



Revealed

BY CURVE

curve
NEW YORK

X



Awards

August 1st, 6 p.m. - 9 p.m.

Cocktails & Small bites

SPRING STUDIOS ROOFTOP

Hosted by

journelle

RSVP: Kirsten.griffin@comexposium.com

DEAR INTIMATE APPAREL AND LINGERIE COMMUNITY:



It is with the utmost pleasure I announce that Curve New York and Curve Los Angeles are coming back for its highly anticipated in-person shows this August! We are so happy to welcome back both domestic and international clients to rekindle face-to-face interactions, tactile experiences, and an all-important sense of community in our new location at Spring Studios in New York.

This last year presented significant challenges and tested our resilience, but as we move past the effects of 2020, we are seeing signs of rebirth. As a community, we've persevered by encouraging and supporting each other during difficult times, and I am so happy to see the intimate apparel industry bouncing back. Travel is also returning to normal and with it comes new opportunities to connect and interact.

One of the most rewarding events aimed at celebrating, connecting, and uplifting our community are the Excellence Awards, and Curve New York is very proud to continue its partnership with NPD for this important evening. Thanks to the progressive and innovative paths taken by many lingerie brands and retailers, the intimate apparel category has led by example during these extremely challenging times.

The Summer 2021 issue of Revealed by Curve highlights the creativity and artistry of our industry. In the gorgeous editorial photoshoot and collaboration with Elisa Valenti—a body-positivity advocate and artist—lingerie is portrayed as wearable art.

In this issue, we also showcase a world tour of lingerie boutiques attracting new clients with their alluring window displays and engaging in-store experiences. The FW'22 trend forecast provides a glimpse of the future on how to design less, but better. We also explore rapidly growing niche markets, like tween and teen bras, and a new generation of sexy post-mastectomy lingerie. As always, we are happy to feature progressive lingerie and swimwear brands that excel in sustainability, ethical manufacturing, and inclusivity. We can't wait for you to check out this exciting spread.

Finally, I'd like to thank all of you for your support and look forward to seeing you in August.

Warmly,

RAPHAEL CAMP
CEO Eurovet Americas

> *Curve New York, August 1-2, 2021 at Spring Studios*
> *Curve Los Angeles, August 23-24, 2021 in Manhattan Beach*



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Introducing the 5599
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A look inside *The Summer Issue*

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Follow the magazine online at curve-newyork.com/revealed

A RETURN TO STYLE: WHAT THE FUTURE HOLDS

At a recent Future of Style event conducted by The NPD Group, an array of industry experts from the company discussed their views about retail market renewal and recovery. They answered questions about what lies ahead for various product categories, including apparel, footwear, sports, and beauty.

As the world continues to emerge from pandemic fatigue, the following three factors are expected to drive growth in the retail industry: getting out, getting away, and getting back to work.



Todd Mick,
NPD's Executive Director
for Apparel and Innerwear
Analyst



Kristen Classi-Zummo,
NPD's Director of Market
Insights & Apparel

GETTING OUT

Dressing more comfortably, wearing slippers, and doing our own nails were forms of self-care for consumers stuck at home in 2020. As a result, categories aligned with going out and attending special occasions were hit hardest. On the flip side, sales of men's and women's sweats exceeded \$13 billion in 2020, according to NPD's retail tracking service.

Dresses, suits, dress shirts, and other going-out apparel struggled in 2020, with sales declining by \$9.7 billion, over the year. However, as vaccination rates rose and cases declined, 2021 started telling a different story. Some of these categories have already begun to surpass 2020 sales, and in some cases, even sales from 2019.

"Half of consumers buy apparel when they need it, not ahead of time," said Kristen Classi-Zummo, director of apparel market insights for NPD. "As parties and other social gatherings started to ramp up again, people began buying these dressing-up categories in the moment."

Some struggling intimates categories were also starting to see growth as early

as the first quarter of 2021. "Early in the year, we noted a pent-up demand for strapless bras that came alive for special occasion dressing," said Todd Mick, executive director at NPD. Mick also noted that shapewear will continue to play a big role in the coming months, especially since one out of every four women is now a larger size than she was before the pandemic, according to a Trend Tracker survey from NPD and its partner Civic Science. "It's important for brands and retailers playing in this space to understand that comfort and casualization will play a big role here," Mick said.

Over the past year, consumer perceptions about getting dressed up have certainly changed. One-third of consumers say dressing up has become more casual for them than it was pre-pandemic, according to NPD and Civic Science. "As we move forward into the holiday season, dressing up this year is going to be more about casual elements infused into occasional dressing," said Zummo. "Shapewear will still be in women's closets, but the ability of brands to innovate and adapt to her new wardrobe

will be crucial for the category."

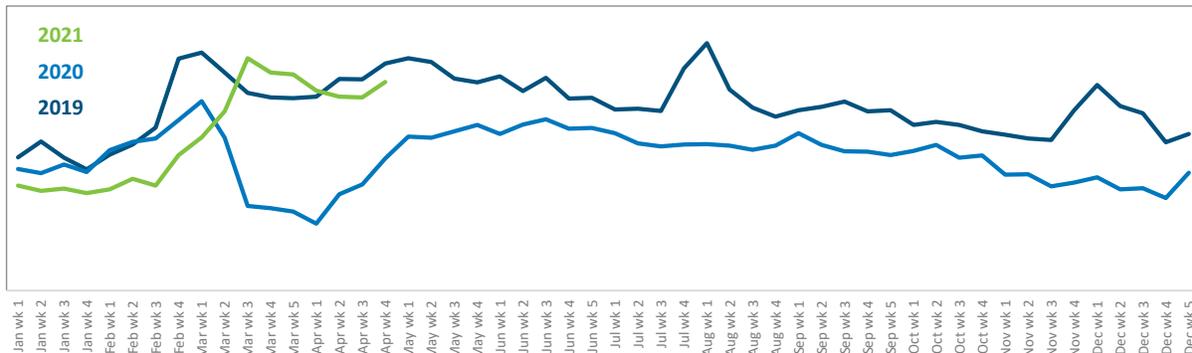
GETTING AWAY

An NPD consumer survey conducted in May 2021 revealed that approximately one-third of respondents expected to return to their pre-pandemic leisure and business travel behavior in the next three months, and another quarter expected to do so within four to six months. In January 2021, travel spending had already begun to trend upward.

Along with this travel uptick, swimwear sales also rose—another indicator that consumers were preparing to travel to warmer climates and beaches again. In the first quarter of 2021, men's and women's swim category sales rose 6% compared to the first quarter of 2019, which underscores the fact that there was pent-up demand for spring break travel.

"As regular travel resumes, people once held captive in their homes will definitely be looking for new clothes," Zummo said. "During the spring break timeframe this year, we began seeing gains across all swimwear segments—men, women, and children. People were ready to get

WOMEN'S SHAPEWEAR UNIT VOLUME TREND



Source: The NPD Group / Retail Tracking Service

outdoors and enjoy social settings again, and products related to travel continued to benefit from those consumer behaviors.”

GETTING BACK TO WORK

In 2020, 70% of declines in adult ready-to-wear apparel came from women, according to NPD’s retail tracking service. Part of that drop can be attributed to losses in income stemming from childcare complications and job losses. During the pandemic, women left the workforce at a higher rate than men.

Even now that vaccination rates are up, and businesses are starting to open back up, many employees are shifting to a hybrid work schedule rather than immediately returning to the office full-time. In fact, 40% of current workers could be working from home more than they did before COVID-19, according to NPD.

This workplace shift will continue to affect sales of suits, dress pants, dress shirts, tights, hosiery, and other items that were still in decline in the first quarter of 2021 compared to 2019. “Sales of these traditional wardrobe staples might not come back in the same way,” Zummo said. “The design focus will be on infusing comfort and versatility in these categories and working alongside our new hybrid work schedules.”

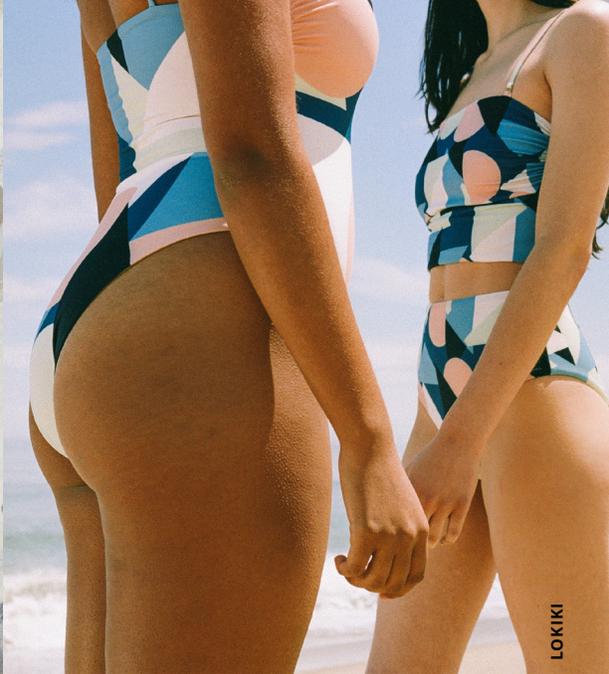
“This is an exciting time for intimates,” Mick said. “Some women might have gotten away with wearing traditional sports bras all day last year, and now as they head back to the office a few days a week, they will be looking for something that looks like a non-sports bra but doesn’t give up the comfort they have gotten used to.”

What does this mean for the future?

Although people are heading back out to travel and to work, there are some lessons to be learned from 2020. Even though the pandemic taught us how to get by with less, consumers are shifting their focus toward conscious quality purchases that make them feel good. Nowhere can this shift be seen more clearly than in the sleepwear category.

NPD retail tracking reveals that women’s sleepwear sales rose 12% in 2020, and the category was still up by double digits in the first quarter of 2021—even compared to 2019. Although all price points for women’s sleepwear increased in 2020, higher-end sleepwear priced at \$50 and above grew almost three times as fast as sleepwear priced under \$50.

“Consumers purchasing more expensive sleepwear most likely viewed it as a self-gratifying splurge, as well as a kind of self-care,” Zummo said. “As women’s wardrobes continue to evolve through the rest of the year, and they get back to work, events, and start traveling again, their focus on quality, comfort, and versatility will still play a leading role in what they are wearing.”



“Wild Isles’s materials are made of recycled, industrial-strength fishing nets imported from Italy, for products you can feel good about and that feel good to wear.”

WILD ISLES

LOKIKI

5 HOT SWIM BRANDS

Worth Packing

BY GABRIELLE PORCARO

Vacation vibes are upon us. Not only because the summer is here, but because we are slowly returning to normalcy. Many people stayed home last year or kept it local. This year, plane trips and distant vacations are back. And since last summer our travels were on hold, our swimsuit shopping might have been as well.

As fashionistas start to look for new bathing suits, they will find a mix of timeless, flattering styles and current trends, like frilly ruffles, plunging necklines, and pastel shades. It’s always a good idea to search for some fresh

options by turning to newer, smaller brands. Not only do they offer unique designs, but many are also solution-specific and have a commitment to sustainable practices. While travelers shop for everything they desire to fill their suitcases with—from sandals to suntan lotion—let’s think about what they expect from their bathing suits. Of course, the color and print are vital, but what about their functionality? Whether lounging on a beach chair or taking a surfing lesson, the swimsuits need to play the part.

Here are five brands that are worth checking out >>>

Gabrielle Porcaro is a New York City based freelance fashion editor, writer, and stylist. Follow her at @gabporcaro



SKINNY DIPPERS



FOLLOW SUIT



SEPTEMBER

“Each suit is made with Italian recycled nylon to ensure we have the smallest ecological footprint, and I spend months product testing each design before producing it,”

Erika Seiko Togashi, Founder/CEO of September

WILD ISLES:

POWER OF MIX AND MATCH

Started two years ago by two busty friends, Wild Isles is a size-inclusive, sustainable swimwear brand that exclusively serves those who struggle to find bikinis that fit and support larger cup sizes. By offering separate tops and bottoms, Wild Isles encourages women to mix and match to find their best combination. From plunging necklines and lace-up bottoms, these styles are as sexy as they are supportive. They not only flatter but celebrate your natural shape. Another reason why this brand stands out from the rest is because their supply chain is 100% run by women, from sourcing to designers to packing. Made of recycled industrial-strength fishing nets, these bold-hued suits are a must-try.

www.Wildislesswim.com

FOLLOW SUIT:

CHIC ECO-CONSCIOUSNESS

This brand aims to bring a sense of joie de vivre to eco-friendly swimwear. With a commitment to sustainability, Follow Suit monitors every stage of the process to use less water, energy, chemicals, and minimize waste. While producing in New York City, the team is mindful of the materials and partners they choose to work with. They use ECONYL® regenerated nylon constructed from post-consumer waste, like fishing nets, and fabric leftovers

instead of sourcing new material. Made for women who love to chase the sun, Follow Suit uses sustainable resources while delivering cool, vibrant color options with geometric prints inspired by Mediterranean tiles and the world’s most beautiful beaches. Their unique and versatile patterns will keep you looking chic on your vacation.

www.Shopfollowsuit.com

SEPTEMBER:

RIDING THE WAVE

If active vacations are what you seek, look no further than September, a line of performance driven suits with stylish, streamlined silhouettes. Every style is handmade in a female owned and operated Bali shop and constructed from recycled Italian nylon. The goal is to have the smallest ecological footprint. Each piece is tested for months before production. Their suits include technical details like mesh panels and chlorine resistant fabric with SPF50+ UV protection. Timeless yet functional, September’s sleek designs showcase cutouts, low backs, underwire tops, and full bottoms so you can hit those waves with comfort and confidence. There’s no doubt this will quickly become your go-to swimwear, even if you aren’t surfing. www.Septembertheline.com

LOKIKI:

MADE IN NEW YORK

What sets this two-year-old brand apart

from the rest is its elevated and minimal design. Inspired by art, architecture, and nature, the results are classic and modern cuts and colors. They also choose to include thoughtful details like extra stitching or a double layer of fabric versus the bulk of padding. Sustainability is also vital to the brand, which uses 100% recycled Italian fabric from fishing nets. Production is local, based in New York, and all packaging and tags use recycled paper. Suits are soft as a feather, and a white one-piece is that relaxed, refreshed look you want to convey as you lounge at the pool.

www.Lokiki.com

SKINNY DIPPERS :

BODY-SHAPING MIRACLES

For more playful options, Skinny Dippers function similarly as Miraclesuit—the bathing suits that make you look ten pounds lighter. Aimed at younger consumers, Skinny Dippers include shaping elements that are lightweight and less constricting. The collection is a mix of cute bikinis in various shapes and one-pieces with trendy details. Extra stretch and recovery are built into each of these modern and sleek silhouettes. This season’s fun prints, especially the cherry covered styles, will add cheer to your vacation wear.

www.Skinnydippers.com



LeonisaWholesale.com

REVEALED ISSUE #5

LEONISA

2021 WORLD TOUR of Retail

Lingerie and Swim Displays that Embody the New Mood of Summer

BY LIBBY BASILE

It's no secret that internet-based retailers won in 2020, but a quick glance inside shop windows will let you know that brick-and-mortar is making a comeback across the world. As we head into the next phase of the pandemic, which looks different across the nation, retailers are preparing their stores for increased foot traffic and more optimistic buyers. The vivid displays are symbolic of the atmosphere that consumers are settling into—a hopeful reemergence into a new world.

Overall, the mood is celebratory for shoppers as well as retailers. After putting so much on hold, “our customers are eager to celebrate their milestones during this time,” says Emily Diehl, manager at *à la mode intimates* in Baltimore, MD. The shop caters to those seeking special occasion sets and elevated basics, which Diehl says are currently in demand.

As local support continues, retailers are creating in-store experiences that portray gratitude and continued excitement. “I really believe customers will be back this summer and have come to appreciate local businesses as vital to the communities they serve,” says Julie Issacs, co-owner of *La Pêche Lingerie* in Manchester Center, VT. “After over a year of such challenges, the vaccine



gives us some real confidence about people having courage to go out, travel, and treat themselves to something fun and beautiful.”

“We have been excited to spread our wings this year and emerge from the Covid cocoon,” says Nicholette Driggs, store manager at *Naughty Bettie* in Grand Rapids, MI. “We spent most of last year closed or by appointment only. This year we were able to not only be open weekends but expand our hours during the week. We still retain two days a week for private shopping for those who would prefer a more intimate shopping experience.”

Fresh color stories inspired by nature are trending in lingerie collections, and sexy intimates that reflect a desire for escapism are still going strong. Consumers are ready for normalcy to resume and that includes dressing for special occasions again.

Displays around the world reflect these trends. Read on for a look inside leading intimate apparel shops to see how their spaces embody this optimistic mood.

FRESH MERCHANDISE TAKES THE STAGE

Revolving displays with new looks are still a hallmark of a successful retailer.



Spring collections that feature bright colors and nature inspired looks have been front and center in a lot of retail shops. Kilo Brava's satin sleepwear with multicolored butterflies brings life to the display racks at La Pêche Lingerie.

At The Classy Couturier in Rocky Mount, NC, Cosabella's cheerful spring loungewear in lemon yellow and sky blue leopard print add a burst of excitement to the space. "Something I've always appreciated about fashion is that in colors coordinate quite nicely across the brands, making displays even more fun," says store manager Courtney Vitale.

"Although we do get a little naughty, this spring we are all about color," adds Driggs. "Corals, peaches, pinks, yellows, and greens are giving us—and our clients—life! It is very important to us that all of our customers feel represented in our marketing and feel both valued and appreciated when they shop."

Journelle, which has three locations in New York and a fourth in Chicago, change their windows weekly. "We like to mix it up and pair something sweet, like loungewear or core lingerie pieces, with something a little sexier, like a three-piece lingerie set," says marketing assistant, Alessandra Piotti.

Journelle's lingeristas are using these window displays to encourage shoppers back into stores for an in-person experience. "Whether it is the newest styles or something particular to that clientele in the area," adds Piotti. This helps give each shop a personal feel.

"We change out our window displays weekly featuring different items," says Carla Mackie, owner of Uplift Intimate Apparel in Carmel, IN. "What our customers and passersby see at a glance is continuous new product." This season, Mackie's displays feature nature inspired florals and dynamic color stories.

Based in Berlin, Germany, fishbelly is welcoming back customers with bold displays that speak with a modern cosmopolitan woman who is empowered by her lingerie choices. "My lingerie is meant to be boudoir lingerie, so black is first choice," says owner Jutta Teschner. "I prefer light mesh, satin, modal, and of course all variations of beautiful laces and guipures."

When it was time to welcome customers back, Esprit de la Femme in Nelson, BC focused on creating an experience that was an escape. "We redecorated," says owner Cheryl Cote. "People had so much anxiety. They were locked up, and for them to come in was either a necessity or a chance to do something normal."

Cote focused on keeping the atmosphere light and positive, which included limiting talk of Covid-19. Her approach to merchandising is "no different than any other chef or artist," she says. The displays they create reflect the way they feel. "When someone chose flowers for a display it was because it was spring," she says. "Our first wall looks like a bouquet. It's summer and summer is sexy for a lot of people."

Need some inspiration for creating your own uplifting displays? Here are a few examples from store owners that capture this summer's feel-good mood.

ARTFUL EXHIBIT

Legs and Lace in Aurora, ON creates museum quality displays in the front window each month. Maria Andreou, owner/CEO, works with local artist David Bennett to merge different art forms—from garments to paintings—to create a scene that inspires interest.

"Through the pandemic, we have, from day one, wanted to be a beacon of light and a source of calm and stability in our local community," says Patricia Grosdoulies. "We felt through display we, in some small way, could uplift spirits, keep consistency in an uncertain time, and let our suppliers know we are showcasing their beautiful products," she says. "We are all in this together."

"Showcasing new collections helps move everyone forward, and we hope to lead the way through our window display and reach everyone through Instagram," she adds.

LIGHT IT UP

Those of us searching for a light at the end of the pandemic's tunnel may quite literally find it in the windows of Journelle.





JOURNELLE



RED VELVET



LEG & LACE

The store windows are adorned with huge neon heart lights, in classic Journelle purple.

“This is a signature for Journelle stores, and our customers can see it down the street no matter the time of day,” says marketing assistant, Alessandra Piotti. “We think this heart expresses how we are welcoming everyone into our stores, and we spread the love whenever we can.”

THE POWER OF SIMPLICITY

In Vicenza, Italy, Red Velvet celebrates the return of normalcy with a display that highlights the simple things in life. The display welcomes customers into the showroom space with a selection of bestsellers from Rosa Faia’s collection, inspired by Anita’s #Relove campaign.

“This pandemic has led us to rediscover simple things,” says owner Francesca Bortoluzzi. “We wanted to follow the brand’s cue by proposing an internal showcase entirely dedicated to spring and the basic and iconic Rosa Faia products. We were symbolically inspired by the rebirth that spring represents, the end of the hardest period in Italy of the pandemic, and the desire to go back to doing simple things like a bike ride. The bicycle is a true vintage bike that we have used to reinforce the concept that less is more. Just as for underwear, sometimes consumers look for lots of newness, forgetting about the super comfy basics that they have in their drawer or that they can buy in our shop all year long.”

COME AS YOU ARE

One message the pandemic amplified is the importance of self-love, something that’s clear in all of Vermont based La Pêche Lingerie’s windows.

“Every bit of messaging we put out implores women to love and trust their bodies just as they are today,” says Julie Issacs. “All of us have things we want to improve, but we do ourselves a great disservice by thinking we only deserve better, comfortable, or beautiful things when we reach this goal. A quote in one of our fitting rooms says it simply enough, ‘Oh my darling it is true, beautiful things have dents and scratches too.’”

Moving forward after the pandemic is the overwhelming theme among store owners this season and comes across through their displays. “The main feeling I hope to convey as customers walk through our doors in these upcoming months is inclusivity, bright, and savvy,” says store manager at Classy Couturier, Courtney Vitale. “I want customers to feel like they could absolutely pull off whatever set or style is on our displays.”

Libby Basile is a writer, who covers news in lingerie, dancewear, and bridal industries, and an owner of Filly Rose, an online boutique for intimate apparel and loungewear fillyrose.com

PROGRESSIVE *Lingerie Brands*

BY GABRIELLE PORCARO

Lingerie has come a long way in the last five years. Technology and innovations have allowed brands to raise the bar and introduce new iterations of foundation pieces. Lingerie companies are pushing the envelope in how they design, produce, and merchandise their products, whether it's with the use of fresh materials or sustainable fabrics and practices. Since bras and underwear are the first items women put on each day and are closest to their skin, they need to adhere to the growing demand for indisputable comfort and support. Here are four brands breaking the mold.

CUUP:

A WEAR-TO-BE-SEEN LOOK.

Celebrating the feminine body is the aim of this lingerie company. Cuup leaves the padding, lining, and uncomfortable bits on the design room floor. Instead, it uses soft mesh or microfiber with an innovative, flexible underwire that will not pinch or poke. Each style is crafted and tested on real women to ensure a perfect fit and natural shape. With minimum frills, maximum support, and see-through fabric, the pieces are sensual, yet wearable. When it comes to color, they choose skin tones and shades that feel right for them, not necessarily the super trendy colors. Cuup aims for their pieces to evoke a positive feeling rather than adding seasonal colors to their assortment. Their lingerie will make women feel gorgeous and confident throughout their day.

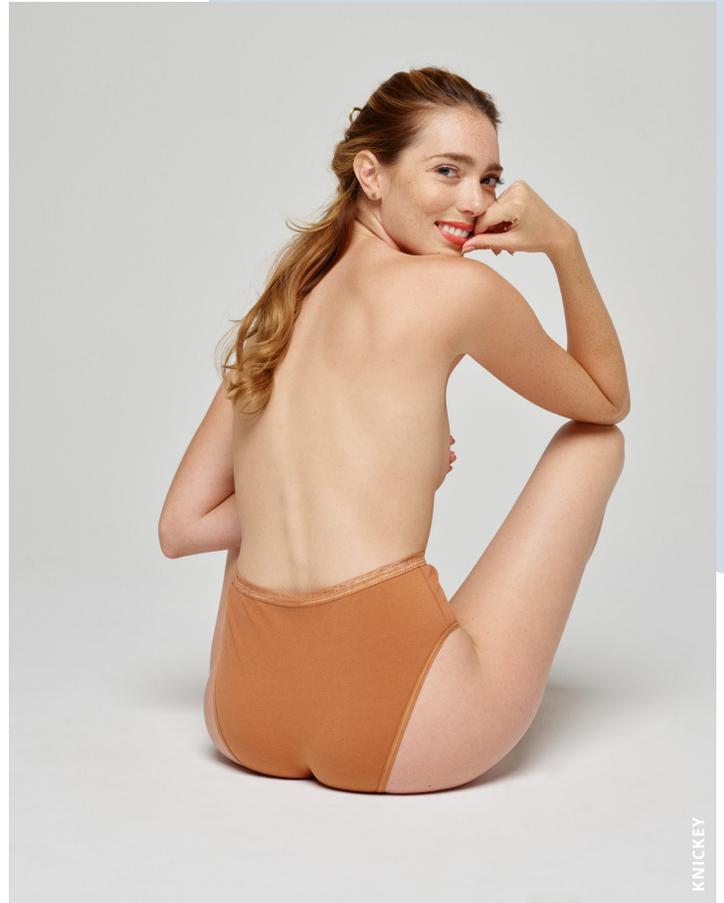


CUUP

NUUDII SYSTEM:

NOT A BRA, BUT A BOOBWEAR BODY ESSENTIAL.

As a bra company that wants boobs to look like boobs, Nuudii is a new brand that offers an option in between bra and braless. Wireless bra sales were up in 2020 because women have been working from home and going out less due to the pandemic. It's a sign that women want to be more comfortable. Made of nylon and spandex, with no hardware, and 360 degree stretch fabric, Nuudii's sizes fit multiple body shapes. There are also more than 12 ways to wear this item, from asymmetrical to halter. The founders aim to have their compact, light, and minimal product available via vending machines in spas, airports, and retail spaces for easy access. Compared to industry standards, the company has a low return rate, which proves they fill a void in the market.



KNICKEY:

PANTIES THAT ARE FRIENDLY TO THE ENVIRONMENT AND YOUR LADY PARTS.

This underwear company is hoping to change what we put on our bottom half every day. Many lingerie brands use synthetic fabrics that don't breathe and contain chemicals, which can cause yeast, vaginal, and bladder infections. Knickey uses organic, toxin-free, breathable cotton to prevent bacteria growth.

From low rise thongs to high rise briefs, their selection is vast, and the panties are soft. Knickey offers a range of basic and nude shades with a few pops like blue and purple.

Manufacturing with certified natural fibers also ensures these panties will biodegrade in a landfill after their lifecycle. The brand raises awareness and shares how they make better choices across the entire supply chain to reduce waste and support healthy labor practices.



SOFT REVOLT:

ALL-DAY SUPPORT, MINUS THE WIRE.

After a year and a half of intensive research and innovative computer-led knit technology, Soft Revolt, an Amsterdam based brand, created a bra with the right balance of comfort, beauty, and support. Founders Elles Roeleveld and Anet van Haaster both noticed how millennials chose to wear wireless bras and sports bras all day instead of underwire styles. Younger customers valued not only comfort and softness but their natural shape. The founders turned to the athletic industry, which employs a seamless technology to create sturdily constructed bras. A 3D knitting machine not only cuts down on the number of parts, but its efficiency makes it an eco-friendly process. The result is a feminine looking bra that supports D cups and over. The brand is only available in Europe right now, but they plan to expand in the near future.

Lingerie as Wearable Art

CREATED BY ASI EFROS

Curve announces a special collaboration with Elisa Valenti, a contemporary figurative artist, an influencer, and a fearless advocate for body positivity and inclusivity, whose work evokes her interpretation of beauty, strength, and appreciation for the female form. The photoshoot takes place in Elisa's art studio, where lingerie pieces are portrayed as what they are, pure art.

About Elisa

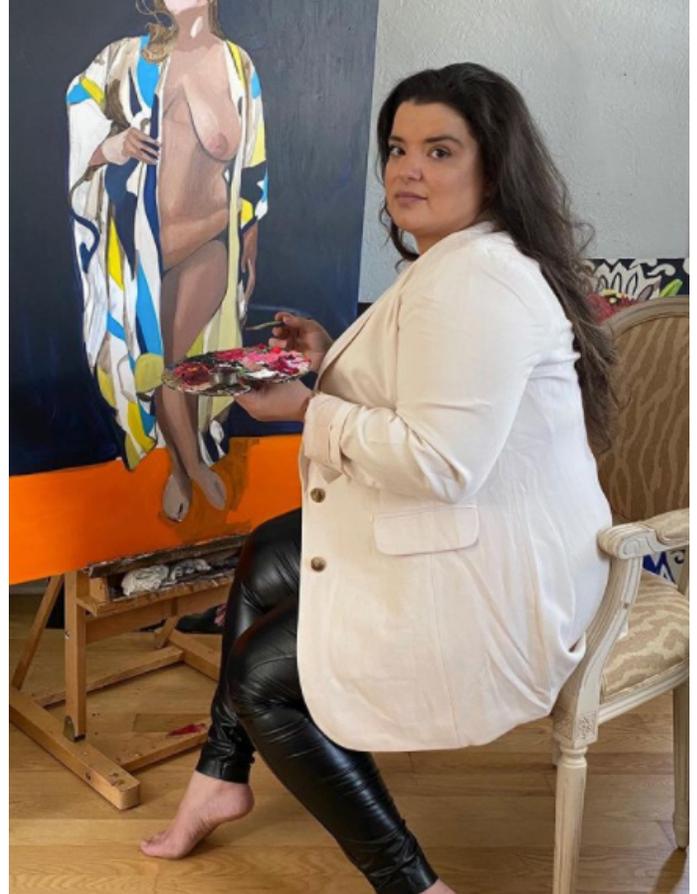
Elisa Valenti is a self-taught contemporary figurative painter whose works delight in the beauty and vigor of real, luscious bodies.

Valenti's paintings are a sensuous celebration of form. Voluptuous figures reach, twist, and revel in a Fauvist dance across the canvas, honoring their vessels. The bodies Valenti paints serve as a looking glass for those whose own bodies have been underrepresented in modern and contemporary art. Valenti grew up in a culture where body positivity did not yet exist, and worthiness could only be equated with thinness. It wasn't until Valenti started painting bodies that looked like hers that her journey of self-love began.

Utilizing arresting colors evocative of the Fauves and Cubist color-blocking, Valenti adapts two iconic styles pioneered by men and flips the gaze inward. She also draws inspiration from her mother's career as a lingerie sample-maker for Valentino and Gianfranco Ferré, venerating the celestial mounds and valleys of the female form.

Based in Queens, New York, Valenti is a daughter of immigrants. She studied fine arts and art history at the High School of Art and Design. She holds a Doctorate of Pharmacy from St. John's University.

Find Elisa's art on her website elisavalentistudio.com and on her Instagram page [@elisavalentistudio](https://www.instagram.com/elisavalentistudio)





“Martha Graham says that the body is a sacred garment. It is what you enter life in, and what you depart life with, and it should be treated with honor, and with joy, and with fear as well. But always, though, with blessing. Be kind to yourself and be kind to your body. Move it, stretch it, hug it, feed it, rest it, but please don’t abuse it,” says Elisa.





ELITA

Elita's Full-Figure Soft Cup Bra and Classic Cut Brief perfectly contour the female form and feel like wearing nothing at all. The gentleness of sumptuous textile and soft seaming make these lingerie pieces irresistible.

These cotton-rich essentials are ideal for a day of creativity, leisure, or an evening soiree. Worn under clothes or paired with a sheer top layer, these second-skin underpinnings are bound to illuminate one's curvaceous beauty.



KILO BRAVA

This picturesque ensemble by Kilo Brava, styled with vibrantly colored lingerie, transports us to the era of the Dutch Renaissance and paintings by Johannes Vermeer. The geometricity of the extravagantly crafted striped robe with the sensuous nature of tanga and a bralette paints a story of passionate artistic expression. Ethereal multicolor blooms, subtle flutter edges, scrunched bralette straps, and frame-like piping detailed in scarlet red, announce the irresistible charm of this masterpiece.

“My paintings create a place for bodies to just exist—exceptionally, without fear, judgment, or ridicule. Sometimes the world paints us in colors, in roles, that make us forget who we are. The women in my paintings show you it is okay to just, be you,” says Elisa.



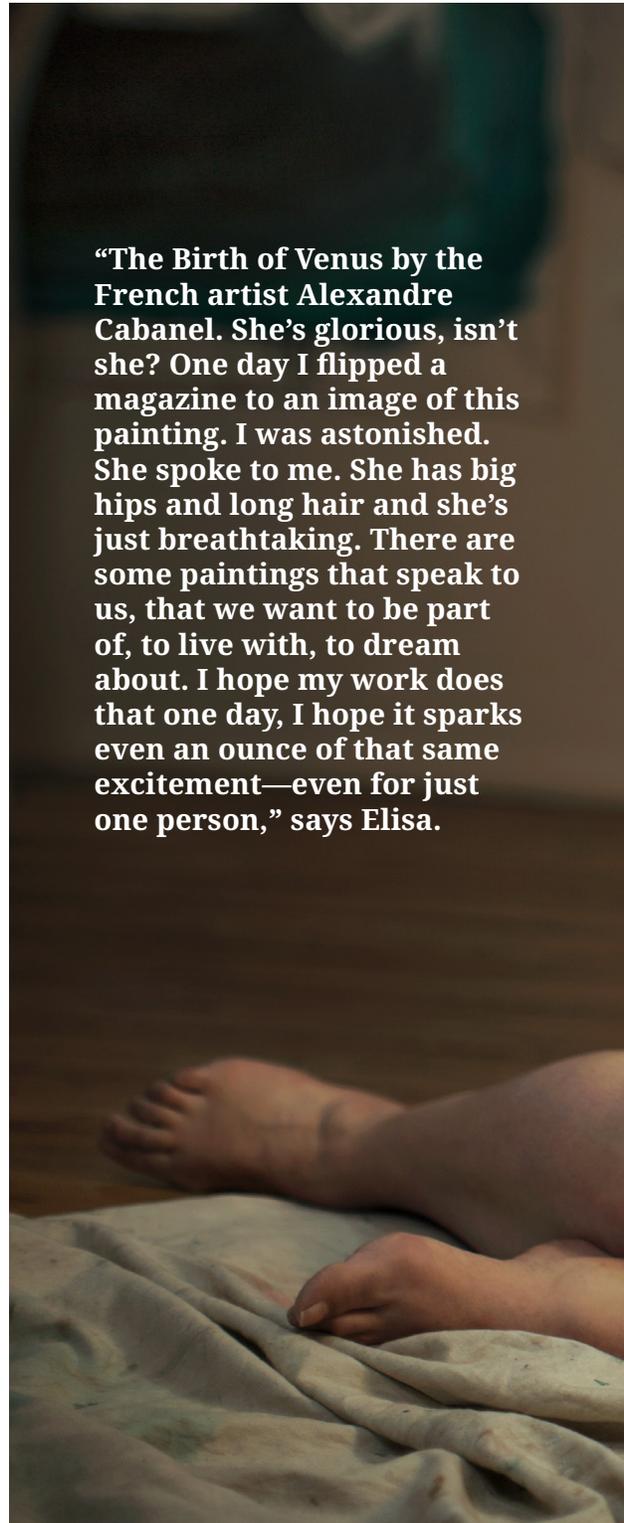
RYA COLLECTION

A genius lingerie designer, just as a true artist, is easy to recognize. Perfection of proportions and a certain je ne sais quoi, tell us that we are in the presence of rare talent. Designed by Flora Backer for Rya Collection, Darling Chemise and Cover-Up, evoke the poetic ambiance of paintings by Rubens and Botticelli. This curve-loving, lavish lingerie duo reflects a timeless aesthetic while presenting a plethora of wear options for goddess-like curvaceous women.

“Each brushstroke highlights the curve of a hip or roll of flesh and is an act of defiance—a celebration of radical worthiness,” says Elisa.



“The Birth of Venus by the French artist Alexandre Cabanel. She’s glorious, isn’t she? One day I flipped a magazine to an image of this painting. I was astonished. She spoke to me. She has big hips and long hair and she’s just breathtaking. There are some paintings that speak to us, that we want to be part of, to live with, to dream about. I hope my work does that one day, I hope it sparks even an ounce of that same excitement—even for just one person,” says Elisa.



ELILA

For centuries, the woman's body was celebrated in the arts for its genuine shape, as in a famous painting by Rembrandt, Danaë. The painterly Lace Full-Coverage Underwire Bra and Cheeky Panty in Teal by Elila USA gently supports every curve of the female form. These pieces designed specifically for full figures are stunning and true manifestations of well-fitted lingerie. The exceptional fit and comfort of all Elila's products come from years of searching for perfection in the realm of material performance and bra sizing.

Read an article on how to find a perfect bra size by Ellen Jacobson, Founder/CEO, Elila USA on page 32.



Asi Efros is an intimate apparel expert, trend forecaster, and writer. Her column Material Briefs on Lingeriebriefs.com covers innovation and sustainability in the lingerie industry.



CARE

ORELY
5782X



LOTTA
5769X



Anita cares.

THE ART OF *Healing*

BY GABRIELLE PORCARO



ANAONO

While large and small lingerie brands have been making bras that cater to breast cancer and surgery for years, new companies have stepped in, creating beautiful lingerie options and providing the healing power of caring and kindness. These brands celebrate wellness, beauty, and sensuality. They offer communities of support, inspirational imagery, empowering websites, and intimate items that are sexy. Here are six lingerie labels making an impact in this space.

Anita Care's Collection is well-known for a variety of elegant bra styles that are as diverse as the women who wear them. These post-mastectomy bras look and feel like favorite lingerie essentials that women wore prior to surgery. The styles encompass soft breathable fabrics, fashion colors, and feminine lace details allowing women to feel comfortable, confident, and sensual on their post-mastectomy journey.

"Some of these styles have become so popular that lingerie stores, which usually don't carry post-mastectomy bras, are bringing our Anita Care styles into their inventory and successfully cross-selling them to the nonsurgical community!" says Joy Haizen, Managing Director of Anita USA.

Among the bestsellers are Tonya (5706X), Safina (5349X), Lisa (5726X), Lotta (5769X), and Lynn (5768X). These bra styles are everyone's favorites due to their brilliant color assortment, unmatched comfort, and generous size range from S to XXL with band sizes 34-50 and cups A-G for the selected styles. Buy it at: www.anita.com

AnaOno is a lingerie company that believes, "It's not just about your body, it's about your story." The brand embraces and celebrates how breasts are not all created or re-created equal. Whether the customers are patients or survivors, their journey is just as important as their bodies. So whatever brings women to shop with the brand, AnaOno hopes to provide them with pretty options that support their personalized shape. The founder and CEO, Dana Donofree, went through breast surgery and found that her lingerie drawer needed an update. The void in the market was the impulse to start the brand and design bras that were equally comfortable and attractive. "AnaOno may have been born out of necessity, but today it gives us a reason to celebrate what makes us different." Buy it at: www.anaono.com

Everviolet aims to have "women reclaim a sense of self and femininity following change, enabling them to feel like people first and patients last." Keira Kotler, a breast cancer survivor, founded the company after struggling to find comfortable and well-fitting bras after a double mastectomy. "I suffered in

silence for a while, but after six months and 200 bras, I finally started speaking with other women.” What she found was that she wasn’t alone. The need for comfortable bras went beyond women who had recovered from breast cancer to include those who have disabilities, skin sensitivity, arm mobility issues, strokes, other cancers, and pregnancy.

She created bras that suit the needs of women’s lives, from immediately following surgery to years after recovery. Designed with thoughtful details like holds for pads and prosthetics, seams that avoid incision sites, support that accommodates tenderness and prevents

lymphedema, and fabric that is breathable and moisture-wicking. Women who tried their styles exclaimed, “Finally!” with tears of joy. “I never thought I could feel this pretty again.”

Ethically produced in small batches in factories in the US and Mexico, Kotler chooses colors that have a powerful impact on well-being

to help customers feel their best. Their website has a blog to connect with their community and offers resources around holistic health and wellness. “The more we can lift each other, the better the world will be.”

Buy at: www.everviolet.com

L’*éclat de Flore* is a French sleepwear brand created to help women feel feminine while dealing with cancer. The innovative brand focuses on pajamas and loungewear that strive to make women feel sexy again. Wearing prostheses can be uncomfortable, but it can also leave a woman feeling not so sensual. L’*éclat de Flore*’s nightwear collection provides shape without the need to wear artificial breasts thanks to their discreet, light, and adaptable integrated bra. Fabrics used are pleasant for sensitive skin, seams are more comfortable, and draping is less fitted. The result is pieces that celebrate a woman’s femininity and figure.

Named after Flora, goddess of flowers and spring, the brand sees all women as goddesses, nymphs, heroines, queens, muses, and amazons. It celebrates beauty, joy, delight, radiance, and our strength when faced with obstacles.

Buy at: www.leclatdeflore.fr

Ms Pomelo is a UK startup lingerie brand with a focus on fuller chests and figures. By partnering with patients and nurses for two years, the brand ran workshops at clinics and interacted daily with patients to understand their needs surrounding prostheses and mastectomies. One



ANITA



EVERVIOLET



EVERVIOLET

“I firmly believe that deep down, we as women, all want the same thing—to feel strong, empowered, confident, attractive, and to live our lives as fully as possible.”



“Created by women who carry this fight, L'éclat de Flore invites you to consider your body as a force of the woman you are today.”

of Ms Pomelo's styles, the Red Power, is designed for younger women going through the disease. Bold, statement-making, with a bit of a bondage design, Red Power was made in collaboration with a customer to make survivors feel sexy and strong. Another bra, the Pola Negri, features taller sides to cover the underarm and prevent irritation while protecting delicate scar tissue. With a feather-like lining, it hopes to preserve and celebrate a natural shape.

Ms Pomelo offers a lifetime guarantee for all their bras and provides free Fit Kits with swatches and measuring instructions that allow customers to try before they buy. The brand also has a blog with stories like *Rediscovering Yourself After Mastectomy* that hopes to encourage their community.

Buy at: www.Mspomelo.com

Breastflower is a unique company that originated a breast jewel. Created by Kamroen Farzan, a woman diagnosed with cancer, who underwent a mastectomy and hoped to redefine her femininity physically and mentally. Kamroen discovered post-recovery that the surgery was seen as taboo and wasn't often discussed. She wanted to emphasize inner strength and self-confidence in conquering cancer. During intimate moments, women may not want to wear a mastectomy bra or a prosthetic. Breastflower's luxurious accessory will

camouflage scars and make women feel special and free, whether worn when naked or under clothes.

Tailored in an authentic Dutch atelier and designed using beautifully crafted lace and Swarovski gems, the flower is applied to the skin by using scar-friendly adhesive tape.

Buy at: www.breastflower.com



MS POMELO



BREASTFLOWER

“We understand the importance of good lingerie in helping a woman to revive herself after mastectomy.”

THE ARTISTRY OF THE *Lingerie Craft*

BY ASI EFROS

Meet three unique luxury lingerie brands that craft pieces worth noticing in these interviews with the creators of Ihuoma, Hervé, and Carol Coelho Intimates.

HERVÉ

Interview with Céline Marie, Creative Director & Lingerie Designer

Q. Is Hervé exclusively a made-to-order brand?

A. Indeed, every piece is handcrafted on demand to eliminate any dead stock and promote a more conscious buying decision for our consumers. I have only recently started working with select luxury lingerie boutiques. **However, I solely allow for very small quantities to be ordered to maintain the exclusivity of my products and not compromise on the sustainable aspect of the pre-production.**

Q. What role does sustainability play in your process?

A. **Having a sustainable mindset most definitely requires thinking more creatively, not only during the design process but across the entire business. It starts with consciously sourcing materials and laces, local manufacturing, a made-to-order policy, and the use of recycled biodegradable packaging.**

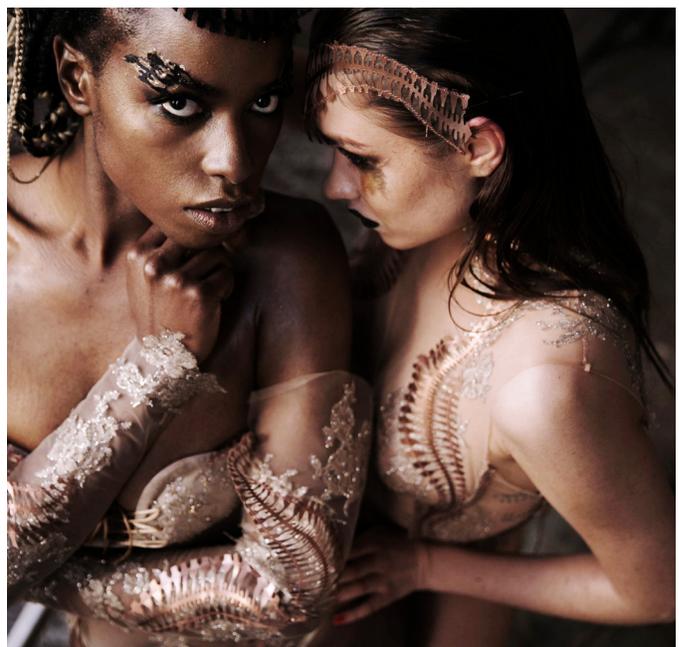
Q. Can you please provide a glimpse of your creative process?

A. For the current collection, Symbioticy, I was able to exclusively use reclaimed French leavers lace from other design houses, that otherwise would have gone to waste.

My color palette of black, nude, and shades of gold, deeply reflects my taste and vision, but I am open to specific color requests when it comes to bespoke projects and special collaborations.

Q. How do you see this brand evolving?

A. I would love to grow my brand into a platform and source of inspiration, to illustrate the power of handcrafted couture lingerie tailored to a person's measurements and persona. My goal is also to educate on the craft itself and to create more insight into the production process and labor behind a single creation. Unfortunately, the design and creation process often gets overlooked.



CAROL COELHO INTIMATES

Interview with Carol Coelho, Creative Director / CEO



Q. When did you decide to create your company?

A. I have worked for other famous fashion houses, and as amazing as that was, designers were only meeting with the customers during trunk shows. The rest of the time, we were backstage making it all happen. **When I first launched, it was incredible to learn what women wanted, how they felt, and ultimately to see the smiles on their faces at final fittings, before they took their purchases home.**

Q. What styles in your collection are your favorite, and what do they represent to you?

A. That is a hard one. I'd say in this last collection, my favorite was the Grace embroidered lace group. It has such power. The lace is a rendezvous to outdoor memories, romantic getaways, and feeling fresh and new. I think we are living in a time where we are all longing for this.

Q. Can you provide a few details on sizing, order minimums, and timing?

A. The latest collection, Female Manifesto, which includes the Grace line, is already in production. Delivery is scheduled for June 20th. We currently accept small wholesale orders. We offer bra sizes from 32A to 40 DD. Panties and garters range from sizes XS to XXL. The same goes for bodysuits (XS - XXL). We offer small minimums for all orders, and we are always happy to work with new stores.

Q. How do you see the future of the intimate apparel industry and your place in it?

A. **I see it growing exponentially with more inclusivity and a very competitive market ahead of us. I hope more people are ready to wear quality lingerie outside the bedroom and as outerwear. I see myself helping to shape this thought amongst the most conservative minds.**

IHUOMA

Interview with Annabelle Mu'azu, Founder / Visionary

Q. Is Ihuoma an exclusively made-to-order brand, or do you produce your styles in small quantities?

A. To date, I have been working exclusively on a made-to-order basis, however, we are shifting to small production, primarily because the first collection, Divine Feminine, has been received so well and also due to wholesale interest. Our garments are adjustable to accommodate the wonderful fluctuations that the woman's body goes through. We currently offer a range of US sizes from 30C/32B/34A up to 30H/32G/34DDD/36DD/E.

Q. What are the main principles of choosing these specific styles, materials, colors, and embroideries?

A. The main drive behind Ihuoma was to design beautiful luxury lingerie for Black women and women of color. I wanted to create designs that spoke to the culture and celebrated us unapologetically in every way possible. I wanted to include colors that I feel work on more melanin skin and darker hues but also work on all skin tones too, making us a truly inclusive brand.

I'm using the finest silks and creating bespoke embroidery that I feel is relevant to our story as Black women. I believe that Black women are the most disrespected and marginalized women, so I truly feel we deserve to be treated beautifully and own luxurious lingerie.



THE VERY FIRST

BY LIBBY BASILE



OOMLA

How to create an experience that won't make your youngest customers die of embarrassment.

If you have noticed increased traffic from tween and teen customers recently, you aren't alone. The demand for a better bra and a more pleasant shopping experience for first-time bra buyers is surging.

It might be a generational thing—Gen Z consumers seek out a personal connection with the brands and stores they shop from. Young lingerie shoppers have higher expectations for their in-store experience.

"The girls and moms want to know the story behind these brands," says Laura Burke, intimate apparel stylist, certified bra fitter, and founder of Fit by Burke. "They like to talk about the brands and engage with them on social media."

"Girls are growing boobs earlier than they have before," says pediatrician Cara Natterson, co-founder of Oomla. "In my generation—Gen X—the average age for breast development was age ten and periods started around twelve and a half. Today, Gen Z breast development starts around eight and nine years old, depending on their genetic background and ethnicity, creating a longer time span of body transformation," Natterson adds.

Product offerings made specifically for tweens and teens have been increasing, and more brands dedicated entirely to young girls are emerging.

OOMLA

The brand Oomla was developed by Natterson and her partner, Julie Fontaine, when their daughters were in fourth grade. Fontaine couldn't find the right bra for her daughter, so she sewed one herself and brought it to Natterson to find out if it was healthy. That's how the pair teamed up to develop a bra style that worked for girls' developing bodies, to support their tender and growing breasts. "Our patented design features a little bit of gentle compression across the front of the bra," says Natterson. "It gently holds you, but not enough to bind."

BRABAR

Wendy Herman worked in the intimate apparel industry for nineteen years before creating Brabar when her daughter began wearing bras. "I knew what to buy, but I couldn't find it," she says. "Brabar's specific mission is to get teenage girls into the right bra."

Brabar styles are designed for a petite or junior fit and target middle school and high school teenagers. They're especially beneficial to more developed teenagers with smaller band sizes and fuller cups. Their bras come in three sizes that focus on



band measurements, and because they support up to DDD, they're easier to fit and more flexible for changing bodies.

BLEUET

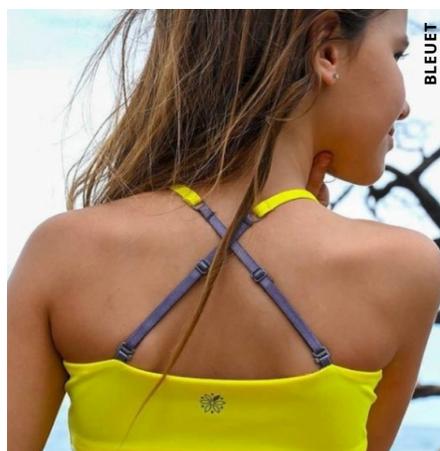
"First-time bra wearers prefer pullover styles without padding. Double-lined bras will provide them with modesty as well as gentle support for their growing breast buds. And hand-feel is everything to young girls," adds Liz Rietz, CEO and co-founder of Bleuét.

Bleuét uses supersoft materials, including eco-friendly bamboo, organic cotton blends, and Tencel. There are no tags, and seams are sewn with a loop stitch to prevent discomfort or rubbing.

WHAT TO STOCK

It's imperative to curate an inventory that's meant specifically for tweens and teens. "We're trying to take the guesswork out and make it easy," says Herman. "Make it about the product that moves and grows with her."

You should also differentiate your



offerings for tweens, girls ages 8–12 who are shopping for their very first bra, and teens, girls ages 12–15 who may already be wearing a cami bra and are ready for something more supportive.

Your older teen customers may include girls who are more developed—and mom often doesn't know what to do for them. "I see tons of full-busted teenagers 14–18 and young adults 18–25," says Burke. "These girls have smaller bands and larger cups and are often frustrated that they can't shop at Aerie or Victoria's Secret with their smaller busted friends because nothing fits."

She offers them alternatives that are fun and youthful but also geared specifically to full busts. For these customers, Burke suggests styles from Brabar, Cleo by Panache, Lively, Cosabella, Curvy Kate, and Freya.

KEEP THEM COMFORTABLE

You'll need to put on your kid gloves when you approach tween and teen fittings. "Tweens and teens tend to be very nervous, so I quickly lay out the flow of the next hour we will be spending together," says Burke. "I usually highlight that they will not be naked at any point in front of me, which is the number one question I get!"

When girls shop at the Brabar store in New Jersey, they receive a fit consultation, not a bra fitting. "We show them how we are going to measure their rib cage and their bust and explain their measurements," says Herman. Staff also ask the girls if they'd like to be measured or shown how to do it themselves.

PROVIDE AN EDUCATION

It's important to keep in mind that the first bra is more than just a product. Parents and daughters are navigating puberty, and you can help them by providing resources to make this time easier. Oomla's site features a Puberty Portal, which is filled with content that's written for tween and teen girls about their changing bodies. "In addition to product, we have content that helps kids feel great," says Natterson.

Turn to brands like Oomla, Brabar, and Bleuét to help spread the message of self-love and discovery with your youngest customers and their parents. With many moms lacking the knowledge, or the "bra-ledge" as Burke says, you can position yourself to become a bridge from childhood into adulthood for young girls, which will help you build loyal lifetime customers.

BRA SIZING

It's all about math

BY ELLEN JACOBSON

Bra Sizing is the result of understanding the basic math behind the pattern. Designers start with the same raw data when working on a new style. There are three main measurements—diaphragm, fullest part of the bust, and top of the bust, which are the same whether you wear Elila or any other brand. So, how do we decode the size on the label and give the consumer all the available options? And how do we give retailers the confidence to purchase selections that will offer their clients the best fitting garment from the wide variety that exists in the market? **Here, we explore how a brand's philosophy, body measurement, material, and bra construction are all critical factors to getting the customer's size right, no matter what the size on the label says.** To appreciate how these elements all come together, let us consider them individually.

1 Brand Philosophy

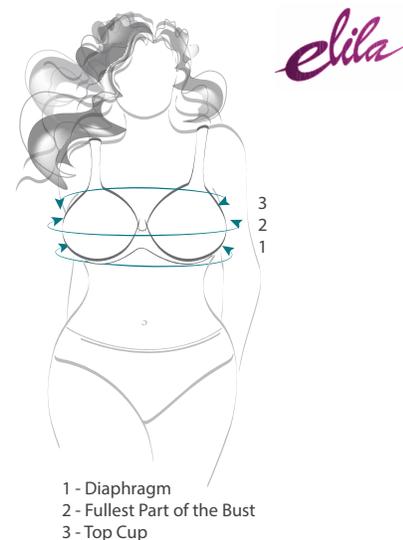
The three main bra sizing philosophies are US Classical, UK, & European (a blend between US & UK).

US Classical Brands grade garments the same way they have been grading for the past 80 years. US brands add 3"–4" to the raw band measurement to reach the band size and subtract that number from the fullest bust measurement to find the cup size (see chart example). The resulting number correlates directly with a letter from the alphabet, i.e., 6"=F, 7"=G, 8"=H, etc., with no double letters.

UK Brands have simplified the math for customers and fitters. If your band measurement is an odd number, UK brands round up to the next even number to find your band size. If the band measurement is even, that is your band size. To find the cup size, find the difference between band measurement and fullest bust measurement (see chart example) and look up a UK cup sizing chart to find the corresponding letter, i.e., 7"=F, 8"=FF, etc. The UK system uses double letters, which leads to further confusion when comparing sizes.

European Brands are a mix between the US Classical cup sizing chart and the UK band measurement philosophy. These brands add 1–3" to your band measurement and subtract that number from the fullest bust measurement to find the cup size. In line with the US cup sizes, 6"=F, 7"=G, 8"=H etc. with no double letters.

Remember, it is all about math. Whatever you add to the band, you must take away from the cup.



2 Body Measurement

Finding the correct raw band measurement is just as important as choosing the right shampoo. This is easily done at home or at a shop, using a basic tape measure. Stand up straight, shoulders down, relax, breathe in, breathe out, then measure with the tape taut, but not tight and not loose. Remember, your measurement is the same no matter which brand you end up wearing.

Example 1: A woman walks into a store and measures 35 inches around her diaphragm, 45 inches around the fullest part of her bust, and 38 inches around the top of her bust. With this data, she could fit into all the below sizes.

		Classic US	European Fit	UK
DIAPHRAGM MEASUREMENT	35"	$(35+3) = 38$ band	$(35+1) = 36$ band	Round up odd (if body tissue is soft) = 36 band Round down odd (if body tissue is firm) = 34 band
FULLEST PART OF BUST MEASUREMENT	45"	7" $(45-38) = G$ cup	9" $(45-36) = I$ cup	9" $(45-36) = G$ cup 11" $(45-34) = H$ cup
RESULT		38 G	36 I	34 H or 36 G

Example 2: A woman walks into a store and measures 35 inches around her diaphragm, 43 inches around the fullest part of her bust, and 38 inches around the top of her bust. With this raw data, she could fit into all the below sizes.

		Classic US	European Fit	UK
DIAPHRAGM MEASUREMENT	35"	$(35+3) = 38$ band	$(35+1) = 36$ band	Round up odd (if body tissue is soft) = 36 band Round down odd (if body tissue is firm) = 34 band
FULLEST PART OF BUST MEASUREMENT	43"	5" $(43-38) = DD/E$ cup	7" $(43-36) = G$ cup	7" $(43-36) = F$ cup 9" $(43-34) = G$ cup
RESULT		38 E	36 G	34 G or 36 F

3 Material & Construction

The choice of materials and the construction method significantly impact the *fit* of a particular garment and the range of the bodies that the garment will fit. These aspects, which are a mixture of aesthetics and function, are all taken into account during the product design and development phase. Each brand follows its individual methodologies or preferred techniques to produce a bra.

Example: If the fabric or lace is made with a rigid fiber, the garment will be less *forgiving*, and the sizing math needs to be more precise. If the garment is made with stretchy fabric, the garments will be more forgiving and may adapt to a larger variety of body measurements but with less support.

Now, we know that:

BRAND PHILOSOPHY + BODY MEASUREMENT + MATERIAL + CONSTRUCTION = FIT = SIZE

Today, we find ourselves in a market with many options, but unfortunately, little education on how customers and retailers can best decode the size on the label to find the best garment. The vast range of brands in the intimate apparel industry are not cohesive in their sizing, leading to nuances that are misunderstood and often result in consumer frustration. The traditional bra store, with its experienced fitters, can help the consumer navigate through these issues and options. Online stores need to provide consumers with the same information to help them make educated choices, otherwise their return rates will ultimately suffer.

Education continues to be paramount. With an understanding of brand philosophies and a little math, we can help consumers find a bra that offers a solution—a garment that fits a lifestyle and a wardrobe staple that comes in many shapes and sizes. There is something for everyone—the trick is to find the right item.

Ellen Jacobson is the founder/CEO of Elila and an expert in design, specializing in full-figure intimate apparel for over 30 years.



Designing Less, But Better

BY SUZY WAKEFIELD

If we learned anything from Covid-19, it's the importance of relationships. After being deprived of their tangible benefit for so long, we appreciate them more than ever. Taking this metaphorical path, Fall'22 will find the balance among design elements and celebrate their juxtaposition. It is with the viewpoint of less seasonality, and more character and artisanship that we explore what's to come.

These relationships travel across color, silhouette, and the marriage of fabric to the whole. Creative components like color, raw materials, and design are more deeply intertwined than ever.

It is important to evaluate what we give versus what we get, and to base what we want on what we have. Technology will

continue to enhance sustainability. Shapes will be magnified by the details in focus. Art and science are strongly united—moving past innovation and into rejuvenation. We now see scientists as artists and recognize their innovation as a truly collaborative, creative endeavor.

Design is an active state. Responding to needs and evolving aesthetics is what designers strive for, and it's amplified by the present moment.

How do we move away from short-term gains to design collections that will last and benefit the earth instead of stripping it away? If we want to rely on the land, then we need to promote the relationship between art and science in sustainable design.



01/ DRIES VAN NOTEN
02/ FENDI
03/ ARTHUR ARBESSER
04/ CHANEL

05/ MAX MARA
06/ VALENTINO
07/ GIVENCHY

/ Live out Loud

This season, color will take an anything goes approach, continuing a movement toward the less traditional seasonal slotting of colors.

An optimistic spirit, inspired by a post-pandemic rebirth, gives us a fresh slate of color combos. Everything from rich neutrals accented by pops of bright tints to full-on rainbow brights. The relationship between these shades is reminiscent of fall. Black and neutral shades ground even a super light and exuberant look, as seen from Central St. Martins. We are in a stage of reblooming. The rules of deep shades in one season and lights in another no longer apply. People are wearing garments that transcend seasonal norms. All with an emphasis on luminescence—warm tones like glowing honey and amber are important, as they hold light. Included in this are metallic touches and surface interests. White, as a backdrop of purity and punctuation, is present, just as black, as a sensual power, is on the other side of the spectrum.

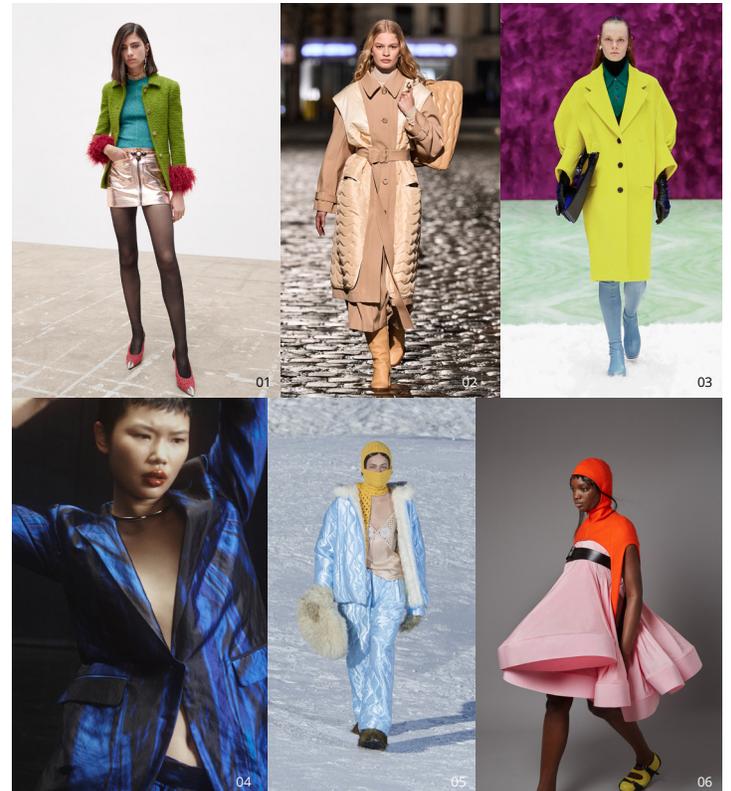
Deeper tones have more life and vibrancy. The sky blue and lightness that began as a key accent in SS'22 will mature into a deeper hue in FW'22.

/ Sensory Wonderland

Raw materials are at the forefront of a sensory wonderland that begins in SS'22. The lush, the textured, and the tactile combine in barely-there fabrics and light knits. It's important to consider the combination of materials, including surface interest and drape, whether matte, shine, sheen, or metallic. These elements work together harmoniously, creating just enough celebratory noise to get our attention. This touch of beauty and fluidity will continue as we marry our love of lounge with the dressier styles we missed while cocooning.

Light is so important for this season, and its presence plays heavily into the mood. It's about warmth, enrichment, luminescence, glowing metallic sheens, all refractory views on color luster, and pearlescence.

Surface interest is what transforms and gives life to color. The lifespan of colors will be longer, so there will be less wastage and backlash from critics of fast fashion. Additionally, it is the importance of how color plays with texture, surface sheen, and mimics nature. Colors need to exist with another entity to prevent them from being flat—like using pleats in sheer and opaque fabrics, which adds another layer of interest.



01/ SAINT LAURENT
02/ CHLOÉ
03/ PRADA

04/ DRIES VAN NOTEN
05/ MIU MIU
06/ VIVIEN CANADAS

Artisans in the House

Print and pattern are touched with a creative essence that ensures a marriage of evergreen classic patterns with more specific ones. Expect patterns such as animals, florals, and stripes reimagined with an organic and vibrant emphasis.

Our admiration of nature inspires patterns with more movement. This includes laces and openwork, which are anything but uniform.

Plaids and geos are more impactful than ever with their fresh take on familiar designs. Whether common designs are woven with new yarns or fresh colorations, this pattern range is full of life and interest. Craftsmanship will evolve with a mix of sophistication and whimsy that evokes the optimistic spirit of the times. Texture overtakes traditional use of pattern. Stripes move with textures to deliver a new and interesting twist within silhouettes. The move toward longevity in our pieces encourages us to patch our own looks together.

Patchwork and collage coalesce various patterns and materials. This includes beautiful laces and pattern accents that replace continuous designs. Homemade sweater knits will replace many printed surface patterns.



01/ SIMONE ROCHA
02/ PRADA
03/ MOLLY GODDARD

04/ MARINE SERRE
05/ VALENTINO
06/ ULLA JOHNSON

Everyone Loves an Accent

Whether it's a punch of color or a heritage moment that makes a brand the most of who they are, it's all in the details for FW'22. Minor touches elevate designs at every level of the market. The focus will be on wearable and comfortable shapes with attention to style and detail. We don't need more—we need better.

We are on a constant journey to feed our minds and bodies. We know that what we wear rejuvenates us and gives us energy, confidence, and feeds our soul. We want less, but we also want better, enabling us to keep what is closest to our bodies longer.

There is an understanding that in doing this, we also help to revitalize the earth. We help our planet by not taxing it with the pollution that comes from manufacturing and dying disposable items.

We will see a progression of clothes evolving to protect and nurture us. People value the beauty and joy they feel when wearing items made from sustainable quality materials. What's underneath is an important element within the total look and feel of a garment.



01/ ISABEL MARANT
02/ CHRISTIAN DIOR
03/ FENDI

04/ GUCCI
05/ ANNA SUI

Marriage of Glamification and Comfort with a Healthy Dose of Fun

In the theme of anything goes for Fall '22, we will cross from minimal beauty to styles that are as light as they are voluminous. Even larger pieces like wraps act as soft armor because they're made from soft, barely-there, lofted yarns. From coats to the wisps of bralettes, anything and everything goes as long as it's done with intention.

Comfort reigns, but this is not one-size-fits-all. The casualization of glamour and vice versa will take various forms. Utilizing lingerie accents like satin, lace, and ribbon will hold strong through Fall'22. This contrast of fabric and style will travel beneath the surface.

Our lingerie will not fit into boxes of casual or glamour. Our challenge will be to meet the needs of comfort with an added touch of sensuality and glamour for those who want it.



01/ LOUIS VUITTON 02/ FASHION EAST 03/ CHLOÉ 04/ MARNI 05/ ULLA JOHNSON 06/ SIMONE ROCHA

The Democratization of Design

The democratization of design without losing its essence is paramount. As the world becomes more inclusive, designers will use resources to create options that address everyone's needs within a community, whether that need is the result of a life choice or a life circumstance.

Versatility means more than crossing the straps on the back of your bra. It's about the ability to transition your wardrobe throughout the day to meet your needs as they arise. Our focus as designers will be to offer a smooth transition between daily activities, like exercising, working in the office, doing chores, and relaxing.

Following on the heels of SS'22, fall trends will continue a path toward celebrating design while keeping excess in check for the sake of our planet. On one hand, anything goes, and designers are free to create. On the other hand, as a community, designers need to create with longevity in mind and the philosophy that short-term abundance is not better than the long-term harmony of owning fewer, better pieces.

THANK YOU!

SUMMER 2021 | ISSUE #5

“ I'd like to express my gratitude to the intimate apparel designers, photographers, writers, editors, experts, executives, and everyone who contributed their time and talent to the Summer 2021 issue of Revealed x Curve Magazine. It was a fantastic collaboration of creatives in various fields, who shared their knowledge, ideas, and an appreciation for the craft. This issue is a true manifestation of their efforts.



The Summer 2021 edition reflects the rapid rebirth and awakening of the intimate apparel industry. Above all, it highlights women-owned businesses—a new normal, which allows for intimate apparel items to be designed and produced by women for women. Those are stories of empowerment, body positivity, inclusivity, and diversity.

One of the most amazing aspects of the process was collaborating with influencer and body-positivity advocate Elisa Valenti. The photoshoot with Elisa paid homage to the arts and invited us into a space of radical worthiness and self-love.

Like a bouquet of summer blooms, flower by flower, the brightly colored pages of the magazine came together. Working on it was an amazing experience and I hope that you will enjoy reading it.

I'm excited to see all of you in person at the Curve New York event in August.

Sincerely yours,

ASI EFROS

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ABOUT REVEALED MAGAZINE:

Revealed is a B2B magazine edited and published by Curve / Comexposium USA (prev. Eurovet / Curvexpo). Curve is the #1 intimate apparel community in North America, with trade events in New York and Los Angeles. Curve events are one-stop shopping and networking experiences for intimate apparel buyers, brands, and other industry professionals. The shows are unwaveringly dedicated to providing top-of-the-line services and events to inspire, educate, and drive the intimate apparel world forward. Sister events within the Comexposium Group include Salon de la Lingerie Paris and Exposed Paris, as well as sourcing events Interfilière Paris, Shanghai and Shenzhen.

Curve New York show will take place at Spring Studios on August 1-2, 2021.

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