

LINGERIE FASHION NIGHT

ROMANCING THE RUNWAY

CURVEXPO and the LYCRA® Brand present 'ROMANCING THE RUNWAY' SECOND ANNUAL LINGERIE FASHION NIGHT FEATURED 43 DESIGNERS

New York, NY – February 25, 2015 -- CURVEXPO, the leading global lingerie and swim show in North America and INVISTA's LYCRA® Brand partnered for the second annual Lingerie Fashion Night featuring designer intimate, sleepwear, lounge, and swim collections. *Romancing the Runway* took place Monday, February 23, 2015 at Location 05, 508 West 34th Street in New York City.

The runway show opened with a customized dance performance, entitled **Illuminating LYCRA®** and performed by Benjamin Gaspard, a member of The Caliince Dance Company, using the Martha Graham Contemporary Dance technique. Fashion show highlights included **Playboy's March cover girl Gia Genevieve**; America's Next Top Model **Stacy Ann Fequiere**, Project Runway winning model **Alisar Aliabouni**, and Bruce Weber favorite **Kenneth Guidroz** all Romance the Runway at Lingerie Fashion Night.

Lingerie Fashion Night is the premiere industry event developed by CURVEXPO to bring heightened awareness about the excitement surrounding lingerie and swim week. The runway show included leading designers and CURVENY exhibitors: Addiction Lingerie, AJOUR, Amoena, Anita, Blackspade, Chantelle, Curvy Couture, Eberjey, Empreinte, Evollove, Fayreform, Heidi Klum Intimates, Leonisa, Luna di seta, Maison Lejaby, Marie Jo, Montelle Intimates, Natori, Prima Donna, Simone Pérèlè, Skarlett Blue, Stella McCartney Lingerie, Support. Wacoal and Zegna. The finale closed the runway presentation with a capsule segment featuring lingerie and swimwear designs with LYCRA® fiber.

Pierre-Nicolas Hurstel, CEO, CURVEXPO stated, "We are thrilled by the success of this second edition of Lingerie Fashion Night. It concluded the second day of our CURVENY NEW YORK show on a high note, especially for the participating brands that found here the perfect environment to showcase their best looks in a highly professional setting yet relaxed atmosphere. "

Dianne Lober, Brand Communications Manager, INVISTA commented, "The LYCRA® Brand was excited to partner in "Lingerie Fashion Night" with CURVEXPO. The event was the perfect opportunity to highlight our new LYCRA® MOVES YOU™ campaign while demonstrating how beautiful lingerie from top intimate apparel brands, add comfort and freedom to move with the use of LYCRA® fiber." She continued, "We were thrilled with the overwhelming positive response to *Romancing the Runway*".

About CURVEXPO:

CURVEXPO is the U.S. subsidiary of **Eurovet**, the leading international lingerie and swim show dedicated to business matchmaking between intimate apparel and swimwear brands and retailers around the world. Its trade shows are held though out the year in New York, Las Vegas, Paris, Moscow, Shanghai, and Hong Kong.

About INVISTA

With leading brands including LYCRA®, COOLMAX®, CORDURA®, STAINMASTER® and ANTRON®, INVISTA is one of the world's largest integrated producers of chemical intermediates, polymers and fibers. The company's advantaged technologies for nylon, spandex and polyester are used to produce clothing, carpet, cars and countless other everyday products. Headquartered in the United States, INVISTA operates in more than 20 countries and has 10,000 employees. For more information, visit INVISTA.com, [Facebook.com/INVISTAglobal](https://www.facebook.com/INVISTAglobal) and [Twitter.com/INVISTA](https://twitter.com/INVISTA)