

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

INSIGHT

OCTOBER 2013 / VOL. 04 ISSUE 10
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RIGBY & PELLER

*Interview with
June Kenton*

MEET THE PANEL

*The judges of the
2013 UK Lingerie
Awards are revealed*

SEASONAL ROUNDUP

*Buyers list their
favourite brands
from SS14*

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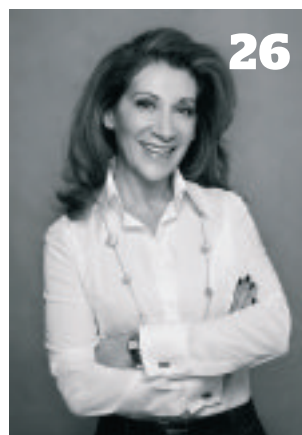
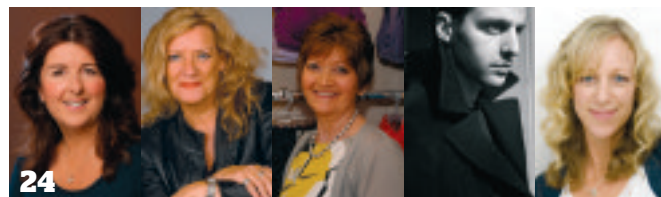
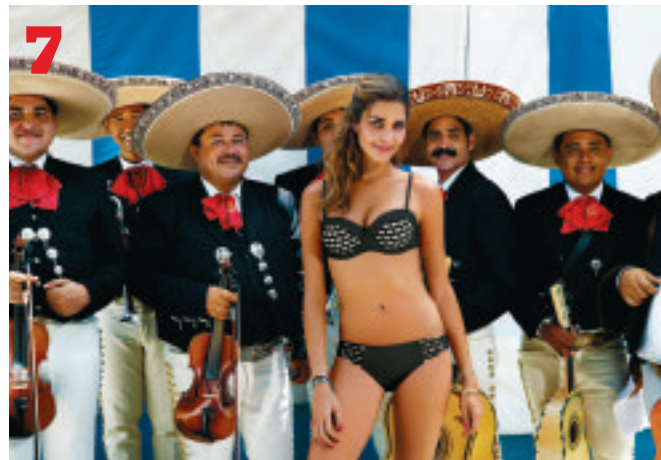
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In between seasons... there's exciting opportunities

This issue sees lingerie brands and retailers reflecting on their time in the industry, while also celebrating new beginnings. Rigby & Peller director and corsetiere to the Queen, June Kenton, looks back on her 51 successful years as a lingerie fitter, and forecasts an exciting future for her company now that it has a new investment partner.

Debenhams, meanwhile, marks the end of an era with the redesign and refurbishment of its flagship store, which will soon transform from an "ugly duckling" to a dazzling landmark on Oxford Street. At the same time, Björn Borg discusses an exciting new partnership with the MTV Staying Alive Foundation and buyers reveal their favourite brands from the SS14 trading period, which is now drawing to a close.

Also in our October issue, we pick out the key mastectomy lingerie brands in line with Breast Cancer Awareness Month, and UK charity Coppafeel urges the lingerie industry to support its life-changing campaign.

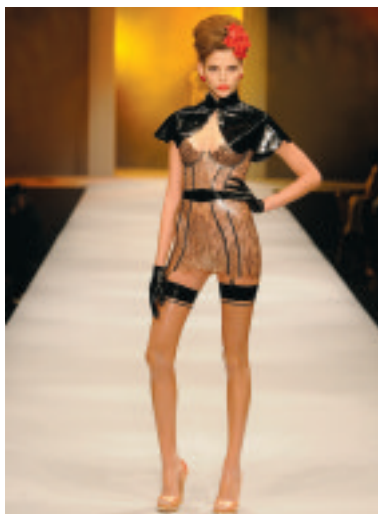


Sarah Blackman EDITOR, LINGERIE INSIGHT

OCTOBER COVER

Model wears: Atsuko Kudo latex stockings with plain deluxe toppers in semi-trans flesh/black with red seams.

Photography: Andrew Lamb from Lingerie London in aid of the 7 Bar Foundation.



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EXCLUSIVE: COPPAFEEL CALLS ON LINGERIE INDUSTRY TO SUPPORT BRA HIJACK CAMPAIGN

Breast cancer awareness charity CoppaFeel is appealing to the lingerie world to introduce labels carrying breast-checking reminders to all bras sold in the UK.

Large-cup British brand Curvy Kate and online retailer Very.co.uk have already signed

up to the project, and CoppaFeel will urge more lingerie companies to do the same when it launches the #BraHijack campaign at the Cosmopolitan Lingerie Fashion Show this month.

Curvy Kate has committed to adding the reminder label, which will be sewn next to the care label, to all bras sold after

January 2014, and Very.co.uk will place it in 30,000 bras in its Sorbet Flirty Lace range in the same year.

The #BraHijack campaign is part of CoppaFeel's objective to educate people on the importance of checking their breasts regularly and knowing the signs and symptoms of breast cancer.

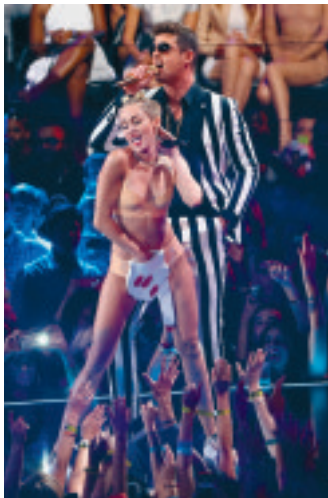
It was an ambition of CoppaFeel founders Kris Hallenga and her twin sister Maren to start the campaign when they launched the charity, just one month after Kris herself was diagnosed with breast cancer in 2009.

But the sisters wanted to build strong working

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

>> **FOR IMAGES OF THE SS14 COLLECTIONS AND DAILY BREAKING NEWS VISIT Lingerie.com**

NEWS REVIEW



▲ **Miley Cyrus** recently appeared on **Alan Carr: Chatty Man** wearing Atsuko Kudo latex leggings and a leopard printed Lady P bra. The singer wore the garments with a Tom Ford bomber jacket as she talked to the Channel 4 host and during her performance at the end of the show. Cyrus is no stranger to **Atsuko Kudo** lingerie; she wore the brand's custom made latex bra and briefs for her steamy performance with **Robin Thicke** at the **MTV Video Music Awards** in August.

The **2013 Internet Retailing Conference** will be held in London this month to educate retailers on the importance of maximising customer experience across a multitude of channels. Top names in fashion, including Laura Wade-Gery, executive director for multi-channel e-commerce at **Marks & Spencer** and Shivani Tejuja, multi-channel director at **New Look**, will offer ideas on how to ensure online success and discuss the reality of businesses going digital. The event will take place on October 16.

A new survey has revealed increased consumer demand for **ethically-made apparel** which do not exploit garment industry

workers. The poll was conducted by **YouGov** on behalf of the "See Through Fashion" campaign by the **Global Poverty Project**. It showed that 78% of participants believe UK clothing companies lack transparency concerning the conditions under which their goods are made.

✔ The third issue of **CR Fashion Books** features a fashion shoot by **Tom Ford** showcasing lingerie by Tallulah Love, **Fleur du Mal**, Agent Provocateur, Natori, and **Victoria's Secret**. The shoot, entitled 'Candy Vaggio', captures curvy models, including plus size model Tara Lynn, sharing a packet of sweets. CR Fashion



Books, a biannual fashion magazine edited by ex French Vogue editor **Carine Roitfeld**, describes the photo spread as: "Indulgent to an extreme, consumptive to a fabulous fault, chasing divine decadence and impossible joy and other holy pleasures." The shoot features **Tallulah Love's** 'Femme Fatale' hot pink silk bra, the 'Crème De Menthe' bra for +DD customers in aqua and the 'Lavender Blue Dilly Dilly' thong.

Fashion-forward lingerie company **Hotmilk** has released a mastectomy bra into the market. The New Zealand-based brand, best-known for its maternity range, designed the bra after meeting with breast surgeon **Dr Peter Chin** to discuss the areas of

high sensitivity and discomfort post surgery. They also discussed prosthesis options, and the varying stages many women go through with each procedure. The bra, named Sophia, was tested on breast cancer survivors in the city of Tauranga over six months before the launch.

✔ Silk lingerie manufacturer **Ayten Gasson** has announced that it will take part in this year's **Best of Britannia** show in London. The event will take place in Clerkenwell this month and will feature long-established heritage brands and more recent startups. Ayten Gasson has designed two limited-edition gift boxes for the show, which aim to showcase manufacturing skills that still exist in the UK. The Vintage Lace box features a silk knicker and eyemask, trimmed with vintage lace from the old mills in Nottingham, while the English Lace set features a silk tap pant and eyemask, trimmed with **Cluny lace** and finished with British-made ribbons.



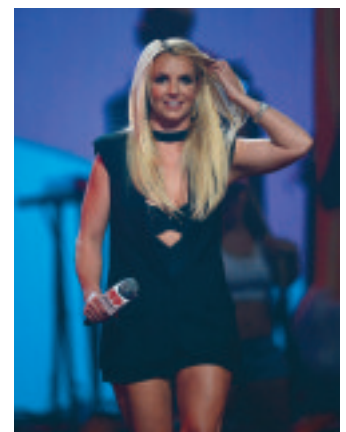
Cluny Lace, a brand established in Nottingham in 1845, contributed to the making of **Kate Middleton's** wedding dress. The Best of Britannia event will take place on October 3-5.

A woman's ideal bra size is 34D, two cups larger than the most common size of 34B, according to research conducted by lingerie

giant **Triumph UK**. The study on 2000 women found that one in five women "love" their breasts, while 46% like them generally and would only change minor things if they could. Researchers also found that one in five women have a cup size of D or above and a quarter say this makes them feel feminine. Four in ten women wish their breasts were firmer, while almost a fifth would like to change their shape.

A Dutch **blogger**, who writes under the name **Petite & Plentiful**, is trying to convince UK retailers to stock Claudette bras in size 28. Her campaign, "**Operation Claudette 28**", aims to let buyers know that there are 28 inch bands available to purchase and that there is a demand for them. The blogger, whose real name is Mariëlle Salh, is urging consumers who share her back size to contact **UK retailers** if they are interested in buying bras from the brand.

✔ **Britney Spears** was recently spotted wearing **Bordelle** swimwear on the set of her music video. The singer wore the brand's Sofia moulded halter bikini in shimmering stretch jersey. Spears posted a picture of herself wearing the bikini on Twitter and in an accompanying caption she said: "Gonna get my tan on in the desert in between shots on the #WorkB***h set today." She was also spotted wearing Bordelle's Lady Citron bra, a long-line bodice.



»»» story continued from page 7

relationships with lingerie companies before they asked them to pledge their full commitment to the project.

“We came up with this idea from day one of starting CoppaFeel. It was kind of a dream and we thought if it’s going to be done it needs to be done right and we need to make sure that all of the lingerie industry gets involved, not just one brand,” said Hallenga.

Last year, the charity struck a partnership with Panache, which donated a percentage of its sales from its pink Panache Sports bra to the CoppaFeel cause.

“This campaign is obviously a bit different,” said Hallenga. “We’re not asking for funds, we’re asking for brands to make an ultimate commitment to make women change the way they look at bras and see them as healthy reminders to check their boobs.”

The Coppafeel chief executive said she expects to see more lingerie brands supporting the #BraHijack campaign in the near future.

“It’s going to come to the stage where brands see other brands getting on board with this and realise that actually this is something that needs to happen,” she said.

“Personally, I don’t really understand how some lingerie companies don’t support a breast cancer charity or a women’s charity. It certainly lets the customers know that they have got their best interests at heart. It’s nothing but good.”

Coppafeel, a London-based charity, will launch the #BraHijack campaign on October 14 at the Cosmopolitan Lingerie Show, which will bring together some of the biggest lingerie brands on the high street, including Figleaves, Gossard, Curvy Kate, Freya and Rigby & Peller, to showcase their latest collections.



RIGHT: COPPAFEEL FOUNDER KRIS HALLENGA.

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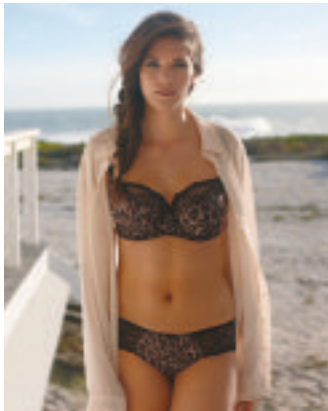
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NEWS REVIEW



▲ **Panache** is celebrating the first anniversary of its **'Learn to Fit School'** which was set up to educate lingerie retailers across the UK about the brand and the perfect fit. The school, based in Sheffield, received more than 100 attendees over the year. The Learn the Fit School was launched by the D+ brand in partnership with Karen Forbes from the **Little Big Bra Shop** to educate store staff and to create a better experience for D+ customers when shopping

for bras. Forbes commented: "I was privileged when Panache approached me to help with the development and implementation of the Learn the Fit school. It has been a real pleasure working with the team and receiving the amazing feedback from all the delegates who attended – so long may it continue."

The **Interfilie Shanghai 2013** tradeshow will take place on October 22nd and 23rd and several countries will be represented at the event for the first time. Manufacturers from Indonesia, Turkey, Vietnam, Columbia and India will make their inaugural appearances. **Encajes**, from Columbia, **Lila Lace**, from Turkey, and **Liberty Lace**, from Vietnam, all specialize in lace, while **Kewalram**, an Indonesian company, manufactures embroidered fabrics and motifs. **Garware Bestretch**, an Indian company which makes elastic products for use in lingerie and swimsuits, will also appear at the show.



Else Lingerie has announced that its garments will be stocked at **Neiman Marcus**, an American luxury specialty department store, from the end of November. The brand's seductive, yet sophisticated intimates are inspired by old-school glamour. Else said in a statement that it is excited to be working with "one of the best high-end department stores in the US". Neiman Marcus has chosen to stock Else Lingerie's popular sleepwear and loungewear range that includes rompers, underwired chemises, babydolls and robes that are made from silk and lace.

Nursing lingerie specialist **Bravado Designs** has launched a new wirefree bra for pregnant and breastfeeding mums. The 'Bravado Essential Embrace' nursing bra features **Bravado Dynatex**, a new single-layer fabric that is supple, lightweight and robust, according to the brand. The material has a four-way stretch, which allows the nursing bra to mould itself around a woman's changing shape. Cut low so it can be worn under any top, the bra features back panels designed to smooth bulges and prevent bra straps from digging in to the skin.



FIRST STITCH
CELEBRATING EMERGING TALENT

Tamara Bell founded her brand Almeida last year and has now been accepted to exhibit her collection, inspired by actress Jennifer Tilly, at Salon De La Lingerie in January.

Lingerie Insight: How did the brand first come about?

Tamara Bell: I designed the corset dress first, initially just for myself to wear, but then lots of other ideas started coming to me, and the rest of the collection sort of fell around it. I love combining soft and hard fabrics to create contrast.

LI: How did you get into the lingerie industry?

TB: I started out in the fashion

industry, initially as a model at just 12 years old. I spent most of my teens interning. I loved sewing and knew I wanted to do something practical, and I always loved lingerie, but it took me a while to combine the two. My longest stint was with Pam Hogg. She taught me everything I needed to know about PR, sales and production. Pam gave me a great platform to launch my own collection and continues to be very supportive. I value my time with her, as she gave me the opportunity to learn.

LI: Where do you source your fabrics from?

TB: I source my materials predominantly in the UK and



France at the moment. Everything is currently hand-made to order from London.

LI: Who are your target customers?

TB: Sexy megababes with a taste for niche and risqué lingerie.

LI: Where are you stocked?

TB: I sell everything through my website, www.almeida.uk.com, and I also stock in a number of UK-based boutiques and online stores, including Freak Chic in Portobello, Bordello London and Box of Grey.

LI: What are the next steps for your brand?

TB: I'm currently working on the samples for the next collection, which I will be taking to Paris in January for Salon De La Lingerie, which is really exciting. I'm also hoping to shoot a film and a lookbook, so I have lots of things coming up next year.

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

TALES OF THE UNEXPECTED GLITCH**#2: The horse knows best**

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

Focusing on accurate stock management as a first priority, Mrs Carter, and her colleague Mrs Equus, had found a specialist stock system that did exactly what was needed.

On their new system, each product was presented with all sizes and colour variants at all times, in a matrix grid.

So whereas before, selecting a camisole with four colours and ten sizes meant going in and out of 40 separate products, now they just had to go into one product and enter stock, purchase orders and sometimes transfers directly into a matrix grid. What had taken 15 to 30 minutes with a non-specialist stock system now took just 30 seconds. Mrs Equus' unwelcome overtime disappeared and life returned to its less-frantic pace.

Even though things were going well, this time Mrs Carter took Mrs Equus' advice and did not rush things. First they got their stock system working in the shop and then slowly brought the website on line. At the till, when barcode labels were misplaced, there was now a really easy and quick way of identifying a product so that the correct sale, in the correct size and colour, was processed. This now made the till a real asset; stock lookups were fast and reliable. The accurate till stock lookup meant that staff could focus shop clients on products in stock, which in turn meant that a few extra sales were generated every day. Plus, with accurate web stock, the web business was growing.

Twelve months after they had made a new start with the right stock system, Carters' website had over 1000 products. The web customer base came from across the country and from abroad. These customers liked what they saw and they got what they ordered.

In addition to having a growing website business, the shop was also running much better than it ever had. Stock lows were spotted before they became out of stock, customer orders were securely tracked, old stock was slowly whittled down and thousands of pounds in cash was freed-up. Plus, extra space was freed for better-performing lines. Poor-performing items were promoted and sold early in the season – and at a higher price than would have been the case if they were sold in the sale.

Mrs Carter had also learnt a lot and her web sales business was growing, securing Carters Lingerie for another generation. Working with the right people meant that she now knew about web rankings, Search Engine Optimisation (SEO), and many other buzz words that, once understood, were not scary at all.

For many retailers, this would have been enough. For Mrs Carter, however, this was only the beginning. Now that she understood the web, she also realised she could exceed her previous ambitions. So she and Mrs Equus sat down to plan their future growth.

After all, if one web site was working smoothly and efficiently, why not use that same mechanism to run two websites targeting different lingerie markets, or to accelerate sales of poor-performing stock on eBay?

Mrs Carter and Mrs Equus could now look to the future with a great deal of excitement and optimism.

Horse sense: Understand what's really needed to do the job properly; spend the time to get it right. Find the right stock management system, from a company you can work with to grow and learn.

Contact Top to Toe on 0845 130 3535 or info@toptotoe.com

VOICE OF THE INDUSTRY**Breast is best**

LORNA DREW,
MD, Lorna Drew Nursing Lingerie

During our lives as women, we all experience physical changes, and the most extreme natural and physical change possible has to be that of pregnancy and birth.

We all know that bra fitting pregnant women requires special care, but it is also helpful to have a basic understanding of the physical changes of pregnancy and breastfeeding, in order to provide the customer with the best lingerie solutions.

We know the physical signs of pregnancy - the weight gained, the water retention, the ever expanding rib cage, and the increase in cup size as the milk comes in.

But what do we know about the breastfeeding body? And what advice can we offer women to ensure that they have the best positive breastfeeding experience with their nursing bra?

One of the major concerns for any breastfeeding mother is pain caused by infection when breastfeeding.

Infections, such as mastitis and breast abscesses are not only painful, but there is no real medical cure once an infection has occurred. All a mother can do is continue to breastfeed though the pain until she heals.

According to the National Childbirth Trust, 68% of breastfeeding mothers give up on breastfeeding earlier than they want to, due to infections.

So is there anything brands and retailers can do to prevent infections from occurring? The answer is yes.

One of the biggest causes of breastfeeding infections is bras or nursing tops that are worn too tight and put pressure on the breast.

At Lorna Drew Nursing Lingerie, we have conducted regular fittings on women towards the end of their pregnancy and until they had been breastfeeding for six weeks. We have found that women increase around five cup sizes during pregnancy and fluctuate over two cup sizes between each breastfeeding session.

Our study mirrors that of the Royal Institute of Midwifery.

With all these changes going on, how is possible to advise what size nursing bra a mother should buy?

The best possible solution to this problem is for women to buy a nursing bra that can be adjusted across the cup size. Not only will this prevent infection for a more comfortable breastfeeding experience, but it will help mothers to achieve their breastfeeding goals.

This is why I believe that the nursing bra deserves a very special place in our lingerie shops.

This humble garment will not only affect the mother; if the nursing bra has adjustment in the cup, it will also provide her baby with what is proven to be the best possible healthy and nutritional start in life.

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INSIGHT

MOST READ ONLINE



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- 2** SNEAK PEEK: Undone Lingerie SS14
- 3** Tom Ford shoot features several lingerie brands
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- 5** Blogger campaigns for petite bras
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EDITOR'S CHOICE



COLLECTION

SNEAK PEEK: Baku SS14

The first look at Baku's collection of swimwear, featuring neon colours and tropical prints.



VIDEO

Marianna G: SS14

We take a quick look behind the scenes at luxury brand Marianna G's SS14 swimwear shoot.



NEWS

Men find pyjamas sexier than lingerie: survey

Full pyjama sets have come out on top in a survey of the sexiest nightwear.



INSPIRATION

Marios Schwab named as UK Lingerie Awards judge

The London-based designer joins a panel of lingerie industry titans.



LINGERIE TWEETS

Every girl needs at least three every day nude bras: one on, one in the wash and one ready to wear
@Liza_Clifford

Someone threw a bra on stage while she was performing at the iHeartRadio Village Imao
@MileyCyrus_SG

#SeptemberIsForAngels! Get 75 extra points when u buy a bra w/ ur #AngelCard thru 9/30
@VictoriasSecret

We're at London Dance Academy today with @ZESTmagazine & @Always come see us for bra fittings!
#workoutwithsupport
@FreyaLingerie

BRANDS & CAMPAIGNS

What's happening right now in lingerie from retail revamps to mastectomy bras

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Claire Franks is the founder of the lingerie business specialist Intimate Apparel Consultancy, and has worked in the industry for more than 25 years. Visit www.intimateapparelconsultancy.co.uk for more information.



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 can you ensure that the Christmas period, the most important trading quarter of the year, is a success?*”

Many retailers are reporting a much more buoyant, positive trading year and all indicators are certainly proving that business is on the up. With the construction industry getting busier and housing prices on the increase, we should be feeling much more positive about this year's Christmas trading period, but much rests on its success.

The Christmas period accounts for up to half of a retailer's annual profit, making this the most important trading quarter and event of the entire year's calendar. So, ask yourself this: how can you ensure that Christmas is a success?

Fantastic Windows: The focal point of a shop, no matter how large or small, is its windows. This is where you reveal your identity – the very essence that makes your shop

unique. It is the first thing that shoppers notice and, just like a book cover, your shop will be judged upon it, so getting it right is key. Ensure they are clean, well painted on the outside and stunning on the inside. Don't forget to light them at night and make them extra special, exciting and eye catching, and full of gift-solution ideas.

Promotions: This is where all your hard work in building a database

“If the customer is attracted by something in the window then she should be able to find it with ease when she comes into the shop.”

comes into play. Ask yourself about what promotions and events you are planning and invite your customers.

Plan a special Christmas gift evening or event. Promote all those special Christmas pieces you bought back in February and think about self-treats, solution products and gifts. If you don't shout about what you are doing then no one else will.

Great Product: Ask yourself how exciting and different your shop will look throughout the festive period and ensure the new merchandise arriving into your business throughout the Christmas period is out fast and displayed beautifully. If you have not planned this, ensure the shop is re-merchandised regularly to give the impression of newness.

This can be achieved easily; change to merchandising by colour, by brand and by solutions type. Mix gifts in with lingerie, create a lifestyle of mix and match gift ideas. Display the product with a target customer in mind, such as a teenager, mother, wife or lover! Keep the stock moving, create different looks and make it interesting and exciting.

Continue the Christmas theme from the window, promotion or website through to the shop floor. The “theme” is important no matter what time of year, but particularly at Christmas time.

Shoppers like to enjoy shopping so make it easy and fun for them, and coordinate products and gifts together, ensuring that add-on sale. If you have any promotions or offers on then ensure they are displayed prominently and, above all, in a tasteful way.

With 60% of purchasing decisions being made after the customer has entered your shop, it is important to get your internal displays looking good. If the customer is attracted by something in the window then she should be able to find it with ease when she comes into the shop.

Staff: Not only do you need the right staff; they need to be in the place at the right time and they need to be well trained on your

products and on your systems. Make sure you have “ninja” staff on the till and the best fitters and sales people on the floor. Keep your staff happy and motivated. Atmosphere is everything in a shop - the mood, the vibes, the smell, the lighting and, of course, the festive music! It has to feel right and the staff and shoppers must be happy.

Gift wrap & Vouchers: Promote both of these services. This is an absolute must in today's market. Make sure whoever is wrapping is fast and efficient and does not interfere with the speed of the till and selling. Gift wrapping does not need to be expensive and can be free over a certain value.

Vouchers create an ideal opportunity to get the customers back into your business in the New Year when the shop floor is usually quiet. Promote them and use them as a selling tool when people are concerned about size and what colour to buy.

A frequent concern is that a voucher is not considered a thoughtful enough gift, so make it a thoughtful gift. Offer a beautiful voucher, beautifully gift wrapped.

Web Site: Once you have taken care of all of the above on the shop floor, ensure all is correct on your website too. After all, this is your global shop window.

Opportunities: Take the opportunity to make the most of the additional footfall of new and existing customers. And ask yourself how you can entice them back again in the New Year. Run a promotion or an event, give out invitations and add them to your database. Look at attaching the purchase receipt to a small leaflet that contains your web address, returns policy and a discount on their next purchase if they should return within 30 days. ♣

KEY POINTS

- The Christmas trading period accounts for up to half of a retailer's annual profit.
- With 60% of purchasing decisions being made after the customer has entered your shop it is important to get your internal displays looking good.
- Atmosphere is everything in a shop - the mood, the vibes, the smell, the lighting and, of course, the festive music.
- It is an absolute must to promote gift wrapping services.
- A frequent concern is that a voucher is not considered a thoughtful enough gift, so make it a thoughtful gift.
- It is important to continue the Christmas theme from your window to your shop floor.

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Legally speaking

TIM O'CALLAGHAN IS A PARTNER IN DRUCES LLP, SPECIALISING IN ADVICE TO THE FASHION AND LUXURY GOODS BUSINESS. IN THIS MONTH'S COLUMN, HE LOOKS AT THE POSITIVES AND PITFALLS OF POP UP SHOPS



Pop-up shops remain popular with both new lingerie brands who want to test the market and with established brands who want to trial a particular retail area. Their short-term nature may make them appear to be more casual than taking a lease, and with less significant legal consequences, but is that really the case?

The rise of the pop-up brings obvious benefits for landlords. Vacant units can be disastrous for them. Not only is the landlord not collecting rent, but they are also still responsible for outgoings such as rates, insurance and security costs. As occupants can pop up relatively easily, landlords can let space quickly and cheaply and recover all outgoings, and even a market rent.

Landlords have shied away from short-term lets in the past, preferring to secure long-term lettings. Yet pop-up arrangements are ideal for landlords with redevelopment plans. An arrangement can be put in place whereby a landlord covers all overheads and generates income, while retaining the ability to end the tenancy when the landlord is ready to take the property back, or when a more long-term arrangement comes along.

The recent relaxation of planning rules has made pop-ups a more viable option, as a lengthy planning procedure may not be necessary.

In addition, pop-ups can create a real buzz and are a great way to generate publicity. Occupiers are becoming increasingly creative with their concepts and pop-up shops.

As well as advantages for landlords, and more importantly for our purposes, pop-ups can have benefits to lingerie brands who don't want to be tied to a lease for a number of years.

Advantages for the brand taking a pop-up shop:

- A brand can test a new location, market area or experiment with a new format. The flexible nature of a pop-up means that the tenant is not left with an expensive liability if the venture is not a success.
- Pop-ups can be a great way to attract publicity and raise brand awareness.

- Landlords may be more flexible with their terms in this tough market. A tenant might be able to negotiate an inclusive rent if the unit has been vacant for some time.
- Temporary uses of up to 28 days do not require any form of planning permission.

Key points a brand should consider before they open a pop-up:

- Is the tenancy long enough and should the brand consider negotiating breaks if flexibility is required?
- How much will the unit cost?
- Is a fit-out feasible in the timeframe?
- A brand should watch out for any repairing liability and seek a schedule of condition.
- Is there sufficient room for stock and can deliveries be made to the unit?

A very common scenario is that of the "shared pop-up shop", where two or more brands decide to get together and approach a landlord about taking a pop-up shop. In those scenarios, there are even more complicated issues to consider, in the form of the Partnership Act 1890.

By agreeing to take a pop-up shop together, brands will often unwittingly form what in law is deemed a partnership. In the law of partnership, partners will be jointly and severally liable for the debts and liabilities of the partnership. In layman's terms this means that you can find yourself liable for the debts of your partner if the person trying to recover the debt thinks that you are more likely to be able to pay than your pop-up partner.

By way of an example to illustrate the point; you meet another like-minded designer at a trade-show, you both agree that you have complimentary designs and you decide to take a pop-up shop together. You agree to split the rent

“The rise of the pop-up brings obvious benefits for landlords and lingerie brands.”

and rates 50/50. You also agree that you will be responsible for finding a new member of staff, whose job will be to work on the till, and whose wages are to be split 50/50 between you. Your pop-up partner agrees to deal with the insurance.

You move into your pop-up space and your pop-up partner installs quite a spectacular stuffed moose head on her side of the pop-up shop for visual effect. Alas, visual impact is not the only sort of impact the giant moose head generates when it becomes detached from the wall and lands on someone browsing the brassieres beneath. Unfortunately, the customer suffers shoulder and arm injuries. The brassiere browser's solicitor, being shrewd, looks into how the pop-up shop had been formed, discovers from Companies House that your accounts are in better shape than those of your pop-up partner and decides to sue you rather than your partner. This is despite the fact that the injury was caused by your partner's moose head and that it happened in her side of the shop. Your annoyance at being on the receiving end of an expensive claim is only exacerbated when you discover that your pop-up partner forgot to arrange any insurance.

This rather dramatic scenario demonstrates the need for having a proper agreement in writing with your pop-up partners before you sign up with the landlord.

The agreement will need to cover the following:

- Your respective responsibilities for claims and expenses.
- Responsibility for rent, rates and utility bills.
- Will you share a till? If so, you will need to devise a system of attributing cash received.
- Will you be using your own staff or sharing responsibility for staff?

Whilst pop-up shops can be a great opportunity for new brands to test the water with retail, those about to embark on a pop-up adventure should do so armed with an understanding of the possible risks and the services of a good solicitor! ♣



Let's **get it on**

SWEDISH UNDERWEAR BRAND BJÖRN BORG IS COLLABORATING WITH THE MTV STAYING ALIVE FOUNDATION TO RAISE AWARENESS AROUND HIV. AHEAD OF THE LAUNCH LAST MONTH, **SARAH BLACKMAN** SPOKE TO CAMPAIGN LEADERS **ARTHUR ENGEL** AND **GEORGIA ARNOLD** ABOUT THE PARTNERSHIP AND THEIR PLANS FOR NEXT SEASON

When Swedish underwear brand Björn Borg came to London last month to challenge Brits to 'Get it On' and raise awareness for the MTV Staying Alive Foundation (SAF), *Lingerie Insight* was excited to hear more about the collaboration and drum up some publicity for the campaign.

Over three days, the label met with Chasing Zero, an organisation which

works with school children in Oxfordshire, Buckinghamshire, Bedfordshire and Hertfordshire, to help eradicate HIV and Aids. The project received a \$12,000 grant from SAF in December 2012, taking the charity's total investment in young organisations to \$4 million.

The brand also unveiled a pop-up space in Selfridges' flagship store on Oxford Street, showcasing its limited-edition pants developed in line with

its partnership with SAF. The underwear, available for men and women, features a seductive Kama Sutra print in two colourways. One Euro from each sale goes towards the foundation so that it is able to hand out more grants to more projects that are passionate about preventing the spread of HIV.

But the campaign doesn't end at Selfridges; Björn Borg has more than 60 retailers worldwide who are helping

1
Models strike a pose at the Get it On launch party.



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to support the campaign. And, both SAF and Björn Borg are hoping to continue their partnership into SS14 and beyond.

From a press conference on London's Bethnal Green Road, ahead of the 'Get it On' launch party, Björn Borg CEO Arthur Engel and MTV Staying Alive Foundation executive director Georgia Arnold spoke to *Lingerie Insight* about how their collaboration first came about and why the two brands are a perfect match.

Sarah Blackman: How did the collaboration first come about? Who approached who?

Georgia Arnold: Do you know, I actually can't remember when we had the initial meeting, but we started discussing in-depth when I went out to Stockholm and met the creative team

and Arthur. We were discussing what we wanted to do together and what we agreed on was that we wanted to raise money, but that we also wanted to raise awareness around the issue. Knowing that, we could sort out details in terms of what Björn Borg's strengths are as a company, and what our strengths are and that is to give air time and information around the issue of HIV.

SB: How is the launch going so far?

GA: We've had a really good two days together. We went to Oxford yesterday, which is where the project, Chasing Zero, is based, and we met with the guys downstairs in an ice cream parlour. One of the things the project is doing to be sustainable is selling ice cream. But the other thing, which is great, is they go into schools with the ice cream and the students open up to them about sex and HIV.

So we went downstairs and ate ice cream, drank coffee and we had a really brilliant afternoon because the young people who run it are a mixture of students and ex students and they are so passionate, so driven and their goal is to eradicate Aids. And that was the start of our 48 hours together.

SB: How successful has your Selfridges pop-up shop been?

Arthur Engel: I've just heard rumours that we are doing well, but of course it is a much bigger project than just Selfridges. It is a great venue when it comes to London, but we are doing this in all of our 60 plus stores and with other big retailers in Europe.

The limited-edition pieces are sold to most of our retailers. We have done other collaborations, for example for the World Cup, and most of our big accounts are interested in hanging on to those projects that we are doing. I can't give you any numbers just now but overall, most of the big accounts are with us.

SB: How are you working with your retailers to try and push the campaign and raise awareness?

AE: I think it's not a hard sell. We have

a lot of money behind it and the project has a great purpose. People are not stupid; they want to participate in something that does good and to do good feels good for everybody. But of course it's up to us to show that we are serious and that we are backing this up and that we have a serious partner.

SB: Where did your inspirations for the Get it On underwear come from?

AE: The inspiration comes from Kama Sutra and sexual heritage but James, our creative director, has come up with an interpretation to make the prints updated and modern so it fits with what we are doing today.

SB: Why do you think Björn Borg is the best brand to front this campaign?

AE: It comes back to our values. We are passionate, innovative and open and we share these values with MTV. And of course we are an underwear brand and the people who buy and



Arthur Engel and Georgia Arnold.



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“People who buy and wear our underwear become irresistible”

wear our underwear are irresistible and if you are irresistible you need to be responsible when you get it on! I believe we are a serious player, we have presence in many markets which mirrors the MTV presence, so I am very comfortable that we are a good partner to MTV and that we can provide the awareness that MTV expects from us. On a human level also, we get on well together. It has been a very positive working environment. It's easy, and when it's easy, it's good.

GA: When we look to create partnerships at the MTV Staying Alive Foundation we always start with the question “are they a brand fit?” And I think there is absolutely no question in terms of the passion, integrity and openness that Björn Borg is the best brand to front this important campaign.

I think there are hundreds of companies out there, and by the way there are hundreds of charities that are doing just as good work as we are, but I think in terms of fit, it was a very simple match for both of us.

SB: How long are you planning on working together?

GA: We've come up with this model that reflects the way we give out grants so when we give out grants we give out a one-year grant and over that one year we'll make sure progress is being made, that the campaign is having an impact and that we communicate well with each other.

On that basis we are then able to give a three-year grant so that's really how we've approached this – to see how we work together, which is going great so far. But right from the start we said we wanted this to be a long-term partnership. ♣



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3
Models wear the Get it On limited-edition underwear.

4
The Björn Borg pop-up shop at Selfridges.



Fit for a Queen

THE VENERABLE DIRECTOR OF UPMARKET LINGERIE RETAILER RIGBY & PELLER AND CORSETIERE TO THE QUEEN, JUNE KENTON, LOOKS BACK ON HER CAREER AND TALKS TO **SARAH BLACKMAN** ABOUT HER HOPES FOR THE COMPANY NOW IT HAS A NEW INVESTMENT PARTNER



the idea of Rigby & Peller, a company steeped in English heritage, becoming a world-wide destination retailer thanks to its new international partner, and is embracing the “Aladdin’s cave”, as she describes it, that the lingerie industry has become in recent years.

Mr and Mrs Kenton were engaged to be married when they first stepped into the retail business, selling blouses, skirts and knitwear in London’s Brixton market.

“We froze to death, we were so cold,” Mrs Kenton reminisces, now a million miles away from those days as she sits comfortably in Rigby & Peller’s Guildford store as it celebrates its 1st year anniversary.

“It was the winter of 62 or 63 and the snow didn’t leave the streets until you got to March. But the Jamaicans were coming over and they wanted all our knitwear and it was brilliant.”

The Kentons opened a second store in Croydon, but it wasn’t long before they sold up shop. “We weren’t doing what we wanted to do and that was to own a shop where we did proper fittings,” explains Mrs Kenton.

“And so in 1970 the Whiteley centre opened in Croydon. My mother was furious when she heard we were opening in a centre because high streets were the main thing, but of course, we know from hindsight how brilliant centres are,” Mrs Kenton explains. “We did extremely well and we called ourselves Contour because we couldn’t think of anything else!”

In 1977, June and her husband decided to take their fitting services to central London. “We were in Knightsbridge and we saw a little lingerie shop alongside Harrods. We asked the owners of the shop if they wanted to retire. How cheeky is that? I thought they were old because I was young,” she laughs. “And they just said: ‘Of course we want to retire.’”

The shop on Hans Road became the Kentons’ second Contour shop. Then, in 1982, they bought Rigby & Peller on South Molton Street. “And we haven’t looked back since,” says Mrs Kenton, adding, “It’s been brilliant because we haven’t deviated.”

Indeed, Mrs Kenton, now 77, and her husband have always stuck to what they know, and what they know is good customer service and proper fittings. Since the couple bought the store, Rigby & Peller has fitted everybody from Margaret Thatcher and Cherie Blair to Lady Gaga and Gwyneth Paltrow, but Mrs Kenton’s most treasured customer is the Queen.

Rigby & Peller began providing bespoke undergarments to the Queen

When Belgian brand Van de Velde bought a majority stake in royal corset maker Rigby & Peller in 2011, the queen of lingerie, June Kenton, wasn’t about to step down from her throne. After 51 years in the industry with her husband Harold by her side, Mrs Kenton wanted to make sure the company she purchased for £20,000 in 1982 stayed true to her values.

But she isn’t clinging on to the past, far from it. June Kenton is welcoming

1 Inside Rigby & Peller’s Guildford store, which celebrated its 1st year anniversary in July.

2 Director of Rigby & Peller, June Kenton.

3 Mrs Kenton pictured with the Rigby & Peller’s MD, Sharon Teasdale.



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4-7 Princess Beatrice of York, Cherie Blair, Gwyneth Paltrow and Lady Gaga have all been fitted by Rigby & Peller.

8 A fitting room at Rigby & Peller's Guildford store.

in 1960, but the Royal Warrant didn't automatically pass to the Kentons on buying the company; Mrs Kenton had to earn it.

In 1982, she was summoned to Buckingham Palace and was ordered to demonstrate her bra-fitting skills.

"It was very nerve wracking," recalls Mrs Kenton.

"Can you imagine my first visit? I had nothing more to say except 'hello Your Majesty'."

"You wouldn't be normal if you weren't nervous visiting the Queen. She's wonderful. I mean, don't you think she's amazing? And she's got George now," she says with a smile.

Asked if she still visits the Royal Family she adds: "I still have the Royal Warrant, put it that way."

But it's not just down to working with a celebrity clientele that drives Mrs Kenton's passion for fitting and

the lingerie industry as a whole, but her ambition to change lives.

"If you're not wearing the right bra then you're not making the most of yourself. Also, it can cause health problems," says Mrs Kenton. "We've had women come in with neck problems, back problems...we've even cured headaches."

"But how good is it to be in a business where somebody is giving you some money and they say 'you've changed my life'? Where else in the retail business would you hear that?"

Mrs Kenton admits that over the years she has developed a habit of looking at women's breasts to check for ill-fitting underwear. "I'm always looking at somebody's bosoms. It gets on my wick because I've got her bosoms here [actual bosoms], bosoms here [above the bosom] and two more under her arms!" she explains. "This

really isn't necessary and it's absolutely ridiculous."

She believes that women's minds were programmed to get a fitting when they bought their bras 50 to 60 years ago. Now, however, it is estimated that 85% of women are wearing the wrong bra.

"When bras became more plentiful, Marks & Spencer opened a



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RIGBY & PELLER TIMELINE

1939: Rigby & Peller was established in South Molton Street by Gita Peller, a Hungarian immigrant who settled in London.

1960: The Royal Warrant was granted by Queen Elizabeth II.

1982: June Kenton became a grantee of the Royal Warrant as corsetiere to Queen Elizabeth II.

1989: Rigby & Peller celebrated its 50th anniversary.

1992: Rigby and Peller signed a world-wide licensing agreement for its own lingerie collection to be manufactured by Eveden of Northamptonshire. This collection is distributed world-wide.

1993: June Kenton became a grantee of the Royal Warrant as corsetiere to the Queen Mother.

1994: In November, Rigby & Peller refurbished its Knightsbridge store.

1995: In December Rigby & Peller opened its flagship store in Mayfair. Rigby & Peller celebrated June and Harold Kenton's 35 years in business by launching the Breast Awareness Campaign in conjunction with the Royal Marsden Hospital.

1997: The retailer's website was launched to critical acclaim.

2004: The Rigby & Peller Lingerie Wash was launched.



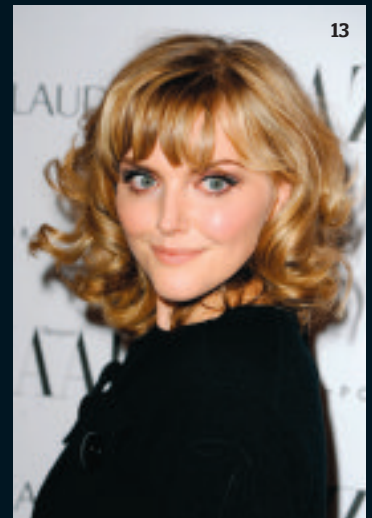
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department where there were acres of bras. Suddenly, women were seeing all the different styles and colours,” Mrs Kenton says.

“So the other stores thought ‘why do I need to have 17 fitting rooms and 16 fitters? People are just picking up bras and buying them’. Then Selfridges started to sell acres of bras too. That’s when fitting went pear-shaped.”

Mrs Kenton believes that the mistake most women make is buying a bra that is too big around the back and too small in the cup.

“When you start to develop your mum puts you in a 32 back and when you say your bra doesn’t fit you anymore, she puts you in a 34. She doesn’t go up in cups, she goes up in sizes,” she explains.

Fitting women with swimwear is also highly important to the Kentons. “I don’t care who you are, buying

swimwear is very difficult. There is all sorts of swimwear. How are you supposed to know what fits you?”

“Also [when you wear a swimsuit] you are exposing yourself to the pool, which can be mighty disgusting because most women are exhibiting themselves in something they can’t even begin to think fits them,” a straight-talking Mrs Kenton says, with a disgusted look on her face.

It’s clear to see why Mrs Kenton and her husband wanted to stay close to Rigby & Peller, even after accepting £8 million for the company from PrimaDonna bra designer Van de Velde.

“Even though we no longer own it – although we still own a little part of it – it’s important to me to be doing a good job.”

For the Kentons, it’s business as usual. They are still directors of the

business and Mrs Kenton even flies around the world to open new Rigby & Peller stores. “I opened two Rigby & Peller stores in Hong Kong in April. They belong to Van de Velde, but they are expanding the brand, which is brilliant,” she says.

Looking at the lingerie industry as it stands today, Mrs Kenton is content. Even with all its faults as far as fitting is concerned, she says it’s never been more “magical”.

“I remember when there was hardly anything to choose from and now it’s like an Aladdin’s cave. Look at the colours!,” she says, pointing to the collection of bras on sale in the Guildford boutique.

“We used to have white, maybe black and maybe skin tone. That was it. Now, you can get every colour under the sun and if your strap shows, how gorgeous is that?”

10, 11, 13

Rigby & Peller’s famous customers include Scarlett Johansson, Princess Eugenie of York and Sophie Dahl.

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June Kenton has personally fitted the Queen and holds the Royal Warrant for the supply of lingerie to the Royal Family.

2005: Rigby & Peller moved to its new head office in Acton to accommodate the increasing number of staff and a much-needed warehouse.

2006: In April Rigby & Peller open its third store in Brent Cross Shopping Centre, London.

2006: The new and improved Rigby & Peller website was re-launched.

2007: In October Rigby & Peller

opened its 4th store, Rigby & Peller Chelsea, on Kings Road.

2007: In November Rigby & Peller opened its 5th store in Bluewater Shopping Centre.

2008: Rigby & Peller opened its 6th Store in Westfield White City.

2008: Rigby & Peller brought its own label collections in house, where they are now designed.

2009: In November Rigby & Peller

opened its 7th store in Cambridge.

2011: In August the majority 87% stake of Rigby & Peller was sold to Belgium lingerie manufacturer Van De Velde.

2011: In December Rigby & Peller Brent Cross was closed.

2012: Rigby & Peller opened its 7th store in The City of London.

2012: Rigby & Peller opened its 8th store in Guildford.



UK LINGERIE AWARDS 2013
in association with FASHION FORMS

Meet the Panel

WITH THE NOMINATIONS PROCESS FOR **THE 2013 UK LINGERIE AWARDS** NOW CLOSED, WE INTRODUCE THE INDUSTRY HEAVYWEIGHTS WHO WILL BE JUDGING THIS YEAR'S ENTRANTS

The entries are in and the official build-up to the 2013 UK Lingerie Awards, in association with Fashion Forms, has begun. Now it's time for the judges to pick out the best brands and retailers in the intimates industry ahead of the prestigious event, which will take place in London's Covent Garden on December 4. www.lingerieinsight.com



Sharon Webb
head of Lingerie Buying and Design at Debenhams

Sharon Webb has been in the lingerie industry for 18 years, originally starting her career at Debenhams on womenswear before taking on a role at La Senza, where she played an instrumental part in growing the business. Webb also worked at New Look, launching the Kelly Brook lingerie and swimwear collaboration. She is currently head of Lingerie Buying and Design and has been at Debenhams for six years, as well as being chairwoman of the Lingerie Countour Ball for four years.

Taya de Reynies
director of the Lingerie and Swimwear Division at Eurovet

Taya de Reynies has worked for almost 20 years in the trade show sector with experience in all areas of the profession. She joined the Reed Exhibitions Group in 1993 and after 10 years as Paris Book Fair director, she became a consultant for the Paris Cookbook Festival in 2009.

De Reynies moved to Eurovet, the textile and apparel trade show specialist, in 2011. She is in charge of the Paris brands shows Salon International de la Lingerie, Mode City, Salon International de la Lingerie et du Swimwear and of the leading international sourcing and business platforms for intimates and swimwear fabrics, Interfilière Paris. She also drives the Asian Eurovet shows, Interfilière in Shanghai and Hong-Kong, and Shanghai Mode Lingerie.

Also on the panel:
Rosie Underwood,
style editor at OK!
Magazine.

Sarah Blackman
editor at Lingerie Insight

Sarah Blackman became editor of Lingerie Insight magazine and Lingerieinsight.com in July 2013 after working as a business journalist for numerous business publications covering energy, design, engineering, medical and hospitality sectors, both in the UK and the UAE. Blackman has a BA Hons Degree in Journalism from the University of Central Lancashire.



Melanie Cottrell
creative director for Figleaves

Melanie Cottrell has worked in the retail sector since 1995, starting out on the graduate programme in House of Fraser before moving into the merchandising sector. Cottrell then went on to work for UK fashion retailer Bay Trading, before joining Tesco in 2000. In 2008, Cottrell joined the team at figleaves.com as merchandising director. After establishing an operational merchandising team, she was promoted to buying and merchandising director, delivering strong results. In June 2011, she was promoted to commercial director replacing Julia Reynolds, joining product and brand director Sue Herrick and operations director Stephanie Chase.



Julie Drummond
owner of Sheer Delight

In 2002, Drummond opened her lingerie retail business, Sheer Delight, in the historic Church Street in Godalming. Over the years, the business has grown from a boutique selling high-end lingerie brands to a destination store for women seeking a professional bra fitting service. In 2006, a lady called Helen started work at the store. Drummond says: "Helen has had breast cancer, various treatments and continues to have corrective surgery. Needless to say, this gives Sheer Delight a greater understanding and empathy when dealing with women in similar circumstances that have been sent to see us by the Royal Surrey and Frimley Park hospitals. With Helen, we are a team committed to delivering great customer experiences."



Michele Duncan
marketing account manager for INVISTA

Michele Duncan is the marketing account manager for Lingerie, Underwear & Swimwear in the UK for INVISTA, owner of the LYCRA fibre brand. Her role centres on identifying opportunities for LYCRA fibre in the lingerie and swimwear segments and translating INVISTA's global strategies into local marketing activities by working with key brands and retailers. With more than 17 years' experience in the lingerie and swimwear industry, Duncan has worked at both SPEEDO International and Eveden Group developing product ranges. At Eveden, she was head of Product Development for the Freya, Fantasie and Fauve brands, prior to joining INVISTA in 2008.

Paul Alger
director of international affairs at the UK Fashion & Textile Association

Paul Alger is director of International Affairs at the UK Fashion & Textile Association, a body working ceaselessly for the benefit of fashion, clothing and knitting businesses in the UK. He graduated with a first class degree with distinction in Modern Languages, Politics and Economics in 1986 and has spent the last 22 years organising trade events and missions to markets including the EU, Japan, the US, Russia, Hong Kong, Taiwan and South Korea. A lot of Paul's time is spent with manufacturers and designers, advising on export strategy and trade fairs, as well as hosting and presenting seminars, and workshops, nationally and internationally.



Gillian Proctor
programme leader for Contour Fashion at De Montfort University

Gillian Proctor is the programme leader and principal lecturer for the BA (Hons) Contour Fashion Course at De Montfort University. Her role is to drive forward innovation and technological developments and to nurture the future of this industry. She is co-author of "Century of Style: Lingerie. Icons of Style in the 20th Century" and consultant for numerous TV programmes, including the Channel 5 documentary, "Lingerie". She is an established expert in the History of the Intimates arena, and has a background in Haute Couture and the international research community. Proctor is Chair of the IIIA: The International Institute of Intimate Apparel.

Marios Schwab
fashion and lingerie designer

Greco-Austrian designer Marios Schwab has been creating ultra-feminine dresses since he launched his London-based fashion label in 2005 and has recently turned his attention to the lingerie industry, winning over buyers with his Kallisti collection. After showing for three seasons as part of Fashion East's initiative for emerging talent, Schwab debuted independently at SS 2007 LFW to great critical acclaim. Furthermore, in May 2009, Schwab was appointed Creative Director of the iconic American Label Halston for three seasons in what Vogue described as a "match made in heaven".



Laura Snelling
lingerie, nightwear and swimwear buyer at Fenwick

Laura Snelling has worked in buying at Fenwick, Bond Street for the past 10 years, working as assistant buyer for the lingerie, womenswear and accessories departments before becoming lingerie buyer in 2011. In June this year, Snelling also became a buyer for swimwear. She has BA Hons degree in Womenswear Design from the London College of Fashion and a National Diploma in Fine Art from the Kent institute of Art and Design.



1



Retail revamp

DEBENHAMS IS SET TO BREATHE NEW LIFE INTO ITS DATED **OXFORD STREET STORE** WITH A £40 MILLION MAKEOVER. **GEMMA CHAMP** TALKS TO CREATIVE HEAD **MARK STEVENS** ABOUT THE REFURBISHMENT, WHICH WILL SEE THE OPENING OF THE STORE'S BIGGEST EVER LINGERIE DEPARTMENT. WORDS BY **SARAH BLACKMAN**

Since Debenhams announced a £40 million refurbishment of its flagship store on London's Oxford Street earlier this year, designers from Marios Schwab to Reger by Janet Reger haven't been able to hide their excitement.

Once completed, key stockists will be housed in a dazzling landmark designed to stop shoppers in their tracks, a world away from the "tired,

Seventies-style concrete block" that the department store has been described as in the past.

With its kinetic facade of aluminium panels, which will move in the wind, new shop windows, a glass roof and a 25-metre skylight to illuminate a brand new atrium complete with balconies, escalators and two glass columns on each Oxford Street corner, the seven-storey building promises to reinforce the

West End's position as an international shopping destination.

"The whole thing is going to be completely revamped. It's going to be beautiful," says Aliza Reger, daughter of the late Janet Reger, whose glamorous lingerie range, Reger, has become a best-seller in Debenhams since its launch in 2000.

"The refurbishment is going to make it a premium shopping experience," she adds.



While renowned artist and sculptor Ned Khan is modernising Debenhams' exterior, inside the store, directors are working with retail agency Dalziel and Powell to reorganise the shop floor to allow easy access to all brands and visual merchandising spaces.

Debenhams head of creative Mark Stevens says: "We're changing absolutely everything. Literally from the moment the customers enter the store they'll have an amazing vision across the store.

"We're coordinating brand new worlds and shops for the LG, the G, the 1st and the 2nd floors with them. And then we're going to revisit the 3rd, 4th and 5th later," he adds.

"Our store was quite hard to navigate before, but little techniques

like a lighting grid on the ceiling will really help to draw the customers in from the high street."

The Oxford Street store, which hasn't been refurbished since 1987, will see all departments swapped and changed, including lingerie and shoes, which will be moved from the 1st floor to the basement, a logical step, according to Stevens.

"For shoes and lingerie you don't need a great deal of space above the product, and it also makes for a nice intimate feeling having lingerie in a basement," he explains.

"Number one, customers will be able to access it straight from the street, rather than it being tucked away in a dark corner, so we're really bringing it to the front with its own entrance, in effect."

Reger is particularly excited about the lingerie department's new location. "There's going to be a fabulous escalator to the lingerie department, where there'll also a champagne bar," she beams.

Debenhams' biggest ever lingerie department will be part of an "oasis for women" which will allow customers to shop for lines such as Reger and B by Ted Baker that are only available at Debenhams.

In addition, shoppers will be able to use the "Bra Fit" service in a brand new suite of lingerie fitting rooms kitted out with individual order points from which women can order extra sizes or brands.

"The whole thing's going to be beautiful, it's going to have a great lighting area, great fitting area,

1
An artist's impression of the new and improved Debenhams store on Oxford Street.

2
Designer Aliza Reger.



3



4

because again every clothing decision, they say, is made in the fitting room,” says Reger, chief executive of Janet Reger.

3 Stevens agrees, and adds: “We’ve also got a beautiful finishes package for lingerie, in soft creams, cappuccinos, some pistachio velvet in the fitting rooms, which feels really luxurious without feeling old-fashioned.”

4 Creative directors have also contracted a lighting company called Igazini. “They’ve come up with a specific package for each of the worlds, because again we want our

lingerie to feel softer and warmer,” adds Stevens, who describes the current lingerie department as a “dog leg of an area”.

Work has begun on the renovation programme, which will also see the creation of Debenhams’ biggest ever beauty hall, more ‘Designer’ departments than ever before across three floors of fashion, and three new cafes and restaurants.

The overhaul has created more than 430 jobs, including 280 in retail, and is being carried out jointly by Debenhams, which is contributing £25 million to upgrade the interior, and developer British Land.

The retailer will also relocate its headquarters, currently located on the fifth floor of the building, to a new office in Regent’s Park.

The store is not being closed during the project, which is expected to be completed in time for Christmas.

Reger believes that the opening of the lower level, including the lingerie department, of Debenhams will coincide with the launch of new premium, seductive collection, Reger Noir, from her brand this month.

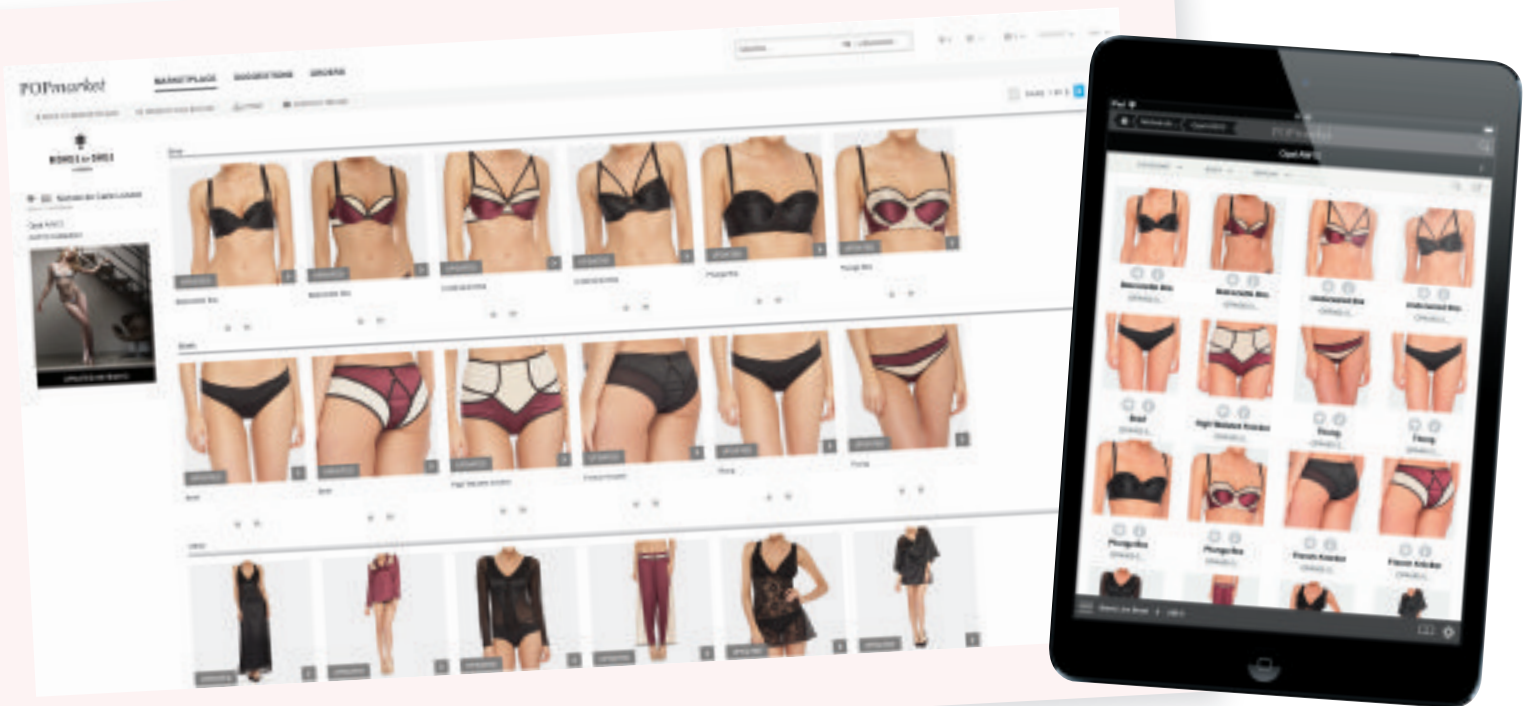
She admits that the Oxford Street store was in much need of renovation

“There’s going to be a fabulous escalator to the lingerie, where there’ll also a champagne bar”

and says that she and her fellow designers are looking forward to having their products housed in a building that can proudly stand alongside its neighbours, including the listed “ocean liner”, Selfridges and the smart John Lewis flagship.

“It’s very exciting for all the designers, because there have been some fantastic new Debenhams stores opening, such as Westfield. There’ve been great store openings in the provinces and overseas, particularly in Moscow, recently, and in Dubai, so it’s great to see that the flagship store is going to actually be the flagship,” she says.

“Everything will be displayed in a far more contemporary way. And it did need the makeover. Your flagship store has got to be the one that goes wow.” ♣



Pop goes the market

AS RETAILERS LOOK TO CONDUCT BUSINESS ONLINE, **POP-MARKET** HAS STEPPED IN TO PROVIDE BUYERS WITH A SOLUTION TO DISCOVER BRANDS 365 DAYS A YEAR AND WRITE ORDERS FROM ANYWHERE, AT ANY TIME.

Launched last year, POP-Market couldn't have arrived at a better time. As retailers begin to understand the importance of maximising customer experience across a multitude of channels, they are also looking make their lingerie orders online.

POP-Market, the only patented global wholesale platform and marketplace, has revolutionized and simplified the way the fashion wholesalers and retailers conduct business.

The platform allows brands to upload their collections, customise delivery dates and availability, create custom line sheets and digital lookbooks and access a network of over 50,000 buyers.

From this database, buyers are able to get 365 day access to brands, follow their favourites and receive real-time alerts on style updates, available stock, best sellers and editor picks – enabling them to make the best buying decisions all from one organized, private platform.

The cloud-based sales solution offers powerful, web and mobile-based selling

tools developed using proprietary technology, and boasts the largest, wholesale online marketplace.

Owned by Global Apparel Network, POP-Market has the only patented iPad app for fashion wholesale. It enables wholesalers to efficiently show their collections, create and suggest custom orders to buyers with the click of a button, and submit orders within minutes.

The app boasts a number of unique features. With the collection auto sync feature, any updates made by collections managers are automatically available for the sales team, while the order sync feature streamlines the order entry process and sends all mobile orders to a brand's backend system.

Furthermore, POP-Market's iPad app does not require Wi-Fi connection, allowing sales professionals to capture orders anywhere, at anytime. Sellers can also work on multiple line sheets at once or save their work and finish at a later point. From meetings to tradeshow, the app offers convenience, security, unlimited revenue potential and peace of mind.

POP-Market clients are taking note of the valuable new app. Designer Robert Graham, who strives to create more colourful lives through clothing, states: "The POP-Market iPad app is a real game changer for us and our collections look clean and visually captivating."

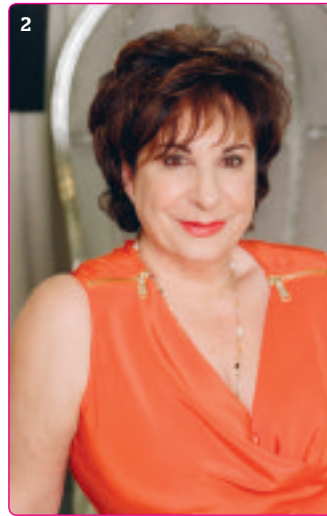
Patrick Nebiolo, executive vice president of Sales at outdoor clothing brand Woolrich, explains: "We have just launched POP-Market and we already see the results. We've generated additional sales, our sales reps are excited that they have an efficient order tool to use on the go and our buyers are happy."

Market buyers compare the ease of the POP-Market platform to an online giant, with luxury clothing retailer Marissa Collections saying that it "now makes placing wholesale orders as easy as buying on Amazon."

For more information, visit www.pop-market.com

POPmarket

Trade talk



REFLECTING ON THE SS14 BUYING SEASON, LINGERIE RETAILERS TELL **SARAH BLACKMAN** WHICH BRANDS AND STYLES TRIGGERED THEM TO FILL OUT THEIR ORDER BOOKS

As the SS14 buying season is drawing to a close and the last of the exhibitions are shutting their doors until January, *Lingerie Insight* felt inclined to ask retailers about the sights they saw during this exciting trading period.

Here, online retailers and independent boutiques from Dolci Follie to Figleaves talk about the lingerie and swimwear brands that stood out this season, the trade shows they visited, and the trends they expect to see in AW14.

1

*Dolci Follie owner
Simona Walters.*

Sarah Blackman: Which lingerie, swimwear and nightwear brands stood out for you this season?

2

*Petits Bisou
founder Esther
Fieldgrass.*

Dolci Follie owner Simona Walters: A favourite for me this season was the collection from I.D. Sarriero. The styles are very classic and feminine, but always have a unique, modern twist.

3

*Beautifully
Undressed director
Annabelle Mu'azu.*

In swimwear, I loved Moeva's collection – there are some real standout pieces.

4

*Sheer Delight
director Julie
Drummond.*

Beautifully Undressed director Annabelle Mu'azu: In terms of lingerie, a number of brands stood out for me, including Fred & Ginger, for their terrific colour palette, Darkest Star for their innovation in light

bondage accessories and outwear inclinations, which for SS14 are softer toned, with beautiful flourishes. Young brand Elai and Dutch brand Madam Super Trash also caused a stir. In swimwear, it has to be Paolita, and we'll be adding them to our brand selection for SS14. I adore the exuberance of colour and unadulterated use of pattern in the swimwear. Finally, in nightwear, it has to be Olivia Halle...no need to explain.

Petits Bisou founder Esther

Fieldgrass: Fleur of England, for its dainty romantic sleepwear pieces. They offer the most exquisite feminine bridal wear too. Bordelle is a very unique brand and their pieces this season were very striking, almost one of a kind, with original designs. Chantal Thomass has brought this season to life with bright colour and bold design. OYE has certainly caught my attention and has been really popular in my boutique. Their swimwear designs are sleek, sexy and flattering.

SB: Which key trends did you see?

AM: I noticed flourishes of bold floral patterns, which was exciting to see, and of course colour, including blue hues of the Mediterranean and red soil. I also noticed a nod to Art

Nouveau, as well as newer techniques, such as laser cutting and new encapsulated lace, which is a fabulous fusion of lace and latex. Poetical elements in lingerie, with lots of layering with light fabrics, and the use of pleated embroidery and jewelled effects in mint and marine colours, were lovely to see.

Figleaves product and brand director Sue Herrick: Seriously bright colours in lingerie continued to please our customers and we are now looking forward to this Autumn's jewel tones.

SB: Which trade shows did you attend and why?

AM: Since I set up Beautifully Undressed, my go-to trade show has been the Lingerie Collective. I love it because it attracts new luxury brands that are pushing boundaries and innovating, and there's also a really great vibe. My second favourite show is Salon International de la Lingerie, which I love because it has that fabulousness that only the Parisians have. It's so wide-ranging one gets to see the established big brands, as well as new brands coming into the market.

EF: Lingerie Collective, Moda Paris and Birmingham were my favourite shows because I was on the lookout for a



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wide range of beautiful lingerie, for both larger cup sizes and dainty sleepwears. And I knew that my favourite designers would be there. Next year, I will be going to New York Curve.

SW: I attended Paris, which is always overwhelming and an incredibly busy two days, but it was essential to see our international brands and seek out any interesting new exhibitors. I also went to the Lingerie Collective in London, which always has a strong selection of designers, many of which we stock at Dolci Follie.

SB: Which brands will you be restocking in SS14 and why?

Sheer Delight director Julie Drummond:

I am very settled with the brands I deal with so I will stock Van de Velde, Anita Lingerie, Empreinte, Felina Conturelle, Hanro, Millesia and

Sans Complexe. These are the key brands my customers expect to see in the shop.

SH: We will continue to support our French brands as they are particularly loved by our international customers, but also the resurgence of Gossard over the last few years is remarkable and our customers love it.

SB: What turns your eye when shopping for new brands at trade shows or online?

JH: I only look for new brands when I feel there is a gap in my offer. Quality of the product is key, particularly the wire, and a good relationship and service from the supplier.

EF: New and exciting brands that catch my eye, usually from their unusual and striking colours to add to the classic black pieces I stock. I do worry about the quality of production with new brands, as I have found a big discrepancy between samples and finished products with some new labels.

SB: What key trends do you expect to see in AW14?

SW: Of course, the colours go darker for Autumn and Winter, and with lingerie, you've got to have those classic black sets complete with suspender belt – the ideal cheeky gift for Christmas. I expect many designers to create something a little more edgy and erotic for AW14, as the slightly more adventurous items are becoming

more popular, even if it's just a peekaboo brief or cutaway bra. Certainly the 'lingerie as outerwear' trend is continuing, and many designers are adapting their pieces to cater for this. On the other end of the scale, there are a few minimalist collections that are very strong, iconic, and offer something very different to the strappy, opulent pieces.

AM: Lingerie as outerwear is a trend that is really going to take off, which is something that I have always loved. Renaissance-inspired florals and dark and moody tones in blues, greys juxtaposed with all shades of black will be strong. Loungewear will become more fashion led in styling. Also, textural and more natural hues with natural eco fabric, cosy, but innovative is key.

JH: What I would like to see is more developments in shapewear, perhaps more feminine and lighter fabrics and incorporated into more of the main collections rather than being a separate collection. For the winter months I like to see lots of red lingerie - Sheer Delight has worked hard to blow the negative press about red underwear, and we now have women asking for red lingerie. Colour is fun and I want to see more of it.

SH: Even more directional colour. There are no limits; acid yellows, neon brights and some pretty fun prints on swimwear. Perhaps, shape-wise, the move to soft, non-wired will continue across all cup sizes. ♡

6
Figleaves product and brand director Sue Herrick.

7
Dolci Follie boutique in London.



7



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Care, comfort and couture

IN LINE WITH **BREAST CANCER AWARENESS MONTH**, WE PICK OUT THE KEY **MASTECTOMY BRANDS** TO LOOK OUT FOR, EXPLAIN HOW STYLES ARE CHANGING, AND REVEAL SOME STARTLING STATISTICS FROM A CUSTOMER SURVEY ON THE BRA BUYING EXPERIENCES OF WOMEN WITH BREAST CANCER

Three months ago, Breast Cancer Care commissioned a report with Deloitte to find out more about the bra buying experiences of women with breast cancer.

Based on findings in the report, which was completed in late September, the UK specialist support charity believes that major changes are needed in the mainstream retail sector when it comes to product offering and customer service.

"There are 550,000 women living with breast cancer in the UK, so it's a sizeable market, and what we hear, and what comes out of the report is that the experience of women following breast

cancer surgery is much poorer when trying to buy bras than with women who haven't had surgery for breast cancer," says Diana Jupp, director of services at Breast Cancer Care.

The study shows that when women who have not had breast cancer were asked if mainstream retailers stock bras that meet their needs, 56% said yes and 44% said no. When women who have had breast cancer surgery were asked the same question, an astonishing 70% said no, retailers do not stock bras that meet their needs.

The report also found that only 9% of women with breast cancer go to specialist mastectomy stores to find their bras, a finding Breast Cancer Care attributes to the expense of specialist mastectomy bras.

"What's interesting is that the women who are looking to buy bras post surgery are still trying to buy them at the same rate that they were buying before," says Jupp. "Their practice doesn't change in the buying of bras, but the cost has gone up because it is more expensive to buy specialist bras," she adds.

Over the past 10-15 years, breast cancer has become a well-publicised topic and not something women, and men, want to keep hidden, due in part to news stories about celebrities like Angelina Jolie and Michelle Heaton, who have recently undergone double mastectomies.

As a result, consumers are not afraid to demand what they want, and what



they want is a broader selection of mastectomy bras that are functional and fashionable. And, they want to be able to find these garments in stores where they are made to feel comfortable and relaxed.

So, which mastectomy and post-surgery bra designers do mainstream retailers need to look out for, how are these brands working with their current stockists to improve bra buying experiences and what can BCCare do to help?

POST SURGICAL BRA DESIGNS

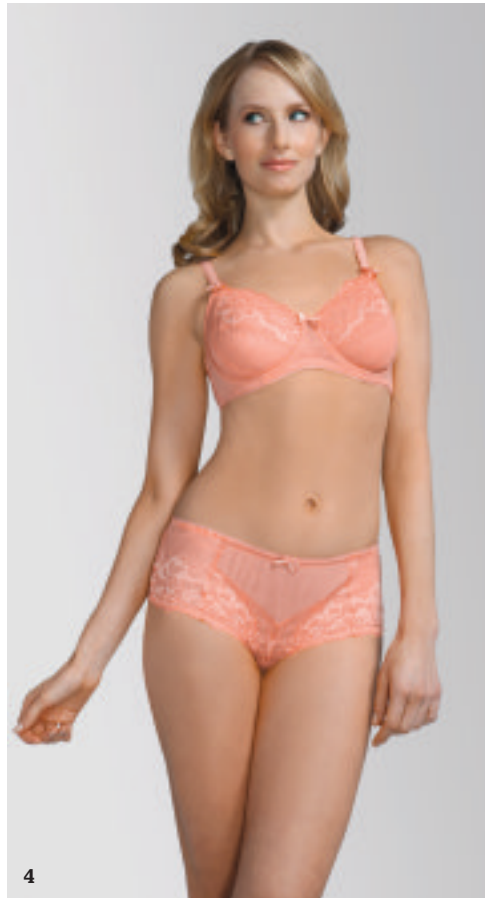
Anita Care was launched in the 1970s as a direct response to the fact that women who had undergone breast surgeries could not find comfortable, suitable and well-fitting products on the market. And over the years, one of the most significant changes in the brand can be seen in the variety and selection of products it carries.

“Initially the demand was strongly skewed towards very structured, classic products for full mastectomies, whilst today there is also the need for specialist products for partial surgeries, post radiotherapy, post breast reconstruction, augmentations and/or reductions,” say Anita designers Ruth Straatman and Katja Hartenstein.

“The choice of products and designs is deeper and more varied; the ranges are more colourful, have a lighter look and feel and are available in more sizes. Also we noticed, women do not want to be put into a certain age category. They follow their own taste, which is becoming younger, and Anita is recognising this trend.”

Anita offers a post-surgical bra “wardrobe”, including a pocketed sports bra or t-shirt bra; a wellness bra, which is especially suitable for radiation therapies or wearing for gentle exercise; and fashionable yet discreetly concealing swimsuits, bikinis and tankinis.

For SS14, the brand has a mix of fashion and everyday comfort bras featuring bold prints, bright colours and embellished details. Many styles are made of polyamide microfibres and elastane fibres for minimum pressure



on the body. Anita also uses “clean cut pockets” to avoid extra seams.

Amoena, the first company to introduce revolutionary breast form innovations for breast cancer survivors, inventing the first silicone prosthesis in 1971 and the first attachable, self supporting breast form in 1992, also has a line of post surgery lingerie.

The German brand started out with a small collection of pocket bras and now has a range of recovery care products available to women immediately following surgery, as well as some recently launched home and leisure collections.

Amoena global head of marketing Malissa Magyar explains: “In 2011, we got a new CEO whose name is Ronny Lemmens and he comes from the fashion textile and apparel world. His vision for the organisation is that we should be offering everything that we possibly can for our ‘Queen’.”

“So what does this woman need? She needs everything that a woman who hasn’t had breast surgery needs. She

needs a sports bra, she needs active wear, she needs fun tops with bust support that you or I could buy at the department store. So we’ve now extended to sort of a 24/7 lifestyle brand which offers everything from the breast prosthesis and the bra to a work-out outfit, to nightgowns and a line of very seductive lingerie,” she adds.

Amoena’s recovery care products include a camisole or bra with a high cotton content and pockets for drain bulbs, while its compression garments are designed for other surgical types like reconstruction. These garments have a snug fit to keep the breasts from moving as they heal.

In home and leisure garments, the brand uses modal. “This is an incredibly soft moisture-wicking fabric that almost feels like silk or cashmere,” says Magyar.

The label’s active garments contain Subflex, a fabric that manages moisture, and Comfort+, a technology developed by Outlast Technologies that

1-2
Anita Care’s SS14 collection.

3
Anita UK general manager Jemma Barnes.

4-5
Lingerie and swimwear styles from Amoena.



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detects changes in body temperature and absorbs heat away from the body and keeps the body dry.

Another post surgery brand, Jamu Australia, was started in 2005 by designer, Lydia Leong, who introduced a range of fashion swimwear for women of all ages and sizes. But a chance encounter with a young woman with breast cancer changed the direction of her business.

“I had this woman come to me and she asked if I do mastectomy swimwear and I said I’m sorry I don’t. I didn’t know where to start,” says Leong. “She said ‘can you please design something for me. I’m 32, I have two young children, I’ve just recovered from breast surgery and I want to enjoy my life. I love surfing but I don’t want to be seen in a grandma swimsuit on a surf board.’”

Leong wanted to help so she spoke to a breast consultant who helped her understand how to design swimwear

for women who have had mastectomies. “The biggest fear for these women is that when they bend down you can see the prosthesis so my garments are designed in such a way that they never come down,” adds Leong, who now specialises in designing mastectomy swimwear.

“I decided to help this woman and honestly it’s the most rewarding thing I have ever done. I have women telling me that they refused to go to the beach with their grandchildren but now, with my swimwear, they are so happy. When you get emails like that you think ‘I can’t go back.’”

Jamu’s swimwear range is made with microfibre and powernet for comfort and support and is designed for the fashion conscious, featuring an on-trend monochrome colour palette, halter straps and animal prints.

Wirefree specialist Royce has a Caress collection of mastectomy bras which features every day and luxury

styles lined with 100% Pima cotton. Some styles are also made with microfibre, cotton modals and lace.

“All Royce bras are non-wired and every bra in the Caress range has bilateral pockets to hold a prosthesis if required. They are also perfect for women who have had breast surgery of any kind,” say Royce designers Nicki Hall and Sarah Gilbert.

“Our Chloe t-shirt bras have become very popular with the younger customers as they want to wear bras that look like those they wore prior to surgery, whilst our Champagne Velvet bra gives a luxurious, fashionable alternative to ladies of all ages.”

PRICE POINTS AND STOCKISTS

So why, with this broad range of mastectomy lingerie and swimwear available on the market, are most women with or recovering from, breast cancer still struggling to find a bra that meets their needs?

Like Breast Cancer Care, mastectomy bra specialist Nicola Jane has had feedback from customers stating that they are frustrated by the prices of mastectomy and other post surgery bras.

“They feel they are pushed into a higher priced garment than they would get on the high street and therefore have a limited choice to choose from. We are working on an essentials range, as well as higher priced items, to offer a varied selection. It’s a market that is always changing but we endeavour to meet our customers’ developing needs,” says Nicola Jane junior designer and buyer Katie Crease.

Nicola Jane has three of its own specialist mastectomy wear stores in Chichester, London and Leeds, where it stocks its own range, as well as bras from True Life, Anita and Royce. The brand also supplies garments to independent boutiques.

But with only 9% of women who have had breast cancer surgery shopping in specialist stores, should mastectomy brands be branching out into high street shops?

“There are two sides to the argument; it’s great that department

“The choice of products are now more varied; the ranges are more colourful.”

6-7
Styles from Jamu Australia's Belize collection.

stores can offer post surgery products as it gives people who have had surgery greater access to these garments," says Crease.

"The only problem is the high street store might not follow through with the same service and might not know how to fit a mastectomy as well as a shop that specialises in this area. We pride ourselves on customer service and expertise in our fitting that's how we like to stand out from the department stores."

Anita Care supplies products through the NHS and a large number of private health trusts but the brand also has several independent retailers and specialist online retailers that stock its garments.

Anita UK general manager Jemma Barnes believes that selling mastectomy bras should be left to the independents and specialist stores as they are able to provide a one-on-one service.

"I can honestly say we have some department stores where we have Anita consultants, who are absolutely brilliant and offer an amazing service, but this would not, and could not, be

the case for all department stores," says Barnes.

"We also love working closely with our independents and enjoy first-hand seeing their passion and commitment grow as they become more involved in the care side of their business. We offer Anita Care training days on a regular basis and we have never yet had a course that wasn't 100% full. This speaks volumes about the commitment of our independent retail partners to be able to offer the best advice to their post-surgical customers."

But Royce, which stocks mastectomy bras in John Lewis, Next, BHS, as well as in 350 independents in the UK, believes more department stores should stock mastectomy bras as more women with breast cancer are demanding to be able to purchase bras off the rack and have the same buying experiences as any other customer.

"Department stores are fine as long as they have well-trained, sympathetic fitters who understand the customer needs. The specialist stores always offer a good experience but it depends if

there is one in the area for the customer. It is always best to call the store to arrange an appointment," Hall and Gilbert say.

And Amoena agrees. "Women are women whether they have had breast surgery or not. Women like to shop and shopping is an experience that should feel comfortable and normal," says Magyar.

"So I think department stores should be stocking the product to give women that feeling that every woman is used to having when she shops – to feel feminine and fashionable. I think in the right types of department



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stores that are very service-orientated and that understand the importance of fit for any woman, whether she has had breast surgery or not, is a great place for our products to be available."

But with most mastectomy lingerie brands stocking in specialist and independent boutiques, and some department stores lacking in essential one-on-one customer service, there is still work to be done.

Breast Cancer Care believes that if it was to work with mainstream retailers, women could access a broader range of specialist mastectomy and non-specialist bras.

"We've got to look at what Breast Cancer Care could do to improve the experience of women, whether that's looking at training, or raising awareness of the differing bras available and how to choose them. So that's the next bit of the project," says Jupp.

"Breast Cancer Care has found is that if we were to work with mainstream retailers, women could access much cheaper and prettier bras or a range of specialist and non-specialist bras, which is what women are looking for." ♣



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8
Nicola Jane junior designer and buyer Katie Crease.

9
A model wears a bra from Nicola Jane's SS14 line.

10-11
Royce's Nicki Hall and Sarah Gilbert, and a model wears the brand's enhance bra.



Waist Lines

DAVID HUGLIN HAS ALWAYS HAD A FASCINATION WITH LIFE BELOW THE WAIST. THE DESIGNER'S ART COLLEGE DISSERTATION WAS ON THE ARCHITECTURAL HISTORY OF BRITISH TOILETS, AND HE RECALLS HOUSEHOLD BATTLES IN HIS CHILDHOOD OVER WHOSE PANTS BELONGED TO WHOM. IT SEEMS ONLY NATURAL THEN THAT UNDERWEAR HAS NOW BECOME A BUSINESS FOR HIM, AS GEMMA CHAMP DISCOVERED 18 MONTHS ON FROM THE LAUNCH OF HIS BURTONWODE BRAND.

“I was a bit of a boxer short stealer,” admits David Huglin, founder of the Burtonwode brand, as we discuss how his life as an underwear designer began.

“In our house, there was one big drawer that me and my brothers and my dad all claimed not to share, but we all used the same ones. I always had favourite underwear though. If there was ever a particular special day, or your going-out pants, even on a normal day, I’d wake up and sift through, and if they just don’t suit my mood... They had personalities and characters to them,” he continues.

Huglin is not the first designer to recall childhood memories that have translated into business and creative ideas. But he may be the first where such an obvious thread appears to have tugged him through from his upbringing, to college and then into his first professional venture.

From the battle of the underpants draw; through to his art college course culminating in a final year study of Britain’s sanitation (1790-1910, if you’re interested); and finally, the launch in 2012 of his first underwear collection, Huglin’s attention

seems to have rarely strayed above the belt line.

His eureka moment came in the more prosaic surroundings of Selfridge’s department store, which he was wandering around in 2010 while thinking about an art project. “I am an artist, and I was sketching some pyjamas. They were grey pyjamas with Russian dolls, and I was just playing around actually, and then off the back of that it got me thinking, and I



went to Selfridges to check out their pyjamas, and as I walked through the underwear section I was like, this is rubbish, it didn’t speak to me as a consumer, and that was the start of it,”

Huglin explains.

It could be that the Selfridges experience affected him more subtly, because the store is as much about its relationship with its customers as it is about products and fashion. “Some people are mad crazy about fashion. Well I like fashion, but I love customer service. And the reason I started this brand is because I don’t think that men get the product that they deserve when it comes to their underwear, purely by dint of being male,” Huglin says.

“I wanted to change that. I looked around and saw in outerwear so much choice, an explosion of detail and provenance and quality, and yet we’re still getting left behind in the underwear department because no one took the time to examine that whole sector of the industry,” he adds.

Huglin set out to fill this perceived gap – investing two years of research, before putting a business plan together and creating the Burtonwode brand.

The aim of the brand, as stated on its website, is to make boxer shorts for men who want something that befits them as individuals. The company also makes a virtue of being designed and manufactured in the UK.

“We are determined to not lose sight of why we started: to put care, effort and genuine thought into creating authentic boxer shorts. After all, they’re not called ‘essentials’ for nothing,” the company promises.

Huglin brings an artist’s eye to the design of his collections, often introducing visual jokes to his prints that make a subtle collection with the men that wear his boxer shorts. “When I was an artist, I wanted pictures that had a variance of meanings but still worked on that first viewing. So if you wanted to look at that painting, and say, that really chimes with me aesthetically, but then when you lived

1 David Huglin, inset, has brought a steely passion for British manufacturing and a playful sense of design to the Burtonwode brand.



with it at home, a year, two, three years down the line, all the meanings would open up to you over time. That's what I wanted with these boxer shorts, as crazy and pretentious as that sounds," he explains.

And it works, Huglin claims. "I spoke to a guy called Matt, who used to be a buyer at Six Whiting Street, he described owning a boxer short with a polka dot with Einstein's head on it. The underlying pun is meant to be "smart arse... clever dick... smarty pants..." and he said to me I was wearing these pants for nine months and one day I looked down and I looked at Einstein, and I thought, "Smart arse". It just popped into his head. Nine months. And he did all the work. It wasn't rammed down his throat. But there are inside references, and that's how we aim. I mean they're underpants: you can't take them that

seriously, but that doesn't mean you can't be sartorial and stylish at the same time."

Manufacturing in Britain matters to Huglin and, after researching options throughout 2011, he opted to source his printed cotton from Carlisle-based Stead McAlpin. The very presence of such a historic business (founded in 1835) still offering artisan textiles was a further spur for the start up company. "Its very presence and survival was a gladness to me. Here was UK manufacturing, its heart still beating, hopefully providing me with the blood I needed, in print form, for my fledgling business to be born," Huglin wrote after visiting the factory in January 2012.

The printed fabrics are made into finished garments by Kitoko, a south London tailor better known for bespoke suits.

"Benjamin Kitoko. He has bent over backwards to do everything he can for me. The reason why I'm manufacturing in the UK is because you build relationships with people who share your vision. And I've built a really good relationship with him. If it's getting made in China I don't get to meet the guy who's doing the pattern cutting," says Huglin.

Design-wise, Huglin is keen to avoid overworked trends so that his collections stand out. His next collection is based around pubs in the cities where he has lived: Liverpool, Edinburgh, Bristol, and London. "The reason for pubs is, a) they're really rich in visual inspiration, the Victorian-era pubs, with etched glass, and etched mirrors, that are so amazing. But, also, not trying to walk a well-trodden path, they're so quintessentially British, there's nothing more British than a traditional pub, and no one's touched it. That is a great opportunity to get

BURTONWODE STOCKISTS

- ◆ Pollyanna in Barnsley
- ◆ Kafka in Aberdeen
- ◆ Giftvault.com
- ◆ MyFabulousCollection
- ◆ TheUnconventional
- ◆ Urban Excess
- ◆ The Mandon Store
- ◆ Underwear Unlimited
- ◆ Luxx Lab

down the boozier and celebrate the pants you're wearing," he jokes.

The connection to local pubs could be a particular opportunity for retailers in their local areas, particularly with the packaging Burtonwode is planning. "What I want to do is in each box you get, you get a postcard of the pub, with a snippet from a regular there, probably about a drink, to just try and give it some narrative, and entertainment. When you pay a bit more (around £35 at retail), you deserve to be entertained," Huglin concludes. ♦

Burtonwode's SS14 collection picks up on the repeat patterns currently dominating outerwear fashion.



We're going mobile



Coming soon

Products & trends

A round up of the lingerie and swimwear brands which stole the show at last month's London Fashion Week, plus the latest hosiery trends.

Object of *desire*

» **SOFIA BY BARBARA**

This bohemian-inspired set from Barbara's SS14 collection explores the lightness trend with its soft microfiber mesh and sophisticated Leavers lace. Add shimmering colours and a floral print and you've got a sure-fire hit.

RRP: Plunge bra: £58; short: £37

Contact: www.barbara.com



Behind the runway

LINGERIE INSIGHT VISITED THE DESIGNER SHOWROOMS AT LAST MONTH'S LONDON FASHION WEEK. HERE'S WHAT WE SAW. WORDS AND PHOTOS BY **SARAH BLACKMAN**



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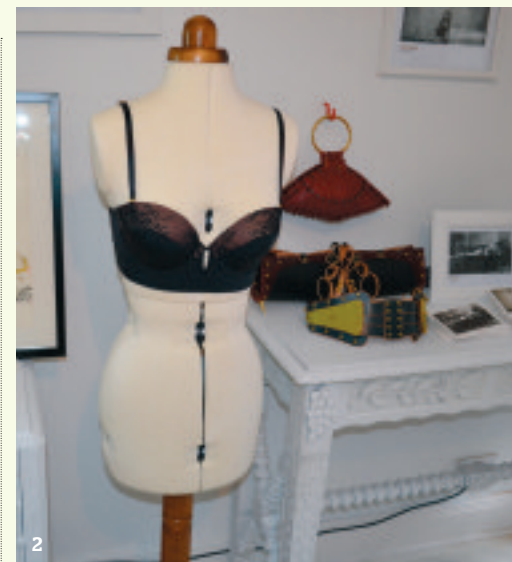
London Fashion Week SS14 was, as always, primarily centred on key clothing lines from Stella

McCartney's sportswear to Julien Macdonald's semi-sheer evening dresses. But the few lingerie and swimwear designers who attended this season's show certainly made their mark.

For the third season in a row, German brand Triumph was the official lingerie supplier to the British Fashion Council at LFW. Away from the runway, designer Sian Thomas stripped away the catwalk looks to reveal the label's SS14 collections at

her Covent Garden pop-up, Maison Triumph. Models wore key styles from the Helena Christensen, Body Make Up, Shape Sensation and Triumph Essence ranges on the shop floor, while in the basement, bra makers, flown in from Germany, were working at their sewing machines so visitors could see first-hand how a Triumph bra is created.

Alongside this, the label was working on its 'Women in Making' campaign, a project fronted by Serbian fashion designer Roksanda Ilincic, singer Paloma Faith, food writer Gizzi Erksine and fashion stylist Grace Woodward.



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1-4
Inside Maison Triumph's pop-up store in Covent Garden.

5
Sumarie's SS14 collection.

6
Designer Marie Su and her model at Somerset House.



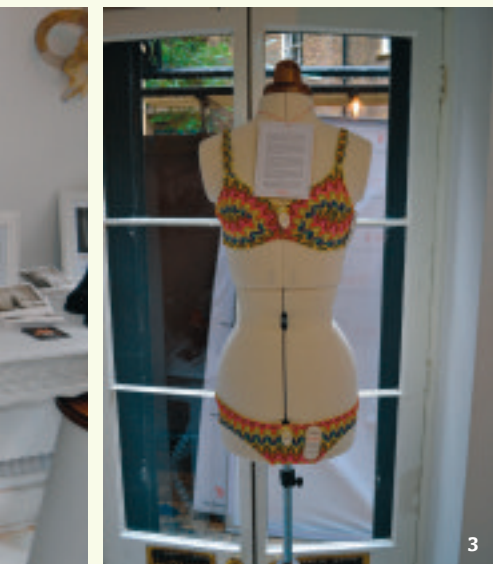
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The celebrities are acting as mentors to a collection of creative women who Triumph is championing to help start up and support their businesses. Throughout London Fashion Week, mentors held a series of workshops in Maison Triumph.

Back at Somerset House, in the East Wing, luxury swimwear brand Sumarie made its LFW debut. Designer Marie Su showcased her 'Femme Fatale' collection in one of the show's designer showrooms. As with all Sumarie's lines, the SS14 collection doesn't feature bold prints, embellishments or eye-popping colours. There are no gimmicks.

Instead, it makes a statement with the label's signature colour-block monochrome palette and luxe 3D textiles. The range includes striking swimsuits, bikinis, kaftans, leggings and body-con dresses.

Meanwhile in the West Wing, Estethica, founded by the British Fashion Council, promoted a range of sustainable fashion, including eco-friendly swimwear brand Auria. Created by stylist Diana Auria and illustrator Margot Bowman, Auria swimwear is manufactured using re-used fishing nets and carpets. The SS14 line is based around Artemis, the Greek goddess of the hunt. ♣

7
Visitors at Maison Triumph could see Triumph bras being made.

8
Models wear Triumph's SS14 styles.

Hosiery trends

WE PICK OUT THE BIGGEST TRENDS IN **TIGHTS, LEGGINGS, KNEE HIGHS AND STOCKINGS**



Charnos Hosiery

About: Shapes, textures and patterns are set to be essential elements of SS14 fashion ranges. Charnos Hosiery has incorporated geometric shapes with solid and sheer contrasts to create staple fashion hosiery. The 'Geo-Math' range is available from February 2014.

RRP: £6 - £9

Sales contact: abaines@melasgroup.com

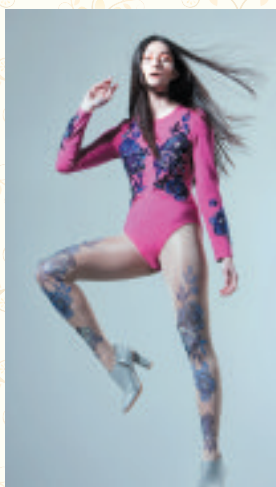


Atsuko Kudo

About: Japanese brand and celebrity favourite Atsuko Kudo has designed a range of daring latex stockings, taking skin tight to the extreme. Styles come in a range of colours, from coral red with gold floral patterns, to pale pink.

RRP: £164 - £845

Sales contact: simon@atsukokudo.com



Bebaroque

About: Bebaroque is offering a classic range of tights and leggings with distinctive screen prints and detailed embroidery for SS14. Designers Mhairi McNicol and Chloe Patience have a flare for decorative statements and this is very much the ethos of the brand.

RRP: From £29

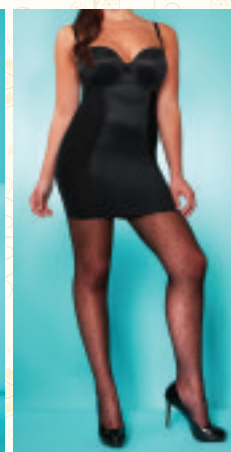
Sales contact: chloe@bebaroque.co.uk, 0131 554 5990

Charnos XeLence

About: This season, Charnos Hosiery has launched a range of tights and knee highs that are custom made for plus size women. Using Lycra Xceptionelle technology, Charnos XeLence accommodates a larger thigh than conventional hosiery and prevents digging in at the inner thighs and waist.

RRP: Knee highs, £3.50 - £5; tights, £7 - £10

Sales contact: abaines@melasgroup.com, 01623 522560





Emma Jane

About: The Emma-Jane Maternity hosiery collection is designed for new mums and mums-to-be looking for comfort and affordability. Offering maternity tights and leggings, these are a staple addition to a maternity wardrobe that consumers can dress up or down.

RRP: £9 - £22

Sales contact: sales@emma-jane.com, 020 8599 3004



Falke

About: The Falke 'Women's Fine' SS14 collection is split into City Graphic, a dazzling range that mixes dog tooth, wave and net patterns, and City Decoration, a line of hosiery featuring two-in-one reversible leggings, hold-ups with a climbing rose pattern and seamed tights.

RRP: From £20.00.

Sales contact: 0207493 8442, www.falke.com



Gabriella

About: Polish brand Gabriella is offering a new bridal hosiery range for SS14 to support its distributor Alterego Operations' bridal lingerie sales. The tights, stocking and hold-ups are made using a high Lycra content and feature lace details and delicate patterns.

RRP: From £7.99

Sales contact: gareth@alterego-lingerie.com, 0845 094 6603

Gerbe

About: Gerbe's 2013-2014 collection of made-in-France hosiery features delicate micro patterns, lightweight guipure and animal and floral prints. Styles include 'Palais Royal', Art Deco and Grand Hotel.

RRP: From around £31

Sales contact: Audrey Ramage, aramage@gerbefr



Hanes Hosiery

About: This season, German group Hanes Hosiery is offering an 'Absolute Ultra Sheer' collection of tights in 5-15 denier and Silk Reflections Hosiery, a silky line that features fashion and basic styles alongside a plus-size range.

RRP: £8 - £10

Sales contact: Carline Deal, c.deal@villeanddeal.com



Lascivious

About: Lascivious collaborated with Scottish design house Bebaroque to create a pair of black, sparkling hold ups and 20 denier hold ups in nude with a deep frill, crystal embellishments and Lascivious' signature heart positioned at the centre back.

RRP: £45

Sales contact: Yasmin Lummas, sales@lascivious.co.uk



Jonathan Aston

About: For SS14, Jonathan Aston has designed a bright and detailed range to sit alongside the strong fashion trends for the season. From vintage-inspired opaques and jungle print deniers to neon anklets and luminous ankle socks, the brand has three new collections designed to lead the way back to statement legs.

RRP: £12.50 - £16

Sales contact: Lauren Darby, Ldarby@melasgroup.com



Leg Avenue

About: From acrylic crochet over-the-knee socks to vintage pinstripe pantyhose, Leg Avenue offers styles for young, fashion-forward consumers.

RRP: £4.60 - £12.60

Sales contact: Trudy Pijnacker, trudy@legavenueeurope.com



Pamela Mann

About: The world famous Moulin Rouge has teamed up with Pamela Mann, a leading British specialist in fashion hosiery, to create a range of tights featuring elegant seams, bold prints, Swarovski embellishments and polka dot details.
RRP: £10 - £35
Sales contact: emma@pamelamann.co.uk, 01455 636 231



Oroblu

About: Italian hosiery designer Oroblu has created a SS14 collection that is romantic, feminine and fashionable. The line incorporates floral and polka dot patterns with a mixed colour palette of black, white, coral red and earthy green.
RRP: £10.95 - £12.95
Sales contact: Alicia Holden, 0208 537 0011



Legwear International

About: Legwear International's Scarlet collection offers a range of silky fashion hosiery products that incorporate seamers, fishnets, ringers, over-the-knee socks and opaque styles this season.
RRP: £5.99 - £6.99
Sales: info@legwearinternational.co.uk

Wolford

About: Inspired by the classical elegance of Maria Berenson, a top model in the 60s and 70s, and "ethnic-colonial flair", Wolford's SS14 hosiery collection incorporates bootlaces, crystal-embellishments, gold-coloured metal studs and gold lame [a type of fabric woven or knit with thin ribbons of metallic yarns].
RRP: £85 - £195
Sales contact: anka@wolford.com



Social Lite

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



1



4



3

1
Model Georgina Baillie wears Kiss Me Deadly lingerie at the Calico AW13 lingerie show in London. Photo credit: Sin Bozkurt.

2
What Katie Did founder Katie Halford with burlesque models at the launch of her AW13 collection in London. Photo credit: Tigz Rice.

3
Lingerie retailer Journelle kicks off New York Fashion Week at The Box bar and nightclub. Photo credit: Guest of a Guest.

4
Rihanna's costume designer Adam Selman made his debut at New York Fashion Week with his ready-to-wear line. Photo credit: Getty.

5
Pure Chemistry's 'Summer Renaissance' fashion show took place at RISE London.



2



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