

JOS BERRY:
“Home-leisure with
an attitude could
become a cross-
selling tool”



REBECCA MOSES:
“I wear pyjama’s
everyday”

JOSIE NATORI:
“Women came
out of the closet
with their real
desires”



NEW BEGINNINGS, RE-THINKING INTIMATES

OBSERVATIONS IN CORONA TIMES



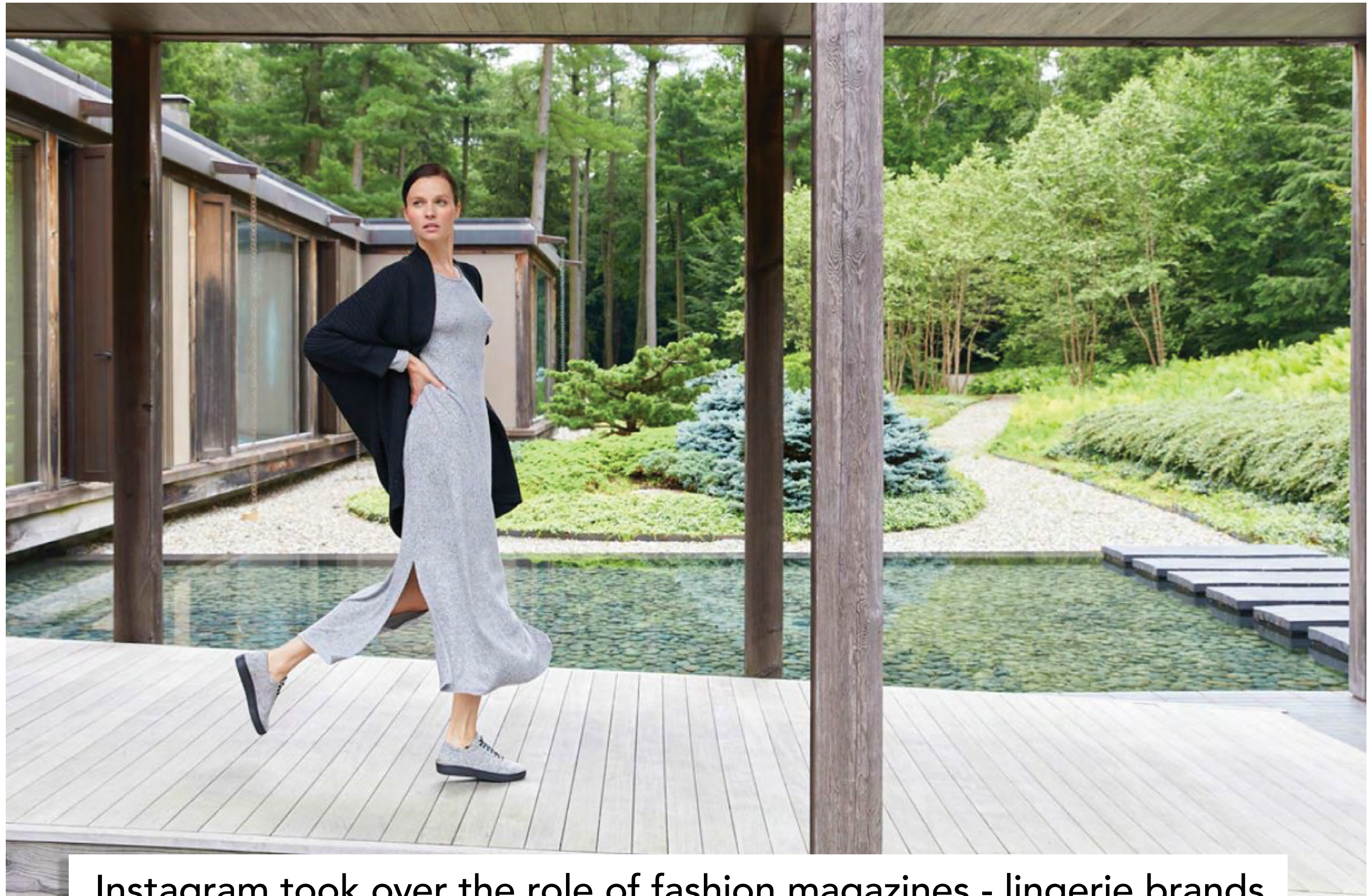
Josie Natori: I show off my leisure wardrobe staples with lots of pride



Rebecca Moses: I dress every day in a sort of pyjama, I might wear jeans under my kimono



Jos Berry: I virtually lived in my PJ wear



Instagram took over the role of fashion magazines - lingerie brands need to adapt their visual language



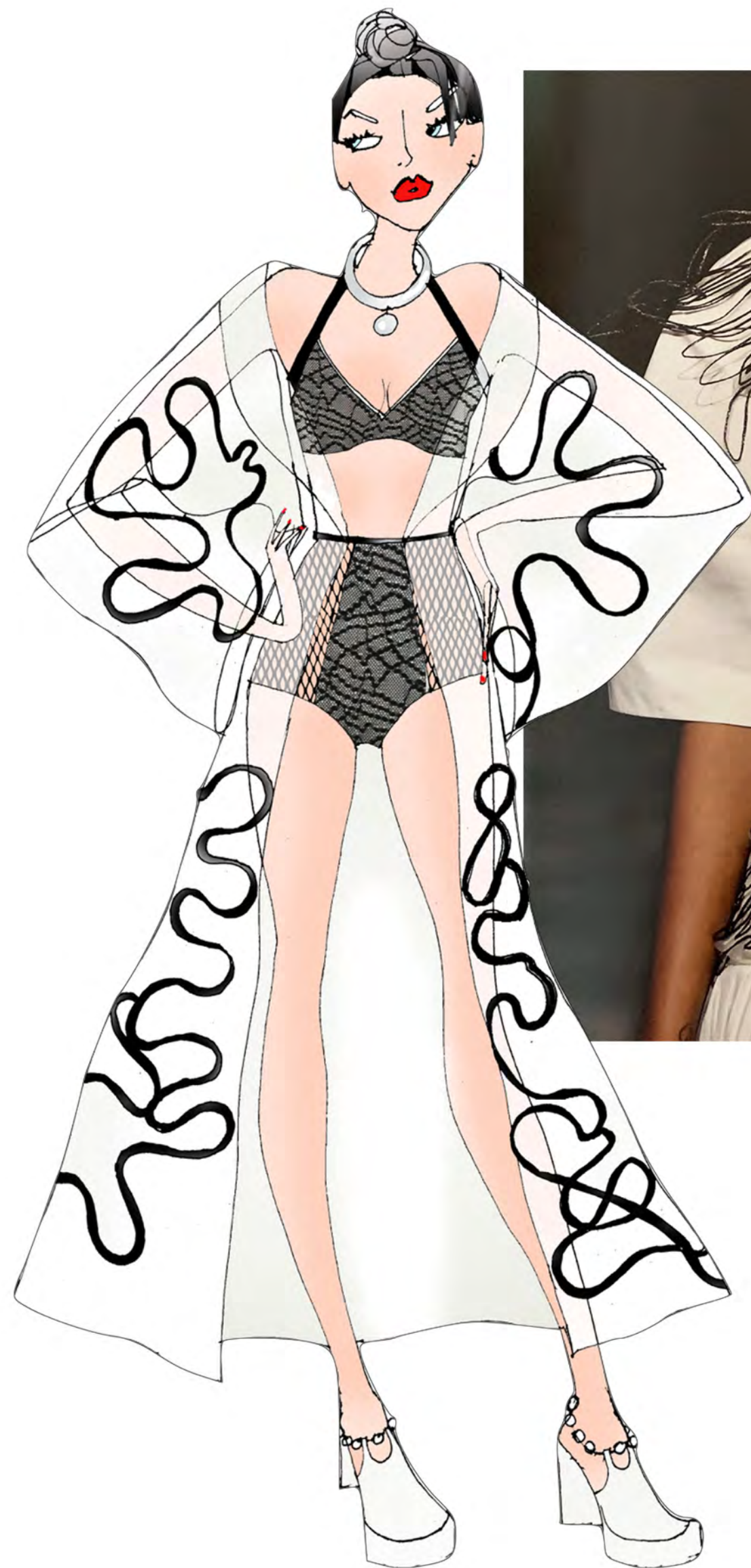
We saw big success of new proportions, house dresses and crossovers with other cultures



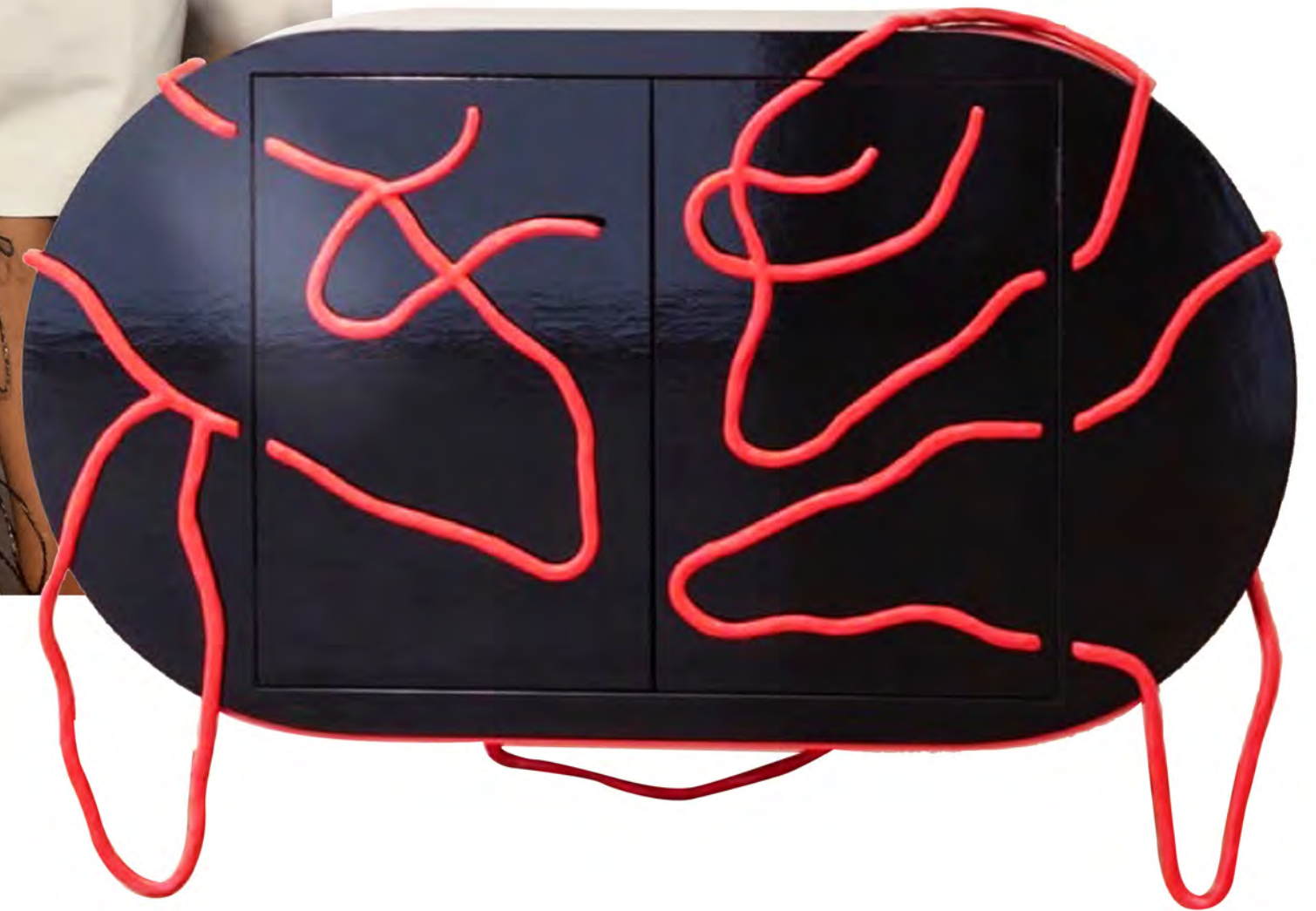


In other consumer goods, like interior design, nostalgia for beautiful details and family heirlooms - there is lots of cooking of exotic dishes and gorgeous table settings

JIL SANDER - EMBROIDERY BY FORSTER ROHNER



ELISABETH GAROUSTE



We love MINDFUL fashion with cultural and art references - shapes are versatile with longevity



The legging has become a staple with multiple wardrobe functions

CROSS-SELLING



PRINTS ARE IDEAL MOOD SETTERS



WE WILL NEVER TIRE OF LEOPARD

NATORI



NATORI



Athleisure crosses over with all contemporary lingerie classifications - these bras are wardrobe essentials

forget preconceived ideas

BE CREATIVE!

We will spend more time
at home in the near future
- that will revolutionise
our lingerie wardrobe.
Sustainability will touch on
everything. We will shop for
Mindful multi-function and
comfort that lasts.

