

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

# Lingerie

NOVEMBER 2013 / VOL. 04 ISSU.  
www.lingerieinsight.com

NEWSIGHT



**SMART  
LINGERIE**

**SS15 TRENDS**

**EXPERT  
OPINION**



**MARIOS  
SCHWAB**

*An interview with the  
Greco-Austrian designer*

**VIRTUAL  
REALITY**

*Online trade spaces are  
opening up for buyers*

**COURTAULDS**

*The evolution of  
Gossard and Berlei*

*The final*  
**COUNTDOWN**

Meet the finalists of the  
**UK Lingerie Awards 2013**  
ahead of the glittering  
ceremony in December



# EVER WONDER

the U PLUNGE  
backless strapless bra



# WHAT'S UNDER?

the  
**GO BARE**  
backless strapless bra



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*Bedtime*  
stories



# CONTENTS

## FRONT

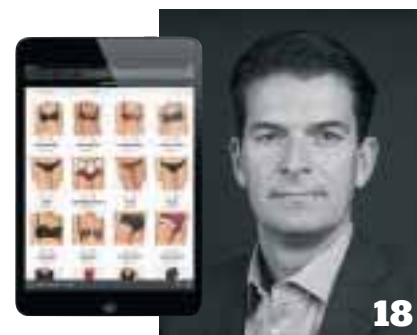
- 7 News review**  
A round-up of this month's lingerie and swimwear news
- 11 Voice of the industry**  
Dan Roberts on the benefits of attending the Best of Britannia show

## THIS ISSUE

- 14 Ask Yourself This**  
Claire Franks shares her retail words of wisdom
- 16 Legally Speaking**  
Tim O'Callaghan assess how far you can go in monitoring your staff
- 18 Online showrooms**  
Entrepreneurs talk about their virtual platforms, which allow buyers to purchase stock 24/7
- 21 Courtaulds**  
The group's Gossard and Berlei brands talk about their core objectives
- 26 UK Lingerie Awards**  
The finalists are revealed in a special feature
- 33 Marios Schwab**  
An interview with the fashion turned lingerie designer
- 40 Getsmart**  
The most intelligent intimates from innovative brands
- 45 Future trends**  
Fashion consultant David Shah determines the lingerie and swimwear trends for SS15
- 50 Waiting for love**  
Capturing key styles for Valentine's Day in a glamorous shoot

## REGULARS

- 29 Object of Desire**  
A seductive set by Bordelle
- 32 Social Lite**  
Lingerie people about town



# After all of your hard work, get ready to celebrate

As I write this, my head is jam-packed with thoughts about all the exciting things coming up in the world of lingerie over the coming weeks. On November 5, MarediModa, the annual Fabrics Festival will open up in Cannes. There, brands will seek inspiration for new designs, while products and fabric manufacturers will host live tests to demonstrate how their textiles perform. Ahead of the event, David Shah outlines the key trends we can expect from lingerie and swimwear in SS15, in terms of materials, colour and print, on p45. In the meantime, we're preparing for the biggest event of the intimates calendar. You've guessed it; it's the 2013 UK Lingerie Awards. Industry professionals, celebrities and lingerie-loving members of the public will head to the ceremony on December 4, where the winners will finally be revealed. But first, we've listed the finalists in a special seven-page feature starting on p26. Also in this issue, UKLA judge and fashion favourite Marios Schwab talks about the inspirations behind his lingerie collection, while Courtaulds reflects on how it brought brands Gossard and Berlei back to life after acquiring them both from DB Apparel in 2007.



Happy reading!

**Sarah Blackman**  
EDITOR, LINGERIE INSIGHT

## NOVEMBER COVER

**Model wears:** Maison Lejaby Coup de foudre à Vienne-Cerclé (bra), Tanga, and Déshabillé (gown).

**Photography:** Roberto Aguilar.



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# FRONT

## THIS MONTH IN LINGERIE AND SWIMWEAR

- > NEWS IN BRIEF **8**
- > FIRST STITCH **10**
- > VOICE OF THE INDUSTRY **11**



## COCO DE MER TO DELIVER BIGGEST RANGE OF LINGERIE YET UNDER NEW MANAGEMENT TEAM

**L**uxury erotic boutique Coco de Mer has appointed a new management team to expand the brand's own product range.

Former brand director for Arcadia, Jackie Naghten, has taken on the role as managing director, while Louise Brassey, who previously worked as a

special events director for the retail group, is Coco de Mer's new marketing director.

The pair were called on in March to carry out a general review of the business, whose customers include Angelina Jolie and Brad Pitt, following the company's takeover by Lovehoney Group in 2011 and the departure of Sam Roddick.

This led to a revised brand strategy, which Naghten and Brassey were subsequently employed to undertake.

"The own brand lingerie offer was always small and select, but there is now a focus on developing a wider array of styles, as well as new categories such as bodies, chemises and kimonos to a

high specification," a spokesperson for Coco de Mer told *Lingerie Insight*.

As well as its own garments, Coco de Mer stocks lingerie and nightwear lines from Bordelle, Stella McCartney and Beautiful Bottoms.

"Spring/Summer 2014 will see the brand deliver its

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

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

NEWS REVIEW



▲ New period drama **“Masters of Sex”** is using **Rago Shapewear** to support its female cast members. Wardrobe designer Ane Crabtree said she chose the brand’s undergarments to encourage upright posture and recreate the classic style and silhouette of the 1950s. Key styles worn on set include Rago’s 2202 long-line bra and open-bottom girdles for extra firm shaping. Leading actress **Lizzy Caplan**, who stars alongside **Michael Sheen** in the show, said she enjoyed wearing the shapewear so much she took home some of the garments.”

Sportswear brand **Lacoste** is set to begin offering men’s underwear through a licensing agreement with **Delta Galil**. The five-year deal will cover design, production and distribution of Lacoste’s men’s underwear collection. Delta Galil, an Israeli textile firm headquartered in Tel Aviv, said the collection will combine elegance and comfort with quality and innovation. Available from spring 2015, the range will be sold in Lacoste boutiques, across the brand’s selective distribution network and in specialist stores.

An Australian watchdog has pulled a **lingerie ad** from television screens after upholding a complaint about it being

offensive to women. The ad, made by Crisp Advertising for Adelaide retailer **Innerwear Lingerie**, showed a woman walking into a tyre fitting shop in her underwear and asking the man behind the counter “can you fit me?” Its message was supposed to capitalise on the free professional bra fittings the family-owned business offers, but the **Advertising Standards Board** found that it breaches Section 2.4 of the Advertiser Code of Ethics.

▼ **Triumph** UK and Ireland boss **Noreen Gallagher** has resigned from the lingerie brand after two years in the role. Gallagher left her position as managing director on



October 11 in order to further advance her career in an EMEA role within the Performance Nutrition sector, allowing her to spend more time with her family, according to Triumph. **Carol Burns**, Triumph’s regional general manager for Anglo America, will oversee the UK & Ireland business until a successor is found.

**UK retailers** are set to see sales levels reach £85.2 billion this **Christmas**, the highest growth since the financial crisis, according to a new report. Market research specialist **Verdict** predicts spending in the fourth quarter to rise 2.2% from the same period in 2012 – the best since Q4 2007, when spending grew 3.1% to £82.4 billion.

Strong sales are forecast in clothing, grocery and health & beauty sectors, but the home and DIY category is expected to stay stagnant. **Maureen Hinton**, lead retail analyst at Verdict said: “Though online is such a major factor in sustaining growth, the fact so many more retailers are now online means that even this channel is becoming more crowded and competitive.

▼ **Panache Lingerie** has been tasked with fitting **The X Factor** contestants and supplying them with undergarments for the live shows this year. The British brand was called on by the ITV show’s head stylist Frank Strachan to fit the over 25s category. Following their fittings, **Sam Bailey**, Shelly Smith and Lorna Simpson were sent complimentary Panache lingerie, including key styles from the AW13 Superbra by Panache collection, Porcelain and Evie. **Jennie Field**, head of Marketing at Panache Lingerie said: “It’s brilliant that the contestants are new fans of the brand.”



Business activity in **Northern Ireland** has reached its highest point in six years, due largely to strong retail performance, according to a survey from the **Ulster Bank**. Though costs have increased for the country’s businesses, intense demand for goods has allowed them to thrive, leading to the fastest rise in prices

in half a decade. New businesses have also experienced considerable growth, and have recently hired new staff. **Richard Ramsey**, a chief economist for Ulster Bank, stated: “The retail, construction and manufacturing sectors all posted faster rates of growth in activity, which helped push the overall business activity index to its highest level in more than six years. The rate at which new business is coming in is also still growing.”

A **blog post** by a fashion law firm warning women not to wear **red bras** has been removed after being deemed by bosses as inappropriate. In the suggested dress code for future trainees, **Berwin Leighton Paisner** instructed women to wear “neutral T-shirt bras and non-VPL knickers.” “You have one day, or at the very most two weeks, to make an impression and you don’t want that impression to be ‘Does he understand how to use an iron?’ or ‘Nice to know she likes red bras,’” the blog said. The firm’s management team has now removed the blog because it contained “misplaced humour”.

▼ **Ellis Cooper** has been snapped wearing lingerie from **Lascivious** in her 2014 calendar. The glamour model graces the cover wearing the brand’s **Fraulein Kink** collaborative belt and she rocks two sets from the SS13 collection – Nengah and Heidi – inside the new calendar.



LIZZY CAPLAN IMAGE: COURTESY OF GETTY.



»»» story continued from page 7

biggest range of lingerie to date with even more colourways,” the spokesperson continued.

Coco de Mer, which is located in London’s Covent Garden, was set up by Roddick and her father, Gordon, in 2001. Dave Stewart, the pop star and one-half of the Eurythmics, owned a 5% share in the business.

Ten years later, Roddick sold her business after it experienced an apparent consumer downturn. Sales in the year to February 2010 increased from £940,000 to £1.2m, but the company recorded a pre-tax loss of £200,000, following on from a £482,000 loss the year before, the Telegraph reported at the time.

“After Roddick’s departure the new owners ensured that Coco de Mer benefited from the synergies available from the Lovehoney Group specifically in the online platform and the logistics to support the brand,” the retailer said.

“It was after this initial period of integration that it felt like the right time to recruit new management with a brand and retail focus.”

Naghten has over 20 years’ experience of high street retail, holding prominent roles in buying and marketing for Arcadia, Burton Group, Debenhams and Marks & Spencer.

On her new role, Naghten commented: “It’s a privilege to be associated with the Coco de Mer brand, which is unique and has the potential to reach global market.”

Naghten and Brassey were both instrumental in relaunching the Oxford Circus Topshop flagship in 1998. They have continued to work together on various projects and bring a blend of high street retail and luxury fashion experience, from Pure Collection, Myla, Ralph Lauren, Chanel and Hermès.

As well as expanding Coco de Mer’s own range of products, a number of other projects are now underway to develop the brand, including updating its visual presentation.

Next up is the store refresh, which is expected to be completed this month, in time to impact Christmas trading, with a new look website and improved customer experience planned for launch in 2014.



FROM LEFT: JACKIE NAGHTEN AND LOUISE BRASSEY.

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## NEWS REVIEW



▲ A piece of lingerie from **Maison Close** appears in a daring photo shoot published in **V Magazine** this month, providing the brand with international exposure. The **Villa Satine Triangle Bra** is modelled in a spread titled 'That's So Punk', where it's worn by a model in a dramatic black outfit that includes a handful of chunky necklaces and a ruffled hat paired with a matching jacket. The lace-trimmed bra peeks out from underneath a sheer dress, adding

a sensual touch to the image. The picture was photographed by **Manolo Campion** and styled by Yana Kamps.

A lingerie store in **Blackburn** has reopened its doors after suffering £25,000 in damages in an arson attack in July. **Eve Lingerie**, in Fleming Square, was forced to close after smoke poured into the shop from a fire in a neighbouring business, reported the Lancashire Telegraph. The owner, **Janet Bailey**, who launched her store six years ago, kept herself busy by doing professional fittings in people's homes while Eve Lingerie was closed.

↗ **Strictly Come Dancing** star Kristina Rihanoff modeled intimate apparel from **Rigby & Peller** at the **Cosmopolitan Lingerie Show** last month. The Russian dancer wore a plunge bra and high-cut knickers set from the famed UK lingerie house's **Fleurs De Pommier** collection. Other top brands also participated in the show, which



was held to support National Breast Cancer Awareness Month, including **Fig Leaves**, Gossard, Curvy Kate and Freya.

German lingerie and swimwear brand **Lascana** has selected 12 models from around the world to represent the label in its 2014 calendar. In a competition that lasted five months, Lascana, together with supermodel **Sara Nuru**, whittled down over 1000 candidates from more than 60 countries to find the 12 winners. The successful candidates were then flown to Austria for the calendar shoot, where they were

photographed by competition judge **Tim Petersen**.

✓ Luxury lingerie, lounge and resort wear brand **Beautiful Bottoms** has launched its AW13 collection in **Liberty London**, a department store based on Regent Street. Key styles available at the store include pyjamas in geometric and winter rose prints, as well as a selection of robes and knickers. In statement, Beautiful Bottoms said: "We are so excited to launch the brand at Liberty. It is a one-off store that has a unique character unlike any other and we are so thrilled to be a part of it."



KRISTINA RIHANOFF IMAGE: COURTESY OF GETTY.

## FIRST STITCH CELEBRATING EMERGING TALENT

**French designer Marion "May" Perret has released a collection of luxurious, ethical lingerie. The launch came seven months after her brand, Marion May, was founded in London.**

**Lingerie Insight: What made you decide to launch your own lingerie brand?**

**Marion Perret:** Ever since I was young, I've always had a passion for designing pieces of clothing. 'HandYMade', the women's wear label I co-founded in France in 2008, was my first real introduction to the fashion industry. The launch of Marion May lingerie was linked to my move to London and my desire to work on a more personal project

that combined elements very close to my heart.

**LI: What makes your lingerie range ethical?**

**MP:** My idea is to recycle surplus fabrics generated by the fashion industry. Therefore, each piece I create is primarily crafted from unused luxurious materials that I source in clothing manufactures or discontinued fabric outlets. Some elements are also taken from vintage pieces that I dismount and re-use.

**LI: Where do you stock your garments?**

**MP:** I produce and stock all the pieces I create in my workshop in Hackney, East London.



**LI: Who are your target customers?**

**MP:** The woman I design for is a true modern woman, with all the paradoxes that it implies: she likes to play with what she wears, but always wants to look and feel beautiful, she is assertive and determined but also dreams and seeks protection.

**LI: What are the next steps for your brand?**

**MP:** I want to start building strong relationships with the women I dress. I am already working on a few bespoke orders and enjoy the direct contact with my clients. Otherwise, I am thinking about my new collection for spring/summer 2014.

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



**NEWS IN QUOTES**

“This [Marc Jacobs] brand has an enormous potential all over the world. To materialise this potential, we decided together within the next two or three years, to do an IPO.”

**LVMH chairman and CEO BERNARD ARNAULT** explains why Marc Jacobs is leaving Louis Vuitton.

“The London Luxury Quarter is a leading destination for world-class high-end shopping, which is why so many discerning Chinese shoppers are flocking to it and helping to boost the capital’s economy.”

**Mayor of London BORIS JOHNSON** speaks positively about the state of the high street after it was revealed that sales in Mayfair, Piccadilly and St James’ topped £262 million in 2012, an annual increase of 31%.

“For us, it is very important to present our brand to a larger public. The photobooth is a great way to participate in the Awards, because our brand is known for taking beautiful photos. We cannot wait to see all the guest photos.”

**Leg Avenue Europe head of international sales and marketing TRUDY PIJNACKER** expresses her excitement for sponsoring the photobooth at the UK Lingerie Awards.

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

**STORE ENVY****HANRO** Mayfair, London

Swiss luxury brand Hanro opened its first London boutique last month on South Molton Street, a chic retail hotspot in Mayfair, ahead of its 130-year anniversary. The design of the space echos that of Hanro stores across Europe; sleek and understated, with a clean colour palette of gloss white, black and chrome. Images depicting the craftsmanship of Hanro’s lingerie and nightwear products taken in the Austrian factory are framed across shelves to help present the story of the brand. Celebrity fans of Hanro attended the store’s opening, including former Bond girl Honor Blackman.

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

**VOICE OF THE INDUSTRY****Show stoppers****DAN ROBERTS,**

**Writer, and husband of designer Ayten Roberts**

It was probably the third hour of finding the right price sticker to stick onto the labels that I found myself trying to remember how glamorous the lingerie business is supposed to be.

We’d already set up the stand by then. Everything was looking good. My wife was into a third hour of ironing – an activity that would go on for at least another eight hours – but things were starting to come together. It’s this ‘behind the scenes’ stuff that people don’t think about when they come to see a show or event.

I should disclose now, I suppose, that I qualify only very loosely as a ‘voice of the industry’. My wife is Ayten, of Ayten Gasson Lingerie, and although I do all I can to help the business, I do work outside the industry. But I think that does give me a fresh set of eyes to events like the Best of Britannia show in London.

I have helped at a few wholly lingerie and swimwear shows and thought that the individual brands can sometimes get lost in the scale of the event. Best of Britannia, on the other hand, was a show celebrating, er...the best of British manufacture and design across the board. Here, we were the only lingerie company on

show, and by the end of the three days, it was easy to let people I had met know who I was – I was with the lingerie lady!

The beauty of this show was that everyone who came already had at least an interest in supporting British brands and manufacturing. This is one of the big attractions for our customers at Ayten Gasson, and it felt really satisfying to be among other like-minded businesses, whatever their area of work. The first day was the trade day, so it was good to see various press and boutique owners that Ayten had invited to the show turn up and react enthusiastically to the event (and the lingerie of course!)

The second two days were open to a very appreciative public who I like to think enjoyed the lingerie and other designs on show almost as much as the great British-owned food and drink companies who refreshed the masses over the three days and nights. As a (semi) outsider to the lingerie industry, I found Best of Britannia to be a refreshing change to the usual kind of trade show and know that Ayten has already enquired about returning next year. And who knows, maybe by then, I will have finally finished pricing up!



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# BRANDS & CAMPAIGNS

What's happening right now in lingerie from expert opinions to heritage brands

**14** Claire Franks gives advice on staff training

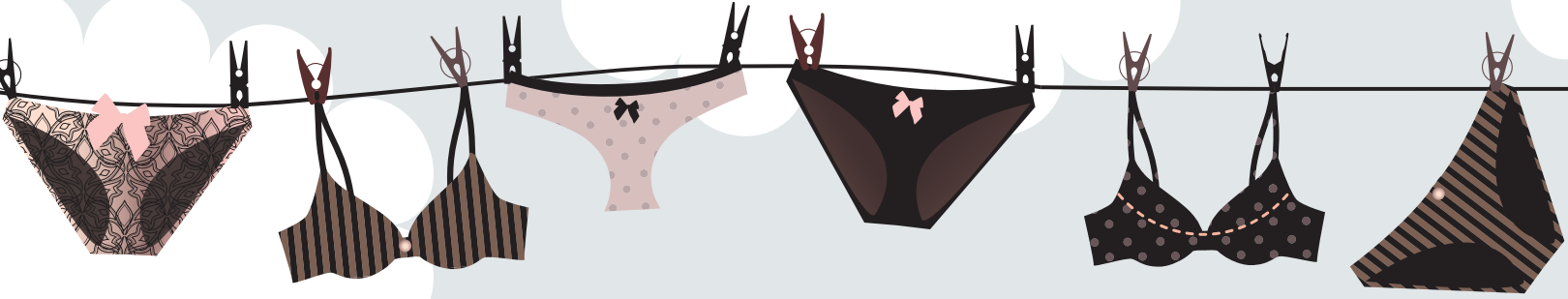
**16** Tim O'Callaghan on how far you can go in monitoring your employees

**18** Entrepreneurs talk about the rise of online showrooms

**21** The evolution of Courtaulds brands Gossard and Berlei

**26** We reveal the finalists of the 2013 UK Lingerie Awards

**33** An interview with fashion favourite Marios Schwab



# Ask yourself *this...*

“*Now is the time to ask yourself if your business devotes enough time to training your staff to help drive sales and keep your customers happy*”

**W**e all know that the success of a business will be determined by your staff's level of competency and ability to drive sales and keep customers happy. But, your employees' performance relates to how well you train them in the first place.

I recently attended a very interesting seminar hosted by Retail Performance Specialists where owner and chairman Dennis Reid stated that “every business has enough customers, but it is how we handle them that determines our success and that we all need to build an elite sales team to ensure our success and set non-negotiable standards within the business.”

So let's talk about training. There are four important areas on which lingerie retailers should be regularly training their

staff: sales techniques, customer services and communication, bra fitting and, of course, product training.

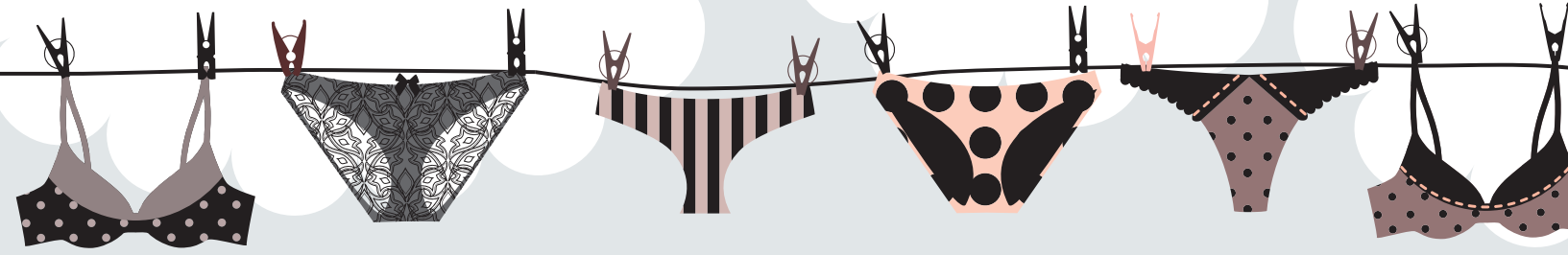
Training on these areas should be regular and ongoing. Review and retrain if necessary, as people learn at different speeds and in different ways. A rather effective basic training technique is to tell them, show them, let them carry out a task, review them and, if required, start this process again until the task has been mastered, as people don't always get it the first time.

There is no reason why this kind of training can't be achieved in-house using this simple method. There are enough advice, training techniques and information online that can help. Alternatively, of course, there are many courses available at your local training



Claire Franks is the founder of lingerie business specialist Intimate Apparel Consultancy, and has worked in the industry for more than 25 years. Visit [www.intimateapparel-consultancy.co.uk](http://www.intimateapparel-consultancy.co.uk) for more information.





**“An effective method of training is to tell them, show them, let them carry out a task, review them and, if required, start this process again.”**

centres, colleges and universities if you wish to outsource and get a fresh prospective.

So, once you have trained your staff, how do we go about driving our sales? Hire salespeople who love to sell, keep them on the front line of your business and review or relocate anyone on your sales team who isn't passionate about selling.

Make sure your sales team is incentivised in some way; maybe you could offer a small commission or bonus linked to a sales target. If this sounds expensive then look at taking 30% out of your external marketing budget for one year and use these monies on internal promotions to help keep your employees motivated and excited, as in the long run, this will help you make a profit.

Be aware of pushy sales people though; you don't want your customers to feel forced or pressured into purchasing something that they may not want, or doesn't fit their needs or bodies, as they simply will not come back and will speak badly about your business and their experience.

## KEY POINTS

- Staff training should be regular and ongoing.
- Review and retrain if necessary, as people learn at different speeds and in different ways.
- Training can be carried out in-house, at your local training centres, colleges and universities.
- Hire salespeople who love to sell and keep them on the front line of your business.
- Make sure your sales team is incentivised. Offer a small commission or bonus linked to a sales target.
- Be aware of pushy sales people; you don't want your customers to feel pressured into buying something they don't want or need.
- Solid, consistent and repeat sales are what a business needs, plus raving reviews by word of mouth.
- Tell your staff to offer add-on sales items.
- Don't forget about marketing your business and your regular promotions.

Solid, consistent and repeat sales are what a business needs, plus raving reviews by word of mouth. Most businesses claim that word of mouth is responsible for 90% of their sales when they first start out. So consider a way to reward your customers and they will have even more to rave about.

Don't forget about marketing your business and your regular promotions, which should be going on all year round. I have written before about planning an on-going promotional calendar. Use it, review it and update it. This will drive your business, new products and services.

Finally, at the time of a sale closure, once your customer has made the purchase decision, tell your staff to offer an add-on item to the sale. Maybe it is those matching briefs or shorts or those beautiful new run-resistant sheer tights.

Reports state that up to 30% of consumers will buy on impulse. Just think, with customers being few and far between, what will happen if you and your staff can add one more item to 30% of your customers' purchases and how that would affect your turnover and profit. You do the maths! ♡

**Intimate Apparel Consultancy**  
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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 ASSESSES HOW FAR BUSINESSES CAN GO IN MONITORING THEIR STAFF BEFORE THEY ENTER AN UNLAWFUL TERRITORY**



**A**s reported by *Lingerie Insight* recently, at the heart of a case against MJM by an ex-employee/director is the allegation that a listening device ("bug") had been planted into the employee's plant pot to record his conversations. This has led to many questions from my clients as to the extent to which employees may be lawfully monitored, and what crosses the line into unacceptable surveillance and "stalking".

I am sure that my readers do not seek to exercise a Stasi-like, all encompassing monitoring of employees and their behaviour as that would offend, amongst other things, against employees' human dignity.

Yet whilst bugging an employee's plant pot may seem to be the zenith of corporate paranoia, an increasing number of employers are considering some form of employee monitoring, and in this day and age, when any employee can potentially spend their lives at their desk polishing their LinkedIn profile without doing anything productive, it is a concern that needs to be recognised.

The current prevalence of social media and the fact that most people in this country under the age of 30 have an online presence either via Facebook, Twitter, LinkedIn or perhaps a blog, means that employers have a resource unlike any they have ever had before to investigate the background of employees and potential employees. So, what is and what is not lawful?

## Pre-employment checks

Protection from discrimination starts during the recruitment process. Therefore, if an employer gains information on a candidate's sexuality or religious beliefs, for example, via the Internet, on a blog, social networking site, or similar, and rejected a candidate on that basis, the rejected candidate may be able to bring a successful discrimination claim if the basis for rejection became known. Of course, most employers would provide a different reason; however, if the candidate were to make a data subject access request which led to the

production of an incriminating email, then the employer would potentially be in difficulties.

By way of example, you may want to assess the likelihood that a female job applicant may become pregnant in the near future, as that would mean that maternity rights apply etc. You look at the applicant's Facebook page and find that she expresses a wish to her friends that she has a child soon. As a result, and fearing having to find a replacement for maternity cover, you do not recruit her. Have you committed an unlawful act? If the reason for not proceeding with the application process is the likelihood of pregnancy, then yes, you will have committed an unlawful act and will potentially expose yourself to a claim.

The same risk of a discrimination claim applies if an employer uses social media to find out about a current employee, and relies on that information to the employee's detriment.

## Data protection

The UK data protection regime regulates the "processing" of personal data. Processing is widely defined to include activities such as consulting, using, holding and deleting the data. Personal data includes expressions of opinion and must be information which relates to that individual in a biographical sense.

Where an employer consults and records online information to find out more about a candidate, it is processing that candidate's personal data.

Obligations relating to processing personal data become more onerous where sensitive personal data is processed. Sensitive personal data includes information about a person's sexuality, race, and political or other beliefs, which is just the sort of information that typically might be found on an individual's

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**"Placing a recording device in an employee's plant pot will rarely be justified"**

social media profile. However, as the employee has made the information public by posting it online, the additional layers of protection that relate to sensitive personal data do not apply.

The Information Commissioner's Office (ICO) has produced best practice guidance on background checks in its Employment Practices Data Protection Code (the Code). The Code recommends that:

1. The employee or candidate is informed of the background searches and checks that the employer proposes to undertake.
2. The employee or candidate is given the opportunity to comment on the accuracy of the results of any search or check.
3. The employer ensures that any searches or checks are proportionate, both in relation to their intrusiveness when balanced against the nature of the risks which the role entails, and the point in the recruitment process when the check is undertaken. Checks should therefore be undertaken as late as possible in the process, and not performed on all candidates.
4. Where the review of online profiles occurs during employment, the employer should conduct an impact assessment and ensure that the monitoring is adequate, relevant and proportionate to the risk identified.

Viewing social media to glean certain types of information about a candidate is unlikely ever to be proportionate, or justified: it is difficult to see how gathering information about, for example, sexual orientation, would ever be justified by the nature of the risks identified in the performance of a specific role. However, viewing a profile for extremist views or to test a candidate's trustworthiness, may be justifiable at the point before the employer offers the role.

It seems that placing a recording device in an employee's plant pot to record conversations will rarely be justified and if employers and potential employers want to gather information on staff they should do so in a way that is both proportionate and transparent. ♣



# IT'S A Cinch

AS NEW SHAPEWEAR BRANDS COME AND GO, ESBELT CONTINUES ON ITS SPECIALIST PATH: SHRINKING WAISTS FOR MORE THAN 40 YEARS

**R**elaunching in the UK and Ireland, the venerable Brazilian shapewear brand Esbelt couldn't have arrived at a better time. As shapewear once more becomes an essential part of every woman's wardrobe – whether it's keeping an office suit neat or adding va-va-voom to an evening gown – those companies with serious experience in shapewear will have a cachet for the consumer.

The purchase of a piece of shapewear is a significant one for any shopper, and it can be hard to overcome the disappointment of a poorly performing product.

But when you can offer a piece of superbly engineered underwear at a genuinely affordable price, there's no downside, as stylists such as *Good Morning's* image specialist Faye Sawyer have discovered. It's no surprise that this, arguably the most effective waist-cincher on the market, was featured recently on *Good Morning* as an essential bit of kit for the modern woman.

For the professional woman or man who needs to look their best at all times, and won't compromise on image, the Esbelt is as much part of the daily routine as styling hair and applying make-up.

With a manufacturing pedigree of more than 40 years specialising in this area, Esbelt has an enviable shapewear heritage, and the

brand's customers have come to expect nothing less than first-class customer service and advice.

To cement the product's place in the market, the team at Esbelt has rethought its marketing and imagery, making it an even easier decision to stock the brand. A stunning new image, all pneumatic curves and reigned-in waist, shows that anyone can wear an Esbelt – and when they do, as the strapline notes, "Everyone notices, nobody knows."

Core support is not only about creating a beautiful shape, however: Esbelt also improves posture and can help with back pain, while it smoothes out the silhouette without the push-out effect that plagues some other shapewear brands.

The brand has been returned to the UK and Ireland by entrepreneur Peter Oldham, who confirms that the Esbelt products are "meeting the challenges needed for the modern lingerie industry" – as its existing customers, including upmarket catalogues and high-end independents, can attest.

**For further information, visit [www.Esbelt.co.uk](http://www.Esbelt.co.uk) or contact [sales@Esbelt.co.uk](mailto:sales@Esbelt.co.uk)**

*Esbelt*  
BRAZILIAN BODYWEAR





## Get yourself connected: the rise of online showrooms

**TRADE FAIRS** ARE THE BEST PLACE FOR BRANDS AND RETAILERS TO COMMUNICATE AND BUY AND SELL PRODUCT, BUT WHAT HAPPENS WHEN EVERYONE HAS PACKED UP AND GONE HOME? CAN ONLINE SHOW ROOMS FILL THE VOID?



**T**he Internet has transformed the consumer world, giving the public a platform to shop away from the high street, come rain or shine. But where is the B2B online space for retailers to purchase merchandise in between trade shows? Some clever entrepreneurs have found the answer.

A number of “virtual showrooms” are being set up to provide buyers a place to write their orders and communicate with current and future stockists 24/7, 365 days a year.

Of course, there will always be a need for trade shows – face to face meetings, with opportunities to touch and feel the product are vital. However, conventional fairs pop up but twice a year, can be expensive to attend, and tend to

showcase just a handful of the brands present in the market, that is, of course, if the brands can afford to exhibit at the show in the first place.

George Hardy, president and founder of IntimatesMarket247, works primarily with small start-up manufacturers who don’t necessarily have the financial muscle to attend a trade show like Curve.

Based in New York, the former Maidenform executive set up his online service in July this year.

“I’ve sent about 200 emails to all the vendors who attended the Curve show and I basically said to them, ‘now that the Curve show is over, how will you communicate with the stores for the next six months? Here’s the way to do it – on the Internet. You send us your

images, you send us your bio, we upload the information and an email blasts out to the retailers who I currently have on my site,’” says Hardy.

“Now here’s the obvious question: why don’t the trade shows do the same thing as I’m doing? They have the contacts! The answer is that it will cannibalise their current businesses, where they can charge up to \$7000 for a booth. You’re talking about a couple of hundred dollars to get on my website.”

Hardy has also added an order function on Intimates so retailers can purchase their stock directly from the site, saving them on the travel expenses they would have made if they visited a trade show.

“I’m sure within a 200 mile proximity people would travel, but to ask people

**1**  
*IntimatesMarket247 was set up in July this year.*

**2**  
*Retailers can buy on the go with PopMarket’s iPad app.*



to travel for days and days is archaic! It's like the stone ages!" insists Hardy.

So what can online show rooms like IntimatesMarket247 offer that brands' own websites can not?

"Buyers could search for full-figured designer bras on the Internet and they'll pull up hundreds of leads. If they have the time to do all that, God bless them, but they don't. So what they'll do is they'll hunt and hope that companies like mine will come along."

Louisa Valvano, director and co-founder of [yourbrand.space.com](http://yourbrand.space.com) agrees. "Buyers are inundated by emails from brands with bulky lookbooks and showroom invitations – they want everything to be in one place, so that they can control the volume of information they receive," she says.

"Nowadays, most brands want a B2B online space, but this is very costly and time consuming; the beauty of [yourbrand.space](http://yourbrand.space.com) is that we have already invested in the technology, so each brand doesn't have to do it themselves, which makes it more cost-efficient and they will get exposure outside of their current client base."

UK-based [yourbrand.space](http://yourbrand.space.com) was set up by Valvano, the former global marketing director of WGSN, and Samantha Bleasby, who previously worked as the event director of Pure London, in December 2011. They wanted to save the retailer time and money by providing a free online service where they can find the brands they want, whenever they want. They also wanted to save the brand money in investing in a wholesale platform.

[Yourbrand.space](http://yourbrand.space.com) allows fashion wholesale buyers from all over the world the chance to find new labels and products for their stores. There are no travel expenses, no hotel costs and no set time-frame in which to buy.

"Retailers can browse new ranges all year round at a click of a button, helping them with cash flow and providing them with the ability to adapt to rapid changes in trends and the unpredictable weather," says Valvano.

"We offer all members free weekly newsletters so they can keep up to date



with all the new collections added to the site, and from time to time brand members also offer discounts on new orders and stock."

Since the beginning of 2013, [yourbrand.space](http://yourbrand.space.com) has had 25,534 visits to the site and received more than 700 wholesale enquiries and pre-orders. "We have retailers from all over the world that have visited and written orders. One great example is a British lingerie brand that has just received an order from a lingerie store in Christchurch, New Zealand."

The problem with conventional trade shows is they only represent a small group of brands. With online showrooms, there is no limit to the labels who can sign up, according to Hardy. "Curve only had 280 vendors, give or take a few, this season. That's a small piece of the overall business."

But [IntimatesMarket247](http://IntimatesMarket247.com) and [yourbrand.space](http://yourbrand.space.com) don't see themselves as a replacement to the conventional trade show, rather an extension to these events, much like POP-Market, who's patented tool allows buyers to prepare for a show before they get there.

Founded in 2012 by Global Apparel Network, POP-Market is used by around 400 brands, with more than 75,000 products available for 60,000 buyers to view at any time. Its iPad app enables brands to invite retailers to

their trade show booth and offer a preview of their collections.

At the fair, vendors can use the app to allow buyers to place an order there and then, or look at the garments they have viewed and touched at the stand once they get home.

"Some labels are very efficient in this and have fully embedded the technology into their business," says Oliver Frielingsdorf, managing director of Global Apparel Network in the EMEA region.

"The whole transaction is handled by the brand. We make the connection and offer the platform."

POP-Market allows brands to upload their collections, customise delivery dates and availability, create custom line sheets and digital lookbooks. Retailers, meanwhile, are able to access these brands, follow their favourites and receive real-time alerts on available stock and best sellers.

In the consumer world, the convenience of shopping on the move and at home has led to a rise in online sales, and with more B2B wholesale platforms going live, both retail professionals and vendors are set to reap the same benefits. ⚡

**3**  
*Yourbrand.space allows users to find the brands they want, whenever they want.*

**4**  
*Oliver Frielingsdorf, managing director of Global Apparel Network in the EMEA region.*





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# A retrospective evolution



1

AFTER ACQUIRING **GOSSARD AND BERLEI** IN 2007, COURTAULDS VOWED TO GET THE BRANDS BACK TO BEING THE MAJOR LINGERIE PLAYERS THEY HAD PROVED TO BE IN THE 1990s. **SARAH BLACKMAN** VISITS THE NOTTINGHAM-BASED COMPANY TO FIND OUT HOW THE BRANDS' GROUND-BREAKING GARMENTS OF THE PAST HAVE BEEN MODERNISED FOR TODAY'S MARKET

**A**lmost seven years ago, Courtaulds Brands Ltd, Britain's largest producer of lingerie and swimwear, took labels Gossard and Berlei under its wing. DB Apparel had sold the companies to the Nottingham-based business to focus on core brands Playtex, Shock Absorber and Wonderbra, which made up about 90% of its sales.

At the time, Gossard and Berlei were making relatively small turnovers, but

these labels were once major players in the industry.

Gossard was at its most powerful in the 1990s, when the iconic Glossies billboards featuring a 19-year old Sophie Anderton caused a stir with the risqué strap line, 'Who said a woman couldn't get pleasure from something soft?', and has always been renowned for its innovation, creativity and tongue-in-cheek humour.

Berlei, meanwhile, was recognised for its technical achievements in

developing lingerie and sportswear solutions, including the world's first minimiser bra.

Based on these success stories, Courtaulds wasn't about to scrap everything the brands had accomplished. Instead, the group planned to build on what had once made Gossard and Berlei thrive in a competitive market.

"Over the past three or four years, our key objective has been to get the brands back on track," says Tony Jarvis, managing director of Gossard and

**1** *The Retrolution range has been adapted so that its signature deep V would accommodate a G cup without bending or disfiguring.*



**“Our R&D division is always trying new machine techniques and threads”**

Berlei. “It has been a great opportunity for us, but like everything in life, you’ve got to go right back to basics.”

“For Gossard, our key objective is to make sure we’ve got the DNA right, we’ve got the fashion positioning right and then it’s a whole process of developing the right range and making sure the quality and fit is exactly what we want,” adds Jarvis.

“So we sat down, looked at the brand guidelines and really tried to establish Gossard as the fashion brand it is, which is very much focused on plunge and cleavage.”

Courtaulds Group, which is part of Hong Kong-based corporation PD Enterprise, manufactures its products in China, Sri Lanka and Europe, but its close-knit production team, complete with designers, technicians and a R&D division, is based in the UK.

From here, the team has taken classic Gossard and Berlei styles from the past and enriched them with innovative design.

“Our R&D department is constantly trying new threads, new machine techniques, all sorts of things,” explains Gossard assistant designer Laura



Wade. “If they find anything really useful, they’ll bring it to us in a meeting and then we’ll develop it with our China factories. Each season, even if it’s the same garment, we are constantly thinking about how we can improve it technically,” adds Wade.

The Gossard range is now twice the size it was two years ago due to feedback from customers and retailers and the development of core continuity product.

Superboost Lace, Gossard’s best selling collection, available in ‘Lollipop’ red for SS14, originally consisted of a plunge bra, but with the growing demand for non padded and non-wired garments, the brand is now offering a Deep V Body in sizes 32-38B-DD.

The Glossies range has also been reintroduced and, last month, Gossard even reunited with Sophie Anderton to recreate the original campaign for the signature collection 20 years on.

But Gossard didn’t just replicate the Glossies sheer bra; using the latest moulding technology, the brand has developed a garment that lifts, supports and projects even the largest of cup sizes. Where the bra was once available in cup sizes up to DD, the garment can now be bought in sizes A-G.

“[The Glossies sheer bra] used to be a great product, but it was a front fastener, so when it went up to larger sizes you had issues with fit, and actually we weren’t very happy with some of the larger sizes and the fabric that was used in the past,” says Jarvis.

“So we went right back to the drawing board and worked really hard on developing the range, and now we have a product that is fantastically acclaimed and has received really good reviews. And, of course, the nice development now is the fact that we’re introducing new products into the range in a variety of colours,” he adds.

The Glossies sheer bra features a smooth moulded cup shape with a seamless sling, providing hidden lift and projection; a shimmering fabric with double the strength of the material used in the original design; and wider strapping for extra comfort and support.

“Anything we do core size, we obviously have to adapt it so it goes all the way up to the larger sizes,” says Wade. “So for the Retrolution Staylo plunge bra, we had to adapt the deep v shape with our supplier so that it would go up to a G cup without bending or disfiguring. For us, to achieve a G cup in the Glossies range with such a light fabric has been amazing,” she adds.

One of the most exciting new developments for Gossard is the launch of its first digital print made exclusively for its AW13 Edina range.

Wade explains: “Screen printing is what we’re most famous for doing, but

**2**  
Berlei became a sponsor of the women’s England Hockey team last December.

**3**  
Gossard assistant designer Laura Wade.





4

made with intelligent technologies and fabrics, set to launch next year.

Fresher uses LYCRA Fresher FX technology, which provides a cooling fabric with moisture wicking properties. Jarvis comments: "It's actually a product we have offered before, but we've really updated it."

"LYCRA Fresher is a fabric which will actually cool your skin by up to two to three degrees. We've had a fantastic reaction in the UK and the US to this, so we are hoping to get it out to market for around February next year," adds Jarvis.

Berlei is also working with England Hockey to develop a new high-tech bra, the name of which cannot yet be revealed. The brand will supply the bra to the women's team this year, with the hope that players will wear the product for the 2014 Commonwealth Games.

Berlei signed up to be a sponsor of England Hockey in December, in a four-year deal that also saw the brand become the official partner of its 'Back to Hockey' initiative.

The initiative, promoted as "Back to Hockey, supported by Berlei", offers

informal hockey sessions for women looking to stay in shape without the need to commit to ongoing club membership, regular training and competition schedules.

"Back to Hockey has around 70 clubs, but with the new season starting at the moment, they hope to get to 200 clubs. The scheme runs in six to eight week blocks," says Jarvis.

Berlei also works in conjunction with Loughborough College and the Elite Athletics Performance Centre, supplying sportswear and talking to youngsters about the importance of wearing a sports bra. The children also help the brand with design ideas.

Berlei's best-selling product in its sportswear range is the Running bra, which features 'ultrasonic' welded



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this is a lot quicker; you can do smaller runs and it's a lot cleaner. It's more expensive but the pros outweigh the cons. We'll start building on our digital prints each season now."

A driving force for Courtaulds' brands is innovation, as it strives to create a differential for its end consumer. And Berlei, with its heritage, is in the perfect position to just that.

Founded in Australia in 1917 by Frederick Burley, the brand made a commitment to develop innovative bras and briefs that enhance, shape and transform women. Today, the label still stands by that DNA.

Like Gossard, the brand is staying true to its core products, but is working with new technologies to develop an entirely new range for the UK and international markets.

Sports is one of the fundamental areas that Berlei has focused on in the last few years, with styles like Fresher,



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**4**  
*Berlei's Heaven and Lace collection is designed to be comfortable and supportive.*

**5**  
*Gossard and Berlei managing director Tony Jarvis.*

**6-7**  
*Model Sophie Anderton poses for the Glossies campaign in 1996 (bottom) and 2013 (top).*



## “Over the last few years, our key objective has been to get the brands back on track”

cups to give support under the bust, as well as at the apex.

This underwired bra, designed to look like a regular bra, is lightly padded to reduce pressure and tension and is made with double layer fabrics to provide extra support.

Berlei has also introduced Aquatrek for SS14, a niche product designed for water- and land-based activities. Jarvis explains: “This is a combination of design and innovative touches. The fabric dries very quickly so it benefits people going from the water and onto their bike. It’s quite a difficult technology to get right, but it has gone down exceptionally well.”

On the lingerie side of Berlei, the brand focuses on providing the best solutions in comfort and support. Staying true to the brand’s roots, the range features a minimiser bra, which is designed with a double lamination moulded cup and a ‘trapped flower system’, which conceals the nipple.

Jarvis says: “We are getting a real name for ourselves on the minimiser side of things and we’ll actually have three minimisers in the range by the middle of next year. If you look at the market, minimisers are appealing to a lot of youngsters, especially as you get more girls with smaller backs and bigger cup sizes.”

The new Heaven Lace range also features a minimiser, as well as a nonwired, wired and padded bra. This collection is centred on comfort, with soft textured lace and cotton lining. But no Berlei range would be complete without an innovative technology, providing the brand with a unique selling point. Enter Bioform.

“Bioform is a new technology that we have developed here in our research and development department, where we use a special machine that actually encompasses the wire into a tube, which goes into the bra, so you don’t have any digging in, and it’s a lot more comfortable,” explains Daniella

Vincent, marketing coordinator for Gossard and Berlei.

“It’s already started in one or two products, but it will develop through the range in 2014. So, there’ll be specific styles within the range – both in Gossard and Berlei – which will roll out from January/February next year,” she adds.

The best-selling garment for Berlei lingerie is the B510, a very basic design, which originated more than 30 years ago. This garment is part of the brand’s Classics range, which has become synonymous with Berlei for its years of support and comfort. The bra features a cross cradle for a better fit and freedom of movement.

Upon acquiring Gossard and Berlei, Courtaulds knew these labels were capable of achieving big things. They had been successful before, and Courtaulds knew they could be successful once again, with the right research and development.

Seven years later, with a solid combination of retrospective and innovative design – or, as Gossard would say, Retrolution – the brands have proved Courtaulds right. ♣

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*Superboost Lace, Gossard’s best-selling collection is now offering a Deep V body for SS14.*

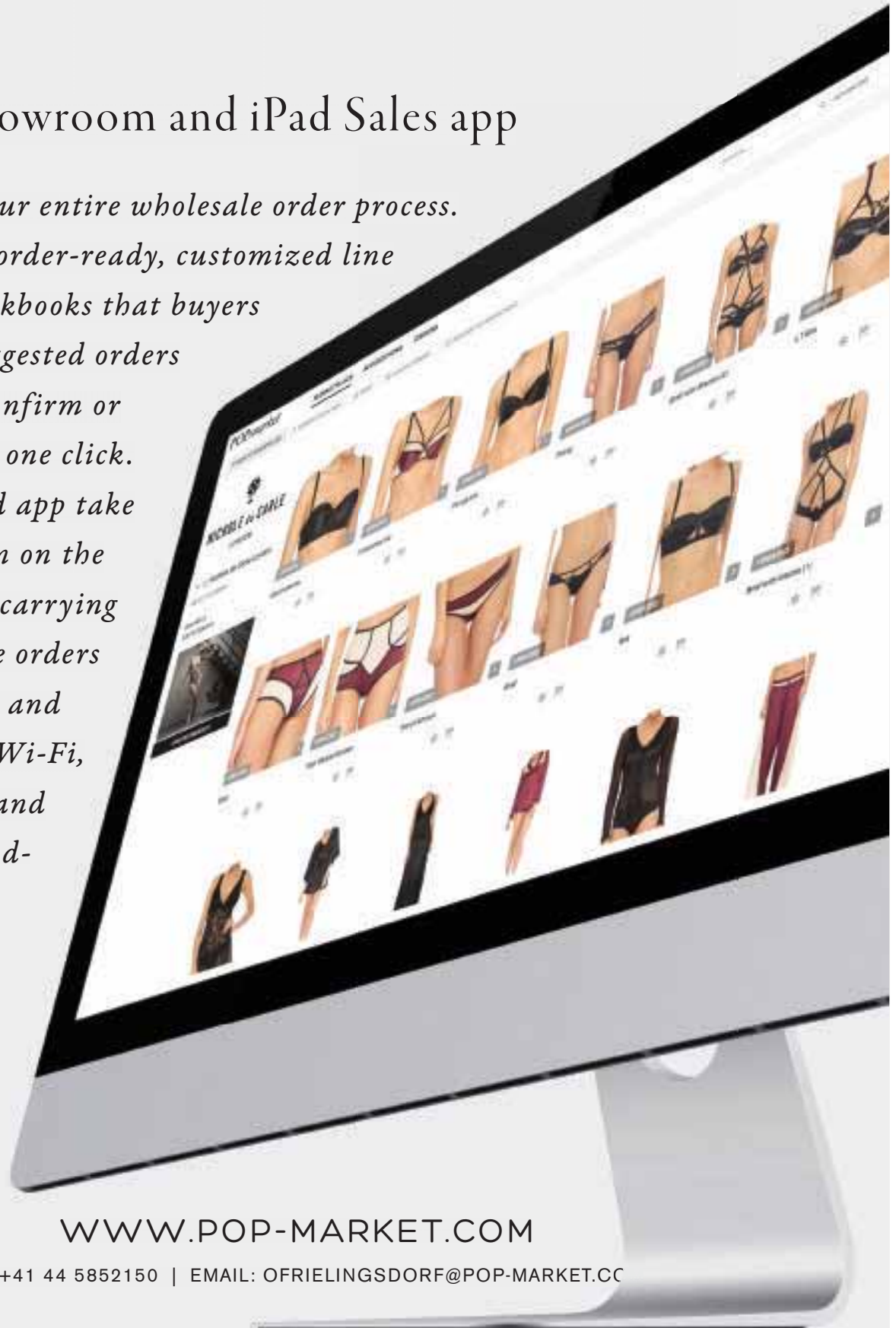


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# UK LINGERIE AWARDS 2013 FINALISTS

LINGERIE INSIGHT IS PROUD TO ANNOUNCE THE FINALISTS OF THE **2013 UK LINGERIE AWARDS**, IN ASSOCIATION WITH *fASHIONfORMS*



*Leg Avenue*

The hosiery and lingerie brand will sponsor the UK Lingerie Awards photobooth, capturing attendees on camera at the star-studded event.

**I**t has been an amazing year for both brands and retailers alike, in terms of new launches, exciting collaborations and groundbreaking campaigns.

The UK lingerie market has grown to be extremely competitive, if overcrowded, but the most talented and inspirational home-grown and international players have shone through.

The whole industry had a part to play in making this year a success: trade shows from Mode City to Moda gave designers the perfect platform to show off the fruits of their labour, while stockists worked hard to offer the customer the finest selection of garments, with a focus on style, comfort and, most importantly, fit.

In recognition of their outstanding efforts, Lingerie Insight is happy to announce the finalists of the UK Lingerie Awards 2013.

A prestigious panel of judges gathered in central London last month

to deliberate on the list of nominees, which included the best names in lingerie, swimwear, boudoir, nightwear and hosiery sectors.

A number of multiple and independent retailers, along with national and regional department stores, were also put forward for accolades, proving that there is a place for high street stores to work alongside digital retailers, another note-worthy UKLA category.

There was a huge number of admirable contenders, and we would like to thank everyone who put so much hard work into contributing towards the nominations process.

Lingerie Insight would also like to thank the sponsors UK Lingerie Awards 2013.

These include our title sponsor, Fashion Forms; Salon International de la Lingerie, the sponsor for the Lingerie Brand of the year award; Mode City Paris, which is sponsoring the swimwear category; hosiery brand

Charnos XeLence, the official sponsor for the Regional Department Store of the year award; and Leg Avenue Europe, the official sponsor for the UK Lingerie Awards' photobooth, which will capture industry professionals and the lingerie-loving public at the glittering Awards' ceremony, where the final winners will be announced.

The event will be held at Freemasons' Hall, the headquarters of the secret society in London's Covent Garden, on December 4.

And with just a few weeks to go before the event, tickets, are being snapped up fast.

The night will start with a red carpet entrance, followed by a reception with a sensational live band, canapés and bowl food, free bubbly, wine, beers and soft drinks; and a special cocktail bar created by a leading London nightclub.

Tickets are on sale for £75 at [www.uklingerieawards2013.eventbrite.co.uk](http://www.uklingerieawards2013.eventbrite.co.uk).



*Department Store of the year*

sponsored by **panache**



**Finalists:** Selfridges ♦ John Lewis ♦ Debenhams ♦ Harvey Nichols

*Digital Retailer of the year*



**Finalists:** Net A Porter ♦ Fleur of England ♦ ASOS ♦ Figleaves

*Fuller Bust Brand of the year*



**Finalists:** Elomi ♦ Curvy Kate ♦ Fantasie ♦ Panache

*Hosiery Brand of the year*



**Finalists:** Chamos ♦ Jonathan Aston ♦ Oroblu ♦ Andrea Bucci

*Independent Directional Brand of the year*



**Finalists:** Fleur of England ♦ Made by Nikki ♦ Belle et BonBon ♦ Something Wicked ♦ Dirty Pretty Things

*Independent Retailer of the year*



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**Finalists:** Boutique65 ♦ Dolci Follie ♦ Guilt Lingerie ♦ Coco De Mer ♦ Boudoir Lingerie



*Lingerie Brand of the year*

sponsored by

SALON INTERNATIONAL  
DE LA LINGERIE



**Finalists:** Gossard ♦ Fleur of England ♦ Fred & Ginger ♦ Chantelle Lingerie

*Lounge and Nightwear Brand of the year*



**Finalists:** Ayten Gasson ♦ Shell Belle Couture ♦ Olivia Von Halle ♦ Eberjey

*Marketing Campaign of the year*



**Finalists:** Freya Deco 365 ♦ Lascivious AW13 ♦ Curvy Kate #bodylove ♦ Bo Peeps Made in London 2013

*Maternity Brand of the year*



**Finalists:** Hotmilk ♦ Lorna Drew ♦ Bravado ♦ Cake Lingerie

*Multiple Retailer of the year*



**Finalists:** Bravissimo ♦ Rigby & Peller ♦ Boux Avenue ♦ Intimissimi

*New Designer of the year*



**Finalists:** Belle et BonBon ♦ Something Wicked ♦ Madame Supertrash ♦ Shell Belle Couture



*Post Surgery Brand of the year*



**Finalists:** Jamu Australia ♦ Anita Care ♦ Nicola Jane ♦ Amoena

*Regional Department Store of the year*

sponsored by *Xelence*  
**CHARNOS**  
HOSIERY



**Finalists:** Bentalls ♦ Beales ♦ Jarrold ♦ Browns

*Shapewear Brand of the year*



**Finalists:** Spanx ♦ Maidenform ♦ Wolford ♦ Fit Britches ♦ La Figurelle

*Sports Bra Brand of the year*



**Finalists:** Berlei ♦ Shock Absorber ♦ Panache Sport ♦ Freya Active

*Swimwear Brand of the year*

sponsored by **MODE CITY PARIS**  
CALON INTERNATIONALE  
DE LA LINGERIE  
DU SWIMWEAR



**Finalists:** Paolita ♦ Aguaclara ♦ Pistol Panties ♦ OYE Swimwear

*Boudoir Lingerie brand of the year*



**Finalists:** Myla ♦ Maison Close ♦ Something Wicked ♦ Madame Supertrash



# The female touch



FASHION FAVOURITE AND UK LINGERIE AWARDS JUDGE **MARIOS SCHWAB** TALKS TO **SARAH BLACKMAN** ABOUT HOW THE FEMALE FORM HAS INFLUENCED BOTH HIS WOMENSWEAR AND LINGERIE COLLECTIONS



**M**arios Schwab grew up surrounded by undergarments. His father, Klaus, was a lingerie engineer for none other than premium brand Triumph and he became fascinated by the technology and “romanticism” behind his craft.

It seems surprising then that the Greco-Austrian designer waited until 2012 – seven years after launching his London-based fashion label – to create his own lingerie range, a life-long dream of Schwab’s.

But he wanted to hold out for the perfect time when he could dedicate himself to the world of intimates, and that time came when retail giant ASOS approached him with the idea for a designer support initiative.

“Designing and manufacturing lingerie takes a lot of time; [it requires] different machinery and it’s a whole other job by itself,” explains Schwab.

“I wanted to do it right and to wait for the moment when I could have the spare time to overlook the lingerie business, and it seemed like a great

time for ASOS to approach me when they did. Caren Downie, who was head of the project back then, said ‘we have a perfect idea for you, what do you think?’ And I was really impressed,” he says.

Schwab launched his debut lingerie collection, Kallisti, exclusively for ASOS.com last January, and is currently manufacturing his second range of garments as part of the collaboration.

Kallisti translates as “for the fairest”, and is a phrase said to have

**1**  
*Marios Schwab launched his Kallisti collection for ASOS last year.*

**2**  
*Beauty and femininity have influenced Schwab’s design aesthetic. Credit: Getty.*

been inscribed on the golden Apple of Discord thrown by Eris, the Greek goddess of chaos, at a wedding party to judge who was the most beautiful – the winner being Aphrodite.

Indeed, beauty, femininity and female empowerment have heavily influenced Schwab’s design aesthetic.

From a young age, he has been drawn to the expression and movement of the body. His Greek mother, Niki, was a topographer, and she inspired him to look at garments in a graphic sense, in terms of what you place and where you place it.

As a result, Schwab’s dresses, worn by the likes of Jessica Alba and Bond girl Naomie Harris, feature elements of transparency, netting and lace, combined with cut-away details that serve to accentuate the female form.

When it came to designing clothes, it was always a starting point for Schwab to use the body as a concept, but lingerie was a big inspiration too.

“Undergarments were always at home and so it was something I grew up with,” says Schwab. “My dad was a big influence and every Friday he would pick me up from school and take me to the [Triumph] factories. It was really interesting to see all this machinery, from grading up to machinery that would make the shaping of the cups.”

“Everything was so interesting because it kind of felt very alien to think that these were the machines that would create such beautiful, miniscule pieces and the idea of technology, but also of the romanti-

3

*Kallisti lingerie appeals to a woman who likes to combine her lingerie with the rest of her outfit.*



4

*Inspired by lingerie, Schwab’s designs feature elements of transparency that serve to accentuate the female form. Credit: Getty.*

**“Undergarments are something I grew up with. I was surrounded by them at home.”**







cism of the undergarments was super, super interesting for a boy of that age, I guess.”

Undergarments eventually became intertwined with Schwab’s clothing range, thanks to designers like Jean Paul Gautier and Dolce & Gabbana, whose work ignited his passion for fashion growing up.

“I really liked the idea of how undergarments were portraying feminine aspects but at the same time it helped women become very powerful with their identity – using the femininity to be empowered. That was a very strong message for me and I think it kind of summarised what I wanted to do later on when I became a designer,” adds Schwab.

Later on in life, he found that women who wear Marios Schwab, no matter their size, were very confident with their body shape and that gave him the hint to create a collection that was lingerie based.

Schwab’s Kallisti collection of bodies, deep-V bras and knickers appeals to women who like to reveal and/or combine their lingerie as part of their outfits. The design is simple, yet very directional.

“If you wanted to show a hint of your undergarment, it gives you a space to do so,” explains Schwab. “It’s not necessarily over decorated, but at the same time it brings an element of modern aesthetic together with the right balance of retrospective in undergarments.”

“So I look at things that happened in the past and take inspiration from 50s or 60s femme fatales, without being the having retro undergarments that you typically find. It’s much more about subtle detail and things that draw attention to certain parts of the body, like a really nice low v-neck that emphasises the neck or a beautiful strap worn with a backless dress.”

Asked if his collection pays homage to the manufacturing techniques used during his father’s time as a lingerie engineer, he responds: “It’s sometimes tricky, but I do love the stitching that you come across on

an old vintage piece, even from the 70s or 80s. I really like 80s undergarments because they seem more functional but also not overly decorative.”

“I like to have a lot of girls surrounding me when designing and I look at the undergarments from a functional perspective because it’s so much about the wearability, but also about the posture and how the fit makes you feel. After you have captured the fit you can put the right detail on to balance it out,” Schwab adds.

Schwab now wants to expand his Kallisti line after receiving positive feedback from both ASOS and customers. “The lingerie had very low return rates for an online platform, which makes us very excited to understand that the customers are very happy with the fit,” he enthuses.

While the current collection features embroidered and mesh bras in sizes 32-36A-D, future lines will also include foam cups and t-shirt bras in larger cup sizes.

“The second collection is very much emphasised on detail and design. It’s a really beautiful story about beauty and women that are very strong and very interesting in their own right,” says Schwab. ♣



**5-6**  
Marios Schwab appeared at London Fashion Week in September. Credit: Getty.

**7**  
The Kallisti range features deep-V bras, knickers and bodies.

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# BODYWEAR





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## Object of *desire*

« **THORN LACE SOFT BRA AND ADANA HIGH WAIST BRIEF BY BORDELLE**

This seductive set showcases the new fabrications which are a key part of Bordelle's design direction for SS14. The Thorn Lace non-wire bra and Adana high waist brief are customised with French embroidered lace and feature 18K gold zip fastenings.

**RRP:** Soft bra: £96; brief: £276

**Contact:** Alex Mattioli, [info@bordelle.co.uk](mailto:info@bordelle.co.uk)

# Products & trends

Intelligent lingerie and shapewear from innovative brands, plus a glamorous Valentine's shoot

# Get Smart

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## My Shapes UK

**About:** My Shapes UK's collection of shapers, leggings and tights are clinically proven to reduce the appearance of cellulite, improve skin smoothness, firmness and elasticity, and enhance skin microcirculation. The garments are made with Emana fabric, a certified technology built with bioactive crystals that absorb body heat. This heat is then transformed into Far Infrared Rays (FIR), which penetrate the skin and stimulate blood microcirculation and cellular metabolism.

**RRP:** £64.99 - £89

**Sales contact:** kate@myshapesuk.com



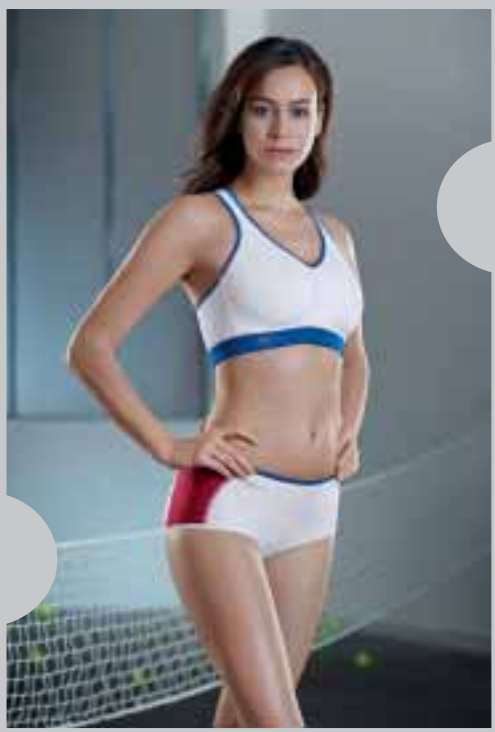
## Wacoal

**About:** The most intelligent underwear in Wacoal's range of products include the iPant and the new 'Try a Little Slenderness' high waist shaper. The iPant collection features a selection of briefs, camisoles and leggings, which are made with Novarel Slim nylon microfibers with embedded microcapsules containing caffeine to promote fat destruction, and retinol and aloe vera to moisturise and increase the firmness of the skin. Meanwhile, Wacoal's Try a Little Slenderness shapewear range is made with Sensitive Fabrics from Eurojersey. The open knit of the material ensures breathability and the fabric is ultra light.

**RRP:** iPant: from £37; Try a Little Slenderness: from £46

**Sales contact:** Susan Bradley, 020 743 96190





### Anita Active

**About:** What makes the T-Back Power sports bra from Anita Active intelligent is its multi-functional fabric made with breathable microfibre that absorbs body moisture, and quick-drying CoolMax net from INVISTA to keep the skin perspiration-free. The bra, with its t-back low elasticity comfort straps and soft microfibre underband, is designed for sports with an average level of intensity, such as dance, martial arts and climbing.

**RRP:** £39.00

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



### Speedo Sculpture

**About:** The Speedo Sculpture swimwear range, designed to shape and support the body, uses XTRA LIFE LYCRA fibre, which is proven to last up to 10 times longer than unprotected elastane, creating a flattering swimsuit that holds its shape and fit. The fibre, from INVISTA, resists degradation from perspiration, chlorine and oils found in some sun creams. All swimsuits are designed and cut to shape and flatter the bust, and Speedo Sculpture swim trials every style for up to 40 hours to ensure its suits deliver the correct shape, fit, freedom and movement when worn.

**RRP:** £45-£65

**Sales contact:** Charlotte Ayres, charlotte.ayres@speedo.com



### Jockey

**About:** Underwear and swimwear brand Jockey has developed the 3D Innovations collection, which uses a soft fabric with an eight-way stretch. By scanning the movements of thousands of men using a patented 3D technology, the label created a tailored underwear series which mirrors the form of the human body, ensuring a better fit. The garments were made using the "bias cut", a technique used in the fashion world since the 1930s. This allows designers to utilise the greater stretch in the bias or directional direction of the fabric - a blend of MicroModal and LYCRA in Jockey's case - thereby causing it to accentuate body lines and drape softly. MicroModal is a fabric developed in Austria by Lenzing. The fibre is made from beech wood, a natural raw material.

**RRP:** £13-£17

**Sales contact:** Gavin.Sinclair@jockey.com



### Freya Active

**About:** The Freya Active sports performance kit, which includes an underwired top and capri pant, uses Polygiene to neutralise odour. This technology is made with natural silver salt, an antimicrobial agent, to safely inhibit the growth of odour-causing bacteria and fungi. However, Polygiene does not affect the natural bacterial flora of the skin. Apart from combatting odour, the non compressive design of the bra reduces bounce without squashing the breasts. The top is available in sizes 30-38", D-HH cup, while the cropped capri pant can be purchased in sizes XS-XL.

**RRP:** Top: £56; Capri pant: £42

**Sales contact:** Margaret Lythgoe, www.eveden.com



### Embrace

**About:** For SS14, Irish lingerie, nightwear and shapewear brand Embrace has come up with a range of innovative designs, from the eco-friendly, quick drying and breathable Essentials range, to slimming styles that actively reduce cellulite. For its Dreamshaping Chemise, Tone on the Go Camisole and Slimming High Leggings, the label has used fabrics embedded with Novarel fibres from Spanish polyamide producer Nurel. Novarel microfibers release their active ingredients - aloe vera, caffeine and essential oils - progressively and over a period of 100 washes.

**RRP:** £34 (low rise brief) - £146 (Dreamshaping Chemise)

**Sales contact:** Caitriona McLoughlin, +353 91 504993

### Marks & Spencer

**About:** With help and advice from the British Chiropractic Association, M&S has developed the Perfect Poise range of knickers, bras and shapewear. The range is designed to encourage and improve posture through the use of panels and hidden padding. The high waist knickers have a built-in lower back panel, which encourages body alignment, while the bra and body's back panels fall across the centre of the shoulders to help the wearer keep their shoulders back. M&S carried out a survey of over 100 women and 87% of those tested felt the products gave support to their back.

**RRP:** Bra: £25; knicker: £19.50; body: £39.50







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# SS15: What's in store?

AHEAD OF **MAREDIMODA**, THE FABRICS FESTIVAL TO BE HELD IN CANNES THIS MONTH, FASHION CONSULTANT **DAVID SHAH** HAS OUTLINED THE KEY SWIMWEAR AND LINGERIE TRENDS WE CAN EXPECT FOR **SS15**



## HOLLYWOOD POOL

### (BEACH AND SWIMWEAR)

From Monte Carlo to Beverly Hills and Las Vegas to Bollywood, the glitterati will shimmer and sparkle in golden metallic, bejewelled and accessorized swimsuits. Others will parade in vintage floral, structured beachwear, while the sultry pool siders will prowl languidly in wildlife-patterned, sensual garments. The look is ultra-feminine and seductive with the body corseted and remodelled to optimise shape.

## ART COLONY

### (BEACH AND SWIMWEAR)

This is a young look, which takes swimwear forward by pushing the boundaries of shape and colour. Styles will play on Pop Art graphics and Roy Lichtenstein cartoons, combined with an adventurous use of technical fabrics. The experimentation continues as breakthroughs in digital printing allow for luminous, kaleidoscopic colour effects, multi-layered patterns and metallic finishes.



## VINTAGE BEACH

### (BEACH AND SWIMWEAR)

Sicily, with its brightly-painted fishing boats, folk traditions and crafts, is a constant source of inspiration for this look. Traditional ceramics, vintage fabrics and heritage crafts all celebrate the climate and lifestyle of the island. And, as we gear up to the Brazilian 2016 Olympics, the passion and colour of Latin America calls. Fabrics will have a vintage feel with fresh, dry cotton looks or scarf-like, flowing silk. Space dyed or pre-faded yarns are used for Missoni-style knits or macramé effects.



We're going mobile



Coming soon





**ATLANTIS**

**(BEACH AND SWIMWEAR)**

This look takes inspiration from the lost civilization of Neptune's daughters: a fantasy underwater world. Featherweight fabrics drape around the body like seaweed, while transparent voiles and refined mesh add depth. Lace is as coarse as fishing nets or as delicate as coral. Fabric patterns mimic the reflections of dancing light on the sea's surface with foils and metallic sheens, or re-create underwater worlds of corals and anemones using fringes and blurred prints. Swimwear will feature shimmering shades of oceanic blue, cool pearl and sparkling silver, contrasting with pale gold.

**FANTASIA**  
**(LINGERIE)**

This futuristic trend will bring forth metallic polished satins, plush velours and flocks, combined with decorative lace, beads and sequins. Digital prints will feature surreal scenes, fantasy landscapes and rich colour gradients. Futuristic seduction for divas and goddesses requires dramatic shapes and fabrics to drape, contour and accentuate the body. Experimental cuts with ruched and gathered elements create the base onto which transparent veils and sheer fabrics are layered with theatrical verve.



**MONTMARTRE**  
**(LINGERIE)**

This look takes us back in time to the belle-époque of Toulouse Lautrec's Montmartre, the bohemian area of Paris, where lingerie was romantic, pretty and lavish. The spirit of the age is celebrated with detailed embroidery and toile de Jouy lace. A whirl of dancer's skirts inspires ruching, pleating and gathering; corsetry, bustiers and camisoles in silk and satin are combined with cotton slip dresses and skirts. The colour palette is a mix of softened mauves, and rose pink pairs up with powdery, cosmetic skin tones and hot coral.





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# Sweetest

# *taboo*

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← **FREYA**

Ooh la la plunge balcony bra, RRP: **£32**. Brief, RRP: **£16**.

**PHOTOGRAPHER:** ROBERTO AGUILAR  
[WWW.PHOTOAGUILAR.COM](http://WWW.PHOTOAGUILAR.COM)

**STYLIST:** DIANA LEQUESNE  
[WWW.DIANALEQUESNE.CO.UK](http://WWW.DIANALEQUESNE.CO.UK)

**MAKEUP ARTIST:** MARIA VITTORIA BORTOLUSSI  
[WWW.MARIAVITTORIBORTOLUSSI.COM](http://WWW.MARIAVITTORIBORTOLUSSI.COM)

**HAIR STYLIST:** KIM ROY  
[WWW.KIMROY.CO.UK](http://WWW.KIMROY.CO.UK)

**PRODUCTION:** JENNY MORRELL

**PHOTOGRAPHER'S ASSISTANT:** CHRIS CHUDLEIGH

**LOCATION:** GREAT NORTHERN HOTEL  
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**CHOCOLATE STRAWBERRIES:**  
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**FLOWERS:** JACQUES FLOWERS  
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←  
**LASCIVIOUS**

Lucy basque, RRP: **£385**.  
Hold ups, RRP: **£18**.





→ **CHANTELLE**  
Opera push up bra, RRP: **£62**.  
Shorty, RRP: **£36**.



→ **AUBADE**  
Soleil levant floral bra, RRP: **£100**.  
Brief, RRP: **£74**.



→  
**LEJABY**

Coup de foudre  
à Vienne-Cerclé  
(bra), RRP: **£170**.  
Tanga, RRP: **£100**.  
Déshabillé Long  
(gown), RRP: **£760**.

**LASCIVIOUS**

Male model wears  
classic brief, RRP: **£38**.





←  
**MAISON  
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Bodysuit,  
RRP: £67.50.



←  
**FIGLEAVES  
LONDON**  
Lacebody,  
RRP: £85.



←  
**SOMETHING  
WICKED**  
Annabel balconette bra,  
RRP: £139.  
Peephole brief, RRP: £149.



# Social Lite

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



1

Model Lotte Williams wears Curvy Kate lingerie at the Cosmopolitan Lingerie Show

2

Also at the Cosmo show, CoppaFeel! promotes its #BraHijack campaign

3

Rosie Huntington Whitely attends a photocall to launch her range of lingerie and nightwear for Marks & Spencer. Photo credit: Getty

4

Designer Ayten Roberts of Ayten Gasson, and Tara Blackman from Sheer Luxury Lingerie, at the Best of Britannia show

5

All Undone showcases its AW13 range at London nightclub, Mahiki





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