

Revealed

BY CURVE



LEONISA



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Editor's Letter



Whew... What a year 2021 has been! As the end of the year approaches, we are looking back to acknowledge our successes, giving gratitude to the many people who made a difference, and thinking about how we can do even better in the future. The last 18 months enabled us the time for some quiet reflection, to actually take some creative risks – some out of necessity and others because, well why not? We are pushing the boundaries as we pivot to a new way of doing business and discovering that change can be really good. Yes, for a while we had hit a pause, now we are ready to move ahead! It's the strength and resiliency of our intimate apparel community which will help us grow in 2022.

Happily, there is renewed optimism! Stores are fully reopened, sales continue to be brisk, and people are re-discovering the joy of seeing each other in person. Our first live Curve shows in New York and Los Angeles reminded us how much we missed each other!!! The excitement on the show floor was certainly contagious (the only kind we like!), as a multitude of trends for Spring 2022 made buyers quite eager to shop, and brands — very enthusiastic to share their newest collections.

Change is in the air! There has been a radical shift in consumers' buying habits. Mobile online shopping is here to stay, and the line between work and homelife is blurring, as loungewear becomes the new "uniform". Comfort will remain a very important buying consideration alongside prioritizing fit.

In our **NPD Story – Trends of the shopper based on data** we will explore the new factors influencing the consumers' desire to spend on intimate apparel in 2022. **The Science and Art of Fit** gives us a different perspective on fitting as a way of combining both Art and Science – Creativity at its Best.

Love your Curves is a trend we are embracing! Brands are moving towards authentic non-photoshopped body images in their marketing that accurately reflect the demographics of the country. Let's say *Au Revoir* to body shaming and allow women to be exactly who they are in all forms. Kimmay Caldwell shares plenty of uplifting advice and inspiration in our story and photo shoot **True to Form**. In the article **Everyone is welcome**, Nicholette Driggs provides helpful tips on what you can do, as a store owner, to make your shop more welcoming to Transwomen, crossdressers, and men, who like to wear lingerie.


Is your style chic city dweller or do you prefer cool girl casual? We had some fun deciding in **Eastcoast vs Westcoast: The trends and what to buy wherever you live**. Also **MintModa – Trend Up F/W22** captures the micro-trends of the Fall Winter 2022 season, as quickly as they appear, and **Life in legwear** offers us some instant gratification with current trends in hosiery & legwear.

Do you want to meet new brands, see the best intimate apparel collections, and network with other lingerie lovers in 2022? Then "Save the Dates": **Curve New York (Feb 27, 28th & March 1st), Curve Los Angeles (March 6-7th), and Montreal TBD!** Until then, we hope you will put on your coziest pj's, pour yourself a warm cup of tea, relax, and enjoy our Fall 2021 issue of Revealed.

Cheers,
Kirsten Griffin & the Curve Team





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A look inside *The Fall Issue*

NY vs LA Trends

BY KIRSTEN GRIFFIN

Poised for the Future

BY KRISTEN CLASSI-ZUMMO AND TODD MICK

True to Form

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Everyone is Welcome

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The Science and Art of Fit

BY ELLEN JACOBSON

Trend Up F/W22

BY MINTMODA

Contributors

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

New York vs LA Trends

The trends and what to buy wherever you live

BY KIRSTEN GRIFFIN

The question of what to buy is a dilemma we face as a buyer, retailer, and shopper. Offering Curve shows in two different cities, New York and Los Angeles*, we are often surprised by how different the aesthetic taste and purchasing habits of each coast are. Yes, we commonly share an appreciation for beautifully made products along with an addiction to Instagram to see what's new, however when it comes to styling and what each coast wants, it's quite different!

Happily, for Spring 2022 intimate apparel brands offered an explosion of color, a return to glamour, embroideries and feminine flourishes, along with a desire to make their collections more eco-friendly. So what do we think shoppers will want next year and how will they be wearing it? Here are our predictions of NY versus LA:

BLACK IS NEW YORKERS' FAVORITE COLOR

Maybe it's living in a concrete jungle or a reflection of the stark architecture but New Yorkers have a love affair with the color black. Powerful, sophisticated, and always chic, wearing black conveys a sense of confidence and authority city dwellers desire. Sometimes intimidating, but sexy too, anything with black lace is a wardrobe staple. Our suggestions for a night out in the Big Apple: wear racy lace or peekaboo bra, a mesh bodysuit by Thistle and Spire, or anything from Chantal Thomass or Dita Von Teese.



THISTLE AND SPIRE

DITA VON TEESE

CALIFORNIA GIRLS WANT TO HAVE FUN

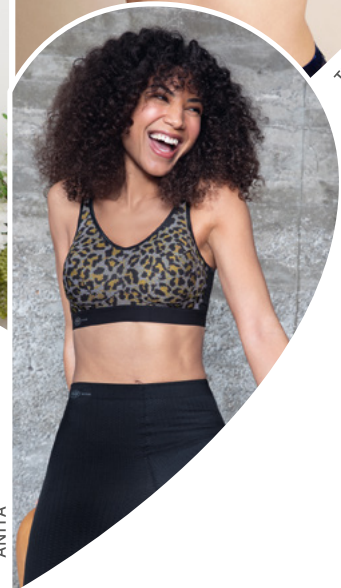
More adventurous than our east coast counterpart, L.A. style likes to mix things up with something colorful, flirty, and often unique. Emphasis is on wellness and outdoor living so the look is casual, relaxed, and always laid back. For Spring 2022 SoCal girls will be embracing colorful embroidered bras and romantic silk florals, just in time for the release of Bridgerton Season 2. Brands to watch are Maison Lejaby, Avery Rose, The Underargument, and Marie Jo.



EVERY ROSE



THE UNDERARGUMENT



ANITA

ACTIVATE THE ACTIVEWEAR

Workouts in L.A. are not just about keeping healthy, it's truly a lifestyle way of living. If you've visited L.A., wearing your workout clothes and donning the latest "it"-sneaker all day long is *de rigueur*. Put on a hoodie and you will be dressed for the day. New Yorkers prefer a much more polished approach to their activewear. When leaving the gym they commonly will throw on an oversized blazer or very chic trench coat to be NYC ready. Want to look fashionable and fit? In NY wear a leopard print sports bra from Anita or in LA how about something edgy and bold from MilaKrasna?



CALIDA



LAYER IT UP OR MAKE SURE IT MATCHES

Loungewear certainly gathered momentum throughout 2020 and into 2021. However, the desire for mood-boosting styles that wrap us in comfort is universal wherever you live. Unpredictable weather - 4 seasons in the Northeast versus sunny California, means East Coast shoppers always need great layering basics while ready-to-wear -inspired loungewear is something the West Coast dwellers crave. This season both East and West Coast shoppers will be happy to discover lots of sustainable textiles from the loungewear collections. Whether it be a new tee made of recycled water bottles, vegan silk separates, or fabrications of bamboo Lyocell or eucalyptus Tencel, updating your wardrobe will be easy and eco-friendly. For New York we recommend lots of whisper thin long sleeve tees to layer together or wear under a corset top for an urban edge. In California we like matching sets, so pair your favorite tee or bra top with coordinating wide-leg pants for effortless appeal. Among our favorites are tees by Calida and Skin, Butter Collection by Commando, and lounge pieces by Mey.

BOTH COASTS SAY *Oui* TO SHAPEWEAR and PARTY READY SOLUTIONS

Across the USA, we have been celebrating this year the return to in-person meetings. We have missed human interaction and the joy that comes from attending events, whether it be a birthday party, concert, or meeting our lingerie friends at a Curve show. Forecasts for 2022 expect weddings to increase a whopping 20-25%. So what does that mean for shoppers in NY or LA? A return to shapewear! Yes, it's true, our bodies have changed A LOT** during the pandemic, some more than others, however, we are learning to embrace all our curves. The good news is that the latest shapewear styles combine BOTH comfort and technology. Gone are the days of trying to squeeze into an ill-fitting undergarment so uncomfortable that not a morsel of food could be eaten while wearing it. Today's new shapewear styles have been re-invented... like these high waist briefs with sheer inserts by Leonisa.

Whether having drinks and admiring the spectacular view at hot newcomer Peak in Manhattan or celebrating with friends at the Santa Monica Proper hotel, going out will require some wardrobe solutions. What will ALL shoppers need to be party-ready? Definitely, a strapless bra that stays up all night, or for the less inhibited patterned nipple covers that are sure to spark some joy. How about a Wacoal strapless bra and Neva Nude nipple covers?



LEONISA

NEVA NUDE

WACOAL



Sigh... It's too hard to decide which city we prefer and the trends to try out. However, we do know that lingerie lovers in either city will be rejoicing at the vast array of choices in intimate apparel for 2022!

* Curve New York, Feb.27 - Mar. 1 | Curve Los Angeles Mar. 6-7

** 40% of women now wearing a different size than they were pre-pandemic - See NPD's article



CALIDA

POISED FOR
The future

The top five reasons enticing shoppers to spend on intimates in 2022

BY KRISTEN CLASSI-ZUMMO AND TODD MICK



It was a fresh start for the intimate apparel industry in 2021. The U.S. market grew its revenue by 25% from January through August 2021 compared to the same period in pre-pandemic 2019, according to NPD data. Daywear and shapewear have been the last categories to recover, but sales are now growing compared to last year. Comfort elements and online shopping have been clear winners for the market in 2021, and while these aspects are here to stay, there will be new factors influencing the consumer's desire to spend on intimates in 2022.

NPD has identified five key themes that will keep shoppers interested in intimates as we approach the new year.

1 Quality

Consumers are vocal about their quest for quality apparel, and this area will continue to grow in importance. Many brands and retailers have called out quality as a focal point for future growth – and rightly so. In fact, according to NPD's Future of Apparel report, 64% of women state that quality is important to them when considering future apparel purchases – a sentiment that ranks particularly high among women ages 25 and older. This interest in quality is not lost on the intimates consumer, as the average selling price for intimates grew by 6% year-to-date, being led by increases in non-sport bras and panties. There is another aspect to quality that occasionally goes unnoticed, and that is sustainability. This idea of buying better and buying less is a key component in creating a more sustainable industry. In a survey done together with NPD partner CivicScience, we asked consumers what interests them most about sustainable apparel. Quality and long-lasting apparel ranked highest, beating out other sustainable features such as eco-friendly and products made with recycled plastics. As a brand or retailer, are you effectively communicating and educating your consumers on the quality of your products?

2 Empowerment

More than one-quarter of women report that the clothing they wear makes them feel confident. With 40% of women now wearing a different size than they were pre-pandemic, it's important to understand how considerable body positivity and size inclusivity will be in connecting with consumers. One out of every three women we recently surveyed feel that body positivity and size inclusion


somewhat or highly affected whether they purchased from a particular brand or retailer. No category is better poised to make a woman feel empowered than intimates. We see many examples at play in the market, with brands like Aerie embracing body positivity for consumers of all ages, and Victoria's Secret revamping their definition of sexy. How can your consumer's unique body be reflected in your product offering?

3 Versatility

By 2022, we will (hopefully) be getting back to a closer version of normal life. This may include in-person work and settling back into a routine unfamiliar to us these last two years. Yes, comfort will continue to be important; however, versatility will be the key in building a new wardrobe. Consumers will need pieces to take them from their home office to an in-person meeting, and finally to dinner with friends. An indication that she is heading back out is the uptick we have seen in underwire bra sales. While the comfort of wire-free bras was something that drove growth the past 18 months, underwire bra sales were up 29% this summer compared to last year. Underwire bras provide the shaping and polished look she wants when she returns to the workplace and life events. We are also seeing versatility win in a surprising category: shapewear. Year-to-date, shaping tanks, cami's, and thongs have outperformed growth in the category. Rather than restrict, these silhouettes deliver effortless shaping that can be worn every day. Do you offer her options that she can wear everywhere?

4 Wellness

In 2022, wellness will stretch beyond exercise and meditation; it will be about



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Source: The NPD Group / Thought Leadership survey done in conjunction with NPD partner CivicScience, March 2021

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Source: The NPD Group / Future of Apparel Report

staying true to yourself, both mentally and physically. For women, this means that products catering to reproductive and sexual health no longer need to be discreetly regulated to the back of the store. Brands like Thinx and Knix have written a new playbook on what was a hushed topic only a few years ago. Sixty percent of women told us they are familiar with period panties, with 13% saying they have yet to use them but plan on doing so. This trend is even higher among 18-24 year olds, as one-third of this age group report that they plan on trying period panties. There is also a growing market of "femtech" products and apps catering to all life stages, from tracking menstrual cycles, offering tips on breastfeeding, and providing information on menopause. What are the attributes and benefits you offer in your products that are tied to women's health, regardless of their life stage or age?

5 Seasonality

Apparel sales skyrocketed during the summer, with June through August 2021 revenues being 14% higher than in the summer of 2019. As consumers returned to in-person gatherings and long-awaited

vacations, they purchased summer wardrobe necessities including tees, shorts, and swimwear. Seasonality plays a big part in how and when consumers shop, as half of them buy apparel when they need it. It's important to understand how this may play out during the winter because many consumers have not bought cold-weather clothing in almost two years. Long-awaited holiday gatherings with friends and family may set the spark for a winter wardrobe refresh. Do you offer her the essentials she needs as she renews her wardrobe this winter?

As both a basic necessity and an emotionally driven purchase, intimate apparel plays an important role in physical and mental wellbeing. Consumers want high-quality products that are comfortable and versatile, but also uplifting and empowering. As today's circumstances continue to transform how we spend our time and what products we invest in, the intimate apparel market holds a unique place in the hearts and minds of consumers as she reenters society or simply seeks those little indulgences to feel good and confident in her own skin.

Time TO Form

By Kimmay Caldwell

As we emerge from our cocoon, what form do we want to take? Maybe your body has changed, or your lifestyle, your family, your goals. As we acknowledge the change, what's still truly you? Who are you to the core?

We are multifaceted and can take on many forms and shapes. One day we are fierce, fiery, and structured then soft, easy, and fluid, and always with the goal to be true to form, true to ourselves. Can we allow the rolls and "flaws" to be just as beautiful as the sleek and smooth and put-together aspects of ourselves? It's all a part of who we are, and our undergarment choices can reflect the different forms we take. It's up to us how we support and adorn and shape this body and this life. Which form will you embody today?

The choice is yours. Let's break the mold and allow women (and all folks) to be exactly who they are — in all forms.

PJ Harlow



Inspired by the wise, soft, spiritual side of ourselves, the flowing sleepwear set from **PJ Harlow** is radiant and angelic in the color "pearl". Their satin sleepwear is made in the USA and comes in many silhouettes and colors. Each piece floats on the skin with whisper-soft material allowing flow and freedom.

Elita

When is the last time you let your inner child out to play? Give her the gift of soft modal from the Canadian brand, **Elita**. Their wire-free bralettes and classic underwear silhouettes offer easy support with a simple, carefree style — perfect for lounging around or enjoying a day of pure fun!



Simone Pérèle



We mother children, pets, plants, and friends. We display a soft strength when we nurture others and ourselves. Gorgeous embroidered leaves and sheer tulle on this **Simone Pérèle** set have an earthy and sophisticated, yet supportive and flexible design that evokes our most nurturing side. And like an embrace from a caring friend, this set tenderly hugs you.

CORIN

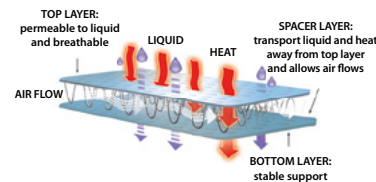


VIRGINIA 17871

CLASSIC COLOURS: SKIN ● WHITE ○ BLACK ●

CUP B-J

ULTRA LIGHT BRA
3-D
SPACER FOAM

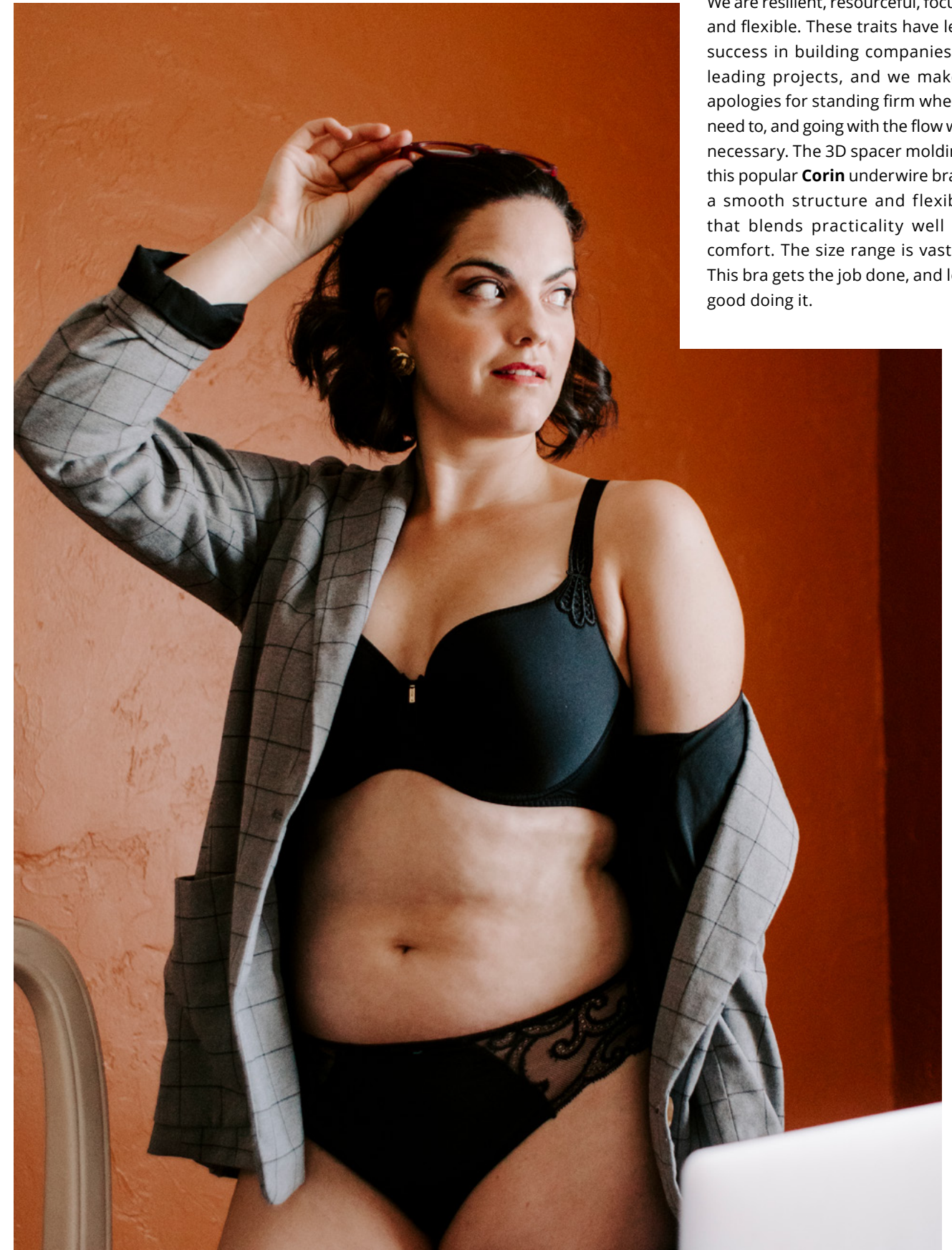


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Corin



We are resilient, resourceful, focused, and flexible. These traits have led to success in building companies and leading projects, and we make no apologies for standing firm when we need to, and going with the flow when necessary. The 3D spacer molding of this popular **Corin** underwire bra has a smooth structure and flexibility that blends practicality well with comfort. The size range is vast too. This bra gets the job done, and looks good doing it.

Dominique



How do we stay hopeful when there is so much to change in the world? We learn how to live within our current societal structure while making plans and taking action to revolutionize it. Oh, and we hold on to that dose of romanticism that keeps hope alive. The **Dominique** bustier shapes the body with its rigid design, supportive cups, and form-fitting bodice while the spandex power mesh back panels allow the necessary room for movement, growth, and a breath of fresh air.

Shadowline

Have you ever been told you're too much, or too dramatic? Own it and never apologize for it. Deep feelings are our superpower, along with seduction and the ability to remain mysterious and keep others on their toes. This **Shadowline** nightgown and robe set is surprisingly light as air against the skin, but with rich, dark, and sexy vibes. The stretch lace top provides subtle support and the tulip hem allows for just a peek at what's underneath. Reliability has its use, but our inner drama queen sure has her charms.



NuBra

Be as bold as you want to be! The outspoken, uninhibited part of us that has been hushed is ready to come out and play. This **NuBra** seamless adhesive bra has no band, straps, or wire to hold you down, while it keeps your bust up. It creates a bold statement with the smooth cups and cleavage boosting front clip. The made in the USA, medical-grade adhesive is ready to stay put during a night on the town, or during your very own karaoke session at home. Rock on!

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discover Montréal's very best
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CREDITS:

Photographer: Juliana Rose

Model, Hair and Makeup, Styling, Production: Kimmay Caldwell

Location: Loft on Main

On set assistant: Kalie Goodwin

Baby model: Parker Goodwin

ZHE

BY KARYN ELIZABETH

The Future Is Inclusive



www.zhebykarynelizabeth.com

Zhe by Karyn Elizabeth is an inclusive lingerie label that is focused on serving needs of the TGNC community. It is about empowering transgender women through the many phases of their transition.

EVERYONE IS

Welcome

BY NICHOLETTE DRIGGS

What you can do, as a store owner, to make your shop more welcoming to Transwomen, crossdressers, and men, who like to wear lingerie.

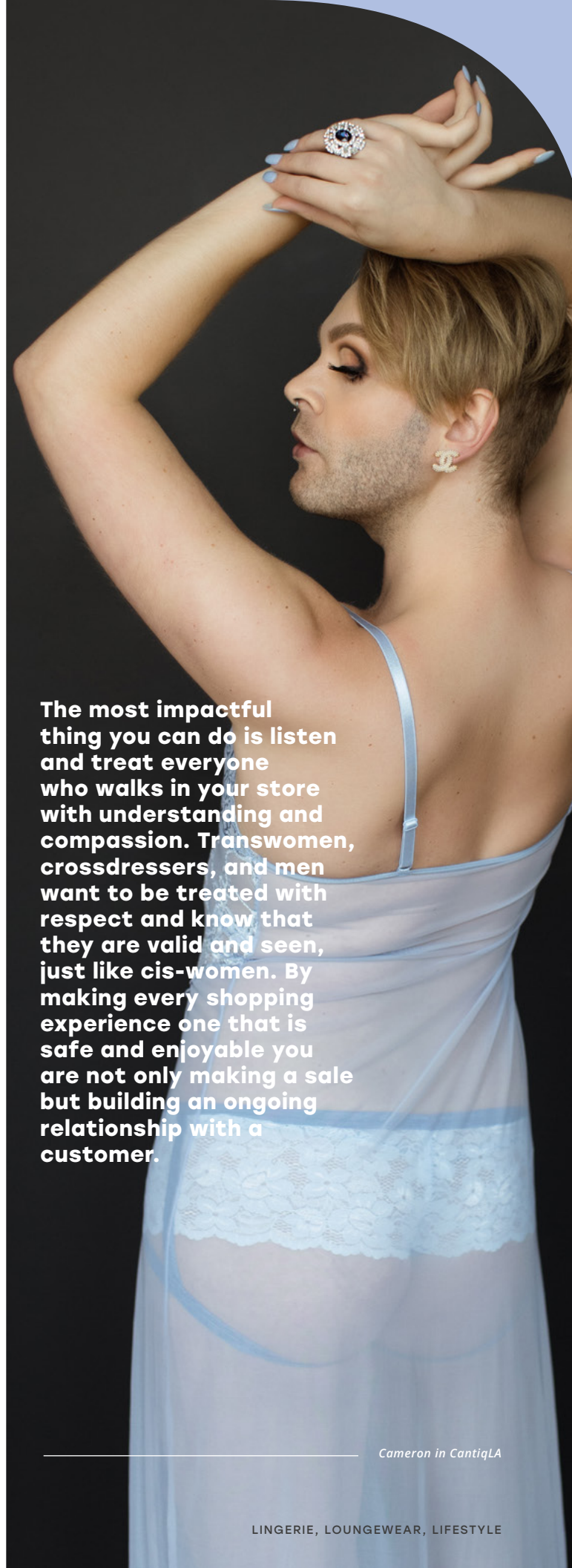
An apprehensive customer came to the shop on a Thursday night, after canceling a private shopping appointment, calling twice with questions about the shop, and lastly confirming that she would be the only one there.

As she nervously walked into the shop, she began to tell her story. She spent her whole life feeling different: covering her body with tattoos, to seem more masculine, and taking on hobbies that were traditionally manly. It was only in her late 30s that she was able to live her truth. She had recently started taking hormones and was excited to begin her journey expressing herself as her real self. Purchasing lingerie was a step, which she was both excited and terrified to take.

As I took her measurements, we talked about where she was in the process of transitioning. Since she had recently started taking hormones, it was only the beginning stages of her outer body transitioning to reflect what her inner self has always been. Gender transitioning for transwomen is a process that can take several months to several years. It can include hormone therapy, breast augmentation, hair removal, and other surgeries to create more feminine features. However, not all transwomen choose to transition in the same way.

Prior to that day, she tried on a variety of styles, never being in a place that truly allowed her to explore what she liked on her body. The garments that she chose were a wireless soft cup bra and panty set by Else, a bodysuit by Oh La La Cheri Paris, and a bralette and panty set by Kilo Brava. She cried while telling me that it was the first time she ever felt truly seen as a woman in a female space and she couldn't wait to come back to shop more!

This is just one of many shopping experiences.



The most impactful thing you can do is listen and treat everyone who walks in your store with understanding and compassion. Transwomen, crossdressers, and men want to be treated with respect and know that they are valid and seen, just like cis-women. By making every shopping experience one that is safe and enjoyable you are not only making a sale but building an ongoing relationship with a customer.

Cameron in CantiqLA

Transwomen, crossdressers, and men face many obstacles when shopping for lingerie. The first obstacle they face is the fear of discrimination and a lack of acceptance.



Beth in Kilo Brava

According to the Center for Disease Control, 1.4 million Americans identify as transgender. With Hawaii, California, Georgia, New Mexico, Texas, and Florida having the highest percentages of adults who identify as transgender. Although there has not been a quantitative survey about the percentage of crossdressers and men who wear lingerie it is more than you think!

What can you do as a store owner to make your shop more welcoming?

Consider the language you use with shoppers. When greeting and talking to clients, try to avoid gender-specific language and greetings, assumptions about a client's gender and their partner's gender, and assumptions about who they are shopping for. Inclusive marketing

portraying transwomen and men in lingerie will help to show that your shop is a safe and welcoming place.

The most impactful thing you can do is listen and treat everyone, who walks in your store, with understanding and compassion. Transwomen, crossdressers, and men want to be treated with respect and know that they are valid and seen, just like cis-women. By making every shopping experience one that is safe and enjoyable you are not only making a sale but building an ongoing relationship with a customer.

The next obstacle that transwomen, crossdressers, and men face when shopping for lingerie is finding the fit and the right size.

A survey conducted in 2015 by Intimacy Lingerie found that the average bra size in the United States for cis white women is 34DD and 36DD for cis Black and Latinx women. Unfortunately, there hasn't been much research on bra sizing for transwomen. While breast growth on hormones can vary from an A to a C cup, with breast enhancements and inserts, the sky's the limit!

According to a 2018 study conducted by the Center for Disease Control, the average waist and chest measurements for men is around 40 inches. Some men choose to wear bras with inserts, while some do not. Others may prefer bodysuits and panties.

What brands and sizes should you stock?

The million-dollar question! Like all clothing made for the female form, there is a lack of consistency in sizing between brands, designers, countries, and so on. Do the brands you carry already have extended sizing? Do they have panties that would accommodate bodies with penises? Start small by carrying a few styles in larger bands, smaller busts. Many lingerie pieces can be

gender-inclusive like teddies, negligees, nightgowns, fuller panties, and robes. CantiqLA is a brand that is great for gender inclusivity. Their Gender Fluid line has extra room in the panties and bodysuits exclusively for all bodies and genders, with sizes ranging from XS to 3X. Custom sizing is also available.

Kilo Brava's Bamboo and Ribbed & Lace collection is perfect for a variety of bodies. Ranging in size from small to 3X. You can't go wrong with Playful Promises. With so many brands under one roof, there's something for everyone!

Transwomen, crossdressers, and men have always been wearing lingerie. Isn't it time we, as an industry, finally welcome them?



Pink Else set w/ Kix'ies

Life in LEGWEAR



Look. Stop. Listen. If we have learned nothing else, we have learned that life is forever changed and we must create by adapting or be left behind.

We must design by *looking* around us, at people on the street and how they adorn themselves. We should have no qualms about stopping people and asking them what they are wearing or where they bought it or better yet why? And we must listen... to whatever it is they want to tell us, it is invaluable.

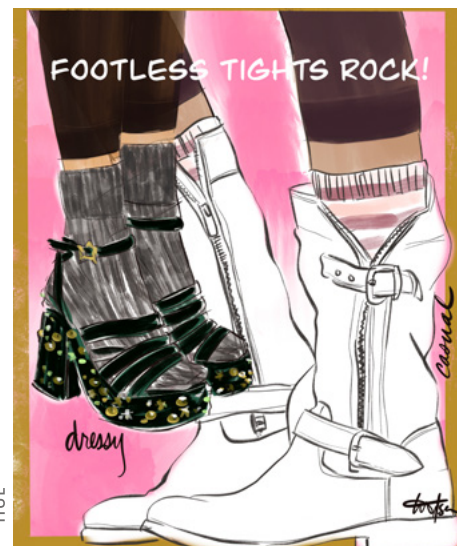
Trends, as we have known them, are all but irrelevant, life is the trend. We desire versatility, function, wellness, and community.

Shoes determine socks. Dresses and shoes determine hosiery. Occasion determines both. Innovation determines longevity. Weather determines everything, which is why we all need to get our act together when it comes to waste, recycling, and circularity. Last, but certainly not least, come pattern, texture, and color.

Tina Wilson

Hue - Embracing The Change

BY TINA WILSON



Brands as iconic as HUE work hard every day to evolve, to remain relevant, and to always be curious. That is key.

Hue has curated a collection of boot socks, that aren't just about being warm and cozy, and all the other buzzwords, but they are about the style of boot, the function, and properties of the sock once it's on your foot and inside the boot. For example, HUE's Rubber Boot Sock has grippers, so you don't slip around inside. It's knee-high, which is perfect for those long rubber boots because of its functionality and purpose. They have sneaker solutions for a myriad of sneakers and they are seeing the success of creating relevant products with function in mind.

We could dwell on hosiery and its ups and downs, but let's focus on the optimism we

see ahead. Hallelujah for the return of the dress, the last few years have been rough in the hosiery world. There are many reasons for this, one being sneakers have taken over footwear and we all know that a dress, sneakers, and hose is not a good look... ever. But what about capri footless tights? You can layer them with socks, a dress, and sneakers while showing a little skin in between or you can wear them barefoot with a frilly dress and sandals. Footless tights are a modern approach to the pantyhose quandary.

There is also great value in collaboration, like the Fall 21 HUE Black Designer Collection. Allowing creatives to create outside of their box and in the case of the three designers showcased, they are all sportswear designers; they bring vivacity and a fresh perspective like gender-neutral sizing and pattern or a "stirrup" trouser sock that we all want. Collaborating also brings a sense of community and we all crave that. Hue starts with that communal sense by making much of their hosiery and socks in their carbon-neutral facilities in North Carolina, and never has it been more crucial than now with all the supply chain issues that plague fashion.

We should all be invigorated by the challenges and the opportunities we face in an ever-growing and competitive field, and we should look forward to a future of innovation and embrace change.

Falke - We Care

BY ASI EFROS

Falke is a legwear company that planted its roots 126 years ago and has always stood for modern legwear, ethically manufactured from high-quality materials. The traditions of craftsmanship, which have been passed down from generation to generation, are constantly refined. A series of measures implemented in recent years and decades to increase the sustainability of the brand are united under one narrative, called Falke-We Care, which encompasses efforts to ensure environmental protection, animal welfare, and social responsibility.

Falke offers a portfolio of legwear styles that inspire, challenge, and trigger desire, and awaken feelings of happiness in people of all personalities, genders, occupations, and ages.

Falke's Autumn/Winter 2021 collection invites you on a relaxing journey through nature. Special natural phenomena such as snowy landscapes, fog, and ice, are the inspiration for the new season and can be found in modern designs of knitted socks and elegant tights.

Stripes, dots, and checks are a must in every collection. They set the tone in trendy color-blocking combinations or classic winter colors such as dark red and white. Winter looks focused on fine rib patterns, Norwegian, and plaited knits. Cuddly boot socks, short wool socks, and new invisible socks with cushioned soles round off the collection.

Snowy and Frozen

Delicate socks and tights in shades of blue and white interpret a peaceful snowy landscape, frozen water, and beautiful ice crystals. The materials used are warm and cuddly yarns like wool, cashmere, alpaca, and cotton.

Mist and Dew

Feminine lace and crochet looks, in an atmospheric color palette of pink and violet, in combination with plant-green,

define this trend.

Cream and Sweet

White, cream, and vanilla meet bright candy colors and bring a sugar-sweet seduction to the leg. Fine socks and tights are inspired by delicate holiday pastries.

Flour

Natural brown shades, rustic yarns, and simple weaves, give knitted socks a rudimentary look.



FALKE

Fogal - Celebrating its Centennial

BY ASI EFROS

When founder Léon Fogal, a global player in the legwear industry, established his brand, he was driven by a spirit of innovation. To create his unique collections of luxury hosiery, he pioneered the integration of high-quality natural fibers with the distinctive use of color.

Today the Swiss heritage brand Fogal is celebrating its 100th anniversary under the new leadership of Edouard and Margaux Burrus. The entrepreneurial couple has brought a contemporary creative vision to this classic Swiss brand, tapping into a fashion-forward customer base, and has set out to reinforce their retail network and make the label more sustainable. The brand has also reimagined iconic patterns into modern and versatile designs, with a focus on eco-responsible fabrics and packaging.

To highlight this centennial year, they have created two exciting collaborations with well-known contemporary fashion brands



FOGAL

— Zadig & Voltaire and Ulla Johnson.

And now, the **Fogal x Zadig & Voltaire** capsule collection, to be launched on November 4, features a dazzling vignette of Fogal tights sprinkled with the letters Z and V.

And at the same time, the collaboration between Fogal and **Ulla Johnson** has resulted in a beautifully designed capsule piece, the **Eugenie Stocking**.

Paisley motifs drawn from the printed

crepes of Ulla Johnson's ready-to-wear collection, in rich hues of bitter chocolate and raven, inspire the filigree of the hosiery. The sumptuous tights with a wide, comfortable waistband are perfect for an elegant night-out and complement any outfit.

In addition, Fogal has expanded its repertoire into athleisure by adding a range of wide-legged or fitted stretch leggings and tops, in fabrics made from organic and recycled materials.



HUE

THE SCIENCE & ART

of Fit



Fitting is a way of combining Art and Science – Creativity at its Best. BY ELLEN JACOBSON

According to Google, the definition of fit is “the particular way in which something, especially a garment or component, fits around or into something.”

In garment design and development, the concept of fit has many different stages and hopefully, the resulting product is visually appealing, comfortable to wear, and satisfies the intended end-use. The requirements will lead us to think about the different styles of use that a garment might fall into: Sexy, Casual, Performance, or Specialty.

Google also makes the point that fit is a function of the “suitable quality, standard, or type of material to meet the required purpose.” Hence a garment is, in effect, ‘engineered’ as part of the design process.

The engineering principles involved are lifting, shaping, forming, and holding. To achieve these, designers have a variety of techniques at their disposal; some are taught in schools, others are only learned on the job and often, they are passed down the generational ladder as ‘tricks of the trade.’

Let us consider some of these in more detail and look at how they affect ‘fit.’

MATERIALS: Fabrics or laces (modesty versus delicacy), Stretch or rigid (comfort versus support), Smooth or embellished (performance versus aesthetics), Laminated or not (structural support versus softness).

PATTERN: Underwire (supportive, structured) versus Softcup (gentler, softer), Seam structure and placement (lift, shape, form), Stitch type (zigzag for flex, single-needle for stability).

These are used in combination and coordination across each component of a bra - there are over 20 different items involved (!) - to generate a functionally complete and attractively finished product that goes on the shelf and hopefully makes its way into the lingerie drawer.

From a garment perspective, there are 3 main elements that the consumer will recognize as impacting the way a garment ‘fits.’

- **The straps** – positioning, width, and anchoring
- **The back** – lift, smooth, and support (70% of this comes from the way the back is engineered)
- **The cups** – lift, shape, and form

These will each play different roles in different products and at various points on the size chart. The overarching objective is to achieve the balance between how these elements interact and hence the garment performs or ‘fits.’ Once the back, cups, and straps are adjusted, the bra should be balanced, and the wearer should be comfortable.

While all this might seem more like a science than art and hence ‘fit’ should be universal, unfortunately, that is not the case. There are regional and continental differences in consumer welfare, diet, lifestyles, and heritage that all affect how garments are designed. The South is not the same as New England, Italy is not similar to Norway, America is not the same as Europe or Asia, or Africa – ancestrally,

geographically, or economically. Thus a 38D in Paris will not ‘fit’ like a 38D in Milwaukee and nor should it because the people and their requirements are different. Ie.

US prioritizes comfort and prefers a softer fit along with smooth, fuller cups, and padded bras are predominant in small sizes.

UK has a tighter fit with the fullness of the cup extending back to the underarm to give a lower center front.

EU prioritizes appearance and has more traditional shapes and uses a lot more lace and lace accents.

Retailers need to bear this in mind because the best way to ensure a satisfied customer is to have a sufficient variety of Brands (aka ‘fit’) that can address the broad spectrum of shoppers of different shapes, sizes, and needs that come into the store.

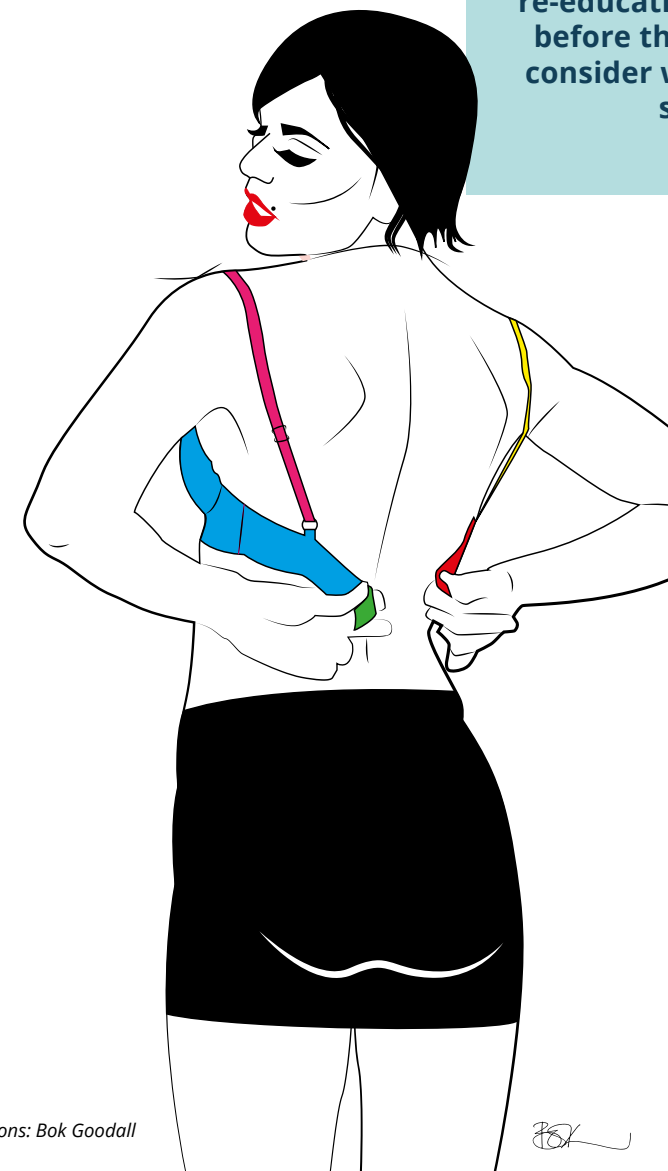
Fitting is as much about knowing which brand or style will fit a customer correctly as it is about getting the size on the label to match, i.e., the lady in Milwaukee might need a 36C for it to

‘fit’ correctly. A bra fitting specialist is a walking encyclopedia of styles, shapes, sizes, and fits – someone who can recommend specific products that are tailored to match the needs and preferences of the consumer.

The growth of internet shopping has changed the service aspect of finding what ‘fits’ which in turn has created consumer confusion about how a brand / style / size ‘fits’ them, when in fact it does not “fit” them. This means that the retailer has the added burden of re-educating the consumer before they even start to consider which product to suggest.

Art and Science are the very nature of human attempts to understand and describe the world around us. Think of the combination of design and engineering required to create elegant and functional structures, the integration of music and mathematics to deliver breathtaking scores, the medical discoveries inspired by creative thinking, the innovative materials in fashion, the functionality and aesthetics in our technology devices, the fusion of flavor and chemistry in the foods we eat, and the creative coding genius in the games we play. Fitting is a way of combining art and science, which is *Creativity at its Best.*

The growth of internet shopping has changed the service aspect of finding what ‘fits’ which in turn has created consumer confusion about how a brand / style / size ‘fits’ them, when in fact it does not “fit” them. This means that the retailer has the added burden of re-educating the consumer before they even start to consider which product to suggest.



Trend Up

F/W 2022

BY MINTMODA

BEDDING TO WEAR

Bedroom textiles — quilted coverlets, plaid throws, ditsy floral pillow shams — inspires all sorts of comfy cozy looks for next fall. Little padded jackets work for home or street, as do soft pajama pants, knitted sets, or fringe-edged blanket coats. Ribbed sweater dresses or floral peasant styles are more bed-to-bistro looks. A pastel palette and fluffy slipper-shoes complete the nap-ready aesthetic.



BIG IDEAS IN A BITE-SIZED PACKAGE

Trend Up captures the micro-trends of the season as quickly as they appear

All photos © 2021 MintModa LLC



SLIPPING AWAY

The new, more covered-up undies styles like briefs or hipsters pave the way for sheer slip skirts. These skirts can be slim wiggle-pencils or easier A-line styles. Linings, pleats, prints, or shirring add a bit of opacity. The skirts work as true half-slips, worn under other skirts or dresses, or function on their own, especially when layered over meant-to-be seen knickers or eye-catching tights. Festive trims like crystals or marabou feathers take these items into party wear.



BRA-VOLUTION

The bra has evolved from the 1950s always-hidden foundation to Madonna's subversive Gaultier cone bra in 1990 to a must-have garment. Most of this season's bras are hybrids of vintage and modern, whether built-in to a dress or as a stand-alone top. Some are cut from firm wovens, with retro-seaming giving cups their structure and shape. Straps range from widened bands to spaghetti strings. Long-line silhouettes and corsets are made chic with cutouts and pattern blocking. There are quilted and leather versions to be worn over knits and jackets. Bustiers and bandeaus are in the mix.

STRING THEORY

Crochet and macramé are both having a moment. Macramé may be the more ancient form; it began in the 12th century with sailors tying ropes into intricate knots, and evolved through ages, from mid-century wall hangings to 1960s hippie plant hangers. Crochet comes from the French word for "hook", which is the tool needed to create these lovely lacy pieces. These crafty techniques are used this season for everything from placed decorations to full garments. The look can go sophisticated, as in a macramé top with long swinging fringe, or more whimsical with crochet flowers and an openwork skirt. Mixed stitchery adds complex texture for even more artisanal allure.





CALIDA

Revealed

FALL 2021 | ISSUE #6

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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.



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