

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.

