

Lingerie

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

FEBRUARY 2014 / VOL. 05 ISSUE 02
www.lingerieinsight.com



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**EXPERT
OPINION**

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*Retailers on how to
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MARKETING**

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its first ever swimwear
collection

**MODA
PREVIEW**

THE HIGHLIGHTS FROM
THE BIRMINGHAM
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VANITY FAIR

• LINGERIE SINCE 1919 •

Launched in the USA in 1919, the Vanity Fair brand has a highly respected history of expertise and knowledge in the creation of comfortable and elegant lingerie.

Adapting its lingerie expertise and creativity to evolving fashions, the Vanity Fair brand has developed an exciting new European collection attuned to the needs of today's modern, independent woman and designed to put her at ease with her body; to feel natural, sensitive, voluptuous and beautiful.

Available from Autumn/Winter 2014, the Vanity Fair European collection will comprise 6 lines:

NOTHING – Sumptuous Comfort & Invisibility, **SMART** – Stunning Lattice Lace lined with Supersoft Microfibre, **MELODIE** – Pretty Polka-Dot Print & Lace, **FEMINISSIME** – Eyecatching & Sophisticated Deseilles Lace, **PERFECT** – Body-sculpting Microfibre, **MES VANITIES** – Second Skin Brief Collection.

in 3 colour themes:

TIMELESS – pieces in subtle everyday colours that can be worn season on season. **COSMETIC** – a poetic, graceful note in powder tones.... a touch of femininity to cheer up winter days. **DEEP & RICH** – midnight blue, peony red, burgundy.... sensual and refined, a seductive, bohemian blend.

Vanity Fair Brands Europe Managing Director – **Nicolas Torloting** and Marketing Director – **Corinne Poddevin**, provide insight to the inspiration and essence of this exciting new brand launch:



Nicolas Torloting
Managing Director



"Vanity Fair brands has undergone a deep analysis of the European market by interviewing more than 5,000 women across the UK, France, Germany, Italy and Spain, along with selected major European lingerie retailers.

This research showed that no brand is perceived by consumers to offer desired levels of both comfort and style, whilst the majority of consumers advised they do not want to compromise between these two highly important criteria.

I am proud to say that we have succeeded in combining both criteria by creating a highly visual European collection that offers sumptuous comfort, fabulous fit and features quality fabrics at competitive price points.

We have very high ambitions for this new collection and strongly believe that it will make a big difference in the market. "

"Lingerie is often a reflection of the times in which we live. No matter what we choose to wear - a pleated mini-skirt, a draped dress, a tight-fitting or oversized sweater – we all want to look and feel confident. Vanity Fair have designed our new European collection with a range of curve-enhancing shapes in light yet technical fabrics and skin tone-enhancing colours to offer an easy-to-wear, yet highly appealing collection.

The Brand sought to create sensual styles that fit so perfectly that they give the impression of being tailor-made. Vanity Fair Lingerie also aims to enhance a woman's natural beauty, highlighting her innate elegance and style.

Woman is the essence of beauty, hence "and woman created beauty".



Corinne Poddevin
Marketing Director

The new Autumn / Winter 2014 collection will show at MODA in February 2014 and INDX in March 2014.

For further information on pricing, launch promotions and forthcoming competitions, please contact:

Richard Sanderson - UK Retail Sales Manager: mob: 07949 195052 / e-mail: Richard.Sanderson@fotlinc.com.

VANITY FAIR

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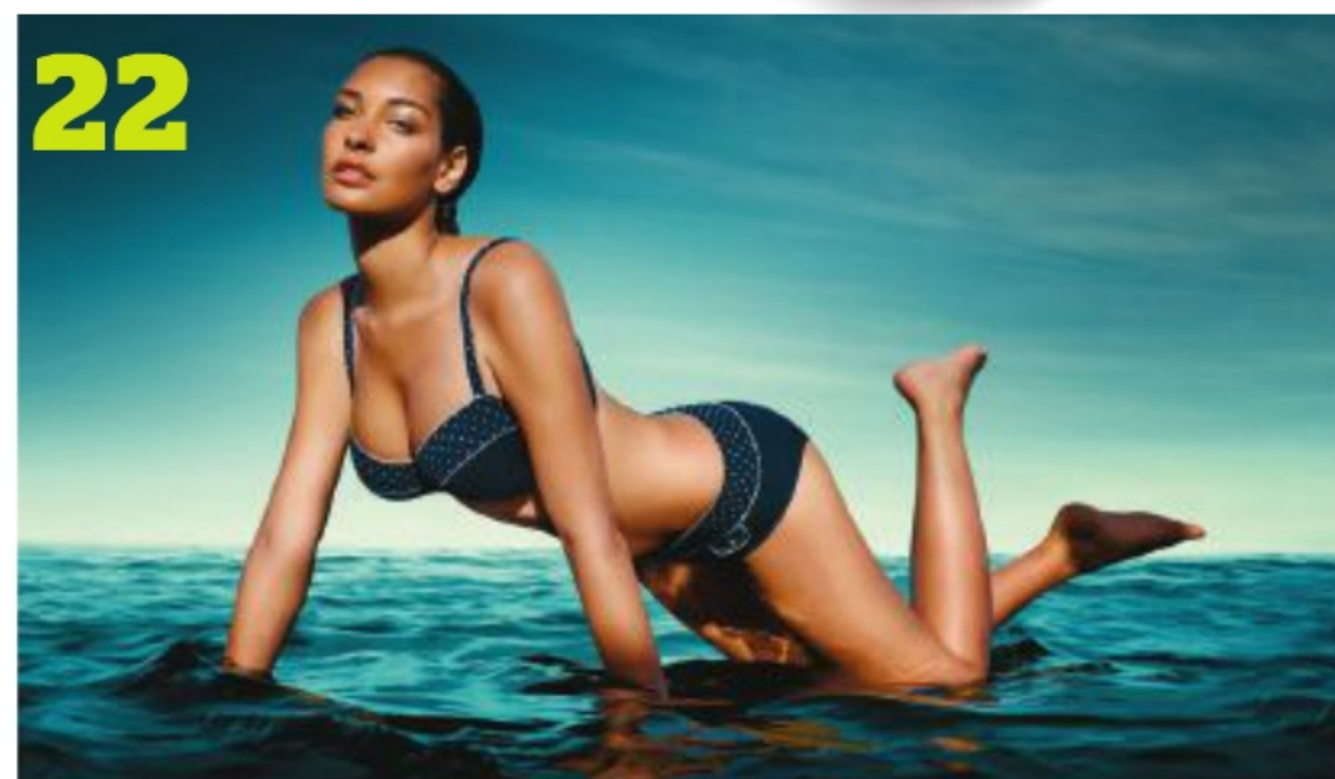
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Turning over a new leaf...

It's February, and by now your New Year's resolutions have probably gone out the window. But never fear; you could still have a productive month by gaining knowledge and picking up handy tips from the new and improved features in Lingerie Insight! We're literally closing one (page) leaf and turning over another by making some practical and long-term changes to the magazine. First up is the new 'Tricks of the Trade' feature, a place for retailers to share knowledge and tips on improving all elements of the business. This issue, industry experts from Debenhams to Ann Summers provide advice on how to boost sales ahead of Valentine's Day. We're also adding a section called 'Hot Topic' that will discuss new industry trends and technologies. And, where you'll see the regular interviews, we won't just tell you about a brand, but explain what's different and unique about it, and discuss how it could sit viably within your retail business. This issue, we interview venerable brand PrimaDonna, which recently launched its first swimwear collection, and Flirty Pretty Things, a new diffusion range from Dirty Pretty Things. Finally, turn to the back of the magazine to see a preview of the brands and garments you can expect to see at the Moda trade show in Birmingham this month.

Speaking of Moda, please feel free to visit the Lingerie Insight stand while you're there and tell us what you would like to read about in future issues. It's your magazine after all!

Sarah Blackman

FEBRUARY COVER

Model wears: PrimaDonna's Cocktail body in Fiesta Red.

RRP: The new swimwear collection from PrimaDonna ranges from £110 to £130.



BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS
Lingerie
INSIGHT

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FRONT

THIS MONTH IN LINGERIE AND SWIMWEAR

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EXCLUSIVE: LEPEL, ASOS COLLABORATE WITH DMU STUDENTS FOR SWIMWEAR COMPETITION

British brand Lepel is offering Contour Fashion students at De Montfort University the chance to design a swimwear collection that will form part of its SS15 product range.

The competition is open to all second-year students who have been briefed to create a

small collection that could sit viably within the Lepel range in terms of brand profile, target market, price, shapes and sizing structure.

Following a selection process, 15 students will be chosen to conduct a range presentation to a judging panel made up of *Lingerie Insight's* Sarah Blackman,

ASOS swimwear buyer Hayley Beech, Lepel head of marketing Steve Hazlehurst and the brand's head designer Michelle Pretty-Smith.

As well as seeing their swimwear designs enter Lepel's SS15 lookbooks, the overall winner will gain a cash bursar and a work placement within Lepel's design team.

There will also be further work placements for two runners-up.

Hazlehurst said: "It's really exciting to run a live project with such enthusiastic young designers and of course with the world-renowned Contour Fashion course at DMU. The standards set within the

>>> story continued on page 9

>> FOR IMAGES OF THE AW14 COLLECTIONS AND DAILY BREAKING NEWS VISIT Lingerie.com

NEWS REVIEW



↑ Singer **Paloma Faith** can be seen wearing lingerie from British brand **Nichole de Carle** in her new music video “Can’t Rely on You”. The eccentric style icon wears a balconette bra and high-waist knickers from the brand’s **Opal AW13** collection in the opening scene of her video. Celebrity stylist **Karl Willett** created the look. He said in a recent press statement: “I believe Nichole De Carle pushes the boundaries of extreme elegance and glamour in her style and attention to detail.”

All Undone, a British lingerie label specialising in bras catering for the smaller back size and larger-cup size market, has secured four new stockists. US-based retailers **Journelle** and **Sugar Cookies** boutique, located in New York, and **Panties in Paradise**, a new store launching in Hawaii, will stock the brand’s SS14 collection. London boutique **Dolci Follie**, crowned the 2013 Independent Retailer of the Year at the **UK Lingerie Awards** in December, will also carry the range this year.

Northern Ireland suffered the worst drop in shopper numbers over the Christmas trading period out of all regions in the UK, according to new figures released last month. **Footfall** was 8.7%

lower than a year ago, down on the 6.3% decline in November 2013, a report by the Northern Ireland **Retail Consortium** shows. This compares to a 3.8% drop in footfall recorded in Wales and a 3.4% decline in **shopper numbers** in the South West over the same period. All other regions recorded figures above the UK average of -2.4%.

✓ Department store **House of Fraser** is set to open a **plus-size** online shop, which will stock lingerie, hosiery and swimwear brands that specially cater for larger sizes. Launching on 3 March, the boutique will offer **Charnos XeLence** hosiery up to a



size 32, and D-K cup lingerie and swimwear from **Freya**. Persona swimwear will also be stocked up to a size 20, while other swimwear brands, including **Dickins & Jones** and **Biba**, will extend their size ranges up to an FF cup. Opening at houseoffraser.co.uk, the boutique will also offer clothing ranges from **Anna Scholz** and **Marina Rinaldi**.

A **Japanese retailer** has begun to sell lingerie specifically designed for **men**. Wish Room Men’s, a retailer that sells via online shopping outlet **Rakuten**, is offering bras, knickers and silky nightgowns, which feature lace trims and floral prints. The thinking behind the launch is to allow men the chance to enjoy the same soft, luxurious

undergarments that women are used to, reported **Rocketnews24**. The bra cups lack padding, allowing men to slip them on without feeling ‘unnatural’, but they do feature underwires.

✓ BBC newsreader **Susanna Reid** will host the UK Fashion & Textile Awards 2014, event organisers have announced. The **UKFT** said Reid, who is best known for presenting BBC Breakfast and appearing on **Strictly Come Dancing**, is the “ideal host” for the Awards. Chief executive John Miln commented: “We are delighted that Susanna Reid can be a part of the Awards and are grateful to our generous sponsors for making this spectacular event possible.” The annual **awards gala** recognises excellence in creativity, design and innovation, alongside commercial success in a tough financial climate. And as *Lingerie Insight* previously reported, the event is adding a **Lingerie and Beachwear** category to the 2014 programme. The Natwest UKFT Awards will split



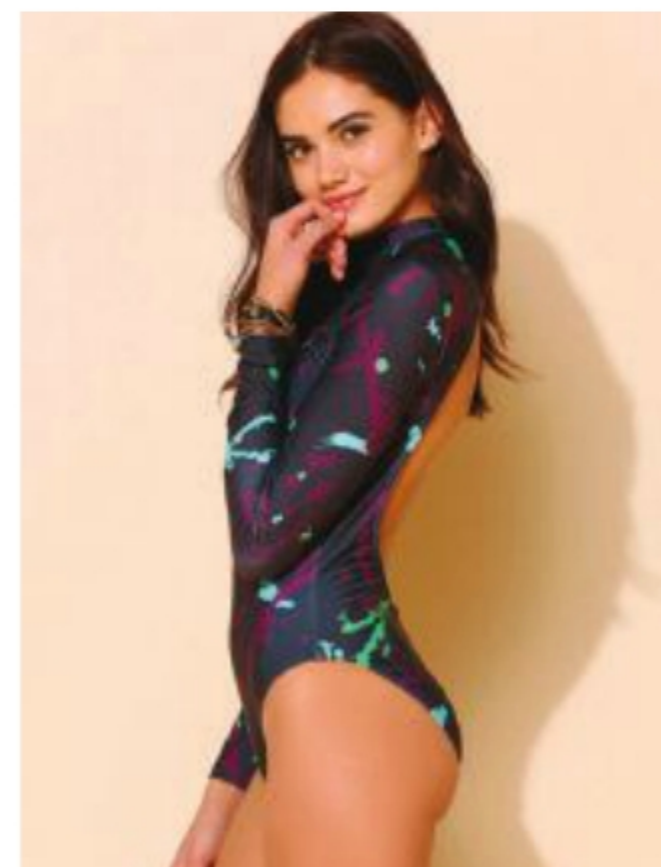
the Brand Award into four sub-categories, honouring **Great British brands** across menswear, womenswear, childrenswear and lingerie and beachwear.

Lingerie specialist **Bravissimo** will open up a new store in Belfast this year to cater for the growing **D to L cup** market. The store will be the first standalone bra shop in

Belfast in around two years, reports the Belfast Telegraph. The new store will open in April on **Royal Avenue**, which is located in the Cathedral Quarter, in the heart of Belfast city centre.

Patricia Eve has announced that its popular competition for buyers to win a **VIP weekend away** to Harrogate will return to **Moda** for the third year running. Due to its success in the last two years, the company will repeat the competition from its exhibition stand (B14) at the NEC in **Birmingham** from 16-18 February. To enter, retailers must drop their business card off at the stand. The winner will be drawn at random at the start of October. The prize includes a two night’s stay at the **White Hart hotel** for two people, a session at Harrogate’s famous Turkish Baths and champagne afternoon tea at **Betty’s tea rooms**.

✓ London label **Yes Master** has launched a new collection of swimwear with fashion retailer **Urban Outfitters** in the US. The launch of the 20-piece collection follows the collaboration between the two companies in 2012, when a range of swimwear sold out in three days. Taking inspiration from the work of artist and social activist **Keith Herring**, the line is described as “nostalgic America” and features high leg **swimsuit** silhouettes with oversized digital prints, cut outs and mesh inserts, with a particular focus on asymmetric cut-outs.



»»»» story continued from page 7

course are second to none, so we are hoping these future designers can bring something new to the collection and really push the brief.”

Blackman commented: “I am absolutely thrilled to have been asked to join this esteemed panel of judges. It’s vitally important that the industry supports the next generation of designers and Lepel’s competition does just that, by offering students the chance to not only showcase their work to a respected buyer in the field, but to set foot on the career ladder.”

“I look forward to featuring the students’ designs in future issues of Lingerie Insight,” she said.

The final presentation date to Lepel and the press will take place on April 3, with the winner being announced in May.

The competition kicked off last month with a briefing at DMU. Pretty-Smith took students through Lepel’s design process and a model showcased garments from the brand’s SS15 swim collection as it currently stands.

The meeting finished with a Q&A session in which the students raised questions about costings and colour palettes.

Hazlehurst explained: “Feedback from the students was excellent, they are definitely excited to be working on a project that will actually be going to market and, as Lepel as a brand appeals to them and their age group, they understood the consumer profile very quickly.”

“Having an ASOS buyer on the judging panel adds an additional element to the challenge. The students really picked up on this as an opportunity to look at the project from a commercial, buying and merchandising perspective, plus ASOS sits perfectly within their demographic,” he added.

Beech said: “I am delighted to have been invited to join the judging panel for the Lepel project for DMU, it is a great commercial brief for the students to show their creativity, innovation and market awareness. I am really looking forward to viewing the designs in April and seeing the winning range added to Lepel’s SS15 collection.”

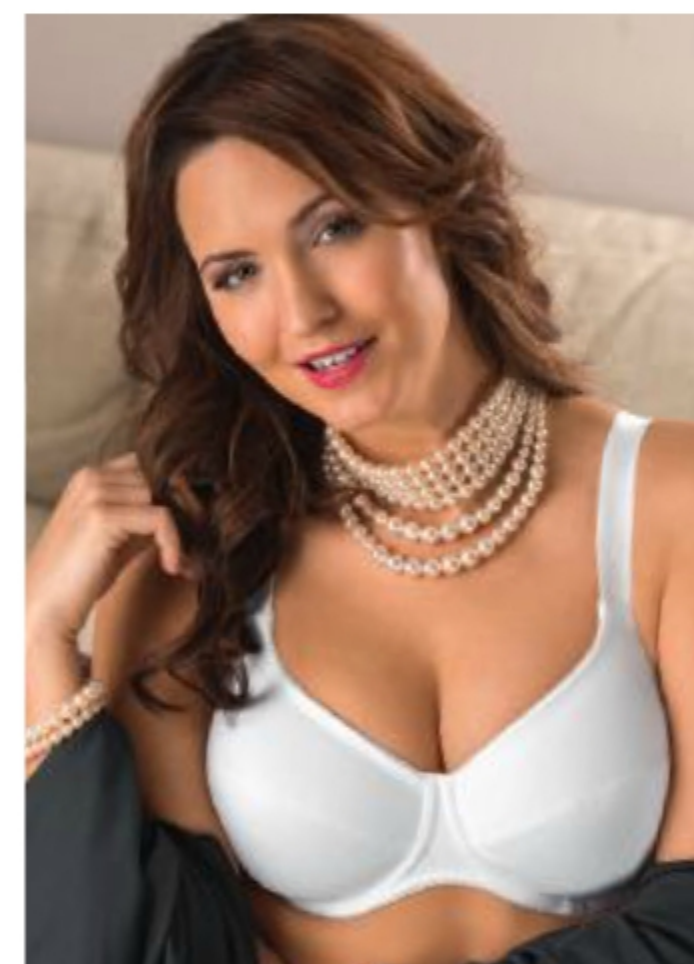
RIGHT: STUDENTS LOOK THROUGH SWIMWEAR SAMPLES FOR INSPIRATION.



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NEWS REVIEW



▲ **Rihanna** was recently spotted wearing a Swarovski-embellished bikini from **Charlie by Matthew Zink** whilst holidaying in Barbados. The singer wore the brand's **Crystal Deco** set, which features over 2,638 **Swarovski** elements and is worth £600. Rihanna received two Crystal Deco sets in bronze and black colourways from the designer in December and promptly posted a picture of her gift on Instagram with the caption: "Yes @

charliebymz ...you can most certainly get it!" The bronze bikini is a limited-edition collector's item and only ten sets have been made. Matthew Zink is an ex employee of **Tom Ford** and Carolina Herrera and a former design director of **Victoria's Secret Swim**.

British brand **Panache** said it is adding smaller cup sizes to its lingerie range for the first time, due to "huge public demand". For AW14, **Cleo by Panache**, famed for its colourful D+ bras, will introduce some of its best-selling lines in B and C cups. Product manager Alysha Taylor said: "We have introduced **B and C cups** to Cleo due to huge demand from our export market who wanted to see an expansion of the Cleo brand. We see the new sizes as complimentary to the current D+ range portfolio offers." Head of marketing at Panache **Jennie Field** added: "Cleo by Panache has become known for making bras that are not only made to fit, but are also fun and full of colour. This combination appeals to a



wide audience of all ages and sizes so we wanted to make the collection even more accessible."

▲ Serial entrepreneur **Theo Paphitis** has announced plans to expand his lingerie chain after witnessing healthy trading over Christmas. **Boux Avenue**, launched in 2011 by the former Dragon's Den star, reported that like-for-like sales across its 21 stores increased 20% from 1 November to 24 December. Paphitis plans to open **29 stores** in the Middle East over the next five years and 31 in other parts of the world. The entrepreneur also

owns Robert Dyas home goods and Ryman stationery, which both performed well over Christmas.

▼ **Agent Provocateur's** profit before taxes more than doubled in the last financial year, driven by an increase in store sales and international expansion. Revenue rose from £1.7m to £3.8m to March 2013, as the lingerie company opened **11 new stores** in Europe, Australia, Asia, the US and Canada. The launch of Agent Provocateur's diffusion range **L'Agent** in collaboration with **Penelope Cruz** last July is also thought to have supported growth.



FIRST STITCH CELEBRATING EMERGING TALENT

Bang! Swimwear is the brainchild of Select model Nell Robinson and fashion merchandiser Ann Marie Clarke. Nell is especially famous for shooting with swimwear and lingerie brands such as Victoria's Secret and Agent Provocateur. Ann Marie is well versed in the retail business from five years of working in buying for top high street retail groups Debenhams and Arcadia.

Lingerie Insight: How did the brand first come about?

Bang!: We decided to launch a swimwear brand as it's a niche area where we felt we could make an impact with our unique designs. Swimwear doesn't always follow traditional fashion trends

so there's an opportunity to experiment with vibrant colours and an array of materials.

LI: How would you describe your first collection?

Bang!: Our debut collection is heavily influenced by rock music and icons. This is demonstrated by the use of distressed denim, textured fabrics and handmade prints, such as electric guitar and skull prints. We believe that this collection defines a new direction for swimwear as edgy and ultra sexy, while maintaining an excellent fit.

LI: Who are your target customers?

Bang!: Our target customer is a



confident fashion-forward woman aged 20 to 35. A Bang! swimsuit is for a woman that exudes confidence and has a great sense of style. As for celebrity clientele, our swimsuits have already been worn by Rihanna and Cara Delevigne.

LI: Where are you stocked?

Bang!: We're currently on the lookout for a UK stockist. At the moment we are stocked on our own website; www.bangswimwear.com and also on www.notjustalabel.com and www.global-runway.com. Our collection can also be found in a Caribbean boutique called Foot Candy Couture.

LI: What are the next steps for your brand?

Bang!: We hope to branch out into making accessories that compliment our swimwear pieces. We're currently working on beach clothing and cover-ups and hope to branch out into sandals in the near future.

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

NEWS IN QUOTES

"Whilst store sales continue to flatline, online sales remain the main driver of growth for the [retail] sector, contributing nearly three quarters of the uptick in non-food sales in the last quarter of 2013. The winners this Christmas were those retailers with slick multi-channel operations, who could offer consumers the flexibility to shop how, and when, they wanted to."

KPMG head of retail DAVID MCCORQUODALE discusses the recent financial results released by the British Retail Consortium.

"We sold more than 300,000 onesies....We are now the UK's eleventh largest retailer of clothing by value."

Sainsbury's CEO JUSTIN KING reflects on the supermarket's sales performance over the festive trading period.

"It must be something that takes time to get used to, but I would like women to see how it feels to buy a bra from a vending machine."

An official spokesman from UNE NANA COOL was disappointed after the company's bra vending machine installed in a Toyko shopping mall last year proved to be a commercial flop.

» Something to say? Email info@lingerieinsight.com

STORE ENVY



COCO DE MER Covent Garden, London

Luxury erotic boutique Coco de Mer recently underwent a makeover. The Covent Garden store now features expanded lingerie and nightwear collections, with new gifting areas and an 'aroma wall' illuminated with scented candles. New hot pink and gold colourways have been incorporated with the addition of pendant lights. Towards the back of the store, a new bondage area has been created and a small library offers bedroom guides and a 'Wild and Wanton' version of Pride & Prejudice. Another addition is the 'Museum' area that is dedicated to rare magazine issues, art and toys.

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

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- 2** UK Lingerie Awards 2013: Party pics part one
- 3** SNEAK PEEK: Very Victoria Silvestedt AW14
- 4** SNEAK PEEK: Panache AW14
- 5** SNEAK PEEK: Cleo by Panache AW14
- 6** Winners of the UK Lingerie Awards 2013 revealed
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- 10** SNEAK PEEK: Lascivious AW14

EDITOR'S CHOICE



COLLECTION

SNEAK PEEK: LUCILE AW14

A first look at the brand's new lingerie collection featuring Leavers lace.



VIDEO

La Perla: SS14

This behind-the-scenes video from La Perla stars models Cara Delevigne, Malgosia Bela and Liu Wen.



NEWS

Top retailers take longer to pay creditors

Debenhams and ASOS took longer to pay their suppliers in 2013 than the previous year.



INSPIRATION

Freya sports bra tops rivals in scientific study

The new bra is proven to reduce breast strain, pain and movement during exercise.



LINGERIE TWEETS

Thanks @INDXShow for sharing the @curvykate love - we can't wait for the show!x

@curvykate

I can confirm that @AytenGasson's peace silk and vintage lace knickers are gorgeous. Review coming soon :)

@lipsticklori

Day 2 of the @lingerieedit with @davidfinlayson surrounded by fabulous undies

@TamarStylist

Famished after modelling lots of lovely lingerie for @hepburnandleigh, wouldn't have survived without my porridge this morn!

@BeckysBoudoir



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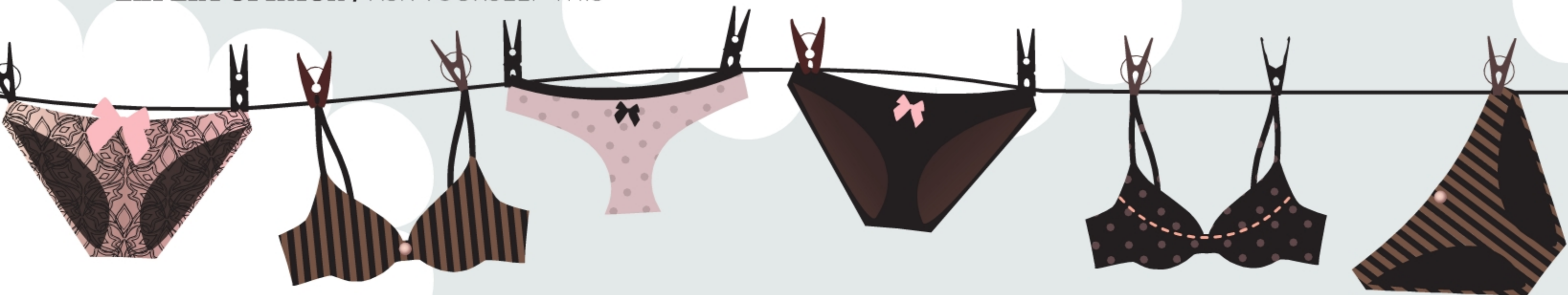
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Moda - Stand D10

February 16th, 17th, 18th

INDX

March 18th, 19th, 20th



Ask yourself *this...*

“What would a retail consultant do if they spent a day at your store?”

Since Intimate apparel consultancy started in 2009, I have been regularly asked by retailers, both abroad and in the UK, to review and cast a fresh eye over their businesses.

Some have been trading successfully for many years and simply fear their business may be getting stale. Others may want to expand their business, but are unsure about what is the best path to take.

Some retailers have experienced the worst season ever and have simply lost confidence in their business, while others are relatively new to the lingerie industry and fear that their business is not performing in the way they had imagined it would.

Whatever their concerns, a consultant can enter a store with an unemotional relationship or history with the business, allowing them to perform a comprehensive assessment and work with the client in finding a way forward. This assessment includes a detailed discussion of problems, issues, systems and processes and performance, followed by a review of new

ideas and the creation of a programme for implementing change.

So ask yourself this: what would a consultant say or change about your business? How would they improve your business and help you realise your potential?

Self-analysis is not easy, but hopefully this column will go some way to guiding you to self-help and examine your business.

List your pros and cons

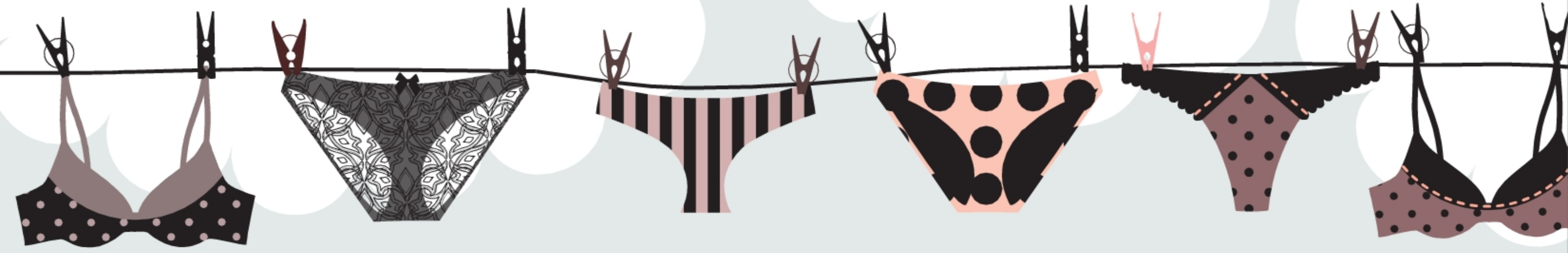
Firstly, you need to list the problems and successes of your business. Be honest, as a consultant would ask you a lot of detailed and probing questions to get down to the real issues. Cut everything back to basics and see the bare bones, what is right and wrong? What are the immediate priorities and urgent issues? If you struggle with this then seek some advice and help from a friend, partner or member of staff.

External review

Review your business from a consumer angle and go online. Review your website, product pricing and images and build a



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 for more information.



“Cut everything back to basics and see the bare bones of your retail business. What is right and wrong?”

picture of what this business is about. Then, ask yourself who should shop at your store and why.

After that, stand outside your store and take in the area. Chat to people on the street and ask them if they shop in your store. If they don't shop there, ask them why not.

Check out the outside of the shop thoroughly, don't just glance over it and accept what is there, but look in detail at the overall cleanliness, appearance and general state of repair. Does it stand out? Does it project the right message? Does the signage reflect what the shop has to offer and do the windows tell you what the consumer should expect to see inside?

Internal review

Once the external review is completed, step inside your store. Act like you are a consumer visiting the shop for the first time and ask yourself this: does the shop window reflect what's on the shop floor? Is it warm, welcoming and inviting? Is it well merchandised? What type of products do you see and are you greeted in a friendly, helpful way?

A pet hate of mine is dirty and cluttered cash points and fittings rooms. Inspect these carefully, as these are the areas that a customer always spends the most time in.

The fitting rooms should be spotlessly clean, warm, comfortable and tidy. They should offer a stool or a chair if possible, at least two clothes hooks and a sparkling mirror.

Finally, review your product offering, brands, merchandising and decor. Do all these meet customers' expectations?

Business processes and stock

It's now time to review and examine the businesses processes, stock levels, stock room, ordering system and stock control software.

Review your promotional calendar. Look at the events and promotions recorded and analyse what was successful and why, and what was not so successful and why.

COMPETITION: WIN A DAY WITH CLAIRE FRANKS!

One lucky reader could win a day's consultancy worth £500. Claire Franks will review your business from the bottom up and provide you with helpful advice on how to increase footfall and drum up more business.

To enter, send your business plan for the year, along with a detailed description of why you need a consultant to review your business to info@intimateapparelconsultancy.co.uk

Think about where you can gain new product knowledge ideas for your business. Are you well informed? Ask yourself how you review your successes and plan your seasonal buying. How much time do you spend heads down in the business and, likewise, do you get out and comp shop with other retailers? Do you understand the bigger industry picture and what new product categories are out there? Ask your staff these questions because, believe it or not, most of the issues and solutions are identified in the business by your employees. They might not recognise how these issues could affect the business, but they do have good business insight.

Plan of action

By now you should be building a picture of the business and starting to create a list of recommendations and observations. Now is the time to pull all these details together and create an action plan and target deadlines to ensure you implement your new ideas. A review date should then be put in the diary – a day to review the changes and consider their effects. ⚡

» What other retail advice would you like to hear from Claire Franks?

Email: Claire@intimateapparelconsultancy.co.uk

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TIM O'CALLAGHAN

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 DISCUSSES THE FRUSTRATING ISSUES SURROUNDING **CHINESE TRADEMARKS**

In my experience, there aren't many things that can shock an intimate apparel designer. But telling them that their brand has been trademarked in China and is owned by a Chinese corporation they have never heard of is one of them.

Such is the 'Eastern Trademark Rush' that newbie lingerie entrepreneurs have discovered to their horror. So what? some might say. The world's a big place and the brand can sell just as well somewhere else. But, this is not a sensible approach. Who would voluntarily want to cut themselves off from the fastest-growing nation of consumers on the planet? Who would want to restrict themselves by not being able to produce in China, which still basks in the glow of its reputation as one of the most cost-effective manufacturing nations on earth? For these are the possible results of not registering your trademark in China.

And what of the retailers? For the successful western intimate apparel retail brand the issues are different but no less pressing. Successful retailers in the UK have had their brands registered by third party pirates in China. Mirror images of their own retail units have been built by infringers in the country, complete with the same branding, fixtures and fittings, all stocked with counterfeit garments.

These fake shops often form part of larger Potemkin retail villages where it is thought that China's new middle class will part with their Yen. The problem is, you, as the designer or retailer, won't see any of the profits that the counterfeiters make from your brand, and worse, your ability to do business in China will be severely restricted.

These restrictions come as more and more of the serious high-end retailers who operate

in China require their brands to have at least made an application to register their trademark in China.

The whole problem arises because, unlike in the UK, Europe and most other western trademark registries, the Chinese trademark registry operates a 'first-come, first-served' registration policy. As my readers will no doubt know, to register a trademark in the UK a brand has to certify that, in respect of the goods and services for which it seeks registration, it is already trading under the name applied for, or it intends to in the near future. If a false certification is made, the trademark may be open to attack. In China, no such certification is required.

It is no myth that some Chinese trademark squatters have trawled the graduate-show lists of well-known fashion colleges and presented applications for trademarks in their country for the names of the graduates.

The purpose, for the most part, is old-fashioned extortion. On the basis that some of the designers are going to make it as successful design brands, the trademark squatter's chickens will have come home to roost, as (at least until now) the UK brand will have had little option if it wanted to trade in China under its Western brand, other than to write a handsome cheque to the squatter.

The unfortunate result of this iniquitous situation is that many of our well-known brands have had to pay to get their brand name from a trademark squatter in China

"Chinese trademark squatters have trawled the graduate-show lists of UK fashion colleges"

and many of our growing fashion businesses who cannot afford to, have been excluded from the burgeoning market that is China.

Much has been done by international trade associations to put pressure on China to ease the effects of their trademark system and whilst the 'first-come, first-served' registration system remains, a chink has appeared in the whole edifice.

A flash of hope has been provided by the Court in Hangzhou, Zhejiang Province, which has ruled that Dsquared2 is 'legitimately allowed' to sell its collections in China despite the fact that the trademark Dsquared is owned by Chinese group Nuohe.

Permission for Dsquared2 to register a trademark was initially denied because Nuohe had beaten it to it. But after going through the whole process, Dsquared2 decided, in a moment of bravery, to sue Nuohe. Its arguments were that Nuohe's registration was in 'bad faith' and unfair for commercial competition.

The Hangzhou Court agreed, and whilst not stopping Nuohe from carrying on selling counterfeit Dsquared2 products, it nevertheless permits Dsquared2 to sell its own genuine merchandise in China under its own label. The Nuohe group has appealed the decision.

I would urge readers to curb their excitement at the decision, momentous as it may be, until the outcome of Nuohe's appeal has been heard. In the meantime I would urge any brands who think they may ever do business in China to investigate whether a trademark in their brand name has already been registered in China and, if not, to register without delay. If one is already registered, await the outcome of the Nuohe appeal and take legal advice. ♣

BRANDS & CAMPAIGNS

What's happening right now in lingerie, from new brand launches to expert opinion and digital campaigns

18 yourbrandspace interviews a lingerie retailer about their time in the industry

20 Retailers share knowledge about boosting sales ahead of Valentine's Day

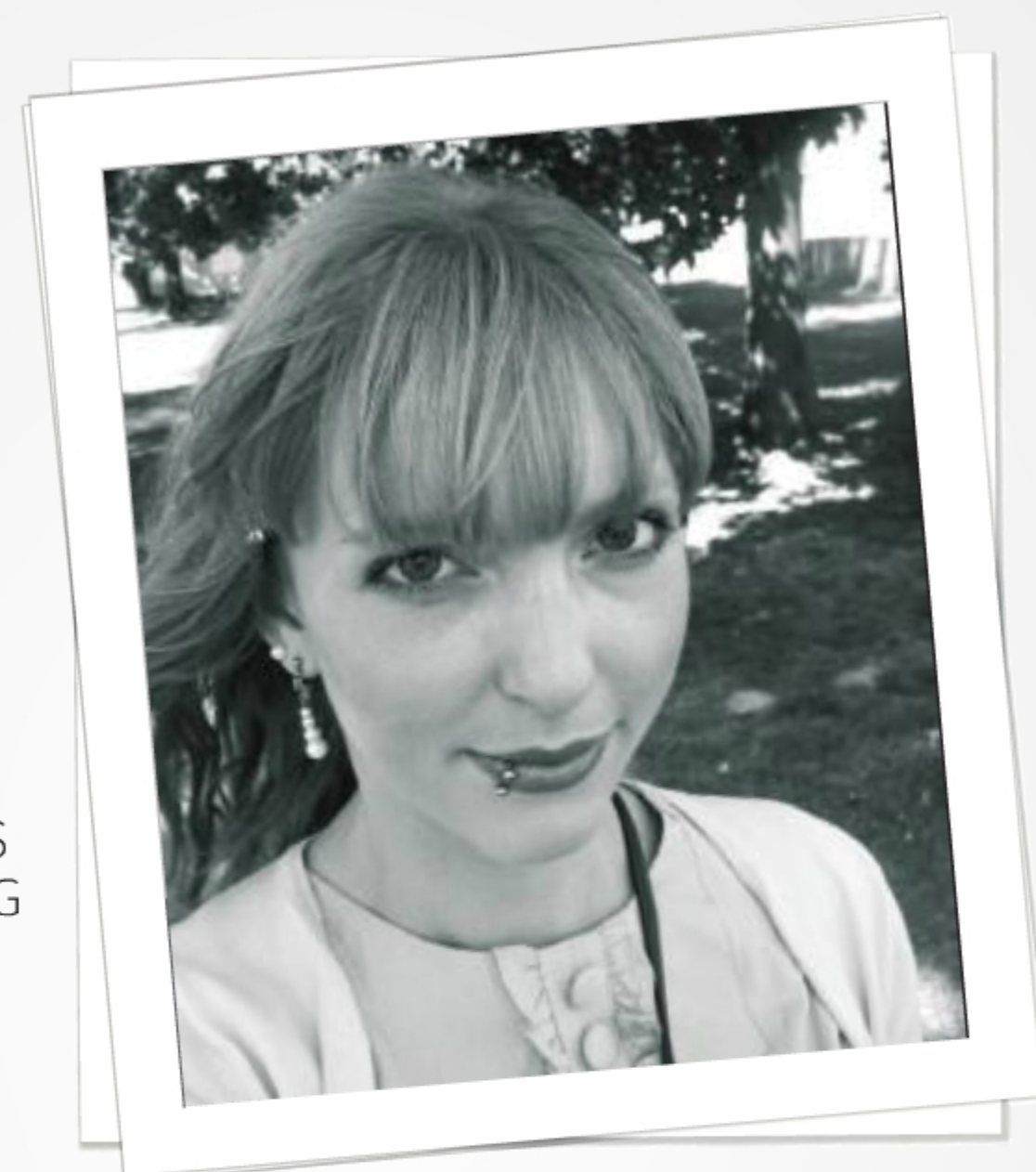
22 PrimaDonna on the launch of its first ever swimwear collection

29 Top digital marketing tools, from virtual fitting rooms to social media apps

33 An exclusive interview with new brand Flirty Pretty Things

yourbrand space.com Meets: Esty Lingerie

IN A SERIES OF INTERVIEWS, **YOURBRANDSPACE.COM** ASKS RETAILERS ALL ABOUT THEIR BUSINESSES, FROM STOCK TO SALES, AND EVERYTHING IN BETWEEN. THIS MONTH, THE COMPANY SITS DOWN WITH **ESTELLE PULESTON**, OWNER AND FOUNDER OF ESTY LINGERIE



When did Esty Lingerie first open?

We've been online since late 2009. We started out selling our own hand-sewn designs and have grown to offer more than 40 brands from around the world. We pick the brands we stock carefully to make sure they've all got something unique to offer - the vast majority offer handmade lingerie, many produce eco-friendly lingerie, and some of them even create one-of-a-kind items.

What is the ethos of your online store?

We want to be a one-stop shop for anyone who loves handmade lingerie - and by that I don't just mean customers, but people interested in making their own undergarments. At Esty Lingerie, we also believe that beautiful, independent designer lingerie should be accessible to everyone.

Why did you decide to go online rather than open up an independent shop?

Budget! I launched Esty Lingerie when I was a 20-year old student so a website was much more affordable than renting floorspace. However, as we've grown, we've attended craft fairs and are considering opening a pop-up shop in 2014 to get a feel for the offline market.

Who is your core customer?

Women in their 20s and 30s who are conscious about where their clothing comes from. The Esty Lingerie customer doesn't want the same mass-produced lingerie as everyone else, she wants something that is a bit more special and unique, and ethically-produced.

What buying trends have you witnessed in your business?

Knickers, corsets and accessories, such as harnesses and eye masks are our best-sellers. Seasonally, we sell a lot of bridal garters and swimwear in the summer. Most of our customers buy lingerie, nightwear or swimwear - it's rare that we get an order for all three of these items at the same time.

You focus primarily on independent designers - what was the thinking behind this decision?

It's something I'm personally very passionate about promoting. I design and produce my own collection for the site, and when I first came up with the idea of creating my own lingerie line I realised there wasn't a platform specifically for independent lingerie designers. So Esty Lingerie became that platform.

What brands do you stock?

We sell over 40 different independent designer brands and there's something for every style, preference and budget. Our own-branded range, Esty Lingerie, is very popular, as are Love Me Sugar, Louise Ferdinand and Andrea Billard.

How do you manage your budget to ensure that you have relevant stock all year round?

Our best-selling items are popular all year round, but at the start of the year we'll concentrate on adding mainly bridal brands ready for Spring/Summer, and after that we concentrate mostly on other lingerie brands. That's not to say we won't take on a new non-bridal brand in the first half of the year if we really love it.

How many new collections will you take on in a year?

In 2013 we added 10 new brands to the website, but at least half of the existing brands launched between one and three new collections too.

How do you engage with your customers to keep them coming back online?

Esty Lingerie is very active on social media - I run the Facebook, Twitter, Pinterest and Google+ accounts myself to make sure they all have a personal touch so customers don't feel like they're talking to a faceless business. We have a popular blog too, with columnists who also run their own lingerie blogs.

What challenges do online boutiques face that bricks and mortar stores don't?

I think the key issue is returns - in store you can try items on and make sure they fit before you buy, but you don't get that benefit when you buy online. That's perfectly understandable - I return a lot of online purchases myself - but it does lead to a bit of cash-flow uncertainty for the business.

Do you think people are as open to buying undergarments as outer garments?

In general, yes. Most of the people I know, myself included, do most of their fashion shopping online and lingerie is no exception. So long as you have a website that's secure, and you have a clear sizing guide and a clear returns policy, there's no reason for people to feel unsure about buying from you.

What advice would you give to anyone looking to start an online retail business?

Don't underestimate the value of a good web design - it's worth paying for. I've designed the Esty Lingerie website myself and learnt from experience. I can't help but wonder if the company would have been more successful in its initial stages if we'd had a well-designed, easy-to-use website in place right from the start.

What is the biggest challenge you face?

Running your own business is always going to be hard work. I have an assistant but I still have to squeeze in website updates, blog articles, processing orders, customer service and designing and sewing my own collection. Luckily I love what I do, so Esty Lingerie rarely feels like 'work'. It's more like a successful hobby! ♡

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lepel



TRICKS OF THE TRADE

LINGERIE RETAILERS, FROM DEPARTMENT STORES AND INDEPENDENTS, TO HIGH STREET CHAINS AND ONLINE BOUTIQUES, SHARE KNOWLEDGE AND TIPS ON FACING EVERYDAY BUSINESS CHALLENGES. THIS MONTH, THEY GIVE ADVICE ON BOOSTING SALES IN THE RUN UP TO **VALENTINE'S DAY**

Debenhams head of Lingerie Buying and Design Sharon Webb

✦ Shopping for Valentine's can be quite overwhelming for some men. Make sure you keep your approach friendly to put them at ease.

✦ The key thing to get right is size, if your male customer is not confident in buying the right garment for their partner, pick out something unstructured, like a cami set or chemise. You could also suggest booking a personal shopping experience so their partner can choose something she wants, once she's been fitted.

✦ If he's done his homework then it's all about

getting him to share with you her personal style and tastes. Try to encourage him to be brave with colour and not just stick to traditional "sexy" lingerie colours.



Beautifully Undressed director Annabelle Mu'azu

✦ Beautifully Undressed is an online boutique, so our homepage is very much our shop front. In terms of visual merchandising, we will upload eye catching homepage banners to draw loyal and potential buyers in.

✦ To make it easier for our customers to buy relevant Valentine's-related products, we will promote our best sellers, showcasing the products socially and on our homepage.

✦ Everyone loves a good sale, especially at peak times like Valentine's Day - a crucial time for our industry. So 24/48 hour flash sales are great for generating more awareness about the store, by attracting customers in quickly.

✦ Pop-up events are a fantastic avenue to draw direct interest from our target audience. This year, Beautifully Undressed is working with a local Spa in Windsor to host a Valentine's Day spa and lingerie evening.



Petits Bisous founder Esther Fieldgrass

✦ We have lined up a very exciting series of events to celebrate the month of love, starting with a night with LELO, our leading designer brand for intimate products. Our clients will be invited to a unique evening of talks and demonstrations to practice your 'Bedrooms Arts' ready for the 14th.

✦ The collections we have bought especially for Valentine's Day will take pride place at the front of

the boutique, including our favourite stunning sets by Fred & Ginger and Fleur of England.



Ayla Rose owner Juliet McLeod

✦ Hold an event specifically targeted for men, where they feel comfortable and relaxed looking at lingerie.

✦ Showcase your very special pieces in a eye-catching and creative window display.

✦ Cross promote wherever possible. Work with people in your local area to promote one

another. Here at Ayla Rose, we are working with a local florist to supply a floral centre piece for our window and offering Valentine's discounts for mutual customers.
✦ Offer your customers a 'wish list' of their favourite Valentine's collections and maintain a database of details and sizes to help avoid size and style issues.

Ann Summers general marketing manager Ruth Ross

- ✦ The mobile optimisation of our ecommerce site has been key for us, as more and more consumers use mobile technology to shop – something that is only going to increase.
- ✦ We know from speaking to our customers that everyone is different when it comes to making them feel like the sexiest woman in the world – whether it's in or out of the bedroom – so being able to offer something to suit everyone within our collections is crucial, to ensure we help spice up their Valentine's Day this year.
- ✦ Customer service is also a key point of difference for retailers now – more than ever

before – particularly across peak periods of the year, like Valentine's Day. In this challenging climate, customers are becoming increasingly savvy when it comes to parting with their hard-earned cash, so retailers need to continually ensure they are providing shoppers with a reason to buy.

**Laravventura.co.uk founder and designer Lara Ventura**

- ✦ Online retailers, like me, need to make use of Google's search terms in order to stand out from the competition. I optimise certain key words like 'Valentines', but also create specific categories like 'Valentine's Edit' so they are more searchable.
- ✦ In such a competitive market, it's important to create a buzz and stay ahead of other retailers. Product launches are great for this and we aim to do a new product launch every January so we have fresh products just in time for Valentine's Day.
- ✦ It goes without saying, but it's so important to know your customer inside out.

What do they want for Valentine's Day? Everybody has a different idea of sexy or romantic so we try to create options for everyone.

**Guilt Lingerie owner Georgina Willis**

- ✦ We do not tend to buy in specific Valentine's stock, but will arrange to have new collections arriving just before Valentine's Day.
- ✦ If we do buy specific Valentine's garments there must be a point of difference; the stock

must be sensational and must be good enough to sell beyond February 14.

- ✦ In early January we make sure we are stocked up on small token items to accompany the gift vouchers we sell.
- ✦ We find that it is no longer just

a black and red story and that men buying for women are quite sensitive and knowledgeable about the likes and dislikes of their partners.

- ✦ We have written a men's buying guide for our newly-launched web shop, guiltlingerie.com.

**My Lingerie owners Paula Horwood and Jo Dawson**

- ✦ We put a poster in our shop window reminding men that Valentine's Day is fast approaching and invite them to come in and choose something gorgeous for a surprise gift. This works really well.
- ✦ We keep a record of all our customers (with their permission) and offer a wish-

list service. Our customers choose things they like and we note it on their records so their partners can then come in and choose something. Because we keep a record of all purchases, we can give advice on what size, colour, style and matching bottoms to purchase.



COOL WATERS: PRIMADONNA DIVES INTO SWIM

AHEAD OF THE OFFICIAL LAUNCH OF PRIMADONNA SWIM LAST MONTH, **SARAH BLACKMAN** SPOKE TO **LEISBETH VAN DE VELDE** ABOUT WHY THE BRAND HAS WAITED OVER A CENTURY TO INTRODUCE A **SWIMWEAR** RANGE INTO THE MARKET AND WHAT KIND OF RESPONSE THE SERIES OF BIKINIS AND SWIMSUITS HAS RECEIVED FROM BUYERS SO FAR

PrimaDonna has a long and colourful history, making leaps in creativity and innovation and evolving from producing corsets in the late 1800s to manufacturing bras for full-busted women some years later.

It may come as a surprise then that the brand has waited until 2014 to launch its first ever swimwear collection. But looking back in time, it was only when Belgian lingerie giant Van de Velde finally acquired PrimaDonna in 1990, that the label came into its own, focusing on comfort, fashion and fit.

Then in 2010, PrimaDonna Twist, a line of full-cup bras made with smooth foam cups and a touch of embroidery, was launched, and developing a swimwear collection seemed like a logical next step for PrimaDonna, explains brand design manager Leisbeth Van de Velde.

“Our customers asked us a long time ago to design swimwear, but we had a lot of projects still in the pipeline, so we waited. I think we are now ready for it because we have developed foam cups, which are really important in swimwear,” she says.

“This collection is the result of two years’ hard work. We had to look at what was necessary in the market and we also wanted to limit our SKUs – and in the bigger sizes you get a lot of SKUs. So we wanted to be prepared and make the collection very focused,” adds Van de Velde.

Swimwear is new to PrimaDonna - it demands a different perspective on materials and fit to lingerie. Having said that, the brand isn’t heading into the unknown; it has used its lingerie know-how to create linings for the Six Swimwear Series made up of tankinis, bikinis and one-piece swimsuits in sizes up to a H cup.

1
The PrimaDonna swim collection is made up of six lines. Pictured here is the Punch Tango bikini.

1

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“Like with our lingerie collections, we used nice microfibres and materials with a lot of kick-back, which are good for fitting. So we mainly used the same materials as we used in our Twist collection, but adapted them for swim,” explains Van de Velde.

“If we are using a fabric with a microfibre which has a lot of elasticity, we line our products so that we can guarantee the fitting. We are using the same foam cups we use in lingerie, but of course with materials adapted for swim. I think that over the years, lingerie and swimwear have become more closely integrated,” she adds.

To assess the fit and comfort of its first swimwear collection, PrimaDonna called on 27 testers, each of whom had a different cup and band size.

“These women, from inside and outside the company, were asked to test their swimwear sets by wearing them in the sun and in the pool, and putting them in a washing machine. Each bikini and one-piece had to fulfil our strict quality criteria,” Van de Velde explains.

“We don’t compromise on fit because on the beach or at the pool there’s nowhere to hide. Women want peace of mind. And they want to be able to move about. There’s

nothing quite as bad as a bikini blunder, especially if you take a large size,” she adds.

When designing the swimwear range, PrimaDonna also looked at the effect its designs had on wearability and resolutely opted to create a range of mix and match garments.

“You don’t buy a fixed set [bikini top or tankini and bottoms], you choose the bottoms that best suit your body. Low bottoms and high bottoms create very different looks and feel very different to each other,” Van de Velde explains.

“By adjusting how tight the cord or ties are in a given style, consumers can decide how high the cups or bottoms are. So they can pull up the bottoms to cover their tummy when walking along the beach and lower them when they want to lie and soak up the sun. The same goes for the straps – virtually all of them can be worn over the shoulder or round the neck. There’s shapewear too: figure-fixing bathing suits make the wearer look slimmer, creating an über-feminine silhouette.”

As *Lingerie Insight* went to press, PrimaDonna was busy showing off the new swimwear range to the

2
Copacabana
“waterlove”
halter-neck bikini.

3
Copacabana
smoothie tankini.

4
Tequila in
midnight blue.

5
Brand design
manager Leisbeth
Van de Velde.

VAN DE VELDE AND PRIMADONNA TIMELINE

1919 Margaretha and Achiel Van de Velde open a corset workshop in Shellebelle in the Netherlands.

1948 William Van de Velde comes to work at his parents' workshop where he is later assisted by his wife and brother-in-law.

1949 Van de Velde introduces in a new era of luxury lingerie with the production of matching bra and underwear sets.

1971-1981 Van de Velde welcomes a third generation of staff who bring with them new marketing and sales strategies they will use to usher the company into an era of global production.

1981 Van de Velde christens their lingerie "Marie Jolie", which would later change to "Marie Jo". Marie Jo lingerie is known for its transparency, airiness and delicate embroidery, marking a beautiful beginning to a long and successful story.

1990 Van de Velde acquires German company PrimaDonna, a lingerie company that specializes in large sizes and for whom Van de Velde had previously produced under a private label.

1991 Van de Velde acquires the Belgian export Oscar.

1995 Van de Velde receives the Fashion Award in the Netherlands for the PrimaDonna brand.

1997 Van de Velde introduces 40% of its shares on the stock market, today 40.21% of the capital is freely marketable. Also this year, Marie Jo introduces "Marie Jo L'Aventure", a hip, contemporary and sleek line of lingerie for the young at heart, and Van de Velde receives 'the Best of Direct Marketing' award.

1998 Van de Velde receives the Trophy of the Belgian Clothing Federation.

2001 Van de Velde acquires shares in Top Form International, the largest Chinese manufacturer quoted on the Hong Kong Stock Exchange, and the stitching portion of assembly is moved to China while the design, product development, cutting, quality assurance, packaging, sales and marketing remain in Belgium.

2002 Van de Velde opens stores in Germany and France.

2006 Van de Velde's Marie Jo celebrates its 25th anniversary

2008 Van de Velde launches a new line of sports lingerie: "Marie Jo Intense"; Spanish lingerie firm Euro-corset and Spanish lingerie brand Andres Sarda are acquired by Van de Velde.

2010 PrimaDonna Twist is introduced to the market

2014 PrimaDonna swimwear is introduced to the market



world's media, making a splash in the sea as its fashion show left the Port of Antwerp on a boat.

Every line features a unique look, from hip and retro to timeless and chic, with accessories like beach dresses and pareos completing the range.

Before the launch, the brand had sold its swimwear to a group of retailers who, according to Van de Velde, couldn't wait to get their hands on the high-end collection.

"Our provisions were only half of what the customers bought!" she says.

When asked if buyers are were willing to pay a high price for

swimwear – the recommended retail price for new collection ranges from £110 to £130 – Van de Velde said:

"Price was not an issue in our collection because we are so well-known on fitting and the buyers say they strongly believe in our brand and that customers will spend money on it because they know it's worth."

The UK market is usually harder to crack than its European neighbours when it comes to selling PrimaDonna lingerie, admits Van de Velde.

"It's a good market but perhaps the competition is heavier there than in other countries because it has a much

bigger offering of lingerie and swimwear in larger sizes than in the rest of Europe."

You could accuse the brand design manager of being modest, however, given that PrimaDonna managed to collate over 7000 orders from British retailers including Bisou Bisou in Guildford, Le Reve in Cambridge, Eden of Essex and, of course, Van de Velde's very own Rigby & Peller.

Indeed, Prima Donna is well-known among industry professionals and lingerie-loving consumers alike for a design ethos it has cultivated over the years. ♦



Vanilla

night&day

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A woman with long brown hair and blue eyes is posing in a black, form-fitting bodysuit with a lace-trimmed garter belt. She is standing in front of a rustic stone fireplace. A fire is burning brightly in the hearth to her right. The background is a wall of dark, irregular stones.

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VIRTUAL REALITY: THE AGE OF DIGITAL MARKETING

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FIGLEAVES: THE FITTING ROOM

➡ In August 2013, online lingerie retailer Figleaves.com unveiled a virtual fitting room that provides an interactive bra calculator, as well as hints and tips on what to look for when shopping for bras. Customers can also view videos, which illustrate how to properly put on a bra and show what the “perfect” bra fit looks like. A list of common bra-fit problems and a guide to the various components of a bra can also be seen in the Fitting Room, which can be found on the Figleaves website. The launch followed a study, conducted by Figleaves.com, which found that most women wear too large a band and too small a cup, thus not supporting and lifting the bust properly. The company discovered that, on average, women using the new Figleaves.com bra calculator went down one back size and up three cup sizes.

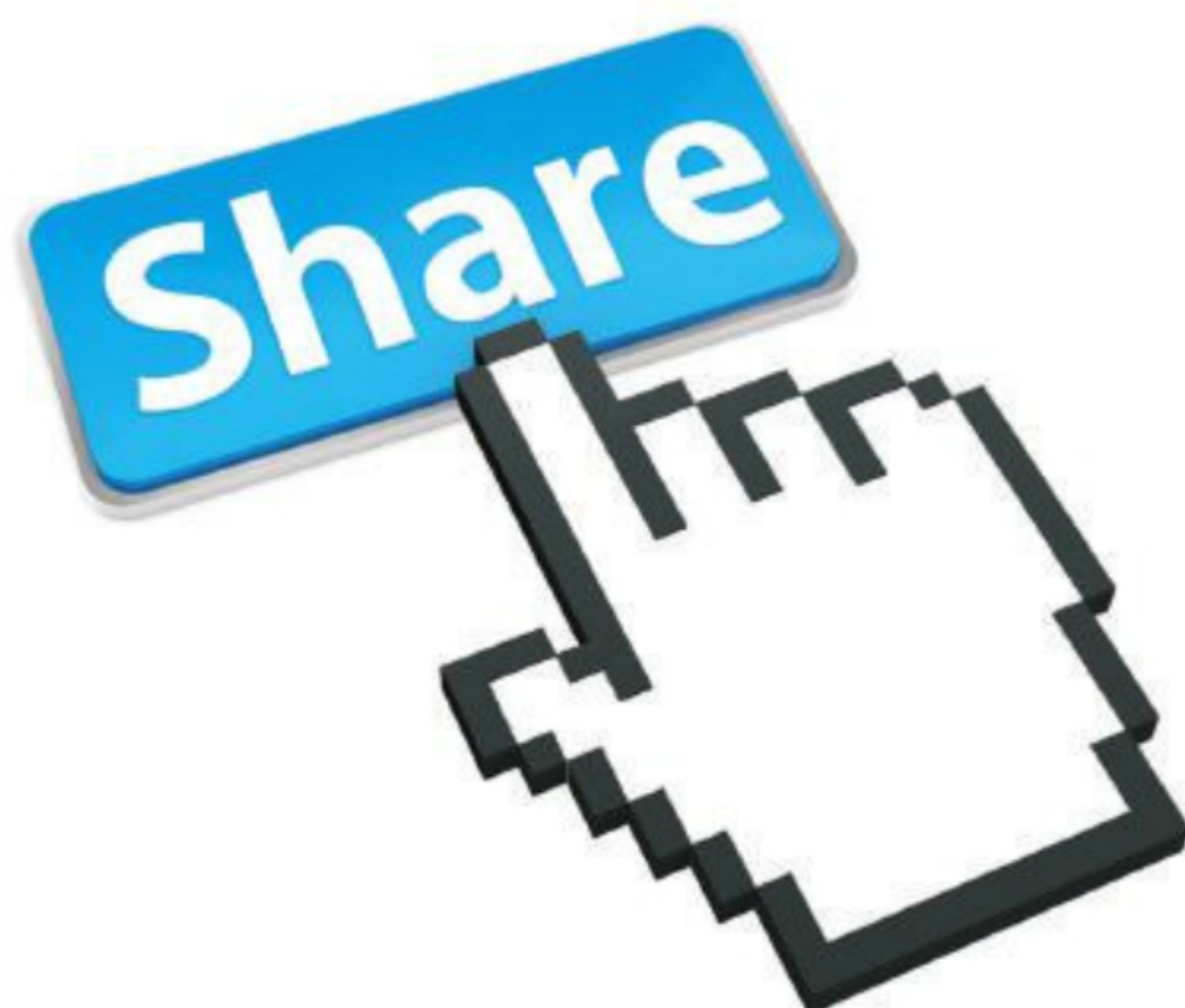
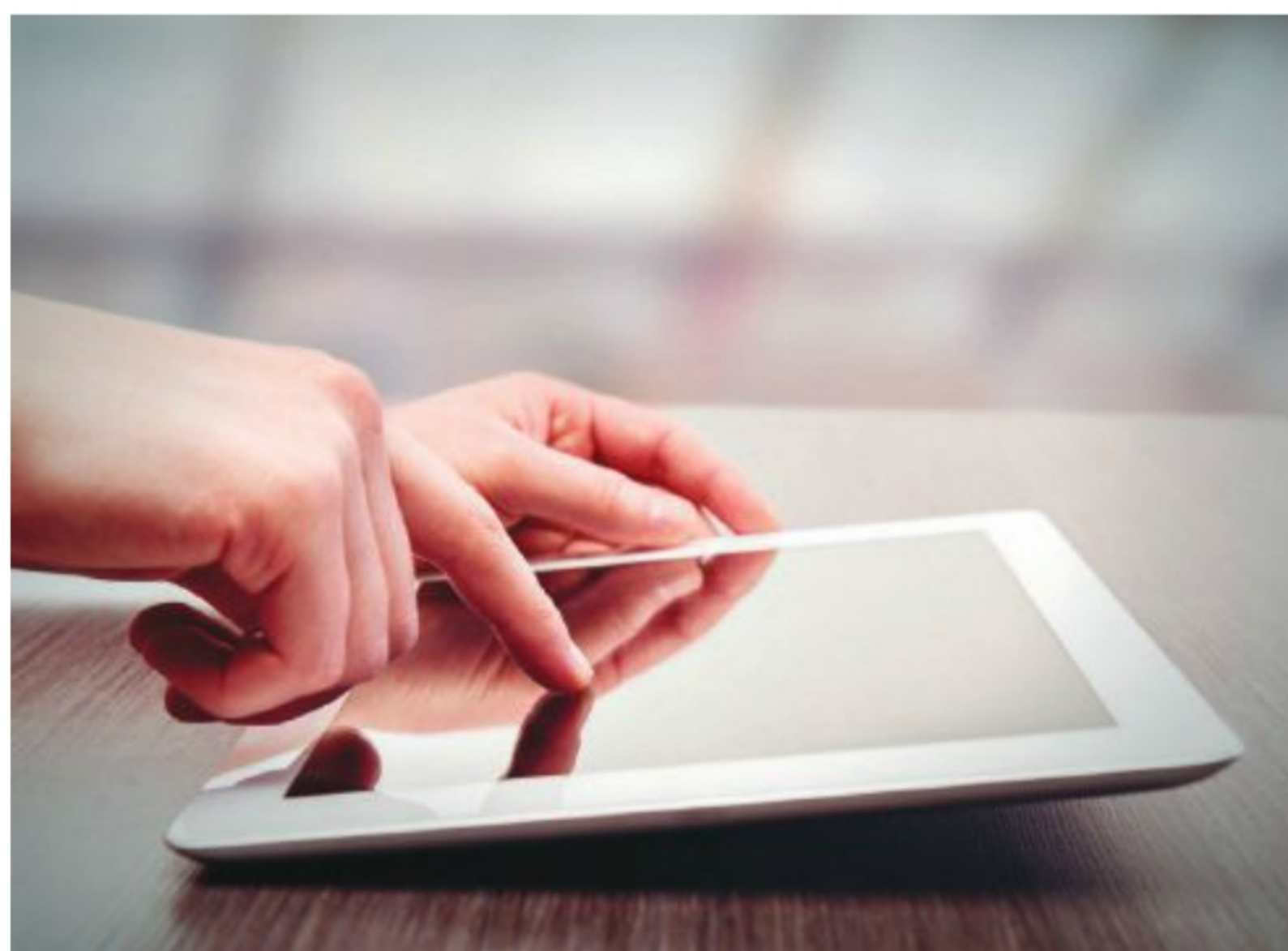
www.figleaves.com/uk/fitting-room/

ANN SUMMERS: BLIPPTEASE

➡ Ann Summers collaborated with digital interactive service Blippar in September 2012 to offer a service that allows users to browse its lookbooks and virtually try on any of the outfits featured. Once an outfit was chosen, this was then layered over the customer’s smartphone camera to allow them to take self-shots prior to purchase. Ann Summers incentivised shoppers to use the app by offering a 10% discount on all items. The BlippTease app was visible in all Ann Summers’ shop windows and catalogues. Recent research conducted by Mintel found that three fifths of women like to try before they buy, and this campaign allowed shoppers to do this, both in store and online.

JAMU AUSTRALIA: SMARTPHONE APP

➡ In the first half of 2013, sales of lingerie made through mobile devices jumped 341% globally, according to research by Rakuten Marketing. This result may have been driven by brands like Jamu Australia who have developed interactive mobile apps to allow customers to easily browse their collections. Post Surgery label Jamu launched its free-to-download iPhone and iPad app in line with Breast Cancer Awareness month in 2012. It features a gallery of styles that can be browsed via collection, by body shape or by lifestyle. The app allows for Facebook and Twitter integration.



SHOCK ABSORBER: BOUNCE-O-METER

➡ In October last year, sports bra brand Shock Absorber introduced a 3D simulation tool on its site for women to assess what happens to their breasts during exercise. The Bounce-o-meter allows consumers to input their bra size for a clear representation of the impact their chosen activity has on their breasts when unsupported, wearing an every-day bra and wearing a Shock Absorber sports bra. The idea behind the Flash app was to spread the message that unsupported breasts bounce up to 14cm during exercise. Shoppers can view the app on their smartphone by scanning a QR code featured at the point of sale in store - yet another sign of the integration of digital and offline channels.

www.shockabsorber.co.uk/en/bounce-o-meter/

KNICKERPICKER.COM: ONLINE DRESSING ROOM

➡ Online video dressing room store Knicker Picker allows shoppers to choose a model who closest resembles her body type and then pick the lingerie she would like to see from a list of top lingerie brands like Wonderbra, Triumph, Charnos and Sloggi. The chosen model wears the lingerie and can be directed to turn around and walk forward, so shoppers can get a closer look at their potential lingerie purchases. Customers may not be able to touch the garments and move in the clothes, but as technology improves, websites like Knicker Picker may be able to offer a consumer experience that is a more accurate replicate of real-world shopping. Knicker Picker is also available as an iPhone App.

www.knickerpicker.com



VICTORIA'S SECRET: AUGMENTED REALITY APPLICATION

➡ Victoria's Secret was one of the few retailers to implement augmented reality technology into its mobile application to drive up sales over the 2013 Christmas shopping period and beyond. Using the app, smartphone users are able to scan pages of the retailer's style guide catalogues. Once an image is recognised, customers are directed to the corresponding garment on Victoria's Secret mobile site, where they can learn more about the product, read reviews and make a purchase.



TRIUMPH AND SELFRIDGES: FANTASY MIRROR

➡ A senior fashion analyst from Mintel recently said that in order to compete with pureplays, multichannel retailers need to focus on providing a store environment in which shoppers feel comfortable trying on items before they buy. But London's Selfridges was one step ahead of the game when in February 2012 it unveiled its Fantasy Mirror, which allowed shoppers to try on the latest luxury lingerie range from Triumph without getting undressed. The mirror, created by augmented reality specialists Holition, was the centre-piece of a multimedia campaign around the Triumph Essence range. Shoppers were able to use QR codes from the store's window displays to download a mobile app, which offered the ability to make an appointment in the Fantasy mirror. Then, aided by Triumph fitting experts, customers could choose an item and see if it fitted on their silhouette, which moved with them in real time. The mirror used a motion sensor camera attached to a screen, which scanned everyone standing in front of it. Sales of Triumph bras increased by 92% in the first week of the campaign and by 50% over the entire campaign period. The launch generated 100,000 social media impressions, inspiring 120 unique blog impressions.



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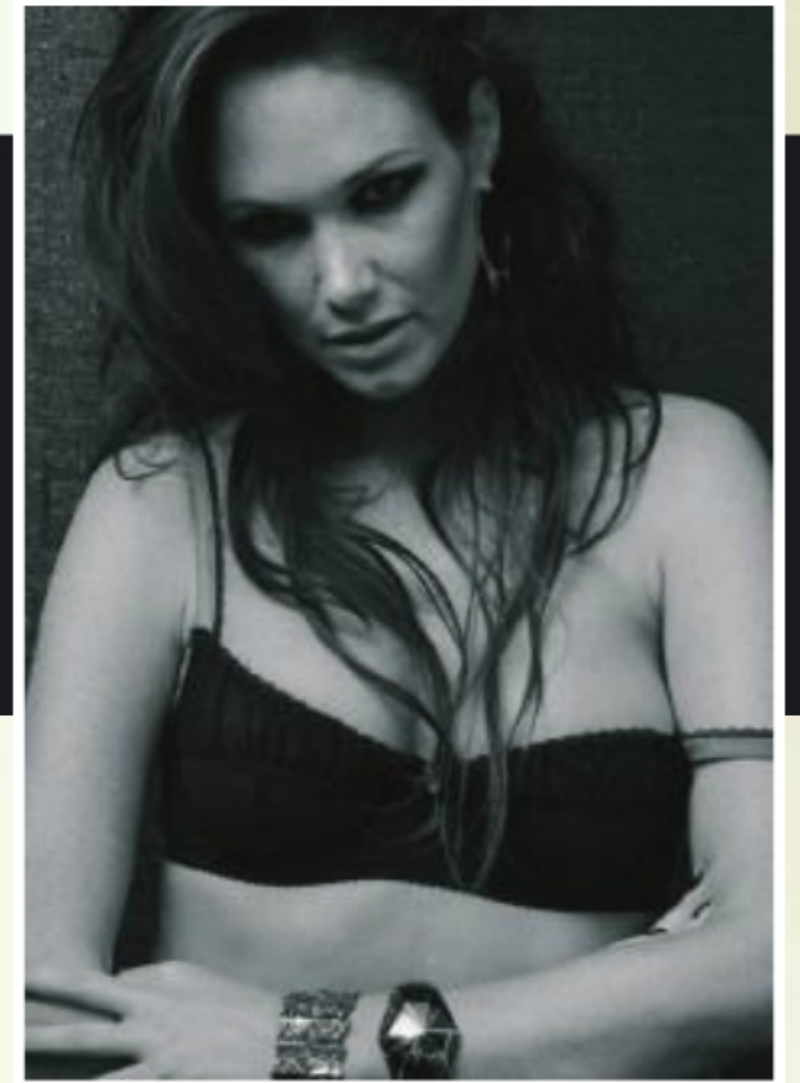


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Email: reposenightwear@gmail.com

IN ITS FIFTH YEAR, **DIRTY PRETTY THINGS** HAS INTRODUCED TO THE MARKET A DIFFUSION RANGE OF LINGERIE THAT TAPS INTO THE UNMET DEMAND FOR SMALL BACKS AND LARGE CUPS. AHEAD OF THE LAUNCH, CEO AND CO-FOUNDER **CLAIRE MERRY** SPOKE EXCLUSIVELY TO SARAH BLACKMAN ABOUT THE BRAND, **FLIRTY PRETTY THINGS**, AND ITS FIRST BIG PARTNERSHIP WITH A UK STOCKIST



Sitting **PRETTY**

As Lingerie Insight went to press, Dirty Pretty Things was about to launch a new and more accessible sister brand, which caters to women with small backs and large cups.

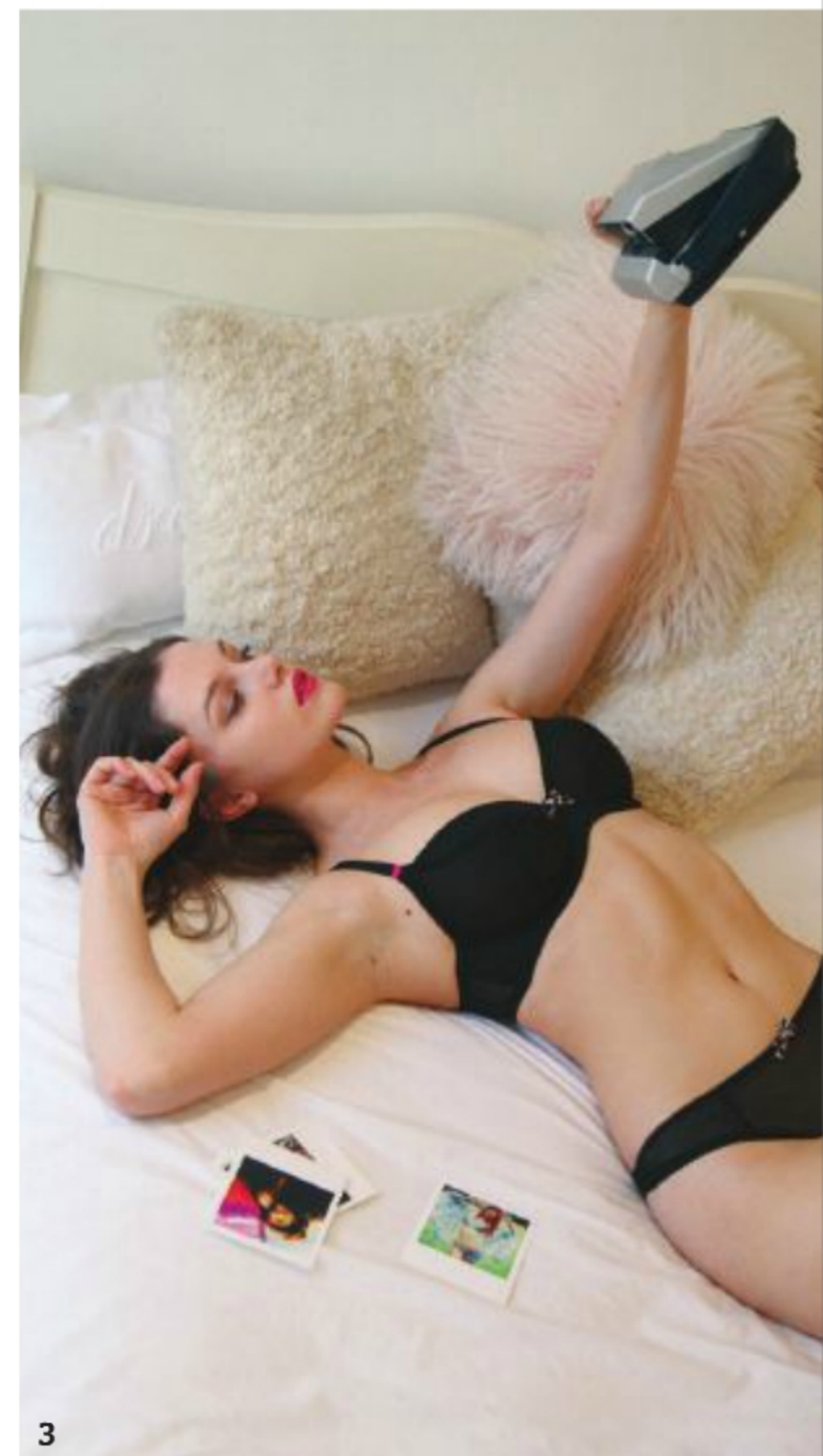
Two years in the making, Flirty Pretty Things will offer fun and fashionable lingerie in sizes 28-38A-E, with plans to expand the range up to a H cup.

The brand had already gained its first lucrative stockist, even before attending Salon International, Lingerie Edit and Curve NY, indicating that it may be about to follow the same success story as Dirty Pretty Things (DPT), which has experienced five years of continuous growth since its launch in 2009.

But will other retailers follow suit in stocking fringe sizes that are in high demand from consumers? In an exclusive interview, DPT CEO and co-founder Claire Merry gives her verdict and takes us through Flirty's first collections.



“The plan was always to launch Flirty Pretty Things. I think, after five years of continuous growth at Dirty Pretty Things, it is time to launch a more accessible and commercial brand.”



Lingerie Insight: What inspired you to launch the diffusion range?

Claire Merry: The plan was always to launch Flirty Pretty Things from the get-go. It's something that came quite organically and I think, after five years of continuous growth at Dirty Pretty Things, it is time to launch a more accessible and commercial brand.

Lingerie Insight: Please describe the first lingerie collections from Flirty Pretty Things.

CM: We have a metallic gold collection which consists of a couple of rock 'n' roll pieces. Then we have a leopard print collection and a range of bras made with black and white mesh and hints of colour. So they're basics, but they are still fashionable, they are still cool and they are everyday pieces. We have knickers and thongs to go with everything and we also have Swarovski crystal knickers that say Flirty and Pretty on the back. It's a more accessible brand with a cheaper price point – lines retail from £5 up to £35.



Lingerie Insight: Who are Flirty Pretty Things' target customers?

CM: The branding for Flirty Pretty Things is quite young, it's quite fun and it's quite flirty, but it's not necessarily for young girls. My mum is 60 and she's gone for something bright with a leopard print after rifling through the range to see what she can have! We're doing a lot of un-padded bras and three-piece bras and they are so comfortable. I don't want to be launching a collection that isn't going to fit beautifully.

Lingerie Insight: How did you achieve that perfect fit?

CM: We have been working with a company called Inspire, which has been around for many, many years and they are specialists in this area. We've also tried bras on several different women – I've tried it on friends who are A cups, I've given bras to girlfriends to wear and just asked them to be completely and utterly honest with me about everything. My mum, who is an F

cup, has been wearing the bras – all of us are in the bras and knickers day in, day out so we can say "I've worn this a couple of times and it feels a bit uncomfortable, let's change that". We've been working on the brand for a good couple of years now and we know that it's absolutely right. I think that there's no point launching anything unless you feel confident about it.

Lingerie Insight: Have you recruited any new designers now that you have another brand in your portfolio?

CM: No, we haven't. But we have been working with Bok Goodall [Claudette designer and product developer] who has come in and helped me with the design and the fit. It has been really nice to get another idea of where to take the brand.

Lingerie Insight: The demand for larger-cup bras is quite high at the moment. Would you agree?

CM: It is, and the same goes for smaller back sizes. About seven of us, including

designers and interns, went on a trip into town about six months ago, with all our different boob and back sizes, and apart from in Bravissimo we really struggled to find what we were looking for. When we went into departments stores and asked for a 30G bra we were pointed towards flesh-coloured nursing-type bras. They might have been comfortable bras that you could wear under a t-shirt, but there was nothing that was sexy and nothing that was fun and fashionable. Flirty Pretty Things offers bras that go up to a big size and they are fashionable and they are supportive.

Lingerie Insight: Do you think more retailers will soon be willing to stock fringe sizes?

CM: I do hope so. The retailers have to take the punt in bringing in these sizes because I know there is a demand for them. People say to me that they can never find a smaller back in a bigger bra, but they don't buy from the people who make bras, like myself, so it's so

1
Sandie, from FPT's metallic gold collection.

2
Dirty Pretty Things launched its swimwear collection last year.

3-4
Rizzo Black and White, featuring neon hints.

5
Rizzo Hot Pink and Leopard.

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difficult. On the other hand, women with larger cup sizes might realise that they are not going to find much in certain department stores so they go straight to somewhere like Bravissimo. So it's a bit of a chicken and egg situation and it's a shame really because you'd like to think that the bigger stores would pick up those pieces. But, I will only know how the retailers buy once I have done my first season.

Lingerie Insight: *Dirty Pretty Things turns five this year. Have you got plans to mark the occasion?*

CM: We haven't yet. We've been so busy lately and we launched swim last year – I don't know what I'm doing to myself at the moment, I think I'm trying to give myself a nervous breakdown! No, we will do something. I think once we have launched Flirty and we've done all the shows we will celebrate. We'll have a party ahead of London Fashion Week as well.

Lingerie Insight: *How have you and your brand grown since then?*

CM: I've learned a great deal. I've come into the business and probably made every mistake I possibly can, but I've learned so much about manufacturing and production. I do all the design as well and I've learned what works, what doesn't work, how to rein certain things in that might be almost too fashionable in a sense, and I've just learned to make certain things more accessible. Every time I do a design I almost split my collection down the middle and think of something that's a little bit more bordering dirty and something a little bit more bordering pretty. That comes into my design ethos every season so that I'm not ruling anybody out.

Lingerie Insight: *Being a model entering a designer's world, did you have to fight off any preconceived perceptions that the brand might not take off?*

CM: I came into the industry and I didn't know anybody, including the buyers, but I wasn't really aware of



what was said or what might have been said to be honest with you, and I didn't make a big deal about the fact that I was modelling. I did the first lookbook and I would never do that now, but perhaps I had more confidence back then and it was fun. Anyway, we had a fabulous first season – we launched in Selfridges, Harvey Nichols and ASOS so whatever I did didn't harm the brand.

Lingerie Insight: *What has been your proudest moment so far?*

CM: I would say winning the Best New Designer award at the UK Lingerie Awards. That was a very proud moment. Also, with our first season it was very daunting to go out to the stores after investing so much time and money developing a collection so to be able to head straight into the best

department stores and to still be in there now – we still have a great relationship with Selfridges – I am very proud of that.

Lingerie Insight: *What are your plans for 2014 and beyond?*

CM: We are focussing on the launch of Flirty Pretty Things right now, but it would be nice to do collaborations with certain people. We will be dropping Flirty Pretty Things to ASOS exclusively – they will have the first drop a month before anybody else – so they'll be getting the collection in around the beginning of August. It's great because it's exactly where I wanted to place Flirty, it's exactly where I see Flirty being and ASOS is the best retailer to be launching with – the buyers are fantastic. It's a nice, positive start. ♣

6

Rizzo Hot Pink and Leopard Body. The FPT collection gives a nod to DPT's earlier collections.

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Products & trends

A preview of the AW14 collections set to be exhibited at Moda, plus lingerie people about town

Object of *desire*

» STAR CUP BY RITRATTI MILANO

This bra, with its contemporary design, can be worn under any neckline, thanks to the minimum coverage and maximum support it provides. The silicone cups are a technological innovation that adjust to the breasts without leaving marks, and the underwire is joined in the middle by a flexible construction that follows a woman's curves. But the bra isn't designed solely for functionality; its polka-dot-printed silk fabric with satin profiles and contrasting Leavers lace give it that star quality.

RRP: TBA

Sales contact: umberto@amatostudio.com



A recipe for success: saving the high street

IN ITS 6TH CONSUMER REVIEW, DELOITTE EXPLAINS THAT IF THE HIGH STREET IS TO SURVIVE IT WILL HAVE TO PLAY A VERY DIFFERENT ROLE, OFFERING SHOPPING EXPERIENCES THAT CANNOT BE REPLICATED ONLINE. HERE, WE ROUND-UP THE FIRM'S FINDINGS ON CONSUMERS' ATTITUDES TOWARDS THE FUTURE OF THE HIGH STREET

The high street remains a key destination for many consumers, and will continue to be an important place where innovative, consumer-focused businesses will grow and thrive. That's what Deloitte found when collaborating the sixth edition of its Consumer Review.

The study revealed that 61% of UK shoppers are satisfied with their local high street, while 50% of consumers still shop for clothing, footwear and accessories on the high street, compared to 41% of consumers who shop for these products online. The review was carried out on 1,223 consumers aged 18 years and older.

Deloitte does not dispute that the high street is facing unprecedented challenges, from the combined threat of online shopping and the oversupply

of shops across the country, to the fragmented ownership of the high street and the reduced spending power of the squeezed consumer. However, it believes that growth opportunities exist.

But, if the UK high street is to survive, it will need to play a very different role, says Deloitte, one that is better adapted to the new retail landscape and more focused on offering convenience and experiences that cannot be replicated online.

Businesses that use the power of digital technologies in-store and bring the best of shopping online to the high street will lead the regeneration, says Nigel Wixcey, lead partner for Consumer Business at Deloitte.

"This structural transformation is being driven by digital disruption, economic challenges and changing consumer habits. As a result, the

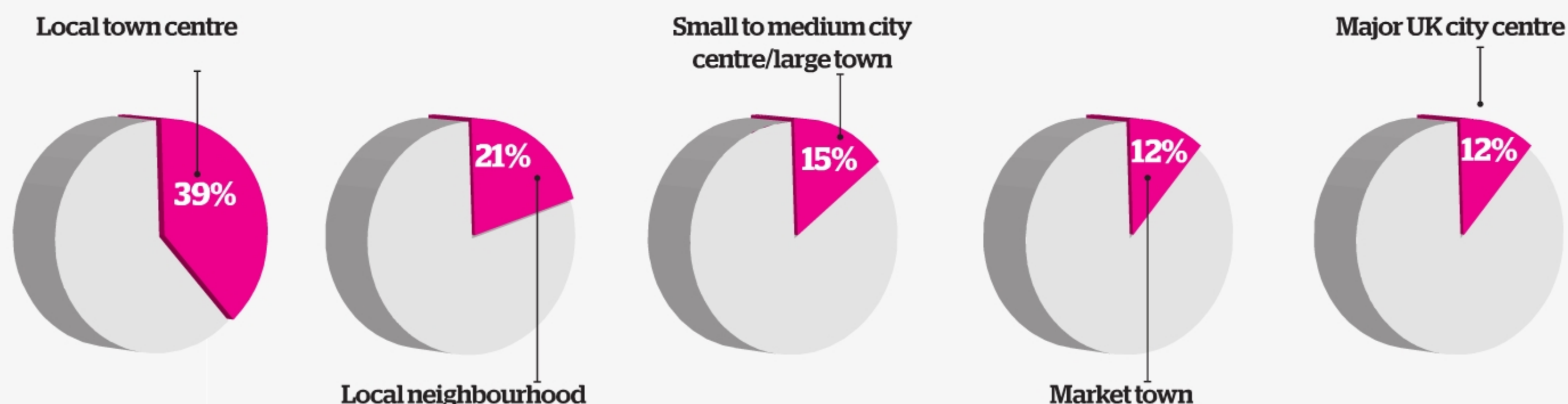
high street is becoming more than just a place to do routine shopping, it is being transformed into a destination to experience and socialise," adds Wixcey.

"Consumers will continue to visit their local high street for its convenience and because it offers social experiences that are not replicated elsewhere."

Deloitte's Consumer Review – highlights of which are published over the following pages – discusses the regeneration of the high street as it contends with cyclical and structural pressures, and considers how local businesses and communities can help manage the high street. Finally, it considers how high-street businesses can adopt digital technologies and integrate their online strategy not only to become omnichannel, but also to attract and retain customers.

ABOUT THE RESPONDENTS

Consumers were asked: Which of the following best describes where your local high street is located?



87%

Proximity to their local high street stores continues to be the number one reason why consumers choose to visit it so frequently. Deloitte's research shows that 87% of consumers live within a five-mile radius of their high street. It also found that 38% of consumers visit their local high street several times a week, if not daily, while 44% visit their high street several times a month.

The migration of consumers towards out-of-town parks and shopping centres has been mainly driven by value, convenience and choice, indicating that lingerie retailers may need to increase their fringe size availability and product offering.

THE RISE OF THE CONVENIENCE FORMAT

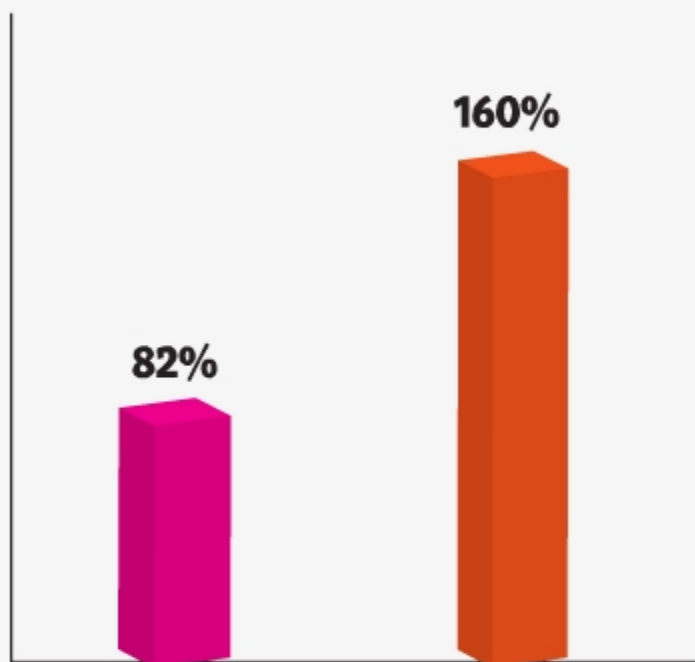
The high street's unique selling point remains its convenience - consumers want certainty of product availability, they like immediacy and they like it to be local. Changes in consumer habits have driven a return to smaller and more frequent shopping trips. As a result, there has been a renewed interest in the convenience format, says Deloitte. Supermarkets like Sainsbury's and Asda are joining the convenience-store bandwagon as retail chains go smaller.

So what can lingerie retailers do to compete in the growing convenience market?

- Adapt your store offering in terms of stock and layout
- Empower in-store staff to deliver a better customer experience through the use of digital technologies, including providing real-time access to product information and inventory, and offering alternatives to access the product
- Support local businesses by giving access to a physical distribution point, either via pop-up concessions or stocking product in store



SPATIAL AWARENESS



■ The percentage of online enterprises which viewed pop-up shops as crucial to their long-term success

■ Triumph's west end pop-up shop, which opened in September, was 160% up on sales targets in December, a month before it closed

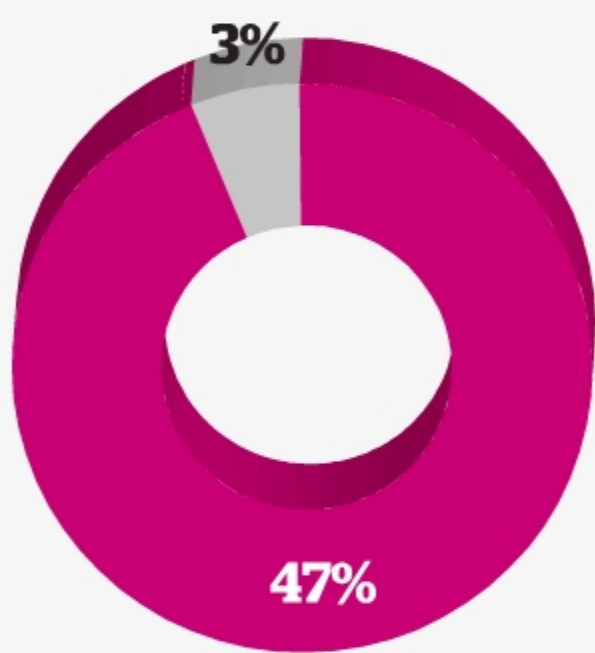
The high-street space will need to be reconfigured in a more efficient way, says Deloitte. As high-street retail space shrinks, new layouts and store configurations need to be introduced. Existing shop space will become more like a 'business unit' space and be opened for other uses. For example, 'click and collect' areas will become more popular as retailers seek to use their floor space more efficiently and cut overheads. Already, there has been some positive attempt to review the regulatory environment for town centres, especially regarding planning laws and licensing powers. For example, some local authorities have used existing planning laws to create pop-up shops, which respond to the need for more experimental initiatives on the high street.



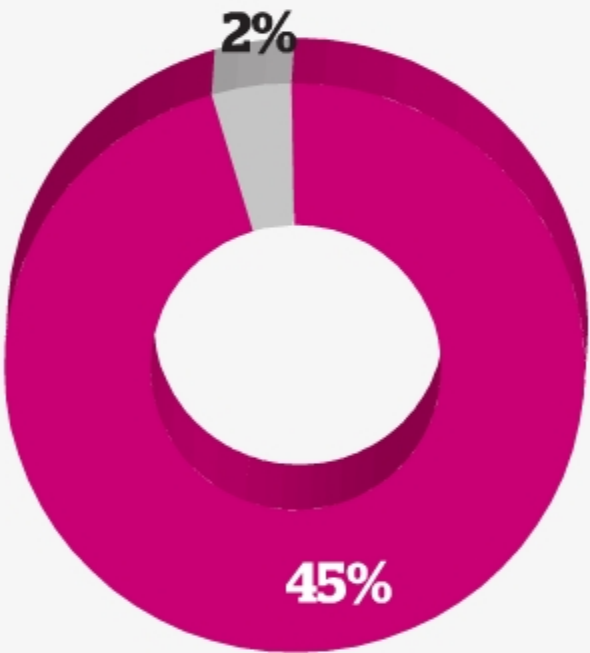
EMPOWERING LOCAL CONSUMERS TO SHAPE THEIR HIGH STREETS

Deloitte also notes in its report that more local community involvement in planning is attracting a lot of interest. The company's research shows that 73% of consumers believe that the consumers themselves should decide what shops and services should be available on the high street. Many high-street configurations are not aligned to their local demand, says Deloitte, and tend to be based on landlords filling their properties regardless of the existing business mix in the area. Consumers need to be brought back to the heart of every proposition in the high street, the report adds.

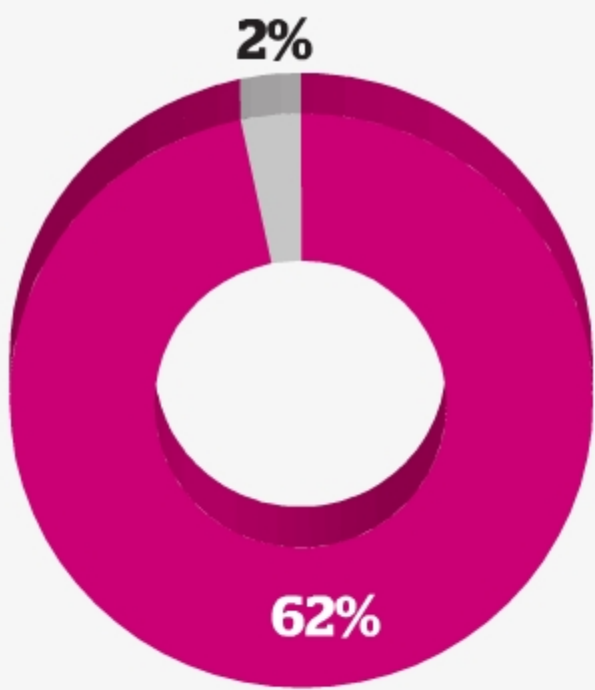
Consumers were asked: If you could have your say on what goes into your high street, which of the following would you want to see more or less of?
[Pink indicates more, grey indicates less]



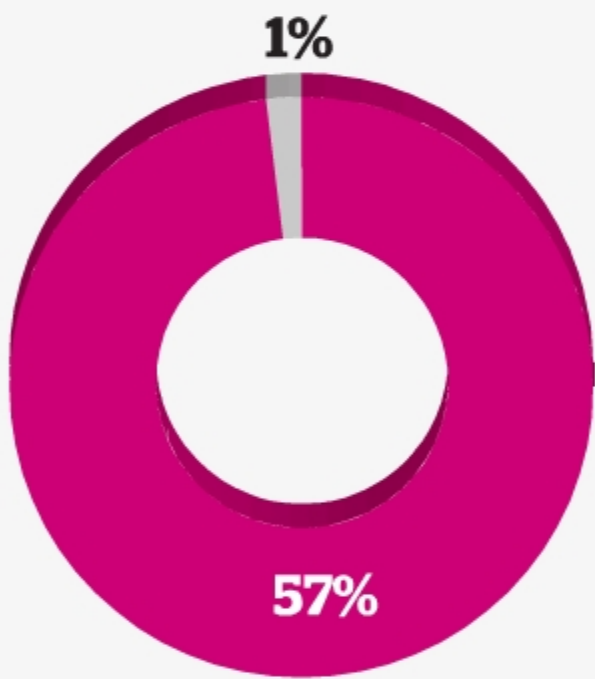
Clothing/footwear/accessories shops



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Free parking



Independent stores



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CONSUMERS' ATTITUDES TOWARDS THE FUTURE OF THE HIGH STREET

52%

THE PERCENTAGE OF CONSUMERS WHO
WANT TO BE INVOLVED IN HELPING TO
DECIDE WHAT STORES GO INTO THEIR
LOCAL HIGH STREET

36%

THE PERCENTAGE OF CONSUMERS
WHO WOULD LIKE TO COLLECT
SMALL GOODS, WHICH THEY HAVE
ORDERED ONLINE, FROM A DEDICATED
COLLECTION POINT

14%

THE PERCENTAGE OF CONSUMERS WHO
BELIEVE THAT PART OF THEIR LOCAL
HIGH STREET SHOULD BE CONVERTED
INTO RESIDENTIAL HOMES

42%

THE PERCENTAGE OF CONSUMERS WHO
BELIEVE THAT THERE SHOULD BE MORE
SERVICES FOR THE DISABLED ON THEIR
HIGH STREET

59%

THE PERCENTAGE OF CONSUMERS
WHO BUY CLOTHING, FOOTWEAR AND
ACCESSORIES IN STORE

THE DIGITAL HIGH STREET

Deloitte's research shows that consumers who use their mobile phone while shopping spend 61% more than those who don't, a sign that the digital and physical worlds are slowly starting to integrate and that the store has a role to play in an increasingly "omnichannel" environment. Some retailers have started to use technology in store to give customers access to their online platforms, while some pure online retailers are recognising the potential of having a physical presence and have started to open stores on the high street. A good example of online retail merging with the physical space is the introduction of Amazon's collection of lockers, which allow people to collect orders without waiting for home delivery, says Deloitte. Online luxury fashion retailer Net-a-Porter also launched several one-off pop-up graphic stores called The Window Shop, which allow customers to shop using augmented reality from the windows of the store.

So what should retail businesses do to keep up with this trend?

- Identify new profit pools and reinvent the role of the store as a part of a wider omnichannel
- Develop and invest in new revenue sources such as added in-store services
- Integrate online and offline so there is consistency across all channels
- Incorporate insight about shopper behaviour from all channels to create a more tailored and personalised experience
- Invest in enterprise-inventory capabilities to allow stock to be accessed across all channels to offer consumers better fulfilment options





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Moda. preview

WE PICK OUT THE HIGHLIGHTS
FROM THE BIRMINGHAM
LINGERIE EXPO, WHICH TAKES
PLACE THIS MONTH

Amoena

STAND NUMBER: C17

About: Post surgery brand Amoena is focusing on rich berry shades for AW14, in a range designed to support women throughout their day. The best-selling Lara smooth t-shirt bra gets a makeover for the new season in blackberry satin, while the Seduction collection sets a sultry mood with floral jacquard and lace bras, briefs and bodies in red and plum. New to Moda this year is Amoena's latest range of leisurewear, which offers pieces in softly draping, easy-care jersey.

RRP: £22 - £68

Sales contact: 0845 072 4024



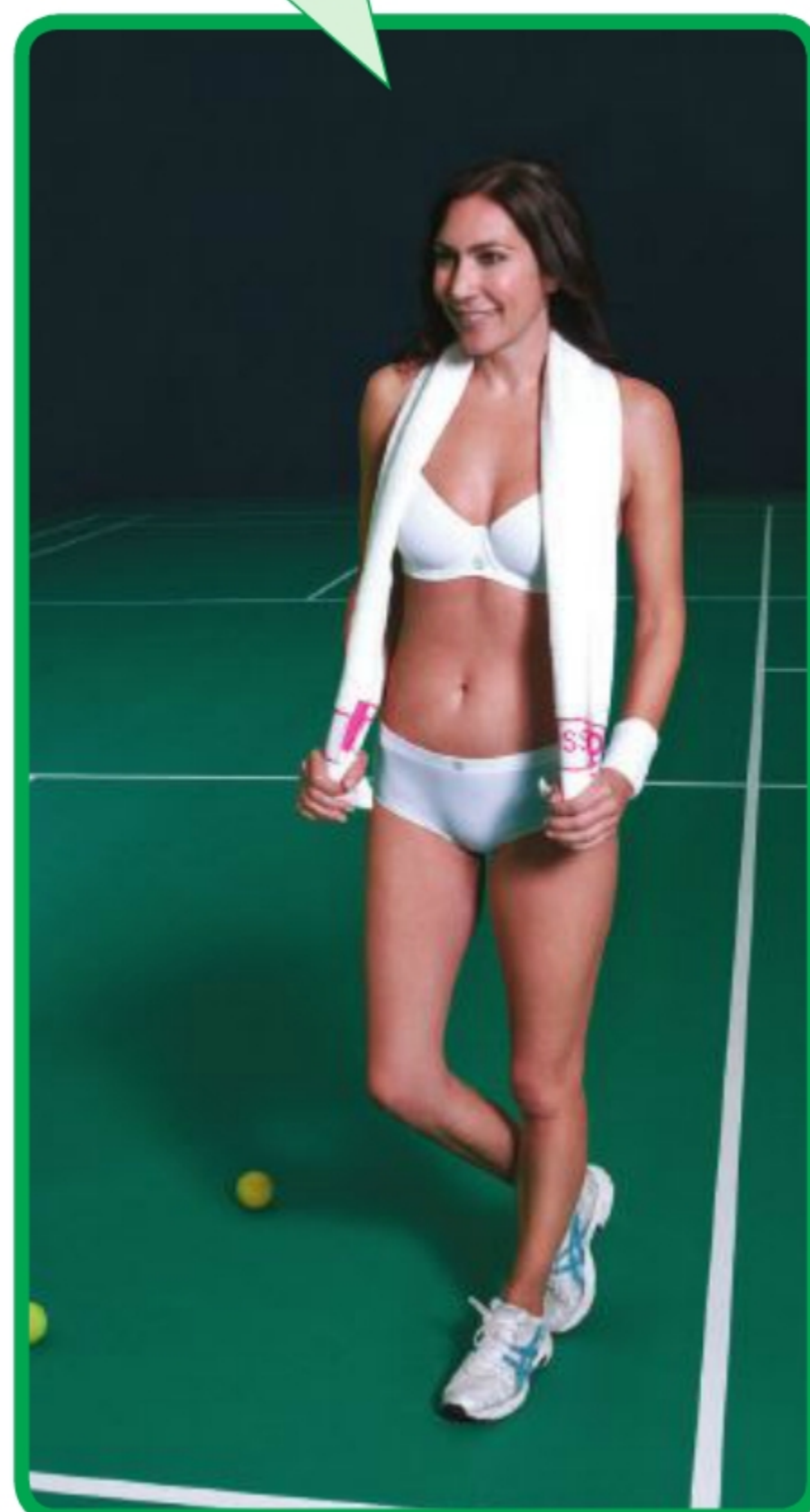
Berlei

STAND NUMBER: B12

About: This year, alongside its best-selling sportswear collections, Berlei is introducing a new range called Fresher, which features Lycra Fresher FX technology to provide a cooling fabric with moisture-wicking properties. The brand will also unveil the Podium bra, which was developed in collaboration with the England Hockey team. This bra features Wincool fabric and a removable heart rate sensor.

RRP: TBA

Sales contact: customer.services@berlei.com



Avanua

STAND NUMBER: A15

About: Polish brand Avanua will debut 22 new lines at Moda, including glamorous lingerie and nightwear that range in size up to an XXXL. All stock is held for immediate delivery, with no minimum order quantities.

RRP: £14.99 - £34.99

Sales contact: Gareth Laycock, 0845 094 6603



Bestform Lingerie**STAND NUMBER: D10**

About: New for AW14, large-cup label Bestform Lingerie is introducing the Tessalia collection featuring a balconette bra and matching briefs made with jacquard fabric and smooth floral lace. The range is available in garnet red and black.

RRP: £13.30 - £31**Sales contact:** Karen. Crawford@fotlinc.com**Boutique Swim****STAND NUMBER: C11**

About: Boutique Swim returns to moda with its summer collection of bikinis, kaftans and beach cover-ups. Swimwear is available in underwire, triangle, moulded cup and bandeau pieces.

RRP: From £5.95**Sales contact:** sales@continentaltextiles.co.uk, 0161 864 6040**Charmline****STAND NUMBER: D30**

About: Charmline, the brand that promises to help wearers look one size slimmer, will display a collection of swimsuits and cover-ups featuring animal and ethnic prints and cheerful summer designs.

RRP: £79.00 - £99.00**Sales contact:** Maryan Beachwear Group**Bjorn Borg****STAND NUMBER: D60**

About: Swedish underwear brand Bjorn Borg is introducing digital prints to its AW14 collection, along with bold colours. Stand-out pieces for AW14 include a crossed lace mesh bra set and colour blocked 'Long Johns'.

RRP: £20-£35**Sales contact:** info@bjornborg.com**Cleo by Panache****STAND NUMBER: C21**

About: Both Cleo and Cleo Swim AW14 collections mix florals and geometrics, creating modern, yet fresh looks. Print and pattern combinations, oversized bow details, embroideries and glitter trims all feature in the Cleo by Panache range, while Cleo Swim features subtle frills, buttons and scallops, which add a hint of kitsch. AW14 also sees the introduction of new sizes for the Cleo by Panache collection, with many key styles now starting from B and C cups.

RRP: Cleo: £4.55 - £16.10, Swim: £6.70 - £18.75**Sales contact:** Eleanor Patterson, 0114 2300380



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New Nightwear Collections For 2014

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Cyberjammies**STAND NUMBER: A36**

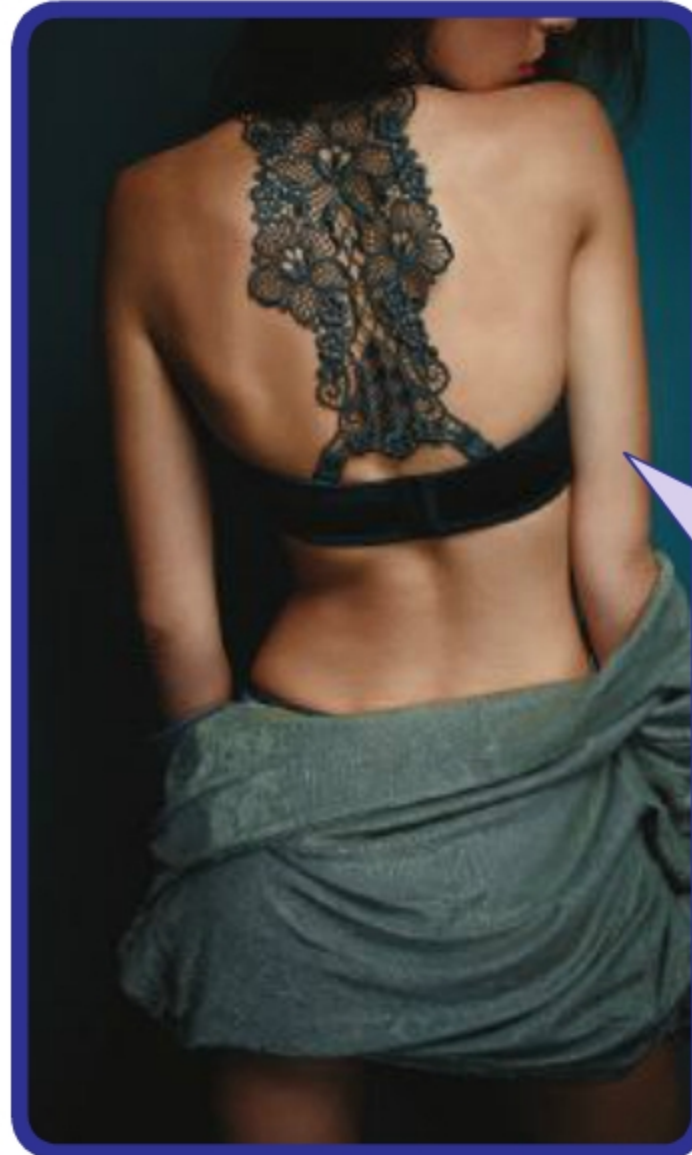
About: The trend for extra cosy, brushed and supersoft fabrics continues for Cyberjammies in AW14. The brand will introduce velour towelling robes and a mixture of fleece robes and novelty sleepwear.

RRP: £16 - £50**Sales contact:** Mark Tweed, 0800 1699 755**Dominique****STAND NUMBER: TBA**

About: Dominique has added an I cup to its popular Maxine bra line. The garment is now the only smooth cup bra to go up to that size and support the trend of the increasing bust size within the UK, according to the brand.

Wholesale price: £12 - £34**Sales contact:** Debbie Palman, 020 8908 2690**Elila****STAND NUMBER: TBA**

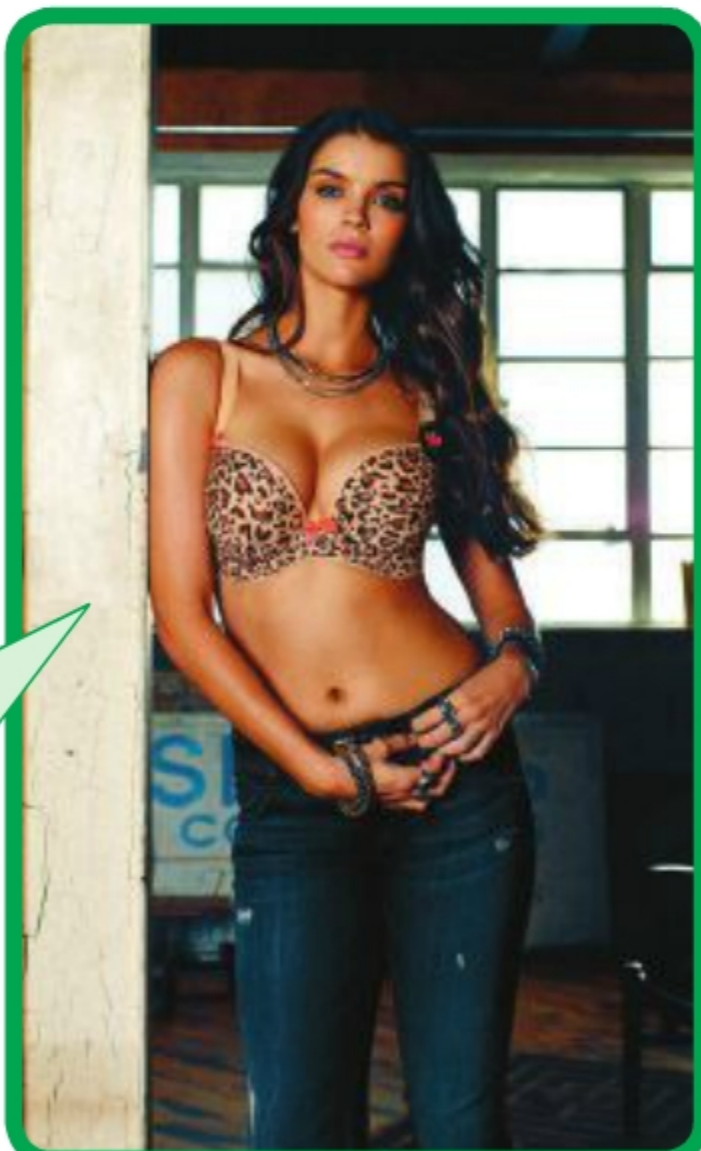
About: Elila is looking forward to launching its new Jungle collection of intimates. Specifically designed for full-figured women, the line has been created using a leopard jacquard fabric.

Wholesale price: £9 - £36**Sales contact:** Debbie Palman, 020 8908 2690**Empriente****STAND NUMBER: A36**

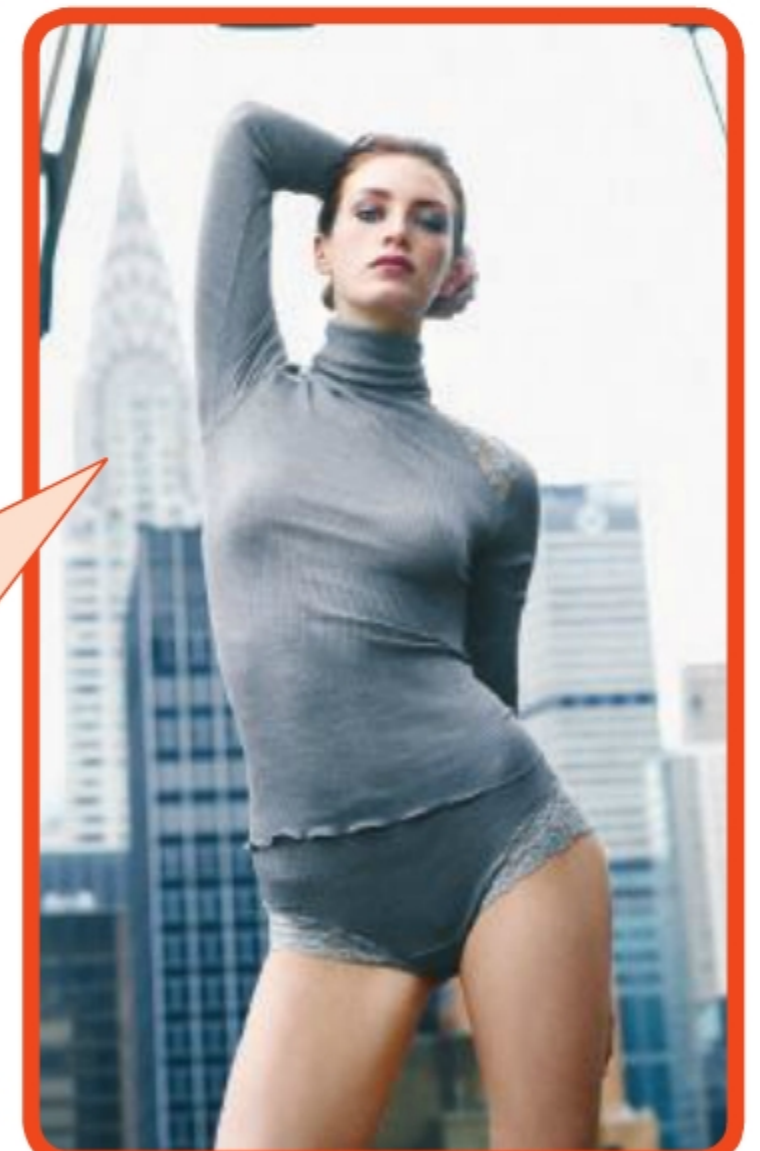
About: Empriente will introduce three new ranges to Moda this season. Misa is inspired by Art Nouveau and features delicate embroidered lingerie with decorative floral motifs, while the Marlène collection takes influence from Charleston styling, with eyelash lace, voile-style mesh tulle and matt and shiny contrasts. Mary is a contemporary style influenced by urban styling. It features microfiber knit fabric and embroidery with a ribbon design and bow detail.

RRP: £16 - £50**Sales contact:** 00800 2929 2727**Freya Lingerie****STAND NUMBER: C30**

About: The new season sees the launch of Deco Rebel. This seam-free moulded plunge bra features a classic leopard print, styled with on-trend neon accents and bow finishes.

RRP: Bra, £34, Brief: £11.50**Sales contact:** Margaret Lythgoe, 01536 760 282**Hanro****STAND NUMBER: D30**

About: The styles from Hanro's AW14 range were inspired by the clear silhouettes and geometric architecture of New York's skyline. The collection mixes geometric embroidery and contrasting lace with luxury fabrics, including wool, cashmere and viscose.

RRP: £55 (Met maxi brief) - £138 (Turtle neck shirt)**Sales contact:** Sophie Charlesworth, slc@intimateslingerie.co.uk

Huit

STAND NUMBER: C30

About: Wacoal Eveden will introduce Nouvel Emoi to the Huit range this season. The one-piece features deep-cut lace cups and panelling which contour the wearer's figure, as the scoop back and single tie complete the look.

RRP: TBA

Sales contact: Margaret Lythgoe, 01536 760 282



Irall

STAND NUMBER: A15

About: Polish brand Irall returns to Moda this season with a range of erotic lingerie and nightwear. New lines making their debut at the trade show will be 'Eden', 'Lexi' and 'Perla'. Alterego is the UK distributor for this brand.

RRP: £14.99 - £54.99

Sales contact: Gareth Laycock, 0845 094 6603



Leg Avenue

STAND NUMBER: D48

About: Hosiery and lingerie brand Leg Avenue will present its Vintage, Queen Size and bridal collections at Moda this season.

RRP: €20 (£16) - €39 (£32)

Sales contact: sales@legavenueeurope.com



Lepel

STAND NUMBER: D12

About: The Lepel Autumn Winter 2014 Collection draws inspiration from Russia and dark fairy tale themes. Centred around the Russian-inspired Babushka print, the colour palette features opulent reds and vivid blues balanced with soft, dusky pink tones.

RRP: £22 - £26

Sales contact: 0115 983 6000



Lidea

STAND NUMBER: D30

About: Fashion meets function - that's the slogan for Lidea's latest collection of swimwear, which features triangle and bandeau shapes. Nautical, animal and mosaic prints feature alongside solid colours.

RRP: £69.00 - £99.00

Sales contact: Maryan Beachwear Group



Lise Charmel

STAND NUMBER: C39

About: Details of the Lise Charmel Group's AW14 are under wraps for now, but the company will also showcase its SS14 collections from its five brands Lise Charmel, Eprise, Epure, Antinea and Antigél at the tradeshow. The ranges are all inspired by nature.

RRP: £48 - £125

Sales contact: Camille Rose, +33 437 501 692



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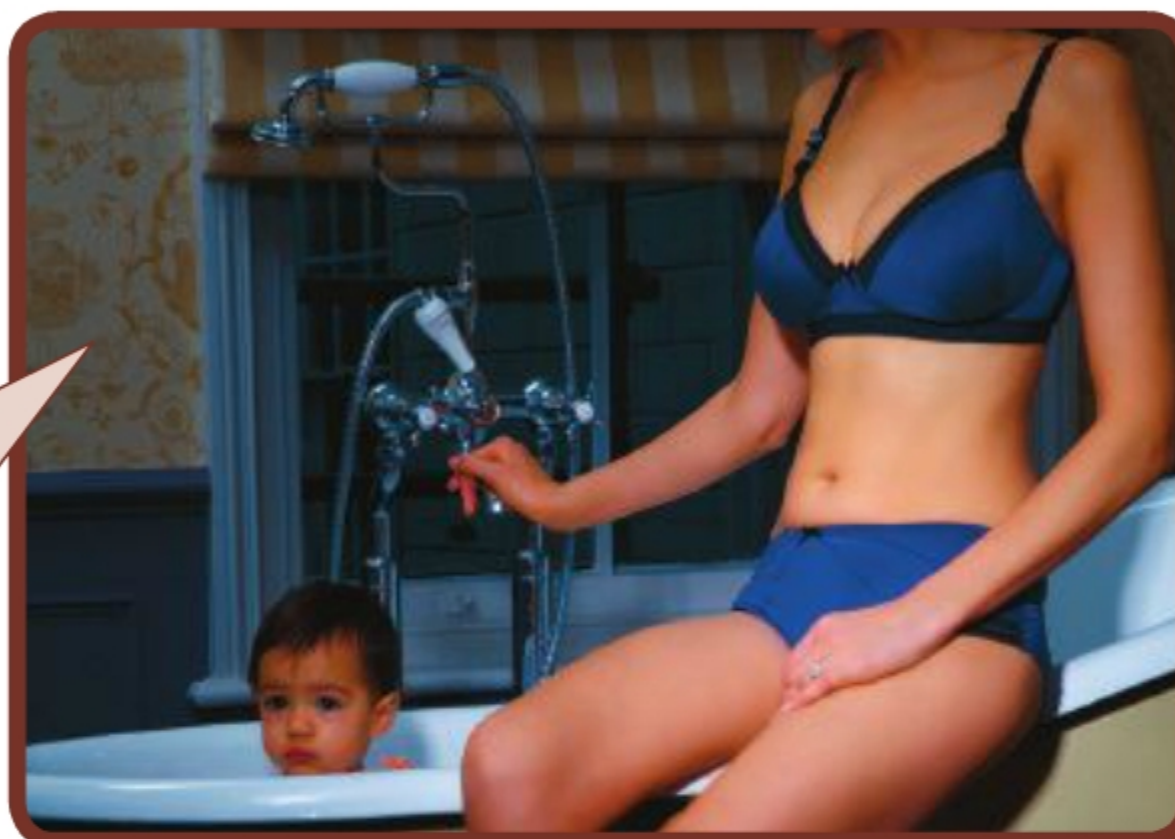
Lorna Drew

STAND NUMBER: A26

About: The new autumn and winter ranges from Lorna Drew have been inspired by the new addition to the Great British monarchy. The Catherine collection reflects the decadence of the Georgian style in honour of Prince George, while the Sleek and Smooth collection is inspired by the elegant appeal of the Duchess herself. The colour palette includes navy, red, and sparkling champagne tones.

RRP: £16 - £35

Sales contact: 07976 902 198



Maryan Mehlhorn

STAND NUMBER: D30

About: The Maryan Mehlhorn AW14 collection includes high-fashion items featuring unique shapes and cuts, provocative prints and bold, solid colours. Stand-out styles include a royal blue bikini edged in scalloped fabric, and a hot pink tunic with back and shoulder cut-outs.

RRP: £129.00 - £189.00

Sales contact: Maryan Beachwear Group

Loungeable

STAND NUMBER: C11

About: The Loungeable AW14 collection builds upon popular styles of previous seasons and includes onesies, separates and the brand's renowned soft, coral fleece robes. Seasonal tartans and checks will feature, as well as luxurious materials, such as satin and cashmere-touch fabric.

RRP: From £6.60

Sales contact: sales@continentaltextiles.co.uk, 0161 864 6040



Maidenform

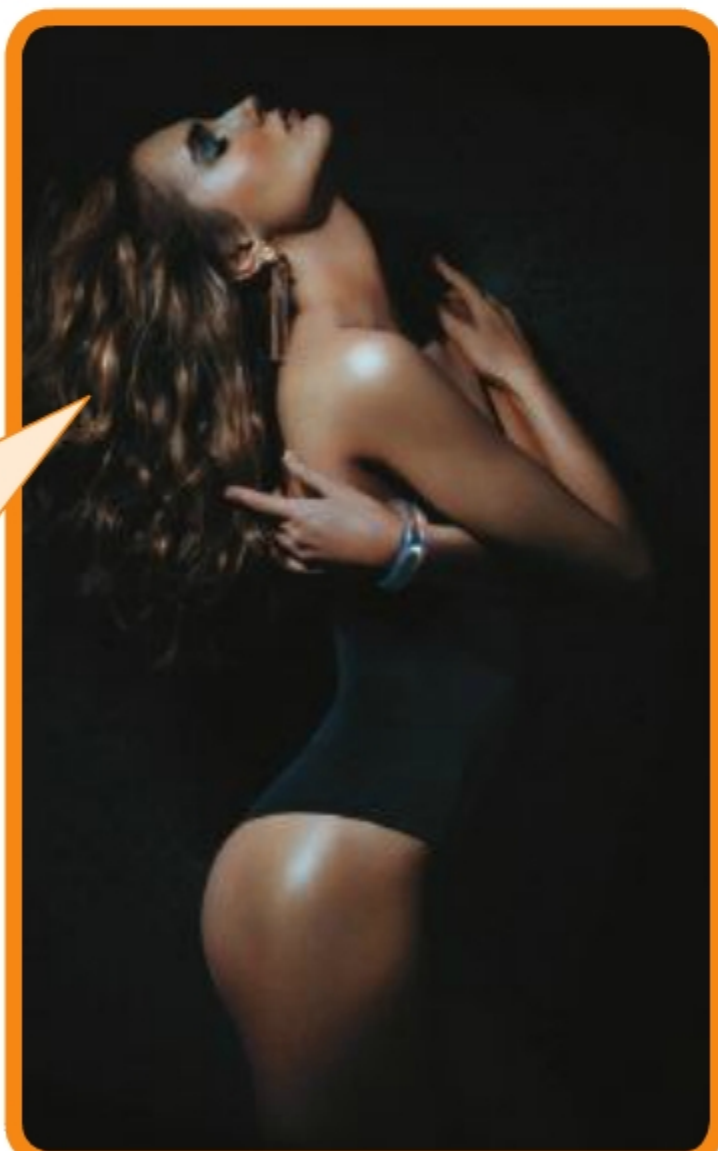
STAND NUMBER: C31

About: Maidenform will introduce its new collection of Power Slimmers to buyers at Moda this season. The range is inspired by super-heroes and features elastane fibres, smart yarns and mesh inserts to slim and support the body.

RRP: £34 - £38

Stand number: C31

Sales contact: Jane Denereaz, 07889 181587



Naomi and Nicole

STAND NUMBER: B14

About: New for 2014 is a soft and smooth collection made with a breathable fabric. The seams are strategically placed to provide a smooth finish while offering firm control and shaping.

RRP: £22 - £32

Sales contact: Chris and Katie Eve, info@patriciaeve.co.uk



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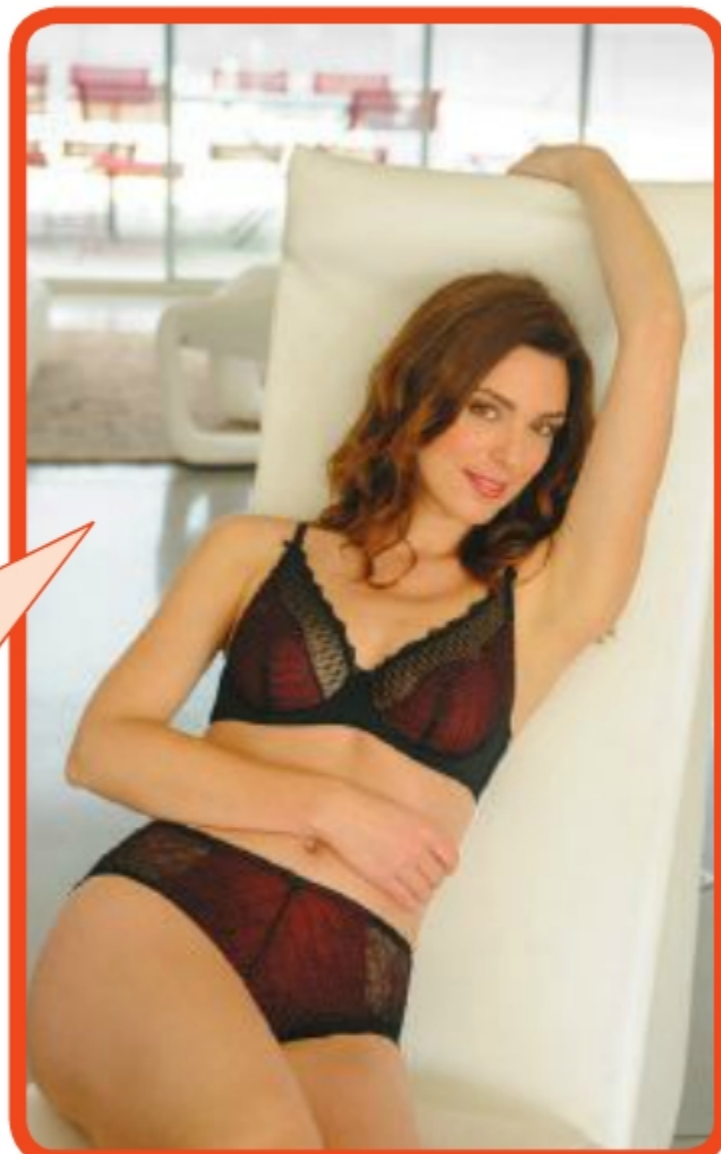
Naturana

STAND NUMBER: C12

About: Naturana has created an extensive selection of lingerie offering comfort, support and style for women at every stage of their lives. The latest collection ranges from new fashion-focussed, fuller figured lingerie, to the ever-popular minimiser selection and new high-fashion maternity styles.

RRP: £16.50 - £23.50

Sales contact: Tom Kavanagh, 01543 414 441



Oroblu

STAND NUMBER: A7

About: Italian hosiery brand Oroblu will bring to the show a range of legwear in soft, natural fibres and autumnal colours. The range features winter floral prints, Nordic motifs, and polka dot patterns, along with quality basics.

RRP: TBA

Sales contact: Alicia Holden, 0208 537 0011



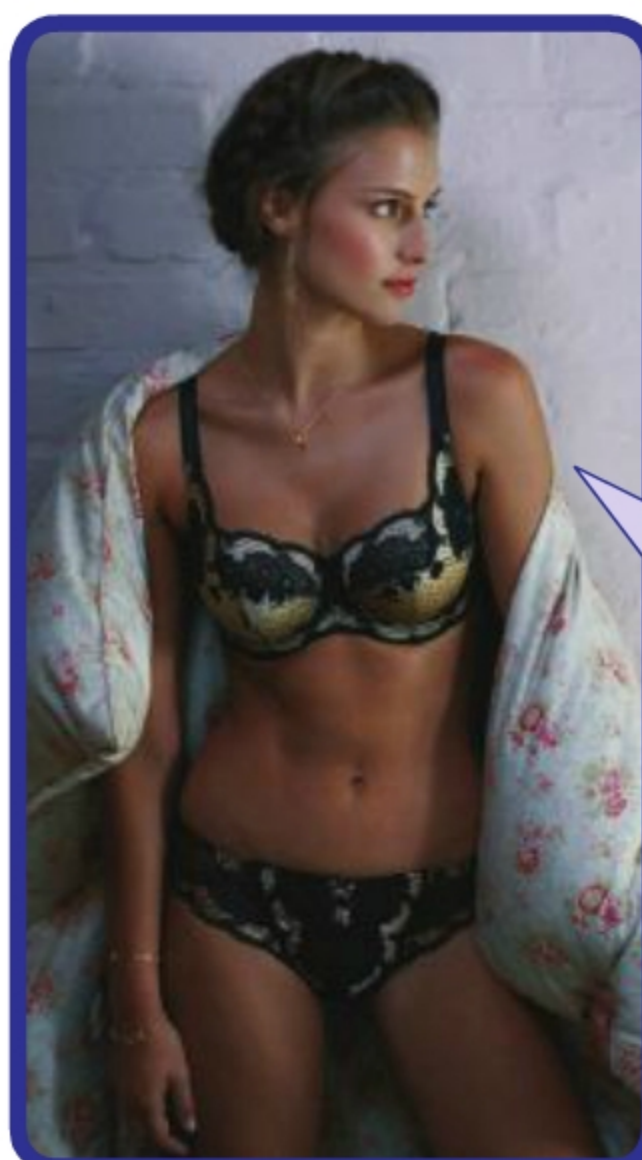
Pill

STAND NUMBER: C15

About: Pill brings a collection that focuses on gentle colours and cosy fabrics. Graphic designs feature checks and liberty flowers and are presented in midnight blue and grey shades. Sizes range from 10 to 28, but some styles range up to a size 36.

RRP: TBA

Sales contact: David Lyons, 07860 265389



Panache

STAND NUMBER: C21

About: Panache returns with a number of new launches this season. Panache Sport will introduce a non-wired sports bra for lower-impact activities, along with Capri pants in a new multi-coloured geometric colourway. New to Panache Swim is Marina, a swimsuit, bandeau and fold pant shape in a deep sapphire colourway, and Annalise, which uses a moulded cup, achieving a 50s feel. Panache lingerie, meanwhile, reintroduces its Porcelain Viva, Floris, Porcelain Idina and Clara styles in new fashion colours.

RRP: Sport: £6.25 - £25, Swim: £7.50 - £31.25, Lingerie: £6.80 - £23.65

Sales contact: Eleanor Patterson, 0114 2300 380

Princesse Tam Tam

STAND NUMBER: B48

About: French lingerie, sportswear and nightwear label Princesse Tam Tam will offer fashionable and flattering styles that appeal to the modern woman this season. Think aqua blues, delicate pastels and sculpted styling with architectural high-waisted briefs and signature bandeau bras.

RRP: Up to £120

Sales contact: lucy@pbras.co.uk



Royce

STAND NUMBER: A30

About: Royce Lingerie has added four new wire-free bras to its collection for 2014. Antoinette is a sultry and sexy pleated bra with extravagant lace trims and matching briefs; Maisie, in mulberry, has a satin cuff trim and Olivia is a simple but stylish white bra. Each of these styles comes complete with a cotton lining, which can be used to hold a prosthesis if required.

RRPs: £16 - £32

Sales Contact: Mandy Cowlin on 01295 265557



Roza**STAND NUMBER: A15**

About: Alterego's best-selling brand will launch two new collections at Moda: Diti, a brief and hold-ups set with multifunctional strap solutions, and Fifi, a range of push-up and soft bras, briefs and suspenders in white or black. Roza will also launch an antique gift box at the trade show.

RRP: £9.99 - £29.99**Sales contact:** Gareth Laycock, 0845 094 6603**Tutti Rouge****STAND NUMBER: TBA**

About: Carpe Diem, the AW14 range from Tutti Rouge is inspired by Victoriana. The line mixes a deep colour palette with gemstone shades.

RRP: £26 - £35, coordinates: £9.50 - £17.50.**Sales contact:** sales@tutrirouge.com**Sculptresse by Panache****STAND NUMBER: C21**

About: Large-cup label Sculptresse by Panache celebrates happy times with a "Confetti Camouflage" theme for its AW14 collection. The range mixes a bright colour palette of navy blue, strawberry red and shocking pink with jumbled prints.

RRP: £8.20 - £23.65**Sales contact:** Eleanor Patterson, 0114 230 0380**Silhouette****STAND NUMBER: B16**

About: Silhouette is offering a range of La Chica teen bras in black for AW14. The line consists of six styles, which are made in cotton or microfibre. Bra sizes range from a AAA to a JJ.

RRP: From £10**Contact:** 0161 445 5863**Slenderella****STAND NUMBER: B60**

About: Slenderella will be exhibiting new and exclusive, contemporary and classic sleepwear collections in cotton rich and pure cotton fabrics. The brand will also launch its new range of loungewear in the latest fashion colours.

RRP: £18 - £30**Sales contact:** 01773 822340**Vanilla Night****STAND NUMBER: A1**

About: This Polish nightwear brand will bring soft and warm cotton pyjamas to Moda this year, along with chemises and dressing gowns finished with fine laces, flounces, ruffles and ribbons.

RRP: £45 - £65**Sales contact:** Michael Meredith, michaelmeredith.uk@sky.com

Social Lite

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



1
A model showcases designs by students at the The Hong Kong Polytechnic University show, during Hong Kong Fashion Week.

Credit: Getty.

2
Curvy Kate holds a lingerie giveaway event and offers free fittings at Debenhams.

3
Models present underwear creations during the press preview of Salon International de la Lingerie. Credit: Getty.

4
A lingerie show is held at the European Fashion Award FASH 2014 in Berlin, Germany. Credit: Getty.

5
Chocolate-inspired lingerie appears on the runway during Salon Du Chocolat 2014 in Seoul, South Korea. Credit: Getty.



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Booth: D48

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