

REVEALED

**INTIMATELY
YOURS**

A SOURCE OF LOVE,
LINGERIE + PASSION

SUMMER 2019



EUROVET
AMERICAS



FOREWORD

REVEALED, THE NEW MAGAZINE CREATED BY CURVE TO:

REVEAL the ins and outs of the ever-changing intimate apparel industry. **UNCOVER** the desires of the consumer. **DISCOVER** new innovations in design, trend and production. **SHOW OFF** the improvements of inclusivity in the industry. **TEACH** the importance of the perfect fitting bra. **ELEVATE** key intimate apparel brands and retailers driving the industry. **CELEBRATE** the beauty of intimate apparel in all forms. **WATCH** the up-and-coming brands that provide innovative products. **PROVOKE** thought in a world that's changing and evolving. **LEAD** the industry by providing information relevant for all. And finally, **SHARE** with you our **PASSION**, for **LINGERIE, FASHION, and DESIGN!**

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The Evolution of Bra Shopping Report

— your single source for consumer insights on the U.S. bra market.

Learn more. Contact Michelle Criss at michelle.criss@npd.com or 516-625-6118.

INCLUSIVENESS + INTIMATES

Plunkett Research estimates that 68% of women in the U.S. are above a size 14. Inclusive sizing is a crucial focus point that needs to be examined throughout the fashion industry. It's time to reevaluate the term 'plus-size,' because so many women are falling into this size category. If the market has such a high demand for beautiful products in larger size ranges, then it's the industry's job to meet these consumer needs. Specifically, in regards to intimate apparel, it's important to celebrate the brands working towards producing products in wider size ranges, adding design and style to these pieces no matter the size, and marketing their brands as inclusive to all.

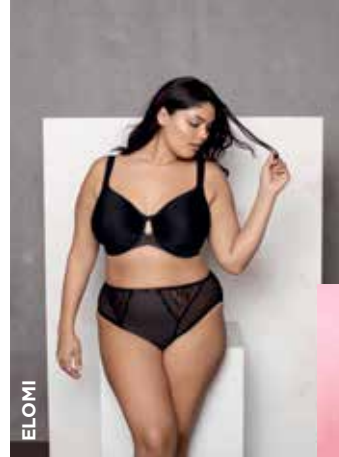
Intimate apparel is perhaps the most crucial segment of fashion that can drive the inclusive and the body-confidence movement. Why? Intimate apparel is not typically shown outwardly, but can provide the wearer with a base of confidence and comfort for the day. Inclusive brands have adjusted their sizing to suit a wider range of body types, with sizes on the market ranging from bands 28-44+, cups A-K and sizes XS-4XL. It's important to offer a larger amount of sizing options, but still maintain impeccable construction and fit. Intimate apparel brands can contribute in pushing forward the message of inclusivity in intimates, as aligned with ready-to-wear and direct-to-consumer companies, but excel

based on their competencies of specific fit and design knowledge.

There is no better fashion category than intimates to define sexiness and femininity. It is the this industry that can alter the messages about the definition and portrayal of true beauty. Beauty radiates from every person, regardless of their size, race, gender, or sexuality. Through lingerie and portrayal of their products on real women, through marketing, social media, and digital exposure, the movement works towards encouraging self-confidence and inner beauty.

The Intimate Apparel industry has typically been very uniform in their advertising efforts—typically using a 'standard model' for editorials. We must make it our mission to not only offer products for curvier body shapes, but to display these offerings on real women. Representation is key. There have been great strides in the industry, in marketing different sizes and races in campaigns, in addition to minimal retouching. We salute brands making these strides and encourage others to look to them for inspiration to be truly impactful brands for all women.

GODDESS



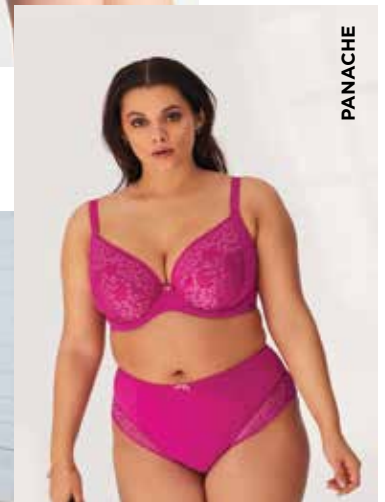
ELOMI



MINA STORM



YUMMIE



PANACHE



PARFAIT

INTIMATE APPAREL MARKET TRENDS AND STRATEGIES FROM THE NPD GROUP

*During the February 2019 **CURVENEWYORK** show, Todd Mick, Executive Director, and Kristen Classi-Zummo, Manager, Market Insights for The NPD Group's fashion apparel business shared these valuable insights into today's changing consumer and the intimate apparel market.*

The share-stealing game in today's mature intimate apparel market is being driven by new brands entering the space. The total intimates market grew 1 percent due to growth in the sports bra (+6 percent) and shapewear (+15 percent) categories. Non-sport bras hold the majority of the intimate market share, followed by panties, sports bras, shapewear and daywear. This information helps brands and retailers assess the competition and develop competitive strategies.

Intimate apparel brands and retailers can explore at least four approaches to success in the market - retail and product innovations, values and community, ecommerce excellence and direct-to-consumer, and merchandising and in-store excellence. Focus can be placed on one or all of these. But, by focusing on one area, the path to success is direct and can attract a specific type of consumer, whether they're seeking products, experiences, or both.

Positive trends are being seen at department stores where the focus is on designer brands and exclusive offers. NPD's Consumer Tracking Service shows designer brands with higher price points winning with wealthier boomers, as well as Millennials and Gen Xers. Bras priced \$55-75+ saw a \$262 million increase in total absolute dollar change in 2018. Moderate

price point brands are driving sale increases by appealing to the broader demographic. The largest price segment, \$15-24.99, saw \$72 million in dollar growth compared to 2017.

Specialty stores own over a third (35 percent) of intimate apparel sales, followed by mass merchants (19 percent), national chains (10 percent), and department stores (9 percent). Direct mail and ecommerce pure play, only make up 9 percent of intimate apparel sales as of the end of 2018 - but these channels offer value and convenience to the end consumer. It is crucial for retailers to uplift their customers with the best service, merchandise, and (if applicable) in-store experience. Working towards optimizing the merchandise mix will help retailers succeed.

Non-traditional channels that offer value and convenience, pure-play and off-price, are gaining share. Online sales, which make up 24 percent of the market dollars, has grown 7 percent, making up for the 3 percent in-store dollar losses. Bras, shapewear, and daywear are all over-performing online, while panties have the most room for growth. The online share of intimates has been steadily growing from 2016 - with total online sales growing a total of 13 percent, and pure-play growing 19 percent from 2016 to 2018. Amazon holds more than a quarter of the total online intimate market, with bras being the #1 bestselling apparel category on the site. Amazon has nearly doubled their intimate apparel sales since 2016, with brands like Wacoal, Calvin Klein, Bali, Spanx, and Panache driving this success. Amazon is the best performing site for online intimate apparel purchases among Millennials and Boomers.

Millennials (age 23-38) drove most of the dollar volume in the intimates category in 2018. Millennials overall across the last 3 years have accounted for the highest intimate spend in the market. Boomers (age 55-73) saw the greatest growth (+6 percent) vs. 2017. It is important for brands and retailers to target their efforts to these age ranges with experience, product features, and product assortment.

Bras (non-sport) remain the top category in the intimate market - holding \$5 billion of sales. The top growing designer bras (non-sport) are all similar in the respect that they are supportive pieces. The #1 growing designer bra is the Natori's Bliss Perfection Comfort Contour Under-Wire Bra, according to NPD's Retail Tracking Service. Wacoal's Full Figure Perfect Primer Under-Wire Bra, Chantelle's Parisian Allure Unlined Plunge Bra, and Spanx's Bra-Lelujah Wireless Bra, all are top performers on the market as well.

The NPD Group was founded in 1966 and is viewed as the authority on market size and trends by their clients, the financial community, media, and others. They work with more than 2000 of the world's leading brands and retailers spanning more than 20 industries. NPD's insights come from a combination of point-of-sale data from over 220,000 doors, as well as e-commerce and mobile platforms, more than 12 million consumer surveys conducted annually, and millions of receipts fueling their Checkout service.

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FAVORITE INTIMATE APPAREL TRENDS

As the leading Intimate Apparel and Swimwear tradeshow in North America, CURVE hosts the top brands in the industry. Each season, the most relevant trends are apparent due to their widespread presence on the show floor. Trends are cyclical and always evolving to meet the desires of the consumer. In the North American market, there are many intimate apparel trends relevant in the past few years that are unwavering. Below are some trends that stand out.



CURVY KATE

BODY POSITIVE BRANDS

Body positivity and inclusivity in the intimate apparel industry is coming to the forefront of the market. Brands now aim to suit a wider range of people, broadening their target consumer in terms of size, race and gender. Within the general trend of inclusivity that is currently taking over the media, intimate apparel has taken the cue and began to shift products to cater to this crucial movement. In an industry previously noted for product imagery typically displayed on very niche women - tall, white, and thin - it is exciting to see brands branching out and not only designing products for all women, but featuring them in their campaigns. There is still opportunity in the market to further expand this inclusive intimate apparel target, but the beginning of a major shift is apparent.

BONDAGE-INSPIRED

Bondage-inspired lingerie has transformed from a formerly niche style preference into a design element included on products from the largest intimate apparel brands. Why? Previously, this style was deemed to be a lingerie preference for only the most erotic consumer. A design element that was almost taboo to offer to the mainstream consumer. Today, intimate apparel brands have taken the key elements of the bondage trend - straps, leather, harnesses and belts - and integrated them into designs that merge into the mainstream. In cohesion with the movement of women expressing their sexuality as they wish, this trend has gained popularity. Bondage-inspired lingerie offers the wearer the opportunity to flaunt their intimate apparel in a sexy and eluding light.



UNDERWIRED UNLINED

Underwired unlined bras have gained popularity because they provide the wearer with two main benefits - comfort and natural shape. Underwired unlined bras often are designed in beautiful lace or mesh fabrics. The underwired unlined trend is widespread in the market, and suits a large audience of women because the underwire maintains structure. The days of the push-up bra dominating the market are well in the past. Women today aim to proudly show off their bodies as they are. Women are leaning towards products to accentuate their natural figures, not to constrict their shape or amplify their proportions to extreme levels.

BRALETTES

The bralette is easily one of the largest trends in the last decade, so it should come as no surprise that the bralette is on this list. This product is the epitome of comfort, ease, and accessibility. Bralettes have hit the market in extreme masses, from your leading intimate apparel brands to niche indie brands, to direct-to-consumer brands. So what's driving consumers to seek out this product? One of the main reasons, is the bralette's ability to suit a wide range of lifestyles, and fit seamlessly under most clothes. Recently, bralettes have been evolving into an expanded series of shapes, as brands seek to adjust designs to suit a wider range of band and cup sizes. This trend will definitely be a long-stay in the market.



INNERWEAR AS OUTERWEAR

Intimate apparel is not being purchased for the same reasons it was 50 years ago. Today, women buy these products to put on display. With the explosion of trends like the bodysuit, intimate apparel has expanded into being a major part of daily outfits, instead of just support underneath them. The innerwear as outerwear trend is pushing intimate apparel brands to think outside the box much further than designing a basic underwire bra or seamless panty. This trend has led to the increased production of intimate apparel containing details that compliment an outfit, whether it be a lace-edged bodysuit, seamless crop top bra, or bralette with harness straps. Women are spending their money on intimate apparel so they can show it off to the world.

INTIMATE APPAREL

The intimate apparel industry brings out the elegance of women everywhere.



ATELIER AMOUR

ATELIER AMOUR

The Parisian brand Atelier Amour challenges the convention of traditional lingerie to offer unique and playful pieces that allude romance. The brand combines the finest materials, gold detailing and branded accent charms to fuel sexiness and desire. The erotic-chic brand brings sophistication and provocativeness.

atelier-amour.com/en/

LALITA

Lalita is an emerging luxury lifestyle brand that creates bold, seductive, and elegant collections including lingerie, ready-to-wear and accessories. Lalita was inspired by the beauty and simplicity found in a vintage garter clip. All of the pieces are made with curated fabrics and materials that evoke delectable sensations on the skin.

lalita.com



LALITA



LE PETIT TROU

LE PETIT TROU

Le Petit Trou revolves around the elegance of sexy cuts hidden in the silhouettes of intimate apparel. It is a premium brand that uses quality materials sourced from France and Italy, designed and produced loyally in Poland. Their mission is to provide products that bring sexiness and beauty into a woman's everyday life.

en.le-petit-trou.com

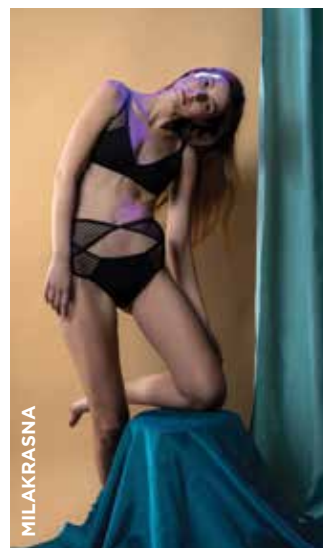
LICKSTARTER

Lickstarter is a playful underwear brand from Latvia that designs product for women who like to play with boundaries. Their products are carefully crafted with cruelty-free fabrics, machine printed and sewn locally by experienced seamstresses. Lickstarter brings spirited and sassy products to the intimate apparel industry.

lickstarter.eu



LICKSTARTER



MILAKRASNA

MILAKRASNA

MilaKrasna is a fashion-forward bodywear brand influenced by dance aesthetics and the modern harmony of sport and sophistication. Each piece is designed and handmade in Slovenia using carefully selected, high quality, sustainable materials. The styles provide allure and confidence, maintaining the functionalities of activewear.

milakrasna.com

BRANDS TO WATCH

See some of the newest players on the market, whose collections should not be missed.

MONIQUE MORIN

Monique Morin is a brand that aims to bridge the gap between comfort, inclusivity, and fashion forward product designs. The brand concept is anchored around versatility, offering pieces perfect for layering. Monique Morin breaks the boundaries of conformity in lingerie by presenting unique and striking pieces, reinvented for the modern woman.

moniquemorindesign.com

SOMETHING WICKED

Something Wicked is an independent British brand, creating pieces that empower women to express themselves through exploring their desires. The brand seeks to provide the market with beautiful and provocative lingerie, through ethical production and sourcing. The brand essence is encompassed by the phrase: "Run by Women, Made by Women, for the Empowerment of Women".

somethingwicked.co.uk

TARYN WINTERS

Taryn Winters is a New-York based intimate apparel brand designed with a focus on delicate details and attention to beauty. The brand illuminates femininity and grace through products with unique and elegant designs. Each piece is designed with intricate detail to make for pure luxury.

tarynwinters.com

UNDRESS CODE

Undress Code is a Polish brand that was launched in December 2016. The core of Undress Code's philosophy is the modern woman and her ever-changing needs. Pieces are based on a need for functionality, without resignation of style and are made to be worn as outerwear.

undress-code.com

WYLDE LINGERIE

Wylde Lingerie is a brand born out of a love for lingerie and all things romantic. The brand seeks to combine elements of love, lust and romance in all of their pieces. The brand has a strong dedication to women, and donates 2% of revenue to local charities that provide female support.

wyldelingerie.com



THE RACK SHACK: ALL-INCLUSIVE BRA BOUTIQUE

The Rack Shack is an all inclusive bra boutique in Bushwick, Brooklyn that carries flirty bras for sizes 28A-42HH. We spoke with Laura Henny, owner of The Rack Shack, about the shop's purpose, how she creates an inclusive environment and the ins and outs of owning a lingerie boutique.

TELL US A LITTLE ABOUT THE SHOP. HOW LONG HAVE YOU BEEN OPERATING? WHAT WAS YOUR INSPIRATION?

We've been open now for three and a half years, and the shop is still growing which is very exciting. I opened because I wanted to create an inclusive space. I'm originally from the Netherlands, and I wear a 32H bra size. I've been this size since I was 14, and it was always a pain to go bra shopping. There were some nice stores in Amsterdam, but at 14, all I wanted to do was go bra shopping with my girlfriends and get something cute. Instead, I always had to go with my mom to older ladies' stores - which always resulted in a traumatic experience.

Then, I moved to New York! I was hoping that it would be completely different. And then I arrived, and I found a sort of situation similar to the Netherlands. That's when I decided to open The Rack Shack. My mission was to create a place where everybody felt good about themselves - where bra shopping was lighthearted, and not a pain.

SO, YOU SAY YOU WANTED TO CREATE A SPACE WHERE EVERYONE FELT GOOD. HOW DO YOU THINK THAT LINGERIE CAN AFFECT SOMEONE'S SELF-ESTEEM?

Growing up, I experienced the same interaction over and over. I would ask the salesperson if my size was available in a cute bra that I'd found, and they would reply with something like "Oh no, not for your body." It was so hurtful, and made me feel like an alien. So, I really try to make sure I have a range of choices for everyone, and that people feel sexy and confident in them.

Lingerie can help a lot with self-esteem. When you find lingerie that fits beautifully, in a style that you love, and you feel good in it - you can feel like a million bucks! But when something fits incorrectly, or you are only given beige or white bras with super-full coverage that make you feel like a grandma - it can really hurt your self-esteem too.





HOW IMPORTANT IS FINDING THE RIGHT FIT?

Finding the right fit is very important. A piece can be gorgeous, and you can feel sexy in it, but if you're not comfortable, or if it doesn't fit, or if it pulls on your shoulders or pokes you with wires - you won't feel good in it!

WHAT DOES INCLUSIVITY MEAN TO YOU AND THE RACK SHACK?

Inclusivity is essentially my number one priority in the store. I don't want any customers feeling like their bodies are weird, or they don't belong. I treat everyone the same - and with respect - regardless of age, body type, race, or gender. I have cis male customers that just like to wear lingerie. I have plus-size customers. I have core-size customers. I have customers coming to my shop all the way from the Bronx because they feel racially profiled in other stores. I have so many types of customers that inclusivity is essential. It's my number one priority at The Rack Shack.

HAVE YOU SEEN ANY IMPROVEMENTS IN REGARDS TO INCLUSIVITY WITHIN THE INTIMATE APPAREL INDUSTRY?

Yes, but I think it could be much, much better. I think smaller, younger brands tend to be more conscious of size-ranges and nude-ranges. Some more established brands are conscious as well - like Panache and Curvy Kate. But overall, I think there's still a lot of room for improvement.

WHAT ADVICE DO YOU HAVE FOR OTHER RETAILERS, OR OTHER PEOPLE LOOKING TO OPEN INTIMATE APPAREL BOUTIQUES?

Well first, start with enough money - ha! It's much more expensive than you think. That's what I experienced. I didn't start with enough money, so it took a lot longer to start up.

Also, be inclusive! Not only will it make your customers feel good, but it's good for business! There are a lot of shops that only cater to either core-sizes, or fuller-bust sizes starting from a D cup. When they do this, they're missing a very big group of potential customers who have no idea what their size is. I've noticed, especially in smaller-bust customers who don't realize that it's possible for them to be a D cup or larger, that perceptions in sizing are very flawed. A customer could think they're a 36C because they've only shopped in core-size shops, when in reality, a 32F would fit them much better. Customers won't come in if they believe they're out of your size range.





LIVING CORAL





MINA STORM



MONTELE



TRIUMPH



SIMONE PERELE



ELSE

Pantone announced the 2019 color of the year as **PANTONE 16-1546** Living Coral.

'An animating and life-affirming coral hue with a golden undertone that energizes and enlivens with a softer edge.'

Intimate apparel and swimwear embrace this energizing color through their offerings using it as inspiration for their color palettes. This vibrant hue brings a bold spirit, true daring element and stunning beauty to any piece it crafts. This shade emits a true sense of summer, a nurturing color that appears in natural surroundings but has a modern undertone. Living Coral reflects the distinctive need for optimism and jubilant pursuits while embodying the desire for playful expression.



KINGDOM AND STATE



SOAK WASH



ELOMI



ISLA DE GARCIA



PARAMIDONNA



UP AND COMING: EVELYN + BOBBIE

Winners of CURVENEWYORK's February 2019 "Favorite New Brand" title, Evelyn & Bobbie is the new brand blazing trails in the lingerie industry.

Evelyn & Bobbie was founded in 2015, and is operated in Portland, Oregon by a team of passionate women. The brand is known for its commitment to providing lingerie that is both beautiful and functional. Featured in VOGUE in March 2019, Evelyn & Bobbie is making waves in the industry because of their commitment to inclusivity and technology in design.

We sat down with Evelyn & Bobbie's passionate founder and CEO Bree McKeen to find out more about the philosophy and vision of the brand.



BREE MCKEEN
Evelyn + Bobbie Founder

WHAT INSPIRED YOU TO START A BRAND IN THE LINGERIE INDUSTRY?

What motivated me to start the company was my own dissatisfaction with intimates. I did not have a great experience with underwire bras as a 34DDD. I couldn't wear bras without underwires, so I wanted to create products that could be comfortable all day long and could still work for the modern-professional woman, like myself. It was also based on seeing really incredible innovations in manufacturing and material science, but noticing that a lot of brands were really focused on fashion first in the industry. Most women that I know want fashion yes, but it needs to get the job done first - which means they can put it on and forget about it.

WHAT WAS YOUR BACKGROUND?

My background was not in fashion and to be honest I have not really been that interested, but I have always been obsessed with perfect products. I was working in Consumer Healthcare investing and I got to see a lot of cool technologies while in that sector, including advanced material science and 3-D design environments, but none of that was really making its way to the development of the products I cared most about. I wanted a product - ergonomic bra - that took the weight of my curves off of shoulders onto my core.

HOW WAS YOUR COMING INTO THE LINGERIE INDUSTRY AFTER HAVING BEEN ACCUSTOMED TO A VERY DIFFERENT INDUSTRY?

While there is a long traditional history in intimates, much of the industry has really focused on continuing that tradition. That was not my mindset, I didn't want to do things the way they had been done before. The hardest part was finding experienced product developers that were willing to let go of the way things had been done before and try something new.

WHAT ARE THE SIGNIFICANCE OF THE NAMES 'EVELYN' & 'BOBBIE'?

Evelyn was my maternal grandmother and Bobbie was my great-aunt. I named the company after two real women who meant a lot to me, in part because we exist to create a new legacy. From a brand perspective, our goal is to hold up the mirror for real women today and serve as a reminder that your beauty comes from the inside out. Evelyn was a model and starlette, she stands for beauty. Bobbie was a world traveler, entrepreneur and a seamstress, she stands for purpose. Our brand mandate is the same, that everything we do should have beauty and purpose.

WHAT SETS YOUR BRAND APART FROM OTHER LINGERIE BRANDS?

Inclusivity. We fit sizes 0-26 in a minimal amount of SKUs. We do that because bodies change and we want to create products that actually do the job for a full spectrum of bodies. We use fabrics and stitch-free technology to deliver for a full range of women.

WE ARE ALREADY IN LOVE WITH THE EVELYN & BOBBIE COLLECTIONS THUS FAR - WHAT DO WE HAVE TO LOOK FORWARD TO IN UPCOMING SEASONS?

Over the next few seasons we will continue expanding our line of elevated intimates. We also have plans to dive into new product categories. As we grow, you can always trust that Evelyn & Bobbie products will be inclusive, beautiful and will get the job done. We design down to the tiniest detail so you can throw our garments on and go about your day. Because you have more important things to think about.

EVELYNBOBBIE.COM

SWIMWEAR TRENDS

This year has brought in a unique new wave of swimwear trends. Many of these trends originated from the runway, finding inspiration from ready-to-wear as well as intimate apparel collections. Swimwear brands are focusing on providing on-trend pieces in top quality fabrics that will hold up against the elements. Whether consumers desire a bold and sexy look, a sweet and flirty look, or a modern take on a classic look, these swimwear trends will satisfy their beach needs.



ANIMAL PRINTS

Modern interpretations of classic animal print have been resurfacing in a major way. Bold patterns of leopard, zebra, cow, or giraffe are popping up in designs across the industry. The animal print trend transcends all fashion categories, but its especially impactful in swim. Swimwear featuring a bold animal print creates a statement piece perfect for heating up the summer.

KNOTTED ACCENTS

The sweet and playful 'knotted' trend has become increasingly more popular in the swimwear industry. A small tie or knot gives classic swim pieces a bit of flair, while continuing to maintain the simple look that many consumers look for in swimwear. The knotted style can be displayed as a statement on the front of a swimsuit, or on the sides of a bikini bottom for an additional flirty design element.





CUTOUT DETAILS

Cutouts and mesh paneling are also making waves in the world of swimwear. Cutouts give the classic bikini or one-piece a sexy and modern edge. Side cut-outs provide for a sexy twist on a classic one-piece swimsuit, and cut-outs on the neckline create a more interesting silhouette. Cut-outs are also being displayed in bikinis with the addition of lace-up elements.

PLUNGE NECKLINES

Plunge swimsuits are becoming more and more popular in the swimwear industry. A plunge neckline is the easiest way to instantly add sex appeal to a one-piece. The beautiful design of a plunge bodice allows for the wearer to flaunt their cleavage while maintaining comfort. Brands are using this trend to add a feminine element to a classic style of suit.



RETRO SILHOUETTE

Because fashion is always recycling old trends, it is no surprise that retro swimwear is still majorly influential. Using retro silhouettes or color-schemes, brands have created modern applications of vintage trends. An increasingly popular retro trend design comes through in the form of a bandeau top which gained popularity in the 1940s. Swim brands today are adding a modern twist to retro silhouettes with details such as cutouts, additional straps and bold colors.

MINIMALIST ONE-PIECE

Minimalism is becoming increasingly popular in the fashion industry. Simple lines, seamless pieces, and earth tones dominate this swimwear trend. A minimalist suit brings subtly while maintaining true elegance of design. The trend has gained popularity due to its maintainability of beauty, femininity, and comfort. Minimalist suits are perfect for a wide range of ages, all seeking a beautiful swimwear piece to wear all summer long.



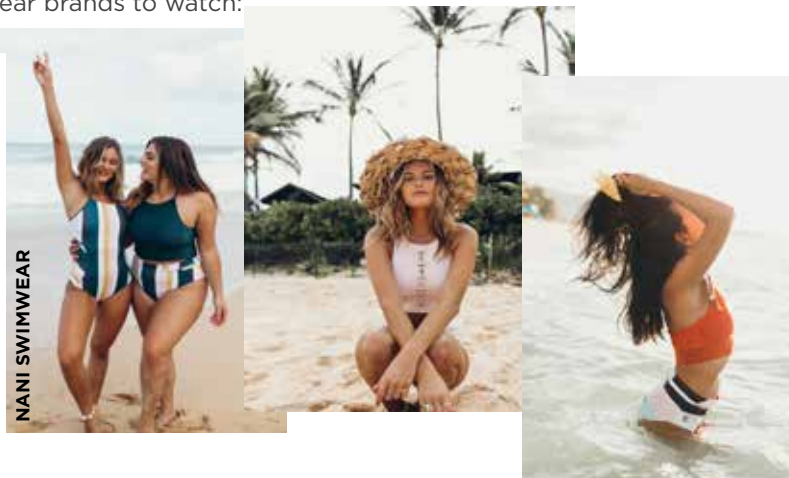
SWIM BRANDS TO WATCH

The sun is shining and the temperature is rising, and that can only mean one thing – swimwear season is upon us! With a variety of ready-to-wear, fast fashion, and direct-to-consumer brands releasing new swimwear collections, specialty swimwear brands have to drive the industry as a whole by diversifying their offerings to excel in fit, quality and design. Swimwear brands lead the industry primarily through innovation in their production capabilities, fabric advancements and on-trend designs. Read up on some of the newest swimwear brands to watch:

NANI SWIMWEAR

Nani Swimwear alludes youthfulness, the adventurous woman and the spirit of summer. The brand was started in 2016 by 17-year-old Marissa Barlow, who discovered the need for trendy swimwear that is made for movement. Nani Swimwear embraces strength and confidence with active swimwear that not only looks good, but feels good as well. Nani is the Hawaiian word for “beautiful,” affirming their mission to empower women of all shapes and sizes to seek adventure, be kind, and give back. The brand produces fashion-forward active swimwear that seeks to target the trends of mind + body empowerment, international travel, and body confidence. Nani Swimwear targets women 14-45 years old who love looking good and having fun outdoors. They seek to remove the worry of a “bikini fail” for adventurous women through active coverage and fabrics that ensure through movement and durability.

naniswimwear.com



OTHERSEA BIKINI

Othersea Bikini seeks to be more than a swimwear brand – rather a lifestyle and a personal journey. The brand started in May 2016 with 2 owners, 4 seamstresses and a wide range of Quebec City stakeholders, all imparting on a unified mission to create beautiful and functional swimwear. In each new collection, Othersea portrays a new destination and mood, designed to transport the wearer into the full spirit of the location. Using only the best quality fabrics, all their products are handmade in Quebec with a focus on innovative trends combined with utility-focused design. The brand is inspired by the beauty and creativity of the world, with a French-Canadian touch that is displayed throughout their collections. Othersea Bikini designs products for the young woman with an adventurous soul, bohemian heart, and love for the beach. They have adapted the popular bohemian swimwear trend with their own unique touch by bringing a minimalist and sport-inspired edge, while incorporating a 70's twist in patterns and silhouette. Othersea Bikini stands firmly on their outlook of natural image and authenticity, emphasizing this through their limited use of photoshop and portrayal of body diversity in their marketing campaigns.

otherseabikini.com



SILENT ARROW

Silent Arrow brings bold, fierce, and feminine silhouettes to the world of swimwear. The brand was created in 2016 by the Melbourne-based 90's-streetwear-turned-lingerie-designer: Kelly Barrett. The brand's mission is to provide women with sexy and flirty styles while maintaining comfort. The brand began as intimate apparel line, but evolved into a swimwear brand when Barrett noticed a gap in the market for fuller-cup swim bras that were on-trend and youthful. Silent Arrow creates a variety of sizes, but their main motivation is to provide both support and comfort for women with a fuller bust, without sacrificing sexiness and style. They use their core competencies from intimate apparel design to construct products that provide quality support with on-trend design.

wearesilentarrow.com



2019

CHANTELLE DESIGNER OF THE YEAR



EUROVET honored Chantelle as the 2019 Designer of the Year due to their innovation and modern spirit of brand positioning. Chantelle's Design and Brand Image Director, Renaud Cambuzat, has pioneered this new direction. "In a world that's more visually oriented than ever, where brands particularly highlight emotion and experience, we wanted to strengthen our position as product experts and offer a new approach to our image. This is a real opportunity to align ourselves with how a new generation of women buys lingerie, and to take this industry into a new creative era. Along with

the emergence of this CL group signature, we have completely revamped the creative direction of our brands so that they'll remain powerful and relevant, and distinct yet compatible, in an environment that is evolving rapidly."

Chantelle Lingerie (CL) is a multi-brand company and creative studio designing lingerie since 1876. Family owned since inception and headquartered in Paris, Chantelle is passionate about designing and manufacturing the highest quality lingerie. With over

140 years of expertise and 9 fully owned factories, Chantelle pushes boundaries by creating products that balance style, quality and comfort. CL group currently designs four brands: Chantelle, Passionata, Chantal Thomass, and Femilet. Each brand has its own distinct identity, but all are designed with the signature innovation, creativity, and craftsmanship of Chantelle Lingerie.

Chantelle Lingerie is widely known for their award-winning Soft Stretch Collection. The Soft Stretch Bodysuit 1068 is the ultimate foundation piece and this year, it's getting an update. The new bodysuit will have the same great features, plus the added convenience of a 3 snap closure at the gusset. Its scoop neck silhouette with fully adjustable straps makes it easy to wear alone or layered for a lightweight, luxe look. Providing all day comfort, this bodysuit stays in place without any rolling, shifting or adjusting. The Soft Stretch Collection adds ease to everyday with high performance elasticity that is engineered to last.

With styles to suit all forms and intelligent design to fit any body, Chantelle's Soft Stretch collection represents the perfect balance of body and mind. This expanding collection offers new styles every season. Some upcoming new styles include the Slip, the Half Slip, and the Padded Bandeau.

Chantelle Lingerie has evolved with purpose, rather than just following trends. They do this by listening and adapting to women's needs: consistently expanding size ranges, focusing on comfort and experience, and adjusting designs until they reach perfection. The Spring/Summer Campaign represents Ways of Seeing. As a brand striving to alter perceptions and forge a new direction in the branding of lingerie, Chantelle collaborated with inspiring individuals to explore the many Ways of Seeing. By contributing something of themselves to the campaign, these individuals leave a much deeper mark - sharing clothes, music, words and opinions, as well as their own unique styles and personalities.



INTERVIEW WITH RENAUD CAMBUZET

CHIEF CREATIVE OFFICER AT CL

OUTSIDE OF THE LINGERIE WORLD, WHAT WOULD YOU SAY IS YOUR BIGGEST SOURCE OF INSPIRATION?

Art. People. Travel.

WHAT FACTORS DRIVE CHANTELLE'S BRAND VISION?

Relevance. Courage. Respect. Meaning. These factors have been guiding us since we started this new journey two years ago.

In 2019, as a major lingerie player, we believe we have responsibilities. We aim to bring meaning through qualitative products, deep human values and a different perspective on lingerie and how it is portrayed. Over the past few years, we have seen some macro trends flourishing among brands and in fashion, from disruption to authenticity and inclusivity. We are all about relevance.

Respect is what we stand for. We believe we should reflect the human complexity with the respect it deserves. We refuse caricatures and stereotypes of any kind. Stepping out of the confines of standardized, bland beauty, representing and talking to new types of femininity, avoiding any form of strict, stereotyped gender definition, celebrating the energy and promise of our time through unbridled creativity, leaving each person to their free interpretation and opinions, such are the values at the heart of our approach to creation, which imbues us with a sense of responsibility. The question of women and femininity are rich and demanding topics and we feel committed to offering multiple answers that hopefully can contribute to making our world a more inspiring place.

WHAT HAS CHANGED THROUGHOUT THE HISTORY OF THE COMPANY IN REGARDS TO THE BRAND IMAGE?

The codes and aesthetic may have varied over the years, but Chantelle has always had a classy and elegant image, digging into its French heritage and DNA. What is specific to these days is probably our creative and almost activist approach. Whatever we do, it must make sense and make a difference.

WHO IS THE CHANTELLE WOMAN?

She can be anyone. We lead with an idea, not a demographic target. Our products are designed for those who want to feel great in body and mind.

HOW DO YOU BALANCE BOTH COMFORT AND FIT WITH STYLE AND DESIGN IN ALL OF YOUR COLLECTIONS?

That balance is exactly what Chantelle is about: offering amazing comfort and perfect fit combined with a timeless design. The expertise and know-how acquired over 140 years, together with a strong focus on innovation and creativity are some of the key factors of the brand.

WHAT ARE THE VALUES OF THE BRAND?

Product-wise: quality, style, innovation and fit. **Image-wise:** respect, meaning, creativity. Overall, we have a certain love for design, simplicity and creativity.

WHAT CHANTELLE INNOVATIONS ARE YOU THE MOST PROUD OF AND WHY?

Like I said, quality and innovation are at the heart of our group vision and are particularly



focused on comfort. This is how we developed our new SoftStretch line which is one of the most amazing innovations in this industry. One-size, invisible, stretchy, and revolutionary in its unequalled comfort, this new range of products is a life changer for every woman who tries it. This is an unprecedented success that will make your life so much simpler.

WHAT DOES IT MEAN TO CHANTELLE TO RECEIVE LINGERIE DESIGNER OF THE YEAR?

It is truly an honor to receive this award, which recognizes a significant joint effort across all brands of the CL group (Chantelle Lingerie) since 2017. We are delighted with this, especially since the theme selected by the Salon this year ("Fall in Love with Yourself") reflects the values we represent, and which are at the very core of what our brand offers. The industry remains polarized between archetypes that have certainly evolved, yet which continue to exist. We try to defend a more authentic, bolder vision that is resolutely creative and able to reflect the complexity of our society and all the richness of the individuals that make it up, in a relevant manner.

SPRING SUMMER 2020

Chantelle

Designed by CL 

INTIMATE BRANDS EXCELLING IN BODYSUITS



SEAMLESS // YUMMIE

In alignment with the overall movement of bodywear taking over the intimate apparel market, the bodysuit has stood at the forefront of this trend. The bodysuit has evolved from an 80's exercise staple to a piece that, in the last few years, has exploded into a ready-to-wear essential. Intimate apparel brands have a strong advantage in the offering of bodysuits on the market due to their expertise in the most precise fit for a woman's body. Competencies in fit can easily make or break the design of an item worn so closely to the body.



SUPPORT // EMPREINTE



LAYERING // MAISON LEJABY



SUPPORT // ANITA

SEAMLESS

A seamless bodysuit provides a comfortable, smoothing base layer. Seamless options are perfect for the wearer who seeks ultimate ease when selecting their bodywear. Intimate apparel brands have mastered the production of exemplary seamless garments in the market, and through the silhouette of the bodysuit, have been excelling overall.

Yummie's long sleeve mock turtleneck temperature control bodysuit provides a clean, tucked-in look. The full back and no-side-seam construction allows for all day comfort. **Chantelle's** Soft Stretch bodysuit brings ultimate comfort through a seamless design and effortless silhouette.

SUPPORT

Intimate apparel brands excel in the design and production of supportive bodysuits due to their skills derived from the production of innerwear. These bodysuits hold and support the wearer, while maintaining the look of a ready-to-wear item. The beauty of a bodysuit that offers both support and style is their ability to replace a supportive bra or a shapewear piece, but maintain the ability to be shown off.

Anita produces the 3403 Emily bodysuit that joins playful lightness with French Flair, combining delicate tulle and lace to create a modern look that provides amazing support. The support comes from the lined cups, produced with a concealing microfiber charmeuse. **Empreinte** offers the Apolline bodysuit, designed with lycra tulle that provides unrivaled softness and comfort. The piece contains extra support with additional tulle lining in the cups, providing a unique fit matched with comfort.

LAYERING

The beauty of a bodysuit designed by an intimate apparel brand is the ability to integrate the finest laces and mesh into the production of the piece. Bodysuits provide the best base for a fashion-forward layering look because of the impeccable fit that will fall perfectly under other items – think flowy tops, cardigans or blazers. The goal of a perfect layering piece should be to add a textural element to the whole outfit, a pop of color or a sexy sneak peek.

Maison Lejaby's VENUS style combines sheer elements with a beautiful botanical print that provides a peek of skin and overall elegance. The long-sleeves make for a perfect layering piece for any season. **Montelle** brings the 9093 Double-Layer Triangle bodysuit, that features an on-trend layering of stretch floral lace on mesh, that embodies true romance. The sheer bodice exemplifies unparalleled flirtiness and beauty.



SEAMLESS // CHANTELLE



LAYERING // MONTELLE

WANT TO SHOW OFF YOUR INTIMATES?

Beginning with early roots in the late 1970's, the innerwear as outerwear trend has expanded and evolved into a massive global movement. 50 years ago, it was unheard of for women to wear lingerie uncovered by clothing and visible to strangers. With the help of pioneering brands and fearless modern women, exposing your innerwear has become widely accepted and on-trend. We spoke with a few intimate apparel brands dominating the movement, and learned each brand's take on the tips that are crucial to styling lingerie as a major part of your final look!

COSABELLA

Cosabella first gained popularity in the 1980's with their development of thong bodysuits. In this way, the brand was one of the pioneers of the innerwear as outerwear trend. Cosabella created these thong bodysuits with the modern woman in mind - one who is adventurous and confident, yet practical, and has no time for panty-lines. Since the 1980's, the brand has continued to produce lingerie and innerwear that is too pretty to be hidden under clothing. Each season, from crop tops to bralettes to sheer mesh bodysuits, Cosabella offers a wide range of layering essentials that reinforce and encourage the innerwear as outerwear trend.



Cosabella Styling Tips:

Styling for the trend is simple: it's all about layering. A bodysuit and jeans works great as an off-duty look for running errands or a weekend brunch. A lacy mid-rise corset bra top under a suit jacket or peeking out of a white button-down blouse adds a little something special to your 9-to-5 look.



ELSE



ELSE

Else Styling Tips:

ELSE uses a nude lining underneath beautiful sheer fabrics, as well as providing sporty opaque options, allowing the wearer to convert their pieces into bra tops. This design feature allows for the wearer to show off their intimates while maintaining the comfort of not showing too much skin.

ELSE

The ELSE spirit is effortlessly elegant, irresistibly feminine, timeless and true. With distinctive styles and a personal touch, the brand celebrates beauty for the everyday. ELSE pieces are designed to form a harmonious balance between form and function, style and substance, grace and strength, and aesthetic and comfort. Many of the brand's pieces can be styled into outerwear, as ELSE aims to design lingerie that can be styled as a complimentary item. Many of the brand's designs feature nude linings – specifically for the purpose of wearing your innerwear as outerwear.



MILAKRASNA

MILAKRASNA

MilaKrasna is a fashion-forward bodywear brand, inspired and influenced by dance aesthetics and ballet. The brand's bodywear creates a modern harmony of sport and sophistication. All MilaKrasna garments are designed and handmade in Slovenia, using only the highest quality selection of long-lasting sustainable materials that feel like a second skin. The designs support the natural beauty of female bodies and provide them the seductive energy to move. Their styles provide the allure and confidence of lingerie, while maintaining the functionality of activewear. It is within this duality that MilaKrasna continues to search for innovative forms of expression and construction, to translate the power of movement into designs themselves.



MILAKRASNA

MilaKrasna Styling Tips:

MilaKrasna combines sporty yet soft fabrics with daring mesh to create truly bold pieces. The mesh is used in innovative ways in combination with cut-outs that create a daring yet feminine look. Wear their items on their own or peeking underneath a sheer layer to add a dynamic element to the final outfit.



OHI ZUZA

Oh! Zuza is a new Polish brand created for the modern woman – one who wants the most out of life, seeking passion, admiration, and new tastes – one who wishes to feel beautiful both day and night. Ensuring that every piece is the highest quality forms Oh! Zuza’s supreme mission. All Oh! Zuza pieces are made with extraordinary solicitude to details in their sewing plant located in Lodz, a town in the center of Poland. Oh! Zuza’s sleepwear and lingerie collections flow seamlessly into ready-to-wear looks, taking the innerwear as outerwear trend to a new level.

ONLY HEARTS

Helena Stuart founded Only Hearts in 1978, creating fashion’s first “Inner Outerwear™” collection. This revolutionized the undergarment industry, encouraging that pieces be visible from the outside. Sensuous, natural, and just a little bit naughty, Only Hearts proudly manufactures their products in New York City using local, deadstock, and certified made-in-green textiles. To Only Hearts, innerwear as outerwear is not just a trend – it is their raison d’être. When Helena started the brand, the idea of wearing a camisole as a shirt was pretty edgy. The fact that this way of dressing became a global trend represents a real revolution in the way women are choosing to express their values about comfort and femininity.

Oh! Zuza Styling Tips:

This dress is the perfect piece to get in the mood for summer. The best part – you won’t have to worry about creating a complicated outfit. With a gorgeous open back, this dress combines a classic and elegant silhouette with ready-to-wear capabilities.



Only Hearts Styling Tips:

Only Hearts produces products that beg to be shown off. Using sheer materials, luxury silks and beautiful laces, their pieces are perfect for layering together. Combine a sheer top under a silk slip for a truly show-stopping look.





Styling Tips from Rya Collection:

Layer their exquisitely designed pieces under a blazer for a professional yet sensual look. Combine their slip dresses with a long-sleeve top to add a dynamic element to the outfit. Their pieces portray a romantic spirit that should be show off.

RYA COLLECTION

A luxury lingerie and sleepwear brand, Rya Collection is dedicated to the passionate, socially conscious, and stylish woman who has the courage to break boundaries, express her individuality, and discover her own path in life. The brand embodies whimsical and romantic silhouettes, artisanally designed with breathtaking embroideries, laces, and other intricate details. Ethereal yet powerful, Rya Collection is romance for the modern woman. The brand's pieces are designed to make a statement, begging to be worn in and out of the bedroom. Rya Collection women are sensual yet bold, and confidently transition their lingerie into daywear.



Styling Tips from Undress Code:

Combine Undress Code's modern chic bodysuits with classic jeans or a mini skirt for a trendy look. Their pieces combine fine velvets and mesh that can be worn in any season, providing wearer with a plethora of styling options.

UNDRESS CODE

The core of Undress Code's philosophy is a modern woman and her ever-changing needs. Pieces are based around the need for functionality, without the resignation of style. Collections combine fashion and art with modern cuts, seamlessly transferring between lingerie and innerwear as outerwear. The brand creates pieces with the highest quality fabrics from Italy and France, sewn to optimize comfort. Undress Code's products are a symbol of the entirely fulfilled woman, whom they support as a brand by being present during women's initiatives and supporting women's foundations.



INTIMATES COLLAB WITH READY TO WEAR

There is no doubt that ready-to-wear is the first category people think of when they think - FASHION. But what about bodywear - what are you wearing underneath? It may not be part of your outfit-planning process to mindfully select undergarments, but it should be. What you wear underneath can define your outfit, your whole mood, and your overall confidence. Intimate apparel brands collaborate with ready-to-wear brands to cement a sense that these pieces, while necessary, can also be the key to elevating your style from the foundation level.

From an intimate apparel brand perspective, how do you find a ready-to-wear brand that fits with your overall brand essence, and collaborate with them on a collection to boost both brands' values? Often times, intimate apparel brands seek a brand that meshes seamlessly with theirs in terms of style and aesthetic, or compliments it in an interesting way. **Aubade** is an intimate apparel brand with a rich history, using exquisite silhouettes, intricates laces and feminine detail to create exemplary product since 1958. **Aubade** recently collaborated with **VIKTOR&ROLF** based on the vision that combining their creativity, complicity and audacity with the avant-garde nature of the designer duo Viktor & Rolf would lead to an extraordinary capsule collection. **VIKTOR&ROLF** is a designer brand that was created by Viktor Horsting and Rolf Snoeren in 1993, inspired by art, architecture and surrealism. Both brands share a love for colors, floral prints, tulle, embroidery, lace and Paris - making this collaboration flawless. Both **Aubade** and **VIKTOR&ROLF** strive to break the codes of classic femininity through the design of strong silhouettes and seductive designs. In **Aubade's** case, this collaboration

was designed to be an extension of their brand identity, translated into more avant-garde pieces that aligned with the **VIKTOR&ROLF** design aesthetic.

Another motivation for an intimate apparel brand to collaborate with a ready-to-wear brand can be to reach a new audience - whether that be based around size, style, or location. **Cosabella**, founded in 1983, is an intimate apparel brand that blends Italian artisanship with forward innovation. They launched a collaboration with **ELOQUII**, a plus-size ready-to-wear brand focused on both fashion and fit, in efforts to expand their reach to a broader audience in the plus category. **ELOQUII's** team are experts in fit for sizes 14+ and launching a collaboration with them gave **Cosabella** the opportunity to provide products not only for the **ELOQUII** audience, but for their own audience as well. "We are thrilled to finally be designing for a customer, we've never had the ability to design for before. This collaboration with **Cosabella** is the perfect example of **ELOQUII's** revolutionary efforts in merging test-driven fit techniques and fashion trends into a premium product," said Silvia Campello, Co-CEO at **Cosabella**. Utilizing the expert design knowledge of another company provided **Cosabella** the chance to further their reach to an additional customer, base, but maintain the brand's spirit while doing so. This strategic benefit is an excellent motivation for an intimate apparel brand to collaborate with a ready-to-wear brand.

There lies much opportunity for both intimate apparel and ready-to-wear brands to achieve overall success when collaborating cross-functionally. The aim for a collaboration should always remain to provide an exemplary product for the consumer and to push forward the elements of both fashion and functionality.

STYLING + LINGERIE

Intimate apparel is a category that so many women still surmise as a basic bra and panty, despite the true fashion capabilities of modern lingerie. This category of clothing is not to be overlooked as a key element to upgrade your entire look, an item to show off, and a factor in providing an overall boost of personal confidence. Intimate apparel brands today are driving innovation in design, fit and production that allow for these pieces to not only be a tool of comfort and support under your clothes, but also an addition to a truly amazing look. There are many ways to use lingerie as a styling component in your look from a more conservative peek of lace, to a bold display of skin.

BRA TOPS

Who says a bra can't be shown off? Today's intimate apparel brands are creating bra silhouettes with opaque fabrics that are perfect for taking the piece to the street. Combine these pieces with a pair of high rise jeans or a silky midi skirt for an on-trend look. Opaque fabrics allow the wearer to feel confident that they are still covered up, but provide the opportunity to show off their décolleté in a flirty way. Interesting fabric textures such as mesh inserts, cut-outs or sparkly accents make bra tops a true trend piece. Sporty silhouettes provide more coverage and can easily double as a crop top. Layer on a cardigan, blazer or wide-tooth knit to cover up a bit, while maintaining a sexy and feminine expression.



SILKY SLIPS + ROBES

Silk is one of the most luxurious fabrics on the market and intimate apparel brands are experts in constructing it into beautiful silhouettes. Take your silk slip and layer it over a long-sleeve top, combined with a pair of heels, for a night-on-the-town look. Alternatively, add a basic white tee, jean jacket and pair of trendy sneakers for a day time look. Mini and midi length slips can be transformed into daywear when combined with opaque tights to add some extra coverage. Silk robes are perfect accessories to dress up any look, and when cinched with a belt, provide a trendy layering option. The silk rope is a unique layering piece - one that is functional and stylish. Utilize silk items to add a feeling of romance to any outfit.





LONG SLEEVE MESH

Nothing represents modern trends better than mesh, a fabric that allows a peek of skin in the most chic way possible. Long sleeve mesh items allow for the wearer to be covered fully, while providing a sexy skin-baring element. Intimate apparel brands excel in the production of mesh pieces due to their knowledge and utilization of the finest mesh fabrics on the market. A long sleeve mesh item, whether constructed as a bodysuit or top, can be layered underneath a tank or sleeveless dress to add a level of intrigue. Wear a mesh piece over a bra top for a daring look that shows off just the right amount of skin.

PAJAMA DRESSING

Pajamas are now items that can be easily taken outside the bedroom. Pieces best styled into outerwear looks during the warmer seasons, these light-weight cotton and linen fabrics create breezy silhouettes. Best for an ultra-casual look for a quick trip out for errands, style your pajamas into an effortless look. Throw a surplus jacket over a daywear dress or button-down pajama top to transform the piece. Separate your pajama sets and wear the pieces individually, or wear the whole set for a more uniform and a truly comfortable and casual outerwear look.



STRAPPY DETAILS

The easiest way to show off your lingerie without showing too much skin is to wear pieces accented with straps and harnesses. The strappy look adds an edge to any outfit. Straps can either be built into a bra or bodysuit, or purchased as an additional accessory in the form of a harness or choker. Combine these items with a v-neck top to accent your outfit with a bit of sexiness. Wear items adorned with straps under a mesh top to add an alluring layered look and a true display of sex appeal.



WHAT ARE THE FIRST INDICATORS OF A TREND THAT ALLOW YOU TO DECRYPT THE LINGERIE MARKET AND THE DESIRES OF CONSUMERS?

The consumer society but also its mode of organization tells us its aspirations. A trend is determined through social-cultural movements to breathe new life into our products and our way of consuming them.

New York is also the place to observe and analyze the new behavior of buyers. Retail is more and more innovative, leaning more towards a tailor made offer and offering exclusive products. The Story Store, the Adidas Store Concept, the Faith Connection Store ... show how new consumers have an educated eye, know the market and are looking for a sharp product offering.

CAN THE LINGERIE SECTOR BE INCLUDED IN AN EXCLUSIVE TREND OFFER? WHAT ARE THE CODES OF THIS OFFER?

The lingerie sector is innovative, always looking for new materials and new forms to initiate a ready-to-wear lingerie inspiration. This is why lingerie is designed more and more for highly architected products. The sets play on asymmetry, color combinations and a design of very graphic cuts. Laser cutting techniques allow precise design for a highly sought after and comfortable aesthetic.

Also, the younger generation wants to give a practical sense to their purchases and be able to wear them with simplicity. That's why we call this trend, Easy-to-Wear. It responds to a desire to be part of practical and aesthetic purchases without sacrificing quality.

IS THERE A MORE CREATIVE OFFER POSSIBLE IN THE MIDST OF THIS NEED TO BUY FOR BOTH USEFULNESS AND AESTHETIC?

Of course! Without creativity, the fashion market is dead! In response to this primary need to make sense of our purchases, hence a need for ease of wearing parts and maintaining them, we give in to shopping pleasures. Ruffles and frills decorate lingerie sets for exceptional occasions.

Moreover, swimwear is influenced by this trend for jersey pieces that celebrate summer and silhouette, becoming a very summer-time vibe purchase. There is a great return of one-piece swimsuit where the ruffles dress the décolleté and the shoulder in very demonstrative pieces. Lingerie likes to bring volume to suggest an

elegant seduction; all in layers! The Time-to-Wear trend displays our style and silhouette through ostentatious products. New collections are designed for exceptional products, linked to particular occasions.

THE CONCEPT OF TAILOR-MADE, LIKE SUSTAINABLE SHOPPING GUIDE, FOR TIME-TO-WEAR EVENTS AND FOR AN EASY-TO-WEAR LINGERIE. DOES THE MARKET STILL HAVE ROOM FOR A PURELY FASHION OFFER?

Consumers have not given up to indulge themselves and still love as much if not more than fashion, lingerie. This is why lingerie and beachwear brands offer collections that are halfway between ready-to-wear and accessories. The pieces become tops to wear differently and interestingly. This Style-to-Wear trend draws heavily on vintage cuts and prints for stylish, feminine silhouettes. This season offers a multitude of prints that come back in strength through sustained and colorful colors.



VANESSA CAUSSE

**DESIGNER TREND FORECASTER
TO EUROVET AND TREND UNION**

MINIMALISM V. EXTRAVAGANCE



MINIMALISM [NOUN]: a style or technique that is characterized by extreme sparseness and simplicity

INTIMATE POINT OF VIEW - seamless, nude tonal range, comfortable cottons and delicate lace, basic silhouettes, minimal details





EXTRAVAGANCE [NOUN]: an instance of excess, something extravagant [exceeding the limits of reason or necessity]

INTIMATE POINT OF VIEW - strong seams, bold color profile, luxurious fabrics of silk and chiffon, elaborated silhouettes, dramatic details





**TRUE INNOVATION:
ELISSA POPPY**



TELL US A LITTLE ABOUT YOUR BRAND. WHEN WERE YOU FOUNDED? WHERE?

Elissa Poppy was founded in 2016. I had recently graduated with a first class honors degree from De Montfort University, Leicester, UK, studying Contour Fashion (the design of underwear, swimwear and sportswear). After my graduate collection had been featured on the catwalk at Graduate Fashion Week and also on Vogue, our Instagram following began to rise and with it more and more people wanted to buy the collection and Elissa Poppy was born!

WHAT INSPIRED YOU TO SPECIALIZE IN LATEX?

I think I saw latex as a challenge. It has a very controversial history in fashion and lingerie with its fetish roots. I took a roll of latex and started experimenting, I laser cut it, pleated it, painted it, printed on it - everything you could do to a normal piece of fabric I did to this roll of rubber and I was hooked ever since! What a lot of people don't know about latex is how sustainable it is as a fabric. Latex is vegan friendly and although it is often marketed with other fetish wear fabrics like PVC or anything plastic, it is actually naturally sourced from the rubber tree, making it a renewable and biodegradable source.

TELL US A LITTLE ABOUT YOUR MATERIAL "LACETEX."

I invented Lacetex® while at university. I wanted to celebrate latex and its history but give it a more feminine feel. I experimented a lot with it as a fabric. In a lingerie course, the most common and 'go to' material students

use is lace. And although I loved latex, I wanted to find a way of combining the material with feminine fabrics such as lace to create more of a delicate and 'lingerie feel'. And so, with a lot of experimentation, Lacetex® was born.

By using Lacetex® within my own designs I feel like I'm bridging a link between fetish and feminine.

WHAT MAKES ELISSA POPPY STAND OUT AGAINST OTHER LATEX LINGERIE SPECIALISTS?

We aren't like anything else on the market, we have innovated new techniques such as Lacetex® and Marbletux® which have always been our stand out methods against other latex brands. But I mostly think we stand out because we're bringing something new to the table. We're highly fashion focused and have brought latex into the latest trends of today and not of the past. We have a range of different products to suit different needs. Our RTW Collection that launched last year has a turnaround time of 48 hours which has been unheard of before due to the manufacturing process latex holds. We're proud of our aesthetic, our innovations and designs give the material a luxury feel like nothing we have seen on the market so far.

HOW DO YOU FEEL THE WORLD OF LATEX IS REPRESENTED IN THE INTIMATE APPAREL INDUSTRY?

I think it's the same as the fashion industry, it keeps gaining in popularity. Celebrities and fashion houses continuously opt for the fabric in their collections. As a brand ourselves we have had an amazing amount of celebrity interest from the likes of, Ariana Grande, Zara Larson, Little Mix and Jordan Dunn. We have a lot of customers who are new to latex and it is always encouraging to see how it changes their perception of the fabric and the confidence latex instills in them.

WHAT'S IT LIKE MAKING EVERY PIECE BY HAND? DO YOU GET OVERWHELMED WITH THE CONSTRUCTION ASPECT?

It takes a while to master making latex pieces. It's very hands on. Nothing is sewn, it's all glued and bonded, so there is very little machinery. Even when you're cutting out the pattern pieces you can only do one layer at a time, so a single rotary cutter is enough. It may be overwhelming to a beginner, but I am much more skilled than when I first started this process so now I find it all very therapeutic and an every day job.

WHAT'S THE BEST WAY TO CARE FOR LATEX GARMENTS?

Because latex is a natural fabric there are a few rules that need to be followed. Firstly, only ever hand wash your items in lukewarm water with a very soft washing up liquid or even better our BeGloss cleaner. No tumble drying or ironing! Strong sun won't be kind to your garments unless using our sun shield, which is supplied with all wholesale orders and soon on our site. Also be careful around sharp objects!



MODERN MATERNITY

Modern-day women are calling for a new outlook in the offering of maternity intimates.

The concept of pregnancy being a woman's sole purpose is completely outdated – today's expecting mothers are on the go, busy, and hard at work, continuing to lead very demanding lives outside of their motherhood. A study done by PEW research center determined that, from the early 1960's to the 2000's, the amount of women working while pregnant increased by 22%. According to Census data in 2008, 66% of woman were maintaining full-time employment during their pregnancy. Due to this trend of women maintaining their careers through pregnancy, intimate apparel brands have adjusted their offerings to provide products that satisfy the needs of these modern mothers-to-be.

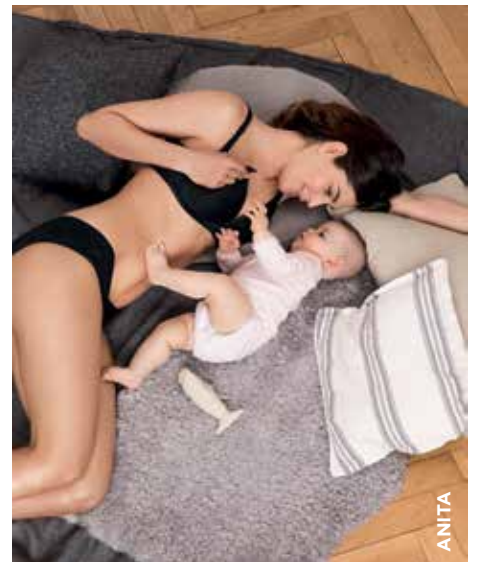
The modern woman seeks comfort during pregnancy, in addition to flexibility. Marion Pradier-Sentucq, Director of Sales and Branding at CURVE said, "I was looking for bras that I could wear during maternity, but also nursing." This desire for a dual-function bra for the busy mother-to-be inspired many intimate apparel brands. **Mayana Geneviere**, a Canadian brand that focuses on beautiful and comfortable products for the transitional experience of womanhood, offers the Nikki Long Line Bralette. This unique product is luxuriously supportive and adaptable to the changing body, with an added bonus of undetectable nursing capabilities. Versatile items like this allow the wearer to use the pieces through pregnancy and nursing, making them long-lasting and cost-effective.

Most women today seek intimates designed in soft, breathable fabrics – but as the body changes, the value of comfort becomes significantly more important. Mothers-to-be also



desire "fit-forgiving" items, says Kaitlin Wilbur, Bra Designer at Adore Me. Modern moms are on-the-go and won't sacrifice their personal style. With fit-forgiving intimate apparel, they can continue to express their true personal styles as their bodies begin to change. Pregnant women, even those who typically wear an underwire, often seek a wireless bra during pregnancy for adaptability and comfort. Fit remains one for the most important purchase factors of all intimate apparel, but it is the #1 decision-making factor when looking for maternity intimates. **Anita**, a leading intimate apparel brand, provides maternity bras that grow with expecting mothers and provide support that relieves strain on the shoulders and neck. A changing body can be difficult, and a perfectly fitting bra can be the best tool to ease the process of transition.

Although comfort is crucial during pregnancy and nursing, mothers still want to feel beautiful and sexy. These factors should not be sacrificed as they become a mother. **Cake Maternity**, an Australian maternity and nursing bra brand, offers the Truffles Molded Cup Plunge Lace Nursing Bra. This product is made of soft, stretch lace and is ideal from the 2nd trimester to 6+ weeks postpartum, and onward. Comfort and sexy design



should be able to co-exist, and this is the intersection of capabilities that Intimate Apparel brands need to consider when designing maternity products.

There is a continued need for intimate apparel brands that offer maternity products to create designs that are comfortable and versatile, for the modern woman. The focus of products must be to provide women with ease during this time of change. Many brands have already begun innovating on this concept, but there is more opportunity in the market.



THE ART OF BRA FITTING

It is no secret that finding the right lingerie can boost confidence. But what's even more important? Making sure that everything fits perfectly. Finding the right size and fit of a bra can be challenging – different band sizes, cup sizes, styles, fabrics, and cuts make every bra unique. In our attempt to unlock the art of bra-fitting, we spoke with Kimmay Caldwell, a bra fitting expert that's been in the industry for over 10 years.

Kimmay began her career in the industry at a bra-fitting store in SoHo, and was immediately overwhelmed with the importance of finding the right fit. Kimmay found inspiration in the individuals that she assisted. She noticed that everyone who came into the shop – from supermodels to mothers -- had something negative to say about their body. From this inspiration, Kimmay created #MoreThanMyNumbers, and dove headfirst into the world of expert bra-fitting. In Kimmay's words: "Size is a number. While it's important information to know and understand, the most important factor is fit. In fact, through the #MoreThanMyNumbers campaign I encourage people to use bra measurements and size (along with other numbers) as information, not a definition. When people say "I am a 34B", I lovingly offer up a correction. They are not a number or size. They are so much more! Knowing one's measurements and bra size starting points can help them narrow down the sizes with which to start in the fitting room. Then it's up to them and their fitter to assess the fit, comfort, and style for that individual."

Now, Kimmay Caldwell is a bra industry expert with over a decade of experience since 2005. From our conversation with Kimmay, we have compiled a list of tips and tricks to help you find bras in the correct sizes.



"A well-fitting bra can lead someone to uncover their confidence, stand in their power, and learn to love themselves inside, outside, and underneath"

- Kimmay Caldwell

First, you must find your 'starting points.' These are the two simple measurements that will give you an approximate idea of your bra size. You should first measure your Bust - or the width around the widest part of your chest, in inches. Then you should measure your Underbust - the width around your ribs, just underneath your bust, and round up to the nearest even number of inches. With these two numbers, you can find an approximate cup size. Subtract the Underbust measurement from the Bust measurement, and match this number with the prospective cup (1=A, 2=B, 3=C, etc.) In the words of Kimmay, "Numbers are information, not a definition." Because of the variation within bra sizing and fluctuation of the natural body, these two measurements cannot give you a consistently accurate size value. However, they give you a good starting point to begin your journey to finding bras that fit.

"Once you've measured and calculated your bra size starting points, or a fitter has helped you do so, it's time to try on each bra. It's nearly impossible to buy bras from different companies or countries, or made with different materials and designs, to each fit in the same size. Because size is a number, it doesn't tell the how story. I wrote a popular blog post on how 9 bra sizes can all fit based on material, country, sizing method, and more. The important thing is to assess the fit of each bra on your actual body, by yourself or with the support of a fitter. Without doing so, you're guessing that the fit will be a match for you based on numbers alone." - Kimmay Caldwell

Next, you must find your sister sizes. According to Kimmay, "Sister sizing is the idea that bras are sized with the cup size relative to the band size. For example, a 36B and 38A have a different band size and the same cup size volume. Understanding this concept can help people discover a similar (but different) size when adjusting their bra choice based on fit feedback. When I share this as part of Bra 101 information on TV or in a magazine I'm always shocked at

how many people have not heard of this concept. I often get emails thanking me for describing this or helping them realize why the 38B they tried on had a bigger cup than the 36B they had been wearing. Understanding how sister sizing works is key for being able to adjust sizes and get a really great, supportive fit."

The concept of sister sizing is not well-known by the average consumer, but can help immensely when finding a bra that fits. Sister Sizing represents the size relationship between bands and cups. As a bra's band size changes, the cup size adjusts accordingly. This means, as you adjust the width of the band to find the right fit, you will also have to adjust the cup size. Using your 'starting point' numbers, you can find sister sizes that are likely to fit similarly. According to Kimmay, "the basic rule to remember is 'up in the band, down in the cup or 'down in the band, up in the cup' to keep the same cup size volume." However, it is essential to remember that these sizes do not guarantee fit.

So, what's the most important part of finding a bra that fits? Trial and error. Every bra fits differently - based on band size, cup size, fabric, cut, and style. Finding your 'starting point' measurements and 'sister sizes' can be a great first step, but trying everything on is the real key to finding bras that fit perfectly. This process can help you understand your own body and its needs. It can increase confidence, comfort, and support on a physical and emotional level. And last, but not least, it can give you a slick foundation to create all of your desired clothing looks.

"I have fit thousands of people for bras and have seen their lives shift in simple and dramatic ways." - Kimmay Caldwell
For a collection of resources from Kimmay, visit www.hurraykimmay.com/expo

INFLUENCERS X PLUS X INTIMATES

There has been a strong focus across the fashion landscape on providing products for a broader range of women and portraying designs through an inclusive lens. The rise of social media and influencers flaunting their bodies of all shapes and sizes has propelled this movement. We spoke with a few women who are using their strong social media presence to bring visibility to inclusive intimate apparel brands, body-confidence, and self-love.

WHEN DID YOU BEGIN YOUR JOURNEY AS AN INFLUENCER WITHIN THIS INDUSTRY?

Mirand - I started working as a curve model almost 10 years ago... It wasn't until a few years ago upon attending a casting where they asked me how many followers I had. At the time, I had 10K and they laughed in my face, telling me to "step it up, honey." This fueled a fire within to truly understand and figure out why social media was important and why I should care.

Rhoden - After winning Curvy Kate's 2017 spokesmodel search, I then moved to the modeling mecca NYC. Winning this competition has allowed me to travel, model internationally, and meet interesting people from all walks of life. I use my social platforms to not only inspire and uplift, but to bring women together to show them that they are beautiful and worthy no matter what shape, size, or height they are.

Tyler - I'm a Northern California native making my dreams come true in the City of Angels as a model, make-up artist, social media influencer and curve enthusiast.



CARALYN MIRAND

Plus Size Model and Blogger | @caralynmirand

DID YOU HAVE ANY SPECIFIC SOURCES OF INSPIRATION?

Mirand - I've been inspired by many bloggers and women before me, but it was important to me that I figured out my own unique perspective and voice. My closest friends, mentors and family continue to inspire me to be authentic and true to myself.

Rhoden - Overall, I think being on Instagram and seeing women of all shapes and sizes has been the biggest source of inspiration for me. There are a ton of social media accounts I follow that I'm always inspired, encouraged and uplifted by. It's nice to scroll down my timeline and witness so many women owning their bodies and unique beauty. I live for it!

Tyler - My inspirations came from seeing other curvy women. Once I saw women of all shapes and sizes not shying away from hiding their body I said to myself: "I can do that too, I will do that too."

WHAT MAKES YOU A LOVER OF LINGERIE?

Mirand - The moment I found in a proper fitting bra, I like to call it the "bra-ha!" moment. It was truly life changing. Through my platform, I love being able to share my "bra knowledge" that I've learned after years of working as a lingerie model to inspire women to find their fit! A well-fitting bra can make you feel like you can conquer the world. It helps with posture, confidence, and looking better in clothes. What's not to love about that?

Rhoden - Funny thing is, lingerie used to be something I shied away from. I never felt extremely sexy in it, due to my body insecurities. But oh how times have changed. These days, I feel beyond beautiful and empowered while wearing it. I love how I can wear different types of lingerie, depending on my mood.

Tyler - Lingerie makes my inner sex appeal ooze out. I always felt like lingerie was for me and never for my partner. It's just a perk for them! You can walk around the house all by yourself in lingerie and feel sexy.

HOW HAS THE MARKET FOR PLUS-SIZE LINGERIE CHANGED, FROM YOUR PERSPECTIVE?

Mirand - I think now, more than ever, there are a lot more options than there ever were before. It's great to see brands who are focused on size inclusion, making sure there is an undergarment for every body.

Rhoden - Honestly, I've never struggled to walk into stores and find lingerie. However, I have friends who have. Nowadays, I feel like the lingerie market has become a lot more inclusive in making plus-size women feel just as sexy when they walk in the store. No matter what their size is. I remember seeing lingerie that wasn't as appealing, sexy, or risqué, and that really bothered me. It was just disheartening to see how companies felt like plus size women didn't deserve the same fire lingerie options.



TAYLOR RHODEN

Plus Size Model & Social Media Figure | @tall.tay



CHANTELLE TYLER

Model, MUA, Creative | @chaantellie

Tyler - I feel like lingerie has just now been made widely available for all sizes. They've always had the sexiest pieces for "straight size" women, but plus size is just now catching up and getting the same styles.

WHAT CHANGES STILL NEED TO BE MADE?

Mirand - In the world of online shopping, I think consumers still struggle with finding their proper fit. There is nothing like having an in-store bra fitting experience but I'd love to see brands spend more time on educating their customers prior to buying online.

Rhoden - There's always room for improvement, and I believe that the lingerie market needs to continue focusing on making plus-size women feel included. There are a lot of brands that make a few options for the "big girls" and think they've done their part. But this isn't a quick fix. It's about making plus women a priority and creating a norm. EVERY woman should be able to purchase great fitting bras and panties.

Tyler - I'd say we just need to keep advancing in providing the same sexy styles we see and love in our size. I see so many different bralettes and panties that I want in the same exact style. I don't want the "plus version" of anything anymore. Just make me a bigger size.

5 WAYS TO PRACTICE AUTHENTIC MARKETING

Authenticity is a buzzy word. And it's important. In fact, in a widely quoted international survey by Cohn & Wolfe, it was discovered that 87% of global consumers felt that it was important for brands to "act with integrity at all times," ranking authenticity above innovation (72%) and product uniqueness (71%) when asked what they valued most in a brand. Shifting the narrative can be tricky, however.

Crafting authenticity with intention can often have the opposite effect when it is forced, overly structured, or planned out. But there's good news! There are steps that you and your team can take to share your marketing in a more authentic way.

KNOW YOUR VALUES AND LIVE YOUR MISSION

Get clear on what is really important to your brand and for what the company stands. Then build or rebuild your mission based on those principles. Every action taken within the company should reflect those values. Simon Mainwaring, the author of *We First: How Brands and Consumers Use Social Media to Build a Better World*, says: "If a brand genuinely wants to make a social contribution, it should start with who they are, not what they do." He goes on to add, "For only when a brand has defined itself and its core values can it identify causes or social responsibility initiatives that are in alignment with its authentic brand story."

To keep things aligned, hire team members who are on board with those values and support the mission, especially on the marketing team. Incorporating staff who are genuinely aligned with the brand's mission assures that the message will be communicated effectively. That means every piece of copy, every social media post shared, and every press release sent will authentically match the brand's beliefs and actions.

2 STAY IN YOUR LANE

It's tempting to hop onto a marketing campaign trend that is performing well for someone else. And by all means, staying abreast of the current culture and trends is important. It's also worth checking in with your company if a shift is in order. However, there's no need to jump onto a marketing trend that isn't really serving your brand or your customers. Avoid the enticement and easy way out of copying someone else's success.

Instead, ask yourself and your team what message and form of communication will really serve your unique clients, your unique offerings, and your unique brand story. Even if certain elements were learned by watching others, the end result will be more true to you and your brand.





3

PRACTICE WHAT YOU PREACH

It's easy to talk the talk, but do you walk the walk? What goes on behind the scenes in your office is just as important as what you share on your social media feed and homepage. For example, if you create a campaign about empowering women, make sure that the company really empowers women. That may mean adjusting work policies that support women, or actively hiring more women for influential roles within the company, and ensuring that your business pays women and men equally for equal work. There's no sense in sharing empowering quotes and images if your office isn't actively putting these ideas into practice.

Simon Sinek, best known for his viral Ted Talk on starting with "why" also has this to say: "Actions speak louder than words. All companies say they care, right? But few actually exercise that care." Being a company that actually cares, cultivates that caring, and puts actions into practice that support that caring will set your brand apart from those who just share pretty pictures of what it looks like to care.

UPDATE YOUR IMAGES

Fake filters and extreme airbrushing were the norm for online and print marketing for years, and creating an idyllic or aspirational brand was all the rage in the past. In this way, marketing efforts captured the consumer's perceived desire to improve themselves and to match an idyllic standard of beauty. But no longer.

It's ok for your brand to want to present a polished and professional look. Certain versions of this can go too far, however. Ask yourself if the images your company shares showcase a false sense of perfection and if that authentically reflects your clients.

Customers want and deserve to feel understood, represented, and affirmed that who they are is enough. Consider letting the stretch marks, cellulite, rolls, and other normalities shine. False perfection and lack of inclusion not only sends a damaging message, it also distances your offerings from your customers. If they can not see and hear themselves in your visual and written marketing, you're missing the mark. This is why user generated content (UGC) is so popular. Allowing your clients to participate in the marketing process with their own images, captions, and stories can lead to a more authentic representation of their experience.

4

5

CHOOSE PARTNERS WISELY

This goes for employees, brand ambassadors, marketing staff, and especially public and social campaign partners. If you want someone to share your authentic marketing campaign then make sure they authentically align with your message. We've all seen influencer marketing gone awry when a popular person posts an image and copy that was clearly created by someone else. We can tell that that influencer not only doesn't use the product, but that they don't really support the message behind the product. While this approach with a very famous person may get a lot of likes, this form of posting will not lead to qualified leads and conversions.

Searching for partners that are truly aligned with the message is key for a more authentic social campaign. Does this take more effort and financial planning than just finding the most popular or commonly used partners? Sure. Is it worth it in the end? I think so. And your clients will certainly think so. Authentic marketing leads to more trust, and trust is a main factor in the like/know/trust factor that leads consumers to make purchases and builds brand loyalty. Trust creates long term clients. Trust breeds rabid fans who refer your products and company. Trust ensures longevity through the ups and downs of business.

So the question isn't if your company can afford to be more authentic in its marketing. The question is can it afford not to be?

Use a careful eye to be honest about where your brand stands now on including your authentic customer, and the real you. Then commit to taking a step forward to make those images and marketing efforts more inclusive and authentic. Then another step. And then another. Step by step you'll find the balance between polished and transparent, so that the best foot forward version of the company and a very truthful version are not so different.



Kimmy Caldwell the go-to intimates industry expert with over a decade of experience since 2005. Her vast experience includes bra fitting, retail, marketing and more with a focus on a self love message. She is the founder of Hurray Media and the website, Hurray Kimmy. Find more resources and information on this article at HurrayKimmy.com/expo.

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INTERVIEW WITH LIRIS CROSSE

HOW DID BEING ON PROJECT RUNWAY HELP ADVANCE YOUR CAREER AND WHAT DID YOU LEARN FROM IT?

Well, TV goes straight into people's homes, so it definitely gave me mainstream exposure all around the world, since the show airs in numerous countries. Plus, people got a dose of my personality, confidence and heart, which I feel they fell in love with but that feeling is mutual with the Project Runway fanbase. I learned how some are closed-minded still to plus-sizes, but also that there's many more who felt I brought a great light to the power of the plus model. Also, I saw the power of plus size imagery on your TVscreens, so we can revolutionize the fashion and beauty industries for the greater good-since the average woman in the USA is a size 14-16.

CURVE sat with Liris Crosse – an esteemed plus-size model, creator of Life Of A Working Model Bootcamp, and now author of Make The World Your Runway. She is a pioneer in the fashion industry for full-figured and African American women, and represents the determination to push diversity forward within the modeling industry. We chatted with Liris about her career, takeaways from being the first plus-model winner on Project Runway, and her latest book!

HOW DID YOU GET INTO MODELING?

I got into modeling back in high school by attending a model search convention that's now named Mogull Talent. Agencies loved me but wanted me to lose weight. I tried to lose weight but it was never enough. I moved to NY after graduating high school and hit the agencies. I signed with the plus division at Wilhelmina Models. It was a slow build, but I accomplished a lot during my time there. I'm now signed to Dorothy Combs Models. What's kept me going is that I truly LOVE the art form of modeling. I appreciate the impact I'm able to have on others from it and the amazing experiences I've had because of it. It's my God-given purpose and that's why I just can't quit!

WHAT WAS THE MOTIVATION TO DESIGNING "LIFE OF A WORKING MODEL" BOOTCAMP?

I wanted a safe place where aspiring and working models could get quality information from industry professionals who are actively engaged and working at a high level. We are at the pulse of the industry, and we are tried, tested and TRUE! I've had guests like the casting director of Project Runway Paul Medford, Maddy Jones from Plus Model Magazine and Full Figured Fashion Week creator Gwen Devoe. The list goes on and on! It's open to all levels of experience, genders, sizes and ages. When you're able to give real tools so that people can expand their careers and avoid pitfalls. PRICELESS!

WHAT WAS YOUR MOTIVATION IN WRITING YOUR NEW BOOK "MAKE THE WORLD YOUR RUNWAY"?

Actually, I loved the support from the Project Runway fans so much that they inspired me to write it. Coming off the show, so many of them, as well as aspiring models, loved my confidence and my modeling work. I felt it would be a great idea to write a book that connected the two worlds, but for a bigger purpose. It's like modeling, meets life coaching, because it's model tips for everyday confidence and success.

WHO WAS THIS BOOK WRITTEN FOR AND WHAT DO YOU HOPE THEY TAKE AWAY FROM IT?

The book is for EVERYONE! Of course models can gain insight, but I wrote this so that no matter your size, age, race or gender, you can MAKE THE WORLD YOUR RUNWAY! Of course, it's more female-centered because I am, but I wanted the book to help everyone live their best lives find their purpose. There are tools that models use in their everyday lives and on the runway, I used them so that everyone could use them on the runway of life. From posture, to poise under pressure, to standing in your power, to positivity, and so much more. I hope people take away increased confidence, a deepened purpose, a new mindset, and excitement for what's to come.

HOW DO YOU PRACTICE YOUR SECRETS FOR CONFIDENCE AND SUCCESS IN YOUR PERSONAL AND PROFESSIONAL LIFE?

Well, practice makes perfect. I practice being intentionally positive with my words-especially when I go through disappointments. I stand in my power and do the things that I'm fearful of, I work on my partnerships and do self-care rituals so I can be the best me for me, and to serve others. I work on myself physically too, so I can maintain it all.

LINGERIE LOVE

10 SIMPLE WAYS TO USE LINGERIE TO LOVE YOURSELF AND YOUR BODY

When I started as a bra fitter in 2005, I had no idea how the seemingly simple process of a bra fitting would change my life, or the lives of those I fit. I was in college for musical theater and judged my body and looks harshly because I was comparing my own body to the perfectly airbrushed images I saw in magazines. It wasn't until I saw real bodies in the bra fitting rooms of New York City that my eyes were opened to what real bodies and real beauty look like. I decided to update the conversation I was having with my own body and self, and realized I could help others do the same with the help of a bra fitting and lingerie.

Now, undergarments are just one tool (and my favorite one, at that) that I use to teach people how to uncover their confidence, stand in their power, and learn to love themselves inside, outside, and underneath. Want to try it out? The opportunity is deep and you can get started by testing out a few of these simple suggestions below.

1 Lovingly learn what styles and sizes work best for your body and wear what fits well and feels good. Check in often with curiosity and care.

2 Say "I am #MoreThanMyNumbers" and use measurements and bra sizes as information, not a definition.

3 Create a secret layer of love underneath your clothes. It's your choice if you want to share it with others.

4 Define what makes you feel seductive, powerful, and alive and wear it. Often.

5 Adorn your body with well made, well fitting basics and beautiful items daily. Your undergarment drawer can feel like a sacred destination.

6 Investment and attention are a form of love. Invest your time, energy, and/or finances into supporting your body.

7 Treat your body like your best friend. How would you talk to them? Practice saying loving and kind words in the mirror during the shopping process.

8 Support your whole being by supporting your chest and breasts, which rest right over your heart.

9 Create a sincere affirmation and simple self-love ritual for each time you put on or take off your bra.

10 Forgive yourself for any misunderstandings or judgements you've bought into about your body, your bra size, or yourself. Let those go and invite in the truth of who you really are.



Kimmy Caldwell a self-love coach and intimates industry expert with over a decade of experience since 2005. She has shared her expertise all over the world and in the media, including The Rachael Ray Show, TODAY, and more. She is the founder of Hurray Media and the website, Hurray Kimmy. Find more resources and information on this article at HurrayKimmy.com/expo.





INNOVATING THE SUBSCRIPTION MODEL - KENT WOMAN

KENT Woman is an organic underwear and loungewear brand based in Los Angeles, designed to help women delightfully start and end each day. The Annual Brief is women's organic underwear on auto-pilot, annually - think of Dollar Shave Club for women's organic underwear.

GIVE US A GENERAL OVERVIEW OF THE ANNUAL BRIEF - WHAT'S IT ALL ABOUT?

The Annual Brief is women's organic underwear annual subscription. Studies show that we should replace our everyday underwear once a year to stay healthy - but who keeps track of that? The majority of our underwear is also made of synthetics (nylon and spandex) that's derived from harmful petro-chemical-based materials or fabrics grown in pesticides. We take the guesswork out of knowing when it's time to swap out old underwear for new pairs, as well as keep you (and the planet) healthy.

WHAT INSPIRED YOU TO CREATE THE ANNUAL BRIEF?

We've been focused on creating beautiful, organic underwear for women since day one. While we had beautiful organic silks, I wanted to create a more accessible, everyday brief that women would love to reach for every single morning. And because we women have on average 34 pairs of underwear in their drawer - 30 for Monday through Friday and about 4 'special occasion' ones - we wanted to provide a go-to, super healthy, ultra breathable alternative for that Monday through Friday.

WHY SHOULD PEOPLE USE 100% COTTON UNDERWEAR?

Organics and natural fabrics are at the core of preventing bacterial and yeast infections. Breathability and the age of underwear also play a big role. 100% organic cotton works beautifully to help prevent infection. Our Annual Brief is more accessible price-wise, and so may be an easier, healthier, everyday option.

HOW OFTEN IS THE SUBSCRIPTION? IT IS CUSTOMIZABLE?

It is an annual subscription. Each year, subscribers will receive a note that their underwear is ready for an annual refresh. It is definitely customizable - you can change up styles, colors and sizes before your next delivery. You can also customize quantity, with bigger bundles offering bigger savings - all delivered right to your door. We take the guesswork out of knowing when it's time to replace old underwear for new sets. Our vision is to be women's go-to choice for healthy and organic everyday briefs.

WHAT ARE YOUR AVAILABLE SIZE RANGES?

We offer sizes from XS to 3XL. That's a dress size 0 to 18.

HOW IMPORTANT IS RECYCLING FOR YOU AND THE ANNUAL BRIEF?

The Recycle Club is an extremely important part for us in our commitment to be landfill free - which is better for people and the planet. Each Annual Brief comes with a Landfill Free Recycle Club Pouch to return briefs past their prime to our recycling partner to be refined and repurposed (i.e. into insulation) and diverted from landfill. For Pouches received, we provide a credit for your next order.



woman

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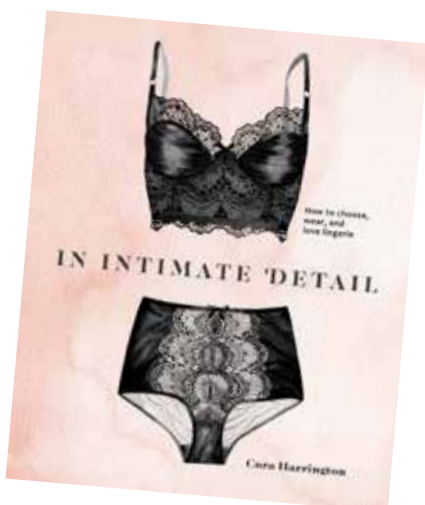
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TAKE YOUR LOVE OF INTIMATES TO THE PAGE AND DIVE INTO THESE ENGAGING BOOKS



CADOLLE, AN EXTRAORDINARY FAMILY SAGA by Anne Dietrich

In December 1870, a determined young woman decided to leave her native province to settle in Paris and look for work. Accompanied by her family, she arrived in a city at war, surrounded by the Prussian armies. Insurrection was rumbling. The revolution of the Paris Commune soon broke out. Herminie was already a devout feminist so she engaged in this social conflagration with the enthusiasm of a full-frown woman. This adventure was to be a huge success: The history of Cadolle began in Buenos Aires. Herminie then had a stroke of genius : she invented a new underwear garment, the first bra ever, which she presented in Paris on the occasion of the famous 1889 world exhibition. This was another huge success that would lead the Cadolle family to establish themselves jointly in Paris and Buenos Aires. The author does not just tell the extraordinary adventure of this family saga. She tries to connect it with the various social and economic evolutions occurring in France over 150 years of history. She also brings us a wealth of information about the evolution of French fashion evolution over the years and how Cadolle contributed to it.



IN INTIMATE DETAIL: HOW TO CHOOSE, WEAR, AND LOVE LINGERIE by Cora Harrington

While many love the idea of wearing special underthings, lingerie can be daunting. How is it supposed to fit? Where should you buy it? How do you take care of it all? Is lingerie really for everyone? In this beautiful and empowering guide, lingerie expert Cora Harrington demystifies Intimate Apparel, making it accessible to all sizes, ages, and budgets. Covering everything from bra fit basics, to how to shop, to what to pack for your honeymoon, this no-nonsense handbook empowers readers to confidently buy, wear, and care for the underpinnings of your dreams.

At long last, a fully comprehensive and accessible book on lingerie that demystifies this often intimidating segment of fashion.

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STORM IN A D-CUP by June Kenton

June Kenton is the woman who transformed London's Rigby & Peller into one of the leading lingerie retailers of the world. Corsetiere to Her Majesty Queen Elizabeth and thousands of other women, June has devoted her life to extolling the virtues of the properly-fitted bra. From the early days selling garments in an open-fronted shop in Brixton, to the Queen's private apartment where she attends Her Majesty as the royal corsetiere, June Kenton's story is full of surprises. She is the petite powerhouse who transformed London's renowned Rigby & Peller into an internationally-recognised luxury lingerie brand and a multi-million-pound retail chain. Along the way, passion and principle have drawn June far from the exclusive boudoirs of the well-to-do and famous. For nearly twenty years, she campaigned for freedom and justice after her being ejected from the Wimbledon tennis championships, the Coliseum, and dozens of other landmark venues. She then pushed herself to her physical limits, trekking across the Sinai desert and in a cruel twist of fate, tackled breast cancer head-on. June Kenton insists that when she talks about bras, she is talking to every woman. When she talks of her rich and varied life, the same is certainly true.



