eastern European hosiery brand had a full-height image of a model in a wheelchair with nothing suggesting 'accessible' or 'niche market' in their furniture or layout. What's quite scary is that this had

clearly been thought about and time and money thrown at it: the size of the stand would challenge the established leaders in lingerie. But who are their target market? Why are they even there? If you can answer those two questions and you are already halfway winning.

Then there are the exhibitors who had been there for three days and whose stands looked like it – uncared for. Keep it tidy, keep it snappy and keep it clean. Not hard to ask but admittedly more difficult to do in the *mêlée* of a show.

If you are involved in those little extras that organisers are so keen for you to participate in, make sure that you have as much input into your brand's promotion.

I'm not talking about being a brand nazi – just about making sure that the model on the catwalk wearing your stuff doesn't look like a dog's dinner and that the audience can actually see your collection on her.

Yes it might be a great look but if that editor you've always wanted to get in front of cannot decide whether your chosen piece is underneath, outer or accessory amid the muted gasps of "J'adore", you've missed your chance.

Of course one key thing to take away from show is to continue these branding and marketing principles long after you have exhibited. It all sounds simple stuff but, as we saw at SIL, it's all too easy to make that fatal *faux pas*.

DIARY DATES



10-12 February, Kensington Olympia. **Pure Body** trade show is back for a second season after its hugely successful debut last August. Showing some of the most covetable labels in lingerie, swimwear and shapewear the show is also hosting a 'Fit School' with Panache, to provide an intro into why knowing how to fit the correct bra is so important.

17-19 February, NEC Birmingham. **Moda Lingerie & Swimwear** trade show will bring together some of the biggest brands in intimates, from international names to new UK launches. Housing over 260 brands, the show will also have a dedicated Lingerie & Swimwear catwalk that will run over the course of the show.

21-23 February, New York. **Lingerie FW** is the first fashion week dedicated to the intimate industry. The catwalk-based fashion week will feature brands such as Nichole de Carle, Affinitas & Parfait, NaïS, Rouge Séduire and FYI by Dani Read (below) and will run alongside the lingerie and swimwear AW13 tradeshow.



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BOBBY SINGH
director of fashion
retail operations, Naira
International Group



LOUISA VALVANO,
director and co-founder,
yourbrandspace.com

DID YOU SEE ANY EMERGING TRENDS AT SIL THIS SEASON?

"I spent most of my time looking at the overall picture of the show, rather than spotlighting on specific brands, and there are lots of really interesting things on show. I come here each year, but unlike past seasons where I have gotten a much stronger impression, I'm not getting that trend vibe. Other than in the Trend Forum section, which forces you into a concept, be it an overriding colour, pattern or tend, I can't see much continuity – just a lot of original thinking. I have seen a few lines that I felt were wonderful, mostly emerging English designers, particularly Yes Master. It was artful and it made my day."

"I come at the show from a different perspective to most others, as my company is from the Middle East. We don't go for hardcore AW13 collections, because it doesn't work over there, as the winter is so short. We will, however, play with the colour, but the fabrics and cuts will normally stay the same. Colour-wise I am seeing a lot of rich, jewel colours, like warm bronze as well as a different take on grey, which I call the new midnight. I'll usually stick to the designers I know when I come to SIL, but that doesn't mean I'll ignore the new players; I will always be open to emerging designers."

"I've noticed a lot of UK retailers are trying to find something fresh. They are not being put off by the economy, and are actually taking a bit of a chance and looking at new retailers – which is great for a lot of brands at SIL. We have a lot of international retailers signed up, and they seem on the lookout for UK labels. However, they aren't looking so much at colour, pattern or cuts – they are going in first at price points. Lingerie doesn't seem as trend-led as womenswear, but what a lot of our retailers are telling us is they have staples that their customers will always buy, then add flavour to this core by adding new labels."

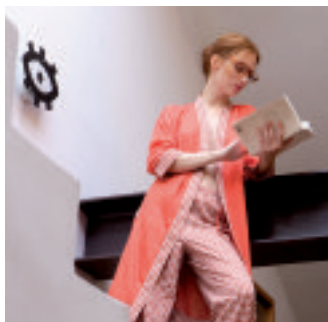
NEWS FLASH

Ex-glamour model and award-winning Lancashire entrepreneur **NIKKI HESFORD** is launching her British-made fashion brand 'Made In Preston'. The brand, dubbed "Fashion That Fits", is made up of a trend-led collection of party dresses, clothing and lingerie for girls with full busts and was first seen on *Dragon's Den* in September 2012 under its former name, 'The Big Bra Bar'. Launching in March, the collection will feature three key SS13 trends, including Aztec prints and catwalk-inspired panelling. All the pieces from the collection are designed, sampled and manufactured in the UK providing employment and skills for a team of formerly unemployed workers, with the garments including the name of the operative who made it.

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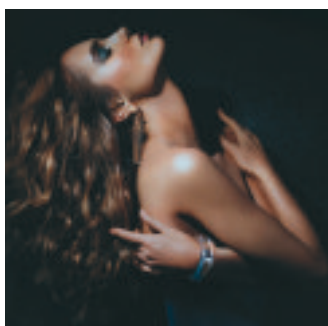
EDITOR'S CHOICE



COLLECTION

Laurence Tavernier AW13

The luxury French nightwear brand's new collection



NEWS

Maidenform to show at Amsterdam FW

The brand's first catwalk show will take place at fashion week.



LINGERIE TWEETS

A designer we love teamed up with @ASOS and some really cool lingerie happened: @MariosSchwab x @ASOS!

@NylonMag

Buying lingerie is way more scary, way less attractive, and way more confusing than they make it appear on television.

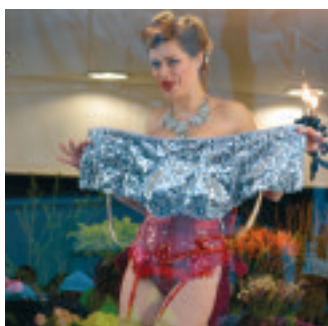
@MrEaton



VIDEO

Beautiful Bottoms

The British brand presents its spring/summer Ocean Drive collection on film.



INSPIRATION

Lunchtime burlesque at Wildabout Flowers

Proud Cabaret celebrated a Dirty Pretty Things collaboration

:) RT @mariannetrotta: @LingerieFW names #runway participants <http://bit.ly/XzhoHq> via @LingerieInsight ** WOOP WOOP** this is so exciting @RICHPRStar

Based on the emails I'm getting in response to my lingerie article, a LOT of men read @marieclaire.

@NicoletteMason

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SHOWCASING AT
MODA
STAND **2R**

TRADE SHOW

previews

AS THE TRADE
SHOW SEASON
HITS THE UK, WE
EXPLORE THE
BRANDS AND
EVENTS AT MODA
AND PURE BODY

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Moda Lingerie

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in Birmingham

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Hemingway

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Pure Body

COURTESY MARLIES DEKKERS

Moda Woman

LI PICKS SOME HIGHLIGHTS FROM THE BRANDS AT MODA TRADE SHOW THIS FEBURARY.

BONNIE DOON STAND B52

Legwear brand Bonnie Doon is embracing the winter with three fantastical themes and an explosion of colours. The collection comprises of "A day at the castle" which uses gemstone colours, the "Enchanted Nature" collection which features strong prints and extraterrestrial designs, and finally "Housemania", a fusion between old and new.

Pricepoints: £1.23 - £9.49

(Wholesale)

Contact: Ian Kinsella (+44 (0)7970 885545; suekins@waitrose.com)

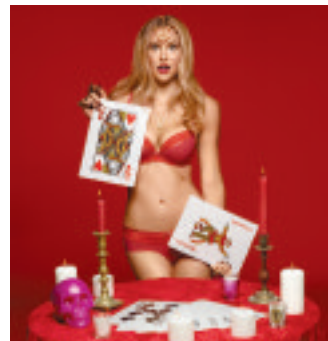


PASSIONATA STAND C41

Passionata launches its AW13 collection, with stunning model Bar Refaeli as the face of the brand. This season, Bar will play the role of the "gypsy pin up" for the collection which embraces four colour harmonies. Alongside the new colours, the collection presents four new lines for AW13: Glamorous, Mon Amour, Love Me Do and Whoops!.

Pricepoints: TBC

Contact: Alexandra Gueveneux (+44 (0)1483 300880; agueveneux@chantelle.fr)

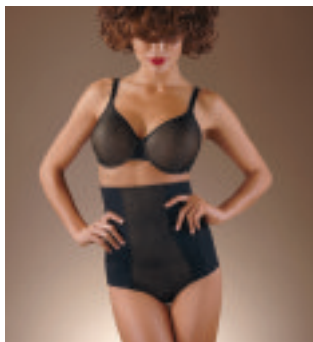


CHANTELLE STAND C41

The AW13 collection is inspired by the big capitals of the world: New York, Paris, Prague and Shanghai. Chantelle has drawn inspiration from each city to result in four colour harmonies: Steel Blue and Black, Berry Reds and Nude, Chestnut and Olive and Violet and Blue. The collection also presents three new lines for autumn/winter 2013: Opera, Merci and Galuchat.

Pricepoints: TBC

Contact: Alexandra Gueveneux (+44 (0)1483 300880; agueveneux@chantelle.fr)

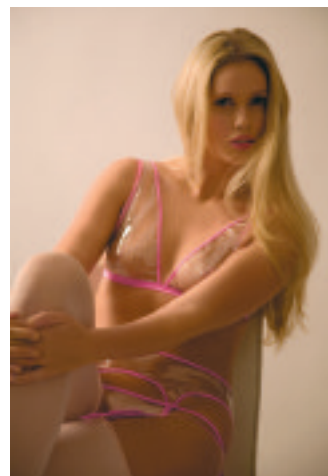


DAMARIS STAND R9

AW13 celebrates the new Damaris Classic collection, which pays homage to the brand's design triumphs over the past 12 years. The collection brings together Damaris's finest, and most ground-breaking designs to date, and in doing so creates one wholly covetable collection.

Pricepoints: From £200 a set (RRP)

Contact: Louisa Jarman (+44 (0)207 636 7060)



ROYCE STAND A24

A number of new styles will debut at the show. Highlights include the innovative new Blossom nursing bra (right), the glamorous Lily bra which offers supreme support up to a 48in back and the non-padded, seamfree Ultimate Comfort T-shirt bra.

Pricepoints: Blossom Bra £30 (RRP)

Contact: Sue Dezelsky (+44 (0)7881 642449; sue@royce-lingerie.co.uk)



BESTFORM LINGERIE STAND C15

For AW13, the full-cup specialists have created the Underwire Collection, which is available in a C to J cup. The underwire collection is a creative mix of beautiful prints, sophisticated embroidery, sumptuous lace with eye-catching trims and finishing touches, all in a rich, seasonal colour palette.

Pricepoints: £12 - £29 (RRP)

Contact: Richard Sanderson (+44 (0)7949 195 052)



ADORE LINGERIE STAND D62

The 2013 Adore Lingerie range includes many of Adore's most popular styles, plus many new, and contemporary designs using evocative patterns and lush colours. Typical of Adore's new styles for the fuller figure is Ivy, a balconette bra with matching thong or brief. In black, with gold decoration, Ivy will work for both daytime and evening wear and is available in bra size 30-40 and cup size D-J cups.

Pricepoints: TBC

Contact: Ashraf Aziz
(+44 (0)7801 825453)

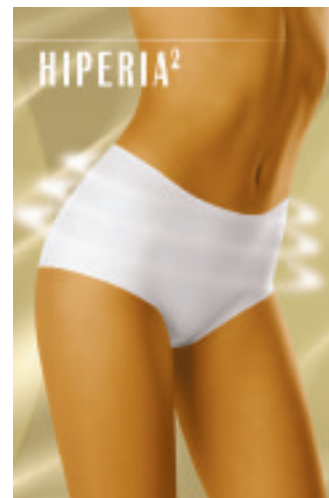


WOLBAR STAND A15

The brand, which is manufactured in Europe using quality fabrics, laces and embroidery, are launching four new collections in February at Moda, including Eco, a 100 per cent cotton collection and Hiperia, a pretty, yet functional shapewear range, which is made with beautifully soft elastane, and finished with silicon on the edges to provide complete support.

Pricepoints: From £4.99 (RRP)

Contact: Diane Gordon-Freeman
(+44 (0)845 094 6603)

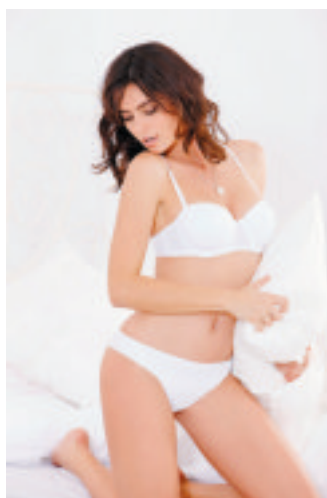


LORMAR STAND A54

Based near Modena, and founded in 1971, the Italian company currently has over 400 staff and ranks among the top intimates manufacturers in Italy. Lomar specialises in women's foundation garments that are both contemporary and fashionable. The brand features Pura-Moulded padded bandeau style bras, with removable straps available in cups B and C.

Pricepoints: Lomar Price Range
£10- £15 (Wholesale)

Contact: Anthony Palman (+44
(0)7836 743 466)



CONTINENTAL TEXTILES STAND C11

Celebrating their sixtieth year of trade, Continental Textiles presents a new range of products for the AW13 season with a focus on the latest trends and great quality. Key pieces include new onesie styles and a variety of satin chemises and delicate separates trimmed in lace. Also showing is the full SS13 Boutique range of swim and beachwear.

Pricepoints: From £3.95

(Wholesale)

Contact: Jonathan Crewe (+44
(0)161 864 6040)



CYBERJAMMIES STAND A36

Influences of print and soft, cosy fabrics run throughout the AW13 Cyberjammies collection, with a number of new elements having been added to the range. Alongside the ever present cosy check PJs are some new, novelty prints as well as a new sophisticated loungewear section. The capsule collection is made in Modal elastane for a really refined, elegant look.

Pricepoints: £7 - £22 (Wholesale)

Contact: Mark Tweed (+44 (0)7779
146 051; markcebtrop@gmail.com)



BRAZA STAND 1669

From humble beginnings 29 years ago in a 300sq ft office in New York City's Garment District, Braza's first product, the 'stick on bra', has changed the way women purchase backless, strapless clothing by offering an innovative and easy to wear product. Also on show will be the brand's comprehensive line of comfort pads and footwear solutions.

Pricepoints: TBC

Contact: Daniel Davis (+1 413 243
4690; danieldavis@brazabra.com)

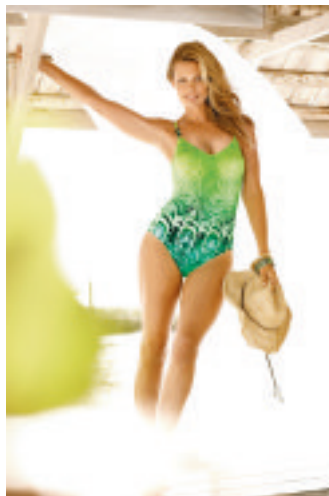


CHARMLINE STAND D30

The brand continues to innovate in the shape-wear world, with the new collection of swimwear featuring different shaping levels and elaborate cuts which work to achieve their "look one size slimmer" motto. The vivid colours and bold, print designs are a style signature for the brand, with green being a key colour story for the new collection.

Pricepoints: TBC

Contact: Sophie Charlesworth (+44 (0)1580 241 111)



IRMA LA DOUCE STAND C12

Irma la Douce presents pure drama and pure luxury with a rich new collection of lingerie finished to perfection with extravagant fabrics and design decoration. A classic colour palette of black, gold and ivory, sit together in perfect harmony to create this sumptuously flirty range. Available in both regular and fuller figure shapes.

Pricepoints: From £23.85 (wholesale)

Contact: Tom Kavanagh (+44 (0)7974 368219)



ELILA STAND A54

AW13 will see the launch of a balcony bra and panty set with features stretch woven satin and embroidery. The collection will also showcase new technological advances, with the brand continuously adding innovative materials to their line, such as yarns that can regulate body temperature. For the new season the brand has extended some sizes from H to K.

Pricepoints: £17-£31 (Wholesale)

Contact: Anthony Palman (+44 (0)7836 743 466)

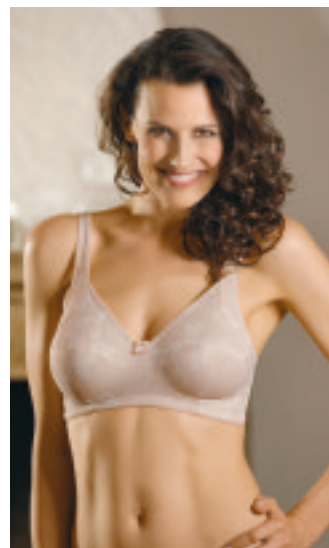


NATURANA STAND C12

Combining design innovation with directional trends, Naturana have produced a new line of bras especially to suit women's lingerie requirements throughout different stages of their lives. These include a padded racer back sports bra; padded nursing bra as well as a new selection of soft cup styles that are functional as well as fashionable.

Pricepoints: From £3.80 (Wholesale)

Contact: Tom Kavanagh (+44 (0)7974 368219)

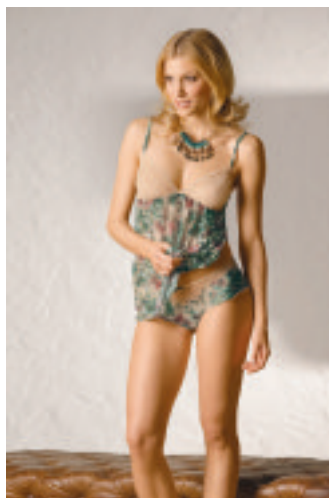


EVA STAND C12

The new collection of fashion-led lingerie from Eva combines classic, sensual and seductive elements with an emphasis placed on elegant sophistication, using high quality fabrics and design detail. Highlights of the range include a black bra/brief set with extravagant jacquard stripes and smooth lace.

Pricepoints: £11.95 (Wholesale)

Contact: Tom Kavanagh (+44 (0)7974 368219)



DOMINIQUE STAND A54

Dominique Lingerie has just launched The Wave Minimizer, a full-figure design that is smooth, seamless and contains contour cups for a clean, no show silhouette. The bra, which promises to minimise your size, rather than your shape comes in a wide range of sizes from 34 to 44, in cups C through F.

Pricepoints: £12 - £34 (Wholesale)

Contact: Anthony Palman (+44 (0)7836 743 466)



MIMI HOLLIDAY STAND R9

The Mimi Holliday AW13 collection see the introduction of several innovative new shapes, including the power balcony bra, which works to create natural-looking sculpting. Another collection highlight is the removable bow on the signature bow back thongs which add a playful edge to the pants.

Pricepoints: From £90 for a set (RRP)

Contact: Louisa Jarman (+44 (0)207 636 7060)



SUPERBRA STAND C21

This season's Superbra collection has an injection of glamour and sophistication with themes of grandeur inspired by Art Nouveau and a rich colour palette. Trusted styles and shapes are re-coloured for the season for romantic and feminine pieces across the collection, with new styles adding a fresh look from a D-K cup.

Pricepoints: From £7.60 (Wholesale)

Contact: Peter Cronin (+44 (0)845 270 6222)



CLEO STAND C21

A bold statement of pop art, retro candy and 1960's Miami, inspires the latest collection from Cleo by Panache. The eclectic line offers a colourful mix of subdued neons for a modern look, with sweet fantasy kitsch elements and craft effects adding a fun element to the collection. The range is available from a 28" back and goes up to a J cup.

Pricepoints: From £6.65 (Wholesale)

Contact: Peter Cronin (+44 (0)845 270 6222)



MASQUERADE STAND C21

The brand will showcase a sexier, trend led collection for AW13, with themes of secret societies and lavish, exquisite tastes. The product takes inspiration from the AW13 fashion catwalks, specifically couture styling in layered contrast colours with rich embroideries and laces for a regal feel, available in styles from a 28" back and from a D-H cup.

Pricepoints: From £9.20 (Wholesale)

Contact: Peter Cronin (+44 (0)845 270 6222)



PANACHE SWIMWEAR STAND C21

The Panache Swimwear capsule collection, allows for a mix and match style which will work for every occasion, be it a winter getaway, a sunshine cruise or honeymoon, available from D-K cup sizes. New to the range are the flattering gathered pant with contrast side panels, with the draw-side pant offering various levels of coverage.

Pricepoints: From £21.70 (Wholesale)

Contact: Peter Cronin (+44 (0)845 270 6222)



PANACHE SPORT STAND C21

The popular Panache Sports Bra will be available in two new colours, Raspberry and Red, for an on-trend fashion choice that retains its original features for perfect functionality. A new sports thong and updated brief has also been added to the collection, made from soft, breathable, lightweight micro-fibre and sports mesh.

Pricepoints: From £6.25 (Wholesale)

Contact: Peter Cronin (+44 (0)845 270 6222)



SCULPTRESSE STAND C21

The AW13 collection is based on creating modern classics.

Inspired by 60s hourglass styling, a colour palette enthused by tones within

Faberge eggs and jewellery designs, the collection is full contemporary, yet timeless looks in a D-J cup.

Pricepoints: From £6.65 (Wholesale)

Contact: Peter Cronin (+44 (0)845 270 6222)



SLENDERELLA STAND B60

Following the successful sell-out of winter robes in 2012, Slenderella have expanded their collection further with classic robes and sophisticated homewear in plush microfleece, luxury waffle, faux fur and velsoft. Animal prints also feature strongly with fun print onesie's and matching slip-on lounge booties completing the new range.

Pricepoints: £10 - £30 (RRP)

Contact: Ashley Spendlove (+44 (0)1773 822340)



MAIDENFORM STAND C31

The brand will be showing two lines for AW13. The Sleek Stripes collection features an elastic free fit for no show under clothes, and 2 ply tummy panels for targeted shaping. The Comfort Devotion line comprises of a range of bras, pants and shapewear, that mould to the curves of the body for a sexy, seamless look.

Pricepoints: Comfort from £10 - £42 (RRP), Sleek Stripes from £29 - £39 (RRP)

Contact: Jane Denereaz (+44 (0)7889 181587)



AFFINITAS INTIMATES STAND B4

The autumn/winter 2013 collection from Affinitas (right) is vintage-inspired and introduces new styles that encapsulate a glamorous era; with fuller bust brand Parfait's collection reflecting a regal stature and style. The new lines have delicate patterned detailing, and continued favourites come in new colourways for AW13.

Pricepoints: Affinitas £8.00-£48.00 (RRP), Parfait £10.00-£50.00 (RRP)

Contact: Rebecca Spiers (+44 (0)121 285 0288 / 302)



JULIE FRANCE STAND A54

For AW13, the brand will continue to promote their latest line, Léger, the ultra-light shapewear collection made from finer, softer yarns. The collection offers powerful, graduated compression technology providing maximum breathability and comfort which shapes and smooths the body without showing lines.

Pricepoints: £11.50 - £23.25 (Wholesale)

Contact: Anthony Palman (07836743466)



GASPÉ STAND B60

The brand will launch their new autumn homewear and co-ordinated collections in modal, viscose and luxury cotton lined plush fleece. Dark romance is reflected in rich raspberry, purple and greys with matching laces and embellishments. The collection is a combination of romantic evenings and cosy lounging, with the addition of luxury cotton rich velour robes.

Pricepoints: £10 - £30 (RRP)

Contact: Ashley Spendlove (+44 (0)1773 822340)



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The Essential Guide To Moda

GET THE BEST OUT OF THE BIRMINGHAM TRADE SHOW WITH OUR
GUIDE TO MODA LINGERIE & SWIMWEAR

The UK's largest fashion trade show is back, with over 260 lingerie and swimwear brands showcasing their new collections at the NEC, Birmingham this month. Housing some of the biggest names in intimate apparel, as well as a number of international names and new launches, the show is a veritable one-stop-shop for the lingerie and swimwear market.

MODA ROUGE

Dedicated to designer and directional brands, Moda Rouge is a contemporary fusion of established international names and new British lingerie labels. Playful, luxurious and fashion-forward, expect names such as Mimi Holliday and Damaris to be showing their new collections.

CATWALK NEWS

Located on the border between Moda Women and Moda Lingerie & Swimwear in Hall 17, the catwalk space will present a dedicated lingerie and swimwear catwalk which will run throughout the three-day show. The February edition of Moda will also see three new catwalk shows added to the line-up, a space where the newest trends and key looks for AW13 will be showcased. The new shows, which take place in Hall 20, located between Moda Gent and Moda Footwear, will be dedicated to footwear and accessories, urban and contemporary brands and men's tailoring and lifestyle clothing.

FEBRUARY EXHIBITORS

- | | | | | |
|---------------------------------|-----------------------------|-------------------------------------|-------------------------------|-----------------------------|
| ◆ Active by SpeedoSculpture | ◆ By Wishes | ◆ Elomi Lingerie | ◆ Lady Selena | Swimwear |
| ◆ Adore | ◆ Calvin Klein Underwear | ◆ Emma-Jane Maternity | ◆ Lama | ◆ Panache Sport |
| ◆ Affinitas | ◆ Ce Soir Lingerie | ◆ Empreinte | ◆ Laurence Tavernier | ◆ Panache Swimwear |
| ◆ After Eden | ◆ Cette | ◆ Eva B Bitzer | ◆ Le Bourget | ◆ Parfait by Affinitas |
| ◆ Alba Associates | ◆ Chantelle | ◆ Fantasie Lingerie | ◆ Leg Avenue | ◆ Passion |
| ◆ Allure Leather & PVC | ◆ Charmline | ◆ Fashion Forms | ◆ Leisure by SpeedoSculpture | ◆ Passionata |
| ◆ Alterego | ◆ Charmline Body Control | ◆ Fauve | ◆ Lepel | ◆ Patricia of Finland |
| ◆ Anita Active | ◆ Charnos | ◆ Fiore Hosiery | ◆ Les Jupons De Tess | ◆ Pia Rossini |
| ◆ Anita Care | ◆ Chilprufe | ◆ Fordville | ◆ Lidea | ◆ Piha |
| ◆ Anita Comfort | ◆ Cindy | ◆ Freya Lingerie | ◆ LingaDore | ◆ Pill |
| ◆ Anita Maternity | ◆ Cleo | ◆ Fürstenberg | ◆ Lingerie Buyer | ◆ Polexpo |
| ◆ Anita UK | ◆ Continental Textiles | ◆ Fürstenberg Black | ◆ Lorna Drew Nursing Lingerie | ◆ Princesse Tam Tam |
| ◆ Aubade Paris UK | ◆ Control Body | ◆ Gattina | ◆ LOU Paris | ◆ Provocative |
| ◆ b.tempt'd | ◆ Cottonreal Collection | ◆ Goddess | ◆ Louis Feraud Mode | ◆ Roidal |
| ◆ Bassaya | ◆ Cottonreal Lingerie | ◆ Gorsenia | ◆ Loungeable | ◆ Rosa Faia Beautyfull |
| ◆ Beauty Night | ◆ Couture Bridal Collection | ◆ Gracya | ◆ Magic Body Fashion | ◆ Rosy Lingerie |
| ◆ Benmark | ◆ Couture® Future? | ◆ Hanro | ◆ Maidenform | ◆ Royce |
| ◆ Berdita | ◆ Curvy Kate | ◆ Harvey James | ◆ Maison Lejaby | ◆ Roza |
| ◆ Bestform Lingerie | ◆ Cyberjammies | ◆ Hemingway Design Vintage Lingerie | ◆ Marlon | ◆ Sans Complexe |
| ◆ Bjorn Borg | ◆ Damaris | ◆ Hot Honi Swimwear | ◆ Maryan Mehlhorn | ◆ Sassie B |
| ◆ Blackspade | ◆ Damella | ◆ Huit Lingerie | ◆ Masquerade | ◆ Sculptresse by Panache |
| ◆ Blackspade | ◆ Dana | ◆ Iconique | ◆ Max Holliday | ◆ Selena Secrets |
| ◆ Body Wrap | ◆ David Swimwear | ◆ Inspirations | ◆ Mey | ◆ Selmark |
| ◆ Body Wrap Everyday Slimmers | ◆ DKNY | ◆ Intimates Lingerie | ◆ Mimi Holliday | ◆ Shirley of Hollywood |
| ◆ Bonnie Doon | ◆ DKNY Sleepwear | ◆ INVISTA - LYCRA® fibre | ◆ Miraclesuit Shapewear | ◆ Signature by Silky |
| ◆ Bonnie Doon | ◆ Eberjey | ◆ Joanna Gray | ◆ Miss Elaine | ◆ Silhouette England |
| ◆ Boutique | ◆ Edelweiss | ◆ Kayanna | ◆ Moontide | ◆ Silky |
| ◆ Bracli - Original Pearl Thong | ◆ Edgies | ◆ Kiku Design | ◆ Naomi & Nicole | ◆ Simone Pèrele |
| ◆ Bravado Designs | ◆ Egatex | ◆ L F Intimates | ◆ Natmen | ◆ Simply Silk by Cottonreal |
| ◆ Braza | ◆ Egatex | ◆ La Marquise by Lamatex | ◆ Naturana | ◆ Slenderella |
| ◆ Brettles | | | ◆ Oyster Bay Ladies | ◆ South Beach |
| | | | | ◆ Spanx |

Moda takes place from February 17 to February 19. More information can be found at www.moda-uk.co.uk.



Explore Birmingham

WHEN YOU'VE TIRED OF THE NEC, EATEN YOUR WAY ROUND THE BALTI TRIANGLE AND PARTIED IN BROAD STREET, IT'S TIME TO EXPLORE THE CITY'S CULTURAL SIDE

Pre-Raphaelites and Anglo-Saxons

Birmingham Museum & Art Gallery has long been famous for having the finest collection of Pre-Raphaelite paintings in the country – wonderful inspiration for fabric fanatics and those who enjoy the more gothic side of lingerie design. Now, though, it has a rival attraction

in the form of the Staffordshire Hoard, the largest find of Anglo-Saxon gold ever uncovered in Britain. For inspiration on embellishments, detail and colour, it's hard to beat, with gold and garnet work so fine that even under a magnifying glass contemporary jewellers find it hard

to comprehend the techniques used by these master craftsmen. If contemporary art is more your bag, the **Ikon Gallery** (<http://www.ikon-gallery.co.uk/>) has a world-class programme of challenging exhibitions.

<http://www.bmag.org.uk/>



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Shopping heaven

Birmingham offers some excellent shopping in its conveniently compact centre, with the **Bullring** and its famous branch of **Selfridges** at the heart of it. **The Jewellery Quarter**, meanwhile, has plenty of sweet boutiques and good offers on bling, and for a quirkier choice, head out to the **Custard Factory** (www.custardfactory.co.uk), where you'll find a selection of independent boutiques, artisans and vintage stores.



Dine and recline

Eating and sleeping in Birmingham just got a bit posher, with the opening last year of the city's newest luxury hotel, the **Hotel La Tour** (www.hotel-latour.co.uk), in Albert Street. The hotel's high point is the restaurant, **Aalto**, and its bar **Alvar**, with a menu created by two-Michelin-starred chef Marcus Wareing and his team. Expect fine British-style food - think Slow braised pork cheeks apricots, lentils, sage, mash or Banana Eton mess, walnuts, brandy, cream, meringue - and there's a sumptuous afternoon tea, too. Book the coveted kitchen table if you're in a party, to watch the action of the kitchen as you eat.

Alternatively head up to the 25th floor of The Cube for a hunk of juicy steak with a view, Marco Pierre White-style at the **MPW Steakhouse, Grill & Bar** (www.mpwsteakhousebirmingham.co.uk).



Lord of the rings

Sarehole Mill, an 18th century watermill that was part of the inspiration for JRR Tolkien's Middle Earth, is currently under renovation, but the rest of the **Tolkien Trail** is available to walk, for those of a fantastical bent. If your idea of rings has more to do with gold and diamonds, the **Museum of the Jewellery Quarter** is the place: a time capsule of an early 20th century jewellery workshop, it evokes the industrial archaeology of the area, in one of Birmingham's most vibrant quarters.

<http://www.bmag.org.uk/>

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One vintage year

FROM A MARKET STALL IN CAMDEN VIA RED OR DEAD TO A VINTAGE FESTIVAL ON THE SUSSEX DOWNS, HEMINGWAY DESIGN IS A VERY BRITISH SUCCESS STORY. LI TALKS TO **GERARDINE HEMINGWAY** ABOUT THE DESIGN HOUSE'S COLLABORATION WITH PANACHE.

In case you hadn't noticed, vintage style has been a driving force in British style for a few years now, from coiffed and corseted rockabilly chicks in North London to the mid-century couture that has been preoccupying fashion designers for seasons.

Hemingway Design were there right from the start. Vintage is in the DNA of Wayne and Gerardine Hemingway, the Lancashire couple who have been mainstays of British fashion since their Camden Town market stall selling secondhand clothes morphed into the first Red or Dead collection in 1983.

They're not just about clothes: they've designed everything from flooring to wallpaper, Dr Martens to houses for Wimpey Homes in Gateshead. There's a museum created with Stella Mitchell, the Land of Lost Content. Wayne Hemingway was made a professor of Urban Design at Northumbria University in 2004 and Gerardine a Doctor of Design at Plymouth University in 2006, and both were honoured with MBEs.

Their children Tilly and Jack are involved in the family business too, which makes them a perfect match with Panache Lingerie, another family business from the north of England. Hemingway Vintage Lingerie, which will launch this month at



2

Pure Body, is a collaboration that combines the current Hemingway style – curvy, retro and witty – with all the up-to-date techniques and materials that Panache has to offer. Here, Gerardine Hemingway discusses the collection.

Lingerie Insight *How did your work with Panache come about?*

Gerardine Hemingway We have a large number of dedicated followers to our Vintage brand and we noticed that in the build-up to our events and just in general chat there was a lot of discussion about how difficult it is to find cool lingerie to wear with vintage or vintage-inspired clothing. It was clear that there was a gap in the market and that this was something that people wanted.

We targeted Panache as a possible partner having seen the quality of the ranges they produce and we also loved the fact that they are British and based “up north” where we are from. The fact

“Vintage by Hemingway is our tribute to the cultural movements of the 20th century”

that Panache is a “family business” with a human approach is a great fit with the Hemingway Vintage ethos.

LI *Tell us about your vintage activities and inspirations in general*

GH I have been an avid buyer of vintage for over 30 years and am constantly inspired by the wealth of creativity of not just 20th century fashion but also music, film, art, design and food.

Vintage by Hemingway is our tribute to the cultural movements of the 20th Century. From our vintage-inspired product ranges to the magical Vintage Festival, Vintage Hemingway celebrates the wonderful legacy that has been left to us and reinterprets it for the 21st century. With over 30 years’ experience, Wayne and I “know

our onions” when it comes to vintage fashion and we have a young team who are eagerly following in our footsteps.

LI *Why do you think now is the right time for a vintage-inspired collection?*

GH The level of discussion around this topic showed us there was a clear gap in the market and that this was a product range that lovers of vintage really wanted.

The concept of looking at timeless fashions and revisiting styles to reinterpret them for modern times is becoming increasingly popular with the younger generations who have grown up in households with parents and siblings who care much more about fashion than in the past. We are in a time when there has never

1
Gracie set in blush and ink

2
Atlanta de Cadanet models the lingerie collection

been greater access to be able to discover the history of fashion.

LI: *Why are the 40s and 50s such a strong inspiration?*

GH: To sum it up in one word: glamour. When we hold our vintage events these are clearly the two decades that provide the most inspiration for women. These were the decades that sowed the seeds for the 60s explosion in youth culture. These were the decades dominated by a world war, austerity and a time when women had to be resourceful. In the 40s, society needed to put a smile on its face and women used lingerie to add spice to the utility fabrics and styles that were being forced on them through shortages, while the 50s saw an explosion of colour and flesh as the shackles of austerity were lifted. It was a celebratory decade that set the tone for a new generation of risk takers.

LI: *How did you go about researching the design, and what were your biggest inspirations and references?*

GH: A lot of the research came from our own knowledge and from our own wardrobes – for example, Rita, who is on our design team, is an avid lingerie shopper. We also have The Land Of Lost Content, which is our museum in Shropshire, and our vast digital archive, which has thousands of lingerie images and photos going back to the turn of the 20th century.

LI: *Was working in lingerie new for you, and if so, how did you find the challenge?*

GH: I really do enjoy a challenge, and designing in new product areas is also something that we have done. I find that research stimulates and always brings out new thinking. The best designers are always adept at transferring their skills across categories and I really enjoy working one day on affordable housing, the next on designing furniture and the next on lingerie. It keeps the team and I fresh and that is something that is really important.

3

Gerardine Hemingway



LI: *Did you have a particular price point you were aiming at, and how did you achieve that?*

GH: When Wayne and I launched our first label Red or Dead, we aimed to be the world's first affordable designer label. Believing that great design was not just for the moneyed elite was very new thinking in the early 80s, and it was this thinking that set the scene for the rest of our design careers. Creativity transcends class barriers and Wayne and I wanted then and still want now for as many people as possible to enjoy the fruits of our labours.

LI: *What are your favourite pieces in the collection, and why?*

GH: As the range was a collaborative process and put together by the whole Hemingway team I have asked them

for their favourite pieces too! For me, it has to be Gracie. The shapes work well for the more mature lady. I love the colour combination and it's feminine without being too girly or over fussy.

Rita: It's a tough one as I'm split between Elizabeth, Peggy and Dora, but I think my favourite is Elizabeth as I have A LOT of lingerie and have never come across this bra shape in stores today. It's very unusual and iconic of the 50s and is the one that I am most looking forward to adding to my collection.

Tilly: My favourite is Dora, especially in the charcoal. I like the cut across the bust and how the back fastening detail is mirrored on the knickers. It's a simple and clean-looking piece with a lovely attention to detail. ♡

www.hemingwaydesign.co.uk

The collection

PRETTY SATINS, BIG KNICKERS, DELICATE PRINTS AND CAREFULLY PLACED LACE: MEET THE **HEMINGWAY VINTAGE LINGERIE** COLLECTION



Pure Body Highlights

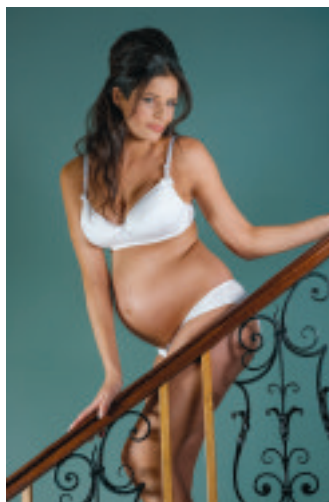
LINGERIE INSIGHT HIGHLIGHTS SOME OF THE BRANDS TO WATCH AT THE FEBRUARY TRADE SHOW.

Lorna Drewe STAND A26

The AW13 line is sassy, strong and the boldest to date with animal print, ruby red and classic elegant ivory making up the main body of the new collection. The patented Nursing lingerie is unique, being the only bras available on the market that can be individually adjusted over three cup sizes and have an exclusive anti-leak breast pad system.

Pricepoints: £12 - £45 (RRP)

Contact: Lorna Drew (+44 (0)7976

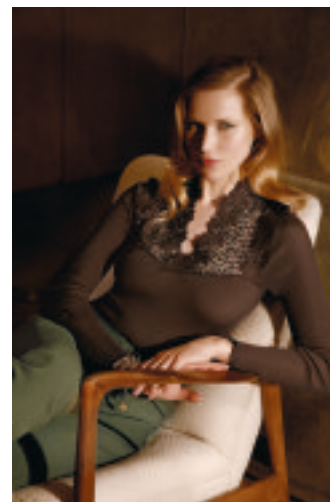


Oscalito STAND PB100

For the AW13 collection, Oscalito brings together rich jewel tones, with neutral colours like ice and bark to create a varied yet complementary colour palette. The brand uses high quality natural fibres, all of which are knitted completely inside the company to ensure the quality of the garments.

Pricepoints: £20 - £85 (Wholesale)

Contact: Dario Casalini (+39 (0) 3494 913 878), Robert Webb (+44 (0)7436999226)



Madame Shou Shou STAND P85 & E6

The collection showcases designs that are romantic, fresh and have details inspired from another age. The designs, created by Elina Kordali, inspire confidence and femininity when worn, by emphasising points such as the signature open back.

Pricepoints: €18 - €65 (Wholesale)

Contact: Debora Zogopoulou (+30 (0)699 7166005)



All Undone STAND PB49

The brand will present its first collection of style-led lingerie catering specifically for the smaller back size (28-34), larger cup size (D-H) market at Pure Body. With



the belief that a fashion-forward aesthetic shouldn't be compromised for incredible fit, the debut collection is inspired by the luxury of vintage fabrics, showcased within contemporary design.

Pricepoints: TBC

Contact: Eva Phillips (+44 (0)787 5424 245)

Hemingway Vintage Lingerie STAND PB70

Hemingway Vintage Lingerie takes inspiration from the bygone eras of the 40s and 50s, when design epitomised glamour and luxury. Consisting of eight looks, the line includes: balconette bras, bustiers, corselettes and high-waisted briefs in pretty tea dress prints, jacquard satins and elegant lace, available in sizes A-DD.

Pricepoints: £7.30 - £26.90 (Wholesale)

Contact: Mary Dixon (+44 (0)114 241 8888)



Princesse Tam Tam **STAND PB30**

The lace, tulle and embroidery in the Red Ballet line reflect the ultra-femininity of a trip deep into the heart of the country of Russian dolls, which has inspired the new collection along with the Russian Ballet. Along with the rich-coloured lingerie, the pyjamas are tailored to have a fashion-forward boyish style for AW13.

Pricepoints: £5 - £35 approx (Wholesale)

Contact: Lucy Osborne (+44 (0)2074994598)

*30:Fifteen* **STAND PB41**

Founded in 2011 by designer Emily Tonkin, who herself is an avid tennis fan and player, the dynamic brand fills a gap in the market for tennis wear that not only feels good, but looks good and performs well. The debut 30: fifteen collection consists of a range of dresses, tops, skirts and shorties.

Pricepoints: £7.50-£35 (Wholesale)

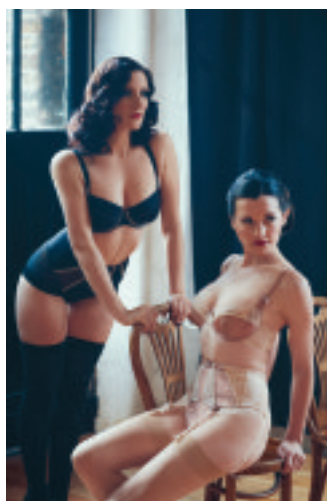
Contact: Emily (+44 (0)7949 762104; emily@30fifteen.co.uk), Jenni (+44 (0)7762646635)

*Fraulein Annie* **STAND PB20**

Highlights of the new collection include the vintage-inspired Falling in Love range, which consists of a balcony and fuller bust bra, multiway basque with a lower back and removable suspenders, a short, and a thong that can be worn with the matching suspenders, which tucks in the tummy and smoothes the hips for serious, yet glamorous support.

Pricepoints: £12 - £31.20 (Wholesale)

Contact: Frauke Nagel (+44 (0)78 3481 3456)

*Pip Studio* **STAND PB80**

The debut night/lounge range is inspired by Pip's love of Asia, particularly the Orient, with the collection combining traditional floral patterns with a vibrant contemporary colour palette. The concept is a mix-and-match one combining layered patterns, a strong eye for tiny details and special finishing touches, with all the designs being conceived in her studio in Amsterdam.

Pricepoints: £25 - £80 (RRP)

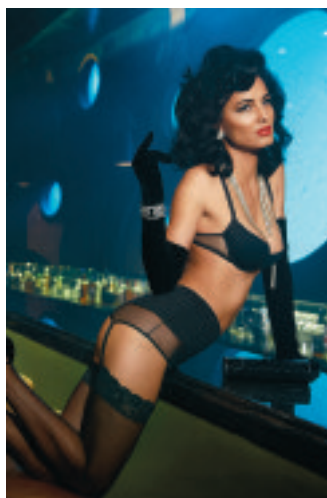
Contact: Philip Butler (+44 (0)1455 203311)

*Cosabella* **STAND PB40**

The collection features vintage styles in luxurious fabrics, such as romantic lace, which work to create a sultry design aesthetic. Designed to celebrate the silhouette of a woman's body, the line comes in vivid colours and tropical patterns, and pays homage to the vibrant Miami/Latin culture in a metallic palette of shimmering gold, mineral, copper coin and deep jewel colours.

Pricepoints: TBC

Contact: Laura Fuser (+39 (0)59 62 29 322; Laura@cosabella.com)

*LaFigurelle* **STAND PB52**

Fresh, dynamic and original, the shapewear brand combines vintage-inspired laces and colourful, delicate trims with modern shapewear fabrics for the ultimate feminine-meets-functional experience. The debut range offers firm-shaping waist-cinching briefs and bodies, with matching bras in a wide range of sizes.

Pricepoints: €26-€65 (Wholesale)

Contact: Geraldine Courtney (+35 3 1 9023700; gercourtney@lfigurelle.com)



Pure London

AFTER A SUCCESSFUL DEBUT IN AUGUST, PURE BODY IS RETURNING FOR A SECOND SEASON THIS FEBRUARY. THE THREE-DAY SHOW WILL PLAY HOST TO SOME OF THE MOST COVETABLE BRANDS IN LINGERIE, SWIMWEAR AND SHAPEWEAR, INCLUDING PRINCESSE TAM TAM, MARLIES DEKKERS AND HEMINGWAY VINTAGE LINGERIE.

PURE BODY 'FIT SCHOOL'

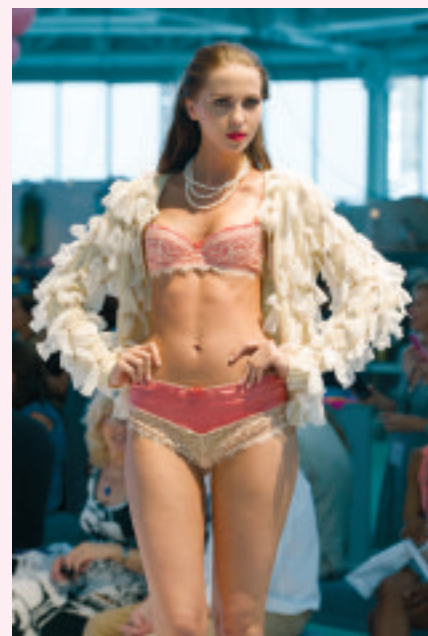
Pure London has joined forces with lingerie brand Panache to provide an introduction into bra fitting. The series of 45 minute sessions will be led by one of Panache's top trainers, who will discuss the importance of a correctly fitting bra by explaining the construction of the breast, different bust and figure types as well as showing examples of good, and badly fitting lingerie, all to achieve the perfect fit.

PURE LONDON PARTNERS WITH THE LINGERIE COLLECTIVE

Pure London and The Lingerie Collective are collaborating to deliver the best events for lingerie buyers in the UK. Pure London will be sponsoring The Lingerie Collective, offering an exclusive package to leading luxury lingerie, shapewear, loungewear and swimwear brands who wish to exhibit at both shows. Brands who have previously exhibited at The Lingerie Collective will be located in the Body section at Pure London.

FEBRUARY EXHIBITORS

- ◆ 30:fifteen ltd
- ◆ All Undone
- ◆ Bjorn Borg
- ◆ Cosabella
- ◆ D.Biccini
- ◆ Eberjey
- ◆ Fraulein Annie Ltd
- ◆ Gatta
- ◆ Hemingway Vintage Lingerie
- ◆ Hyd
- ◆ La Figurelle
- ◆ Lorna Drew
- ◆ Love Me Sugar
- ◆ Madame Shou Shou
- ◆ Magic Body Fashion
- ◆ Marie Antoinette
- ◆ Marlies Dekkers
- ◆ Oscalito
- ◆ PiP Studio
- ◆ Princesse Tam Tam
- ◆ Vivis Silk



Pure takes place from February 10 to February 12. More information can be found at www.purelondon.com.

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The Bra Fitting Course run by Lindsey Brown is the Only Non Branded Bra Fitting Course to offer totally Impartial Bra Fitting Training – without the use of a Tape Measure. The course is run by Lindsey Brown, who is one of a handful of people worldwide to have a Masters Research Degree in Bra Design and Manufacture *MA Contour Design and Manufacture - Distinction*. Lindsey has over fifteen years experience in the Lingerie industry, including Retail, Design, Manufacture, Research, Consultancy, Lecturing and Training. The Bra Fitting Course is suitable for everyone involved in Lingerie, from Bra Fitting Specialists to Lingerie Newcomers, wanting to offer a Bra Fitting Service. The aim of the Bra Fitting Course is to teach participants to fit Bras by Eye, without a tape measure and provide essential lingerie product knowledge.

BRA FITTING COURSE DATES FOR SPRING 2013

BRA FITTING	RETAIL
February 4 th	February 5 th
March 4 th	March 5 th
April 8 th	April 9 th
May 13 th	May 14 th

BOOK YOUR PLACE NOW
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T : +44 0116 2414627
W : www.BraFittingCourse.co.uk
Bra Fitting Course Training Centre
Tudor House - A47 Leicester -UK

CERTIFICATION: All Attendees who have shown an understanding of the various aspects of the Bra Fitting process and have Successfully fitted will receive a Certificate in Bra Fitting.

If you have any Questions regarding the Bra Fitting Course before you book call the Bra Fitting Team T: +44 0116 2414627 who will be happy to answer any queries

The Benefit to Our Bra Fitting Approach is that the body is elastic, whereas a tape measure is static. A tape measure cannot measure volume, so it is essential that anyone advising women on wearing the correct fitting bra learns how to Assess and fit without a tape measure.

Our Totally Impartial Training Method teaches Bra Fitting without a tape measure. It's a Proven Technique that will help you to fit Accurately and Consistently."

Lindsey Brown MA, Ba Hons

Bra Fitting Course is suitable for everyone involved in the lingerie market, from established businesses who would like to enhance their knowledge and Newcomers to the industry. Previous attendees have included Independent Boutiques, Specialist Retailers, Plastic Surgeons, Breast Clinic Nurses, Established Businesses wishing to refresh their skills and Bra Fitting Beginners.

"Attending the course has provided me with confidence for the fitting process as well as dealing with the challenges of every day retail issues such as stock control, ordering etc. It has been invaluable to the setup of my business - I could not have done it without it. Lindsey, a great services, highly recommended" JR

"As people new to the business the knowledge we gained was vital to us, to be able to be Everything we wanted to be" GW

Course Reviews and Success Stories can be read online at www.BraFittingCourse.co.uk . The very High level of positive Customer Feedback received, demonstrates the massive impact our impartial Bra Fitting Courses have had on their businesses. Book a place today

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of Charnos

**FROM SOCIAL
NETWORKING TO
MARKETING MOVIES,
WE FIND OUT WHAT
MAKES A BRAND BUZZ**

STEPHEN PERRY FOR KITTEN KOUTURE



We are your friends

IN A TIME WHERE COMPANIES ARE DEFINED BY THEIR ONLINE PRESENCE, **HOLLY RAINS** TAKES A LOOK AT THE BRANDS THAT ARE SPEARHEADING THE **SOCIAL MEDIA** CHARGE AND CHAMPIONING THE LARGER-CUP-SIZE COMMUNITY

1

Branders are now acutely aware of the importance of being a multi-channelled business. With an online report by retailresearch.org forecasting a 14% increase in UK online sales – to have reached £57.39 billion in 2012 – the necessity to connect online and engage with customers is becoming ever more important.

However, this may now mean going further than simply subscribing to a simple bricks-and-mortar/ecommerce mix. A study on social media by Jeff Bullas reveals that more than half of social network users follow a brand, and with social media platforms such as Twitter, Facebook and Pinterest growing in followers every day, it is now becoming essential for brands to reach out to cyberspace and utilise these online platforms as a means to establish a connection between product and customer.

Lingerie brands such as Freya and Curvy Kate, who specialise in larger cup sizes, are focusing their marketing efforts on achieving an active online

presence by harnessing the power of social media and manipulating key platforms such as blogs, Pinterest and Twitter to their advantage. By understanding their customer base they have cornered the online market for the larger-cup-size community, and are reaping the benefits of this relationship, by not just answering their fans, but positively joining in with them.

Online platforms such as Twitter, Tumblr and the blogosphere have

amassed huge online communities of larger-cup-sized women who, feeling somewhat sidelined by the mass market, take to the web to vent their frustration and share their stories.

Georgina Horne, a lingerie and fashion blogger who has more than 2,600 followers on Twitter, explains how she used to struggle to find 36J bras to fit her, but the growing online community among the fuller-bust group has helped her find answers.

“Be it Facebook pages, groups,

2



forums, Twitter, bloggers – if you want advice or reviews or just someone to share your thoughts and feelings you can find it. Being outspoken about our bodies is becoming more of a ‘thing,’ she says.

That lingerie brands like Curvy Kate and Freya are actively throwing themselves into cyberspace is a step in the right direction.

“Whether it’s to answer queries, reply to praise, or just promote the brand, social media is where it’s at. It’s good to know that if you need some information, the company is just a few clicks away,” says Horne. “It makes you feel like you know the brand, who works there, what they like and so on. You can almost have a conversation with them and they become more than a brand.”

Since its inception in 2009, Curvy Kate, which specialises in D-K cup bras, has been heavily involved in the ever-growing social media market. From creating Facebook competitions, as a way to increase reader interaction and engagement, to having a dedicated YouTube channel, the brand continues to utilise web technology to find new ways interact with their customers. The key to its success has been to tailor its multi-platform content to make it relevant to each visitor and their individual needs, thereby directly answering their customer base.

The next step on its social media takeover is merging the country-specific Facebook pages into one main

SOCIAL MEDIA COMMANDMENTS

DOs

DO reply to negative feedback, and do it quickly. Ann-Marie Manley, head of marketing at Freya, explains: “You have to be prepared for negative feedback and it’s important you take a considered approach in responding and dealing with any issues. The feedback is there for thousands of people to see.”

DO think carefully about outsourcing your social media platforms to a media company. It may seem more time-efficient, but the flipside is that you will lose a certain amount of control over your online brand profile.

DON'Ts

DON'T lose your brand’s personality. Social media is the ideal platform to showcase the fun and innovative side of your brand. Utilise platforms such as Twitter and Instagram to post behind-the-scenes images from shoots or in the office.

DON'T offend. Maintaining a personality is one thing, but sharing controversial views should be kept for personal, not brand, accounts. Remember: once online, always online - a controversial tweet or post, however innocent, could likely be picked up by media channels globally.

hub, in an effort to create a global online community. The original Curvy Kate page now has more than 41,000 fans, with the aggregation of its Facebook fanbase offering the potential to reach 13 million people around the world.

“One central hub means there are more curvy, like-minded women in one space to interact with and find the perfect lingerie set that will work for their shape,” explains Steve Hudson, Managing Director of the company.

“Social media has been one of the ways in which we have reached new

customers and worked directly with our retailers,” he continues. “Our fans discuss the D to K cup ranges, gather feedback and find products that will work for their unique curvy shapes. As every customer is different it’s an essential tool for making purchasing decisions,” Hudson continues.

Similarly, Freya, the lingerie brand that specialises in B-K cup sizes, has carved out a reputation for being a brand to watch when it comes to successful online marketing. It has amassed a strong, global online following, which comes from a

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THE COMPETITION

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PRIZES

- A £10,000 SHOPPING SPOREE TO ONE OF OUR FAVORITE FREYA STORES
- A £1,000 SHOPPING SPOREE TO ONE OF OUR FAVORITE FREYA STORES

ENTRY HOW

1. VISIT OUR WEBSITE AND ENTER THE COMPETITION

2. POST UP A PHOTO OF YOU WEARING THE DECO RANGE

3. WIN A £10,000 SHOPPING SPOREE TO ONE OF OUR FAVORITE FREYA STORES

1
With mobile computing on the rise, social networking is ever more important

2,3
Freya's Deco 360 campaign and competition



constant supply of innovative online features and interactive posts on Facebook, Twitter and Instagram, which all feed off reader engagement.

Freya's latest marketing campaign, 365 Days of Deco, is being pushed out both online and offline (through campaigns and press), and aims to

and allows us to speak one on one with our fans. Freya's global social media profiles mean we can keep our fans up to date all areas of the business, from campaigns, to design to advertising."

Since the launch of Freya on Facebook in 2009, Manley remarks how web-savvy their fans have become:

"We treat all social posts as editorial but with a more personal approach"

raise awareness about the brand's hero bra range, Deco. The strong online element combines a dedicated microsite, www.freyadeco365.com, and Deco Style Wall with a viral video, and integrates with a number of key social media channels - Facebook, Pinterest, Twitter, Instagram and Polyvore - to create what is surely the ultimate multi-channel campaign.

"Social media is a key mouthpiece that helps us to generate greater brand awareness," says Freya's head of marketing, Ann-Marie Manley. "It's also fantastic for conveying the Freya personality as a fun, edgy fashion brand

"Whether it's assisting someone who needs to find a stockist in a particular country, or providing recommendations on product styles, we think it's important to provide enough exciting and interactive social activity for fans."

But what about the results: is it possible to quantify the success of social media campaigns? Well it certainly isn't as basic as totting up the amount of 'likes' or Twitter retweets. "We use a social media service which monitors and evaluates all mentions of where Freya is being talked about online, who it is discussing us and in what discussion. It's really useful for

us to evaluate key influencers, take key learning's and also consider all feedback from collections," explains Manley.

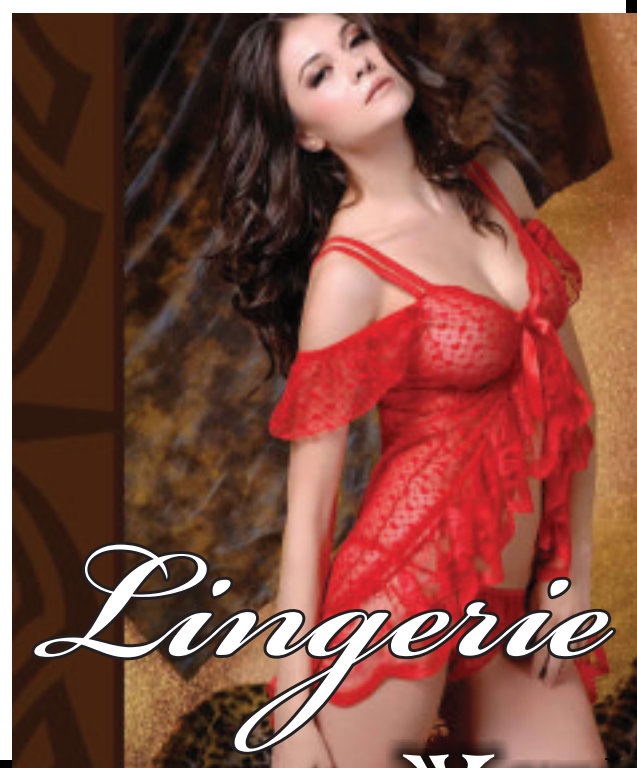
"For Freya, chatter is up 40% on last year which is very exciting - the brand is mentioned every 24 minutes online."

As with most publicity campaigns, though, there is room for things to turn sour, as a recent Twitter faux pas at lingerie brand Kayser illustrated when a misinterpreted tweet made by the brand's external social media company sparked outrage on Twitter and reverberated around the web. A straightforward apology, admission of the mistake and donation to charity did much to soothe Kayser's critics, but it showed that monitoring what goes out on social media is vital in order to protect brand identity.

"We treat all social posts as pieces of editorial but with a more personal approach," says Manley. "All content is scheduled and approved for all global markets. For us, social media is a constant job and we have to monitor it 24/7 - it's something you have to be aware of all the time, especially with a global outreach." ❖

4

An image from
Curvy Kate's
Facebook merge



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Girls (and boys) on film

IT FEELS LIKE EVERYONE IS DOING VIDEO MARKETING, BUT, SAYS LINGERIE PHOTOGRAPHER AND FILM MAKER **GAVIN KEMP**, YOU NEED TO DO IT BRILLIANTLY OR NOT AT ALL.

Fashion and film have been connected since movies began, but thanks to social media and the internet, video is quickly becoming one of the most important marketing tools for successful lingerie brands. In a digital world, with brands making very short, innovative films, this could be a marketing tipping point.

In just the last month, LingerieInsight.com has featured brand video stories ranging from Curvy Kate's first ever video to images from the new H&M Bodywear video starring David Beckham and shot by Guy Ritchie.

The pioneer of using such films in lingerie, though, is Agent Provocateur: in the brand's film *The Four Dreams of Miss X*, made in 2006, Mike Figgis shot Kate Moss, bringing together a major brand, a major celebrity model and a leading director. This set the formula for many of today's lingerie films – including the forthcoming H&M film directed by Guy Ritchie for David Beckham Bodywear.

Brand enhancement

Things have moved a long way on from the "behind the scenes" video – while these are still popular, they mostly

serve to document a photographic shoot rather than add value to the brand. Although still valuable, they may not have the creative weight needed to truly define a brand.

Agent Provocateur's subsequent work exemplifies this development: the brand currently has nearly 50 films on its YouTube channel, including the recent *Wilhelmina* film, starring Monica Cruz – part of defining a strong, alluring brand for confident women. The films court controversy too, of course, with near bans from the ASA (Advertising Standards Authority), and the associated PR does little to harm that reputation – after all, just a few months ago, LI reported Agent Provocateur's increased profits and turnover despite difficult trading conditions.

In contrast, the Figleaves *Just Peachy* film from 2012 is a delicate, relaxed and attractive piece that presents the brand for a mainstream market. Take a look at Victoria's Secret, too, and you can see a mix of styles, ranging from a horror-style *Wicked Moon* commercial to *Tell Me You Love Me*, a sumptuous 15-second short. Their video of the Victoria's Secret Angels singing 'Deck the Halls' is great fun – my guess is they had one idea and changed plans as they looked at out-take footage that is full of character and fun. It's no wonder this video generated six million views on YouTube in just two weeks.

Playing catch-up

With videos now being seen on social media, YouTube (the second most used search engine in the world), on terrestrial TV as advertising, on dedicated online fashion TV channels, in cinemas, in blogs, and as both magazine content and bonus online download material, there is a ready

audience. But beware: if they're done badly, a brand can be damaged.

While many intimate apparel brands are finding their way with fashion film, the big luxury brands are past masters. Louis Vuitton has a YouTube channel with more than 320 films and Chanel with over 200, organised by product category. Visually spectacular, creative and sophisticated, they represent substantial marketing investment made over many years.

Fashion photographer Tim Walker's *Storyteller* exhibition at Somerset House included six films, five of which were fashion films based around shoots in various parts of the world. None could be called behind-the-scenes films. They enhanced the stills, communicated more quickly, provided a bigger narrative for the brand – and also showed just how static a medium still photography can be, even executed by someone as accomplished as Tim Walker.

Available to all

With film-making costs coming down through access to technology and new ways of distribution, film is now a medium open to most brands. In fact, the rapid growth of fashion film as we currently know it can be directly attributed to one factor: accessibility, both in terms of production and distribution. The introduction in 2008 of a groundbreaking digital stills camera that shot high-definition video changed filmmaking completely, bringing an army of photographers to filmmaking.

Put in place a practical budget and a strong concept and you will find how accessible it is. As with websites, the biggest cost can be building your audience, although any brand currently building a social media presence should be a long way down that road. ■

1
Monica Cruz stars
in the latest Agent
Provocateur film

2
David Beckham
and Guy Ritchie on
the set of a film
for H&M



THE FUTURE FOR FILM IN RETAIL AND MARKETING

➤ The projected growth in smart phone numbers is huge as phone users trade up, and the astronomical growth in tablet sales predicted in the coming years will put a brand's product in the hands of any one with the ability to afford it - no matter where in the world they are, or where they move to during the day.

➤ By 2020, the Economist Intelligence Unit argues that the high street will be little more than a showroom, with shops being places to be entertained and to experience brands and service, and the point of sale being anywhere with a WiFi signal rather than in store. film has a clear role in this process.

➤ More immediately (in the next 12 months) some luxury brands have said they expect to focus far more on selling through retail than wholesale channels, putting customer and retail communication at a premium to generate end-user sales.

➤ Tagging in films has already provided the technology to allow people to buy products directly off the screen. This has been used across retail from furniture to fashion and including music videos.

➤ Changing the point of sale from the retail store or PC, to the palm of your hand and by providing the ability to buy off the film itself, gives fashion film a role for the next five years that is unparalleled by any other method of marketing communication.



Shock of the new

WITH THE NEW SEASON COME NEW LABELS AND LAUNCHES. WE LOOK AT FOUR OF **AW13'S** MOST INTERESTING BRAND DEVELOPMENTS.





Kitten Kouture

When an industry stalwart who has been involved in some of the last decade's most successful brands, including stints at Dirty Pretty Things and as creative director of Myla, decides to launch her own lingerie label, it's time to sit up and take notice.

Franceska Luther's new label, Kitten Kouture, takes all those luxury elements and the fashion edge for which she is known in the industry and applies them to D plus cups, offering those with a fuller bust a chance to enjoy the hipper side of fashion lingerie that has for so long eluded that customer.

The look is sexy and retro, packed with attitude and contrast. "I obviously love vintage but my thing is that I love the mix of looking back at the early 60s through to the late 70s, and

I love the 40s too," says Luther. "I love the graphics and the colours and that sort of thing. So what I wanted to encompass is something that really harks back to a lingerie heyday, but not too far back – so it's got a retro feel, but I want it to be really up to date. I have vintage meeting more modern technology and creating product that has the vintage aesthetic but is incredibly comfortable and well made."

Probably the most striking aspect of the range is its genuine fashion appeal, and that's entirely deliberate, says Luther. "I suppose my approach to lingerie is if I was a fashion house what lingerie would I be doing? The idea was to create more dynamic fashion products in the plus D-cup fashion arena, because while other brands are doing a fantastic job, I wanted to do something a bit more

edgy for the larger-cup market." The line is currently made in Britain, though the style for AW13 has a certain French glamour about it, with what Luther describes as "a lot of Bardot-esque shapes: push-up, underwired balcony, and a sexy full cup underwired bra shape. I'm teaming them with high-waisted knickers, retro hipsters, some thongs, and suspenders because they're hotly on trend. And there'll be some 60s-inspired loungewear pieces featuring marabou and so on."

Fabrics include contrast black and vintage nude silk satin, very sheer, soft tulle mesh and Leavers lace from France, with colours ranging from ivory to tangerine, chartreuse, magenta and scarlet – as well as bold flashes of leopardskin silk.

www.kittenkouture.com



FitBritches

As far as the general public is concerned, fabric technology is one of the less scintillating aspects of fashion and shopping. But if there's one subject that will engage people in matters of science and technology, it is weight loss. That's something that FitBritches founder Farnaz Khan discovered within days of launching her new invention.

Like many of the best ideas, FitBritches was born of a meeting of necessity and opportunity: the technology-marketing expert turned underwear entrepreneur was having trouble shifting the last few pounds of her post-baby weight – a problem faced by many new mothers – and was at the point of desperation when she had to attend a family wedding.

"We were at the wedding and my mother asked, 'What's that noise?'," laughs Khan. "It was me. I had wrapped my middle in clingfilm to try to contain it and use the heat to reduce the weight."

Out of that moment of slapstick was born a determination to research the mechanics of weight loss and the possibilities of fabric technology, and the scientifically minded Khan discovered the possibilities of heat-generating materials.

"I've actually linked my passion for technology with my family heritage which is actually in textiles. All of the women in my family have actually been in the rag trade," says Khan.

Combining this new wonder yarn with the practicalities of seriously strong shapewear, the result was FitBritches: a waist-to-thigh undergarment that both holds the wearer in shape under their clothes and, when worn daily, is claimed to cause genuine weight-loss in those traditionally difficult areas of waist, hips and thighs.

When she tested the products, the results were impressive: 92% of participants reported improvements in blood microcirculation flow and of cellular metabolism, as well as improvements in the appearance of cellulite and skin elasticity. Average reported losses were 5-12cm on the waist, 4-7cm on the hips, 3-7cm on the buttock and 4-7cm on the thigh.

Khan is not stopping with FitBritches: she launched the product under the umbrella company of 8 London, a fabric research company within which she hopes to continue harnessing new breakthroughs in material to create functional fashion products.

www.fitbritches.com

Inès de la Fressange Lingerie

Licensing can be a tricky business. The lesson learned by many a fashion giant, from Pierre Cardin to Gucci, is that once you lose creative control of products sold with your name all over them, the risk of brand devaluation is immense. This must be something of a thorn in the side of the French model, former muse of Karl Lagerfeld and Parisian style icon Inès de la Fressange, who no longer owns the rights to her own name.

She need not worry in the case of one license, though: Le Chat, the luxury French nightwear company, has produced under license a collection of Inès de la Fressange lingerie which carefully plays up those style elements for which she is beloved in France, Japan, the US and the UK: her androgynous chic, her wit, and her insouciance.

Indeed it was those traits that caused Grégoire Chalumet, CEO of Le Chat, to seek out de la Fressange's licence for his product.

"Of course with the name Inès de la Fressange, all the consumers imagine very nice fabric and higher quality and finishing," he explains. "Then in the concept boutique Colette one day, I saw Inès de la Fressange candles and I felt if she does candles she must do it under licence. I was right."

Chalumet's collection is designed in-house at Le Chat, but under clear guidelines from the Inès de la Fressange brand. "They have guidelines - as we say in French, a '*univers*'. Firstly there is the Parisian style - very chic, especially when she was working with Karl Lagerfeld at Chanel: very strict and very elegant. Second, there is vivacity, wit."

In the collection, those aspects of de la Fressange's character are manifested most notably in the velvet and silk tuxedo-style lounge pyjamas, a quintessentially Parisian play on the masculine-feminine style, and in the charming Idylle print, with its birds perched on branches of apple blossom, as well as the effortlessly chic robes and slips in understated shades.

It's a sophisticated collection that will appeal to anyone with a love of fashion (there are few more cherished and influential figures of fashion than this French national treasure), with a hankering after Gallic style and with a sense of luxury.

style@lingerielechat.com





Derek Rose Underwear

People react to the name Derek Rose in two ways. Either they've never heard of the venerable British nightwear and loungewear brand, or they are fanatical Derek Rose consumers, and would never dream of buying their pyjamas and dressing gowns elsewhere. This isn't a brand that flaunts its label and fills the pages of men's magazines with flashily shot adverts starring the latest hot actor. It's a success story by stealth: once initiated, customers go back. And back again.

This season, Derek Rose will launch its first complete underwear collection, and, says MD Sacha Rose, it must be, and will be, the absolute best underwear on the market.

"You see, the underwear market is a much bigger market, with more competition, and I would say it is technically more challenging," he explains. "There's a lot of reasons not to go into the men's underwear market. So we started with looking at what's

there, and what are they up to, and is there a justification for trying to exist in that space? Rather than just going there and sticking our names on it."

That research turned into a complete rethink of the men's underwear offering, from packaging down to fastenings. For example, the button fastening on a jersey boxer short, one of the best-selling shapes for many underwear brands, is notoriously awkward, and Derek Rose has an ingenious solution.

"If you're wearing a pair of jeans and you need to go to the gents, there's this literally practical question of exit and... 'in and out,'" says Rose.

I couldn't for the life of me imagine that people were standing there undoing a button and then doing it up again... If you've got consumer-centric design, you'll say, I tried this, I know it's a pain in the backside, can I do better?"

So Rose, with three master designers who have 122 years of experience between them, came up

with the self-seeking closure: a sliver of a magnet in a special casing that makes it wash-proof, iron-proof, with no health issues, that simply closes itself.

Rose and his team have used the same exacting approach to research and design on every aspect of the collection, from the magnet-fastening packaging with its curved edges ("We started with square edges, and I just thought why would I risk it digging into someone accidentally when I can round it?") and the satin-lined waistband to the double-mercerised, super-light cotton, tested by washing and tumble-drying 20 times.

So, high luxury then - except that the retail price points are between £25 and £40.

"We've been super-aggressive, because we're not entering the underwear market to be number two," concludes Rose. "we want to be number one in the world in high-end underwear."

www.derek-rose.com

Supporting British Hockey



berlei

Official Sports Bra supplier to the
England & GB Women's Hockey Teams



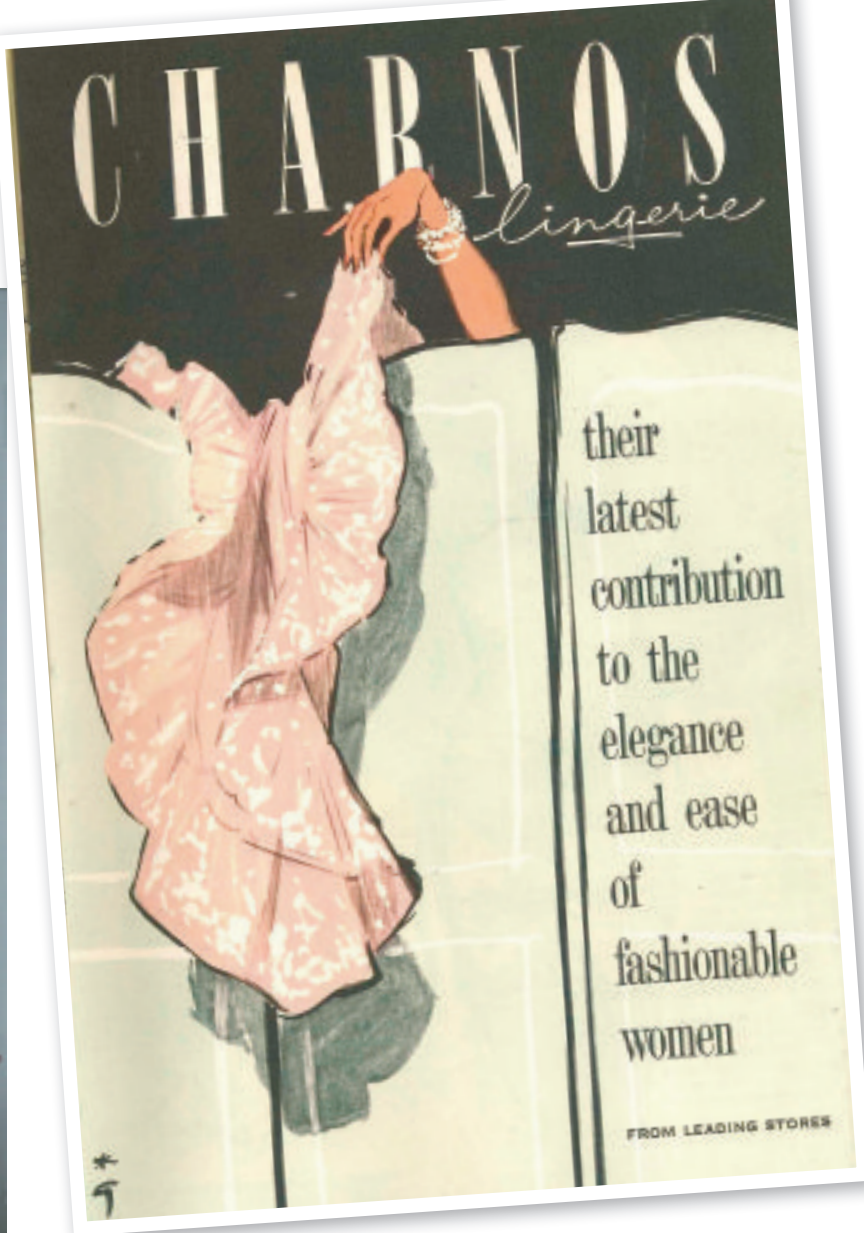
ENGLAND
HOCKEY



GREAT BRITAIN
HOCKEY



Customer Services 0115 924 6767
www.berlei.com



The French connection

IT'S BEEN A STALWART OF THE BRITISH LINGERIE INDUSTRY FOR NEARLY 60 YEARS, THROUGH GOOD TIMES AND BAD, AND NOW IT'S RETURNING TO ITS ROOTS. **GEMMA CHAMP** EXPLORES THE HERITAGE OF CHARNOS LINGERIE

If you want to know where a company comes from, its heritage and purpose, you could do a lot worse than taking a look at its archive of advertising. Charnos is no exception. A glimpse of some of its gorgeous old illustrated print adverts, including work by the legendary illustrator René Gruau, explains the brand better than

any description or rationale or mission statement ever could.

"So feminine... So French..." says one, as two delicately illustrated ladies throw elegant poses surrounded by a frame of black lace. In another, a lady in a slip stretches out across a piece of white lace, with the tagline "Lingerie has the prettiest French accent". In one of the most visually beautiful,

a manicured hand reaches over a dressing screen, clutching a spray of pink frills – “their latest contribution to the elegance and ease of fashionable women”.

That’s why advertising copywriters are paid the big bucks, of course: when I ask the managing director Peter Preston to describe the Charnos ethos, he has to think about it for a while, and come back to me on email: “The Charnos brand is all about the product, so I suppose I can quote our product development mantra,” he says. “Charnos product development is about creating lingerie with expert support and comfort. Combining contemporary styling and fabrics, with classic design to reflect our consumers’ way of life’. It is not a very snappy brand definition, but this is the nuts and bolts of what we are all trying to do with our Charnos product development process!”

“I always think of someone like Kate Middleton; she’s an attitude, not an age”

Preston might not be the essence of eloquence but he certainly knows the brand and what it needs to make it successful. Indeed, while he is relatively new to his role at Charnos, he knew Rolf Noskwith, the son of the founder Charles Noskwith, before he arrived, and his intention with the brand is to take it straight back to where it came from. “There were certain things I thought we should be doing with the brand and most of it is trying to rebuild its former glory – not particularly changing anything but actually going back to its roots and picking out the best bits.”

Those roots are to be found in the 1930s when Charles and Malka Noskwith saw the ominous writing on the wall in Germany and emigrated to Britain, where in 1935 they set up the Nottingham hosiery company Charnos. In the war years, their son Rolf, the future chairman of Charnos, distinguished himself as a code breaker at Bletchley Park, and in 1958, four years after food rationing

ended in the UK, Charnos introduced its first line of lingerie.

It was all about the pretty, glamorous, French style – France, of course, being a byword for desirable fashion at the time. For British women, still emerging from nearly two decades of austerity, beautiful Nottingham lace and the exciting new developments of nylon were exquisitely enticing. When Charnos introduced anti-static nylon in 1970, the company established itself not only as a producer of pretty undies, but also as a pioneer.

That pioneering spirit has led to collaborations with the hottest names of each era, from Yasmin Le Bon in the mid-80s to Christopher Kane more recently.

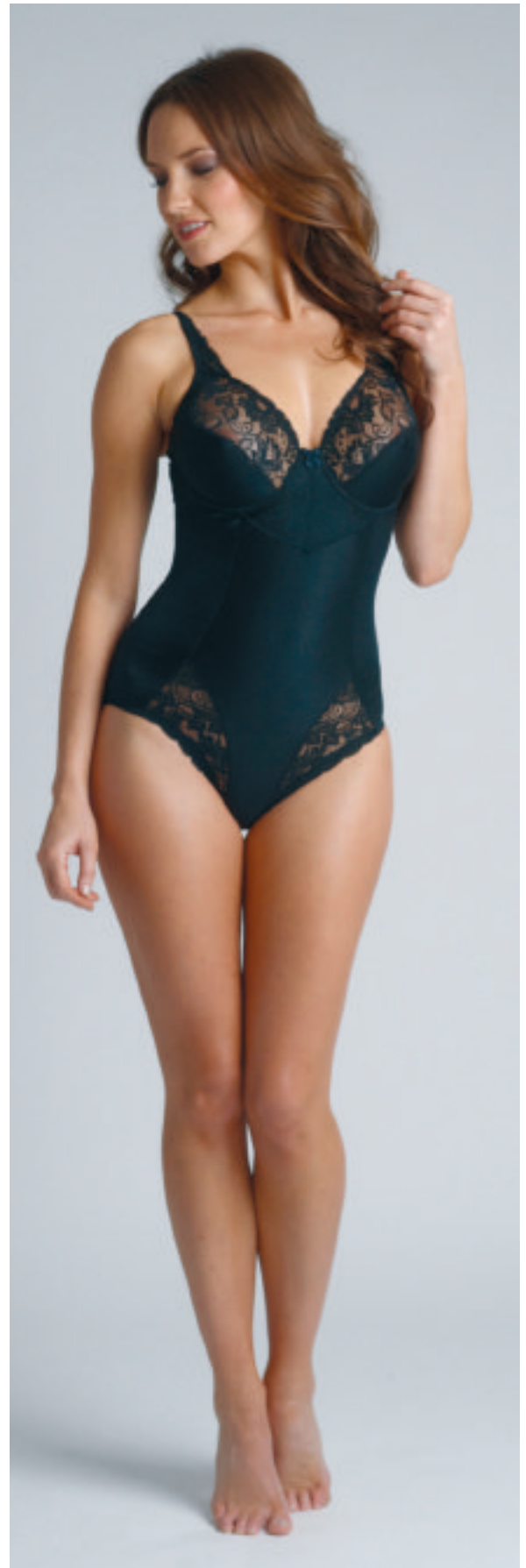
But it is the continuity classics that help Charnos retail its customers, with around 80% of sales coming from continuity, according to head designer

Gemma Birtwistle (though she admits that the ratio is reversed when it comes to designing, with 80% of her time spent on the fashion lines).

“My first season was the golden anniversary, and we had more of a spotlight on hourglass then,” she says, “though I’m sad to say it, hourglass is not where the volume drive is, so continuity is now the main part of the business.”

That could have a lot to do with the core Charnos customer. As those adverts imply, this is a woman who is concerned with elegance, style and sophistication, rather than trends and fashion.

“We research trends, but first and foremost it’s a heritage brand, and it’s a certain type of lady involved,” explains Birtwistle. “I always think of someone like Kate Middleton – no particular age though; I think she’s an attitude, not an age. It’s more of a sophisticated type of product for a sophisticated lady, and first and foremost it’s about having product





CHARNOS'S GREATEST HITS

- 1958:** Charnos Launches its debut lingerie collection
- 1970:** Charnos introduces anti-static nylon into lingerie
- 1984:** Yasmin Le Bon models "Togetherness" collection
- 1996:** Penny Lancaster models and Autumn Winter brochure
- 1999:** Bruce Oldfield collaborates with Charnos on two ranges, Close Up and Coolers
- 2005:** Charnos wins "Best Sexy Lingerie" award at figleaves.com
- 2006:** The Charnos Hourglass range earns the coveted Grazia Designer Award

that that type of person would like to wear, so we're looking at more opaque styles, probably less revealing styles and good supportive full cups."

Preston agrees, though in typically more concise style: "I think our brand is about a little bit of luxury, but also fairly conservative styling," he says.

That luxury aspect is important. For Charnos, conservative or sophisticated doesn't mean boring or workaday: it simply means subtly beautiful – in a way that those old adverts imply with their reference to French glamour.

"There are some old ads that we've got framed here in the office," says Birtwistle, "and 'So feminine, so French' is literally the wording that they've used to advertise the product, and I think that's true. When you look at British brands now, certain brands use very, very bright colours, and are

very in your face, and that's certainly not true of Charnos – it's sophisticated colouring, but it's still offering that support and everything you would need out of an everyday product or a fashion product."

The product is at the heart of everything for Preston. Arriving to what he describes as a "passionate" team at Charnos, he's been keen to work on the construction and fabrics as much as the design and marketing.

"Our first challenge was to work on the products, because obviously that's the key to the brand," he says. "I think the hourglass range might be quite high in people's minds, certainly in terms of promotion and advertising: it was very much hourglass-focused which, to be honest, we've since steered clear of and gone back to our roots of actually making good



lingerie, as opposed to shapewear.

"It's not just about it being the latest fashion trend," he continues. "It's not just about it fitting, it's not just about it being the right price – it's absolutely everything about the product, and if the consumer puts it on and says this is amazing, then you've hit the jackpot."

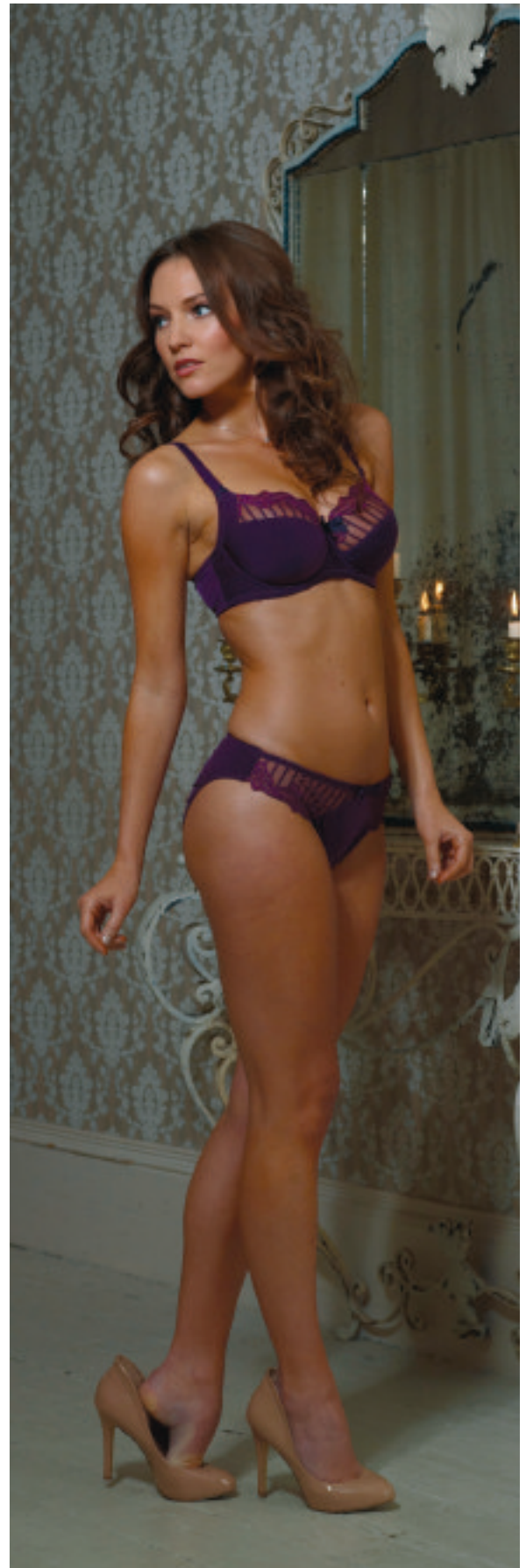
Of course a great product isn't much use if you can't find it in your local retailer, so Preston is also putting serious effort into engaging the brand's stockists.

"We've spent the last 12 months talking to key retailers, trying to understand what they want, and trying to explain the brand and how we want to display it," he explains. "We're installing lots of new brand wall bays, we're also adding more branding photography, so if you walk

into one of these stores now there's a little bit of a showcase for the product; it immediately stands out, and we've got a good product offering, so we're covering all the bases.

"I think over the last three or four years we've not put sufficient investment into making a branded environment in store, and we're introducing branded carrier bags, giftwrap packaging, and with our key retailers we're recruiting Charnos brand consultants to actually work within stores to improve customer service experience, to gain valuable feedback from the consumer and to help us create events to try and bring consumers in. The brand landscape in stores is changing, and we're trying to take advantage of any of those opportunities."

The best way to engage consumers





and retailers, though, is beautiful product, and Birtwistle is convinced she's got that covered. The AW13 ranges, with their dark, sumptuous shades and delicate fabrics, are getting good responses at the previews, particularly the Sienna line, and the mood is set to continue for spring.

"Autumn/winter is very jewelled, with blackened brights – so they're not too bright, they're quite dulled down, but they're still quite striking," says Birtwistle. "So into spring/summer it's very muted, a very sophisticated colour palette, we've got sage greens in there, lots of beautiful pinks and very greyed-off lilacs, and prints that are working out very subtly. It's very wearable – what you have to bear in mind for spring/summer is the brighter

the colour the harder it is to wear, because you have to find something matching that in outerwear. So we've tried to look at peachy nude tones and some really frosted blues and greens."

That word, "wearable", comes up again and again, along with "luxury", and they are at the heart of what Charnos is about – and what made it so popular in the first place, back in the 1950s. Birtwistle puts it into context.

"It's about making it very wearable because now people have got less money to spend. That one person may splash out and buy themselves an amazing set but they'll be very careful about what they choose. We'd like them to choose Charnos." ♣

www.charnos.co.uk

Products & trends

Top new-season pieces, the month's celebrity looks
and what's trending in lingerie and swimwear



Object of *desire*

« CAPRICE COLLECTION BY IMPLICITE

Vibrant colour is one of AW13's strongest trends, but it can be a risky choice, looking clashy, trashy and crass with the wrong treatment. This set by the French label Implicite nails it, though. With delicate Jacquard lace and tulle, a stunning sapphire shade (it also comes in ruby), and beautiful detailing on the cup, it hits the sweet spot between elegant and super-sexy.

RRP: Push plunge bra, **£85**; brief, **£24**



JEAN PAUL GAULTIER

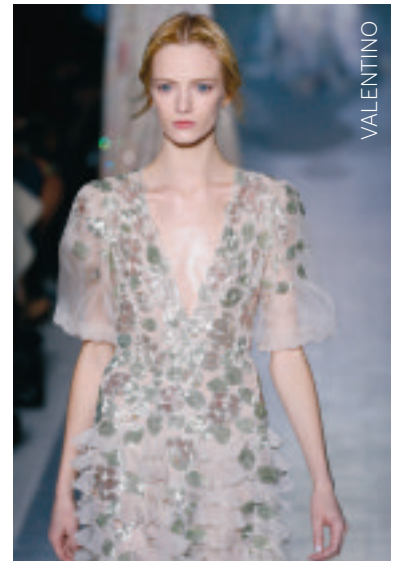
Corsets and lace

THE HAUTE COUTURE SHOWS IN PARIS MAY BE ALL ABOUT WOMENSWEAR, BUT THE INCREDIBLE CREATIVITY WITH FABRIC AND TECHNIQUE OFFERS PLENTY OF INSPIRATION FOR LINGERIE DESIGNERS AND RETAILERS. HERE'S OUR PICK OF THE WEEK'S LOVELIEST LOOKS

✦ APPLIQUÉ TULLE AND CHIFFON

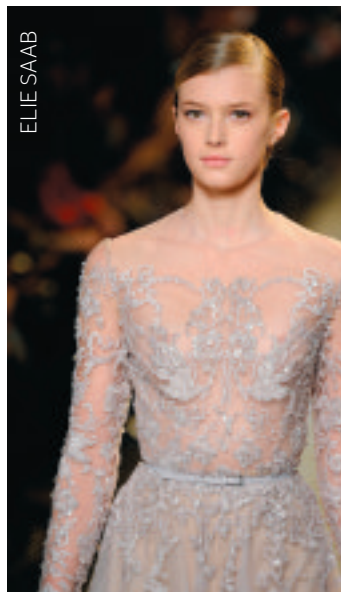


DIOR

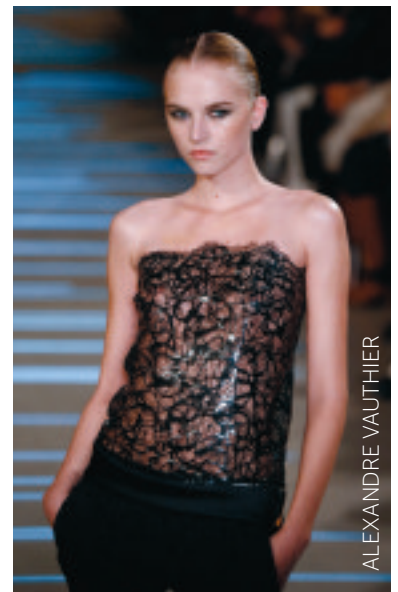


VALENTINO

✦ EMBELLISHED LACE

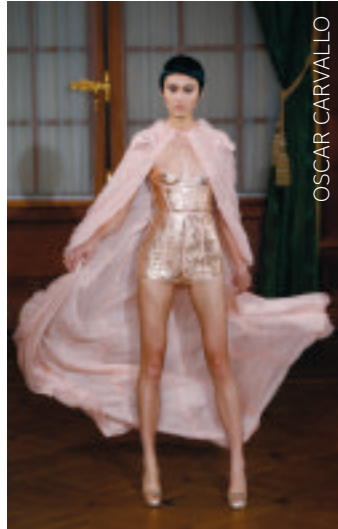


ELIE SAAB

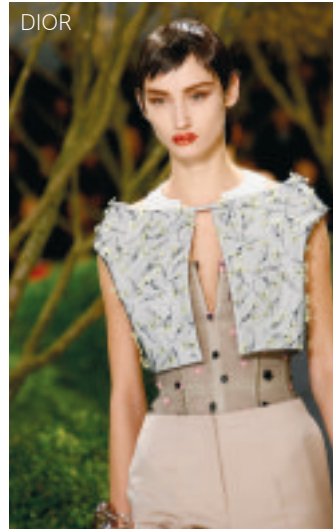


ALEXANDRE VAUTHIER

✧ **METALLIC BODY**



✧ **FLATTENING CORSET**



✧ **MONOCHROME LACE**

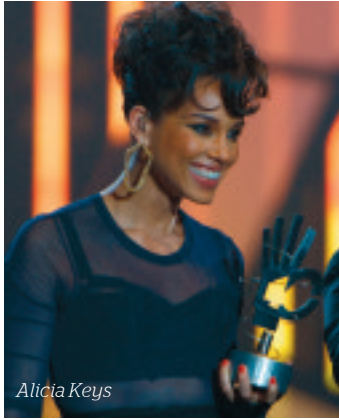


✧ **DIAGONAL CONTOURING**

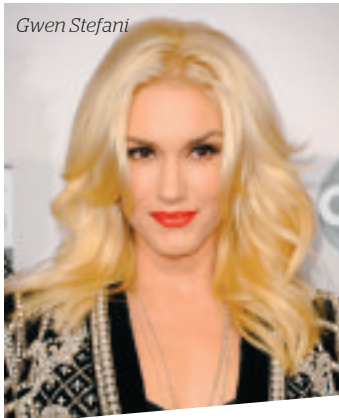


✧ **CHIFFON OVERLAY**





Alicia Keys



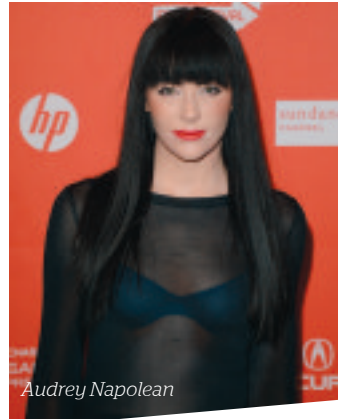
Gwen Stefani



Rihanna



Kim Kardashian



Audrey Napolean



Anne Hathaway

The Red Carpet Radar

CELEBRITIES DON'T NORMALLY GET THEIR LINGERIE OUT IN PUBLIC, BUT THE LAST FEW MONTHS HAVE SEEN A NUMBER OF VISIBLE BRAS UNDER SHEER COVER-UPS



Kerry Washington



Analeigh Tipton



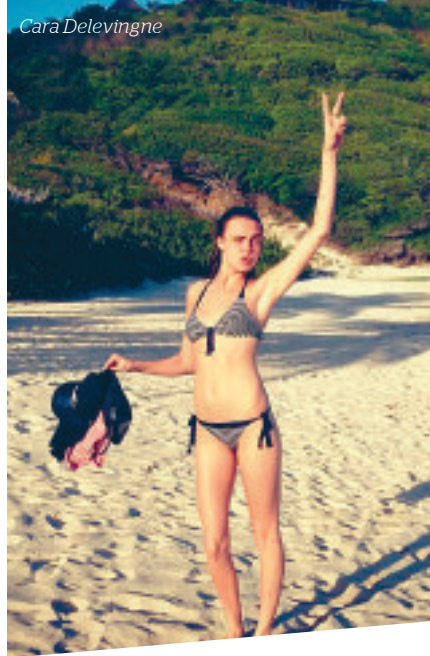
Kristen Stewart



Shenae Grimes



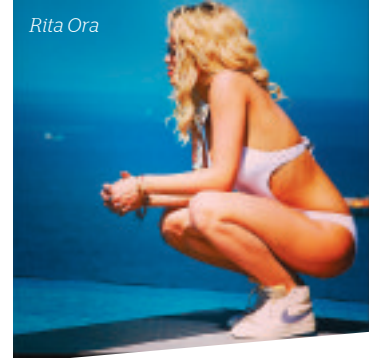
Alexa Chung,
Pixie Geldof
and friends



Cara Delevingne



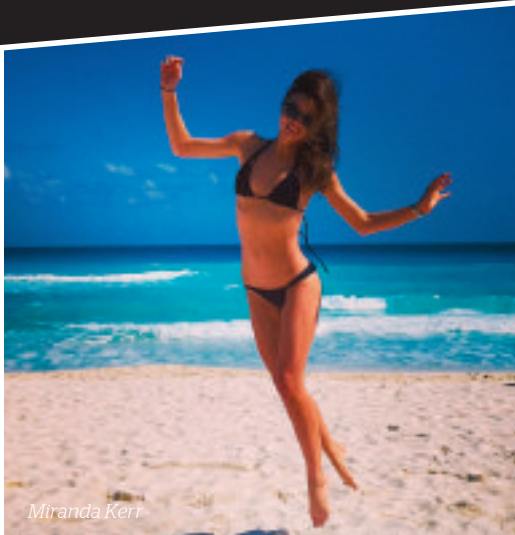
Millie Mackintosh



Rita Ora

The Instagram Chronicles

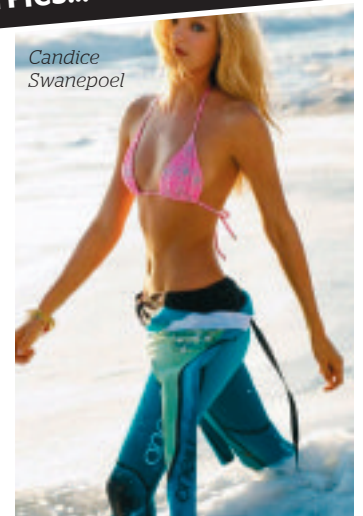
THESE STARS FLED THE WINTERY SURROUNDS OF THE UK THIS JANUARY AND ESCAPED TO SUNNIER CLIMES. HERE ARE THEIR HOLIDAY INSTAGRAM PICS...



Miranda Kerr



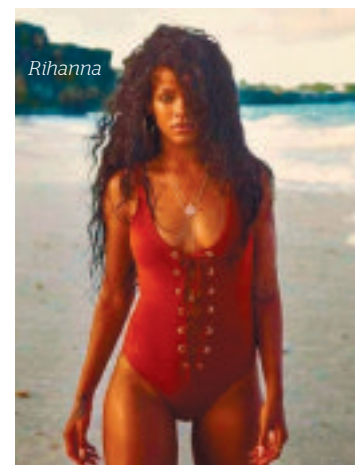
Poppy
Delevingne



Candice
Swanepoel



Irina Shayk



Rihanna



« TATU COUTURE

RRP: Albertina
body, £190

Contact: info@
tatucouture.com,
01926 359004



» FRED & GINGER

RRP: Tropical Paradise
bra, £155, suspender belt,
£110, knicker, £110

Contact: Victoria Holt,
+44 (0)7775 864 868; victoria.
holt@fredandginger.com



Bright & beautiful

AMONG THE SOMBRE AUTUMNAL LOOKS FOR
AW13 IS A BLOSSOMING OF COLOUR AND PATTERN
TO KEEP SPIRITS HIGH DURING THE WINTER



» BESTFORM

RRP: Bamako lightly padded bra, £29
Contact: 0141 885 4730



» SEAFOLLY

RRP: South Pacific
top, £60, brief, £42

Contact: Gillian Holdway,
G&T Agency, 0845
408 0095

» DENTELLETC

RRP: Rose playsuit, £51
Contact: info@
dentelleetc.co.uk,
0800 599 9715



⤴ **FLEUR OF ENGLAND**

RRP: Flirtation boudoir bra,
bow-tie brief, £TBC

Contact: [suzanne@
fleurofengland.com](mailto:suzanne@fleurofengland.com)

⤴ **BEAUTIFUL BOTTOMS**

RRP: Winter Rose robe, £116, Plum
padded bra, £56, ruched knicker, £30
Contact: Poppy Sexton-Wainwright,
poppy@beautifulbottoms.co.uk



⤴ **DIRTY PRETTY THINGS**

RRP: Faerydae unicorn-
print babydoll, £199

Contact: [sales@dirty
prettythings.uk.com](mailto:sales@dirtyprettythings.uk.com)



⤴ **PLAYFUL PROMISES**

RRP: Russian Doll collection, £15-£50
Contact: Delphine Thwaites,
delphine@playfulpromises.com



⤴ **MADE BY NIKI**

RRP: string underwired
cupless triangle bra,
£129, adjustable draping
skirt in candy pink, £189

Contact: Scott Parker,
[scott@made
byniki.co.uk](mailto:scott@madebyniki.co.uk)

♥ **PISTOL PANTIES**

Joss swimsuit
RRP: £189
Contact: info@pistolpanties.com



♥ **BEACH RIOT**

The Madonna
RRP: \$142 (approx £90)
Contact: Kyla@beachriot.com

« **SCANDALE**

Mirage in Lagoon
RRP: £70
Contact: davorka.suzic-milinkovic@hoplun.com



» **PANACHE**

Savannah swimsuit
RRP: £52
Contact: 0845 270 6222 or info@panache-lingerie.com



*One
for all*

BIKINIS MIGHT GET ALL THE GLORY, BUT THE ONE-PIECE SWIMSUIT IS MAKING A COMEBACK AS A CONFIDENTLY SEXY ALTERNATIVE



» **FREYA**

Tootsie swimsuit

RRP: £50

Contact: Nigel Addison,
01536 760 282



« **CONTINENTAL TEXTILES**

Stripe bandeau twist swimsuit

RRP: £27.99

Contact: Jonathan Crewe, 0161 864 6040,
jonathancrewe@continentaltextiles.co.uk



» **BEACHHEART**

Blush swimsuit

RRP: £190

Contact: anna@
beachheart.co.uk



« **FANTASIE**

Dominica asymmetric swimsuit

RRP: £92

Contact: Nigel Addison,
01536 760 282

Social Lite

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



1



2



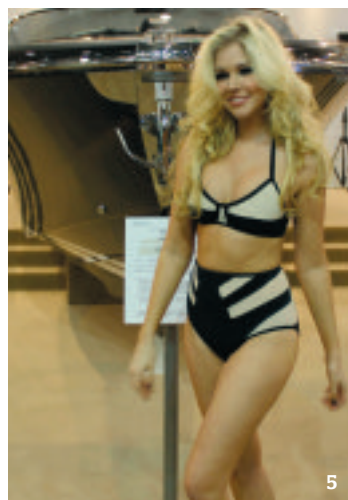
3



4



6



5

1
Beau Rocks performs
in the window of
Wildabout Flowers in
Clerkenwell, London

2
Elisabetta Canalis
at the Milan launch
of Lormar's new
campaign, in which
she stars.

3
LI's Andrew
Martyniuk with
Victoria Silvstedt as
she launches her
collection with Marie
Meili at Salon

4
Amir Kahn attends
the WAXX Underwear
party at the Rose
Club in Mayfair

5
At the AW13
Serpentine Collection
launch with Ferretti
during The London
Boat Show

6
Jesse Burgess in
the HOM lounge
during London
Collections: Men

Moda Stand Number C58, Hall 17




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BODYWEAR

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MAIDENFORM®

BRAS PANTS SHAPEWEAR