



# MODE LINGERIE AND SW — CURVEXPO —

NEW YORK - LAS VEGAS

*August 2016 Post-Show PR*



## NEW YORK | JULY 31 - AUGUST 2

Last Wednesday, Eurovet Americas/CURVEXPO concluded its successful August 2016 season, which commenced with Mode Lingerie and Swim CURVENY NEW YORK this past July 31-August 2 at the Javits Center, and was followed by CURVENY Hosted by PROJECT WOMENS at the Mandalay Bay Convention Center in Las Vegas on August 15-17. For both the East and West coasts, there was a strong focus on improving aesthetics and increasing the level of assistance before and during the show as well as providing interactive events and convenient technology. These combined forces to support all attendees in experiencing two successful shows, which highlighted the Spring/Summer 2017 collections.

Located at the Javits Center North, CURVENY NEW YORK welcomed 350 exhibitors, among them many new lingerie brands such as *Bluebella, Cybele, E.L.F. Zhou London, Escora, Eva, Foxers, Loulette Lingerie, Make Body, Marika Vera, Naturana, Rafaella Intimates, Sapph, Silk & Soul, Soigne, Sokoloff Lingerie, Swenny, and Thistle & Spire.* New loungewear exhibitors included *Catherine Catherine Malandrino, Coquette, Daniel Buchler, Gold Hawk, Hesper Fox,*





© Photo by Charles Rousset

*Lusome, Vanilla Night and Day, and Xusany.* There were also new hosiery brands such as *Music Legs* and *Natori Legwear*, swimwear like *Sambarela* and *Maryan Mehlhorn*, activewear with the likes of *Shock Absorber USA*, and shapewear with Brazilian brand *Squeem*.

Attendees quickly noticed a sprinkling of red balloons adorning the booths as soon as they arrived on the show floor; these represented the brands that had been chosen for **The Selection Guide**: included were swimwear brands such as *Eberjey, Feraud Paris, Jolidon, Lascivious, Maryan Mehlhorn, and Touche Balneaire*; *Lou* and *Stella McCartney*, mainstay lingerie brands who were also featured in the Guide, introduced swimwear into their collection for the first time this season. There was also a robust selection of activewear brands with the likes of *Body Glove Activewear, Commando, Hotmilk Lingerie, Juana de Arco, OnGossamer, Silk & Soul* and *Siluet Shapewear*, and as always, there was an inclusion of strong lingerie brands

like *Addiction Nouvelle Lingerie, Empreinte, Escora, Freya, Hanro, Lise Charmel, Only Hearts, Samantha Chang, Scandale Paris, Sokoloff Lingerie* and *Squeem* who are continuously innovating to provide the end client with newer shapes, cuts, and technology.

Both attendees and brands were pleased with the level of business being conducted on the show floor, and there were **over 375 appointments** booked by our online application booking system and the CURVEXPO buyers team before CURVENY NEW YORK commenced. Brands such as *Underprotection, Loveday London, and Lonely* expressed favorably the high number of quality buyers on the show floor, while booths among the likes of *Absolutely Lingerie* (carrying *Addiction Nouvelle, Damaris, Mimi Holliday, Rosapois, Rosy* and *Valery*), *Curvy Kate*, and *Eveden* (carrying *Huit, Elomi, Fantasie, Freya, and Goddess*) had an almost non-stop schedules.



© Photo by Charles Rousssel



© Photo by Charles Rousssel



© Photo by Charles Rousssel

**Dynamic events** took place on all three days of CURVENY NEW YORK. On day one and two of the show at 5PM was the Fashion Flash Mob, where the show floor made way for over 55 models showcasing their respective exhibiting brand's best Spring/Summer 2017 looks. At the end of the second day, attendees traveled nearby to **The Frying Pan**, a restaurant and bar located on a boat anchored in the Hudson River. Here, exhibitors and buyers alike were able to network and relax before the final day of the show.

**The Trend Presentations, presented by Promostyl**, efficiently gave informative knowledge on the major upcoming themes of the season. For general trends, innerwear as outerwear continues to be a huge focus and is becoming even more widespread, with a plethora of brands, small and large alike, either offering certain pieces or devoting entire collections to the concept. Brands reinterpreted long line, soft cup, and non-underwire bras as well as bodysuits to fit their company aesthetic. A bright, yet not quite neon, pink is also forecasted to be a key color for Summer '18. The Beach Ready trends presentations highlighted the major styles for swimwear, with cutouts and color blocking, both in bright as well as earth tone colors, becoming extremely popular. High neck and halter tops along with high waisted bottom pieces were the key cuts for the season.

Buyers were able to take advantage of all of the benefits the **Mobile Application** had to offer, such as finding brands in which they have appointments with, looking up favorited brand and event happenings, and using the **Interactive Floor Plan** to find a booth number and location on the show floor.

*“Innerwear as outerwear continues to be a huge focus and is becoming more widespread, with a plethora of brands, small and large alike, either offering certain pieces or developing entire collections to the concept.”*

## LAS VEGAS | AUGUST 15 - 16 - 17

The positive energy moved to the west coast the following week, where CURVENV Hosted by PROJECT WOMENS commenced at its new location next to PROJECT WOMENS at the Mandalay Bay Convention Center. The seamless inclusion in this more contemporary section permitted a high level of foot traffic and crossover between intimate apparel and ready-to-wear categories, and was met with extremely positive responses. The show floor aesthetics were clean and contemporary with a boho chic feel, including the likes of Manik's Dream Catchers, which brought about a tropical, reposed feeling.

Top swimwear brands, such as *Ale by Alessandra*, *Albertine*, *Becca by Rebecca Virtue*, *Frankies Bikinis*, *Isabella Rose Swimwear*, *Jag*, *Jantzen*, *Laundry by Shelli Segal*, *Lolli Swim*, *Luli Fama*, *Maaji*, and *Vitamin*



A expressed their contentment with the turnout of buyers as well as the new location of the show. Buyers also explained how pleased they were with CURVENV Hosted by PROJECT WOMENS; **Courtney Killpack from Bra Fittings by Court** mentioned how easily she was able to make her way around the show floor and Hollis Kitchin from Bustin' Out Boutique declared how she always likes to see new collections from brands that she is unfamiliar with.

The returning **Hotel and Spa Program**, whose purpose is to unite intimate apparel brands with the top Hotel and Spas, was extremely successful, with brands such as *Agua Bendita*, *Chambres*, *Eberjey*, *Izi Mi*, *Larissa Lahijani*, *Lise Charmel*, *Maison Lejaby*, *Pia Rossini*, *Sambarela*, *Sauvage*, *Wacoal*, and *Wrapit by Tish* participating and over 200 appointments booked.





© Photo by Charles Roussel

Buyers from top Hotels and Spas praised the program, such as Shane Kelly from the Four Seasons Costa Rica and Niko Siton from the Mandarin Oriental Las Vegas mentioning that they always find new and exciting brands that they are introduced to; Marysell Diaz-Garcia, from the Ritz Carlton Dove Mountain, expressed her interest in having other Ritz Carlton properties attend in the future.

On the show floor, attendees could relax in the afternoons of day one and two with light bites and margaritas located at the lounge area in the middle of CURVENV Hosted by PROJECT WOMENS. Also on day one and two of the show, professionals from **Glam Squad** were booked non-stop at their braiding bar, where attendees could visit and alter their hairstyle into something fabulous.

Everyone on the Eurovet Americas team would like to express their thanks to all show attendees, and we look forward to seeing you at the next edition of **Interfilière New York**, the leading event for intimate, swimwear and activewear fabrics and sourcing in North America. This one-day event will be

taking place on **Thursday, September 22nd at the Tunnel, located at 269 11th Avenue, between 27-28th street**. Here, designers and mills will be able to meet face to face during this one-day workshop to aid intimate apparel, swimwear, and activewear brands in shaping their next collection. Attendees will also have the opportunity to take advantage of the Creative Lab, in partnership with Concepts Paris and INVISTA, which will include focused material, color, and prototype displays as well as live trend presentations by Jos Berry such as an exclusive Summer 2018 Trends Presentations with a preview of the January Interfilière Paris themes and colors. There will also be displays of bikinis throughout the ages to celebrate the 70th anniversary of this defining swimwear style.

2017 will be a promising and exciting year as Eurovet Americas will be **celebrating the 10th anniversary of CURVEXPO!** The February season, focusing on the Fall/Winter 2017 collections, will commence with CURVENV Hosted by PROJECT WOMENS which will take place February 21-23, and following with CURVENV NEW YORK occurring February 26-28.



MODE LINGERIE AND SWIM  
— CURVEXPO —

NEW YORK - LAS VEGAS

MARK YOUR CALENDAR

LAS VEGAS  
MANDALAY BAY CC

NEW YORK  
JAVITS CENTER

FEB  
*21*  
*22*  
*23*

FEB  
*26*  
*27*  
*28*

FALL  
WINTER  
2017



EUROVET  
AMERICAS

