

## report summary

*Synopsis of WGSN's comprehensive report on this season's Lingerie Americas show.*

The third edition of Lingerie Americas registered a dramatic increase in visitor numbers from the first two shows, up nearly 40% to 2175 over the three days.

Traditionally a lingerie show, Lingerie Americas showed a growth in directional swimwear brands.

New and exciting lingerie events included the launch of the **Diane von Furstenberg** lingerie line, enlivened by the presence of the designer herself on the Monday. From the UK for the first time, quirky sexy intimates from **Bas Bleu** and **St Tropez Leisure**, plus glamorous everyday lingerie from **Bodas**.

There were many more swimwear labels at the show this year, and in particular we loved the 70s laid-back style of swimwear and loungewear from **Canadian label Jodio**.

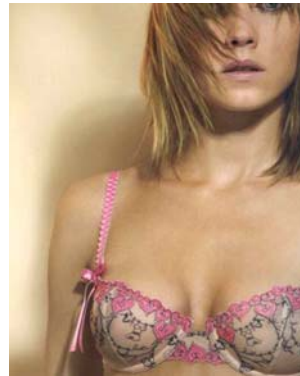
Key US stores such as Nordstrom and Target viewed the 180 brands on show, as did speciality stores. International visitors included the Japanese retailer Peach John and UK department store Selfridges.

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**Nat Norfleet, Trend Director, Ocean Pacific**

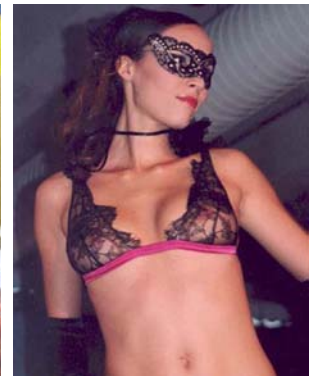
*"The best tool for global research that I have seen in my 20 years in this industry"*  
**Mike Alexin, VP Softlines Product Development & Design, Target Corporation**



Huit



No Romeo



I.D. Sarrieri

## lingerie key looks...

Lingerie for spring/summer 2004 looks to be fun, flirtatious and feminine.

Look out for **cute conversational prints, retro florals and frilled/seersucker sheer stripes** - all important for spring 2004. **Ultra-sexy black corsetry** is also popular, especially with classic European brands. Contrast with **fuchsia pink** embroidery, ribbons and trims for maximum impact.

We loved the **Huit washing line and hearts** embroidered onto nude sheer, the **Princesse Tam Tam motif and text print** and the **No Romeo cherry print**.

Many of the classic European brands are producing ultra-sexy collections, in response to the increasingly risqué offerings from younger brands. Look

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out for **rock-chic eyelets and rings, lacings, sheer laces and sexy back details.**

Sheer and opaque effects come through in **pleated or seersucker-style stripes** for feminine and delicate lingerie sets.

Cotton **Liberty prints, floral sprigs and wallpaper stripes** work for candy pastels.

Vintage-inspired 20s and 30s looks - ruffles, shirring, frills and pintucks in soft peach or eau de nil. Brands to look at include Princesse Tam Tam, Marie Meili and Diane von Furstenberg.

Key looks for loungewear include **soft feminine colours, strong prints and sporty stripes.**

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# lingerie americas, NY

## lingerie colour...



No Romeo



Huit



Grenier

Key colours include **baby blue** and **turquoise** tones and **chocolate brown**, often used with pastel tones.

**Pink** is as popular as ever, especially very pale shades and **sugar candy pink**. **Skin and peach tones** are still directional, as are tones of **yellow**.

**70s-style baby blues** - pale baby and sky blues are key shades for spring 2004, for both glamour chiffons, georgettes and satins, as well as nets and tulle.

Directional brands such as **Zoë San Francisco** and **Araks** also used these colours for fine cotton jerseys and ribs.

**Soft turquoise** - reminiscent of the 70s is used for delicate tulle, laces and satins.

**Chocolate browns with pastels** - use mixes of **browns** with **pastel mint, pinks** and **peach tones** for tulle, soft jerseys and fine woven cottons.

Chocolate brown is also a popular colour for **cotton and Modal/viscose** loungewear and underwear, as seen at **Zoë San Francisco**. This mix was also used by **Bas Bleu** for a **Liberty print silk** in mint with brown.

**Yellow** - yellow was surprisingly popular, from primrose, as seen at **Huit**, through to ultra-trendy custard at **Araks** and **Nude Sleepwear**.

**Soft pink and candy pink** - soft pinks are popular as usual, as is a true candy pink. Tones of pink for prints are important, as are contrast pastel trims.

## sleepwear...

### Papinelle

Papinelle was started three years ago in Australia by **Renae Pilkington**. Renae felt that sleepwear, and particularly **loungewear**, was a neglected area of the lingerie market in Australia.

The concept of the line is to design versatile pieces which can be worn both inside and out.

### Nude Sleepwear

Another Australian, **Nicole Hudson** launched **Nude Sleepwear** in 2002, with the first delivery hitting **London's Selfridges** in October 2002. Nicole took the concept of the brand to Selfridges earlier that year to gauge the reaction of the lingerie buyer. **Nude Sleepwear** is about **easy loungewear pieces** that can be worn as outerwear.



Papinelle



Nude Sleepwear

## what's in store: autumn 2003

WGSN visits lingerie stores in Paris, London and New York to bring you the latest looks.



Eres  
Paris



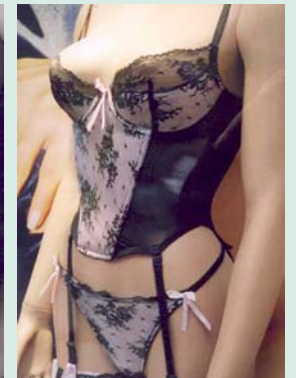
Myla  
London



Victoria's Secret  
New York



Wolford  
Paris



Ann Summers  
London

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## lingerie brand focus...



Lou



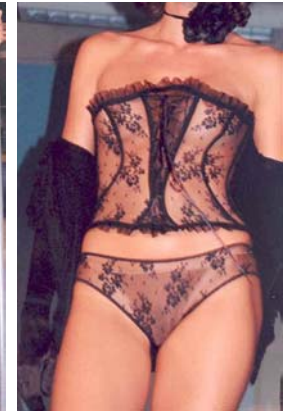
Cosabella



Bas Bleu



Bas Bleu



I.D. Sarrieri

### Bas Bleu

UK-based Bas Bleu mixes sexy fun with a hint of **English aristocratic chic**. The line was started two years ago by husband and wife team, the Hardings. Anna Harding sees her lingerie as a fashion accessory rather than a lingerie brand.

The spring/summer 2004 collection is called the Confection Collection jumbling up together different elements of traditional English design. For **Brighton Rock**, for example, a classic **Liberty cotton lawn** is mixed with a bold turquoise/blue gingham for a cheeky quarter cup bra the neckline creating a 'two petal' effect.

**Eton Mess** uses the palest cream or pink silk trimmed with **tulle frills** in **ice-cream stripes** of pale custard yellow, nougat and cream for a wonderful uplifting balconette bra and string brief with cute **tulle rosette** on the back.

**Cup Cake** is a fresh **pink and orange**

**tulip design Liberty print** in cotton lawn edged with pleated cotton trim and cream lace. **Tutti Frutti** is a delightful vintage-feel Liberty print in a **pale mint and brown silk crepe de chine**, with a bold turquoise silk lining. The bra has a **50s-style deep plunge V** at the centre bridge and the **tiny French knicker/string** has flirty side vents. **Battenburg** is a silk satin set in fuchsia or turquoise overlaid with Chantilly lace.

### Cosabella

Cosabella was showing new styling for **Resort** (Christmas/Holiday and Valentine's Day) as well as last orders for autumn/winter.

Hit of the show was **Catherine** – a **pleated tulle** line. The soft bustier is pleated all over, with camisole and slip also having pleated cups and plain tulle skirts.

Other highlights of Resort include **Brighton** – a **cute polka dot** with stripe trim is printed onto a

featherweight mesh for a chemise, camisole, bra and three styles of brief in bright orange/pink or blue/green. The mesh is the same quality as used in the successful **Infinity** group, introduced this autumn, which has a finished opaque/sheer stripe border. For 2004, new colours include **lilac, pink and sky blue**. This line includes a moulded bra and a push up bra, as well as briefs, camisoles and slips.

**Mondy** – a colourblocking collection in soft tulle is recoloured from the reds and blacks of autumn, to **chalky pastels** for Resort. **Francesca** is a successful **lace stripe** group its lined camisoles especially popular for use as outerwear.

New for Resort is **Silk** – an **ultra-light stretch woven silk** group that includes an underwired bra, French knickers, camisole, slip and two briefs. Colours include **black, tangerine orange, ivory, candy pink and turquoise**.



Cosabella



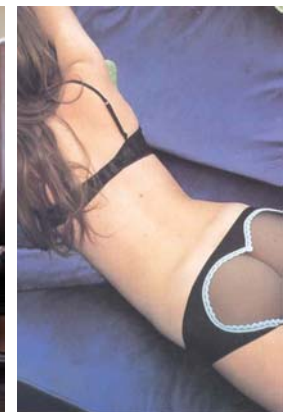
Cosabella



Araks



Bas Bleu



St Tropez Leisure

## swimwear overview...



Eberjay



Eres



Araks

### Swimwear trends...

There was significantly more swimwear brands at the show this year. Although too few in number to indicate strong trends, here are a few pointers for the season.

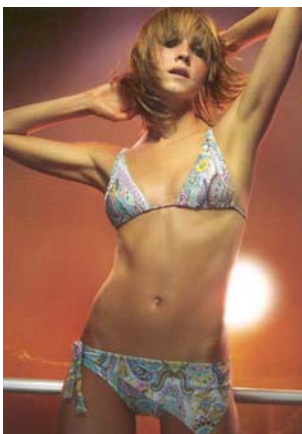
**Polka dots** - sizes range from large penny spots to simple dots. Key colours are black/white, plus combinations of sky blue, candy pink, chocolate brown and white.

### Sexy one-pieces

**Jewellery trims** are used to produce one-piece swimsuits that appear to be a two-piece from the back. We also loved a simple halter swimsuit with **low cut-away back** from Araks.

### Scarf and tie and bow briefs

Fabric scarf-style belts and ties are used on just one side of the bikini brief for an asymmetric look. Large fabric bows are still important for girly tanga briefs.



Huit



Chio di Stefania D



Jodio

### Brand focus...

#### Jodio

The brand was launched in 2001 by Quebec based designer Jodi Opsahl. Unhappy with the swimsuits on offer in her local stores, Jodi started wearing lingerie on the beach. When friends liked her style, she decided to create her own line.

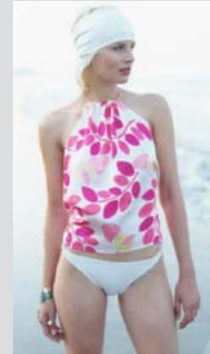
Key to her success is her use of a **soft ultra suede** which Jodi uses for 70s-style bikinis with cut and frilled edges. Fabulous bright pastel tones of **lilac, tangerine** and **apple green** are her new 2004 colours for this line.

The suede also looks fabulous in **white**, with bikini briefs with **huge fabric bows** on the side. **White broderie anglaise** is also a favourite.

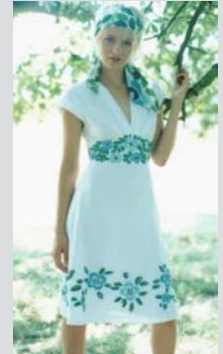
Jodio also includes **beachwear** and **loungewear**— tunics, kaftans and pants, especially in **white stretch cotton** or **silk** and often embroidered.

### Ann-Louise Roswald

For spring/summer 2004, Ann-Louise Roswald continues with its successful formula of including swimwear as part of the apparel collection.



Ann-Louise Roswald

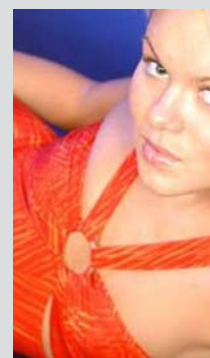


Ann-Louise Roswald

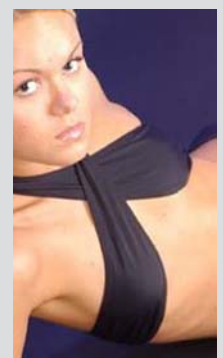
Key colours include a **bold black, fuchsia** and **brilliant yellow** story, white with strong greens and blues, plus Ann-Louise's well-known sophisticated colourways, such as **browns with turquoise** and **pinks**.

### Alexandra Marques

Portuguese designer Alexandra Marques launched her upmarket swimwear line in the US at the recent Miami Cruise 2004 show in July. Highlights include **Puerto Banus** - a one-piece swimsuit that looks like a two-piece with a **fine gold chain** down the front, and **Monte Carlo** - a one-piece with **centre ring** and sexy cutout sections under the bust.



Alexandra Marques



Alexandra Marques

**Bora Bora** is a very low-cut plunge front one-piece with **Swarovski crystal** detail in the front. **Hollywood** is an ultra-glam one-piece with **cross-over scarf ties** to the front, and **St Tropez** is the bikini version.

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