

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

I G H T

AUGUST 2013 / VOL. 04 ISSUE 08  
www.lingerieinsight.com



## TRADE SHOW PREVIEW

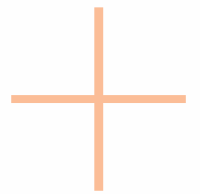
*Moda swim and lingerie*

## SWISS WATCH

*Hanro celebrates 130 years*

## SWIMWEAR INSIGHT

*Our second summer pullout*



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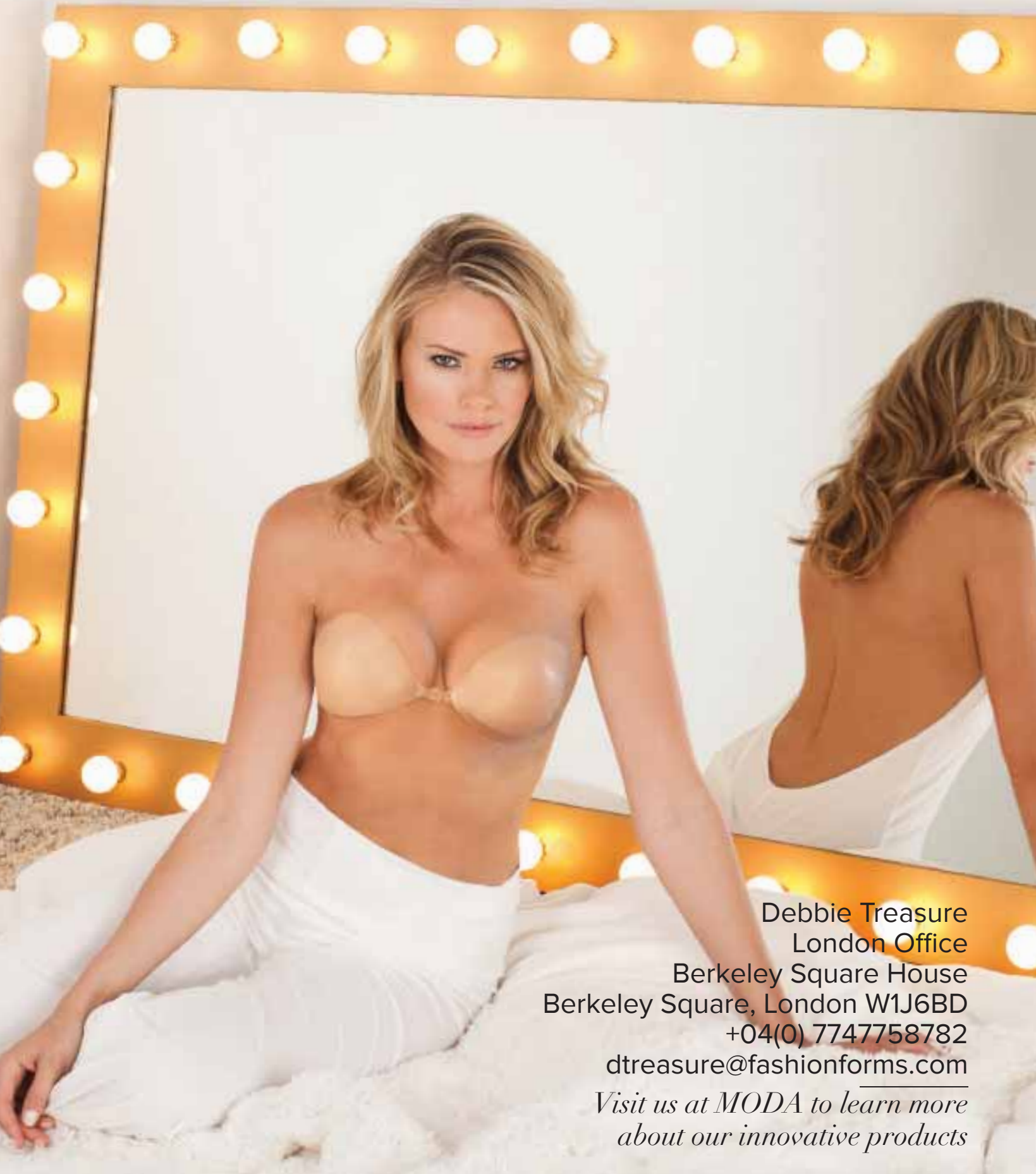
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# It's not all about pounding the trade-show pavements

Well, it's been quite a ride, but it had to come to an end one day, and this issue of *Lingerie Insight* is my last as editor. Taking over next month is the marvellous Sarah Blackman - some of you will have met her already at what was one of the most exciting Mode City shows ever.

She was already hard at work in Paris last month, seeking out stories and picking up on SS14 trends for lingerie and swimwear, and our Mode City Trend pieces are the happy result.

From Paris to Birmingham, and Moda, which we preview with our pick of the lingerie brands showing at this essential trade show taking place later this month. It looks like being a vintage season.

It's not all about pounding the trade-show pavements though: we've also explored the making of one of the best new ecommerce lingerie sites we've seen, asked lawyer Tim O'Callaghan about the finer points of design copyright, and tapped Claire Franks for her knowledge of the British lingerie industry. And we look at how Hanro is turning its 130 years of history into an innovative business.

Thank you for sharing your stories, your thoughts and your opinions with me over the last eight months. It's been a blast. Enjoy!

**Gemma Champ**  
EDITOR, LINGERIE INSIGHT



## AUGUST COVER

**Model wears:** Claudette Dessous Convertible and Ruched Back bikini in concrete with hot coral trim.  
**Photography:** Mark Sacro  
**Model:** Judith Lovingfoss  
**Hair and make-up:** Danielle Lerna

Shot at Mandalay Beach, Oxnard, California.



# LINGERIE INSIGHT

## ITPPROMEDIA PUBLISHING

16A Baldwins Gardens, London, EC1N7RJ, UK  
Tel: +44 (0) 20 31 764228  
Fax: +44 (0) 20 31 764231

## EDITORIAL

**GROUP EDITOR** Gemma Champ, gemma.champ@itppromedia.com

**EDITOR** Sarah Blackman Sarah.Blackman@itppromedia.com

**CONTRIBUTORS** Michael Bloom, Claire Franks, Tim O'Callaghan

## COMMERCIAL

**SALES MANAGER** Andrew Martyniuk, andrew.martyniuk@itp.com  
**SALES EXECUTIVE** Marianne Trotta, marianne.trotta@itppromedia.com

## STUDIO

**GROUP ART EDITOR** Daniel Prescott, daniel.prescott@itp.com  
**DESIGNED** in conjunction with Tegra www.tegra.in

## DIGITAL

**CHIEF TECHNOLOGY OFFICER** Hitendra Molleti, hitendra.molleti@itp.com  
**ONLINE PRODUCTION** Ernesto Ceralde, Rose Yorobe

## PRODUCTION & DISTRIBUTION

**GROUP PRODUCTION & DISTRIBUTION DIRECTOR** Kyle Smith, kyle.smith@itp.com  
**PRODUCTION COORDINATOR** Randa Yacoub  
**DATABASE MANAGEMENT** Manju Sajeesh, manju.sajeesh@itp.com

## CIRCULATION

**CIRCULATION CUSTOMER SERVICE** +971 4 286 8559  
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# LINGERIE INSIGHT

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# FRONT

## THIS MONTH IN LINGERIE AND SWIMWEAR

- > NEWS IN BRIEF **8**
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*Computer-aided designs of new Fifty Shades of Grey garments*



## EXCLUSIVE: FIFTY SHADES OF GREY LINGERIE RANGE TO BE LAUNCHED BY BLUEBELLA IN SS14

**S**eductive lingerie brand BlueBella will launch the official Fifty Shades of Grey lingerie and underwear collection in the UK and Ireland in SS14.

The British lingerie and 'lovestuff' company will debut the line at Birmingham's Moda exhibition, to take place this

month, and the range will be available to consumers ahead of the trilogy's hotly-anticipated first film, to be premiered in the UK on August 1 next year.

In the meantime, a gift collection for men and women, including a 'Christian Grey boxer', embroidered frill ribbon tie briefs, baby doll sets and

'You. Are. Mine' multi-use body bows and open bra and brief sets with satin ties, will be accessible for wholesale from August 2013 and enter stores in time for Christmas.

Each piece in the women's collection is in keeping with BlueBella's signature playful-meets-feminine design handwriting.

A design direction for 2014 is yet to be confirmed.

BlueBella, founded in 2005 by Oxford graduate Emily Bendell, has signed an exclusive licensing agreement with Fifty Shades Ltd, owned by author E L James, to launch the line.

Bendell said she is thrilled to be developing the Fifty Shades

**>>> story continued on page 9**

**>> FOR IMAGES OF THE SS14 COLLECTIONS AND DAILY BREAKING NEWS VISIT [Lingerie.com](http://Lingerie.com)**

**NEWS REVIEW**



▲ **Kate Bostock**, the executive director for product and trading for **ASOS**, has left the company a little more than six months after joining. The former head of merchandising for Marks & Spencer, Bostock was lured to ASOS after the retail giant spent a year recruiting her. During her brief tenure with the company, she worked to improve own-label clothing and its supply chains. In a statement, Bostock said ASOS “isn’t the right place for me,” and the company has said she will receive no severance or other form of payment for leaving.

**Première Vision S.A.** has signed an agreement to purchase eight fashion trade shows presently run by **Eurovet**, the leading trade show organiser for swimwear and lingerie brands and fabrics. While Eurovet will retain its lingerie and swimwear shows, including Mode City and Salon International de la Lingerie, the acquisition will see Première Vision S.A. assume responsibility for Fatex, Zoom by Fatex, “Made in France” by Fatex, and Tissu Premier and Collections.

The latest figures from the **IMRG Capgemini e-Retail Sales** Index have shown a 20% increase of online retail sales in June, compared to the same period in

2012. A hopeful sign of continued economic recovery in the UK, the rise in online shopping is the largest such increase in two years. The Index also revealed the first growth in online retail sales from May to June in five years, with a 2.4% increase. Clothing did particularly well, with sales up 29% over 2012, helped by warmer temperatures. The average basket value in June was £79, down from £87 in June 2012, due in part to shoppers purchasing sale items, as opposed to full-price goods.

✔ **Footballer David Beckham** has confirmed his bum appears in a short film directed by Guy Ritchie to promote **H&M** underwear.



Beckham recently acknowledged a body double was used in parts of the film, but maintains his groin and rear are featured throughout, with no substitutions or stunt doubles. In an appearance on the French television program *LeGrand Journal*, Beckham stated: “the crotch is mine and the backside is mine as well... someone said that I had a stand-in for my bum, but no, I can confirm that’s my bum.”

**UK Trade & Investment** has launched Great Weeks, a series of high-profile international trade visits designed to take British luxury, creative, retail and food industries into lucrative emerging markets. The initiative extends 2012’s “Great” campaign, which accompanied the **Olympics and**

**Paralympics**, and, in an echo of New Labour’s “Cool Britannia”, aims to build on Britain’s reputation abroad for creativity and innovation. The Great Weeks will take place in 10 countries and are designed to help brands meet and network with influential figures in the market, learning how to develop business prospects. **Lord Green** of Hurstpierpoint, Minister of State for Trade and Investment, told delegates in Westminster last month that while big British companies invest significantly overseas, it is SMEs that need to be encouraged to trade abroad.

✔ **Zoggs** was named Swimwear Brand of the Year at the first Sports Trade Awards, which took place in July. The Australia-based brand triumphed over fierce competition, including Adidas, Speedo and Aqua Sphere. In a press release, UK general manager Peter Doyle said: “we are truly honoured to be the first winners of this prestigious new award. Being named Swimwear brand of



the Year means so much to us because it is genuine recognition from our trade customers. I’d like to thank all of those who voted for us and congratulate the Zoggs team on the enormous progress we’ve made in developing the brand in both the UK and Ireland.” The awards ceremony took place at the Four Pillars Hotel Gloucestershire and was

sponsored by the Sports Traders Alliance Group.

Less than 20% of Brits 20 percent purchase a new swimsuit before going on holiday, a survey by **Invista**, the parent company of Lycra, has revealed. The study, conducted on over 2000 people also showed that 34% of Londoners are willing to diet in order to look great on the beach, while nearly 50% of female respondents said a well-fitting, supportive swimsuit is key to feeling their best. Michelle Duncan, marketing account manager for Invista, commented on the findings: “With almost half of women telling us a well-fitted swimsuit that provides support for their shape is what makes them feel good, choosing the right fabric is essential.

The Only Way is Essex star **Amy Childs** is now the face of lingerie label Alexis Smith, and currently appears in advertisements for the brand’s SS13 campaign. Focusing on women with a larger bust and small backs, **Alexis Smith** was launched in 2010. The label’s latest collection features bow-bedecked knickers and bras in hot pink, leopard print, lace and black satin. Speaking about her partnership with Alexis Smith, Childs said, “I love Alexis Smith Lingerie and have worn their sets for so long, as I have always struggled to find pretty bras for my size. I am so happy to be the new face of the brand.”



GETTY (3); COURTESY OLIVIA VON HALLE; COURTESY THE LINGERIE COLLECTIVE; COURTESY RUBYMOON



»»» story continued from page 7

of Grey lingerie and underwear lines as a new wave of excitement that surrounds the erotic phenomenon reaches fever pitch.

“The “Fifty Shades effect” has benefited our business and the books have played a significant role in shifting perceptions of female sensuality. This is core to our vision too, so we feel this is a perfect partnership,” she said.

Lingerie sales have soared since the release of the erotic romance trilogy in 2011. Last year, VoucherCodesPro found, when tracking its site usage, that of the high volume of people searching for the Fifty Shades books in June, 68% then went on to look for lingerie-related discounts afterwards, while 26% searched for sex toy discounts.

E.L James and her agent, Val Hoskins, signed a deal with independent agency Caroline Mickler Ltd to license and build the brand in June 2012.

Four months later, official Fifty Shades erotic products, including the ‘Inner Goddess’ Silver Pleasure Balls and the Submit To Me’ First Time Bondage Kit, have been sold in Europe and the US.

James said at the time; “This range is what I always imagined while I was writing Fifty Shades of Grey. I’m so excited that the toys I described in the books have come to life and can now be enjoyed around the world.”

Blubella’s Fifty Shades of Grey lingerie line has an RRP range of £12 to £40.

The firm’s nationwide network of consultants continues to grow, supported by a thriving e-commerce platform. The brand is also set for launch with key retail partners including ASOS and Figleaves this autumn 2013.

*BlueBella's signature design handwriting is feminine and playful*



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**NEWS REVIEW**



📌 Olympic diver **Matthew Mitcham** auctioned a pair of his underwear to raise money for Australian Marriage Equality, which supports the rights of gay couples down under o legally tie the knot. The auction took place at the Melbourne Cabaret Festival, with the underwear

raising £600 for the charity. Mitcham also entertained at the event by playing the ukulele and dancing to the hit *Barbie Girl*.

Rights groups are crying foul on a plan by American and Canadian retailers including Walmart and Gap, to improve conditions for Bangladeshi garment workers in the wake of a deadly building collapse in May. The plan is an alternative to an accord supported by 70 brands, including **Tommy Hilfiger**, Abercrombie & Fitch, Primark and **Marks & Spencer**, requiring companies to ensure money is available for safety improvements and renovations. The alternative proposal promises factory inspections, safety protocols, safety training, and “worker participation committees”. Additionally, the plan would provide low-interest loans to make improvements on factories and provide compensation for those unable to work during upgrades.

**VOICE OF THE INDUSTRY**

**The value of trade shows**



**CAROLE LAUNCHBURY,**  
Managing director, Simone Pérèle

**F**or Simone Pérèle the value of taking part in trade shows such as Moda and Salon International de la Lingerie is hugely significant, not only as a selling tool but as a way to fully exhibit the brand and our values of excellence, luxury and classic beauty.

As a key part of the seasonal calendar for the lingerie and intimate apparel sector, trade shows are a real opportunity for buyers to touch and feel the new collections and meet the teams behind the brands, but more importantly have time for special one-to-one interaction. For independents, the shows are a golden opportunity to network and build relationships, share ideas and positive experiences – it’s always great to be able to network face-to-face, especially as so much interaction nowadays is done online. There are no distractions or interruptions at the shows, so visitors can really become immersed and fully dedicate their time to see the collections and speak to the brands.

At the lingerie shows, collections are brought to life via catwalk shows where the models can really showcase the products at their full potential. This is hugely impactful and benefits the buyers far more than browsing through the collections in a look book or catalogue; they become inspired and they can visualise how a product will look and move on the body. Also, they’ll see examples of product displays and visual merchandising and can gain

ideas for their own displays. There will be accessory brands at the shows, which can make nice additions to the stores.

The buyers from major retailers will generally attend the shows as a matter of course, but it is the independents that we really need to see coming through the doors more regularly. For them to attend the shows and see the collections brought to life on lingerie models is incredibly worthwhile, plus it’s the perfect opportunity to discuss their sales strategy, marketing initiatives and the needs of their individual business and, of course, their customer.

The trade shows can help indies see clearly what trends are coming in the seasons ahead, enabling forecasts and in-store activity to be scheduled. It’s the ideal opportunity to take a step away from the shop floor and to get inspired and energised for the season ahead.

By meeting more of our independent customers, we gain their valuable insight on the new collections and feedback from their own customers. At Groupe Pérèle we’re continually developing products as a direct result of customer demands and reviews, and we have the experience and know-how to adapt to their needs. For retailers large and small, the economic climate is still tough, but we believe that it is more vital than ever for businesses to come together at the trade shows to support and grow the lingerie industry, both in the UK and across international waters.

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*Sport*

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## TALES OF THE UNEXPECTED GLITCH

### #4: Saddle up properly

**MICHAEL BLOOM**, of specialist stock management company **Top to Toe**, offers a regular quirky look at the difference technology can make to your business.

**M**rs Carters most recent attempt to put her web site on track was starting to unravel and she could not understand why. She knew that because of the numerous size and colour combinations of her stock she had to have a way of creating a product style in just a few minutes. In the lingerie business this was vital, as a camisole with 10 sizes in four colours required 40 separate products to be created. It was even more critical with bra's - one bra by itself could have 320 'size/colour/cup size' combinations.

She had also discovered that without an easy way of keeping her web stock accurate she had been sucked into ever more frequent stock checks, to try to avoid creating irate web customers who had bought and paid for items from the web site that were no longer actually in stock. Mrs Carter considered that she had learnt these lessons, and so had invested in an automated stock management system to solve these problems, but for some reason the web site stock position was still not working properly.

Despite a promising start, Mrs Carters stock was not accurate, web site complaints were increasing and her assistant, Mrs Equus, was working more and more hours per day - soaking up much of the web site's 'profit'. Mrs Carter could stand it no longer. She decided to sit down with Mrs Equus and ask her what was going wrong. For her part, Mrs Equus reported that their new stock system was really a generalised stock system but with some extra features to make stock entry easier.

It transpired that the system could easily create many sizes and many colours for each product. The big problem, however, was that after that each size and colour was treated as a completely separate product. This was multiplying work many times over. So

a camisole in ten sizes and four colours was quite easy to make but if Mrs Equus needed to place an order she had to go to 40 separate screens to place orders for 40 separate size/colour product variants.

This was a large problem for the main system, but at the till was a nightmare. When a camisole was being sold, but the barcode label had been lost, staff tried to narrow things down with a product search. Rather than being given a selection of Carters 60 different styles of camisoles, staff were being presented with a long list of all the possible, individual sizes and colour variants - some 2,400 size/colour combinations.

Even if they narrowed the search down to just one supplier, ten styles of camisoles were being presented as a list of around 400 size/colour variant combinations. Looking through screen after screen of variants trying to find the right one inevitably lead to mistakes ... and delays ... and lost sales. Every mistake meant that their sales records were wrong, and to cap it all their system was telling the web site that the sold item was still available.

Mrs Equus and Mrs Carter considered that they had 400 web products to manage but their system was forcing them to deal with well over 20,000 separate size, colour and fit variants. Mrs Carter, however, was not daunted. She now had an ally in Mrs Equus and together they would solve this problem. On this occasion Mrs Carter quite liked the glint in Mrs Equus's eye.

**Horse sense:** Stock systems are an ongoing journey, not a once only destination. Look at every stage and make sure the journey is as clear and fast as possible.

**Contact Top to Toe on 0845 130 3535 or [info@toptotoe.com](mailto:info@toptotoe.com).**



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visit the Patricia Eve stand at the Moda Trade Show  
11th - 13th August (stand B14) and leave your business card



# BRANDS & CAMPAIGNS

**What's happening right now in lingerie, from heritage brands to web design**

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# Parfait

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up to a K cup*





# Moda lingerie preview

WE PICK OUT THE HIGHLIGHTS FROM THE UK' LINGERIE EXPO WHICH TAKES PLACE THIS MONTH

## Affinitas Intimates

**About:** Affinitas Intimates' SS14 collections are neo-romantic inspired, fusing together the early beginning of spring with the energy of innocent romance. Bustiers, bras, camisoles and babydolls are designed in natural and pastel hues combined with floral motifs.  
**RRP:** £20 - £40  
**Stand number:** B4  
**Contact:** rebeccaspier@affinitasintimates.com



## Anita Active

**About:** Anita Active's Air Control sports bra revisits the 80's with neon yellow accents and under-bust banding, while the best-selling Extreme Control sports bra is going patriotic with a red, white and blue theme.  
**RRP:** £25 - £55  
**Stand number:** D8  
**Contact:** 020 8446 7478  
Jemma.barnes@anita.net

## Anita Care

**About:** Bold and vibrant colours and patterns will be key to new styles from Anita Care's 2014 collection for lingerie. Bright pinks like the new Poesie bra will feature, with a blend of polka dots and florals to combine romance with playfulness.  
**RRP:** £25 - £150  
**Stand number:** D8  
**Contact:** 020 8446 7478  
Jemma.barnes@anita.net



## Berlei Sport

**About:** As the official supplier to the England Hockey team, Berlei Sport has updated its best-selling favourites to include new colours and prints in response to customer feedback. The new products include an animal print for Berlei's Fit bra and a coral colour for Berlei Running.  
**RRP:** £30 - £32  
**Stand number:** B12  
**Contact:** 0115 9246767



## Anita Maternity

**About:** Feminine, young styles take centre stage while new T-shirt bras allow breast feeding mums to be stylish and chic, no matter what stage of motherhood they are in.  
**RRP:** £15 - £90  
**Stand number:** D8  
**Contact:** 020 8446 7478  
Jemma.barnes@anita.net

## Bestform

**About:** This season, Bestform lingerie, inspired by French design, combines open leaf floral tattoos of embroidery with light-weight fabric in crisp white and summer pastels for the fuller bust.  
**RRP:** £12.50 - £32  
**Stand number:** C15  
**Contact:** Richard Sanderson, 07949195052



## Bjorn Borg

**About:** The natural world stands as an inspiration for Bjorn Borg's SS14 collection. This is demonstrated in animal and jungle prints, and images that reflect the impacts of pollution.  
**RRP:** From £15  
**Stand number:** D60  
**Contact:** amy.blackburn@bjornborg.com

## Blackspade Men

**About:** The new menswear brand from Patricia Eve features an eye-popping 'colour' collection, a sporty range and a distinctive 'stripes' line.  
**RRP:** £15 - £20  
**Stand number:** B14  
**Contact:** Chris Eve, info@patricia-eve.co.uk



## Blackspade Women

**About:** Turkish brand Blackspade, new to the UK in 2013, offers high cotton underwear designed to deliver a comforting 'barely-there' feeling.  
**RRP:** £5 - £15  
**Stand number:** B14  
**Contact:** Chris Eve, info@patricia-eve.co.uk

## Cleo

**About:** Inspired by a blend of tropical, tribal patterns and graphic prints in saturated hues, the Cleo by Panache collection is fun, bright and cheerful.  
**RRP:** £14 - £29  
**Stand number:** C21  
**Contact:** info@panache-lingerie.com



Dates: 6-8 July 2013 Location: Paris Expo, Porte de Versailles, Pavilion 1

*Chantelle*

**About:** Inspired by summer holiday destinations, including Cape Cod in the US and Portofino in Italy, French Branch Chantelle is introducing on-trend colours to its best-selling garments.  
**RRP:** £39 - £60  
**Stand number:** C41  
**Contact:** 01483 300880



*Conturelle by Felina*

**About:** Two fashion series - Eternity and Dolce Diva - take inspiration from the south Italian coastline of Amalfi and reflect the seductive temperament of local inhabitants.  
**RRP:** £20.95 - £76.95  
**Stand number:** B10  
**Contact:** matthew@el-marketing.co.uk

*Cosabella*

**About:** Cosebella will showcase a new line of shapewear that is functional and sexy. The Glam Contour styles combine high elasticity with seamless lace and delicate fabrics that create invisible support.  
**RRP:** £17 - £208  
**Stand number:** D51  
**Contact:** Laura Fuser, Laura@cosabella.com



*Cottonreal*

**About:** This season's collection features crisp natural cotton lawns, quipure lace and stylish cotton viscose and cotton modals featured in optic white, dawn blue, blush pink and fresh jade.  
**RRP:** From £32.50  
**Stand number:** A40  
**Contact:** cottonreal@yahoo.com

*Curvy Kate*

**About:** British brand Curvy Kate continues to celebrate a positive body image and diversity with a new collection inspired by the concept of 'free time'. Designed to complement a variety of skin tones, busts and body shapes, the line comes in rich sorbet colours and hints of neon.  
**RRP:** TBC  
**Stand number:** C9  
**Contact:** hannah@curvykate.com



*Eberjey*

**About:** French rose, cobalt blue and vintage style lace make fresh new styles from Miami-based Eberjey, a designer of lingerie, swimwear loungewear for women who love simple and feminine shapes and fabrics.  
**RRP:** £35-£100.  
**Stand number:** B48  
**Contact:** Philippa Bradley Agencies, 07764745888



*Embrace*

**About:** Designed in Ireland and made in Italy, Embrace will show its latest collection of slimming and essential lingerie and lounge designs, including 'Slim in your Sleep' and the new Comfort Crossover Bra.  
**RRP:** From £64  
**Stand number:** B20  
**Contact:** Reenagh McCall, reenagh@love-embrace.com, +35391504993



*Charnos & Lepel*

**About:** UK-based Charnos will showcase a mixture of subtle hues and prints with pops of spring-like colours, while Lepel will offer a wearable collection with a fun and flirty edge.  
**RRP:** £18 to £34  
**Stand number:** B30  
**Contact:** vanessahaden@lf-intimates.com

*Dobotex*

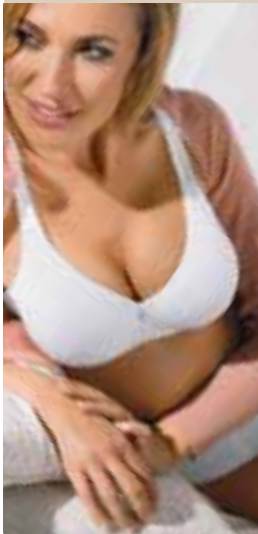
**About:** A distributor of Puma underwear, Dobotex will launch a new line of body-enhancing bottoms from hipsters and strings to Brazilian briefs and boxers.  
**RRP:** £12.99 - £14.99  
**Stand number:** C58  
**Contact:** Ariane Pringle, A.Pringle@dobotex-international.com





*Felina*

**About:** European brand Felina returns with a "feel good range" of smooth, seamless shaping, non-wired and spacer bras. The softly-shaped cup on the spacer bra lends a natural feeling of lightness created by the extreme fineness of the fabric.  
**RRP:** £25 - £72.95  
**Stand number:** B10  
**Contact:** matthew@el-marketing.co.uk

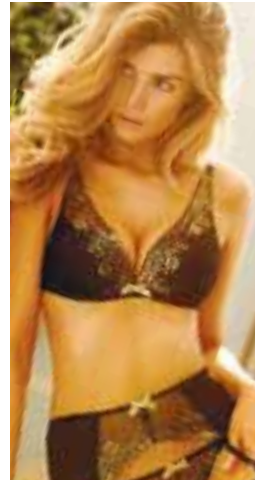


*Freya*

**About:** An explosion of carioca carnival colours will be key to new styles from Freya this season. At Moda, the brand will present Tropics, featuring a plunge bra and a choice of matching brief, short and thong.  
**RRP:** From £10.00  
**Stand number:** C30  
**Contact:** Margaret Lythgoe, 01536 760282

*Freya Active*

**About:** Freya will introduce a brand new crop top sports bra this season in black and indigo blue. The garment is light and breathable to ensure comfort and support.  
**RRP:** £39  
**Stand number:** C30  
**Contact:** Margaret Lythgoe, 01536 760282



*Hotmilk*

**About:** Maternity lingerie brand Hotmilk will offer smooth, seam-free lingerie in the form of new moulded cups this season. Inspired by the Orient, the new collection features lace patterns and prints in milky shades, natural earthy tones and accents of black and red.  
**RRP:** £24 - £35  
**Stand number:** A24  
**Contact:** Lisa Ebbing, lisa@hotmilklingerie.com



*Gossard*

**About:** Gossard's new line taps into its 100-year heritage to deliver a combination of classic shapes and styles. Old favourites return in new colours, while new ranges include the delectable Opulence, featuring two-tone fabric, and the sultry Sophia range featuring slip and suspenders.  
**RRP:** £16 - £59  
**Stand number:** B12  
**Contact:** Wholesales, 0115 9246767

*Huit Lingerie*

**About:** This season, Huit Lingerie introduces its Tandem collection in vibrant green. The line offers soft, magic air and half cup bras and features soft mesh and Leavers lace, providing a light feel and appearance.  
**RRP:** TBC  
**Stand number:** C30  
**Contact:** Margaret Lythgoe, 01536 760282



*Emma-Jane*

**About:** Maternity lingerie brand Emma-Jane, winner of the Gold Award for best feeding top by Mother & Baby magazine, returns with must-have staples for mums looking for comfort, support and affordability.  
**RRP:** From £64  
**Stand number:** A16  
**Contact:** John White, 020 8599 3004



*Loungeable*

**About:** The new Loungeable collection features onesies in girly prints with fun details such as animal ears, alongside soft-touch satin sleepwear styles featuring floral and deco prints, and a new range of fleece robes.  
**RRP:** From £20  
**Stand number:** D10  
**Contact:** sales@continentaltextiles.co.uk



*Lorna Drew*

**About:** Lorna Drew, a maternity lingerie brand whose customers include the Duchess of Cambridge and Margarita Missoni, is offering its first seam-free foam moulded T-shirt nursing bra this season. The Olivia line features the classic Lorna Drew lace trim and bow details and is available in baby pink or black.  
**RRP:** £12 - £35  
**Stand number:** A26  
**Contact:** info@lornadrew.com

*Irall*

**About:** European nightwear brand Irall will make its Moda debut this month with a collection of luxury satin nightdresses, pyjamas and robes.  
**RRP:** £14.99 - £54.99  
**Stand number:** A15  
**Contact:** Gareth Laycock, 0845 0946603



*LOU*

**About:** French brand LOU introduces two new lines this season. The Bloom range evokes softness and freshness by playing the transparent against the opaque, in spring-fresh colours, while Voluptueuse, available in eight pieces, echoes romance by combining floral embroidery with satin-stitched tulle.  
**RRP:** £19.30 - £105.00  
**Stand number:** C15  
**Contact:** Richard Sanderson, 07949195052



*Magic Body Fashion*

**About:** Magic Body Fashion is extending its product line, designed to provide "optimal figure correction", with a range of new push up bras, trendy hipsters and slimming camis in soft pink, soft blue and turquoise.  
**RRP:** From £19.95  
**Stand number:** B48  
**Contact:** Philipa Bradley Agencies, 07764745888



*Naomi and Lace*

**About:** Block colours offset under lace is the key theme for Patricia Eve's shapewear brand Naomi & Nicole this season. The SS14 collection offers a torsette, hi-waist brief and a hi-waist boy short.  
**RRP:** £20 - £50  
**Stand number:** B14  
**Contact:** Chris Eve, info@patricia-eve.co.uk



*Maidenform*

**About:** Maidenform has combined fashion with their most advanced shaping technology to create feminine styles accented by lightweight mesh panels.  
**RRP:** £10 - £45  
**Stand number:** C31  
**Contact:** Jane Denereaz, 07889181587

*Masquerade*

**About:** The new SS14 Masquerade by Panache collection offers a touch of Parisian luxury, taking inspiration from Art Deco, Art Nouveau and the indulgent era of early Moulin Rouge. The line mixes smooth satin and striking embroidery in cream, charcoal, warm coral and rich teal.  
**RRP:** £20 - £59  
**Stand number:** C21  
**Contact:** info@panache-lingerie.com

*Panache*

**About:** The first ever Panache collection, released for SS14, takes on two main themes, both based on South America - Carioca Cocktail, inspired by the Rio carnival and Rousseau Retreat, a more relaxed glamour trend.  
**RRP:** £14 - £29  
**Stand number:** C21  
**Contact:** info@panache-lingerie.com



*Passionata*

**About:** Passionata celebrates its 25th anniversary with four new lines for SS14 - the seductive Love Mood, romantic Fairy Night, the modern and sexy My Daily Lace and the ultra-feminine Miss Joy.  
**RRP:** Bras from £30 - £39  
**Stand number:** C41  
**Contact:** 01483 300880



*Royce*

**About:** Wire-free specialist Royce Lingerie has added five new styles to its range of bras. The garments span across Royce's sub-categories for everyday comfort, nursing, mastectomy, sports and teen bras.  
**RRP:** £20 - £33.  
**Stand number:** A30  
**Contact:** Sue Deselsky, 07881 642449



*Panache Sport*

**About:** Panache Sport returns with a collection of bras, vests and Capri pants that flatter and support the body.  
**RRP:** £48  
**Stand number:** C21  
**Contact:** info@panache-lingerie.com

*Rosa Faia*

**About:** Elegance and femininity are the key tenets of the collection, with sexy prints and Swarovski crystals adding a touch of bling.  
**RRP:** £20 - £85  
**Stand number:** D8  
**Contact:** Jemma Barnes, 0208 446 7478



*Roza*

**About:** Roza, the best-selling brand from wholesale company Alterego, will launch three new collections made from beautiful guipure, delicate lace, soft chiffon and micro-fibre.  
**RRP:** £9.99 - £29.99  
**Stand number:** A15  
**Contact:** Gareth Laycock, 0845 094 6603

*Sculptresse*

**About:** Inspired by 'birds of paradise', Panache's Sculptresse range for the fuller bust mixes a vibrant colour palette of corals and purples with exotic feather and floral prints.  
**RRP:** £18 - £35  
**Stand number:** C21  
**Contact:** info@panache-lingerie.com



*Simone Pérèle*

**About:** Simone Pérèle's new Double Je(ux) collection is romantic yet mysterious, offering delicate ethereal materials with beautiful embroidery.  
**RRP:** TBC  
**Stand number:** B40  
**Contact:** Carole Launchbury, 0208 332 3060

*Tutti Rouge*

**About:** Fuller bust brand Tutti Rouge introduces its French Bliss collection this season, mixing best-selling lines with new ranges, including Rosa, a satin set with a floral print, trimmed with antique lace; and Nichole, a classic non-padded bra in creme, sugar pink and powder blue.  
**RRP:** £9.50 - £34.50  
**Stand number:** TBC  
**Contact:** James McNeil, james@starkersltd.com




*Vanilla*

**About:** Nightwear brand Vanilla presents its collection of over 70 multifunctional styles, including chemises, nightgowns, pyjamas and robes. The lines are finished in sophisticated laces, flounces, ruffles and ribbons.  
**RRP:** £42 - £64  
**Stand number:** L83  
**Contact:** Marek Cynkier, +48 722 050 950, m.cynkier@vanillanight-andday.pl

*Wacoal*

**About:** This season, Wacoal will launch a range of new lines, including a new bra concept 'Supporting Role' in a soft sheen stretch fabric and 'Super Chic', an exclusive sheer honeycomb jacquard moulded outer cup over a soft foam contour cup. b.tempt'd, a brand for the young-minded woman will also feature at Moda.  
**RRP:** £11.50 - £69  
**Stand number:** B38  
**Contact:** Susan Bradley, 02074396190





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# Vanilla

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[www.vanillanightandday.pl/en/](http://www.vanillanightandday.pl/en/)



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BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Swimwear

AUGUST 2013 / ISSUE 02  
www.lingerieinsight.com

I N S I G H T

## GET IN SHAPE

Scandale  
launches swim

## DEFINING A BRAND

Panache gets  
a revamp

## WHAT'S TRENDING

A look back at  
Mode City styles

# Fun in THE SUN

What's going to be hot in  
swimwear at Moda this month



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See the collection at Moda Lingerie and Swim  
Stand D10

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Street Showroom, London 020 7039 0141 or email  
[enquiries@southbeachswim.co.uk](mailto:enquiries@southbeachswim.co.uk)





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## *Don't you feel like jetting off?*

Don't all those beach shots, palm trees and ocean backdrops make you feel like jetting off to the Bahamas, sharpish? We may be getting a bit of sun in the UK at last, but there's nothing like a new season full of glorious swimwear to make us feel discontented with our lot. Still, while the Bahamian sands may elude us, we do have Birmingham to look forward to, with Moda on the horizon before the sun sets on the SS14 season. We've picked out some of our favourite swim brands from the show, as well as looking back at the top trends we found at Mode City last month. We also take a look at new collections at Scandale and a repositioning strategy at British design stalwarts Panache. Enjoy!

**Gemma Champ**  
EDITOR, LINGERIE INSIGHT









# Beach body lines

BACK BY POPULAR DEMAND, SHAPEWEAR BRAND SCANDALE HAS EXPANDED ITS LINE OF SWIMWEAR THIS SEASON FROM A SINGLE PIECE TO SIX DISTINCTIVE GARMENTS. BRAND MANAGER **STEPHANIE CHAN** TAKES SARAH BLACKMAN THROUGH THE NEW COLLECTION AT MODE CITY, PARIS.

**W**hen French shapewear brand Scandale took a plunge into swimwear last season, it made quite a splash. The company created an icon with its first offering from its Les Aquatiques collection, with a design that incorporates stylish details and finishes with contour lines and delicate ruching to fit and flatter the body.

But while Mirage – a glamorous shapening one-piece – piqued buyers' interest, many retailers were yearning for a larger range of swimwear to cater to their customers' many moods.

Happily, Scandale has extended its swimwear line for Spring/Summer 2014 with six new garments under three distinctive design themes: Making Waves, for timeless, retro charm; Urban Chic, for cosmopolitan sophistication; and Tropical Paradise, for a sultry, exotic look.

"We did have some feedback last season that because we offered a single piece from the collection, some people found it difficult to buy into, even though it came in many colours - it wasn't big enough for them to make a story out of," says Scandale brand manager Stephanie Chan.

"[The buyers] have been waiting for a larger collection so hopefully, now that we've extended the line, we should

really increase our stockists. Initial sales meetings have been extremely positive for the new collection. This is a very exciting time for Scandale."

Due to enter stores in January, the new line mixes shapening and non-shapening pieces that easily coordinate. "There's a little bit of something for everybody," says Chan. "So we have bras and non-shapening bottoms, but the tankinis and the one-pieces are all shapening, so it's actually quite a nice mixture."

While some items are defined by bold colours, including marine blue, decadent red and sunset pink, others make a statement with abstract animal skin and tropical palm prints. The line features Xtra Life Lycra fibre to ensure improved chlorine, lotion and UV resistance, as well as delivering long-lasting fit that counters the curse of 'bag and sag'.

Scandale focuses on the making shapewear beautiful for this collection, recreating its signature S curve silhouette to enhance the wearer's curves, whilst combining vintage glamour with elegant French chic to bring the art of dressing well to the beach.

"It's almost like shapening becomes the secondary message," explains Chan. "The cuts, the details and fastenings come together to create fashionable swimwear, with vintage elements. Just looking at our Oceane

piece with the deco shell print, it's a retro styling with the white shell print and the black trim."

"You tend to see a lot of shapening brands which are very simple, and they really focus on the functionality of shapening, rather than the beauty aspect," adds Chan.

A lingerie designer since 1932, it's only now that Scandale has dipped a toe into the swimwear pool, after being bought by Hong Kong-based lingerie specialist Hop Lun five years ago.

Chan says that following the company's relaunch in January 2012, moving into swimwear was a natural next step. "The company behind Scandale has always been successful with swimwear so we have a lot of knowledge within the company when it comes to this sector.

"Also, what's nice for Scandale is that, although it was traditionally known as an underwear brand, [lingerie] is something that is hidden and something you keep almost a bit personal. It's so nice to provide women with something that they can really show off.

"The way we talk about swimwear is that you are showing off your inner confidence, being practically naked outdoors but feeling confident about it," she adds. "It works very nicely with the underwear as well. It's all about giving your body a nice shape and working with your curves." ❖



# Style

ONE OF BRITAIN'S LINGERIE STALWARTS, PANACHE HAS REFOCUSSED ON ITS CUSTOMER, REVAMPED ITS IMAGERY AND IS EXCITING BUYERS WITH NEW ATTITUDE. **GEMMA CHAMP** REPORTS ON THE CHANGES AFOOT

**F**amiliarity has been known to breed if not contempt then at least a lack of excitement for a lingerie brand, and when you've been a dominant force for decades it can be hard to revive the excitement that your products once inspired.

That was, until recently, the problem facing Panache, the Sheffield-based lingerie brand that has been going for more than 30 years. It had a global business, a huge reputation in Britain and was the original fuller-cup bra company. But when Danny Power, director of product, who runs the company with his brother John, sat down with a PR team last year he discovered something disturbing.

"The PR team told me that a lot of journalists feel Panache is for an older woman," he says. "And I knew it wasn't, but I couldn't instantly define who it was for, and that really alarmed me."

Understandably so: Panache, after all, has youthful, playful, sub-brands

1



# and Panache

such as Cleo and Sculptresse, not to mention the alluring Masquerade line.

The result has been a significant overhaul of the company's positioning for the SS14 season, from imagery to product, but while the new marketing materials offer a clear development from previous seasons, says the company's graphic designer Louise Hardcastle, who has been responsible for implementing the changes, the Panache DNA is still there.

"What Panache does really well is create very specific collections that are crafted to the needs of very specific customers, so I think the product was there," she says. "We just needed to try and refine our branding to match the personality of the product and appeal to those different customers. That's the main thing we realised."

Power, too, is keen to emphasise that this is more of a focusing exercise than a wholesale transformation.

"We've developed a few brands over the years, you have a changeover of people, so sometimes you just need to clear up the lines and definitions," he explains. "The thing is, we weren't a million miles away from where we wanted to be, so really it's just a lot of small adjustments in many aspects of the business, and I think they can lead to quite a few differences in how we're perceived."

In fact, the team found that once it had established the need to change external perceptions, the response

internally was immensely positive, with little resistance to the changes.

"Once we started talking to the rest of the company, I think everybody wanted to do it," says Power. "It's one of those things that swept through the company, and it's more of an internal realignment than external, which I think is a really healthy thing. It's not just about marketing."

Still, as far as buyers and customers are concerned it really is the product perception that counts, and considerable research went into deciding what Panache did *not* want to be seen as, says Power.

"That led us more to who we were and who we wanted to be," he explains. "It was not being for an older woman specifically; it wasn't being overtly sexual; we weren't mumsy; and

we weren't fitting into an age range.

What we discovered was our brands were more about attitude than age. And that's when we really started developing what each brand represented. We really wanted to focus on femininity, and that cohesion and distinctiveness of femininity, and that was probably the defining word that we stuck with."

For Hardcastle, this meant a much more complex definition of femininity, and a move away from lingerie's traditional man-pleasing sexiness towards a more empowered sense of glamour.

"I definitely think what a woman finds sexy is different to what a man finds sexy," she notes. "And that's really key in the way the images are portrayed, whether it's just paring back the styling, making it feel more



- 1  
Cleo Swim
- 2  
Cleo Lingerie
- 3  
Panache Swim



4

natural, making the models look like they're in a realistic situation...

"For example, one of my little irks is wearing shoes with lingerie. Bare feet just looks more natural to me. I mean not many people walk around in lingerie and high heels!

"So I just think it's making minor, small amends, that create an overall more appealing image for a woman, but still being aspirational and still having a really beautiful image at the end of the day."

**“What we discovered was that our brands are more about attitude than about age”**

Certainly the images feel very natural and enticing, all sunny lighting and outdoor mooching, and those divisions between the brands are indeed heavily emphasised by the choices in model, location and image style. The model choice is absolutely central, says Hardcastle.

"It's trying to portray the brands' different personalities, trying to

pick the models to reflect that," she explains. "It's important to pick aspirational models. We try not to pick models that are too thin, but at the same time, we like them to be aspirational. Also trying to pick a fresh face is quite hard in the lingerie industry, because there are not that many models out there that have the shape you need to fill out the product, so we're always on the lookout for a new face – it definitely distinguishes you from the other brands."

So just how does the Panache roster break down for SS14? Well, it's not, as Power pointed out, a million miles away from where it once was. But tighter definitions of the customer and more distinctive imagery does help break down the sub-brands much more clearly.

"We classify our brands slightly differently now," explains Hardcastle.

"We talk about the Core Family, which is Panache, Panache Swim and Panache Sport, and I suppose the sort of customer we're trying to appeal to is a very refined customer: it's about effortless glamour, it's nothing too extroverted or sexual.

"We like to refer to it as the Little Black Dress of lingerie – the sort of piece you can have in your wardrobe and wear every day and it fits all different occasions."

This means the Superbra line has been absorbed into the main Panache brand, together with a new logo.

"Then we have Cleo and Cleo Swim, which I suppose is for a more extroverted customer, someone who's got a spirited sense of fashion and style," continues Hardcastle, "and I suppose you could also call it a little bit commercial because it does appeal to a lot of customers.

"Then the third one is Masquerade, which is a more alluring brand, quite seductive, but it's a relaxed opulence – it's not your Agent Provocateur, it's a bit more pared back, and I think that

- 4 Masquerade
- 5 Panache
- 6 Panache Sport



5



sits underneath what we're trying to push about the Panache brand."

The brand has also rethought its strapline, with each sub-brand beginning with "Crafted for fit" and ending with a phrase that reflects the brand's identity: "Crafted for fit. Styled for Comfort," for Panache; "Crafted for fit. Styled for Fun," for Cleo, and so on. That consistency is part of a move to imbue each of the sub-brands with the credibility of Panache itself, says Hardcastle. "We've been in lingerie for 30 years, and I think it was important that these sub-brands had that credibility filtered down onto them, so we needed to create a synergy between Panache and its sub-brands."

(Sculptresse, the fuller-figure brand modelled by former America's Next Top Model winner Whitney Thompson, is dealt with as a separate brand, because it doesn't fall into the Panache price point, she adds.)

Without the product, of course, the marketing is just giftwrap, and Power says that the rebranding exercise has resulted in a clearer identity for the lingerie and swimwear itself.

"We're about crafting this product, and that stays the same," he says. "It's just more the design side and a clearer direction to the designers on who they're designing for in each brand. It was about tweaking some of the edges of the collection that merged into each other or went into a direction we didn't want to go."

At the end of all of this, though, the most important thing for Panache is the reaction of the buyers and customers, and so far it's looking good, as far as retailers are concerned.

"I think retailers will get a clearer line between our brands, a clearer picture," says Power. They'll see it in terms of the images we'll start to develop, our logos, and the design direction – by doing this we're giving clearer direction to our designers – right down to the swing tickets."

Hardcastle concurs: "We've just had our international sales conference where we launched the images not only to people internally but also our distributors, and I think everyone could see the hard work we've put in and the changes we've made. We've brought all the creative in-house now, because we did all this research and we wanted to keep it in the company and just strive for this new, fresh look."

The proof is in the figures, and orders look set to go up by a good margin, according to Power.

"We've had some key retailer meetings, and in Paris sales were up 60%," he says.

"We think it's something that's going to generate that sell-through for these guys at the end of the day." ❖



6

# Moda swimwear preview

WE PICK OUT THE HIGHLIGHTS FROM THE UK EXPO WHICH TAKES PLACE THIS MONTH



## Anita Care

**About:** Affin  
**About:** The SS14 themes include Shades of Green, Caribbean Flower, Mint Melody, Cruise Line, and a new Mix and Match range that offers a varied choice for individual combinations options.  
**RRP:** £70 - £110  
**Stand number:** D8  
**Contact:** Jemma Barnes, 0208 446 7478

## Anita Comfort

**About:** Anita Comfort Swim combines bold colours with matt and glossy fabrics, graphic and floral prints and decorative lace patterns this season.  
**RRP:** £80 - £115  
**Stand number:** D8  
**Contact:** Jemma Barnes, 0208 446 7478



## Anita Maternity

**About:** A mix of fresh summer colours with feminine and playful prints, including flowers and Vichy checks. The fit and comfort of all styles, from tankinis to one-piece swimsuits, cater to the needs of young mothers.  
**RRP:** £15 - £90  
**Stand number:** D8  
**Contact:** Jemma Barnes, 0208 446 7478



## Antigel Swimwear

**About:** Anigel will present reversible bandeaus with removable round-neck straps. The line mixes bold colours and tropical prints, while black and white pieces are jazzed up with metal accessories.  
**RRP:** £85-£95  
**Stand number:** C39  
**Contact:** Camille Rose, +33 608 279863, crose@lisechamel.fr

## Bestform Aquasculpting

**About:** Shaping swimwear brand Bestform Aquasculpting returns with an eye-catching new swimwear collection combining the creative flair of French design with the shaping requirements of the 30+ woman.  
**RRP:** £18 - £45  
**Stand number:** C15  
**Contact:** Richard Sanderson, 07949195052



## Boutique

**About:** Boutique, from the long-established producer Continental Textiles, brings swim and beachwear styles finished with pretty details such as frills, bows and beading for a feminine beach look to suit any age.  
**RRP:** From £17 for a two-piece set  
**Stand number:** D10  
**Contact:** Mark O'Hara, sales@continental-textiles.co.uk

Dates: 6-8 July 2013 Location: Paris Expo, Porte de Versailles, Pavilion 1





*By Caprice Swim*

**About:** This season, By Caprice Swim's collection incorporates Grecian and nautical designs, alongside 'Muse', a pink and white striped bikini with a polka dot thrilled edge.

**RRP:** £25 - £38

**Stand number:** A13

**Contact:** Sales manager, Paul O'Sullivan, paul@bycaprice.com

*Curvy Kate*

**About:** Curvy Kate's third swimwear collection continues to match the needs for a fuller cupped woman, whilst adding fun, flirt and feel-good philosophies to each piece. New lines incorporate summer shades of rose, tangerine, sailor blue and fuchsia.

**RRP:** TBC

**Stand number:** C9

**Contact:** hannah@curvykate.com



*Cleo Swim*

**About:** Cleo Swim seeks inspiration from 'Exotica Bohemia' and 'Colour Scope' catwalk trends this season. The range combines optical geo prints, textured fabrics and Mexican multi-colours.

**RRP:** £19 - £33

**Stand number:** C21

**Contact:** info@panache-lingerie.com



*David*

**About:** From 2014, the David swim experience includes the youthful David Fashion, cover-up range David Iconique and the new body-sculpting David Solutions.

**RRP:** £65 - £75

**Stand number:** B14

**Contact:** Chris Eve, Chris@patricia-eve.co.uk

*Eva*

**About:** Eva swimwear's new range includes padded bikinis and tankinis inspired by butterfly wings, while a new black control swimsuit features moulded cups and powernet support.

**RRP:** £40

**Stand number:** C12

**Contact:** Tom Kavanagh, 07974 368219



*Fantasia*

**About:** Eveden's Fantasia swimwear takes us on a nostalgic journey for SS14, offering vintage inspired styles mixed with bright tropical prints.

**RRP:** TBC

**Stand number:** C30

**Contact:** Margaret Lythgoe, 01536 760282



*Fashy*

**About:** Fashy will present three brands - Fashy Lady, Fashy Fashion and Gino Lapis - which offer a range of halter-neck shapewear one-pieces, bikinis and tankinis.

**RRP:** £13 - £30

**Stand number:** D48

**Contact:** brian.ashcroft@fashy.co.uk



*Freya Active*

**About:** Freya Active swimwear returns to Moda with its collection of supportive sports swimwear in bold blocks of purple, black and white for SS14.

**RRP:** From £16

**Stand number:** C30

**Contact:** Margaret Lythgoe, 01536 760282



*Freya*

**About:** Freya's Acapulco collection takes inspiration from the 60's and 70's with tropical prints and vibrant colours.

**RRP:** TBC

**Stand number:** C30

**Contact:** Margaret Lythgoe, 01536 760282



*Gossard*

**About:** After a highly successful debut year, Gossard's swimwear returns with bold prints and high-waisted retro-inspired looks.

**RRP:** £18 - £60

**Stand number:** B12

**Contact:** 0115 9246767



*Gottex*

**About:** Bold, rich and detailed prints are infused with bright and flattering solid shades this season.

**RRP:** £149.50 - £219

**Stand number:** B50

**Contact:** Richard Barnes, 01773534177



*Gottex Profile*

**About:** Vibrant colours, prints and coordinating solids flow through the collection for the independent, modern woman.

**RRP:** £89 - £99

**Stand number:** B50

**Contact:** Richard Barnes, 01773534177





**GTX**

**About:** GTX returns for a second season with a young and dynamic collection for fashion-forward women. The line contains 10 groups covering sporty, sexy and bohemian styles.

**RRP:** £82.00 - £95.00

**Stand number:** B50

**Contact:** Richard Barnes, 01773534177

**Irma La Douce**

**About:** Luxury high-end swimwear brand Irma la Douce presents a glamorous collection, focussing on elegant shapes and subtle embellishments. Amongst the new styles is a sexy coral coloured halter-neck bikini with a brooch place at the centre front.

**RRP:** £90

**Stand number:** C12

**Contact:** Tom Kavanagh, 07974 368219



**MO Gottex Innovation**

**About:** A new brand from Gottex focuses on unique swimwear and beach apparel designed for the contemporary woman.

**RRP:** £100 - £120

**Stand number:** B50

**Contact:** Richard Barnes, 01773534177



**Lise Charmel Swimwear**

**About:** This season's shapes make for a natural, flowing silhouette which combines a trendy, streamlined sporty chic allure with a touch of couture.

**RRP:** £140-£150

**Stand number:** C39

**Contact:** Camille Rose, +33 608 279863, crose@lisecharmel.fr



**Miraclesuit**

**About:** Miraclesuit brings some excitement to control swimwear this season with arabesque motifs, florals, paisleys, bold colours and skin tones, all artfully engineered to flatter and slim the wearer.

**RRP:** £110-£130

**Stand number:** B14

**Contact:** Chris Eve, Chris@patricia-eve.co.uk



**Moontide**

**About:** Drawing inspiration from Gauguin and Monet, New Zealand's Moontide has embraced a pallet of graphic statements and colours reminiscent of the brand's south island heritage.

**RRP:** From £23

**Stand number:** B15

**Contact:** Simon Howard, 07834030360



*Naturana*

**About:** From body boosting bikinis and sporty designs to secret support swimwear and clever controlwear, Naturana offers styles to suit all ages and body shapes.

**RRP:** £15

**Stand number:** C12

**Contact:** Tom Kavanagh, 07974 368219

*Moontide Eclipse*

**About:** Moontide's new high-end collection, Eclipse, drew inspiration from nature to design swimwear for sophisticated women.

**RRP:** From £43

**Stand number:** B15

**Contact:** Simon Howard, 07834030360



*Piha*

**About:** Piha's latest swimwear collection includes psychedelic Studio 54-inspired prints, bold zig-zags, nautical stripes and acid jungle prints.

**RRP:** From \$18

**Stand number:** B15

**Contact:** Simon Howard, 07834030360



*Panache Swim*

**About:** The Panache Swim collection draws inspiration from the sophistication of the French Riviera and tropical themes from the SS14 catwalk.

**RRP:** £50

**Stand number:** C21

**Contact:** info@panache-lingerie.com

*Rosa Faia*

**About:** Rosa Faia is island hopping with its 2014 collection with inspirations from Mediterranean destinations. The line offers delicate, pastel-coloured Vichy check in a vintage style through to opulent paisley designs on luxurious fabrics.

**RRP:** £55 - £90

**Stand number:** D8

**Contact:** Jemma Barnes, 0208 446 7478



*Seafolly*

**About:** The Australian brand returns with a sporty and glamorous line in vivid colours and patterns.

**RRP:** £30 - £110

**Stand number:** B58

**Contact:** Gillian Holdway and Tori Theo, 0845 408 0095



### South Beach

**About:** South Beach returns with a second SS14 collection made up of on-trend shapes, including one-shoulder styles and high waist briefs. The line features details such as laser-cut patterns, charm trims and statement jewels.

**RRP:** From £25

**Stand number:** D10

**Contact:** Mark O'Hara, sales@continentaltextiles.co.uk



### Speedo

**About:** Speedo will unveil new additions to its feminine Sculpture collection which feature bust support, tummy control and all over body shaping functions.

**RRP:** TBC

**Stand number:** C10

**Contact:** Charlotte Ayres, charlotte.ayres@speedo.com



### Zoggs

**About:** Australian brand Zoggs brings monochrome retro to Moda with shimmering fabrics and blocks of black and white. Styles also include 'go tribal' and 'ocean bloom'.

**RRP:** £18 - £43

**Stand number:** D18

**Contact:** Peter Doyle, 07917305277



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# Mode City

WE LOOK BACK AT LAST MONTH'S MODE CITY PARIS EXPO AND PICK OUT THE KEY TRENDS FOR SWIMWEAR IN SS14

# swimwear trends

*Tropical*



\* Palm and floral prints



\* Colours of the ocean



\* Neon shades

*Bright graphics*



\* Paisley designs



\* African- and Aztec- inspired prints



\* Orange, blue, yellow, green



## *Halter necks*



**Aubade**



**Imec Nikon**



**JOG**

- \* Metal accessories
- \* Removable straps
- \* Solid colours

## *Animal prints*



**Dirty Pretty Things**



**LingaDore Beach**



**Very Victoria Silvestedt**

- \* Abstract animal prints
- \* Tone on tone
- \* Shimmering fabric

## *Monochrome*



**INO Gottex Innovation**



**Lise Charmel**



**Scandale**

- \* Black and white
- \* High waist briefs
- \* Bandeau bikinis



## Object of *desire*

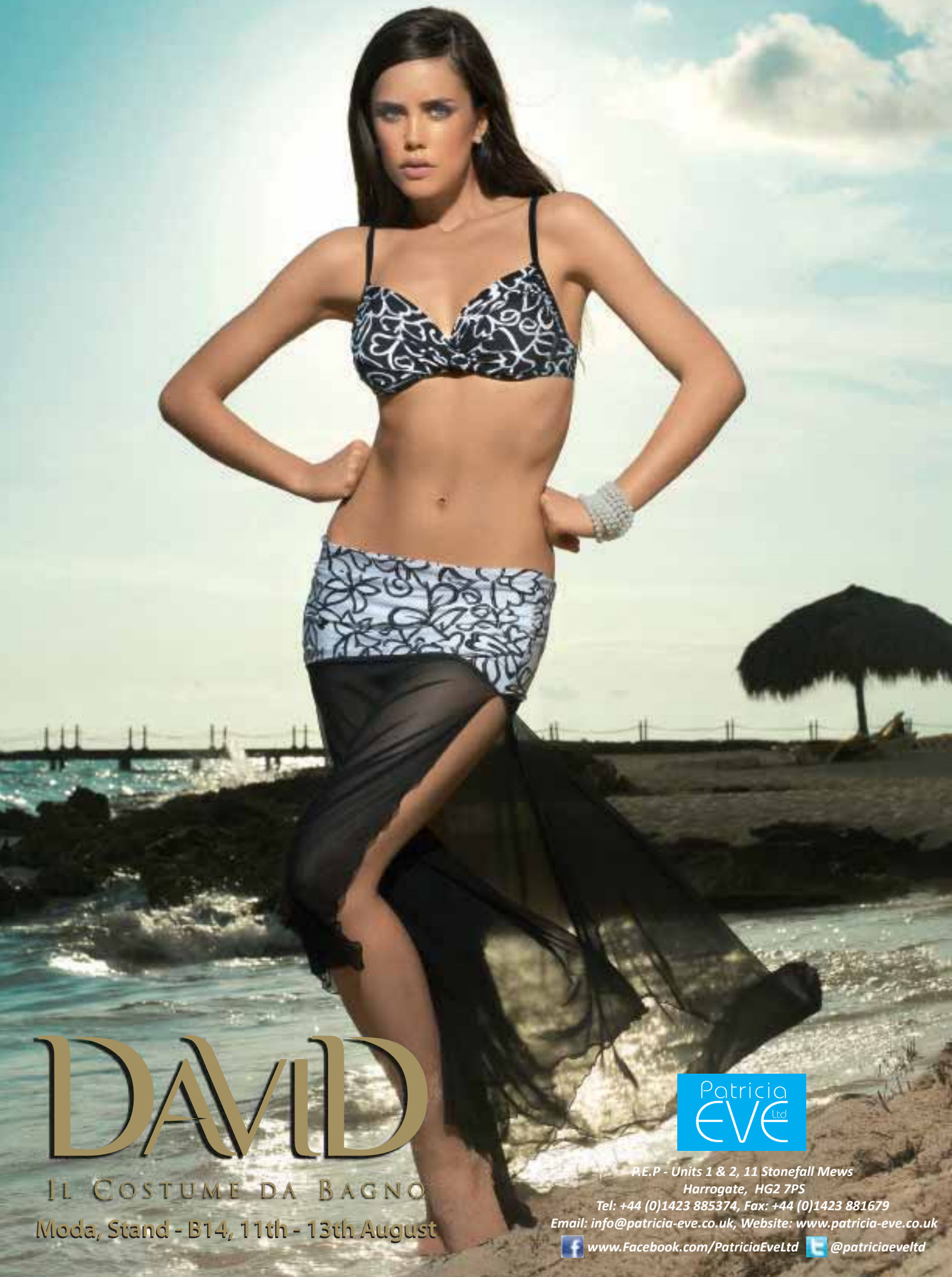
### »»ZIGZAG BIKINI BY SUPERTRASH

The gloriously sultry colours of this bikini - the shades of sea and sky at dusk - are wonderful in themselves, in their watery zigzag, but add in the flattering underwired cups and the side-sling-meets-halterneck cut, and you've got a surefire hit.

**RRP:** £33.86

**Sales contact:** [kelly@thelingerie-collective.com](mailto:kelly@thelingerie-collective.com)





# DAVID

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Moda, Stand - B14, 11th - 13th August



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# Ask yourself *this...*

LINGERIE AND SWIMWEAR BUSINESS GURU CLAIRE FRANKS, FOUNDER OF INTIMATE APPAREL CONSULTANCY, OFFERS HER REGULAR INSIGHT INTO LINGERIE RETAIL, FITTING AND DESIGN.

“*How important is it to stock brands that are made in Great Britain?*”

**C**heck out the lingerie you are wearing; where was it made? Mine states the Philippines... But does it really matter? The current lack of products manufactured in Britain is a subject that has recently been at the forefront of the media; over the last year, with the London Olympics and Golden Jubilee, the world was interested in buying anything championing the British

flag and as a result more and more interest has been placed on “Made in GB” with retail giants such as JLP and M&S leading the way and highlighting many such products. So, in the scheme of things, how important is it for us as retailers to consider this as an option?

After 30 years of de-industrialisation, which has resulted in UK manufacturing declining by over 60%, the government still

maintains it is enthusiastic about increasing domestic production and a year ago reduced corporation tax from 28% to 26%. But companies that want to have their production lines in this country get little other help: with UK wages high and skills low it's tough and, frankly, far easier to go to produce in Europe. But what do the consumers really think? A recent survey conducted on 1000 people by One Poll in the UK, gave some key



## “In an effort to support Made in GB, should retailers consider creating a small section in their shops with some UK-made items? It’s an option for a great promotion.”

insights. Of those surveyed, 81% think production of British products should predominately be in the UK rather than outsourced to other countries, and 86% think it is important to support the UK manufacturing trade. Meanwhile, 65% of respondents feel disappointed about the decline of British manufactured products.

Mary Portas, creator of Kinky Knickers - whose products are still made in Britain - also believes consumers are willing to pay more for British products, and this is supported by the results of another survey, which showed that 56% of respondents said they would pay more for a British manufactured product, with over half willing to pay up to 10% more and a third saying they would pay between 11% and 20% more. However the hard fact is that UK manufactured garments would be closer to 50% higher.

So with all this said, what made-in-UK lingerie brands are there for us to buy or consider? They tend to be the smaller, start-up brands choosing to manufacture in the UK because production minimums are much lower and development of patterns, fit and design is far easier to manage. The offset, of course, is that the cost of producing garments is far higher and as a result these brands tend to be more top end and lower volume.

Popular UK brands such as Kinky Knickers, Sweetling, ethical brand Who Made Your Pants, Kiss Me Deadly, Dirty Pretty Things, MC Lounge and Lascivious, as well as high-street brands Agent Provocateur, ASOS and Figleaves, all participate at different levels in UK manufacturing, as do Pretty Polly and Aristoc hosiery. There are of course many more, but for buyers, finding and identifying them can be hard. New design and manufactured-in-GB brands like Harlow & Fox find getting exposure to the retailers extremely difficult as a result. In past seasons a very high percentage of brands showing at London’s The Lingerie Collective trade show were made in Britain, and MODA, a three-day event held in Birmingham, tries each season to create a focus area to highlight this category but so

### KEY POINTS

- The UK government still maintains it is enthusiastic about increasing production in the country.
- Sixty-five per cent of consumers feel disappointed about the decline of British manufactured products.
- Made-in-UK lingerie brands tend to be smaller, start-up brands.
- Britain has become a centre of excellence for producing designers and developing key skills.
- Some entrepreneurs believe consumers would pay more for British products.

far has not managed to get enough support, due to lack of funds or grants to help these brands attend domestic trade shows

So does it really matter where it is made? Over recent years there has been huge investment in the latest manufacturing techniques in China, making the country an intimate-apparel manufacturing hub in its own right. Meanwhile in the UK we have become a centre of excellence in producing amazing British designers, training and developing technical skills and becoming dominant and important globally, due mainly to De Montfort University leading the way in Intimate Apparel Contour design. That’s something we should all be very proud of.

The UK department of Trade and Investment is even attempting to build on Britain’s reputation abroad for creativity and innovation. Last week, the department launched ‘Great weeks,’ a series of international trade visits designed to take British luxury industries into emerging markets.

Made in GB is a desirable point of difference. It carries with it a reduced carbon footprint, supports local communities and is ultimately environmentally, ethically important. It is also a selling point and carries a high level of consumer desirability with it, especially to international markets. In an effort to support this growing made-in-Britain industry, should you as retailers consider creating a small section in your shop with some UK-made items? I think it’s an option for a great promotion, especially if other retailers in the town to join in. Why not take advantage of the still-patriotic mood and have a Made-in-GB week - with a traditional street party to finish it off! ♡



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# Legally speaking

TIM O'CALLAGHAN IS A PARTNER IN DRUCES LLP, SPECIALISING IN ADVICE TO FASHION AND LUXURY GOODS BUSINESSES. IN THIS MONTH'S COLUMN, HE LOOKS AT DESIGN COPYRIGHT ISSUES



**W**hat inspired your last collection? Was it images of Medieval Mongolian soldiers hunting in the Carpathian Mountains? Or perhaps the bloomers of Cornish fisherwomen of the 1890s. Whichever it was, as anyone who has been in fashion for longer than an instant will know, there's hardly anything new under the sun. But what about these sources of inspiration? Designers often, and obviously, 'draw from the same well'. What can be done?

More than any other issue, copying, and particularly the question of other, larger brands seemingly deriving ideas from the same creative source, is the one that troubles new designers most. It is probably the most frequent first cause of an intimate apparel brand seeking out a relationship with a lawyer.

How often have you seen a garment produced by a big high-street name that you immediately know was "inspired" by a well-known design that you know – or worse, that you poured your creative energies into and designed yourself?

What exactly are your rights in such a situation? Who owns what under the law?

## THE SEVEN CHANGES

Let me begin by debunking some of the commonly held myths about this area of law. Misapprehensions abound, held by both those copying and those who are copied. You may well have heard the one that if someone makes seven changes to a design it becomes a new design and the original designer has no rights against them. Can this be correct? Does the high-street discount retailer just need to make seven small adjustments to make the garment new in the eyes of the law?

In fact, the rule is useless: it is simply not lawfully correct to say that if a garment is changed seven times, even if in a small way, there will be no infringement. It is not the quantity of changes, or even percentage of the design change that matters. It is a more subtle test, one that is concerned with what essential elements of your design have been copied. This begs the question: what features of your design

are essential elements? Which are purely functional? And which make it unique?

As with successful deployment of a Wonderbra, things are not as they may first appear.

With all these cases, it is important to keep in mind this fact of law: whilst individual designs and original artwork are capable of legal protection, a concept, perhaps the unifying inspiration behind your collection, is not capable of any such protection.

By way of example, you may draw inspiration from the hubcaps of 1940s 'Indian' motorcycles for your new collection. If another designer in your sector does exactly the same thing, whether by copying or chance, they will not be infringing your designs (provided it is merely the font of inspiration and not the actual designs themselves that are the same). In law, there is no property in an idea. It is in the execution of the idea that you may enjoy some protection. Hence I would urge designers who

**“In law, there is no property in an idea. It is in the execution that you may enjoy some protection”**

come up with truly unique, marketable designs to try to protect them with registered design right.

## REGISTERING YOUR DESIGN

If you modify a registered design slightly, have you wasted your money? Again, this is a misconception about counting modifications/changes. Will one change make a difference? No. It is another attempt to make the law in this area more scientifically certain than it actually is. The test for infringement is whether a design creates the same overall impression as the registered design on the informed user. It is not about simply counting the number of elements that have been reproduced or changed.

## UNREGISTERED RIGHTS

Immediately on creation of a design you will enjoy unregistered design right. The right exists once you have created a design that is capable of registration. You need do nothing beyond

creating the design to acquire the right. The same is true of copyright in surface decoration of the design. Again it originates when you put the design down on paper. No registration (despite what unscrupulous “intellectual property agencies” may write to you and say) is necessary for the creation of the right.

## REGISTERED RIGHTS

There are also the “registrable” rights. You may apply for UK or European Community protection for your designs. Both require you to actually apply for and obtain registration. There are also slight differences in what each of the rights protects and how long the protection lasts. Unregistered Community Design rights last three years and the unregistered UK Design right for 10 years, whereas registered designs can give effectively monopoly rights for 25 years. It is important to appreciate that for any of these protections to apply the design must be original

and cannot be commonplace. A basic brassiere, for example, would not be capable of protection.

So, if a high street chain appears to have produced a garment “inspired” by your collection, what can you do?

Whether you have registered the design or not, you may still enjoy the unregistered rights referred to above and, on that basis, I usually recommend that it is worth approaching a solicitor to look at the detail of the matter and potentially to write (at least at first) a gentle letter to the infringer, pointing out the infringement and seeking a sensible resolution to the matter.

If that doesn't work many a high-street chain has paid over damages and even offered consultancies to designers whom they have “accidentally” drawn inspiration from. There is a fine line between inspiration and copying but the law often sees what the infringer regards as inspiration as actually copying. ♣



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# Anatomy of a website

WHEN **DOLCI FOLLI** RELAUNCHED ITS WEBSITE EARLIER THIS YEAR, THE DESIGNERS WENT TO TOWN ON AESTHETICS AND USER EXPERIENCE. WE FOUND OUT WHAT IT TOOK TO GET THE BEAUTIFUL, CONTEMPORARY RESULT



**C**opy and images are the essential elements of any good website, according to Chris Hodgen, of Absolute Media. His is the company behind the gorgeously redesigned website of the luxury Notting Hill lingerie boutique Dolci Folli, so he should know.

It may sound basic, but it seems that not everyone finds these tenets of web design so obvious. Many lingerie websites work beautifully in terms of visuals but fall down at the copy, and

vice versa, but for Hodgen, the two are inextricably entwined – and it’s not just aesthetics he’s thinking about.

“For any website, copy’s king with regard to SEO,” he says. “We can design a really, really nice website, but people don’t always appreciate the processes involved in getting that ranked online, so we have to educate our clients on that sometimes.”

It pays to listen to an expert in these matters though – things are, after all, a whole lot more complicated than

simply chucking a few words and pictures onto a website and hoping your customers will find you.

“There are two facets,” says Hodgen. “You’ve got the design of a website, and once somebody’s actually on the site you’ve got to engage the customer. But on the other side you’ve got the infrastructure where you want people to find the site. You could have the best looking website in the world, but if you can’t be found in the search engines, you might as well not



A woman with long dark hair, wearing a colorful geometric patterned bikini and dark sunglasses, is posing on a beach. Her arms are raised behind her head, and she is looking upwards. The background is a clear blue sky and the ocean.

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bother. On the other side, you could knock something together that completely and utterly adheres to Google's latest Penguin 2.0 algorithm, but you don't put any investment into the user journey or the quality of it, and you'll get lots and lots of traffic, but you won't get conversions. People try and concentrate on one or the other but you need both."

To this end, he says, the design process goes nowhere near a screen for some time. Mapping with old-fashioned paper and a Sharpie, the designers spend approximately a third of their time considering what they call the "user journey" – how a customer will land on the site, where they will go, how they get there, how to keep them there and how to convert their presence into sales.

That's important for any website,



and it runs from imagery to copy to browsing to the checkout process.

"The thing about retail is obviously with high-street retail you've got shops – you can go into Dolci and you can touch and feel and try on," says Hodgen. "With online retail you don't have that, so if your images and product shots aren't up to scratch you're in trouble. You've really got to make someone believe that they're in the store, and in fact go above and beyond to do that, and I think a lot of people fall by the wayside."

That approach is evident on the Dolci website not only in the rather lovely lookbook images, that run across the website's banners, but also in the clean, grid-like layout and, perhaps most importantly, in the high resolution of the still-life images, which when zoomed remain just as clear as at normal size. That's something that so many ecommerce sites get wrong, making them look rather amateur, as well as potentially losing them sales, says Hodgen.

"You're trying to get someone to spend £200-£300, so the quality has got to be there," he points out.

Hodgen acknowledges that for an independent retailer the size of Dolci Folli, the cost of good quality photography can seem prohibitive – unlike a big chain, the spend is not spread across numerous outlets – but he rightly states that the effect it has for the customer is priceless.

"If you're looking at it from an

## KEY POINTS

- Invest in good images; it may seem pricy but they're your most important selling tool.
- Make sure your copy is not only well-written but takes account of SEO, frequently updating it to achieve maximum Google hits.
- Think about the ease of the "user journey" on your site.
- Optimise the site for different devices, such as iPad.

independent retail point of view it's difficult to keep up with the big boys," he says. "But showing some of those images you would think Dolci Folli is a massive business. We're trying to tell customers that this is a reputable company, a respectable company, what you see is what you're going to get."

And without great design, the images are lost: the grid format of the site, which works just as well on tablets and smartphones; the modern-but-classic typefaces such as Futura; and the easy-to-navigate interface are the building blocks of this site, the images changed with the seasons.

"The successful sites are those that constantly evolve, constantly change, constantly update," says Hodgen. "You should never be happy with your website, because there's always something that can be improved. ↕"



# Freya

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# Tricot treat

QUIETLY DOMINATING THE MARKET IN SUPER-SOFT COTTON JERSEYS AND BRODERIE ANGLAISE, HANRO HAS BEEN WORN BY EVERYONE FROM **MARILYN MONROE** TO POPE **JOHN PAUL II.** TO CELEBRATE ITS 130TH YEAR THE COMPANY LOOKS BACK TO ITS KNITTING HERITAGE

**H**ow is it that even after 130 years, Hanro remains one of the best-kept secrets in lingerie? The brand has appeared on screen in some of the most iconic roles of the 20th century, from Marilyn Monroe's knickers, just visible in the famous subway scene of *The Seven Year Itch*, as her skirt blows up, to Nicole Kidman's intimates of choice in Stanley Kubrick's 1999 film *Eyes Wide Shut*.

Even now, Hanro is now regularly bought by those who are used to the best, from Donatella Versace to Beyoncé. Yet ask many consumers, and if they've heard of the brand at all it will probably be merely as the purveyor of functional, albeit super-soft, plain white cotton vests.

"There are a lot of celebrities wearing Hanro, and they don't write to us, you know, but we have shop-in-shops all over the world, and our sales girls tell us who has been buying," says Stephan Hohmann, Hanro's managing director. "We are very proud of it. We cannot advertise it because they are our customers, but we talk about it. It's a best kept secret. We cannot put logos on them – it's underwear, and we have to be very discreet."

Yet as the company celebrates its 130th anniversary, it seems that its international and online expansion plan may at last be about to change that.

"Internationalisation is going on," says Hohmann. "China is one of the major markets we are focusing on, and we are now in Beijing, but it takes time. Asia is definitely the





market to be in. We are very big in Japan, which is where the Chinese look to take fashion from, way more than from America for instance.”

Other routes into expanding the brand's market are online, with shop-in-shops and in standalone stores, with one due to open in London this autumn, and a newly opened boutique in New York's meatpacking district.

Indeed, this omnichannel approach is at the heart of Hanro's current strategy, says Hohmann, and he insists it can only benefit the brand's wholesale customers.

“We are running a webstore in the US which is almost doing a fifth of the turnover. We have a website in the UK too, and it's doing really well. And it means a lot of things for us – a different way of photography, totally different usage of pictures. It's a real business: you don't get it for free – it's huge work and investment,” he says. “But online will never replace going to a store, which has to be a discovery, an adventure – you need to get in touch face to face with the brand. I think human beings are like that. The experience of the brand is very, very important. That's why our focus in marketing is at the point of sale.

“We're investing huge sums in shop-in-shops. And the New York store of course is one part sales and one part marketing – we want to show what we do, and display our brand. It is also linked with the US online business. It's really this omnichannel concept. You cannot replace the hand of a fabric or get it through a screen.

“The retailers are very important. You grow notoriety of the brand via ecommerce, so everybody's profiting. We see a rise in sales in the US in all channels – in Neiman Marcus and Saks, we are growing despite the huge success of online shopping. It just brings our brand more on top of the mind than before.”

The long-term success of Hanro though, despite its low-key approach to advertising and marketing, is purely down to its product: the softest of soft natural materials, relaxed knits (a recent development), cotton

loungewear and lingerie, with the subtly pretty embellishments of lace and broderie anglaise.

The product manager Heike Dückers has, in her five years at Hanro, presided over a time of real change at the company, and has made an effort both to draw on the immense archive (which is currently being turned into a museum) and to reimagine heritage pieces in new, modern, relevant fabrics.

“We really go into the archive collection, and we renew it for the main collection today, and this is quite successful, especially for the press,” she says. “But we always come back to the DNA of Hanro – I think that's quite important for us.”

Part of that DNA is quality, she says, and relates back to the company's manufacturing history. Hohmann expands on the brand's facilities, which are shared between Switzerland and Austria.

“Always part of the underwear is our capability to produce our own products, which we still do: it's all in our hands,” he explains. “We have the fabric production right behind this office, so we have samples on the table every week. It's a source of innovation and it's a source of differentiation: we don't buy fabrics on the rack, and that's very important to us. It makes us flexible and faster, and we have the quality under control.”

Another crucial – though rather more surprising – strand of Hanro's DNA, says Dückers, is playfulness.

“Nowadays everybody would say Hanro is so pure, Hanro is so sober, but Hanro is also playful,” she says. “In the archive you find really playful things – not just the laces, but also the smaller details. We found, for example, a little ballerina, that has always been used for Hanro, and we are using for next summer. We found it in plastic on tops, we found it in leather, we found it in gold, and now we are renewing this little ballerina.

“What I think is important is that the DNA of Hanro is to find out what the important detail is, and not to use many of them but to bring it to the



2



5



**“This is the most difficult work we have: to reduce and reduce and reduce to the little things that give the twist”**

point. This is the most difficult work we have here: to reduce and reduce and reduce and in the end to have the little things that gives the twist and everybody says, ‘wow.’

**1-2**  
*Hanro SS14 collection*

It’s not just in women’s lingerie that innovation is happening. The menswear lines are being modernised, expanded and given an extra push for SS14, says Hohmann.

**3**  
*Rita collection for SS14*

“We’ve really attacked menswear and opened the eyes of all our partners in the export trade – and we are particularly successful with men’s products in the Middle Eastern and Asian markets. Men are not as complicated as women – they need a

**4**  
*An advertising image from the archives*



brief, and they always need the same, and many of them. In women’s nightwear and underwear you have many different sizing issues and taste issues, so the Italian market is more playful, the Scandinavian market is more clean. It’s much more difficult to cover in one collection, because we are selling worldwide.

“But now the times are over when men would say it doesn’t matter what I wear underneath. And in the luxury market we see that it is growing by 15%, double the women’s. Men are

more fashion victims than they have ever been before!”

For SS14, the women’s lingerie line has a special edition, celebrating Hanro’s 130 years, called Rita, after Rita Hayworth, and featuring an appropriately pin-up style – something of a departure for traditional, classic, safe Hanro.

“It’s really inspired by the past, so each little detail comes from the archive,” says Dücker. “We are very happy that we could recreate the materials, because it’s a challenge





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to get that right. So there's a very cute little nightwear collection, with a spaghetti top, French knicker, a little nightgown, a small robe, and the tulle is a vintage-style polka dot. We even did the colours in a greyish tone and apricot, so it looks like it's been lying in the archive. And then we also put the little dancer on that we found."

In a brand that will never be less than discreet, detail like that could be what makes it more successful than ever for a post-recession generation suffering logo fatigue. ♣

**5**  
A detail from the Hanro archive

**6-7**  
Hanro SS14

**8**  
Hanro men's underwear, SS14



Summer

New for SS14, join us at MODA stand b12.

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# Products & trends

The hottest lingerie looks from Mode City, Paris's gorgeous new exhibition, plus glamorous people out on the town

## Object of *desire*

### « PICCADILLY SET BY LOU PARIS

How do the French get it so right? This Parisian heritage brand, which dates back to the 1950s, absolutely encapsulates the City of Light's effortless, insouciant glamour. The neat, squared-off bow modernises that lace overlay, but really it's all about the attitude.

**RRP:** Plunge push-up bra, £66;

Italian deep-cut brief, £47

**Contact:** Richard Sanderson, 07949 195 052

# Mode City lingerie trends

WE LOOK BACK AT LAST MONTH'S MODE CITY PARIS EXPO  
AND PICK OUT THE KEY TRENDS FOR LINGERIE IN SS14

## Romantic



**Charnos**

\* Embroidered tulle cups



**Empreinte**

\* French leavers lace



**Fleur of England**

\* Satin and sheer fabric

## Floral prints



**Fantasie**

\* All-over small flowers



**Fauve**

\* Embroidered patterns



**Playful Promises**

\* Bold prints used with lace



## Bright colours on nude



**Claudette**

**Lucile**

- \* Sheer fabric
- \* Contrasting jacquards over soft contour cups
- \* Bright embroidery on transparent fabric

## Macaroon



**Curvy Kate**

**Tutti Rouge**

- \* Coral, pink, yellow, mint green
- \* Hints of neon
- \* Colour contrasts with decorative details

## SANS COMPLEXE

LA TAILLE MANNEQUIN C'EST DÉMODÉ

See the latest colours and styles  
on Stand C13 Moda- NEC  
11th-13th August 2013

Also showing the new SS14 Collections - Rosy and Oups

ROSY **Oups!**

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Mob: 07860 265389





# Exhibitionist Tendencies

**PARIS'S** WONDERFUL APPLIED ARTS MUSEUM LES ARTS DECORATIFS RECENTLY OPENED ITS LATEST EXHIBITION: A SURVEY OF THE HISTORY OF UNDERWEAR, FROM BUSTLES TO BRAS. HERE ARE THE INSPIRING HIGHLIGHTS, LIKELY TO **INFLUENCE LINGERIE DESIGN** OVER THE NEXT COUPLE OF YEARS





# Social Lite

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



1

*Fleur of England's Suzanne Foster and Sophie Cameron-Davies at Mode City, Paris*

2

*Paul McAdam and Todd Overmyer of Triumph attend the US launch of International Lingerie Brand, Triumph in New York*

3

*Designer Lourdes Hanimian (centre right) at the Luli Fama after party in Miami*

4

*Actress Katrina Bowden shopping at Victoria Secret*

5

*Model Christine Teigen attends the official kick off party for Mercedes-Benz Fashion Week 2014*





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ARDEE GROUP  
(+44) 01488 657900  
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\* Paris Capitale de la Création

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