

Revealed

BY
CURVE



INTRODUCING OUR *NEW ADDITION*

ULTRA CURVY

Never Say Never Sweetie

ULTRA CURVY
G - H

ULTRA CURVY
I - JJ

Contact Jennifer Briscoe – jennifer@cosabella.com

Editor's Letter



What a year!

When I think of 2020, it feels like trying to fit into a bra ten sizes too small. Like we lived a decade in just a few months - Struggling to keep our families and businesses healthy, reinventing ourselves, finding new ways to work and to “be” together apart, trying, overcoming, pushing through one day at a time ...

Spring 2020 started what felt like a year-long winter. Spring 2021 is pulling us out of the tunnel, back into the light. It is the beginning of a new era, filled with unbridled creativity and color, color, color!

This issue of Revealed celebrates human resilience and explores our new, positive future. First and foremost, we asked YOU, intimate apparel buyers and stores, to vote for your favorite cover - congrats to **Ms a London!** - to share your experiences and testimonies (*pages 13 and 35*).

The world is changing - There are so many signs of hope. NPd's data analysis (*page 6*) shows that the intimates business transformed through innovation, designing a new, sustainable fashion reality with better fabrics and fibers, digital solutions, smart technology and more people-centered, inclusive marketing strategies. (*page 10*) .

The (virtual) red carpet has been giving off positive energy and optimistic exuberance - are we in the wake of the new Roaring Twenties? (*page 18*)

After a year spent in loungewear, people are feeling upbeat and sexy again (*pages 16 and 35*) and wearing underwear as outerwear with confidence (*pages 26 and 42*).

Joyfulness is back! Togetherness too! We are so excited to re-connect and see you in person at Curve New York this Summer: The dates are August 1 and 2.

Sincerely yours,

Marion Pradier Sentucq
Revealed Magazine Editor

curve NEW YORK

returns

Spring Studios, August 1-2, 2021

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INTIMATES UP CLOSE

The NPD Group shares key themes driving the Intimate Apparel Market today

The pandemic lifestyle has hindered overall U.S. apparel sales, making it one of the hardest-hit industries at retail with second half 2020 sales down 13 percent year-over-year, according to the NPD Group’s Consumer Tracking Service. Although it was a year of upheaval, the intimates business transformed through innovation and performed better than the overall industry, with sales down 2 percent. During NPD’s February CURVE webinar presentation, we discussed the four key themes driving the intimate apparel market in today’s turbulent times.

Where You Sell

Making it easier for the consumer to shop is not a task to be taken lightly. Where product is available can move the sales needle greatly. **Mass merchants and e-commerce were the best performing sales channels for intimates in the six months ending December 2020, with sales up 8 percent and 34 percent, respectively.*** Mass retailers continue to make true omni-channel a reality, says NPD’s Todd Mick, executive director of Apparel; the consumer can shop for intimates while she is accomplishing multiple tasks including buying groceries for her household. In terms of the online channel, the growth it experienced in just a few short months would have—under ordinary circumstances—taken years, says NPD’s Kristen Classi-Zummo, director of Apparel Market Insights. Dollar sales for women’s intimate apparel online peaked in the second quarter of 2020,

accounting for nearly half of sales, and in Q4, have leveled off to about one third of sales*—a new level of normal as consumers have embraced the convenience factor.

Comfort at All Costs

With more time over the past year being spent working, schooling, and exercising at home as social gatherings have largely been put on pause, the pandemic accelerated the comfort movement that was already underway within apparel. This led comfy cozy categories to growth, including sweatpants, sleepwear, and sports bras – the last item being the bright spot for intimates as sports bra sales grew 14 percent during the second half of the year.*

Regardless of whether consumers adopt more work-from-home routines or go back to their former workplace, demand for fashion with elements of

+8%

intimates sales up at mass merchants

+34%

increase in intimates sales for e-commerce*

+14%

sports bras sales during the second half of the year.*

comfort will stick for the long term. According to an NPD survey, 70 percent of consumers reported that once they return to work and other activities, they plan to dress just as or more casually than they did prior to the pandemic.** In December 2020, the comfort/active apparel categories, along with basics, captured a larger share of apparel dollars for clothing intended for work as compared to 2019, growing by 4 share points.* Consumers are also spending more on comfort. According to NPD’s Checkout data, **activewear buyers are spending 18 percent more per purchase than non-activewear buyers**¹.

Comfort will continue to evolve as life gradually returns to normal, says Mick. Bras will morph with wire-free comfort features, making the concept of hybrid bras a reality. Bras in the future might no longer be classified as underwire or wire-free – but as comfortable and supportive.

Customer Service Delivered Differently

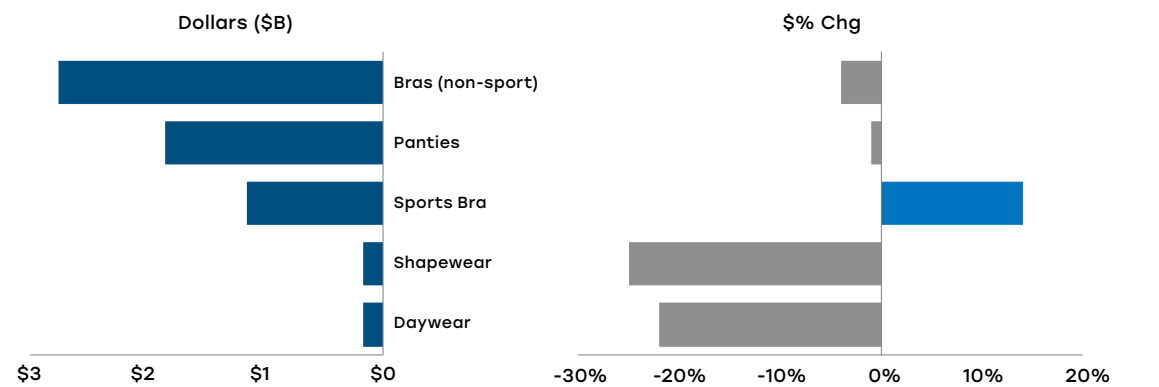
Effective communication online is imperative. We see this in the way social influence is changing. When it comes to influence fashion purchases, **one-third of consumers are influenced by comments or recommendations they see on social media, while 41 percent are influenced by internet ads, according to NPD partner CivicScience**². It is innovation in terms of how brands and retailers deliver on the online customer experience that distinguishes the winners from the rest in today’s marketplace, says Classi-Zummo. **The other component of the online experience is the need on the part of brands and retailers to be interactive and descriptive** about their products, to ensure that consumers understand the product and how it will fit. Consumers still need to make confident, seamless, and well-informed decisions

¹ Source: The NPD Group/Checkout, Men’s & Women’s, 12ME December 2020

² Source: The NPD Group/August 2020 NPD Trend Tracker survey done in conjunction with NPD partner CivicScience



INTIMATES CATEGORY PERFORMANCES



Source: The NPD Group/Consumer Tracking Service - 6ME December 2020

without the physical store experience, and even make up for some of the impulse purchasing that would typically happen in-store.

Messaging on Inclusivity and Wellness

Brands and retailers win when they align with their customers' values, says Mick. In 2020, strong messaging about inclusivity, body positivity, and female empowerment won across generations and is here to stay. We saw the surfacing of new wellness partnerships and acquisitions that have broad appeal for consumers of all ages, including SOMA's launch of a new wellness collection, Aerie's partnership with Melissa Wood-Tepperberg to provide at-home workout classes, and Lululemon's acquisition of fitness start-up MIRROR. Providing solutions that meet consumers' work-, play-, and workout-from-home lifestyle – all aligned with their personal values – is the key to continued growth at this ever-evolving time.

The intimate apparel market is expected to be down slightly at -1 percent for 2021, according to NPD'S Future of Apparel report, which provides a three-year view into how individual apparel categories are forecasted to perform. But beneath that figure, we see a lot of positive and encouraging activity moved by the four overarching themes highlighted above. Bringing a winning mix of the right comfort-oriented product, where the consumer wants to shop, in an engaging way - that's the formula for long-term success.



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



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

*Source: The NPD Group / Consumer Tracking Service
**Source: The NPD Group/ September 2020 Omnibus



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FROM FIBER TO RETAIL

THE NEW REALITY OF INTIMATE APPAREL

BY ASI EFROS

COVID-19 has brought dramatic changes to just about every aspect of the intimate apparel industry. It has facilitated new brand-to-consumer ways of engagement, brought to the surface disruptive technologies, and instilled an appreciation for sustainable textiles. In addition to technological progress, powerful political and social forces have lately been sweeping across the industry. Inclusivity and diversity are becoming intrinsic to brands’ ethos and a direction for social shifts. It’s been five years of evolution in one. Here are several examples of that transformation.



Green Hosiery Collection by Sarah Borghi

One of the ways for brands to express their ecological point of view and explore their relationship with nature is with the use of sustainable materials. In 2020 the first-ever collection of biodegradable hosiery was brought to market by **Sarah Borghi**. Its Green Collection is made of Amni Soul Eco and Roica fibers, both of which break down without releasing harmful substances into the environment. The Green Collection offers comfortable, breathable, and sensuous looks that embrace the highest fashion standards. At the same time, the production of this collection is eco-responsible and ethical.

Cupro - A Fiber for a Better Future

Making its debut in many designers’ collections as a fiber manufactured from cotton linter, Cupro is a waste product of the cotton industry. The fiber is generated in a closed-loop process similar to those producing fibers like Tencel. This prevents harmful chemicals from being released into the environment. Cupro is 100 percent biodegradable and can easily be machine- or hand-washed. Furthermore, it is also exceptionally lightweight and breathable, making it an ideal fabric for clothes worn in warm weather and during the hotter months of the year. Perhaps the greatest benefit that comes with this unique fiber is the look and feel that it offers. As one of the softest materials out there, it’s often used as a vegan-friendly



alternative to silk, because it has a similar texture, and it drapes just as beautifully. In fact, several brands such as **Wallace Cotton** and **Deeba**, to name two, are beginning to incorporate Cupro into their collections.

Digitalization - New Tools & New Solutions

No business can underestimate the impact that digital innovation has had on the world – especially during COVID-19. From new tools and new solutions to more effective customer outreach and communication, each and every company has undergone a quick and effective transformation in the span of 12 months. To achieve high levels of agility and flexibility, they have effectively digitized their operations, ensuring that they are built to withstand future global pandemics and to thrive in all circumstances.

Digital Textile Libraries & Marketplace

A Swedish fashion-tech company, **Material Exchange**, has created a global digital material library and begun to leveraging exciting digital data that makes it easier for designers and brands to source the fabrics and create beautiful intimate apparel pieces that embrace sustainability. “The Covid-19 pandemic has accelerated the digitalization of the industry by at least 5 years. Our business exploded overnight as the fashion industry realized that with global travel halted, textile fairs canceled and employees forced to work remotely; fashion brands, suppliers, and manufacturers had a pressing need for a solution to source materials and manage relationships with suppliers in a completely digital environment.” Darren Glenister, CEO at Material Exchange.

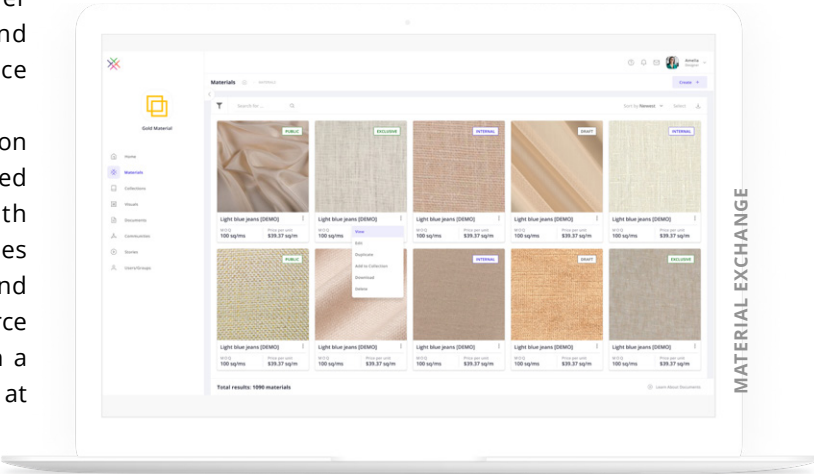
Fashion Devices & Applications

The tech start-up Weart brings a different type of solution into the digital world. Weart’s app devices recreate the sense of touch and enhance the tactile experience, which is lost in the process of digital communication. Applications like Nettelo make taking body measuring fun and simple. By introducing a fully integrated 3D body scan feature, the app makes it easier for consumers to measure their bodies in the privacy of their own homes. Nettelo has greatly improved

customers’ ability to find the correct size of clothes while shopping online. The industrial version of Nettelo allows brands to analyze the fit data and develop new size charts.

Virtual Bra/Lingerie Fittings & Styling Suggestions

One of many brands that have taken steps to add virtual bra/lingerie fittings is Triumph. The brand introduced the digital feature to help women gain a sense of what a new bra or lingerie looks like, all without stepping foot outside their homes. Brick & mortar lingerie boutiques now include virtual bra fittings with bra fitting experts, into their customer service repertoire. Done by appointments and via video conferencing, the fittings are a private experience, which is very similar to the one that is done in person. A multi-brand online boutique, Journelle, has taken additional steps to enhance their interaction with the intimate community by offering styling advice, which provides women with insights into how to build their intimate apparel wardrobes.



A lingerie-swimwear brand, **Demery Jayne International**, showcases their seasonless collections via their own virtual showroom, powered by Snapchat. It allows this progressive brand to create an immersive experience via live streaming for customers and buyers all year round. Multiple lingerie e-commerce sites, online boutiques, and department stores enhance customers' experiences and make it easier to buy intimate apparel on the web from any device.

Throughout the past year, studies have shown that customers are becoming more and more interested in the idea of shopping virtually and online, especially in the wake of the COVID-19 pandemic. The act of shopping as we once knew it already looks different today, and it'll be interesting to see just where it goes in the coming years.



DEMERY JAYNE

The Evolution of Diversity



Last year I had the opportunity to speak on the Curve's Diversity panel, and it was the first time I was able to articulate my experiences and speak to what it is like to be a Black female founder in an industry with very little POC representation. I was recently asked how I feel things have evolved or changed since that panel and truthfully the verdict is still out. We are just now coming out of our mutual Covid limbo, with glimpses

of what our industry might look like in the years to come. Thankfully, this is an unprecedented opportunity to rewrite the norm. The industry as we knew it is gone, and we now get to move forward with a dedication to equality. This is our chance to make diversity an intrinsic part of how we operate our businesses and how we approach our consumers.

Initial steps towards change have been taken, but the true evolution of diversity in our industry will be rooted in a conscious effort and awareness around what it means to be diverse. It has to be a ubiquitous part of our everyday, because diversity, without a commitment to be inclusive, is a word that holds very little weight. Our industry must move beyond performative actions to remain relevant and place value in contributions by the POC community. Not because it fits in with the latest buzz words but because creators of color have earned this and we bring immense value to the table. Without this key distinction the industry's evolution will be stunted. But I am hopeful that our community is consciously working towards meaningful and lasting change.

Amber Tolliver | Founder of Liberté

A YEAR IN THE LIFE OF A BIPOC* LINGERIE BUSINESS OWNER

“Hello, I’m Kayse Small



* BIPOC: Black, Indigenous and People Of Color

As co-owner of Le Boudoir, a lingerie boutique in Middleburg, VA, at the foot of the Blue Ridge Mountains, I am passionate about delivering confidence, comfort, and style to women and girls of all ages. We even offer our own bra line, Livy and Lana, developed by and named for my granddaughters, to provide age-appropriate, comfortable, and high-quality bras to young girls.

Inspired by the normalcy of investing in your undergarments, which I had found to be a cornerstone of everyday women's fashion in Paris when I lived there, I wanted to bring that experience to American women too. **My goal as a BIPOC business owner is to bring that famous French-girl aesthetic and easy confidence to my community.**

It has been three years since Le Boudoir opened, and our Livy and Lana line only launched in 2019. All things considered, we are still a relatively new business, and the pandemic has hit us hard. We faced a lot of different challenges and had to rethink our business in some key ways to keep going over the past year. I am sure a lot of people can relate to this particular struggle! Suddenly

needing to move your whole life and business online is not easy, but it is something we realized early on that we had to do. While we had initially made small steps toward building our online presence, we really kicked that into gear last year. We posted more on social media, created newsletters, and ran social media ads.

We found that reaching out to our community was critical. We had to close our brick-and-mortar store for a few months, which was incredibly difficult. Because of this, we had to switch to e-commerce and offer different benefits to our clients. We encouraged them to shop online and offered curbside pickup for our local community. We also offered virtual bra fittings via Zoom.



and the way our entire family came together to create our Livy and Lana line. I am always passionate about creating, developing, and moving forward. But unfortunately, I was forced to put many projects on the back burner this year. Because of these delays, we have a lot of extra Tencel fabric, which we are still trying to find ways to use.

We are also incredibly lucky that the town of Middleburg did a lot for small retail businesses during this public health crisis. Its program to help drive sales was invaluable to us during the past year.

All in all, it has been a crazy year, full of ups and downs, but I am proud to have stayed open during all of it. I think during uncertain times, women need comfort and a confidence boost more than ever. We could all use something that makes us feel special and pampered, and it is my mission to continue providing that to my community, no matter what.



KAYSE SMALL

Co-owner, Le Boudoir - The Bra Fit Experts, Middleburg VA
Shown above: Granddaughters Livy and Lana wearing Small's collection.

Once we reopened, we had to make some changes to work within CDC guidelines. Of course, we were thrilled to reopen our physical store, but we also understand that keeping our community safe is the most important thing. Changes we made included spreading out appointments so we can sanitize the entire boutique in between clients. We require a temperature check and handwashing to enter. In addition, we make face masks available.

To be honest, one of our biggest challenges over the past year has been planning ahead. It's kind of impossible to run a business efficiently while looking far into the future when we have no idea how things are going to go! We have had some challenges with ordering inventory, but have approached that problem in a few ways.

We tried ordering less inventory overall and doing more special orders. In response, our community has been wonderfully supportive. Often, due to circumstances beyond our control, orders would take some extra processing time. We have always been open about this and our community has been more than understanding.

When it comes to Livy and Lana, we could not move ahead with any of our plans for new products. We had actually been working on a book, *Our Bra Journey, Finding the Perfect Fit*. It's about the inspiration my granddaughters have given me,

A YEAR IN THE LIFE OF THE FITTING CURVE, A BLACK-OWNED LINGERIE BUSINESS



The impact of this last year for a Black woman has been nothing short of life-altering. Add in the extra component of being a Black small business owner during the ongoing pandemic, and we could talk about our experiences for ages and ages.

We decided to give it a try as lingerie shop owners in Rockville Centre, New York, at the beginning of 2016 and opened our doors to the public later that fall. We were well aware of what the end of a pivotal election year brought to the table for women, minorities, and small business owners. So gratefully, we're still here in 2021 in the industry that we love and adore; and all the while, we've been making strides in long-overlooked areas that we're passionate about.

This past year of quarantine, lockdown, and business closings has brought much change to the lingerie industry. We've always strived for some of these changes, like diversity in photo campaigns, inclusivity in product

manufacturing, and body positivity. Other changes – ones that threw us for a loop – were the major pivots we had to make at our end when it came to operating our bra-fitting business and addressing clients' requests. Matching sets are back in! Client requests are always a service that is vital to us. We try hard to fulfill requests, customer service being our first priority. With everyone's lives changing in many different ways, we have seen a significant shift in requests. Many of our clients shifted towards comfort, wireless, fun colors, and matching sets. Last year, a senior client demanded to look good for her granddaughter's virtual wedding; she wanted "the girls" to be lifted and "in frame" during a decidedly unconventional wedding.

Despite the trying time last summer, she brought such a wonderful spirit to our shop. We'll remember her, as well as so many others who kept us going after reopening. We're also thankful for the small vendors who continue to take our feedback and the woman-owned lingerie companies who make it easy to fulfill and help drive change.

As a three-person team, we're constantly asked about the dynamics or conflicts of being equal business partners, as well as sisters. For us, being family keeps the dynamics steady and the disputes non-existent. This past year has taught us on a personal level that life is precious, family is everything, and holding onto our dream of having a legacy business for generations is entirely worth it.



Stephanie Vincent, Helene T. Delince and Kelly H. Saintus,
founders of The Fitting Curve, in Rockville Centre, New York

JOY, *Underneath it all*

BY PATRICIA MAEDA

The need for a mood boost has become a key priority in this time of Covid-19. One year into the pandemic has exhausted consumers of boring loungewear, and while comfort is still predicted to drive the market, it's time to put the "sourdough era" behind us.

With immunologists predicting the widespread use of vaccines in the near future, we can begin to see a light at the end of the tunnel. Restoring a sense of normalcy as well as social interactions will have a profound impact on our collective psyche. With hopes for a better future and a feeling of renewed optimism, a new sartorial trend is emerging: feel-good fashion.

Fashion is a powerful tool that can help lift spirits. Think about the dress that makes you feel you can conquer the world, or that outfit that just brings a smile to your face. It's widely known that fashion's psychological effects on how we feel have a direct impact on our wellbeing. The role that lingerie plays is no different. And perhaps even more evident, it boosts our confidence as it shapes our bodies. And while feel-good lingerie is partly about confidence, it is just as much about joy.

Consumers are searching for small pleasures to brighten their days. So why not start with the first item of clothing we put on our bodies - a little nugget of joy in the intimates drawer? To lift their spirits and alleviate pandemic blues, consumers will look for unique color combinations that elicit feelings of optimism. In fact, color will become a leading merchandising strategy for brands offering more than just comfort. It will provide a unique opportunity for consumers to feel good once again. It's time to shake up the market often known for quiet, neutral shades, and introduce unexpected bursts of color and innovative designs. Result? Even everyday lingerie is apt to put a smile on our faces.

Another relevant way to tap into the new optimism is found with nostalgic and childlike designs that remind us of happier times. Consumers will seek out products that incorporate comforting design elements. Brands should offer products



that inspire. Items like pajamas and basic underwear can leverage a playful esthetic via fun, imaginative, and relatable prints that are instantly recognizable.

Further, consumers will be seeking all forms of self-expression, craving emotional purchases, and exciting newness. **Brands that align with their diverse identities are likely to succeed in a post-pandemic world.**

The time for a collective emotional sigh of relief is soon approaching. So this season, dare to be bold. Walk on a path towards a better, brighter future. Embrace an optimism so unbounded, so whimsical, that it's contagious. Because while there is certainly joy in dressing up, stripping down has never felt so good.

Patricia Maeda is the trend director of Womenswear at Fashion Snoops, a trend forecasting agency. With an expertise in intimate apparel and swimwear, Patricia combines her experience in merchandising and cultural studies to identify emerging fashion trends that will impact consumer behavior in the seasons to come.



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.

Despite 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

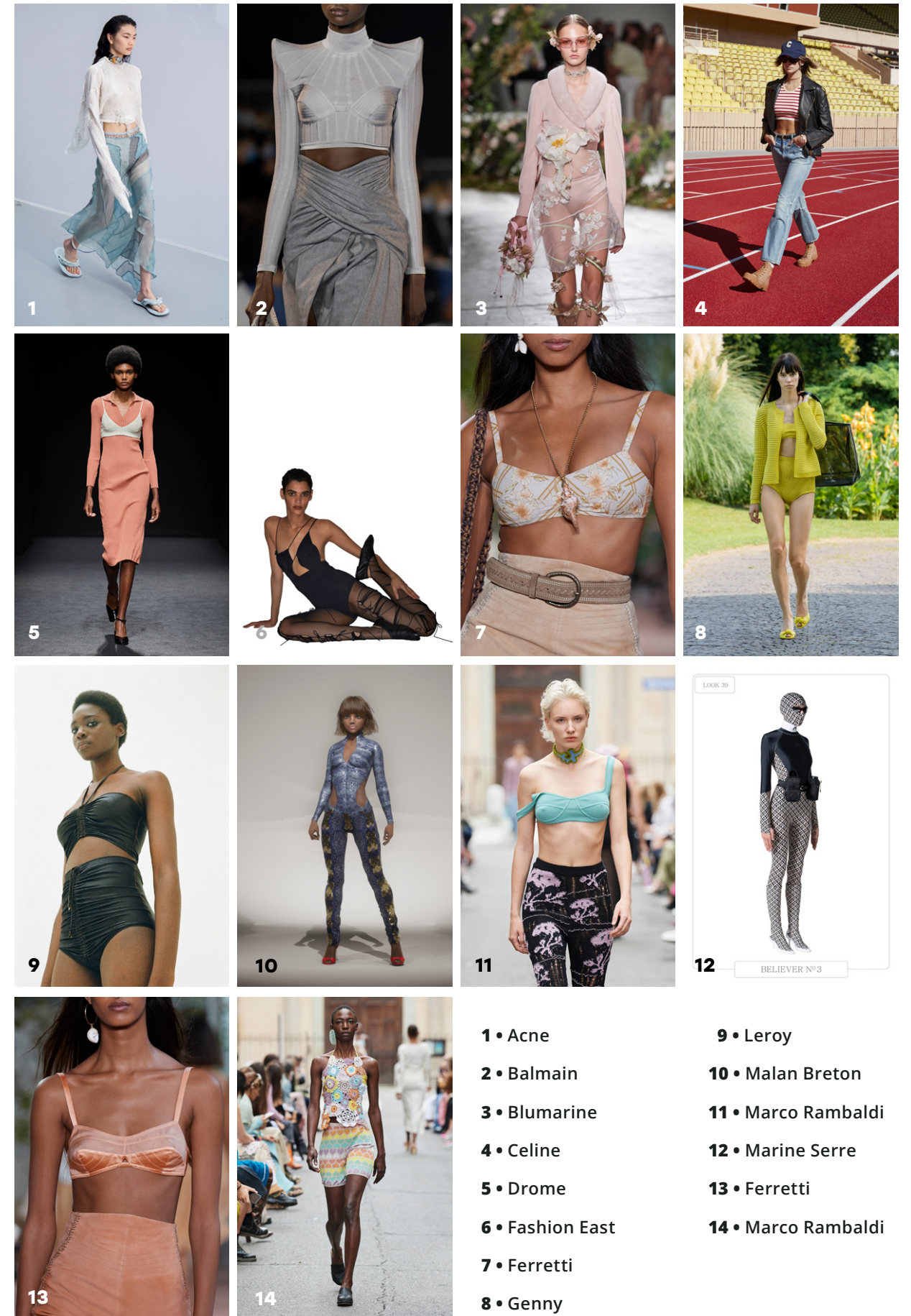
next-to-the-skin body-embracing looks feature patterns inspired by flora and fauna that are known to promote health and longevity. Worthy of attention are his brightly colored and richly textured leotards, bodysuits, and legwear.

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

The 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 Morais 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 Marziali 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.

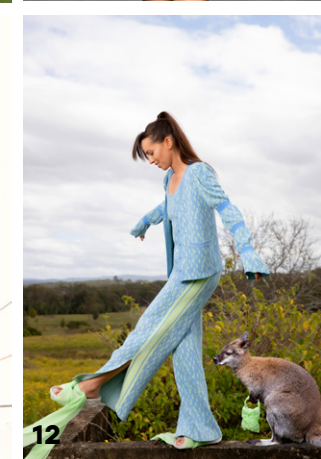
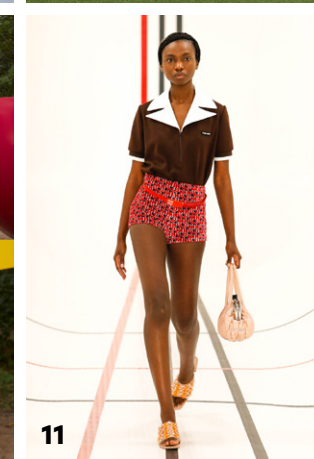
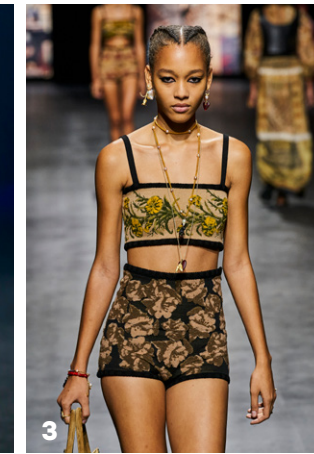
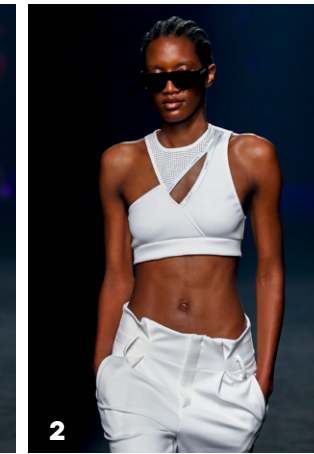
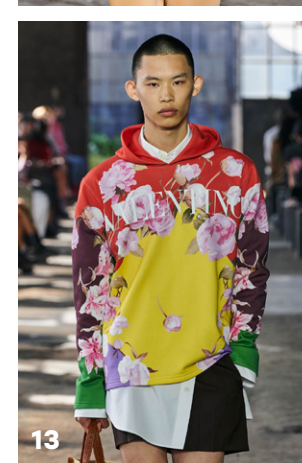
“The pandemic has created a real moment of emergency that forces everyone to make violent changes to survive. Fewer garments, less shows, less travel, less logistics, less but better fabrics - less, less, less but better thinking on usefulness for our future”

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.

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.



- 1 • Custo
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BACK TO THE FUTURE WITH

Briefs

BY LINDA DYETT

The latest panties are new takes on modest old-time styles, and they're getting grabbed up by millennials, Gen Zers... and their grandmothers.

Blame it on the lockdown. With much of the world sequestered at home, daywear last year reduced itself to a shirt or sweater on top, for Zooming, while below the waist, “everyone got comfortable going around in their undies,” said Natori’s CEO and chief creative officer, Josie Natori. Now in 2021, panties are under scrutiny as never before. Women are “cleaning out and re-stocking their underwear drawer,” said Annette Smith, brand director of Fleur’t. Many are willing to splurge, “spending money on underwear instead of travel,” she added.

Unstinting high quality, more color choices (especially nudes for every skin tone), and an interest in what Negative Underwear’s co-founder Marissa Vosper called a hybrid “of loungewear and underwear” - they’re sought after today.

But above all else, women now want comfort and ease from their underpants. And that’s what they get with today’s leading-edge panty—briefs, whether old-fashioned

full-leg-style or with high-cut French-legs. Both are selling briskly.

“The trend is full-back,” said Hanky Panky’s co-founder and design director, Gale Epstein. With its retro-chic appeal, this is a style that not only suits vintage-loving Millennials and Gen Zers, but their grandmothers, too, many of whom have never stopped wearing briefs.

The latest styles are either whisper-soft, made of stretch fabrics that barely graze the skin and feel like... nothing. Or they’re sturdy and opaque, worn uncovered as if they were extra-short shorts. Megan Thee Stallion wore such a pair, accessorized with a decorative chain, on a recent cover of “Harper’s Bazaar.” (Just imagine—underpants jewelry!) The brand? Chanel. Versace and Burberry are among the other designer houses selling outerwear briefs. They’re fashion statements—go-to underpinnings for this season’s micro-mini-skirts and lacy and sheer dresses.

HANRO

Here’s a rundown of brands that are either forging ahead with the new generation of briefs or are doubling down on successful styles from decades past.

Chantelle

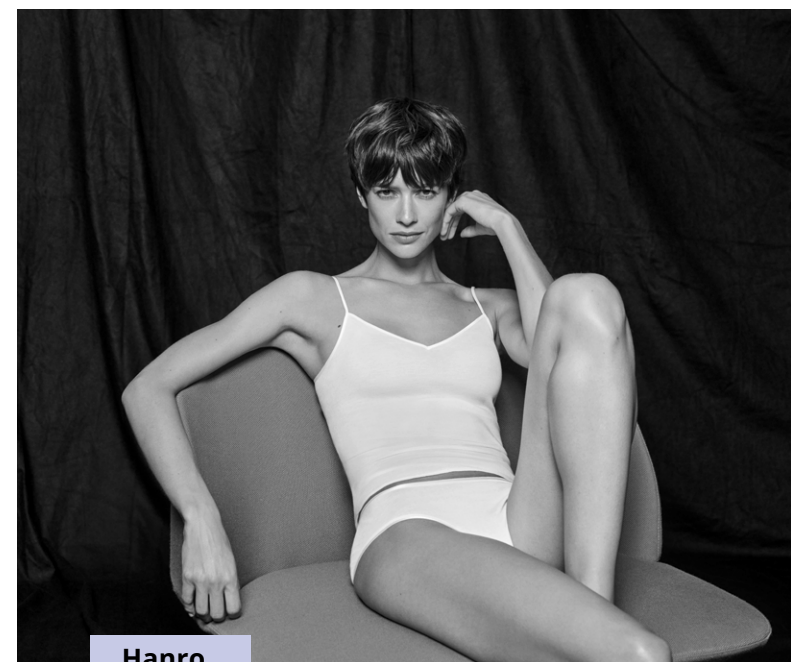
French to the core, Chantelle has a heritage in sexy yet supportive bras. But this industry leader has gone full-tilt contemporary with its raw-cut, minimal show-through SoftStretch collection. It’s captivated the market with delectable semi-sheer briefs, hipsters, et al., in a plethora of colors, no separate waistband, anti-VPL seaming, and just two no-brainer sizes that stretch up to 4X. SoftStretch delivers “what’s most important in a woman’s life,” said Sonja Winther, president and CEO of Chantelle Lingerie U.S: “the need for simplicity.” Bestseller? The High Waist Brief.

Hanky Panky

An industry pacesetter since 1977, the women-run Hanky Panky, operating out of New York, is known for its superlative American-made fabrics, including a nylon filament stretch lace with a soft, body-conforming fit that others have tried, unsuccessfully, to copy. It’s so durable, it can be kept longer than most in the underwear drawer and out of the landfill, Epstein noted. Two bestsellers are the Signature Lace French Cut Brief and the Signature Lace Betty Brief, with a low-cut leg. Not to overlook the Supima Cotton-Lycra French Brief, with a lace waistband.

Marieyat

This futuristic woman-owned-and-run British brand blurs the line between inner- and outerwear with a range of boldly colored ribbed cotton-spandex home and casual items. Its purely decorative signature cutouts and straps suit any body type, ingeniously distracting from “imperfections” like tummy flab or drooping derriere. The low-waist Sade (with no side seams) has a strap extending from the top that looks enticing peeking out above the waist, reminding observers that the wearer has panties on.



Hanro

Started in Switzerland, now based in Austria, with cut-and-sew facilities in Portugal, pan-European Hanro is legendary for its long-staple, seamless, hem-less cottons. The laser-cut four-way stretch Invisible Cotton Full Brief Panty, for one, is a triumph-barely a whisper hovering over skin. And then there’s the unspeakably silky viscose-elastane Satin Deluxe Hipster. But what’s really shaking up Hanro’s image is its sporty microfiber-elastane TouchFeeling collection, free of side seams, a bestseller being the Boy Short.



Commando

A New York publicist who couldn't find underpinnings she loved, Kerry O'Brien moved back to her family home in Vermont to start Commando (The name derives from going commando-sans underwear). She began with thongs. Then along came the aptly named Butter Collection, made with almost melt-y raw-cut modal from Austrian wild beech trees, and blended with elastane and knit on a 50-gauge machine for softness. The frequently imitated Butter High Rise Panty is a bestseller.

Okko

Short for Our Kind of Knockout, frill-free, ultra-minimalist, woman-founded Okko, operating out of Miami, limits its panty styles to just two: nylon-spandex briefs and thongs with seam-free, raw-cut edges, free of any frills, in five skin tones (with black crotches). The Signature Brief, which pretty much disappears under clothing, is the big seller.



Natori

Founded 44 years ago, Josie Natori's namesake brand has consistently delivered with an elegant lingerie appeal that it's adept at updating. Today's Bliss collection is a marvelous powder-soft rendition of tried-and-true cotton combined with nylon and spandex. Both the Full Brief and the French Cut Brief, with side seams cleverly transferred up front for smooth maximum back coverage, can hardly be kept in stock.



Velrose Lingerie/Dixie Belle

After 75 years in business out of North Carolina, family-owned Dixie Belle ceased operations in 2019 — a crushing disappointment for the legions of fans who swore by its Scallop Full Trim Brief. A sinuous American-made nylon bestseller since 1946, it was beloved for its vast size range, its scallops up front, and the "pillow tab" covering its waistband seam — a vintage touch. But Pennsylvania-based Velrose Lingerie, also family-run, purchased the brand and its scallop machine. Resuming production in the same factory in Mexico that Dixie Belle had used, it sold 56,000 pairs of this model last year. Retailers constantly demand more.




Fleur't

Women-run out of Los Angeles, and cited as the first to use ultra-soft, anti-pill, anti-shrink modal-spandex, Fleur't recently introduced its High Waist version of its multi-award-winning Boy Short, festooned with unmistakably feminine galloon flat-lace trim at the waist and legs, in multitudinous colors. It's already a cult item, getting rave reviews.



Negative Underwear

Initially touted for its wire-free micromesh Sieve bras, this women-run New York brand is rapidly winning converts to its Whipped collection of ultrathin, superfine Austrian stretch-micro-modal-Lycra. The Whipped Boy Short, with diagonal seams, is so popular, it's being grabbed up in five-packs.



Flecks of gold in this Sugar 'N Spice bodysuit from **Montelle** reflect off the Oklahoma sunset. It's easy to pair with high-waist jeans, and the bodice is much like a wire-free bralette - no bra required. Add in a hat and boots, and this gorgeous Kiss robe from **Rya Collection** for a dreamy look.

Out on the Range

by Kimmay Caldwell

After over a year of staying safely indoors it's almost time to step out. Spring is here and summer is on its way. Hurray! Working from home and dealing with uncertainty has encouraged us to prioritize comfort and beauty in new ways. Understandably, we've grown accustomed to wearing certain things indoors like leggings or loungewear, bralettes and robes, or other "indoor clothing". **As we emerge from a harsh winter and a harsh year we can bring some of the comfort and beauty of indoor clothing out into the world, and in my case here in rural Oklahoma, out on the range.**



ACTIVE

OUT ON THE RANGE, BY KIMMAY CALDWELL

Anyone else been living in leggings? Strut these python print **Anita Active** Sports Massage Leggings outside with a pair of boots and a button up blouse. Skip the usual sports bra and dress it up with lace, like this **Rosa Faia** Selma Bra peeking through my billowy blouse. A horse friend is optional (and encouraged).



Anita USA
1-800-866-6223

Anita Canada
1-800-465-4272

anita.com



REVEALED

For those who went braless (or have respiratory ailments) and don't want a band around their body quite yet, try the adhesive **NuBra**. This Nu Cami Set includes a reusable stick-on bra and a sheer lace panel that attaches to the cups for a camisole look without all the straps. Plunging necklines and backless outfits have met their match!



Underwire bras aren't for everyone, but in the right size and style they can be quite comfortable! The pandemic (and moving from NYC to Oklahoma) has changed my body and my bra size, and maybe your customers' too! Encourage them to get resized and re-find their favorite underwire bra, like this Illusion Side Support Bra from **Fantasie**. Wear it under a sheer duster along with some pants, or let the matching brief play peekaboo, too.

Wishing you could stay in your nightgown all day? When it's as pretty as this **Rya Collection** Stunning Gown, yes! Wear it out as a dress along with a contrasting **Fleur't** Lace T-Back Bralette and a coordinating blouse, hat, and boots. Get creative with your indoor clothing and intimates and bring them out into the light. The sunshine and fresh air are waiting for you.

These velvety soft Allure Lounge Pants, from French brand **Empreinte**, instantly glam up your lounge look. Let cozy and chic meet when you take them outside! Wear with boots or heels and a dressy, sheer blouse.

Bonus: allow the matching lace bra and its golden details to shine through!

Wire-free bras and bike shorts are work-from-home staples. Keep enjoying them as safe travel begins to open up. Wear the sheer paneled Dani Shorts from **Voluptas Rose** underneath a sheer or short dress to avoid chafing and add style. Add in the non-wire Cait Bra and a denim jacket for a complete look. Now you're really going places!

Kimmy Caldwell, an undergarment educator and the founder of Hurray Kimmy, is committed to non-airbrushed images. In the Fall of 2019 she moved from her NYC residence of 16 years to rural Oklahoma. It's been a wild ride! Read more about these looks and get to know Kimmy at [HurrayKimmy.com](https://hurraykimmy.com)

CREDITS:

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Martha Symons
Buster the horse*

THE RETURN OF *Sexy*

COMPILED BY
MARION PRADIER SENTUCQ

Are consumers looking for seductive intimates these days? Have they been layering alluring pieces under cozy work-from-home loungewear? Has confinement encouraged couples to role-play and try new love games to keep things interesting? Is the lingerie wardrobe shifting as gatherings and traveling resume?

We asked intimate apparel stores, buyers, and an industry consultant to share their stories. Below are the tales they told:

#1
Casual loungewear DID win over sexy in 2020. BUT things are changing.

"Once the pandemic hit, our sales of 'sexy' items dropped dramatically - for about the first 8-10 months. We sell a lot of matching sets, which some customers consider sexy. We also sell plenty of sheer or strappy bras that can double as sexy or everyday-wear. The really sexy stuff (bodysuits, body stockings, rompers, lingerie) lost its appeal during the quarantine and the work-from-home times. Sales have only just recently started picking up again, and we are seeing more customers looking to spice things up!"

*Judy Masucci, owner,
Levana Bratique, near Pittsburgh*

"My understanding is that a lot of folks felt out of touch with themselves. Everyone was cooped up at home, wearing sweats all day long. Putting on a sexy bra or chemise is an easy way to feel glamorous! Sexy intimates are not a huge part of my sales (comfort and everyday basics are still top sellers), but I sold more of this category in 2020 than I did in 2019!"

*Sam Conover, owner,
Broad Lingerie, Toronto*



"Sexy lingerie options were very popular this past year, as was loungewear. With our customers sequestered at home, some stayed in pajamas during the day, changing into sexy lingerie sets at night. Others were wearing sexy lingerie sets under their loungewear all day long. **They were looking for a confidence boost and an escape from their daily routine.** When the world does return to some sort of normalcy, I think women will still crave sexy lingerie sets for all of life's moments."

Sapna Palep, co-CEO, Journelle, New York and Chicago

"From my perspective, after checking with over 50 specialty stores and multiple brands during the pandemic, I can substantiate the return to sexy lingerie reverberating through the intimates industry. Stores that saw a sharp decline in this category when the Covid lockdown began are now experiencing a reversal in interest. **My guess is that under all the sweats, women want to feel special again. Feeling sexy is a much-needed personal perk.**"

Ellen Lewis, founder, Lingerie Briefs, lingeriebriefs.com

"We have two locations, two shops that are very different from each other. Our Annapolis shop is in the town center of a conservative area. Our Fells Point location is in a tourist area of Baltimore that is much younger, much more liberal, and open to personal freedoms. Though our Baltimore location has always focused on a sexy look, both stores have seen an increase in our sexier offerings. Bodysuits, lingerie, flirty teddies and chemises, fun robes, pasties, harnesses, sexier panties, etc."

Patricia Platt, founder, À la mode intimates, Annapolis and Baltimore, MD

"2020: My lounge sales were up 105% from 2019. 2021: We have been seeing an uptick in sales of sexy since Valentine's Day. Customers are going out of town; they're beginning to travel, and for that they want sexy lingerie."

Tonja Johnson, founder & CEO, PinkLace22.com

"While most of the world was living in pajamas and loungewear, there were definitely those who found solace and hope in their own sexual expression. We are world-renowned for our corsets, which definitely are generally worn tight. But during the lockdown, customers were drawn to looser-fitting items and loungewear, or, as I have jokingly called it, *loungerie*. I made sure to carry those types of items and to search for versions that were not just comfortable, but also sensual. We also saw a lot of **"I'm going on a date for the first time in a YEAR, and I want to be wearing something beyond sexy when my clothes are torn off,"** which I absolutely applauded... And then there were the clients purchasing for the future; the flame of hope had not gone out and **they knew that one day the world would reopen. And when it did, they wanted to strut into it feeling almost defiantly sexual.**"

Carynn Milne, boutique manager, Dark Garden, San Francisco

"I would like to increase the sexy segment of my business. It adds a level of excitement to the visual appearance to the store. Since we are spending more time at home, having a sexy garment on hand may help make our customers feel better. And once we start traveling again, it will be nice to include something new to wear on trips."

Deborah Furr, owner, Johari, Montclair, NJ



#2 Sexy is what YOU make it.

"Sexy is hard to define; it varies from person to person, from day to day. **Organic cotton, black lace, sheer netting, all can be very sexy. Also, moods change, and today we like to have options.** While Only Hearts has always had a sexy customer, year after year we see a spike in sales of the more daring pieces two weeks before Valentine's Day. This year, we saw a desire to make Valentine's Day extra-special from both our retail partners and our retail clients, who chose the more overtly sexy pieces."

Helena Stuart, Founder, Only Hearts



"Lacy, pretty, not just a plain T-shirt bra. Sheer. They are doing well. They're a good part of our sales."

Lisa Michelson, A Brief Affair, Stamford, CT

"We did really well with our sexy bodysuits and lace and silk chemises... But since most customers wanted cozy too, they often added a comfy soft robe. Pretty much everyone was in comfort mode, so this served both. With so much time at home, many people were coming in to refresh what they already owned. They were also throwing out their old things. **I heard a bit of... "I can't keep wearing these old things anymore... My poor husband."** Also, I noticed that women seemed to care more about cute bralettes and panties that actually matched."

Lisa Fremont, Buyer/Manager, Only Hearts, Santa Monica

#3 Larger sizes are VERY MUCH in demand for sexy items.



"Sexy is an individual feeling. Each client has her own definition of sexy. In essence, everything we sell is sexy... Our clients needed opportunities to express what sexy means to them. So our Facebook female empowerment group, **#Squadbettie**, hosted **#stayhomewearless** challenges for our clients to explore their sexuality at home. They could shop in-store as well as online, then participate in our selfie challenges to stay motivated and connected to others, to give opportunities to be creative, for our brand to stay relevant, and





for our clients to explore what sexy means to them. One struggle we have found in meeting our clients' need for sexy lingerie is size inclusivity. Over the past year, we have seen some brands remove or pare down larger sizes, with many focused exclusively on core sizing. That leaves out much of the curve-plus population, including myself."

*Nichollette Driggs, Naughty Bettie
Grand Rapids, MI*

"In retail for over 27 years, I have to say that this past year was one that could never have been predicted. With a 24-hour audience on social media and clients sitting at home, I found that our inquiries for lingerie and our lingerie posts received more attention than they had in the past. **Customers were looking for more options and more colors, with sizing all across the boards, from XS to 2X. I loved that 2X women had just as much confidence as the XS women.** I feel that is a shift in our thinking as women, and I LOVE IT. One by one, we can empower one another. I found I was purchasing "riskier" items that may not have been well received in the past - but they were selling quickly! We are not an adult store, and I am cautious about what I bring in. But we do promote a classically sexy atmosphere. **In the past year, we saw a need for more lingerie in our store, with an increase in sales to justify it. I often find it hard to keep inventory in stock.**"

*Alison Gustafson, Owner, Victoria's Attic,
Grande Prairie, near Alberta, Canada*

"I've found that customers are more open to embracing change in the way they dress. As one shopper put it, 'I need to get out of my comfort zone.' A lot more women are giving themselves permission to wear whatever they want to wear and whatever they feel good in, not just what they think they should wear. For some, that means trying out a crop top. For others, it's trading in a molded-cup T-shirt bra for a lacy, unlined style. Still others are excited to try out a strappy harness accessory."

"The body positivity movement has a lot of to do with the rise of sexy intimates. Women are hearing the message that they are sexy and beautiful as they are, and the pandemic has given them the time to stay home and reflect on that message. With the shutdown, we started to dress more for ourselves."

"As things begin opening up, I believe that women will continue to dress for themselves. I think that **there will be a resurgence of the "innerwear as outerwear" trend, with more women taking their sexy intimates and making them work in the real world.** Lace bodysuits that we wore at home will be styled for nights out. In place of a necklace, a strappy bra will peek out from a blouse. I think we've learned that feeling sexy and beautiful makes us stand a little taller and walk with a little extra bounce in our step. Why would we want to stop that?"

*Libby Basile, owner, Filly Rose Intimates,
Milldale, CT*

#4 Couples are having fun...

"We've noticed an increase in requests for sexy lingerie, especially from males. We've also experienced increased sales of loungewear/robe pieces. But sexy lingerie still holds the Number One position for sales."

*Aline Machado, owner and
founder, bellabellaboutique.com*

"Since last spring, sexy intimates have been our bestsellers. Our shoppers are 60 % men and 40 % women, and **we have received letters from the wives saying they love the sexy lingerie choices their husbands bought** from us. Lots of customers come back every week for the sheer collections and cannot wait to see which styles will be delivered next."

*Armands Kruze, owner,
lavinialingerie.com*

"We are seeing requests for couples' games. The majority of our customers are planning getaways with their significant other."

*Tonja Johnson, owner,
pinklace22.com*

"Sexy lingerie is being worn outside the bedroom and becoming outerwear fashion. Sheer and mesh items are selling, along with the new strap lingerie items and feather robes."

Ivan Turner, bbeslingerie.com

#5 Brands that are doing a great job.



"Bodysuits were and are still popular, as are sexy, supportive, non-wire bralettes. The **Else** brand and **Cosabella** have been customer favorites for bralettes. **I.D. Sarrieri, Samantha Chang, and Only Hearts** were go-to's for bodysuits."

*Susan Testa, owner, Romantiques,
Los Gatos, CA*

"Our bestsellers are **Gossard** Glossies, **Axami** open cup bras, and **Lavinia** balconette bras. The balconette bras we carry are made for larger sizes and go up to a 50 band and H cup."

Armands Kruze, Lavinia Lingerie

"I love the lace bras from **Colette & Sebastian**. My customers also love **Carol Coelho Intimates**. They have a beautiful stretch-lace strappy bra that's so comfortable! The reaction to their line is that it's sexy and special – but easy to wear day-to-night! I'm excited to start carrying **Skarlett Blue**, which I picked up last month during Curve Connect. I love that its everyday basic collection is anything but bland. How can you not feel sexy in a lace chikini? I'm bringing in the wire-free pushup bra, which I think is a perfect marriage of sexy and cozy, and can't wait to see what my customers think of the line!"

Libby Basile, Filly Rose Intimates



“**Kilo Brava** is a small brand that has been offering size-inclusive, S - 3X, from the start. **Oh La La Cheri Paris** and **Playful Promises** also have extended sizing. There is always room for growth and expansion in sizing. I would love to see more brands make the effort to create beautiful curve lingerie!”

Nichollette Driggs, Naughty Bettie

“We have done really well with **iCollection** and some of the **b.tempt’d** and **Fantasie** bodysuits. And we are looking to bring in higher end items from **Rya Collection**.”

Judy Masucci, Levana Bratique

“Our favourites are **Ewa Michalak** and **Scantilly!**”
Sam Conover, Broad Lingerie

“Our private-label Journelle collection is known for delicate lace, sexy cutouts, and revealing ouvert styles that show some skin and leave little to the imagination. Also, Journelle popularized the three-piece set with added tights to complete the look. Our three-piece sets are huge top-sellers, especially in the Romy, Anais and Isabel styles; they are the epitome of sexy.”

Sapna Palep, Journelle

Healthy & Happy *Intimates*

BY KIMMAY CALDWELL

Undergarments have long lived at the intersection of functional and fashionable. Sometimes the function goes beyond providing comfort or a desired silhouette and serves a higher need - health support. After a year of glaring health headlines and a renewed sense of priorities, wellness has emerged as a strong and growing industry. According to a 2021 Statista report, “the health and wellness market size worldwide was estimated at over 4.4 trillion U.S. dollars in 2019, a figure which is set to increase to over six trillion U.S. dollars by 2025.” And the intimates industry is poised to align perfectly with this news.

It goes beyond offering sports bras. Serving customers with health issues in mind runs a vast gamut - from adaptive and accessible undergarments and non-toxic underwear to post-surgical bras and accessories, pajamas for night sweats, and more. **Here are some examples of health- and wellness-related providers and products suited to appear alongside merchandise from fashion-focused brands.**

One company well known for its health related solutions is Anita. What isn't widely known is the company's roots in the medical field. According to a timeline on the company's website, Anita was founded in 1886 for the “production of suspenders and products for special medical requirements.” Then in the 1960s along came Dr. Christine Weber-Unger. According to the company website, she was “a very clever businesswoman with an excellent nose for new and promising niche markets, who realized the potential for pregnancy, nursing, and post-mastectomy products.” Decades later, Anita is among the go-to brands for such products, including post-surgical bras and prostheses as well as pocketed, front-closure, and wire-free bras.



ANITA

Amoena is another brand known for post-surgical options, while companies like Leonisa and Cosabella also carry some post-op options. And if a customer is feeling fancy, they can decorate after a mastectomy with a “breast jewel” from Breastflower. The options are growing! Dana Donofree created AnaOno after experiencing breast cancer. Her company offers stylish postsurgical bra options for those with reconstructions and has now grown to support different types of busts. A recent website update allows shoppers to sort by bust type and see “models” like themselves - with one breast, reconstructed breasts, or “au naturel” breasts - wearing the product. **This new approach is supportive and informative, and directly addresses a physical need while supplying emotional support.**

Not all health-related options are for chests and breasts. Developed in 2020, new brand Panty Promise delivers on said promise with seamless, organic cotton underwear. It's founder, Jessica Krupa, worked for over a decade in intimates design and watched as low-cost, synthetic, and chemical-laden materials were used for many leading products. She teamed up with a gynecologist to create her own healthy line of underwear. Using organic cotton avoids toxic chemicals coming into contact with very absorbent skin. Knickkey also chose organic cotton to prevent myriad health issues, including yeast infections and toxins that can lead to life-threatening diseases. As they put it, “we know that cancer-causing substances have no business up in your business.” Their informative and transparent website explains why organic cotton is “better for your body, the environment, and all the people who produce it.”

Menstrual underwear isn't new, but its use is growing. A leading brand in this category, Thinx, uses clever and inclusive marketing to share the four-layer technology in their underwear that's meant to absorb menstrual blood, and then wash out, dry, and be worn again. Other menstrual underwear options, like Proof, Knix, and the menstrual activewear brand Flow 2 Freedom are also gaining in popularity and breaking taboos. Their products are, aside from their other benefits, an affirming option for transgender men who menstruate and may not want to use wrapped period products in a public restroom. In addition to Thinx, its sister



ANAONO



PANTY PROMISE



brand, Speax, uses similar technology for bladder leaks. This non-disposable underwear and workout clothing for traditionally non-sexy hygiene needs provides an effective, sustainable, and empowering solution.

Sensitive skin is an issue for many, with some women more sensitive than others. In a recent workshop in France, Chantelle staff members learned that because of its soft, flexible, material, its popular SoftStretch products are an ideal option for those suffering from Ehlers-Danios Syndrome. EDS is a rare disorder affecting connective tissue; its debilitating symptoms include skin sensitivity and fragility, and easy bruising. One workshop attendee “went so far as to wash the Soft Stretch products daily, waiting 1-2 hours for it to dry, such that she could wear them to sleep”, finally finding relief in her bras and underwear.

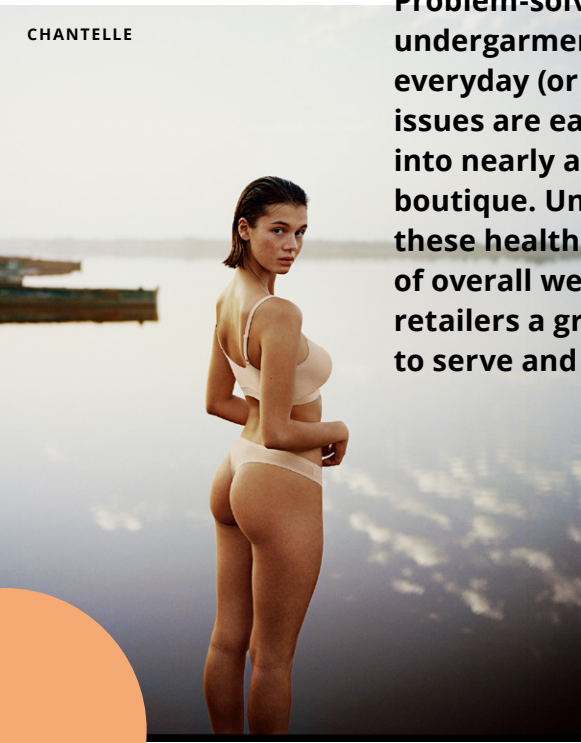
Also made of stretch material, Miel addresses sweat and discharge - two completely normal secretions - with Guardin™, an all-natural botanical antimicrobial protector. Made with thyme and mint essential oils, Guardin™ inhibits the growth of bacteria and related stains and odors.

According to co-founder Camila Velandia, “Guardin™ uses only food-safe, eco-friendly essential oils.” She adds “this special technology is built into our textiles at the dyeing stage and lasts about 40 washes.”

In the sleepwear sector, health and restoration have emerged as a major part of marketing and product innovation. Lunya’s Restore collection claims to use “soft, durable fibers that increase blood flow to help you restore, recharge, and regenerate”. It also proposes to “help rebuild and recharge,” as the number one feature on the product description - this being a top priority for customers. Lusomé pajamas and nightgowns also focus on a good night’s sleep, and according to its founder, Lara Smith, “80 percent of women struggle with night sweats at some stage of life for an average of seven years.” The Excessive perspiration, which can limit sleeping, is due to many conditions, including menopause, certain cancer treatments, and certain common medications. Lusomé’s proprietary cooling technology provides relief and is fiber-based, meaning it won’t wash out, while feeling extremely soft and comfortable against the skin.



In the end, fashion and function can intertwine, and now boutiques have gorgeous options to support the health needs of their clients. Offering health-conscious intimates can go beyond the necessary, yet often sterile, health boutique options. Problem-solving undergarments that address everyday (or rare) health issues are easy to incorporate into nearly any lingerie boutique. Understanding these health needs, and those of overall wellness, offers retailers a great opportunity to serve and sell.



Kimmay Caldwell is an undergarment educator and founder of HurrayKimmay.com

The Latest in Upcycling & Recycling

BY ASI EFROS

It is inspiring that an array of companies, mindful of social responsibility, are tackling these complex issues with creativity, artistic flair, and ingenuity.

DEADSTOCK - THE ART OF UPCYCLING

Based in New York, the sustainable slow-fashion loungewear brand **Mia & Co.** upcycles and handcrafts the deadstock textiles featured on the **Queen of Raw** website. The result? Heavenly soft, feel-good essentials. Mia, a designer behind the brand, projects her warmhearted nature onto her work, bringing to life design for leisurely lounging with a touch of whimsy.

Alexandra Di Nella, a designer behind **Aurore Lingerie**, conceptualizes her lingerie collections by carefully selecting limited edition embroideries, laces, and silks. All her intricate bustiers, bras, and panties are made of deadstock materials. Instead of producing in large quantities, this progressive designer unveils small capsule collections four times a year. Each piece is designed in London and crafted in Italy, ethically and consciously.

Araks, a hub of timeless and thoughtful lingerie and swimwear, strives to upcycle every single scrap of fabric while creating continuity in the color story. The color palette, inspired by the Pop art of Roy Lichtenstein and Andy Warhol, informs the simplicity of the designs. “Pieces in the collection



MIA & CO.



QUEEN OF RAW

are meant to work interchangeably with items from the past or those yet to come,” says Araks Yeramyan, a creative director at Araks. The brand, as of February 2020, uses only GOTS-certified organic cotton and manufactures its collections responsibly and eco-consciously in Spain.

UPCYCLING BRAS - WOMEN SUPPORTING WOMEN

Social Interpreneures - The Bra Recyclers

The Bra Recyclers is among the new generation of companies that can be proudly referred to as social enterprises. New ways of engaging with the community and eco-conscious initiatives are at the heart of what they do. Since its inception in 2008, **the Bra Recyclers** has donated over 4 million bras to 100 nonprofits around the world. “We believe that the more you give, the more you receive. Our success is not just driven by revenue, but by the impact we make on the environment and in the lives of families in our communities,” explains Elaine Birks-Mitchell, CEO/CSO/Chief Sustainability Officer.

The Bra Recyclers buys the overstock from retail stores and brands, thus helping them reduce operational costs and increase profits. The company also accepts lightly worn bras through its collection program. The previously worn bras are distributed to many countries to aid women, facing foreseen and unforeseen challenges in their lives.



“Pre-loved and new bras are donated to non-profits around the world that support women and girls who are escaping domestic violence, and human trafficking, or girls who cannot attend school because they don’t have a bra,” says Elaine.

Sending your bras and other lingerie to **The Bra Recyclers** is as easy as packaging them, filling out an online form, printing the shipping label, and mailing the package. The Bra Recyclers accepts new and gently worn bras, including sports bras as well as panties.

A collaboration with the Phoenix-based non-profit Impact One Breast Cancer Foundation inspired the collection of post-surgery breast cancer supplies and accessories like mastectomy bras, prostheses, camisoles, and sleeves to provide these items to uninsured women who are battling breast cancer.

Free The Girls - Donate Your Bra

Free The Girls is an international non-profit, devoted to helping sex trafficking survivors recover from their traumatic experiences, gain economic freedom and social well-being, and receive an education. Currently operating in El Salvador, Mozambique, and Costa Rica, through their partners on-the-ground, this organization equips and encourages women and girls to earn a safe income by selling bras in the second-hand market. **Free The Girls** accepts donations of new and gently worn bras of all sizes and styles, including sports bras, nursing bras, and camisoles.

B.R.A. - Bra Recycling Agency - Turning Waste Into Profit

B.R.A. (Bra Recycling Agency), founded by Kathleen Kirkwood in 2010, excels in upcycling bras by converting them into carpet padding. After the used bras are pulverized and the metal parts removed, the mass is compressed into durable padding used in the carpet industry, thus keeping it out of landfills for 30 years. Kathleen has developed

easy-to-use collection programs for retailers, brands, and customers so that each can take part in saving perfectly reusable textiles from landfills.

Lingerie Brands Making A World of Difference

ThirdLove is a lingerie company that collects gently used bras and donates them to women in need through its partner organization, **I Support The Girls**. The latter has helped over 180,000 women in the past three years. A nonprofit, it sends donations to women and girls in homeless shelters, domestic violence shelters, refugee settlement homes, foster care agencies, LGBTQ agencies, homes for pregnant teens, and more.

The lingerie brand **Harper Wilde** accepts used bras for recycling and covers the cost of shipping and recycling for customers who choose to place an order with the brand. Having already recycled 30,000 bras, Harper Wilde strives to increase that number to 50,000 in 2021.

**ECONYL®
RECYCLED FIBER THAT SAVES THE OCEANS**

Many progressive lingerie and swimwear brands design their collections by utilizing materials, produced with recycled fibers.

Swimwear brand **Zulu & Zephyr** crafts its meant-to-last pieces in **ECONYL®** - regenerated nylon made from recycled fishing nets recovered from the ocean, as well as pre-and post-consumer waste. This process drastically reduces the need for natural resources, which have traditionally been used in nylon production. **ECONYL®** is known to be resistant to chlorine, sunscreens, oils, pilling, and abrasion. It also maintains its color longevity, thus ensuring the garment’s vibrancy all summer long. Every year **Zulu & Zephyr** donates 1% of the gross sale of its **Signature** collection to a global network of more than 2,000 businesses in 60 countries that combine their efforts to protect the planet’s future.



Stidston Studio’s ethos is in ethical manufacturing and using sustainable materials. Its making-a-splash swimwear and beach-to-city lounge collections are designed, cut, and sewn in the UK, utilizing recycled materials like **ECONYL®** and **TENCEL™**. To avoid fabric waste in the cutting process, the prints are not placed on the garments, thus making each garment unique.

“Fashion won’t change the world, but if we choose clothes that are made from recycled materials and brands that use sustainable and environmentally focused manufacturing techniques, we are creating a consumer drive in an industry that has the potential to make a huge difference,” says Claire Stidston, the designer behind the brand.

From turning recycled plastic bottles into swimwear to upcycling intimate apparel, these are encouraging signs of an industry on its way to becoming circular.





Foundation is Where Fashion Starts

By Marie Crane

Finding The Perfect Match with Rhonda Shear

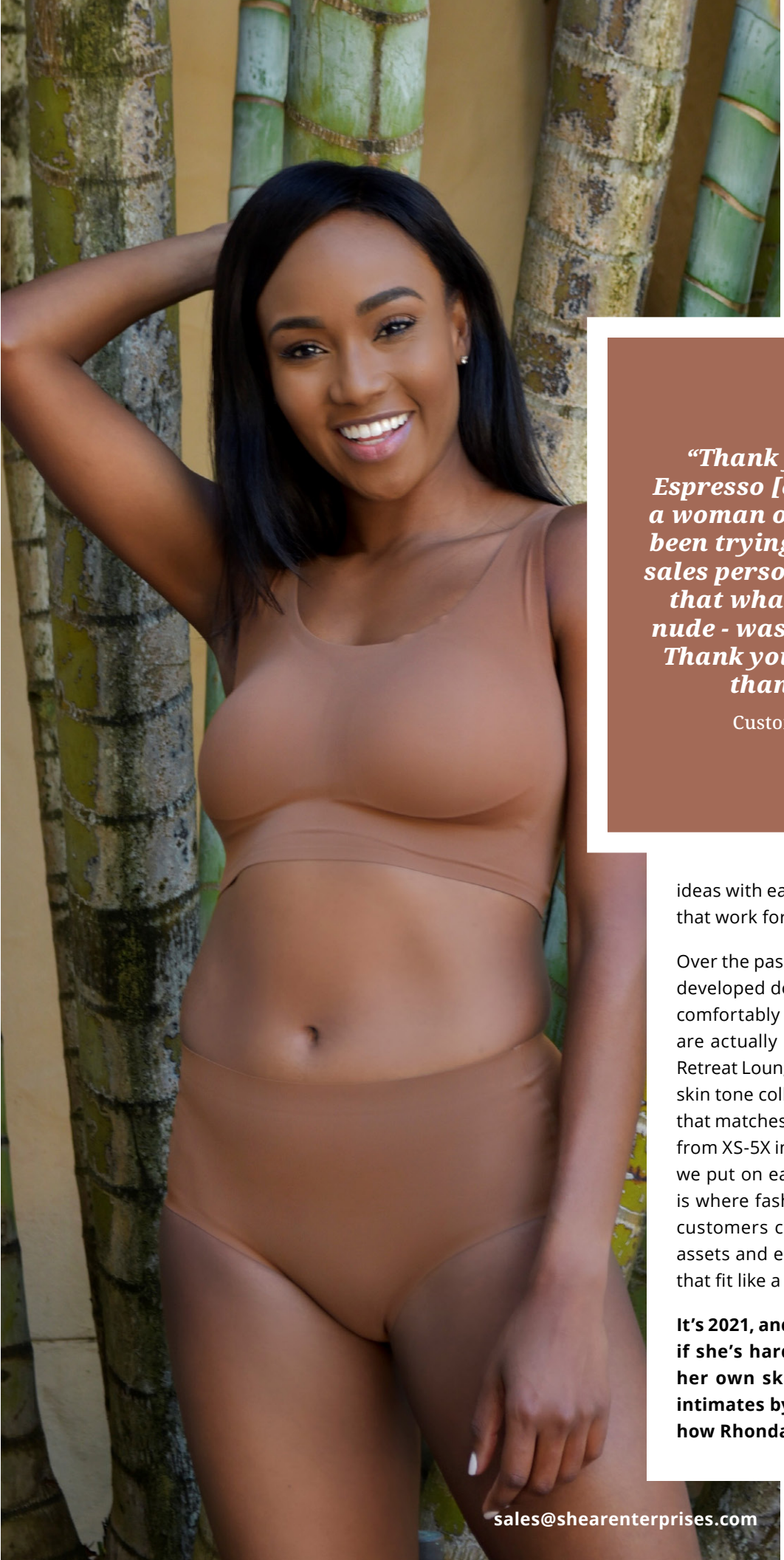
Every woman deserves the comfort and confidence that comes with finding foundations that fit perfectly, no matter their age, shape, size, or skin tone. When shopping for intimates, customers are often greeted by a sea of white, black, and “nude” (which is typically a light tan/sand tone). But for so many women that department store “nude” is not the color they see in the mirror.

Rhonda Shear is leading the charge to embrace diversity by offering inclusive shade options that work for every skin tone. The idea is to break free from *blah* with fashion colors, fun seasonal prints, and the perfect nudes to create a wardrobe that works, starting with the right foundations. No more panty lines. No more lumps and bumps. No more show-through from wearing a “nude” that isn’t for you. Each and every woman is beautifully unique and deserves intimates that celebrate and conform to her, not the other way around.

Designer Rhonda Shear has been creating comfortable intimates for women around the world for nearly

twenty years, becoming an industry leader by designing flattering styles that work for changing bodies, while using the very latest technology on the market. With inclusivity at the forefront of the design process, the Rhonda Shear line is expanding its “Perfect Match” Collection from five to seven skin tone options in 2021, and is broadening the upper end of sizing from 3X to 5X in top-selling silhouettes. Get her world-famous infomercial sensation, the AHH Bra, her award-winning Underwire Bandeau Bra, or HSN favorites including her Body and Pin-Up Collections - all in the perfect shade of nude. Every item in the line is created with high-quality yarns, fabrics, dyes, and trims to give customers baby-soft details, rich no-fade color, and four-way stretch styling for easy Shop Your Top sizing.

Always looking for ways to expand the line, Rhonda takes a personal and solution-focused approach to design by working with breast cancer survivors, young ladies looking for their first bras, and an incredible customer base that includes shopping channel viewers and online retailers around the world. Listening to needs and implementing



“Thank you for the Espresso [color] bra. As a woman of color, I have been trying to explain to sales personnel for years that what they called nude - was not my nude. Thank you, thank you, thank you!”

Customer quote

ideas with each addition to the line means more items that work for more customers.

Over the past several years, the Rhonda Shear line has developed dozens of bra styles featuring pockets that comfortably fit a prosthesis, it has added pockets (that are actually big enough for a phone) in all upcoming Retreat Loungewear styles, created the “Perfect Match” skin tone collection to give all women a neutral option that matches seamlessly, and expanded general sizing from XS-5X in many items. Underwear is the first thing we put on each day and as Rhonda says, “foundation is where fashion starts”. With the Rhonda Shear line, customers can comfortably and affordably enhance assets and embrace curves with smoothing intimates that fit like a glove.

It’s 2021, and it’s about time for every woman, even if she’s hard-to-fit, finally to feel comfortable in her own skin. Shop soft and supportive stretch intimates by Rhonda Shear, and learn more about how Rhonda gives back at Rhondashear.com!

sales@shearenterprises.com

3 Strategies

you should implement to launch your own lingerie line, as a fashion multi-brand buyer

BY EMILY HARRIS

Read on. You'll be full of knowledge and insights that are perfect to build and launch a successful own brand collection. Here, we explore three key strategies to ensure your customers can't wait to purchase your new own brand line.



EXCEL IN FASHION

Emily Harris is a fashion strategy coach and business consultant with more than ten years working in luxury fashion brands and heading up product strategy and buying departments, including several years focused in lingerie and swimwear at Agent Provocateur. She now offers strategic product, pricing, and branding advice tailored to you through one-to-one coaching, enabling you to launch your dream lingerie brand and grow into a successful and thriving business.

For more top tips and coaching opportunities, check out @excel_in_fashion on Instagram and www.excelinfashion.com.

#1

Create a recognizable brand with meaning.

What is the mission of the new brand and how will that vary from the other brands offered on your business? How will the products in your collection serve your customers? Try to make sure the unique selling point is clear - this could be anything from the fit of the lingerie, inclusivity of sizing, or producing a sustainable and positive impact line. We have seen a huge increase in importance for consumers to shop from brands whose values align with their own; the trend of more considered spending is set to continue.

To make your brand recognizable, define a clear handwriting, color scheme, and logos to become visually iconic. Also, take time to think about the brand's tone of voice and how to portray its values and mission. Keeping branding and communication consistent across all channels, marketing campaigns, and products will make your brand more memorable and in turn boost sales. For more information on building a brand profile, I have written a blog full of things to consider, which you can read on my website.

Launching your own brand collection to a multi-brand store brings several benefits - most notably an existing customer base and following who already trust your business. This means that a lot of the legwork in gaining consumer trust has already been done, leaving you to focus on introducing your new collection and products in your messaging.

#2

Build and implement pricing architectures to structure your offer.

These two pricing strategies will give confidence to your customers. As they become familiar with the pricing structures, they speed up the consideration process as customers decide to make a purchase. For these structures to have an impact, they must be kept consistently across all ranges - diverting away for a single range to cover costs will create confusion in your customers, could reduce the value of the other items in your collection, and cause hesitation to purchase in the future. A pricing architecture will position the price points that are important to your customer. As you consistently offer product at these prices, your brand will become recognised, enabling you to show clearly the value to be expected from the product at each price band in your collection.

Family pricing is particularly important for lingerie and swimwear brands, where sets of products are often purchased together. Develop family pricing by starting with the hero of the set, in most cases the bra, then plan the percentage differences between options. Aligning lingerie ranges at all price points to have the same percentage difference between items in the set will educate your customers and allow them to become comfortable, knowing how much a bottom will cost if they purchase a certain price point bra. Remember to review your competition's pricing to ensure that this is in-line with what the customer is used to.

During my time at a well-known luxury lingerie brand, I implemented a price point architecture and consistent family pricing. This was well received by the customers and boosted sales, significantly increasing the sales of full sets and improving the ratio of bottoms purchased to each bra.

#3

Utilize range plans to ensure that the products you develop are exactly what your customers want.

Recently, I was hired with the main task of improving the productivity and efficiency of a collection. I did this by implementing range plans to ensure all the product designed and developed was meeting the customers' wants and requirements, reducing over-development and unnecessary spending. Executing the range plans allowed me to reduce the option count by 25 percent while increasing category sales +7 percent YoY in my first season. This is why I know that a range plan can make all the difference to your lingerie business.

As a multi-brand buyer, forecasting sales for other brands requires you to fully understand the customer and their wants and needs - including the price points that work for them, and the shapes, colors, styles, and sizing that are most popular, as well as knowing how often your customers like to see new lines launch and how they responds to promotions and markdowns. All of this information is crucial to building a range plan for your new offer and creating a thriving own brand line that will last.

Begin building your range plan with a deep dive analysis into historical sales from the business as a whole, covering all the above data points. This can be combined with customer feedback, trend analysis, and competitor research to ensure that your collection is offering products that are in demand. The range plan is the perfect way to ensure that all price points, product styles, and needs are covered without any sales cannibalization among lines. **Think about inclusivity within your offer, how different body shapes require different styles and support to be flattering and comfortable**, and also the size range and the skin tone variety you will provide. The range plan can then be rolled up with forecasted sales, to ensure that the offer you propose to develop will meet your business' financial targets.

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For Women



www.elita.com
info@elita.com

Canadian Brand Elita Intimates Gives Back

Over the past year, businesses and families were thrown into new realities from changing how everyone once did business to how families interacted with each other and their neighbours.

Elita has been a leader in the Canadian Intimates market for almost 30 years, and operates with the philosophy that every woman is an Elita woman. As a brand they wanted to do something that could help their clients during this unprecedented time - with so many of their fellow women facing uncertain circumstances.

With this in mind Elita launched a give back campaign that ran for a 10-week period at the start of 2021. Items purchased by their independent retailers, department store chains and ecommerce clients throughout Canada, were matched with the goal to donate those items to women's groups, homeless shelters and domestic violence organisations across Canada: Suit Yourself (Alberta), The Downtown Eastside Women's Centre (Vancouver BC), The Fred Victor Organisation (Toronto, ON), Chez Doris (Montreal QC) among many others.

Elita is proud to announce it has donated over 84,500 items. This included Bras, Underwear and Shapewear. The Shapewear was specifically directed to an organisation that helps women get back into the work force. Which they have seen an increase in participants who lost their jobs over the past year.

"Let's face it - We knew there were so many people out there that wanted to help but were unsure how they could make a difference. So, this allowed our clients to have a chance with their purchases to make a real impact." says Angela Campagnoni Elita's Brand Director, "And they responded indeed, we had no idea how well this was going to go and I am so very fortunate to be able to work with a company that has the ability to give back in such a huge way. Stanfield's Ltd. our parent company has been doing so much for the community since the start of the pandemic, and I am truly grateful that they allowed our brand to do this for the community. Together, I believe we can all ensure women everywhere have their basic needs met."



"Together, I believe we can all ensure women everywhere have their basic needs met." Angela Campagnoni



Donation shipment of 14,000 pieces arriving to Suit Yourself, Alberta, that helps women going back into the work force.

www.elita.com

The Future of *Trade Shows*

In-person trade shows are ready for their post-pandemic debut.

The post-COVID trade show circuit might look a little different. The industry events were relocated online as concerns over spreading the coronavirus grew. Trade shows, including Magic, Coterie and Curve, all quickly made the transition online as a result. Nowadays, connecting virtually has become the standard in a world operating at least six feet apart.

New technologies made the migration a reality. And the benefits of connection virtually are clear: people around the world can participate in video conferences and meetings without leaving home. This saves time, money and the hassle of traveling, in addition to adding an element of convenience to already busy lives. Retailers and buyers can now schedule online meetings or coffee dates at any hour of the day or night.

But in-person events offer something else, the chance to build relationships and make new contacts while seeing collections up close.

Now, as vaccines continue to roll out nationwide, the industry will have to decide the future of trade shows in the era of COVID. Is the world of virtual trade shows here to stay? Or was something lost in the virtual reshuffle?

“In our industry, in the fashion industry, people need to touch the products; they need to see the fitting. They need to touch the fabrics [before they make a decision to buy],” said Raphael Camp, chief executive officer of Eurovet Americas, the company that hosts Curve, the bi-annual intimates apparel and swimwear trade show. “I don’t really

think there is such a thing as a digital trade show; I believe more in digital platforms. A trade show has to be live. We can get more done when we meet in person and collaborate — especially when it’s related to live events.”

That could be why so many trade show organizers have their sights set on in-person trade shows in the back half of the year. But the reality might be a combination of in-person and digital events.

Informa Markets Fashion, the company that produces the Magic, Coterie, Project, Micam Americas and Sourcing at Magic trade shows, has scheduled both types of shows for 2021.

In February, the firm hosted a Magic pop-up event in Orlando. The appointment-only show was meant to attract a limited-number of attendees. It also followed Informa’s second edition of the digital marketplace only a month earlier. Sourcing at Magic Online has also returned with a digital event, running March 1 - May 1.

Later this year, Magic Las Vegas will hold a three-day, in-person show from August 9 to 11 at the Las Vegas Convention Center. Italian trade show group Pitti Immagine has also



decided to return to live shows this June in Florence, Italy, followed by in-person events in Milan in the fall.

The Pitti Immagine Uomo show was shortened from four days to three days (now scheduled from June 15 to 17 in Florence) for safety reasons. Raffaello Naoleone, chief executive officer of Pitti Immagine, added that his firm will continue adapting to changing government and health guidelines as needed. “We will all have to carefully follow the evolution of the health situation,” he said. **“The entire summer cycle will be characterized by a strong integration between physical and digital format.”**

Other live summer events include a joint Liberty Fairs and Cabana show, which will showcase both men’s wear, as well as resort and swimwear, at the Miami Beach Convention Center from July 10 to 12.

In addition, Curve will hold its next in-person trade show August 1-2 in New York. Women’s ready-to-wear and accessories trade show Coterie is scheduled to run the following month.

“Already a lot of people are reaching out to us and they are very, very excited to come,” Camp said, regarding the August

Curve show in New York. “We have so many clients who cannot wait to meet again in person.”

One of the reasons so many are eager to return to real-life events — despite all the conveniences associated with virtual events — is that in-person shows cut down on feelings of isolation or the likelihood of experiencing online fatigue, or exhaustion caused by a calendar full of digital events.

“People are looking forward to meeting one another again, in person,” Camp said. “They are fed up with Zoom and all these virtual meetings.”

Elements of virtual shows that will likely remain, however, are the digital platforms that came out of the pandemic, many of which offer expert industry content throughout the year. In addition, these online channels allow users to interact with a larger array of potential clients.

“I see that as a complementary tool,” Camp said. “In the future, our industry is going to be a mix of trade shows and digital events, where we can broadcast original content and where people can network.

“People can connect, chat, discover collections and network,” Camp added, referring to platforms such as

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“In the future, our industry is going to be a mix of trade shows and digital, smaller events, where we can broadcast original content and where people can network.”

Raphaël Camp

Curve Connect, which was launched following the onset of the coronavirus.

It platform provides retailers access to more than 12,000 lingerie

buyers and the firm's database of participating media. Curve Connect also has more than 10,000 followers on social media. In addition, users connect with Curve's sales team, watch YouTube videos from past webinars and discover new trends on the platform.

“We are able to gather our industry and community with this online content. This is not going anywhere,” Camp said. “What’s going to change [post-pandemic] ? When people know they are going to meet in person at the trade show, they will likely make contact with others in advance to organize in-person meetings. **The benefit is reaching out to more people to buyers from other countries whom you might not necessarily meet at a trade show. It really helps you to broaden your horizon and that’s great.**”

There’s also the benefit of time management. During live trade shows, if a session is missed or couldn’t be attended due to another commitment, there were few, if any, other options available. Some digital trade show platforms, however, have recorded sessions, which can be accessed at a later date.

In addition, digital platforms function as a single place for retailers and buyers alike to keep track of their network. “That means not having to look through your emails or your computer history to contact people,” Camp explained. “It’s having everyone in the same place to prepare for a show.”

Like much of the crew at Informa, Camp emphasized his team’s commitment to following all CDC guidelines during live events to help attendees feel safe. That includes face masks, social distancing, temperature checks and deep cleaning.

“We definitely encourage people to come only if they feel safe,” Camp said. “Hopefully, people will be vaccinated by the summer, plus they’ll feel safe in a clean environment, so I think they’ll want to come.”





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THINKING OUT OF THE BOX

THE LITTLE BRA COMPANY
LAUNCHES NEW PORTAL

When storefronts were forced to close and trade shows were cancelled in March 2020, The Little Bra Company based in Los Angeles, CA, got straight to work. Having built her business with the loyalty of specialty stores since 2007, founder/owner, Emily Lau, looked for ways to continue to connect to and support her wholesale customers during an unpredictable and challenging time.

"Although we were already developing a wholesale portal

exclusively for our authorized retailers, the pandemic just made things happen faster," said Lau. With more time focused on the effort, The Little Bra Company launched its wholesale portal in October 2020. "Although many of our customers' stores were still closed and buyers were unable to travel, I still wanted to give them access to everything they needed when their doors were open again, or when they got their own e-commerce websites launched."

The new portal allows buyers to order directly from a password-protected link 24-7, as well as have full access to catalogs, price lists and training videos. Knowing that many of her specialty stores were also pivoting more online, The Little Bra Company team created a collection of pre-designed graphics for retailers to download and use for their own websites and social media posts.

"Our customers have always been our top priority," said Lau. "The pandemic has just made us get more creative on how to reach them." Although Lau looks forward to seeing her customers at trade shows in person again, she is grateful that she and her team have been able to interact and be in touch with customers, albeit, virtually.



Lau created The Little Bra Company® to give women like her intimate apparel that not only fit their bodies better, but also made them feel more feminine. "Just because a woman has a smaller cup size, doesn't mean she can't have cleavage or curve," says Lau. The Little Bra Company specializes in hard-to-find petite sizes starting at 32, 34, 36 AA to 28, 30, 32 D.

To request a link to the wholesale portal and register for your store's username and password, please contact Jamie at Sales@TheLittleBraCompany.com or at 310.254.8542.

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On the cover of Revealed: Ms A London



"Diversity is at the very heart of the Ms A London brand. It's all about lingerie and solutions designed and developed for the Transfeminine community in a way that has never been done before. The team behind Ms A London is developing a sizing system that will offer this community a fit that to date has not been available. The launch collection focuses on solutions pieces designed and developed for fit and comfort, while looking beautiful. Construction of the garments considers body shape and ultimate comfort, and creates a little magic in terms of swerves and curves! This initial collection features a wireless bra, high-waist briefs, slip dress, and two bodysuits. All styles are created to nip, tuck, and accentuate where necessary in a core palette of black, white, skin tones, and of course a leopard print!"

Bok Goodall, co-founder, Ms A London
msalondon.com



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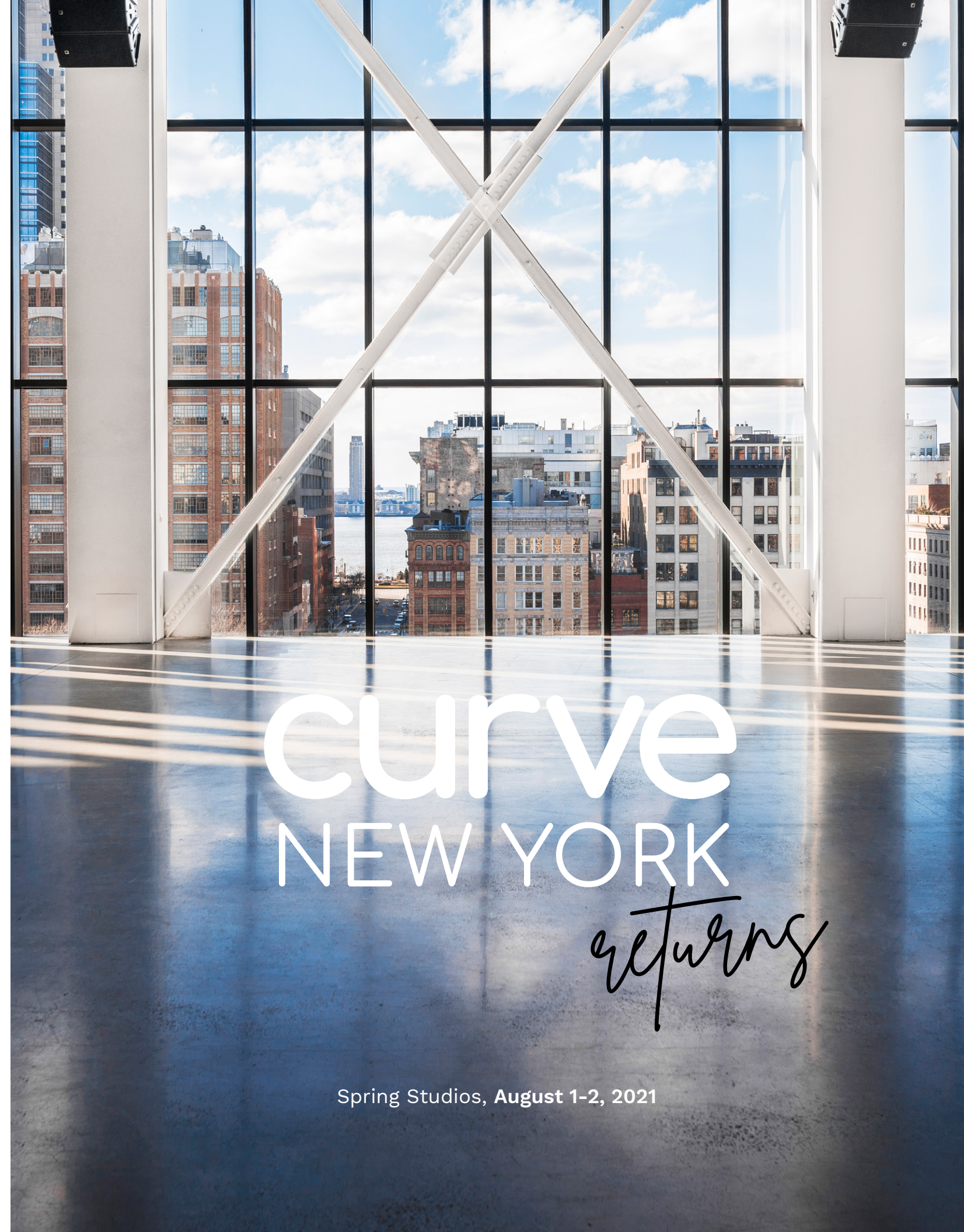
ABOUT REVEALED MAGAZINE:

Revealed is a B-to-B 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, and as well as sourcing events Interfilière Paris, Shanghai and Shenzhen.

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

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