

# POST-COVID

# Lingerie Trends

The New Roaring '20s.

BY ASI EFROS

**The radical change that influenced the fashion world in the last year is a logical reaction to the disruptive nature of the pandemic, which forced everyone to rethink how they live, work, communicate, and create.**

**D**espite the unthinkable difficulties that 2020 presented, a heightened sense of creativity emerged in the fashion community, producing the most aspiring collections.

**Let's immerse ourselves into the ever-changing lingerie multiverse where tech meets eco-elegance, polished lounge mirrors vintage, and hyper-romantic looks reimagine sexuality. As the categories collide, new key items emerge, informing the ongoing fusion of categories.**

These are, in my opinion, the most influential designers that have helped to shape intimate apparel. Malan Breton's virtual show "Immortal", created in collaboration with Dnablock's platform, is entirely CGI-designed. Malan Breton brilliantly showcases the virtual runway converting it into an exciting immersive experience that also bears social, ecological, and historical significance. His CGI models portray Kiera Chaplin, a granddaughter of Charlie Chaplin, Hayley Hasselhoff, a plus-size model and journalist at Marie Claire, as well as Frankie Grande, a Broadway performer and dancer. Breton's

next-to-the-skin body-embracing looks feature patterns inspired by flora and fauna that are known to promote health and longevity. Worthy of attention are his brightly colored and richly textured leotards, bodysuits, and legwear.

**Bras show up in a multitude of collections signifying a return of the feminine.**

The sports bras have reinvented themselves, once again, becoming multi-purpose all-day essentials. They appear in a wide range of styles from sexy sport-lettes to structured work-out bras, as evident in the collections by Custo Barcelona, Celine, Marco Rambaldi, and Drome. Intricately knitted or cut-and-sewn, they are worn over the basics as stylish accessories, or, as meant-to-be-seen layers, under the jackets.

Bra-inspired shapes also appear in bra-slips and corsets, both categories that are strong and versatile. Balmain, with its collection of structured knits, and David Koma, with a range of sporty corset styles, look fresh.

The pretty bralettes in collections by Ferretti and Zimmermann proclaim kindness, as a philosophy of being, while encouraging a more civilized society. Luxe fabrics, tailored details, and trapunto stitching echo vintage and connect us to the undergarments handcrafted a hundred years ago.



- 1 • Acne
- 2 • Balmain
- 3 • Blumarine
- 4 • Celine
- 5 • Drome
- 6 • Fashion East
- 7 • Ferretti
- 8 • Genny

- 9 • Leroy
- 10 • Malan Breton
- 11 • Marco Rambaldi
- 12 • Marine Serre
- 13 • Ferretti
- 14 • Marco Rambaldi

**T**he high-waisted briefs and boy-shorts gain independence and are worn over the legwear, or on their own as bottoms, in spring and summer, and are especially popular among the TikTok-ers.

Wolk Morales proposes a sequin version, while Miu Miu, a vintage all-over print. A brief by Blumarine is an epitome of romance while the ruched leather body-slimming silhouette by Leroy is reminiscent of shapewear.

Stella McCartney and Kenzo explored organic shapes in a variety of materials to create multifunctional hybrids of comfort and beauty. In these ensembles, ruled by asymmetry, the nature-inspired motifs interlace, forming textured collages, while softly embracing the skin.

Like several other progressive designers, Stella McCartney revives her design process to reuse materials from previous seasons. In her interview for WWD with Samantha Conti, she provides a glimpse into her aspirational process. "Maybe the lace is a little bit heavier than perhaps we wanted this season, or the design of the lace may be something we're not as drawn to, but we have to find a way to work with it," she added.

**Inspired by the lockdown, the comfy sweats have undergone a complete make-over;** from tailored and polished looks by Simona Marziani and Max Mara, to Valentino and Custo Barcelona, who converted regular sweatshirts into painters' canvases and artistic bill-boards. Rodarte's looks are an invitation to a floral romance. Contoured in striped elastics, these dreamy ensembles look both nostalgic and chic. Dolce & Gabbana took this trend even further by using patchwork to promote the upcycling culture and clothes-as-a-statement philosophy.

Fashion East and Acne Studios dissect the tradition by deconstructing the classical cuts with the use of delicate seaming and fabric blocking. **It seems that elements of the garments are held together by a string, proclaiming a delicate equilibrium of existence.** Anglo-Indian designer Supriya Lele continues her work in rethinking the traditional Indian attire - Sari.

Marine Serre went a step further in her collection of protective second-skin-bodywear. Comfort, function, and

style unite in all-encompassing multi-purpose garments, which can be worn anywhere and for all occasions. It's yet, another step in support of the buy-less-but-better mindset. The designer is famous for using "regenerated" materials in her collections.

**"The pandemic has created a real moment of emergency that forces everyone to make violent changes to survive. Fewer garments, less shows, less travel, less logistics, less but better fabrics - less, less, less but better thinking on usefulness for our future"**

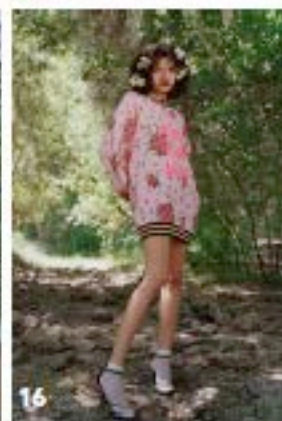
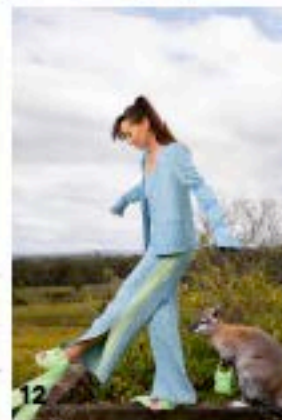
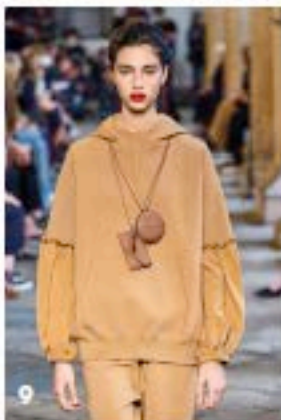
**Marine Serre in her interview with WWD.**

The flawless sweater sets by Genny and Intarsia separates by Dior are a homage to the old craft and comfort. Many designers, including Marco Rambaldi and Ph5, turned to knits this season while exploring full-fashion, circular and handknitting techniques like crochet and macrame. It's an invitation to use low-waste sophisticated manufacturing techniques, like Santoni seamless and warp-knitting technologies, to craft timeless and smart wardrobes.

**My personal favorite is a collection by Charlotte Knowles with a perfect balance of feminine and masculine, private and public, militant and delicate. By erasing the lines between lingerie and ready-to-wear, Knowles inspires the never-ending discovery.**

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



- 1 • Custo
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- 3 • Dior
- 4 • Dolce & Gabbana
- 5 • Kenzo
- 6 • Knowles
- 7 • Koma
- 8 • Simona Marziali
- 9 • Max Mara
- 10 • Stella McCartney
- 11 • Miu Miu
- 12 • PH5
- 13 • Valentino
- 14 • Zimmermann
- 15 • Wolk Morais
- 16 • Rodarte