

Lingerie

A **California Apparel News**
Special Section

Spring Trends '09





WHITE LAUNDRY's stretch-satin "Lido" chemise and ruffle hotshort (call for pricing) in "Antoinette" print.

Everything's Coming Up Roses

Designers look to nature for inspiration this Spring and treat it with a whimsical charm. Flowers were interpreted tactilely as sprouting rosettes and artistically in rose, wildflower and butterfly prints.



LAVANDE SWK's silk/cotton voile "Paula's Ruffle Baby" chemise in butterfly print (\$74).



BLUSH's stretch-satin "Fleur De Peau" plunge bra and high hipster (call for pricing) in "Whisper."



ODD MOLLY's silk and cotton crochet "Spoiler Tank" in Blush (\$47).



YEMEE's pastel cotton/nylon "French Country" "Seduction" ruffled short chemise (\$42).



HAUTE by CAROL MALONY's peach silk "Morning Dew" balconette bra (\$77).



BUTTERFLIES by CLAIRE PETTIBONE's nylon and lace "Engraving" low-rise thong (\$10).



Lingerie is fully feminine this Spring in a pretty palette of innocent white, peach and pink and a vast garden of floral prints, ranging from oversize roses to dainty flowers. Even in electric-bright hues, festive prints exude a romantic Mediterranean and Spanish flavor. —Rhea Cortado

ON THE COVER: LEJABY's jersey satin "Lila" bustier (\$110.25) and panty (\$27).

Mediterranean Heat

Warm, vibrant colors coupled with fluid paisley prints take on the feel of Spain and the Mediterranean.



HALE BOB INTIMATE's red silk charmeuse romper with deep-V back and lace (\$66).



LEJABY's rigid tulle "Capri" uplift bra (\$51.75) and tanga (\$31.50) in Sanguine.



SPREEGIRL's yellow bamboo/Lycra "Spice It Up" underwire bra (\$13) and low-rise boyshort (\$7).



WHITE LAUNDRY's sheer chiffon "High Tea" plunge bra and panty in "English Breakfast" print (call for pricing).



LOU's polyamide/cotton/polyester/elastane "Tokyo" bra (\$7.50) and panty (\$42.50) in "Imprime Rose."



BETSEY JOHNSON's polyester handkerchief-chiffon baby doll in "Crazily Paisley Midnight Madness" (\$35.25).



BLUSH's polyester "Enchanted" bra and hipster in buttermilk (call for pricing). FALKE's off-white polyamide/elastane "Seidenglatt" lace stockings (\$14).

Ditsy Florals

Dainty, ditsy and teeny-tiny floral prints in pretty colors appear to have walked out of a pastoral setting.



THIRD FLOOR DESIGN's pink cotton "Bluebell" wrap top (\$45).



ROSY's "La Frivole" cami (\$41) and shorty boxer (\$29).



COTTON CLUB's mauve silk "Provence" soft-cup sheer bra (\$75) and panty (\$47).



JULIANNA RAE's silk/Lycra "Nouveau" camisole (\$32) and boyshort (\$23.20) in "Nouveau Aqua."



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ROSY's stretch-lace and ribbon "La Sentimentale" underwire bra (\$42) and string thong (\$19).



Return to Innocence

Lingerie shows a pure, innocent side that is a little bit country and vintage. Airy white cotton, ivory satin and soft peach colors are paired with covered buttons, crochet trims, eyelet details and ribbons.

LETTERS OF MARQUE's ivory silk charmeuse and silk chiffon mini "Savannah" coat (\$130).



PRIMO's blue cotton batiste short nightgown (\$52).



HAUTE by CAROL MALONY's silk/nylon/Lycra "Peaches and Dreams" teddy (\$130).



LOU's Ivory polyamide/polyester/elastane "Music Hall" (\$57.50) bra and bikini (\$35).



LEJABY's ivory cotton poplin "Follement Sage Top" (\$74.25) and panty (\$20.25).

French Flair: Lingerie Looks From the Runway in Paris

PARIS—Though lingerie and sleepwear are not often seen by the public eye, Europeans take innerwear just as seriously as the exterior ensemble. Whether it was a sexy black bodysuit or a white baby-doll nightie, lingerie designers layered on the details at the annual **Mode City** trade show, which relocated from Lyon to Paris this year. The newest lingerie trends were showcased live on the runway and were available for closer inspection in a “Trends Forum” section on the trade show floor.

The ultra-luxe and high-end way to do sexy was shown in “Femme Fatale.” Delicate and whisper-thin laces were all about transparency in rich black, sophisticated violets and blues that contrasted with the models’ milky and caramel flesh underneath. Decorative elements—particularly “mysterious” flowers, appliquéd flower motifs, orchids and embroidery—adorned shiny silk, sheer mesh and see-through lace.

In contrast, loungewear and sleepwear had the theme of “purity” for “Ingenué.” Elements such as pintucking, eyelet, white lace and textured stripes in voluminous and airy shapes gave a nod to classical vintage underpinnings. Fabrics ranged from the traditional white woven cotton to new natural fibers and eco-friendly textiles.

The freshest colors of the season were taken from under the sea, as displayed in “Sirene Mermaid.” Metallic threads, iridescent sheen and a pearlescent glow were seen on white, pink, sand and oyster blue-gray fabrics. Traces of sea life popped up in fine details, such as mesh that resembled fish scales or ruffled ribbons of sheer fabric that flowed like the tentacles of a jellyfish.—*Rhea Cortado*



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Irma la Douce

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Simone Perele

QZ Bodywear

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PARIS PRODUCTION: Mode City handpicked all of the fashions seen on the runway.

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Hale Bob: Contemporary Label Gets Intimate

You won't find any dainty polka dots or precious heart prints in **Hale Bob's** new intimates line. The 5-year-old brand, known for selling vibrant, attention-grabbing printed tops and dresses, is infusing the same excitingly fast, trendy pace of contemporary fashion into its new **Hale Bob Intimate** line.

"It was really important to bring a contemporary feel to lingerie," said Adi Mail, creative director for **Demi Nu**, the licensee for Hale Bob Intimate. "It's not something that's very cutesy and whimsical. We don't do little hearts and cute little ladybugs type of lingerie."

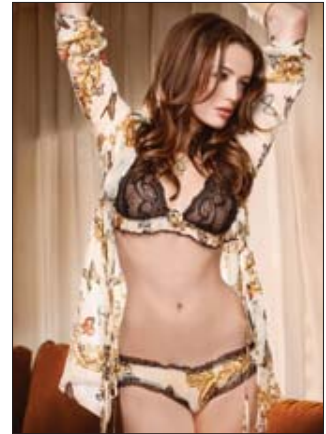
The transition from ready-to-wear to loungewear was easy for Hale Bob. The idea for an intimates line came from a burnout camisole that seamlessly crossed over to the sleepwear sphere and was sold at **Neiman Marcus** in the innerwear department.

Hale Bob continues to take advantage of the crossover appeal of clothing and sleepwear.

Some prints in the Hale Bob Intimate line are the same as those in the ready-to-wear line, and Mail imagines that the woman who wears Hale Bob Intimate "wants to stay fashionable and stay edgy" even while just lounging around the house.

For the debut Spring '09 line, the bright and colorful sleepwear prints were inspired by **Hotel Byblos** in St-Tropez in the south of France. Pieces with geometric prints in bright colors, scarf prints and a nod to **Pucci** have a beachy vibrancy. On the softer side is a silk charmeuse lace print in powder pink and black and a sheer pink lace baby doll with wide peach lace trim. Wholesale price points range from \$24 for silk charmeuse panties up to \$66 for a silk charmeuse romper or chemise.

For more information, contact **Mode Studio**, located in suite 609 of **The New Mart**, at (213) 438-0850.—*Rhea Cortado*



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Lingerie

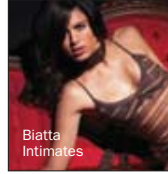
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lingeriebriefs

Biatta Intimates, a manufacturer of contemporary and junior daywear, sleepwear, and panties, is pleased to announce the addition of Karen Nobler as an in-house account executive. A 25-year veteran of the industry, Nobler brings a wealth of experience and knowledge in all areas of sales and merchandising. She will also work with Susan Feldman, Senior VP of Sales and Merchandising, on private label product development. By bringing sales in house, Biatta adds a higher level of service and support to its valued customers. In the coming year, the company will launch its plus size daywear, panty, and sleepwear collection, contemporary fashion shapewear, and extension into loungewear.



Buhler Quality Yarns Corp. is a leading supplier of the highest quality yarns to the apparel industry in the Americas and to a certain extent Asia. By using only top grade, extra-long staple Supima® cotton fiber, all grown in California, Buhler ensures the consistency of its yarns. A year ago, the company began spinning Lenzing's Micro Modal sustainable cellulose fiber, available as 100% Micro Modal or a 50/50 blend of Micro Modal and combed extra-long staple Supima® cotton. The latest yarn offering is a 50/50 blend of Supima® and Outlast Viscose. This is

an adaptive thermal property product for improved comfort in hot and cold environments. For more information, please visit <http://aapnetwork.pbwiki.com/Buhler%20Quality%20Yarns> or email sales@buhler-yarns.com.

du ♥ mi

Launched at CurveNY in August, **Du-Mi Shapewear** offers a small collection of fashion-oriented pieces, each with unexpected embellishments and trims, such as bows and floral laces. The line is targeted to women 28-40 who seek functional shaping garments without sacrificing comfort and visual appeal. Styles are developed with contemporary ready-to-wear silhouettes in mind and are intended to flatter key trends in contemporary apparel, such as high-waist trousers, pencil skirts, and low-rise denim. The company further differentiates itself by offering prints and is showing its key bodies in leopard print for Spring 2009. See Du-Mi at the Los Angeles Fashion Market Oct. 17-21, StyleMax Chicago Oct. 18-22, and www.du-mi.com.

boutique lingerie

The Gerry Building is a meticulously redeveloped historic showroom building in the heart of the Los Angeles Fashion District. It will house the Boutique Lingerie show at Los Angeles Fashion Market Oct. 17-20. Eight floors of fashion, 12,000 square feet

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each, contain suites ranging from 1,100 to 5,000 square feet. The 5th floor is dedicated exclusively to Intimate Apparel. Building features include two passenger elevators, one freight elevator with loading dock access, dramatic 9-foot high glass frontage in every showroom, high speed data and telephone lines, and rooftop availability for parties and showings. Great deals on long term leases and temporary space during markets are now available. Visit www.gerrybuilding.com and www.boutiquelingerie.com.



Go Softwear™, one of the first fashion forward men's underwear lines, features vibrant colors, prints, and styles with a contoured European fit. The company introduced the top-selling low rise brief inspired by the low rise jeans trend. Go Softwear designs and manufactures all production in Los Angeles, including a swimwear collection, its American Jock™ workout/gym wear collection, and its new Go Natural eco-friendly collection of organic cotton and hemp men's and women's underwear. Visit www.gosoftwear.com.



Zovo, which got its start as a retail company in Seattle, launched its wholesale business in January 2007 with a collection of intimate apparel and loungewear targeting the affluent baby-boomer market and made immediate inroads with independent lingerie stores and high-end specialty boutiques nationally.

The line features 100% mercerized cotton fabrications imported from Europe for its underpinnings groups offered as a year-round, in-stock program. Other 100% natural yarn fabrications include silk and cashmere in luxurious sleepwear and loungewear. Recently hired Head Designer/Director of Design and Development Jean Marie Benz will continue to expand the intimates platform while broadening the Zovo brand into the women's contemporary ready-to-wear market.



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