

SALON  
INTERNATIONAL  
DE LA LINGERIE

INTERFILIÈRE  
PARIS

# PRESS KIT

PARIS, PORTE DE VERSAILLES

20-22 JAN. 2024

# EDITORIAL

60 years ago, the first Salon International de la Lingerie opened its doors.

60 years later, the event, which is held alongside Interfilière Paris, continues to shape the future of the industry, in step with the evolution of society.

New codes are emerging, and although retail is under pressure, it is evolving. The lingerie sector is following suit and adapting, opening up even more to the world and to fashion.

It is this resilience and energy that we wanted to capture in this latest edition of the Salon International de la Lingerie & Interfilière Paris.

Our mission:

To inspire, explore, innovate, dream, radiate and unite, around the new Lingerie, Loungewear, Active Wear and Swimwear collections, as well as exceptional materials and the latest sourcing innovations.

At the Salon International de la Lingerie side, there will be a brand new exhibition of the season's "must have" products and avant-garde pieces proving, if proof were needed, that lingerie is a fashion product.

Another new feature is a new Wellness zone offering a range of fashionable products, in symbiosis with the Lingerie world, to provide a range of solutions for stores.

Finally, on Saturday 20 January, we have organised an Anniversary evening featuring a fashion show of iconic pieces from 1964 to the present day.

Interfilière Paris is also in full swing, with a brand new Forum, "Savoir-Faire", designed by Pascal Gautrand. Don't miss out on this ultra-selective offering showcasing the talents of manufacturers.

Welcome to 2024 and the lingerie of the future, a tribute to all women.

From 20 to 22 January 2024, enter the world's largest fashion concept store, which brings together the Salon International de la Lingerie & Interfilière Paris at Porte de Versailles in synergy with WSN Développement's other fashion events:

Who's Next, Impact, Bijorhca, Traffic and Neonyt Paris.

Together, they present the most comprehensive range of brands, trends and products on the market today.

Now it's time for a forward-looking anniversary event.  
Long live Paris, capital of fashion and lingerie!

**Frédéric Maus,**  
Managing Director  
of WSN Développement.  
Chairman and CEO of Eurovet

**Matthieu Pinet,**  
Managing Director  
of Salon International  
de la Lingerie & Interfilière Paris

# CONTENTS

<b>EDITORIAL</b>	<b>2</b>
<b>KEY FIGURES FOR 2023 LINGERIE, UNDERWEAR &amp; SWIMWEAR</b>	<b>3</b>
<b>A BOLD AND ULTRA-CREATIVE ANNIVERSARY EDITION</b>	<b>6</b>
<b>HAPPY BIRTHDAY TO THE SALON INTERNATIONAL DE LA LINGERIE!</b>	<b>15</b>
<b>TRENDS</b>	<b>24</b>
<b>THE REVIVAL IN SHAPEWEAR</b>	<b>31</b>
<b>INVESTMENT AND INNOVATION, THE KEYS TO RECOVERY</b>	<b>35</b>
<b>EXPOSED, LOVE AT FIRST SIGHT</b>	<b>38</b>
<b>A NEW WELLNESS OFFER!</b>	<b>43</b>
<b>MATERIALS ADAPTING TO THE NEW MARKET REALITY</b>	<b>46</b>
<b>NEWS, SALON INTERNATIONAL DE LA LINGERIE</b>	<b>49</b>
<b>NEWS, SALON INTERFILIÈRE PARIS</b>	<b>59</b>



**KEY FIGURES  
FOR 2023**  
LINGERIE, UNDERWEAR  
& SWIMWEAR

## WOMEN'S LINGERIE, A WEAKENED BUT STILL DYNAMIC MARKET WHERE QUALITY TAKES PRECEDENCE OVER QUANTITY.

The Women's Lingerie market in France in 2023 (January to October)

### 2.12 BILLION €

Women's Daywear, Nightwear-Innerwear and Footwear | Total Distribution | Cumulative Monthly, January - October 2023 // Kantar x Salon International de la Lingerie

Underwear accounts for **12.3%** of spending on women's clothing, footwear for **2.7%** and swimwear for **1.9%**. The nightwear and homewear market is growing, with a **3.4%** share.

The Women's Lingerie market (daywear and nightwear-innerwear) is down in both volume and value (-4.8% vs 2022): **€1.8 billion**. The average purchase price is up: **+1.4%**.

In women's daywear, **bras, bustiers and brassieres** account for **56% of spending**. **Briefs and panties, which account for almost 38%, are up sharply** on 2022.

**Nightwear is showing strong growth. Pyjamas (42%) and nighties (9%)** are particularly strong.

In terms of distribution channels: pure players, click&mortar, out-of-town chains and discounters are gaining market share. The leading Town Centre and Shopping Centre chains are being challenged.

**Women's footwear** is also down in both volume and value: **€314 million**, but the average purchase price is **up 2.5%**. **Socks are increasingly popular, accounting for 64% of spending**.

Sporting goods specialists, pure players, discounters and independents are gaining market share in women's footwear. Food superstores, which are struggling, are still in the lead.

## THE MEN'S UNDERWEAR MARKET IS DOING WELL AND GROWING IN VALUE TERMS, SUPPORTED BY A STRONG 6% RISE IN THE AVERAGE PRICE.

### 413 MILLIONS D'€

Men's underwear | Total Distribution | Monthly Cumulative January - October 2023 // Kantar x Salon International de la Lingerie

Underwear accounts for **5.9%** of spending and swimwear **1%** of spending on men's clothing

**Boxer shorts are becoming increasingly popular and account for 69% of spending**.

Food superstores remain the leader in men's underwear, despite a sharp decline. Town centre and shopping centre chains, discounters, department stores and independents are all gaining share.



Aubade

## THE SWIMWEAR MARKET IS IN THE MIDST OF A MAJOR TRANSFORMATION, WITH A DECLINE IN WINTER PURCHASES BUT A GENUINE INCREASE IN WINTER PURCHASES

**The Women's Swimwear market** is shrinking, impacted by less regular purchases and smaller shopping baskets, with a fall of 2.4% compared with 2022.

**221 millions d'€**

**The 1-piece swimming costume is the most important item**, accounting for **44.5%** of spending, and will continue to grow (up from 43% in 2022). The 1-piece swimming costume, a must-have in today's changing rooms, is very often a more expensive and fashionable purchase.

Faced with inflation, the French (men and women) have not made the purchase of swimwear a priority.

Fewer shoppers of men's swimwear bought fewer items this year. **The men's swimwear market** is down 14.8%, representing **€70 million**.

**Bermuda shorts are** growing and account for 48% of spending (+4% vs 2022), while boxer shorts account for 39%.

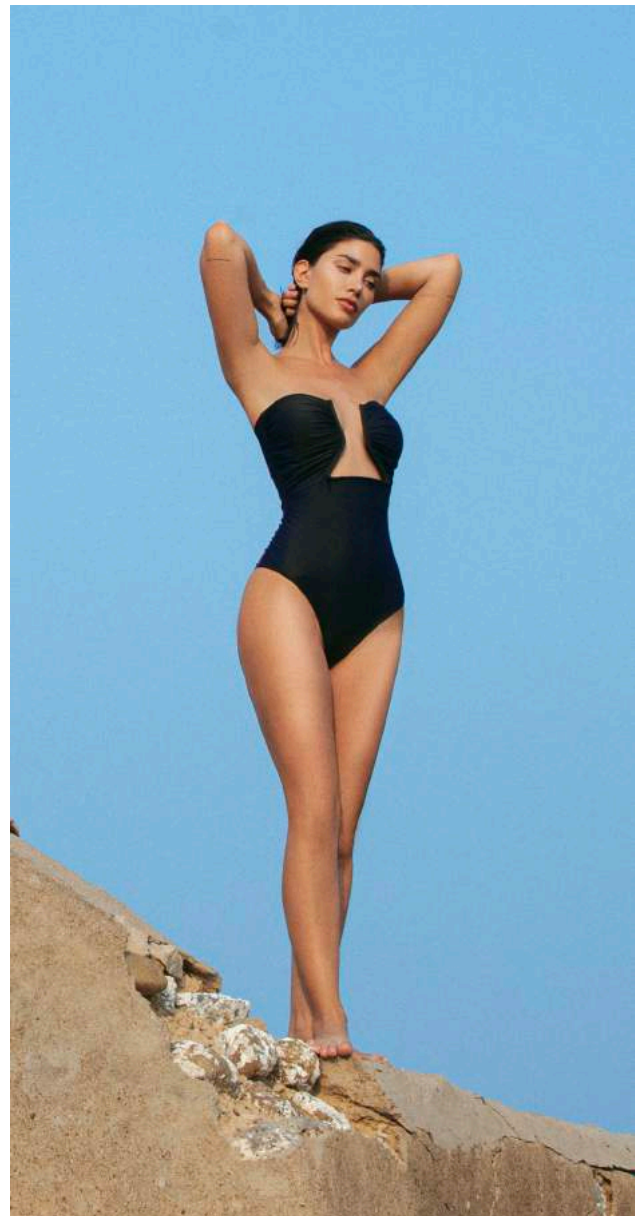
**In the adult market**, CV/cco channels, pure players and peripheral channels are gaining ground; sports specialists are being challenged this year but remain leaders.

**A year-round swimwear offer and increased sales of winter swimwear.**

Around 75% of swimwear purchases are made between April and September, but the cold season is gaining ground year after year, with women in particular being tempted to buy a swimming costume in winter. The development of year-round water sports and spa activities and the growth in winter sun destinations are the main reasons for this change in consumption.

Today, the Swimwear offer is on display throughout the year in the stores and is boosted when the cruise collections are launched.

A dynamic to be followed closely...



Nayade



**A BOLD AND  
ULTRA-CREATIVE  
ANNIVERSARY  
EDITION**

*Girls must have*

The Salon International de la Lingerie and Interfilère Paris will be held from 20 to 22 January 2024 for a **bold and unmissable anniversary edition**.

It's been **sixty years** since the first Salon International de la Lingerie, bringing together buyers, brands, manufacturers and key players from all over the world. A mirror of society's (r)evolutions and the industry's innovations, lingerie is constantly inventing and reinventing itself.

"Eurovet powered by WSN" is a **brand new**, inspiring and energetic **programme** intended to support all key players in the market. Anticipating changes in the retail sector, the organiser, a forerunner of tomorrow's changes, has come up with a resolutely positive event combining retrospectives and future visions.

Historic brands and young designers, a host of exceptional materials, conferences and fashion shows are the focus of this unmissable event. The Salon International de Lingerie and Interfilère Paris **offer a wide and comprehensive range** of products from both upstream and downstream markets, and are also committed to the values of sustainable fashion, promoting inclusion and diversity to encourage and support these emerging and committed sectors.



Mey

## A SELECT RANGE OF OVER 400 EXHIBITORS

### SALON INTERNATIONAL DE LA LINGERIE :

250 exhibitors

#### **Creative brands, young labels, must-haves and industry leaders – you can find them all here!**

*Saeta Paris, Huit, Scandale Eco Lingerie, Lascana, Chantelle, Chantelle X, Passionata, Leonisa, Louisa Bracq, Aubade Paris, Wacoal, Freya, Fantasie, Elomi, Hanro, Simone Pérèle, Sans Complexe, Empreinte, Primadonna, Marie Jo, Andres Sarda, Dkny, Mey, Calida, Le Chat, Love To Love, Impetus, Pluto, Fila, Punto Blanco, Atelier Amour, Nette Rose, Posie, Maison Lejaby, Modibodi, Girls Must Have, Carol Coelho Intimates, Dorina, Lise Charmel, ...*

**30% new brands** (Fila Lingerie, Paladini, Modibodi, Carol Coelho Intimates ...) for a selection of brands  
#lingerie #corseterie #activewear #loungewear  
#shoes #men #swimwear #wellness...

**29% French brands**

**71% international brands**

#### **TOP 5 INTERNATIONAL COUNTRIES :**

Germany

Italy

Turkey

United States

United Kingdom

#### **FIGURES BY TYPE OF PRODUCT AND GEOGRAPHICAL AREA:**

60% of Lingerie and Corsetry brands

23% Loungewear brands

7% pure Swim brands

10% of Activewear, Lifestyle and Footwear brands

Among Lingerie brands, 38% will also be presenting Swimwear and 40% will also be presenting Men's Lingerie.

#### **38 YOUNG CREATORS / IMPACT BRANDS :**

**EXPOSED** is showcasing its selection of creative brands from all sectors (footwear, activewear, swimwear, etc.) as well as wellness and beauty, which are reinterpreting the codes of style, while combining young talent and established brands in a resolutely innovative approach. An international vision of tomorrow's trends.

**30 brands:** *Atelier Amour, Cadolle, Dora Larsen, Nette Rose, Posie, Her Senses, Fleur of England, La Nouvelle, ... and new brands such as Girlfriend Collective, Sœur Tokyo, Aromatique and Bonne Maison.*



Dessous Paris

The Salon International de la Lingerie is joining forces with **ULULE** to support the launch of lingerie and beachwear projects through crowdfunding.

**12 brands:** *Bad Biche By Lou Manesse, F'latté, Kallisto Mama, Maheyeni, Mamanoa, Miyesis, My Joy, Perdième, Sensée, Ecaïles Swimwear, Noumi Swim, Eleganteazy, The French Unicorn.*

**INTERFILIERE PARIS**, the only international meeting place for materials and accessories for the #lingerie #swim and #sport markets, welcomes nearly **170 exhibiting suppliers** in these different sectors #fabrics #lace #embroidery #accessories #textile designers #fibers #manufacturing

*Grupo Madolaz, Marcel Liebaert Nv, Cintas Martell, S.L, Willy Hermmann, Haemmerle & Vogel, Forster Rohner, Tianhai Lace, Sakae Lace Hk Ltd, Femina Lace, Rimteks, Rocle By Isabella, Bischoff Gamma*

*Co., Ltd, Bikini Beach Concept, Inter- Spitzen, Seram Odea, Sanko Tekstil, Preformatex, Iluna Ripa, Innova Fabrics, Muehlmeier Gmbh, Jean Bracq, Art Martin, Thai Takeda Lace, Grobelastic Sa, Jabouley Sa, Acundis, Union Ag, Les Tissages Perrin, Penn Italia Srl, Bugis, Sophie Hallette, Boselli & C. Srl, Michele Letizia S.P.A, Innotex Merkel & Rau Gmbh, Noyon Lanka, Maison Leveque, Indesmall Sa...*

**44% European exhibitors**  
**56% international exhibitors**

**BREAKDOWN BY LOCATION :**

**Accessories: 25%**  
**Fabrics: 25%**  
**Lace: 22%**  
**Embroidery: 13%**  
**Manufacturing / Confection : 12%**  
**Textile Designers: 3%**



Posie

## A VIBRANT ARCHITECTURAL DESIGN

The new set design, designed by Studio Costa-Molinos, has been designed to orientate, guide and provoke emotion. With its architectural language, this creative pairing offers a new visitor experience in which chromatic prisms, vibrant geometries and waves of colour punctuate the show, creating a dialogue between the different spaces and worlds. Inspired by colour, the show's set design breathes new energy.

## A NEW WELLNESS ZONE AND UNIQUE EVENTS

The Salon International de la Lingerie is delighted to present its new wellness zone, designed to enhance the harmony between body and mind. Some fifteen brands will be exhibiting there, providing a response to the needs of brands and boutiques in symbiosis with the world of lingerie.

**7 brands:** *Baubo, Biird, Lov not war, Maison Plouf, Überlub, Women Essentials, Wumi Intimate Care.*

**In the Terres Intimes podcast,** Juliette Cervera interviews people about their intimate lives. Together, they talk with joy and awareness about their inner self, self-love, pleasure, sensuality, the body and their relationship with the world. Juliette will be recording 3 new episodes a day at the show, using a chat show and round-table format.

**A Collagen Bar** with lots of other healthy drinks.

**Gourmet vegan sweets by Luna Création** – Plant-based, naturally gluten-free, organic and raw, these delicacies make their mark by breaking free from the traditional confines of pastry-making. To be discovered and enjoyed over your 3 days at the show.

## SHOWS NOT TO BE MISSED

The Salon International de Lingerie, accompanied by Ato Agency, is unveiling the major trends for winter 24/25 in a new format of ultra-creative fashion shows.

3 shows a day:

**11AM:** Elevating Beauty: an elegant showcase of refined details and luxurious ornamentation

**2PM:** Rhyming colours: an ode to vibrant colours and geometric designs

**4PM:** The Selection – the season's "it" products and key pieces (every day except Monday)



Elomi



Lingerie Show SIL 2023

## A SPECIAL ANNIVERSARY EVENING ON SATURDAY 20 JANUARY

To celebrate its 60th anniversary, the Salon International de la Lingerie is hosting an event full of surprises and a unique show retracing the finest developments and innovations around iconic pieces.

## NEW AND HIGHLY INSPIRING CONFERENCES

A real highlight of the show, conferences offer a unique insight into product, material, market and societal trends. Not to be missed!

### SATURDAY 20 JANUARY

**12AM** innovations in textiles: deciphering advances and new territories to win over

**3PM** 60 years of inspiration and revolution in the sector

**5PM** men's underwear: the current state of an emerging fashion market

### SUNDAY 21 JANUARY

**12AM** textile production in 2024: relocation, innovation and partnerships

**3PM** retail focus: 10 practical tips from assertive boutiques // round table

**5PM** interfiliere paris winter 25-26 trends conference, going beyond by jos berry from concept paris

### MONDAY 22ND JANUARY

**10AM** Traceability: transparency & proof, supplier on-boarding, which solutions are right for you?

**1.30 PM** The Top 5 Trends for Winter 24-25 Lingerie, Activewear & Homewear

**3PM** Consumer Round Table: changing

purchasing trends

## A FASHION EVENT FOCUSED ON THE FUTURE

The Salon International de Lingerie offers a new approach to trends by presenting **an exhibition of iconic and avant-garde pieces**. Its aim is to inspire, astonish and project visitors into a constantly evolving sector, rich in know-how, innovation and creativity.

## AND ALSO ...

**We are proud to host a feminist and committed bookshop in the Exposed area.**

**Un livre et une tasse de thé**, the feminist bookshop and tearoom in Paris's 10th arrondissement, is taking over the Salon with its wonderful selection of books, authors and independent publishers to discover.

**Conviviality and quality networking at the Fenouil restaurant.**

The Fenouil seasonal canteen offers table service with its comforting, gourmet and healthy dishes. Fenouil also has a takeaway in the Exposed area.



Belty

## INTERFILIÈRE PARIS, NEW ENERGIES

For its part, Interfilère Paris is breaking new ground by presenting a **new know-how space, developed by the expert eye of Pascal Gautrand**, offering a fresh look at materials. As well as being a forum, this new event format celebrates excellence and expertise, the importance of technique and detail, and an unwavering commitment to innovation.

### A SPACE FOR 3 MAJOR THEMES

3 fields of expression with an amazing selection of samples and finished products, a cultural, artistic and innovative approach in partnership with the Furinkai dance company under the direction of Satchie Noro and a unique informative and educational editorial content.

Each chapter of the Forum des Savoir-faire is an invitation to immerse yourself into a unique universe, where creation, history and innovation meet in enchanting harmony.

**#1 Natural Elegance** This chapter is a veritable sensory epic where European linen, certified European Flax™ gracefully knitted, becomes the common thread of natural elegance. Each fibre tells a thousand-year-old story, from sun-drenched fields to workshops which are the birthplace of finesse: the charm of authenticity, where environmental concerns and timeless beauty come together in a spellbinding dance. The subtle shades, created using natural dyes, add a symphony of colour, celebrating the harmonious encounter between nature and creation. This natural elegance also extends to the well-being of underwear and loungewear, which offer a sensory and aesthetic experience that caresses the skin and soothes the spirit.

With testimonials from:

- > Frédéric Vernez, Atelier Pile Couleurs
- > Aurore Thibout, Textile designer
- > Alliance for European Flax-Linen & Hemp

**#2 Weaving Heritage** Under the glow of the looms, learn about a weaving heritage going back several hundred years. In this chapter, interwoven threads become the secret language of emotions and reveal the textile heritage of Lyon, where the Jacquard loom, named after the Lyon inventor Joseph-Marie Jacquard (1752-1834), was invented in 1801. Echoes of the past resonate in every pattern, every fold, transporting us into a history woven by time, where skin becomes a veritable living fabric. The laces of Lyon or Leavers de Calais-Caudry®, also woven through the magic of jacquard, add an enchanting dimension to this artistic weave, capturing the delicacy in each pattern. This weave, bewitching and refined, also evokes the timeless sensuality of lingerie, where



Nette Rose

each lace promises femininity and elegance.  
With testimonials from:

- > Laurence Bernard, Les Tissages Perrin
- > Julien Bracq, Jean Bracq
- > Jean-Laurent Perrin, Les Tissages Perrin

**#3 The Art of Stretch** In the realm of stretch fabric, textiles become a dance with the body. Discover stretch, technical textiles and gestures, how technology, whether knitted or woven into each yarn, transforms clothing into a dynamic second skin. This is a story of the harmonious fusion of performance and style, where sportswear and swimwear embody freedom and each seam becomes a work of art in motion, capturing the energy and vitality in every thread. Modern aesthetics meet grace in this symphony, where movement becomes a natural expression of freedom and elegance.

With testimonials from:

- > Laurence Bernard, Les Tissages Perrin
- > Fabio Cescon, Innova Fabrics
- > Satchie Noro, Compagnie Furinkai
- > Jean-Laurent Perrin, Les Tissages Perrin

## PHAENOMENA: TEXTILE EXPLORATION IN MOTION

For its 12th creation, Compagnie Furinkai, under the artistic direction of Satchie Noro, is preparing to unveil Phaenomena in spring 2024. This show marks a continuation of Noro's innovative work with gymnastic and dance settings, fusing movement with scenographic contexts.

In collaboration with Aurore Thibout and Silvain Ohl, she plunges into an unprecedented exploration of the textile material, inspired by the gestures involved in making it. This ambitious project aims to deploy, in various forms, the powers of interaction between textiles, fibres, threads, movement and bodily expression.

Exclusive to Interfilère Paris and in collaboration with a selection of the show's exhibitors, Phaenomena promises to be a unique sensory experience, where dance and textiles merge to create a captivating work of kinetic art.



La Nouvelle

**Don't miss the "Know-how" talks led by Pascal Gautrand, industry expert and Alliance for European Linen-Flax & Hemp trainer.**

### SATURDAY 20 JANUARY

**12PM:** Lyon's textile heritage: silk and jacquard - With Jean-Laurent Perrin, Les Tissages Perrin and Julien Bracq, Jean Bracq

**4PM:** The future of natural dyeing - With Sandrine Rozier, costume and textile designer, specialist in natural dyes, David Godinaud, director of Alliance Machine Textiles dedicated to natural dyeing, manufacturer of the dyeing machine, Isabelle and Patrick Brenac, developers of natural dyes and Marie-Angèle Bongars, France Teinture.

### SUNDAY 21 JANUARY

**12PM:** European Linen, Calm, Luxury and Voluptuousness - With Marion Lemaire, founder of Splice (IMPACT exhibitor) and Renaud Lampaert, founder of Ta-ct (SIL/Exposed exhibitor)

**4PM:** Les Gestes de la Fabrication: Compagnie Furinkai - In the company of Statchie Noro, choreographer, Wafa Abida, PhD in Art and Science of AR and Aurélie Thibout, costume and textile designer, specialist in natural dyes, in conjunction with the Furinkai performance at the Forum Interfilère.

**Jos Berry from Concept Paris** is also orchestrating her vision of future trends with **his expert selection of textile samples** at the Evolutions 2025 Forum.

This forum on materials is influenced by the evolution of different lifestyles and new ways of wearing lingerie. A staple of women's wardrobes, from sportswear to ready-to-wear, lingerie has many facets. This forum sets out 5 colourful and optimistic orientations to present the evolutions of 2025.

**Wonderland** - it's time for fun and joy! Enjoy a picnic in a dreamy landscape where the elements of nature are slightly out of proportion and the usual romantic touches of embroidery, lace and knitwear are rethought to be pampered and admired.

**Fantasia** - whether for corsetry, swimwear or homewear, these colours underline the refinement and modernity of materials and technological fibres, combined with fantastic new functionalities.

**Dreamscape** - A lunar ambience as an invitation to get off the beaten track, particularly for lace and embroidery. For athleisure collections, new colour combinations combined with soft shades.

**Playground** - leisurewear, streetwear and beachwear combine in a multi-purpose wardrobe that reflects a truly nomadic lifestyle, focused on the priorities of summer: being outdoors, putting family life first, playing together and travelling light.

**Memory Lane** - the Boho phenomenon is still here, with the combination of craft, retro and cultural touches continuing to influence the world of style, even in Asia.

To find out more, join us on 21 January 2024 at 5pm in the catwalk area. "Going Beyond" conference by Jos Berry from Concept Paris.



Love and Swan



**HAPPY BIRTHDAY  
TO THE SALON  
INTERNATIONAL DE  
LA LINGERIE!**

## 60 YEARS OF LINGERIE

Lingerie is a snapshot of its time which embraces all social transformations and feminine revolutions. A veritable cursor of history, it has highlighted desire, seduction and self-confidence throughout the ages and has always been an emblem of women's emancipation. From the undergarment that is hidden to the one we show off, from the useful product to the fashion accessory, from lace to underwires, from the corset to the sports model, lingerie is as varied as the image of the contemporary woman.

Following the artistic movements of each era, lingerie has always been at the heart of creation. In the photographic art of the 1970s and 80s, Guy Bourdin and Helmut Newton sublimated the female body as an object of desire and power.



Le Chat

## A LOOK BACK AT 60 YEARS OF LINGERIE BY CATHERINE ÖRMEN

"We could use one key word per decade to summarise the major milestones in the 60-year history of women's lingerie.

**In the 1960s, YOUTH was the catchword.** This decade, which saw the opening of the first Salon de la Lingerie, was that of the children of the baby boom, teenagers who had reached consumer age, who had spending money and who, until then, had never been interested in fashion. All these young people would impose their image and their desires. From Louis XIV to the 1960s, fashion was above all a means of positioning oneself in society and asserting one's social status. And of course, appearing rich was an ideal, even if it entailed a host of subterfuges. From the 1960s onwards, fashion was no longer about looking rich, but about looking YOUNG. Have we escaped this diktat, this ETERNAL YOUTH?

The lingerie of the 1960s adapted to the needs and desires of young girls, becoming lighter and more flexible and a far cry from the constrictive pin-up underwear of the late 1940s and 1950s. During the Sixties, the silhouette was the antithesis of Christian Dior's New-Look: as slim as ever, it differed in its flatness, while the 1960s ideal was almost androgynous with a small and very high bust. The waist, which a few years earlier had been strapped into waist cinchers or corsets, was no longer so noticeable under trapeze mini-dresses in psychedelic prints. As for the pretty combo adorned with lace, which had been so popular in the 1930s and which is today mistaken for a nightie, it no longer had any place under trousers. The 1960s signalled its death. It disappeared.



Aubade 1960



Simone Pérèle 1965

Elastane, invented in 1959 by DuPont de Nemours and marketed under the name of Lycra fibre® , revolutionised the concept of comfort and the skills of garment makers, who came up with new shapes, such as the panty: sheathing the upper thighs, the panty was used to fasten stockings before the appearance of tights in 1965. As ready-to-wear became more widespread, the panty accompanied the rise of the miniskirt and trousers.

Finally, to win over this youthful consumer, lingerie came in "sets" (bras and matching panties) that could be coloured in every shade of the rainbow. After May 1968, according to the famous slogan, "it's forbidden to forbid", anything goes!

The colourful, coordinated lingerie of the 1960s gave way to invisible, impalpable and highly technical underwear in the early 1970s.

**The 1970s were the years of SEXUAL LIBERATION**, when the baby boomers came of age, shattering society's overly rigid frameworks and worshipping freedom. Freedom of the body first and foremost, with the corollary of sexual freedom, marked by the introduction of contraception (1967) and the abortion act (1975). Freedom from all the shackles and conventions of the past: there was no longer such a thing as good or bad taste, while Sunday best was discarded and replaced by sportswear, jeans and other unisex outfits...

Women's emancipation was suddenly making great strides. Feminists were turning bras into symbols of male domination, and while some burnt them in public, the majority were still wearing them. Because, like the girdle we wear in secret, the bra helps to define a youthful, slender figure, which is the beauty ideal of the moment. Made-to-measure lingerie may be waning and disappearing, but industrial manufacturers are once again adapting by offering technical, lightweight, even invisible models.

Then, the worldwide success of Just Jaeckin's film *Emmanuelle* (1974) had a noticeable influence on lingerie designers. Bras and knickers became "romantic", adorned in ingenuous English embroidery and white lace, a trend that was also consistent with "retro" fashion trends.

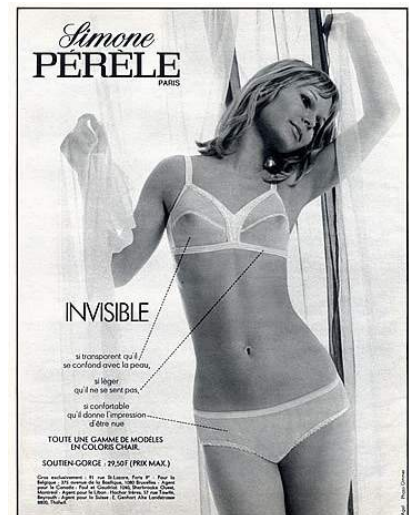
The next societal phenomenon was the invasion of sport, first jogging and then aerobics, a veritable revolution in the very relationship that individuals have with physical exercise. Jogging could be done anywhere, around your apartment building or in the middle of a forest, whatever the weather or the time of day, hence its instant popularity. And the body - the muscular body - would soon become the object of a veritable cult...

**Now we come to the TRIUMPHANT BODY of the 1980s!** It's muscular, shaped by diets, sport, body-building, cosmetics, plastic surgery, and in a word, willpower. Fashion is fashion. This booming sector fashioned its own idols, the supermodels, establishing a veritable dictatorship of appearances: you have to be young, healthy and tanned, you have to have a slim, muscular, toned body. In short, the corset has become psychological.

**And lo, the myth of the SUPERWOMAN was born**, with naturally broad shoulders (further broadened by Thierry Mugler's enormous paddings) and legs for days perched on vertiginous stilettos. Seductive and devastating, the superwoman succeeds in everything she undertakes (career, love life, being a mother, etc.). Her perfect body is on display, and nudity is no longer taboo, either on the beaches to indulge in sun worship, or in the heart of the city



Aubade 1976



Simone Pérèle 1970



Le Chat 1981



it is above all the MeToo phenomenon that has had an impact on lingerie: since 2006, it has helped redefine the contours of femininity by setting limits to the games of seduction. Respect and circumspection towards women and their representations are more than ever the order of the day.

As in fashion, lingerie collections have continued to multiply and diversify, anticipating and responding to the desires of women the world over. Technological feats have been achieved, and new products (period panties) and new materials that can, for example, gently sculpt the body, have been developed. This has also made it possible to expand the range of sizes, with a view to achieving maximum comfort, whatever the body shape.

These days, no matter who you are or where you are, you can buy the lingerie of your dreams, almost bespoke. And because lingerie touches the most intimate part of the individual, it must not be harmful, either to us of course, or to those who make it. At every stage of its development, it must therefore respect the environment in which it is produced, as well as the one in which, one day, it will be disposed.

**Catherine Örmén**

Fashion historian, author and exhibition curator

**FOCUS! FROM 2018 TO THE PRESENT DAY, LINGERIE HAS BEEN BREAKING CODES AND CONSTANTLY AMAZING US! #METOO, THE HEALTH CRISIS, THE RETURN OF ULTRA-SEXY, THE REDEFINITION OF SHAPEWEAR...**

With naval gazing and the search for comfort resulting from the health crisis, post-MeToo modesty, the return of ultra-sexy and the boom in the period panties market, lingerie has never been so diverse... just like the women of today. It's the advent of the female dichotomy, where women don't want to be pigeon-holed. They are plural and proud of it. Free to show off their extra kilos or not, free to feel beautiful in lingerie designed just for them, free to be strong or weak, fatal or normal, free to dream...

Women are betting on audacity while seeking a certain form of comfort: new cut-outs or plays on transparency, new sensualities are emerging. Never have they mastered their power of seduction so well - a feminist seduction! Men's fantasies no longer dictate the advertising campaigns of the major lingerie brands, or the choices women make. Women are looking to indulge themselves, and please themselves above all! In tune with their customers and in search of new consumer targets, lingerie houses are telling new stories, choosing new muses with a strong character and a strong message.

The communication playgrounds of lingerie brands are multiplying, the lines are moving... They look set to continue surprising us and seducing new generations!



Chantelle

## DECIPHERING

Questions and answers to 5 experts to celebrate 60 years of the Salon International de la Lingerie:

### NELLY RODI

Founder of the consultancy of the same name.

- **The Salon International de la Lingerie celebrates its 60th anniversary in January 2024. What do you think have been the major developments over the last 60 years?**

- **N.R. :** I remember very well the 60s when we wore garter belts, girdles, bras with shaped cups, jumpsuits, nightgowns, felted dressing gowns... Then came the 70s with the arrival of tights under mini-skirts, the liberation of the waistline, the body in motion, jazz, rock and roll...

The 80s brought women's freedom, liberated, sexy lingerie where transparencies and lace reached their apogee. How can we forget Dita Von Teese, Madonna and the stockings that hold themselves up: the DIM up?

Then in the 90s, sport and the trained body revolutionised materials and the very idea of comfort.

Since 2000/2010, such sport/sexy trends have both endured and coexisted, in a beautiful duality, but with one thing in common: environmentally friendly, something which is becoming a must for consumers.

I'm personally (but it's due to my age :D) struck by the shamelessness of the 2020s.

The body (I should say the bodies) is now assumed in its shapes, its weight, its skin colour, its sexuality... Everything is possible. Freedom has finally arrived.

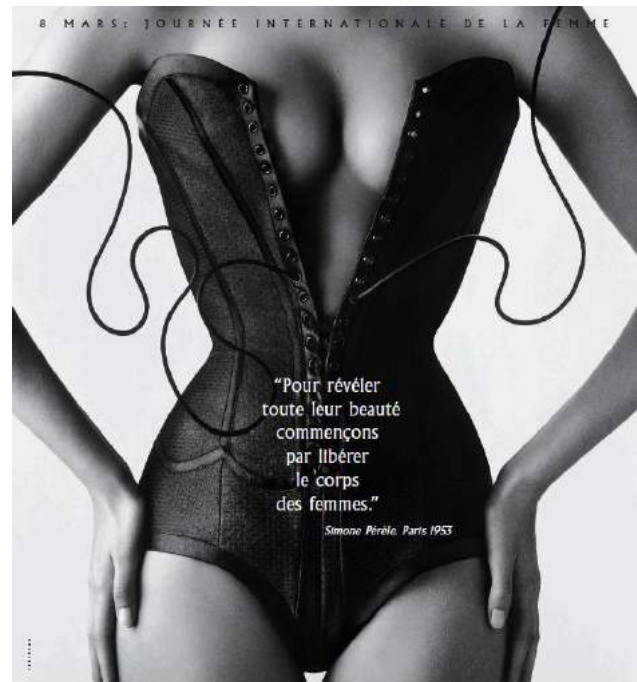
Long live seduction and happy birthday to the Salon International de la Lingerie!

- **More specifically since 2017, after the post-MeToo modesty, the naval-gazing brought about by the health crisis, the return of sexy, the boom in the period panties market ... What do you think is the most striking aspect of the world of lingerie and why?**

- **N.R. :** The explosion of Drag culture and its popularisation under the impetus of RuPaul and all the Queens around the world who have exploded the codes of sexy with a great deal of talent, humour, diversity, pride and hard work.

- **If you had to name a brand or a woman who has made an impression on you in the world of lingerie, who would it be and why?**

- **N.R. :** Kim Kardashian. Love or hate her, she embodies a new form of femininity that inspires millions of women, and her Skims brand is a real international success.



Créatrice de lingerie Simone Pérèle fait partie de ces femmes avant-gardistes des années 50 qui ont contribué par leur talent et leur savoir-faire à la libération des femmes et à l'affirmation de leur personnalité.

La beauté à sa légende **SIMONE PÉRELE** PARIS

Simone Pérèle



Wacoal Défilé Ultra 2009

## MAÏA MAZAURETTE

Author and columnist on France Inter, specialising in sexual issues.

**- The Salon International de la Lingerie celebrates its 60th birthday in January 2024. What do you think have been the major developments over the last 60 years?**

- **M.M :** I'm going to give you a simple answer to that complex question: we've gone from ONE woman to MANY women. That's one of the fundamental demands of feminism: to be able to do what you want, to be who you want. As such, there's no longer any question of blending into 'a' perfect body with a narrow waist and pointy cups (even if you might love that vintage look): we are reinventing ourselves every day, embracing lots of different identities. You have the working woman who needs to radiate confidence, the woman who comes home to cocoon herself before going out to do sport, see her girlfriends or go on a date. And throughout her life, this woman will have her period, become pregnant, maybe fall ill... Lingerie has had to adapt to all these realities - it sounds like a huge change, but the challenge has been met! Let's hope we can now do the same for men: even though the lingerie industry produces some wonderful things, we can see that there is a psychological block on the demand side. We're still waiting for the emancipation of men, and they know how to make us wait... but it's something I believe in!

**- More specifically since 2017, after the post-MeToo modesty, the naval-gazing born of the health crisis, the return of sexy, the boom of the period panties market ... What do you think is most striking in the world of lingerie and why?**

- **M.M :** What struck me the most was the no-bra, which produced two complementary trends: both an increased demand for simplicity and comfort in everyday life (as a woman, I can assure you that we've earned this right to comfort, which we find in bras, for example)... and for the days when we 'go out', an increased demand for extravagance, with patterns, ribbons and fancy materials. It's a reminder of how history is all about swings of the pendulum: one situation immediately brings about its opposite. In this respect, the pandemic will also have been an opportunity (in the midst of a whole host of unfortunate events that obviously cannot be forgotten).

**- Today, we talk more and more about inclusiveness. Are representations of women, and especially of the body, really changing?**

- **M.M :** It's obvious: the body that young women aspire to has changed enormously in just one generation. There's a world of difference between Kate Moss, Laetitia Casta and now Kim Kardashian

- the new ideal is both more muscular and more curvaceous than the classic version I grew up with (embodied in lingerie by the Aubade ads): if we want to talk in terms of symbolism, the fashion is for a woman's body that is both more masculine and more feminine. But of course, the cards are being reshuffled by the emergence of a whole category of young people who don't define themselves by male/female norms. We're living in paradoxical times, when we have to talk to both Beyoncé fans and Elliot Page fans! For the world of lingerie, this is a real challenge: how can we be inclusive and include everyone? Before, we only talked about sizes... but today, we have to cater for all ages, all colours, people with disabilities, people who have survived breast cancer for example - and then trans and non-binary people. It's complicated, but in terms of creative potential, it's also pretty amazing! You have to look on the bright side (even when thinking about it all gives you a bit of a headache)!

**- If you had to name a brand or a woman who has made an impact on you in the world of lingerie, who would it be and why?**

- **M.M :** True to my passion for the world of eroticism, I'm a big fan of the Maison Close brand, which is both incredibly sexy and very simple in its lines... proof that you don't have to put frills all over the place to 'look sexy'.



*Girlfriend Collective*

## BÉNÉDICTE FABIEN

Consultant in brand strategy, image and trends.

- **The Salon International de la Lingerie celebrates its 60th anniversary in January 2024. What do you think have been the major developments over the last 60 years?**

- **B.F. :** Looking back, we can see that huge strides have been made in terms of freedom for the body, well-being, diversity and choice (support, sexy, sports, hybrid products...). We've developed the very definition of the word lingerie, which has gone from having a utilitarian or even prosthetic function to being able to take on different styles and functions depending on each woman and where she is in her life.

It's this current diversity that stands out for me. Women have taken back the LEAD; they are no longer an instrument of seduction. Today, the seductive side is still there, but it's no longer dependent on the male gaze, but corresponds to women's desires. There's a new sense of freedom. This is also expressed today by young girls who decide whether or not they want to wear a bra. This new generation is more liberated. There's no judgement about it. All women, whatever their morphology, can give themselves a bit more permission.

- **More specifically since 2017, after the post-MeToo modesty, the naval-gazing born of the health crisis, the return of sexy, the boom in the period panties market ... What do you think is the most striking aspect of the world of lingerie and why?**

- **B.F. :** The real revolution is period panties, which have become a wardrobe essential in a very short space of time. What a delight this new item of clothing is, allowing women of all ages to feel freer in their daily lives and when on their period.

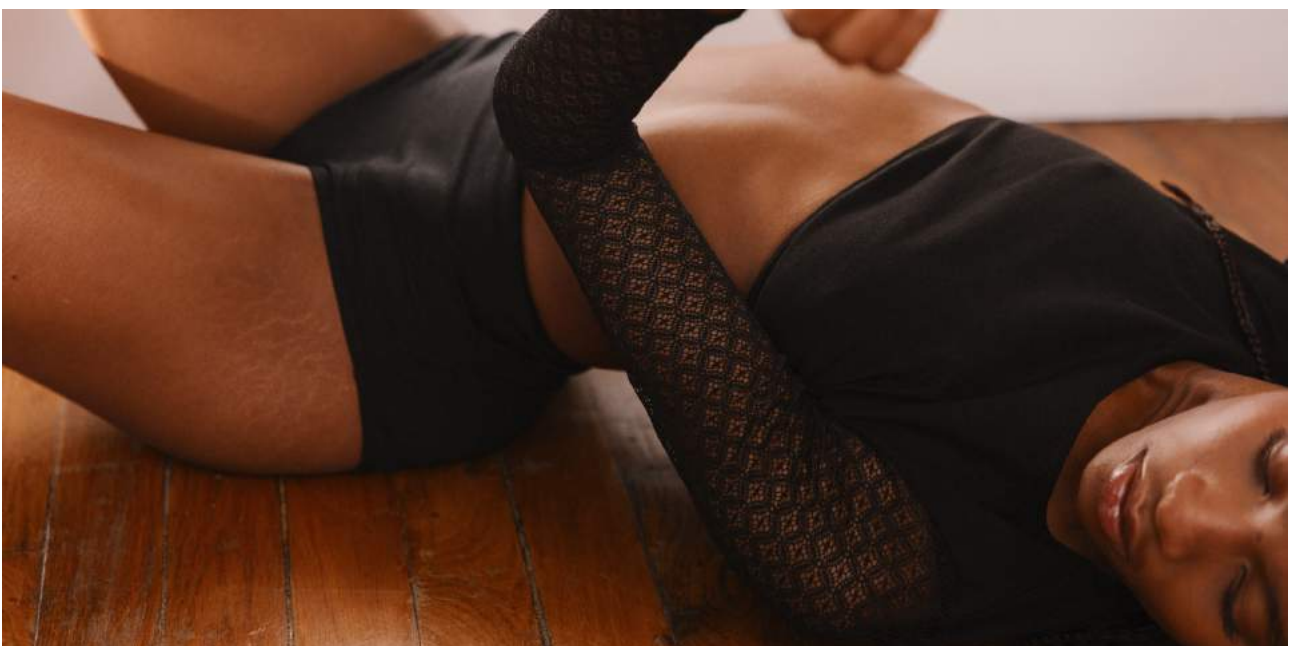
- **Today, we talk more and more about inclusiveness. Are representations of women, and especially of the body, really changing?**

- **B.F. :** The fact is that over the last ten years or so we've been showing off different bodies. Social networking sites and the Body Positive movement have transformed our ability to show and stage ourselves, to reveal all kinds of bodies.

We still have a long way to go, and mentalities still need to change. We may still be stuck in a straitjacket of Greek idealism, but we're on the cusp of something. We need to get the eye used to it and shift the boundaries of normality. The stakes are high for advertisers, brands and muses.

- **If you had to name a brand or a woman who has made an impression on you in the world of lingerie, who would it be and why?**

- **B.F. :** The first thing that comes to mind is the image of Kate Moss posing in a tank top and cotton knickers. Even though this photo dates back to the 90s, I think it's still relevant today. Imbued with purity and simplicity, it symbolises the current challenge of sustainable development. The lingerie industry still has a lot of work to do on materials, and is still too dependent on oil. We need to develop recycled fibres and move towards more clean materials for greater well-being and as a public health issue.



Bertille Isabeau x Solenne Jakovsky

## VANESSA CAUSSE

Trend Forecast for the Salon International de la Lingerie

**- The Salon International de la Lingerie celebrates its 60th anniversary in January 2024. What do you think have been the major developments over the last 60 years?**

**- V.C.:** The status and use of lingerie have evolved over the last 60 years, alongside the evolution of the body and of attitudes, to reveal shapes, show off legs and sublimate them. The social status of women and their femininity has brought about major advances in lingerie, freeing the body from the corset so that it can finally breathe again and emphasising the volume of the breasts. The introduction of cups was the first revolution in the acceptance of multiple bodies and femininity.

The body of the 70s displayed a nudity free of all representations, opening up to sexuality and freedom with daring indentations, lighter bras and barely-there thongs.

In the 90s, Madonna literally turned lingerie on its head, working alongside Jean Paul Gaultier to showcase female sculptural form in a hypersexualised setting! This was a landmark event for women, sexuality and, by extension, lingerie, with brands being inspired by corsetry and fashion, renewing its use and affirming lingerie as a fashion and pleasure accessory.

Of course, the cult of the skinny has led to a search for discretion, with which I associate an emancipation of the representation of the body for a less fetishist approach to it, surely a necessary step for the Body positive movement and the questioning of beauty diktats.

The acceptance of women like Kim Kardashian and Aya Nakamura has democratised the curves of the body, restoring their voluptuousness and softness. It's a real revolution that makes women feel at ease, an echo that has enabled me to take a gentler, more tolerant look at the differences between bodies and cultures, and to grasp their richness.

**- More specifically since 2017, after the post-MeToo modesty, the naval-gazing born of the health crisis, the return of sexy, the boom in the period panties market ... What do you think is most striking aspect of the world of lingerie and why?**

**- V.C. :** Period panties are a real step forward for women. Firstly, for the revolutionary use and comfort they have been offering since 2019, but also for the intimate relationship with femininity during this period. Brands such as Smoon have provided a convincing technical response to menstruation, solving the problems of odour, dampness and hygiene. Then, brands like Réjeanne have launched period products that are not only practical but also seductive, feminine

and even refined. Such an approach invites us to make peace with this unwanted period of menstruation, revaluing our intimacy. This technical innovation marks a turning point in the history of lingerie, changing the buying habits and behaviour of new generations concerned about protecting the environment and committed to a healthier, more respectful relationship with the body.

At the same time, truth be told, the affirmation of sexy has boosted the creativity of lingerie with ultra-feminine products where the golden rule is craftsmanship. Shapes are designed to emphasise the body and support its beauty, thanks to innovative materials and hybrids such as those found at Undress code, Atelier Amour, Paloma Casile, Love secrets... This macro-trend boosts the status of women in the entrenchments of comfortable beauty, respecting the sector's unwavering quality and using increasingly sophisticated and elegant materials. I love this trend and the promises it makes: listening to the body and femininity, and always supporting beauty and the industries that have the know-how to make it happen.



Atelier Amour



# TRENDS

## ELEVATING BEAUTY TREND

#SAVOIR-FAIRE #ENGAGÉ #ORNEMENT  
#DOUCEUR #SECONDEPEAU

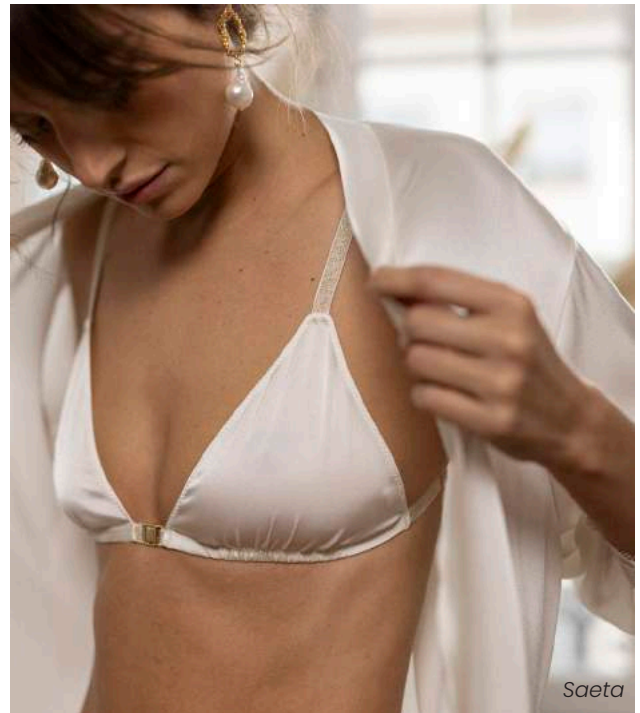
### A NEW LEVEL OF COMFORT

Driven by a quest for well-being, a booming market that also affects retail, with customers seeking out new experiences to improve their wellbeing, for themselves or at home, learn new 'letting go' strategies or rediscover their balance, a new type of lingerie is emerging.

Between second skin, technical innovations and refinement, brands are embodying comfort in a new way, with pieces that can be worn every day without sacrificing refinement. The new soft, supple knits are more comfortable than ever, with a play on transparency and meticulous, delicate details.

Like a precious second skin, this new everyday lingerie is full of detail. On the frontier of seduction, new light, technical materials sublimate the body, but also suggest and reveal just the right amount.

Shapes are ultra-contemporary, with lingerie that wraps around the body to better reveal it. New codes of sensuality and comfort.



Saeta



Luuna Mine



TA-CT



Chantelle



Primadonna



Simone Pérèle



Femique



Sans Complexe



Aruelle Golda + Giedra



Sensee



Undress Code

Pluto



Scandale

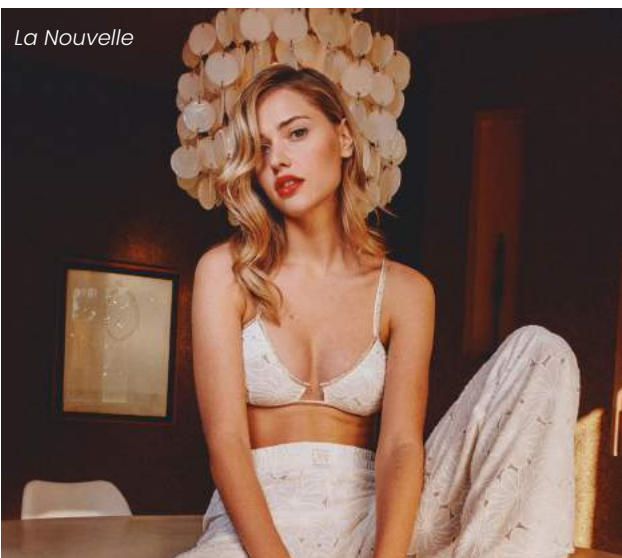
Mey



Soeur Tokyo



La Nouvelle



## RHYMING COLORS TREND

#SEXY #COULEURS #JOIE #CONTRASTES #AUDACIEUSE  
AU RYTHME DE LA COULEUR

### TO THE RHYTHM OF COLOUR

Buoyed by "Peach Fuzz" (somewhere between pink and orange), named Pantone's colour of the year for 2024, new collections take colour to new heights with a delicate touch. "A colour that radiates warmth and modern elegance. A shade that effortlessly bridges the gap between youth and timelessness," says Leatrice Eiseman, Executive Director of the Pantone Color Institute.

Lingerie brands offer a joyful, gourmand and bewitching palette. Sexy and modern, pieces are bang up to date with contrasting straps and finishes, daring cut-outs and indentations on the neckline or back, and sheer fabrics that add lightness to the silhouette... A 100% refinement trend that brings verve and modernity to your curves.

Both graphic and floral, the luxurious embroidery creates a tattoo effect through a subtle play of transparency.



Marie Jo



Esquise Paris

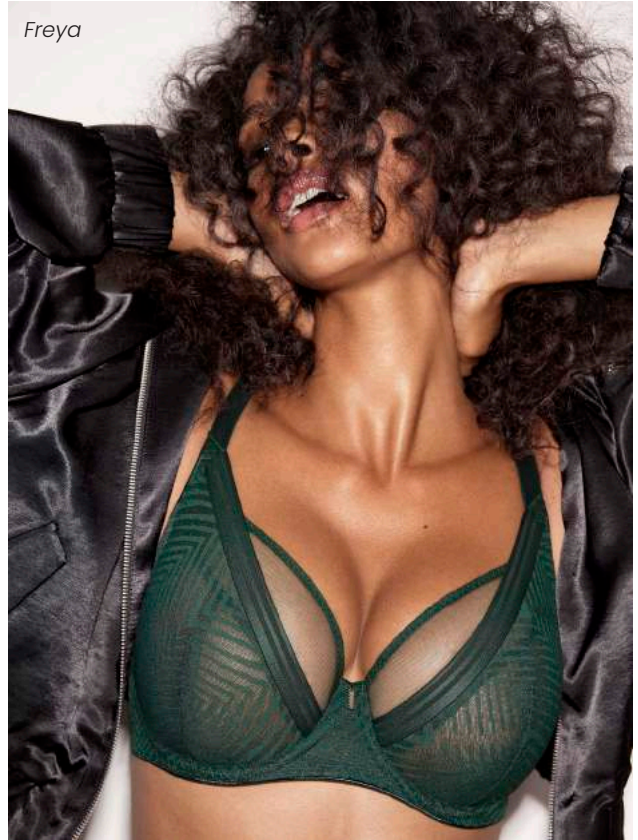




Chantelle



Freya



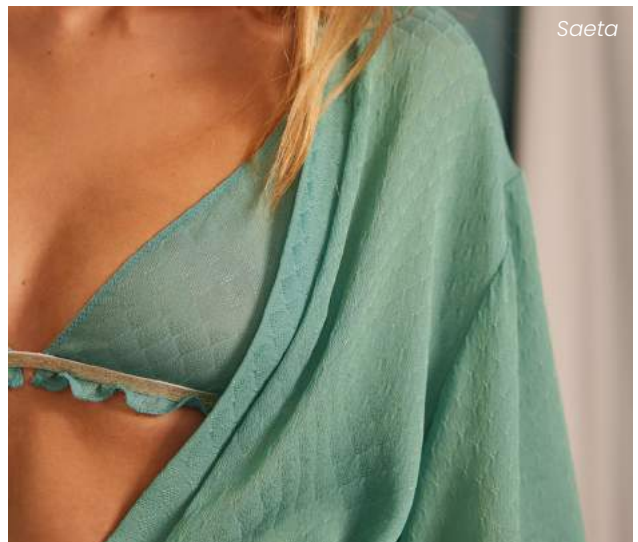
Valery



Iloni By Dylan



Saeta



A woman with long, dark, wavy hair is shown from the back, looking over her right shoulder. She is wearing a black, strapless, form-fitting bodysuit. The background is a solid, muted brown color. The text "THE REVIVAL IN SHAPEWEAR" is overlaid in white, bold, sans-serif font across the center of the image.

# THE REVIVAL IN SHAPEWEAR

Shapewear has gone from being a fashion phenomenon to a social phenomenon, and over the last 20 years has become a segment of the lingerie market in its own right, with sales soaring all over the world.

This lingerie, which reshapes and shapes, has become a real beauty accessory and an additional seductive asset for all women. A must-have for every woman's wardrobe, international stars and top fashion designers alike sing its praises.

Today, shapewear goes beyond its functional aspect to appeal to consumers seeking the perfect balance between comfort, support and style. It magnifies women's bodies and offers fashionable, ultra-aesthetic products: lighter, more seductive and glamorous, while retaining softness and comfort! Shapewear is writing a new chapter in its history. It hugs women's bodies, gently shaping them and giving them a second-skin feel. It transforms itself into glamorous, sensual lingerie, revealing a new femininity and modern lines. Supported by textile innovations, it provides the desired support and seduces with elegance while allowing absolute freedom. Shapewear has become a real source of inspiration, and still has plenty of surprises in store for the future.

Discover the new Shapewear 2024 products:

#### ANITA

Since 1886 Anita lingerie skilfully enhances feminine curves and discreetly conceals small imperfections. This season, the brand is expanding its range of shaping lingerie with several new products. The Beauty Shaper girdle, with its innovative Clean Cut technology, sculpts the silhouette using different levels of compression and different materials (micro-perforated and breathable quilted). The Leni bra, with its exclusive opaque jacquard fabric and textured thread, is available in several versions. Finally, the panty has been redesigned for women on the go, with its ultra-practical pocket format, which slips easily into a bag, ready to be used at any time.



Anita

## AUBADE

Sculpt by Aubade is a new range of body-sculpting lingerie.

Designed in a toned knit to slim the figure, this range plays the seduction card with animal-style jacquard lace in 3 shapes and 3 colours (Black Pepper, Cinnamon and Ginger) and ultra-flat finishes for invisible wear. High-waisted or very high-waisted panties with flat tummy effect or multi-position lace bodysuits specially designed to match all outfits. Each shape meets every need and every body type.

High-waisted Panties with a double fabric insert (mesh + tulle) on the tummy refine the silhouette and offer an interlocking back for a comfortable fit.

The extra-high-waisted panties with a double layer of material (mesh + tulle) on the tummy refine the silhouette and offer a thong back for ultra-invisible wear.

The multi-position bodysuit adapts to all outfits: halterneck, choker, crossed straps. An extra set of straps is supplied with the bodysuit: tone-on-tone or in transparent silicone for invisible wear.



*Aubade*

## MAGIC BODYFASHION

MAGIC Bodyfashion® has been offering underwear, girdles, maternity wear and tights for over 30 years, offering innovative solutions created by women who know what women need. This season, Magic Body Fashion presents its new Shapewear collections. Comfort Collection seamless offers invisible comfort for everyday wear. Comfort & Seamless includes shaping hosiery and bodysuits in a range of nude shades to match all skin tones. Gloss Collection offers a new approach to luxury shapewear, comfortable and durable, with its satin finish, the softness of recycled fabrics, seamless finishes and mix-and-match options. In 2024, Magic BodyFashion is launching three new BodyCon models, made from recycled yarns, suitable for all body shapes, including pregnant women, and launched in three different colours.



*Magic Bodyfashion*

## LEONISA

The Colombian brand's mission is to empower women by creating high-quality products that make them feel strong and confident. For 2024, Leonisa is presenting four great new products made from their DuraFit® fabric, which is cool to the touch, soft and effective at shaping the body. A body shaper with full coverage and firm compression for a sculpting effect, it has a plunging back, perfect for cleavage and bare backs, and ruching seams for a buttock-enhancing effect. The all-in-one bodysuit has a bralette top with support cups in double-layer, transparent SmartLace® fabric. For the bottom, MagicUp® technology lifts the buttocks thanks to special bands and cut-outs. A body shaper with short briefs fits all body shapes comfortably and its seamless design makes it invisible under dresses and trousers. A body shaper perfect for everyday use with its PowerSlim® inner layer for firm compression that sculpts the tummy, waist and back. It features MagicUp® buttock straightening bands and is laser-cut without leg bands for an invisible effect.



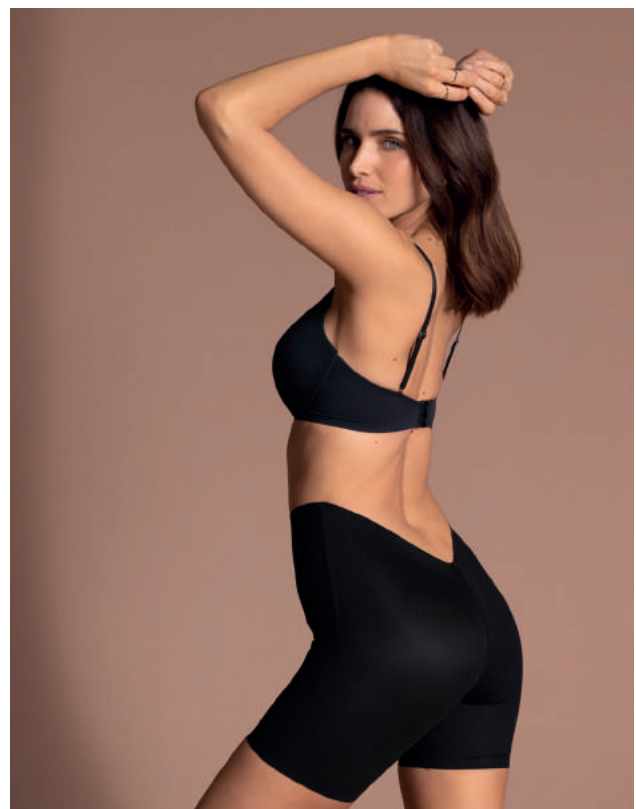
Leonisa

## FOR MEN TOO!

Leo by Leonisa combines stylish, high-quality clothing with the latest developments in compression garments for men. The Body Shaper features MagicUp technology. Microfibre fabric panels and special bands give the buttocks a natural volume boost. This shaper also sculpts the back, waist, stomach, hips and upper thighs to refine the whole figure.

## WACOAL

Founded in 1946 in Japan, the brand produces ultra-refined, contemporary lingerie and shapewear collections from AA to FF cups. In 2024, Wacoal is offering new collections that are a celebration of sophistication, innovation and the timeless beauty of every woman. The brand is launching a new, ultra-innovative Shapewear range adapted to hourglass shapes, with a V-shaped cut in the back perfect for wedding dresses or halter dresses. Shape Revelation Hourglass unveils three bottoms in black or praline, from S to 2XL, offering a cinched waist and more space around the back for a perfect hourglass figure. The Hourglass Thigh Shaper promises comfort and firm control with bonded panels for targeted tummy control. The Hourglass Thigh Shaper offers moderate control with a seamless finish, ensuring support and security. The innovative design includes a non-slip band and hidden stays to maintain shape and prevent rolling. Finally, the Hourglass Hi Waist Thigh Shaper boasts a smooth, seamless design, offering firm support and a secure fit. With front panels for targeted tummy control and bonded back panels for back firming, this option is all about elegance and confidence.



Wacoal

A woman with dark hair pulled back is captured in a dynamic, mid-air pose. She is wearing a vibrant, flowing red dress that billows around her, creating a sense of movement and grace. Her right arm is raised, holding the fabric, while her left arm is bent. She is looking down and to the right. The background is a solid, dark grey, which makes the red dress stand out prominently. The lighting is soft, highlighting the texture of the fabric and the contours of her body.

**INVESTMENT  
AND INNOVATION,  
THE KEYS  
TO RECOVERY**

Embroiderers, lace-makers, specialists in plain knits or printed fabrics, all are striving together to move forward and adapt. Against a backdrop where a lack of visibility has not made things any easier, manufacturers at Interfilière Paris have managed to stay the course. *"Purchases are made on an ad hoc basis, often limited to small series or orders from stock. Everyone moves at their own pace,"* says Dominique Lecolier, head of development at lace-maker **Jean Bracq**. *"Orders are not stable but fortunately, 2022 was our best year, with a 30% increase in sales, which enabled us to make it through 2023,"* says Fabio Cescon, CEO of **Innova Fabrics**, a specialist in innovative knitwear. *"We must admit that in 2022 the market was extremely euphoric and not particularly realistic. Our customers bought a lot and their customers, the end consumers, overconsumed,"* says Mathieu Liebaert, CEO of **Liebaert**.

Faced with the trend towards rational consumption, with purchases shifting to other items, there are two main watchwords: investment and innovation, so priority should be given to products with a high added value and a strong identity. *"We definitely need to move away from mass-produced products and invest in products with added value. The high-end niche market is much less subject to turbulence",* says Mathieu Liebaert. The Belgian company, which has invested €7 million over the last three years, now makes 70% of its products to order. Being creative and smart is also a solution that meets customer expectations: by replacing its polyamide 6.6 with a classic polyamide 6, or changing the polyamide for a polyester, **Innova Fabrics** is able to lower its prices, without compromising product quality. Only the dyes need to be adjusted. This is no problem for the young Italian company, which has chosen to work with partners within a 30 km radius. *"Our strategy is based on a strong sales policy, with a presence at all trade fairs, and on creativity, with products that are both aesthetically pleasing and different",* Fabio Cescon points out, alluding to the new geometric jacquards from the 70s and lurex prints in particular. One thing's for sure: these stand-out items clearly make a difference! And **Maison Lévêque** has no argument with that. Its brand new collection of embroidered swimwear is already a must-have on the American market. Victoria's Secret and many other brands have already fallen for it. **Jean Bracq** has spared no effort to avoid the well-trodden path and offer a delicate collection with a strong personality. The collection features bourdon embroidery applied to all kinds of materials, ribbon sequins, embroidery and over-embroidery on lace, silk motifs combined with soutache, course seams and bourdon threads.



Innova Fabrics



Jean Bracq



Liebaert

### BETTER UNDERSTANDING AND SERVING A DEMANDING CUSTOMER

"Above all, we must reassure our customers with simple, calm, refined fantasies, faux-plains and classic lingerie patterns, which we've recently been moving away from. Strong prints may be appealing, but nobody is taking the plunge. Designers are interested in strong colours, but that's where it stops," admits Emmanuelle Bonnetin, co-director of **Rocle by Isabella**, which is strengthening its partnerships with its long-standing customers: "Our customers can be a bit lost. By working closely with them, we're able to develop other things, right up to creating five-legged sheep". And why not really take some risks? **Bugis** is certainly tempted. "When you have the resources and the cash flow, of course, I don't think you should hesitate: modernising our tools, which are sometimes ageing, particularly in France; developing new products by positioning ourselves with alternative offers. And looking for new markets where they exist", sums up Bruno Nahan on his return from Seoul, where he was looking into the South Korean market. So, after buying a new knitting machine for thick ribs, ideal for meeting the demand for body-hugging dresses, Bugis is due to invest in a new inspection machine to strengthen its quality control. Based near Barcelona, Spain, **Grobelastic** specialises in elastic bands for the lingerie and underwear market, as well as for the sports, medical and workwear markets. Now being run by the 5th generation of the same family, the business also decided to invest heavily in its production facilities in 2023: "We have acquired a new, faster and less energy-consuming dyeing machine in quick succession, and another to dye bi-component silicone tapes in different colours. We've also invested in reducing our gas and electricity consumption by upgrading our boiler and installing solar panels," explains Montserrat Fernandez Lopez.



Chanty

### DIGITAL TECHNOLOGY AND AI FOR THE LINGERIE SECTOR

To avoid losing the mass market, producers, who have a remote production site, keep it running at full capacity. "Some customers are prepared to make sacrifices, others not so much. Our vocation is also to serve them", sums up Zoya Rutkaya Sebek at **Chanty**. But that's not where the future lies for the German lacemaker, whose Asian supply accounts for 30% of production. He is convinced that the future of the sector lies in the eco-responsible digitalisation of collections. By launching the very first 3D e-lace collection a year ago, Chanty has taken a step towards this, but this will only make sense if the entire industry digitises its collections, saving time, money and, above all, ensuring zero waste.

It must be said that things are not moving fast enough: "The customers with the technical resources to follow us in this digitalisation process represent only 10% of our market". Another 10% don't even want to hear about it. For Chanty, that leaves 80% of its customer base to follow in its wake: "They tell us that it's a great idea, that they love it, and that we need to get to the point of digitising collections and modelling. But they're still hesitating." But for how long? The need is urgent. The planet can't wait.



**EXPOSED, LOVE AT  
FIRST SIGHT**

At each edition of the Salon International de la Lingerie, Exposed showcases a selection of creative brands that reinterpret style codes.

### AROMATIQUE

After more than 10 years of research and development, the brand, made in Japan, launched in 2014 with its ranges of timeless basics. Aromatique weaves silk yarns into accordion ribbing to improve warmth and moisture retention, resulting in an exquisite texture that is both loose and shiny, creating a casual yet elegant look. The main pieces of their lingerie line are slowly woven on rare Cozun Loopwheel machines to develop a soft elasticity and elegant texture in the fabric. Made by loop weaving, with no seams on the sides, the pieces are extremely comfortable.



*Aromatique*

### ATELIER AMOUR

The new Cosmic Dream collection reveals an erotic universe inspired by the powerful heroines of the 70s, while the integration of graphic embroidery reveals a new play on transparency, enhancing daring pieces such as the cape or the open bustier. By mixing materials and colours, Atelier Amour has created a range of sexy, modern lingerie. A joyful and daring lingerie where colours energise the pieces.



*Atelier Amour*

### BONNE MAISON

Since 2012, Béatrice de Crécy has been telling stories with Bonne Maison socks each season, with three stories made up of 12 models whose colours and patterns respond to each other. By selecting a double thread of 100% Egyptian cotton, perfectly rounded and smooth, the house has been able to develop a very fine, high-quality sock with a seamless, reinforced toe.



*Bonne Maison*

### CADOLLE

At the 1889 Universal Exhibition, Herminie Cadolle exhibited her new invention: the "corselet-gorge", the first brassiere, and registered a patent. From generation to generation, the daughters of the same family would successively invent a new way of dressing, defining the rules and evolving them according to the times they lived in, always giving it the same distinctive touch that has made the House's reputation. An essential meeting place in Paris for two centuries, the most refined and famous women from all over the world meet in our salons time and time again. Alongside our cult lines, always scrupulously followed and updated, we are now adding collections that are more focused on seduction. The expression and affirmation of a woman in tune with the spirit of her time, the Geisha line represents a turning point in the often discreet and elitist history of the House: it reveals a seductive woman who resolutely assumes herself as such, with the stamp of the famous "Cadolle touch".



Cadolle

**DSTM** is a unique concept of bodywear, lingerie, loungewear and swimwear made from the highest quality, environmentally friendly, high-performance fabrics. Each piece is thoughtfully designed with cuts that flatter different body types while providing shape and support without underwiring. The garments are gentle on the skin and can be worn as underwear, ready-to-wear or swimwear. DSTM garments are made from eco-friendly, high-performance fabrics certified to the OEKO-TEX standard.



DSTM

### GIRLFRIEND COLLECTIVE

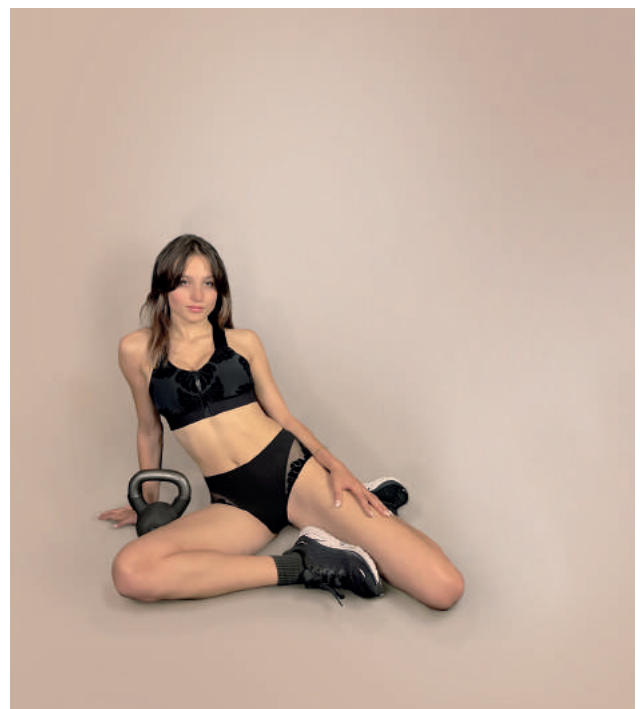
The enthusiastic activewear brand, created by Ellie and Quang Dinh, offers desirable, colourful and committed products from XXS to 6XL. Oeko-Tex certified, Girlfriend Collective uses high-performance fabrics made from plastic water bottles and fishing nets. Their packaging is 100% recycled and recyclable, and the fabrics are dyed with eco-friendly dyes. The brand also encourages its customers to return their old pieces for upcycling. Girlfriend Collective is redefining activewear to make the greenest fashion possible.



Girlfriend Collective

### HÄSTKO

Passionate about sport, Aurélie Moinier and Joséphine Bigo were faced with a common problem: the lack of sports lingerie that was both technical and feminine. So, in 2019 the two thirty-somethings decided to join forces to create Hästko. Developed with the support of athletes, its tops and bottoms are made using the latest technologies. This season, Hästko is launching a new innovation: a sports bra that frames the breast using Senselast® 3D printing bands. The result: the sports bra encapsulates the bust without constricting it, for perfect support and an ultra-feminine silhouette!



Hästko

## NISSÉ

Imane do Vale created Nissé to celebrate each woman in her many aspects, but also in what makes her a deeply unique being, both strong and powerful. Made in France, the brand manufactures its lingerie with expertise and excellence. Constantly on the lookout for innovative, sustainable, top-of-the-range materials that reduce the ecological footprint as much as possible, Nissé presents its first collection, which is made from high-quality biosourced polyamide obtained from castor oil extracted from the plant's seeds.



Nissé

## LA NOUVELLE CELEBRATES ITS 10<sup>TH</sup> ANNIVERSARY

Created by women, for women, La Nouvelle offers comfortable, unadorned styles that follow the natural shape of the bust. By rejecting the standardisation and hyper-sexualisation of the body, the brand encourages a natural, free and emancipated femininity. With its refined, assertive retro chic style, La Nouvelle signs all its models with gold, silver or coloured lurex straps. Lingerie that takes centre stage, like a fashion accessory, freeing itself from codes.



La Nouvelle

## POSIE

The brand, designed and made with love in the UK, was founded in 2019 to merge lingerie and sustainability. Posie is for the free-spirited bohemian-rocker and designed for sleepy Sundays in bed, date nights or daring festivals. Posie is inviting consumers to join the revolution and say no to fast fashion.



Posie

## SŒUR TOKYO : OVERWEAR

The brand gets rid of predetermined boundaries by presenting unconventional lingerie. Their Lingerie is not "underwear" but rather new category of "over-clothing" worn next to the skin. Sister Tokyo's collections break down codes to coordinate with each other.



Soeur Tokyo

## TA-CT

This environmentally-friendly brand offers a range of ethical underwear made from linen, a sustainable material renowned for its low water consumption, which is kind to both the environment and the skin. The dyes used are natural and GOTS-labelled, without chemicals that are harmful to the planet. The underwear brand offers a colourful, sustainable wardrobe of linen garments and underwear for men and women. TA-CT underwear is minimalist and timeless, created in a unique style with comfortable cuts that can be worn season after season. TA-CT produce in small quantities to minimise waste and limit their environmental impact.



TA-CT



**A NEW WELLNESS  
OFFER!**

The Salon International de la Lingerie is unveiling its new Wellness Zone, offering a new range of products in symbiosis with the world of lingerie. In a Concept-Store spirit, this zone presents seven brands dedicated to intimacy, beauty and feminine well-being.

**BAÛDO**

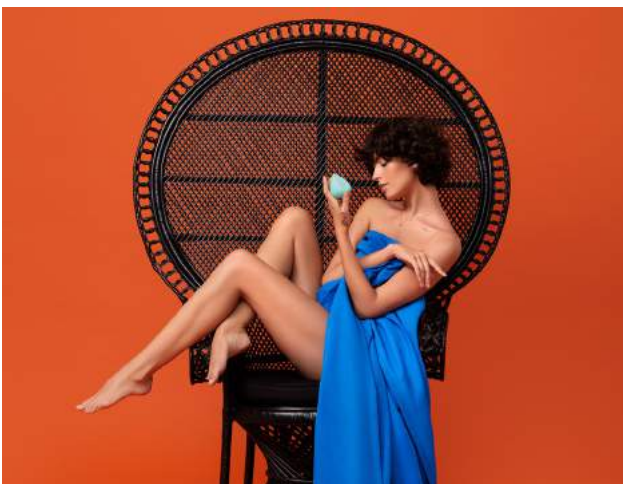
In 2015, Bethsabée, then a sex journalist, wanted an intimate balm "after sex and for every day", realising that there was no healthy care product on the market to soothe the vulva after sex, a day in the slim line, cycling or for menstruation... Cécilia, then Sales Director, fell in love with the concept of post-love balm, and suggested she embark on the great adventure of ethical entrepreneurship. By breaking taboos, Baúdo relieves intimate discomfort by offering 100% natural & organic intimate care products, without hormones or perfumes.



Baúdo

**BIIRD** is a positive pleasure brand run by women and born in the Netherlands.

It develops magnificent objects of pleasure made using only the highest quality materials that are safe for the body, affordable and accessible to all.



Biird

**LOV.NOT.WAR** is an award-winning British sex toy brand. Environmentally-friendly, the brand designs its products from recycled and recyclable materials in its green factory. Its packaging is 100% ecological, with FSC-certified recycled cardboard, soya ink and eco-friendly glue. Lov.not.war uses new NeoSilicone™, a revolutionary silicone that can be used with silicone-based lubricants.



Lov.not.war

**MAISON PLOUF** reinvents laundry care with the 1st anti-waste plant-based detergent with a customisable scent! Washing differently and cleanly is what this young French brand, created in 2019 by 2 "mum-preneurs", Elodie Portes and Oriane Blondel, is all about. The 1st laundry care ritual with no harmful extras, allowing you to reduce your ecological impact and scent each wash as you wish. All the products are practical to use, fun, eco-friendly and refillable.



Maison Plouf

**ÜBERLUBE** offers a very high quality silicone-based lubricant that is tasteless and odourless, with a soft, silky texture. It contains no parabens, petrochemical derivatives or preservatives, and no animal products, while its pretty, discreet pump bottle dispenses the ideal amount naturally. Attractive and discreet, it can be left on the bedside table. This multi-purpose product is a massage oil, an ultra-effective lubricant or a comfort gel for sports.



*Überlube*

**WOMAN ESSENTIALS** is a gynaecological cosmetics brand made in France which supports women at every stage of their lives with the essentials for intimate hygiene, beauty and well-being. Tested by gynaecologists and dermatologists, all the products are natural, vegan and cruelty-free and meet every need: hair removal, irritation, chafing underwear, sensitive skin, ageing skin, scars and post-pregnancy care.



*Woman Essentials*

**WUMI INTIMATE CARE** offers a range of plant-based intimate care products, developed exclusively for the vulva and sustainably manufactured in France. Tired of intimate care products made with chemical substances, Najwa Harfouch, the brand's founder, came up with her own natural formula on the advice of a gynaecologist. The intimate cleansing gel, with mallow, aloe vera, orange blossom and oatmeal, soothes and maintains the harmony of the intimate area, fulfilling a triple role by cleansing, protecting and moisturising, while respecting the balance of the mucous membranes.



*Wumi Intimate Care*



**MATERIALS  
ADAPTING TO  
THE NEW MARKET  
REALITY**

The lingerie market is on the cusp of a new consumer trend, with the new collections of materials being proof of this: well thought-out and well-constructed, they are part of a new approach and a new perception of lingerie. From a seductive accessory, lingerie is now a product in its own right. Positioned between comfort and fashion, lingerie offers a new way of being, which lingerie manufacturers have understood.

### AESTHETICS: BETWEEN LOOKS AND PHILOSOPHY

Lingerie is experienced. Aesthetics no longer concern just charm. Themes, while still inspiring dreams of other places, are now staged to meet the expectations of consumers who identify with their lingerie. *"Our customers are increasingly looking for products with added value, items with personality, such as highly worked lace, over-embroidered, enhanced with effect threads, bourdon threads and course seams,"* explains Dominique Lecolier at **Jean Bracq**. The designs are more sophisticated, but also more delicate, with undulations and fishnets. At **Sakae Lace**, it's the incredible fusion of historical motifs drawn from the archives and modern, highly contemporary designs that produces delicate lace with a play of transparency.

Embroiderers are also working on personalisation. For the first time, **Maison Lévêque** is launching a series of embroideries for swimwear, with the company's new artistic director focusing on three strong themes: Architecture, Fragile and Garden of Eden. **Liberty Tex**, for example, uses embroidery with a lacquered effect, unless it is placed on a pleated background or superimposed on digital motifs. Prints can be seen on all fronts. **Innova Fabrics** is betting as much on new geometric jacquards inspired by the 70s as on modern lurex prints on a jersey or piqué base. Accessory specialists are also looking for the big picture. In its new Summer 2025 collection, Italy's **Michele Letizia** is offering three strong themes for its elastic bands: Back to Origins, with ethnic, tribal and fossil decorative elements; Eden Found, a hymn to nature; and Al Surreal, an invitation to delve into artificial intelligence.

### YOU CAN'T BEAT COMFORT

Well-being has been one of the main themes of new collections for several seasons now, and today, comfort is taking on a new dimension. While it is increasingly environmentally friendly, it is also becoming more sophisticated. *"Comfort is the common thread running through a new elegance designed for seductive and enchanting lingerie. Sensuality goes hand in hand with the comfort of a second skin that follows movement and provides support without sacrificing freedom of movement,"* explains Mathieu Liebaert. The famous Nanostitch® range by **Liebaert**, the finest

elastic knits on the market in straight 50 gauge and circular 60 gauge versions, innovates with unique neon prints giving a rare elegance to these soft, light and comfortable fabrics, with measured compression. **Innova Fabrics**, a specialist in innovative fabrics for sports and sportswear, is also rethinking the comfort of its 'easycare' polyamides, with a new version of clean-cut polyamide. **Jy Textiles** for its part is launching two new products: Dry Tech, a series of breathable, moisture-management knitted fabrics made from a fibre with a specific cross-section, and a four-layer fabric incorporating clean, antibacterial and anti-odour technology.



Lenzing

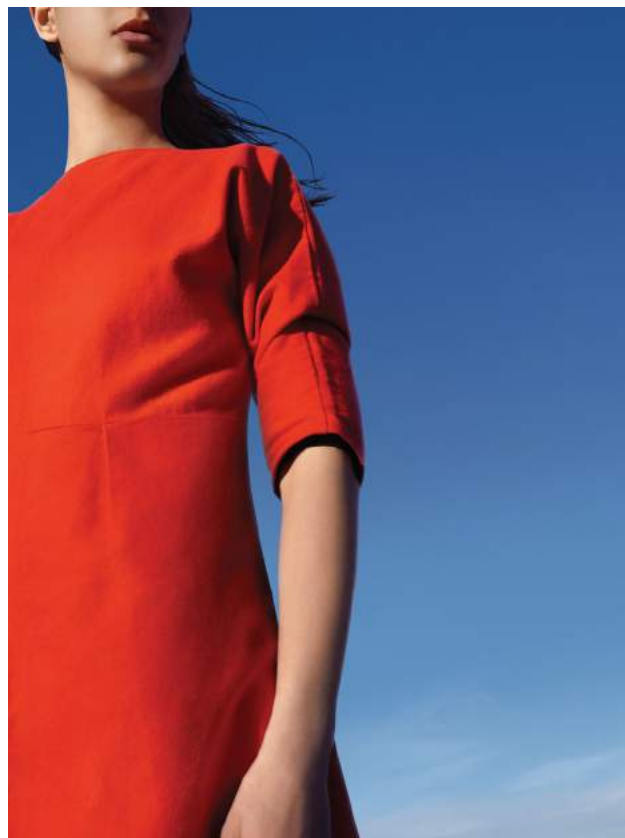
But knitwear does not have a monopoly on comfort. Laces and embroideries, go-to fabrics when seduction is required, are now developed with the same eye for comfort, while Japan's **Sakae Lace** has opted for new soft Aurora yarns to create sublime and surprisingly comfortable laces. **Chanty**, a firm believer in cotton lace, has selected a particularly fine new organic cotton on the one hand, and organic Egyptian cotton yarns on the other, for laces that are as fine as they are comfortable. Specialists in lingerie accessories, elastic bands, stretch and stiff ribbons and cups are also focusing on comfort. Spain's **Grobelastic**, for example, is presenting new items with a waterproof finish for period panties, while Turkish company **Devsel**, a specialist in narrow elastic bands, is emphasising its new "Feeling good" concept: *"Our collection reflects new lifestyles with comfortable, soft, natural items. Our jacquard and silicone printing technologies enable us to offer fashionable graphic designs, inspired by street art"*, stresses Rumeza Durmaz Gören.

#### ENVIRONMENTALLY-FRIENDLY MATERIALS ARE NO LONGER OPTIONAL

The choice of materials is essential for consumers who want to know everything about what they're wearing. *"There's a real question mark over materials these days. We need to think about the post-polyamide era. Consumers are well aware of the problems posed by the release of microplastics into the environment"*, says Emmanuelle Bonnetin, director of **Rocle by Isabella**. The company, which would like to offer a bio-sourced polyamide/elastane product as soon as possible, has just taken its first step, by successfully launching a collection of stretch polyamide jacquards swimwear, with vegetable dyes. **Bugis** is going one step further and offering a sustainable alternative for the lingerie market: a linen/elastane knit with vegetable dyeing. *"Consumer demand is clear. Brands like Sensée, which focus on linen lingerie, know that we can no longer defend the use of materials laden with microplastics"*, says Bruno Nahan, CEO. Bugis is also working on hemp-based blends, but the yarns are not yet fine enough for lingerie.

Like **Liebaert**, which claims that there can be no 'normal' production without a supply of recycled materials, exhibitors at Interfilière Paris are making the recovery of materials their new credo. Starting with lacemakers such as **Sunny Lace**, which injects around twenty new recycled crochet laces each year, and **Femina Lace**, which is offering a new 'Cherish Collection' of soft, super stretch eco-recycled laces made from high-quality yarns. **Decorine Lace & Textile** is developing its collections in recycled nylon, but also in Tencel and modal. *"Modal is a fibre that is relatively unknown, but it has some incredible properties. Derived from beech wood,*

*it's an environmentally-friendly fibre with a very interesting look for lingerie - it has a 'silk' look, neither matt like cotton nor shiny like viscose"*, explains Zoya Rutskaya Sebek at **Chanty Lace**. The German lacemaker is expanding its range with recycled laces in polyamide or polyester, while the entire **Corvett** collection is made from 100% recycled polyamide, bio-cotton or Tencel. Sakae Lace, a specialist in Leavers and jacquard trionics laces, is also focusing on an expanded range of eco-responsible laces: in recycled nylon or EcoBlue polyester, and in natural fibres such as linen. Eco-friendly knitwear is also gaining ground among knitters, and a specialist in this field, Taiwanese company **Fabtex** is continuing to bet on the exceptional performance of Umorefil, a bionic fibre derived from amino acids extracted from fish scales. There are two new qualities to discover: an ultra-stretch Umorefil jersey with 30% elastane and a biodegradable, thermoregulating blend with Umorefil Beauty Fiber and Tencel. **Wing Yue** and **Violetta** have taken the same approach to circular knits, with a wide range of recycled qualities. And the list goes on.



Lenzing

A photograph of two models, a woman on the left and a man on the right, wearing matching light-colored pajamas with thin, dark vertical stripes. The woman's pajama top is buttoned up, and the man's is partially unbuttoned. The background is a plain, light color. The text 'NEWS, SALON INTERNATIONAL DE LA LINGERIE' is overlaid in the center in a bold, white, sans-serif font.

**NEWS, SALON  
INTERNATIONAL  
DE LA LINGERIE**

## FRENCH LINGERIE

### ALTER EGO, THE NEW FRENCH LINGERIE SHOW

For its fourth edition, Promincor- Lingerie Française, Association pour la Promotion des Industries de la Corseterie, and DEFI, Comité de Promotion et de Développement pour l'Habillement, are delighted to present their new show, ALTER EGO on 21 January 2024 at the legendary Cirque d'Hiver in the heart of Paris.

The ten most prestigious French Lingerie brands - ANTIGEL, AUBADE, CHANTELLE, CHANTELLE X, EMPREINTE, LISE CHARME, LOU, LOUISA BRACQ, MAISON LEJABY AND SIMONE PERELE - are coming together to present their collections in an extraordinary fashion show that pays tribute to the expertise and creativity of French Lingerie, which is renowned around the globe. Sharing the same values and the same heritage of the age-old trade of corsetier, they express themselves with a single voice in a contemporary, urban and committed show of dance. The ALTER EGO show crystallises the heritage, know-how, creativity and innovation of these ten emblematic brands with ancient traditions and it underlines the values of French Lingerie: CONFIDENCE IN YOURSELF, ULTIMATE FIT, SUSTAINABLE RESPECT, HIGH FRENCH CREATION.

### AUBADE X CINDY BRUNA AN ENCHANTING FUSION OF FRENCH FASHION AND LINGERIE.

For over 60 years now, Aubade has embodied French chic and a seductive lifestyle. This year, Aubade presents its collaboration with international top model Cindy Bruna, who is to become the face of the collection. Known for her captivating beauty and unrivalled charisma on catwalks around the world, Cindy Bruna brings a sensual and sophisticated dimension to the line. As Aubade's muse, she embodies the very essence of modern femininity and timeless elegance, values that the brand holds dear and is joining forces with Aubade's creative team to offer a unique experience. The collection consists of a wardrobe of 14 lingerie and nightwear pieces, embodying modernity and sensuality. The "Sumptuous Waves" daywear lingerie sets feature a mix of invisible tulle, Broderie Française and gold jewellery. The "Midnight Storm" nightwear line is made from silk satin. An elegant, authentic collection worn with pride by women. Playing with the waves and curves of the embroidery, Cindy Bruna accentuates the modernity and sensuality of Aubade. The collection is a subtle interplay of transparency and opacity, with opaque knitwear that can be combined with lingerie for an over-the-top look. The range is available in two colours: "SMOKY ATTRACTION", a mysterious, bewitching black, and "IMPERIAL BLUE", a majestic, elegant blue.

*"Working with Aubade is a true celebration of self-confidence, and the uniqueness of every woman, every curve. I am honoured to be part of this extraordinary collaboration."* Cindy Bruna

### CHANTELLE

Chantelle is an international design studio based in Paris and a family business that has been designing lingerie since 1876. Combining a rich heritage of innovation with unique know-how and a resolutely contemporary vision, the brand draws its inspiration from today's women and the strength of their differences and diversity. For next season, Chantelle is enhancing its classics with "Intrigue", a line which borrows its codes and motifs from tailoring,



Aubade x Cindy Bruna

such as the Prince of Wales and the houndstooth, and oscillates between femininity and masculinity. **Origins is the brand's** new timeless line, created for everyday wear and stands out for its floral lace and herringbone detailing. **Cabaret Sauvage** reuses French codes and know-how, incorporating seductive and extravagant Italian embroidery and finally, **Chantelle Lab Softstrech's** colour palette changes with the seasons. This season, Kiwi, Sepia, Jeans Blue and Empire Green have been added to the range. Two prints complete the range: Python and GraphicCool.

#### CHANTELLE X, HER BOLD NEW LINES AND PIECES

With a creative spirit and a resolutely forward-looking vision that goes against the grain of traditional codes, Chantelle X puts women back at the heart of their own seduction with a new range of top-of-the-range lingerie and daring pieces.

**Gold X Chic** and spectacular, like a sculpture, Gold X is somewhere between lingerie and ready-to-wear, highlighted by a shiny silver mesh. Bras and bustiers are transformed into sexy tops to wear under a suit jacket or shirt.

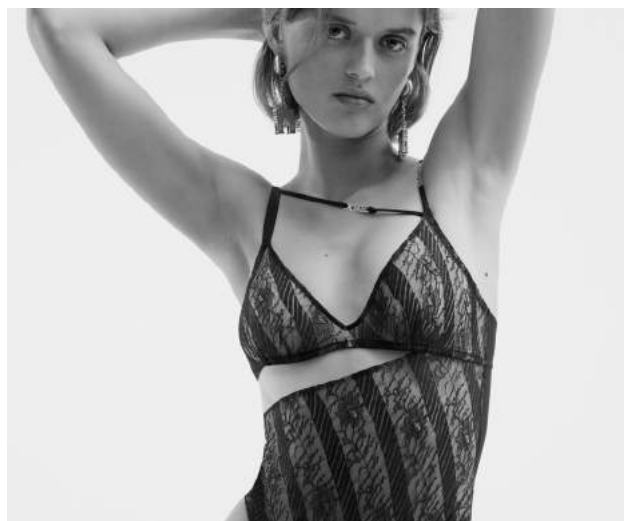
**Splash** Asymmetrical lines and 90s inspiration, Chantelle X explores rebellion with panache, fusing chains and jewels with striped Leavers lace.

**Vibrate** The new designer line captivates with its mystical, graphic embroidery blended with vinyl and metal to create a tattoo effect on the skin.

**Xquisite** Rock and sensual, the new line is adorned with bondage and jewels for even sexier looks. The combination of fishnet and steamy lace makes a strong statement.

#### EMPREINTE LAUNCHES A NEW INVISIBLE THEME, LEIA

Since 1946, Empreinte has been creating high-end products, enhancing corsetry and swimwear and constantly reinventing the codes of generous beauty. An accomplice to women's intimacy, Empreinte is internationally recognised for its unique fit and its high quality products. The antithesis of fast-fashion, their creations are mastered and exclusively incorporate high-performance, European materials. From the outset, innovation and high standards have guided the company in its desire to provide the best possible support for women from C cup to H cup in their quest for aesthetic appeal and comfort. With its focus on unique know-how, the new invisible Leia theme embodies the uniqueness of Empreinte lingerie. Experts in seamless lingerie, the Breton brand deploys all its virtuosity as an innovative Artisan in this latest creation, in which the embroidery on the cups, with its dynamic, feminine arabesques, blends perfectly with fine, luxurious lace in a floral motif bringing softness and style. Leia delivers on the promise of incomparable comfort and is available in Black, Natural and Orchid.



Chantelle



Chantelle X



Empreinte

### LISE CHARMEL

A benchmark in luxury lingerie, Lise Charmel sublimates women with a unique history of exceptional craftsmanship, innovation and art. Founded in the 1950s, Lise Charmel offers original and refined creations every season. Silks, Calais lace and guipures combine with bright, delicate or timeless colours to satisfy the desires of every woman.

### LOUISA BRACQ AND HER NEW SWAN LINE

Louisa Bracq is a designer of high-end lingerie and embroidery, with an eye for style and a sophisticated spirit, offering innovative products adapted to different female morphologies. For the Autumn/Winter 24/24 collection, the brand wants to highlight the magnificent embroidery made in their factory in Caudry, which is part of their historic know-how. Louisa Bracq places particular importance on the fit of its products, which are available from A to K cups. The Swan line embodies sensuality, luxury and sophistication, with its graphic details and lustrous thread. Inspired by the cult film *Black Swan*, this collection reveals a theatrical realm where the embroidery gracefully evokes the dramatic movement of swan wings. The range also includes the brand's iconic bodysuit blouse, made entirely in embroidery.

### HAPPY BIRTHDAY SIMONE PERÈLE! 75 YEARS OF FEMININITY AND FREEDOM

Simone Pérèle, a pioneer of French lingerie since 1948, embodies 75 years of passion, innovation and excellence. Founded by a visionary corset-maker, Simone Pérèle has changed the face of lingerie with its avant-garde techniques and iconic creations. Always in tune with the changing lives of women, Simone Pérèle liberates the body with boldness and creativity thanks to its legendary bras such as the radiant "Soleil" and the revolutionary "Pétale." Faithful to the craftsmen of Calais and European embroiderers from the outset, the House sublimates every figure thanks to impeccable cuts and the use of fine materials. Now run by the 3rd generation of the family, Simone Pérèle embodies the diversity of inspiring, free-spirited women who want to feel good about their bodies and assert their convictions. Like singer Dua Lipa, who spontaneously chose to wear the "Wish" corbeille bra on her Australian concert tour. Today, Simone Pérèle accompanies women at every moment of their daily lives with its lingerie, homewear, sportswear and swimwear collections, which firmly root the House in its fashion DNA.



Lise Charmel



Louisa Bracq



Simone Prèrèle

## NEW PRODUCTS TO DISCOVER!

### HANRO CELEBRATES ITS 140TH ANNIVERSARY

HANRO has been producing high-quality daywear and sleepwear for 140 years now. It was founded in 1884 in the Swiss town of Liestal by Albert Handschin and Carl Ronus and ever since has been synonymous with luxurious restraint, superior quality and timeless style. Decades of tradition combined with technical innovation and timeless design make Hanro a unique brand with creations that embody elegance and aesthetics in every fibre - for discerning men and women the world over.

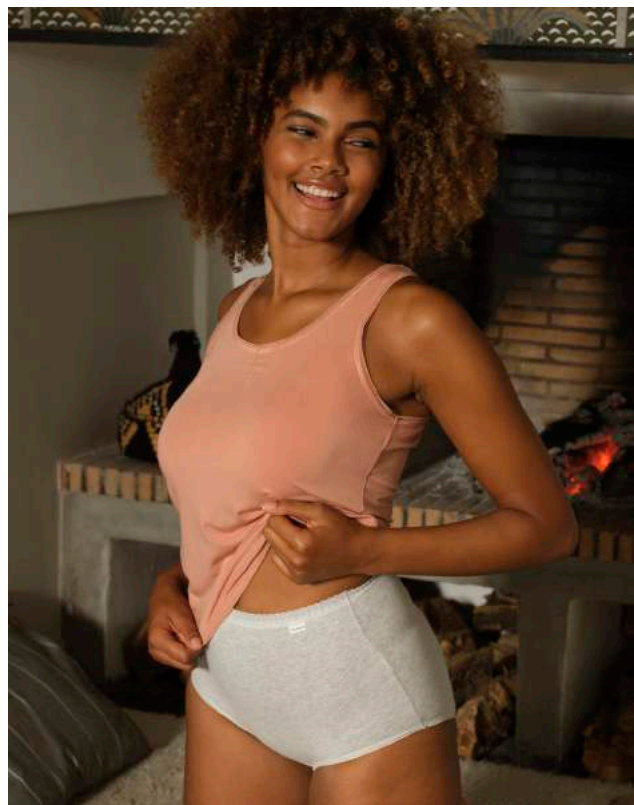
One of the best-known examples of Hanro's expertise and unrivalled quality is the "Cotton Seamless" spaghetti top, which is seamless and hemless. The fabric is made from 100% long-staple cotton for greater strength and durability and is knitted in the company's production facilities on specially designed fine circular knitting machines. This gives the fabric a particularly soft feel, while mercerising gives the top its unmistakable, timeless shine and enhanced durability.



Hanro

### CHILL PAR SANS COMPLEXE, A NEW LINE OF THERMAL UNDERWEAR

Sans Complexe Lingerie puts all its expertise and know-how into creating lingerie collections that enhance luscious figures while paying particular attention to comfort and support. This season, Sans complexe is presenting its very first line of thermal underwear, CHILL, to wave goodbye to shivers, offering a cocoon of comfort with this collection from M to XXL. Combining softness, warmth and femininity, CHILL features a second-skin knit in two trendy colours, Black and Rosy Dawn, and three shapes: a long-sleeved bodysuit, a long-sleeved t-shirt and a tank top.



Sans Complexe

### MAISON FLORA, A "UNIQUE" HISTORY

Maison Flora is not just a lingerie brand. It is simply and sincerely aimed at all women who are "unique", to help them find a new lease of life.

The brand was born from the crazy idea of a woman in her fifties who had been working in fashion for 17 years. Following a bout with breast cancer, she found herself more than a little depressed at the idea of having to give up her lingerie and resign herself to wearing lingerie she didn't like. The products are made in France, with an environmental ethic. The materials used are natural and, where possible, come from dormant stocks, i.e. unused surplus orders.



Maison Flora

## SOMBO BREAKS THE LINGERIE MOULD WITH A COLLECTION OF WOMEN'S BOXER SHORTS MADE IN FRANCE

Founded in 2022, SOMBO is breaking with the codes of conventional lingerie to create a collection of feminine boxers and briefs, with all pieces made in Paris using traditional craftsmanship. Because every woman deserves to feel good about herself, every day, Sombo creates underwear designed to hug curves, eliminate chafing and offer peerless comfort. The collections are produced in small quantities to guarantee a distinctive style and reinforce its commitment to responsible fashion, far from overproduction.

## DESSOUS PARIS, 100% FRENCH UNDERWIRE-FREE SUPPORT

Backed by the Chantelle Group, Dessous Paris offers underwire-free sets, from B to F cups, made from 100% Made in France French lace and tulle. Like a second skin, they can be worn day or night, while with a technical lining for the larger cups, the bras are designed for perfect support and optimum comfort. All sets come in bold two-tone colours: yellow, ochre or plum.

## THE NEW SPLICE COLLECTION: THE FRENCH LINEN WARDROBE

SPLICE, the innovative and committed brand of French linen clothing, has created a wardrobe for men and women in pure French linen, environmentally friendly and zero waste. Designed to last a lifetime, this range of mixed products offers timeless, high-quality basics. Made in France, the brand is proud to have

opted for local manufacturing to help preserve endangered cottage skills. Linen, the brand's main thread, is grown in Normandy, then knitted, dyed and made in the Troyes region. A natural, local and environmentally-friendly fibre, linen is a fabulous heat regulator, making it possible to offer garments suitable for all seasons. Our products are certified "Origine France Garantie", offering customers full traceability of the manufacturing process: from harvesting to knitting.

## SAETA PARIS, ON THE SILK ROAD

The brand is inspired by the Silk Road, that great crossroads of civilisation and trade where the precious fabric wove stories. Each piece in the collection is a tribute to the rich heritage of this route, combining comfort and aesthetics in a symphony of silk. Designed in Brittany and manufactured near Reims, Saeta lingerie perpetuates a heritage of excellence while supporting French craftsmanship, with a focus on soft, luxurious silk from Lyon and lace from Calais-Caudry. All the materials and supplies we use have been awarded the Oeko-Tex, GOTS, REACH and ECOCERT labels.

## A CRY OF JOY FOR ALL WOMEN!

The "made in France" brand is designed by women for women to offer innovative and revolutionary lingerie with their "Composez-moi" concept. This patented concept consists of a bra that can be fully customised thanks to its sliding, independent and adjustable cups and its click fastening system. Made-to-measure, it can be adapted to asymmetrical breasts. When innovation meets morphological and aesthetic needs.



Sombo

### TEMPERLEY LONDON, A NEW LICENSE PROMISES GROUP

Alice Temperley founded her eponymous brand Temperley London in 2000 and is strongly committed to slow fashion and responsible, respectful clothing. The brand, known for its bohemian-style ready-to-wear, is expanding its range by teaming up with the Playful Promises Group to present its first 57-piece collection of lingerie and nightwear (boudoir-style nighties and dandy-inspired pyjamas). Made from the finest silks and laces, the new Temperley London lingerie collection is adorned with iconic prints and beautiful embroidery.

### DIANINA EXPANDS ITS RANGE

This season, the brand is presenting its signature piece, the iconic Diani-Bra bra, which is seamless, second-skin and made from recycled materials. The brand is also expanding its range with menstrual panties in 100% French Lyocelle/Lace. Dianina is a resolutely committed project, based around three main planks: environmentally friendly pieces that reconcile women with their bodies and with nature, a committed podcast that evokes femininity in all its aspects without taboos and gives a voice to everyone, and humanitarian or social actions aimed at combating the precariousness affecting women in their intimacy. 15% of profits go to support projects for women in difficulty.



*Temperley London*

## PYJAMAS FOR ALL SCENARIOS!

Pyjamas are now worn day and night and have never been so fashionable and luxurious. They are designed and revealed in the finest materials. The new chic of sleepwear is also evident in its bold colours and prints (Mey, Pluto, Belty, Inbloom, Paladini...).

### VERDIANI CELEBRATES ITS 70TH ANNIVERSARY

In 1954, Rino and Dina Verdiani brought dreams of lace and seductive transparencies to life. Thus was born the company that even today dresses glamorous women in nightwear and men in pyjamas and loungewear. Now in its third generation, the Verdiani family, while respecting traditional craftsmanship, has renewed the company's image by introducing new technologies and looking to the future. The brand creates exclusive lines by selecting fine, comfortable fabrics embellished with lace, embroidery and tulle. "Made in Italy" is the philosophy that best represents Verdiani, as the brand carries out all production cycles in its own workshop in the hills of Tuscany.



Le Chat



Mey

**LUUNAMINE** is launching two new ranges. Magical Journey features prints inspired by travel stories, while Puff is characterised by pieces adorned with a puffed ruffle.

**PLUTO** celebrates elegance, comfort, creativity and traditional Belgian craftsmanship.

**SHORT STORIES** is redefining loungewear with its new "Cosy Couture" collection in shiny satin, flowing velvet and plush teddy, with a focus on shortened cuts. The Cosy capsule, available in plain colours, is made in scuba and cupro.

**LE CHAT** has launched a new line, "Les Intemporelles", to complement its seasonal collections, bringing together five iconic shapes in a range of timeless colours. The key word is sustainability, in natural materials that are a pleasure to wear through the seasons.

**NOT JUST PAJAMA** is a beautiful blend of silk and artistic design. Made from sustainably sourced silk, the brand aims to bring softness to clothing. Behind every pyjama is a story waiting to be written.

### PINK LABEL CELEBRATES ITS 40TH ANNIVERSARY

Founded in early 1984 in the city of Thessaloniki, this family business designs and produces beachwear, sleepwear and homewear for men and women, with amazing expertise and attention to detail. Today, the third generation of the family is renowned for its natural fabrics, high-quality garments, timeless style and perfect cuts.



Lunamine

## ULULE NUGGETS FROM THE SHOW

**LINEN LINGERIE! SENSÉE PARIS** was born from a desire to take care of people, their bodies and their intimate parts. It stands out for its linen lingerie, a hypoallergenic and breathable material that is ideal for intimate areas that can overheat. This material provides real comfort for gynaecological and other skin conditions and irritations, as well as scars. Linen is the local material par excellence, sustainable and zero waste.

**JEWELLED LINGERIE - MAHEYNI** designs jewelled lingerie with removable straps adorned with semi-precious stones. The straps, with their unique finishes, can be adapted to suit every woman's style, offering unique customisation.

**INNOVATION - ELEGANTEAZY** has come up with an elegant and innovative solution to put an end to chaos in the pantyhose drawer. This French innovation, which won a bronze medal at the Concours Lépine 2023, has come up with a designer storage box that immediately identifies the desired pantyhose, while adding a touch of class to the decor.

**THE FRENCH UNICORN** is revolutionising the production of sex toys with the first sex toy to be 100% manufactured in France. Manufactured in a workshop near Avignon from medical-grade silicone, the toys ensure traceability of materials and reduced carbon impact. For "everyone", French Unicorn has designed a toy to stimulate all the erogenous zones.

### A NEW APPROACH TO BREASTFEEDING

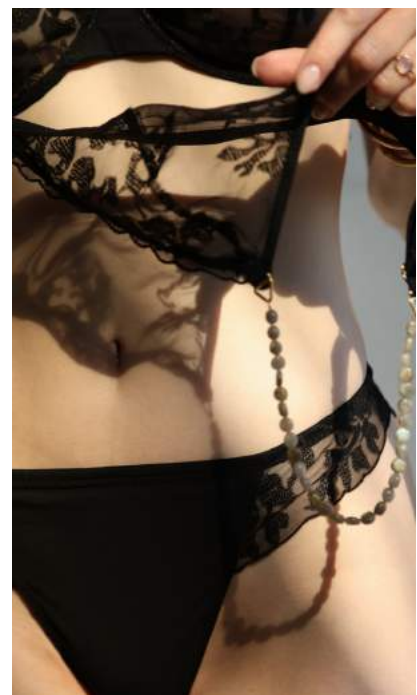
**F'LATTÉ** has created a stylish, absorbent nursing bra that promises protection against milk leakage for 12 hours. Getting rid of the need for nursing pads, it allows you to enjoy your breastfeeding adventure with complete confidence. The products are carefully manufactured in France using environmentally friendly European materials.

**KALLISTO MAMA** presents beautiful, ethical, healthy, comfortable and absorbent nursing lingerie. With sequins and silky recycled Italian lace lined with soft organic cotton, maternity lingerie is transformed to the delight of all mothers.

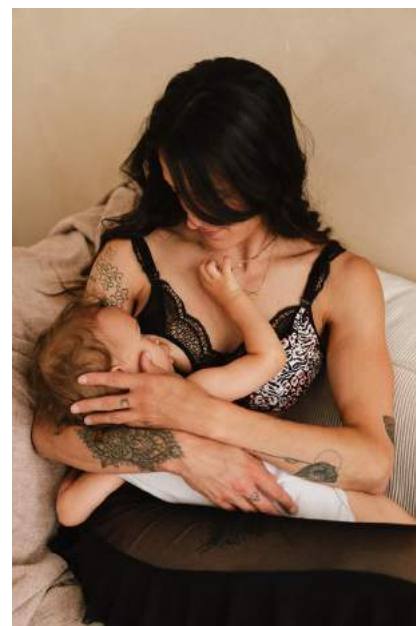
**MAMANOA** creates shirts and t-shirts designed to make breastfeeding easier, celebrating motherhood by placing the family at the heart of its adventure. The brand is committed to supporting breastfeeding women with clothing that reflects strength, love and dedication and is also committed to social and educational projects through a charity supported by a portion of its profits.



Sensée



Maheyni



F'latté



My Joy

## NEW PERIOD PANTIES

**MY JOY** has come up with detachable period pants. Unlike traditional period pants, the My Joy period panty has a removable part that allows women to change the absorbent part of their panty without having to take off all their clothes. A system of snaps at the front and back makes it quick and easy to detach the absorbent part, combining practicality, comfort and respect for the environment, offering a complete solution for managing periods!

**PERDIÈME** has created collections of fine, period panties designed to suit all body shapes. Soft, comfortable and attractive, period panties are available in microfibre and lace and in 3 shapes: semi-low-waist panties, shorties and thongs that are invisible under clothes, with a crotch wide enough to collect the flow.

## SWIMWEAR

### ÉCAÏLES SWIMWEAR, ENVIRONMENTALLY FRIENDLY SWIMWEAR FOR MEN

The environmentally-friendly swimwear brand, created by Florent Moreau, is designed especially for men who share his passion for water and his commitment to the environment. Each piece is carefully crafted from high-quality, eco-friendly materials. The fabrics are 100% recycled Seaqual® (from ocean waste: fishing nets, recycled plastic bottles, etc.) and the environmentally-friendly manufacturing methods bear witness to his commitment to reducing the carbon footprint and preserving precious marine resources.

### NOUMI SWIM, LOW CUT SWIMWEAR FOR ALL WOMEN

The swimwear brand is made from recycled polyamide and polyester fabrics. Noémie Guyard, the brand's designer, wants to offer low-cut shapes for all women and all shapes. Noumi Swim is the shape of a committed, sexy and daring swimming costume, to highlight the beauty of all bodies.



# NEWS, SALON INTERFILIÈRE PARIS



## WHAT'S NEW FROM THE EXHIBITORS

The quest for comfort and elegance has dominated the new collections presented by the exhibitors. Whether lace or knitwear, the desire for comfort has mobilised design offices around increased stretchability. Functional fabrics with performance features such as breathability, moisture management and antibacterial or anti-odour properties are opening up new pathways for development in the lingerie, homewear and sportswear markets. Specialists in lingerie fabrics have skilfully managed to balance the search for effects through new palettes, or the work on new patterns, while environmentally friendly innovations are also gaining ground in all markets: lace, embroidery, knitwear, fabrics and accessories. Among all these developments, here are a few highlights:

**ANTIK DANTEL:** a brand-new collection of environmentally friendly laces in recycled polyester and polyamide, and an expanded collection of laces in cotton blends.

**BUGIS:** new pure linen jerseys in vegetable dyes and new fancy "paper" jerseys knitted with 53% paper fibres and 39% recycled polyester fibres.

**CHANTY LACE:** new laces in extremely fine organic Egyptian cotton yarns and silk-like Modal laces.

**DECORINE LACE & TEXTILES LTD:** stretch laces with four-way stretch and new eco-friendly laces made from bio-sourced yarns, Tencel and Modal.

**DEVSEL NARROW ELASTICS COMPANY:** elastic bands made with new breathable "anti-odour" yarns and new organic dyes based on walnut shells, ginger, turmeric, etc.

**FABTEX ENTERPRISE CO. LTD:** environmentally friendly jerseys with a 165g/m<sup>2</sup> quality made from a mix of Umorfil (70%) and elastane (30%) and a 170g/m<sup>2</sup> quality made from a mix of Umorfil Beauty Fiber /Tencel (48%) Modal (47%) and elastane (5%).

**FEMINA LACE:** stretch laces with four-way stretch and a new, super soft, light control lace made from recycled yarns.

**GROBELASTIC SA:** new elastic bands with a waterproof treatment, especially for menstrual panties.

**INNOVA FABRICS:** new laminations on jacquards and fancy fabrics.

**JEAN BRACQ:** lace with curved patterns and embroidered lace in silk thread, bourdon thread, gros serti or soutache.

**LENZING AG:** two new fibres with TENCEL™ Modal x Indigo Color endowed with optimum performance in terms of environmental concerns and LENZING™ ECOVERO™ x REFIBRA containing 20% post-consumer recycled cotton fibres.

**LIBERTY TEX CO. LTD:** new embroideries applied to a pleated fabric that can be used as scalloped trim.

**MARCEL LIEBAERT NV:** a new range of the famous Nanostitch patterns printed in neon shades.

**MICHELE LETIZIA:** a new collection of elastic fabrics inspired by artificial intelligence, combining creative design and innovative technology.

**PREFORMATEX:** a new shell with an innovative design inspired by the silhouette of a flame that can be positioned either slightly crossed (representing an upside-down heart) or straight (representing the flames of a fire).

**QIDONG MEIHUANG GARMENTS CO. LTD:** a fashionable and functional collection with brand new clean-cut and clean-edged items.

**QUANZHOU ZHONGXIN TEXTILE CO. LTD:** a new anti-bacterial and eco-responsible four-layer fabric with in-house technology and a new breathable and moisture-managing Dry-Tech fabric made from special yarns (X-section fibres).

**ROCLE BY ISABELLA:** new environmentally friendly mineral glitter faux-plains and fantasies.



*Rocle by Isabella*

**SAKAE LACE HK LTD:** Leavers laces with delicate hand-cut patterns, and new Leavers laces with scalloped edges.

**SHENZHEN RUNLAM KNITTING ANTICIPATES CO. LTD:** new knits, interlock, jersey and jacquard made from bio-sourced and biodegradable fibres.

**SUNNY LACE CO. LTD:** an innovative crochet jacquard lace with digital printing and a new openwork stretch embroidery with a jersey look.

**VIOLETTA CO. LTD:** new sheath fishnet laces with a clean edge knitted in an anti-slip structure.

**WING YUE TEXTILE COMPANY LIMITED:** new highly functional circular knitted fabrics developed in weights ranging from 100 to 300 g/m<sup>2</sup>.

**YEHUI LINGERIE ACCESSORIES CO. LTD:** new lingerie accessories with degradable metal buckles.



Sanko



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**SAVE THE DATE**

Curve Paris & Interfilière Paris

from september 8<sup>th</sup> to 10<sup>th</sup> 2024  
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