

BUSINESS INTELLIGENCE FOR LINGERIE & SWIMWEAR PROFESSIONALS

Lingerie

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Luxuriously **NAUGHTY**

Agent Provocateur's CEO talks international expansion

TWO C-UP

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MARLIES AND ME

Designer Marlies Dekkers discusses her inspiration and recent court battle

MODE CITY

DMU

BRETTLES OF BELPER

NEW PRODUCTS

LINGERIE COLLECTIVE COMPETITION
VIEW THE DESIGNS OF THIS YEAR'S WINNING STUDENTS





Affinitas™
intimates

Tops from 30A-38DD
Bottoms from XS-XL

Parfait
by Affinitas

Tops from 30D-40G
Bottoms from XS-XXL

MODE CITY

July 9-11
Stand F99
Paris Expo
Porte de Versailles
Pavillon 1, Paris

MODA UK

Aug 14-16
Stand A26
NEC Birmingham

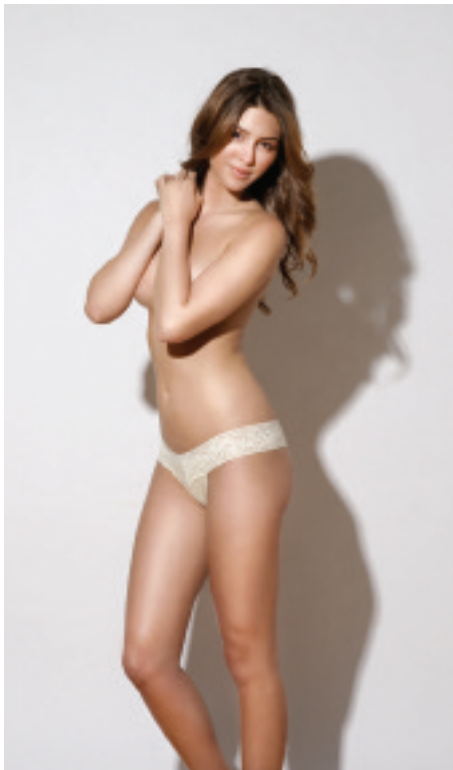
Sales Agents & Distributors Wanted

Contact Us: EU@affinitasintimates.com
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AFFINITAS PURSUES INTERNATIONAL EXPANSION

After just four short years of launching in the U.S., Los Angeles, California based lingerie brand Affinitas is taking its Stateside success global.

Currently distributing in the United States, Canada, the United Kingdom, Greece, Australia, New Zealand, Singapore and Japan, the rapidly expanding lingerie company is now seeking established sales agents in France, along with distributors in Germany, Italy, Spain, The Netherlands, Portugal, Russia, South America and elsewhere worldwide.

"This has been the mission of Affinitas since our launch in 2007,

and we will continue to work hard to fulfill this mission in the future," said Affinitas president Keng Zhang.

Offering lingerie in two ranges, Affinitas is comprised of the Affinitas Intimates range and the Parfait by Affinitas (full bust) range. Affinitas Intimates bras, bustiers and babydolls span sizes 30-38, A-DD, with camisoles, chemises and bottoms (thong, hipster and bikini styles) sized XS-XL. New, complimentary line Parfait by Affinitas targets the full bust market, offering bras, bustiers and babydolls in sizes 30D - 40G, with coordinating bottoms sized XS - 2X.

"The introduction of Parfait by

Affinitas last year was really key to our own acceptance on the British market as there is such demand here (and throughout Europe) for stylish, fresh designs in larger cup sizes," said Europeans sales manager Rebecca Spiers.

"Now, thanks to the loyalty of our growing customer base here in the UK and in France, we are establishing our warehouse base in the UK next month to even better serve retailers with speedy deliveries and smaller minimum orders.

The company has signed an agreement with Elite Group, a UK logistic company specializes in transportation, warehousing, packing, shipping and other

logistics services to companies domestically and internationally. Elite Group will be warehousing, packing and shipping products from its UK distribution centres to Affinitas customers in the UK and Europe.

Zhang said: "The UK distribution centre will start serving the brand's customers in the UK and across Europe as in mid-July."

Spiers added: "Naturally, this has also enabled us to be in an excellent position to expand our horizons and do business with our European neighbours. We are excited to have appointments already scheduled with distributors at Mode City in Paris next month." ❖

» FOR IMAGES OF THE SS12 COLLECTIONS AND DAILY BREAKING NEWS VISIT Lingerie.com

BERLEI DEBUTS AT MODE CITY WITH TRIPLE THREAT

Berlei will be making its debut at Mode City with three new stories, this July.

The three ranges have been developed using feedback gained from the brand's partnership with an academy of top sports women.

With its ultra-sonic cups, cross-lamination back and Fresh Fx yarn, Berlei has invested in the latest technology for the best in support. The products seek to cater for the most active of sports, without forgetting activities like yoga, pilates, trekking and dance, which all require different features.

The 'Beauty smooth' range is designed to be extra-light with a shaping capability. A new technical fabric with a very high percentage of elastane – specifically developed for Berlei – holds the curves and gently grips to move with you without rolling.

Berlei's third story is a patented innovation. The 'ultra fit' wire claims to offer supreme fit and comfort throughout the day, without the wire poking through. The product also features 'elegant lace' for an element of sophistication.

AFFINITAS INTIMATES CASTS FEMININE LOOKS



Affinitas Intimates is introducing a new range of feminine looks for SS12.

The styles from Taylor, Ida, Ashley and Carolyn, come along with a new 'Packaged Panty' colourway in yellow/grey/peach (available in hipster or thong styles).

In the new groups, Ashley consists of a push-up bra, padded bra, hipster, thong and chemise, in off-white with floral embroidery and lavender bow accents. Ida brings you a padded bra, balconet bra, hipster, thong and bustier in pale pink and opal grey. Carolyn's 'featherlight' fabric is seen in a padded bra, push-up bra, hipster and thong in ivory and fuchsia. Taylor is available in a push-up bra, padded bra, hipster, thong, camisole and chemise. It comes in gingham patterned baby blue and petal pink colorways with eyelet lace trim and bow accents.

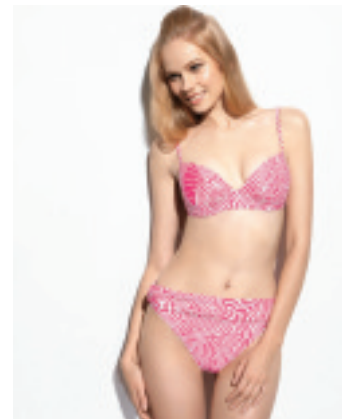
The existing Bridal group also introduces a new garter belt in shiny ivory or black.

SEASPRAY SWIMWEAR BRINGS A MODERN TWIST TO RETRO GLAMOUR

Reflecting the exotic trend for rich botanical and floral prints, the brand is introducing four unique print stories: Fifi, Bali, Mauritius and Tahiti.

Providing an ethnic flavour are four more unique print groups: Barbados, Zanzibar, Madagascar and Java.

Intense Luxury is shown in three print groups, all with foil: Antigua, Martinique and Tobago.



GOSSARD BOOSTS EGOS FOR SS12

Gossard will be introducing its new Super Egoboost Sweetheart plunge for SS12.

The product, which has been two years in making, features the brand's unique Beautiful Boost technology. Boost 1 is designed to create extra fullness and uplift for the cleavage. For an extra 'Boost', the customer can then insert the 'launch pads' to get extra volume and push their bust together for greater cleavage.

Following the success of the brand's Ooh La La range, Gossard has also created the new 'Corselette'. Key features include chantilly lace, pin stitching and a wide satin elastic at the waist for an hourglass shape. It can be worn with or without straps for versatility and features concealed easy side zip fastening and suspenders. The product will be launched in black and antique ivory.



The overall collection concentrates on three key themes. 'Ladylike Teal' features bold jewel tones, re-worked into archived 1930's full bloom prints.

Second story 'The Colour Purple' takes the glamour route with satins and overlaid delicate laces for a classic lingerie style with a modern twist. Purple tones compliment intense navy and lace in vivid mauves.

'Lipstick Glam' combines satins in lipstick shades with rich lace reds and fuchsia pinks for an uplifting tone.



PARFAIT BY AFFINITAS FLIRTS IN PARIS

Parfait by Affinitas will be introducing a new range of 'fun, flirty' looks from new groups Alexis, Anna, Isabella, Janet, Kimberly and Isabella in Paris.

Alexis seeks to embody retro glam with its ivory padded bra, bikini, high-waist brief and babydoll, which features underwire lace cups with stretch satin side panels and crystal drop detail stemming from a centre bow.

Anna includes hot pink padded bra, wire bra, hipster, thong and bustier, featuring intricate embroidery and tassel embellishments.

Isabella's hot pink or lavender all-over floral pattern is seen in the group's padded bra, wire bra, hipster and thong, featuring a crown jewel embellishment along with contrast ribbon stitching and lace trim.

Melissa's padded bra, wire bra, thong and hipster come in a peach flowers colourway, seen in the padded bra, wire bra, hipster and thong. An all-over floral print is enhanced with a sheer lace overlay trim, with a contrasting white and pink ribbon embellishment for an additional pop of colour.

Janet introduces a sporty element to the game with its padded bra, wire bra, hipster and thong in baby blue and silver colourways, featuring smooth microfibre with contrasting striped bow detail. Lastly, Kimberly takes us to the boy's club in menswear-inspired black with white pinstripes or white with black pinstripes. The padded bra, wire bra, hipster and thong stay feminine with contrast lace detail, bow embellishment, and a cameo charm.

ELOMI MAKES A SPLASH AT MODE CITY

Elomi has announced that it will be launching its first swimwear collection for SS12.

The new range incorporates three separate stories: Isis, Yarra and Madeira.

Available in both black and aubergine, Isis comes in an under-wired bra that can be worn with a classic brief or a series of other co-ordinates.

Yarra reflects a more feminine style with a flared tankini, available up to a size 26. A kaftan is also included in the Yarra range, available in sizes M-2XL.

Madeira is Elomi Swim's glamorous option. It comes in both a flared tankini and ruched tankini style, available up to a size 26.

Elomi design manager Lisel George said: "Having established itself as a fabulous lingerie brand for fuller figured women, we thought Elomi was ready to push boundaries, and offer stunning swimwear that gives the same support and is just as fashionable."



SEAFOLLY LOOKS BACK TO 60S AND 70S

Seafolly's key inspiration, this season, was the glamour of the 50's and 70's and their vintage, cinematic feel.

The early 50's have offered the brand retro polka dots, checks and pin-up stripes to play with, designs the brand claims perfectly accentuate its structured silhouettes.

The late 50's offer Seafolly romantic floral designs with a kitsch edge perfect for its 'playful sexy' lingerie inspired styling.

The swimwear brand looked to the 70's YSL iconic safari shoot for a savage yet chic edge, incorporating all types of skins, from zebra to leopard.

In terms of new product and design innovations this season, Seafolly



has used antique look fasteners and trims, eyelet lace up, hook & eye tape, loop elastic and delicate lace edging.

Continuing its nostalgic feel, the brand has developed new woven check 'Sophia'. This yarn dyed check creates a true cross hatch design, rather than the traditional knitted base.

The 'La Luna' story was created through the development of Seafolly's laser design, enabling the use of negative space as a distinct style.