

## Webinar Series

Tune In  
Every Wednesday  
@ 12:30PM EST



**Wednesday, April 22<sup>nd</sup>**  
**12:30pm EST**

## LINGERIE INDUSTRY REBORN - A PATH TO A SUSTAINABLE FUTURE

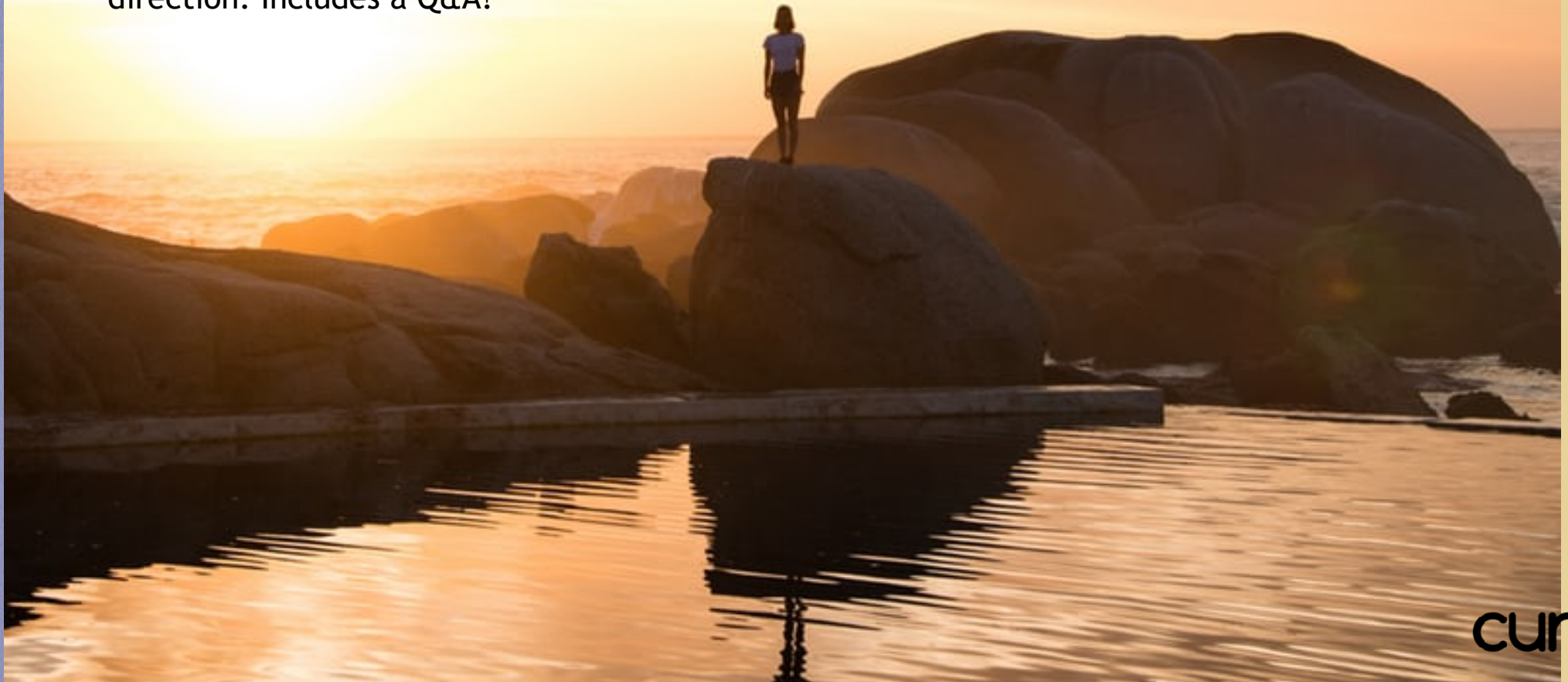
*by Asi Efros,  
Lingerie Editor, Creative Director ANN VOGUE*

Any technical questions or issues during the webinar?  
→ Email Sarah Evans at [sarah@curvexpo.com](mailto:sarah@curvexpo.com)

**curve**

The Lingerie Industry will emerge reinvented after the pandemic; with a stronger sense of community and equipped with tools to accelerate its progress.

We will learn about innovations in materials and technology making that progress possible. The dialogue will encompass discoveries in science and new processes as well as design and retail direction. Includes a Q&A!



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# A Moment of Stillness

An opportunity to paint a new  
picture of the industry

## Trends

Inspiration

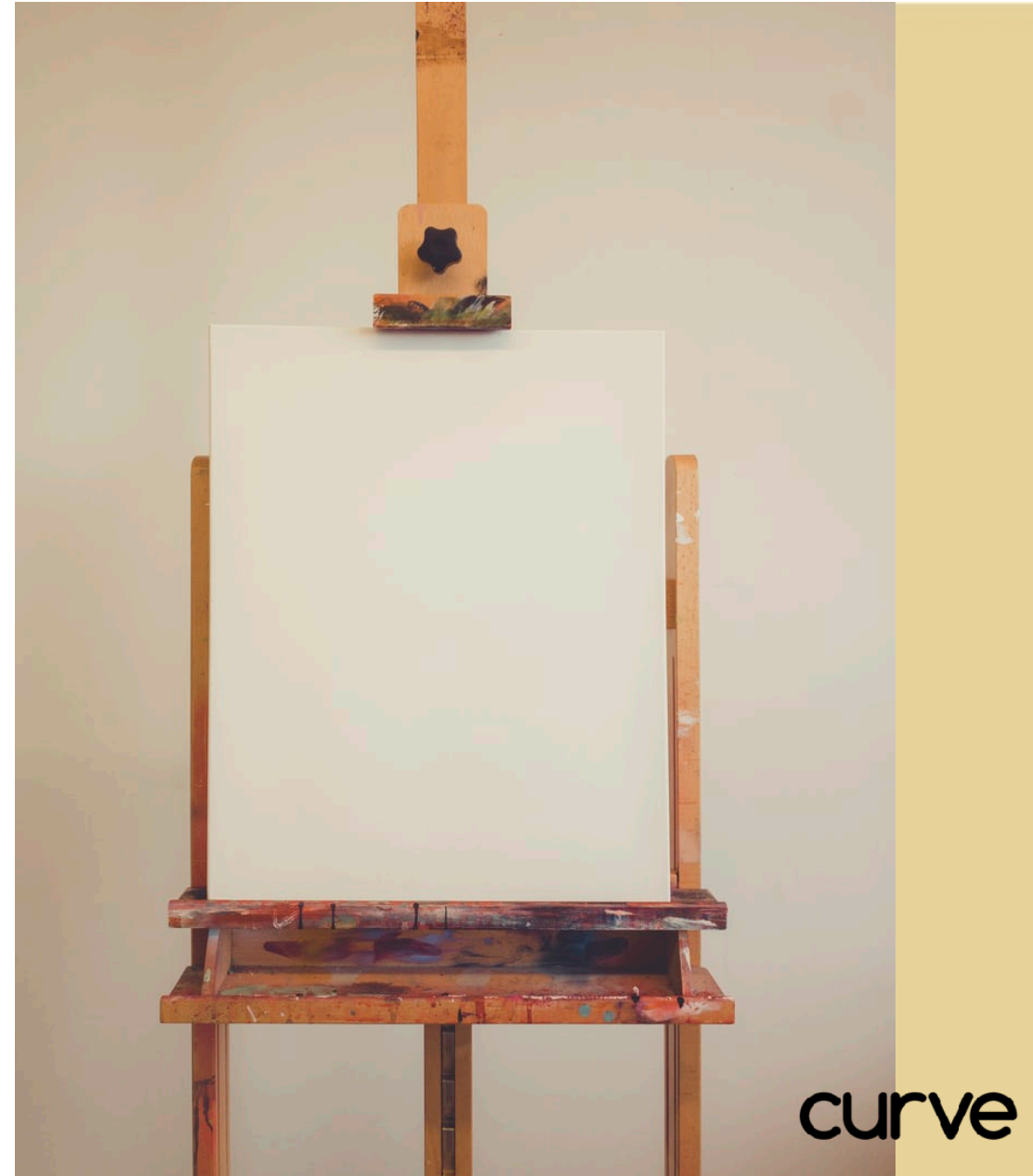
Concept

Color/texture/pattern

Material

Manufacturing

Packaging





“It seems we are massively entering A quarantine of consumption where we will learn how to be happy just with a simple dress, rediscovering old favorites we own, reading a forgotten book and cooking up a storm to make life beautiful”.

Li Edelkoort, Trend Union and Edelkoort Etc.

**Overproduction**

**Overconsumption**

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Antonio Marras



Marco Rambaldi



Scervino



Dolce & Gabbana



# Bodyfashion - a new name for the lingerie industry

lingerie, lounge, sleep, active, swim, leg-wear, shape-wear

Hybridization

Multiple wear

Do more with less



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In the last 30 years it became fashionable to be wasteful

walk-in closets

wear it once

supersize it

Call to action

What can you do?

Change of mindsets

Rethinking our relation  
to property

How much is enough?

Sustainability is new luxury  
trendy, VIP, celebrity, cool, sexy, healthy

Why would people pay more to buy sustainable fashion?

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# It is profitable to be sustainable

Re-evaluating familia processes and eliminating waste

Investing in new technology

Planning the future

Sharing Information

Listening to the consumer

Uniting our efforts, coo-working, forming alliances

By 2030, fashion brands would see a **profit reduction of \$52 billion** across the industry because of scarce resources, higher labor costs and overproduction.





management

design/merchandising

sourcing

production

marketing

sales

retail

consultant an organization

hire a sustainability expert

5 year sustainable plan

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**150 billion garments**  
**20 items per person**  
The fashion industry produces every year

Average American buys **70 apparel items per year**. That is a new piece of clothing every four to five days

Over 50% of fast fashion produced is disposed in under a year

**30% of it is never sold**

By 2030, fashion brands would see a **profit reduction of \$52 billion** across the industry because of scarce resources, higher labor costs and overproduction



# Sustainability at Reformation

2019-2023 framework

<https://www.thereformation.com/>



**We push sustainability forward.**

**We lead & inspire a sustainable way to be fashionable.**

**We invest in the future, and take risks to solve hard problems.**

**It's our mission to bring sustainable fashion to everyone.**

**People, Planet & Profits is a core value, and we strive for “no tradeoff” solutions.**

**It influences four main areas:**

- **Product**
- **People**
- **Planet**
- **Progress**

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## Sustainability

☁ 7.0 lbs.  
of carbon dioxide savings

💧 16.0 gal.  
of water savings

♻ 1.1 lbs.  
of waste savings

Sustainably made in Italy

## Fabric & care

Hand wash / Dry flat

This is a lightweight stretch lace fabric - Content is 44% Recycled Polyamide, 30% Polyamide, 14% Recycled Elastane, 12% Elastane. This is made with synthetic materials and may shed microplastics. Wash in cold water and line dry, or wash in a Guppyfriend bag to reduce shedding.

## Ref X Cosabella Luisa Bralette

\$68

Or 4 installments of \$17.00 by afterpay<sup>®</sup> [?](#)

Say hi to some new lingerie we made with Cosabella. This is a lace trimmed, triangle bralette with adjustable straps and a hook and eye closure. The Luisa pairs well with the Carla Brief for a matching set.

Color: Ultra Blue



Size:



[Size guide](#)

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# How do we market sustainability

## By bringing it to the forefront

**Brands:** smart hangtags, printed care labels, bar codes.

**Websites:** showcasing sustainability efforts on the opening page, storytelling, videos, short film, animation, introducing your vendors, showcasing your processes.

**Retail Stores:** creating presentation vignettes throughout the store showcasing sustainable brands, signage, ruffles, and prizes for the customers buying sustainable brands.

**Trade Shows:** sustainability seminar, brands sharing their successes and discussing challenges, rewarding brands for their sustainable efforts, designating an area on the floor to showcase sustainable brands.



Else Lingerie



Maina  
Cisse



The Underargument



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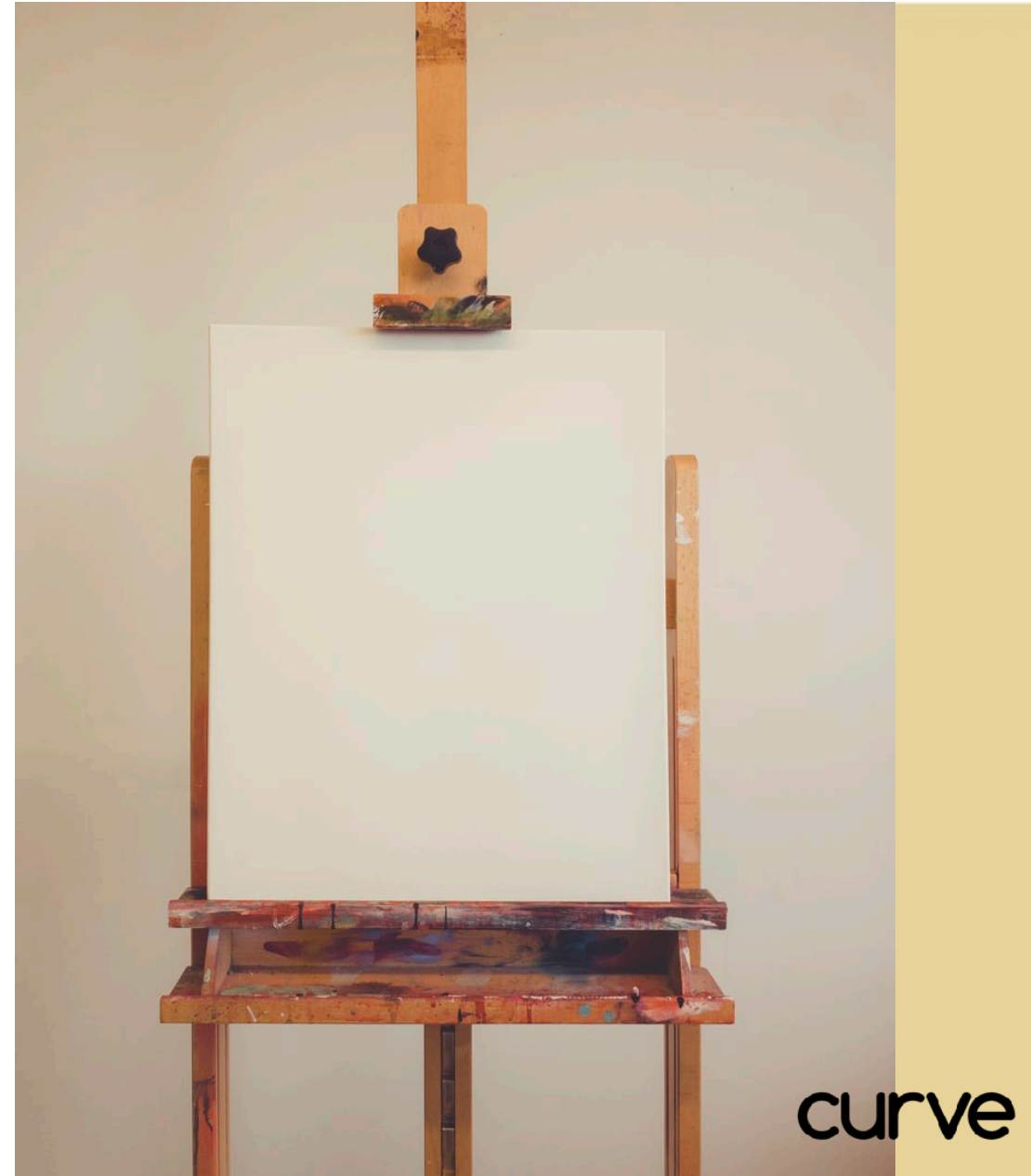
Concept

Color/texture/pattern

Material

Manufacturing

Packaging





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The design will find inspiration in  
technology and science

Neri  
Oxman  
Material  
Ecology

curve



*Lingerie is the poetry  
in a woman's wardrobe,*

# LingerieBriefs®

MATERIAL BRIEFS  
COLUMN

SUSTAINABILITY  
& INNOVATION  
IN BODYFASHION  
INDUSTRY

<https://lingeriebriefs.com/category/materials-briefs/>

## REBIL Group Debuts an Eco-Responsible Replacement for Plastic ~ OLEAGO

MARCH 18, 2020

By ASI EFROS



The treasure hunt is one of my favorite activities. But instead of deciphering ancient scripts in search of the submerged brigantines I roam the halls of the trade shows around the world looking for hidden gems. The Premiere Vision Expo in New York in January of 2020 presented some of the most exciting discoveries.

**REBIL Group** debuted a collection of packaging items they created using a groundbreaking material **OLEAGO**; derived from olive pits, it's an eco-responsible alternative to plastic..... [Read more](#)



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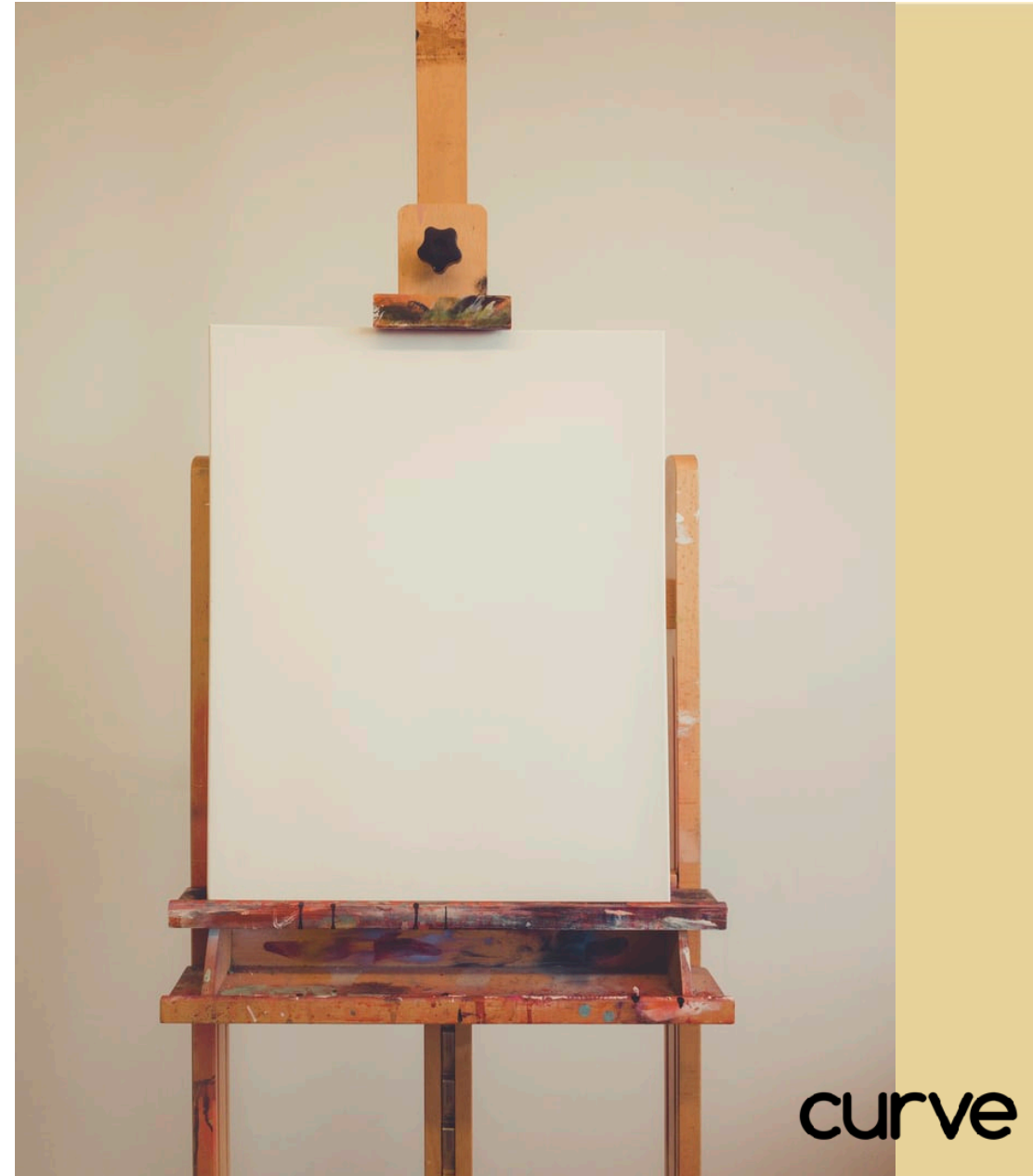
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Color/texture/pattern


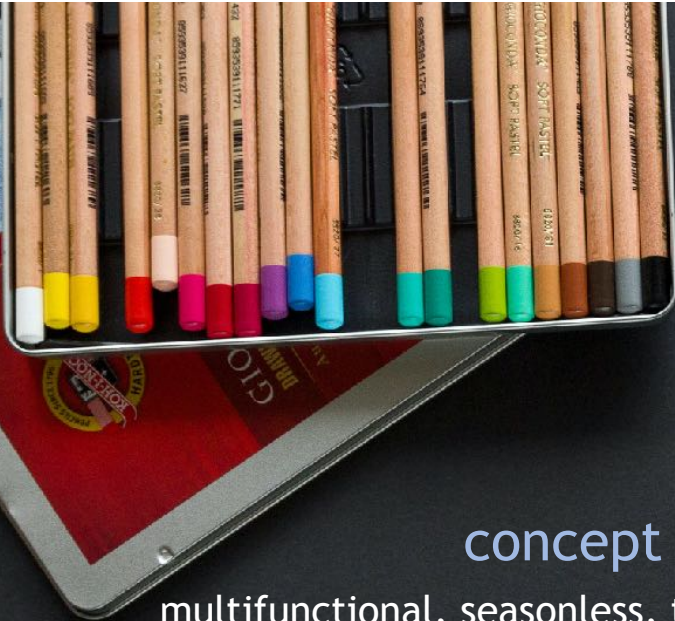

Material

Manufacturing

Packaging







How to use all  
elements/stages  
of the garment creation  
to design sustainably

### concept

multifunctional, seasonless, timeless, smart

### color/texture/pattern

natural dyes

digital printing

### materials

sustainable knits and woven

available up-stock

### manufacturing

sustainable method, transparent responsible manufacturer

domestic-closer to market production

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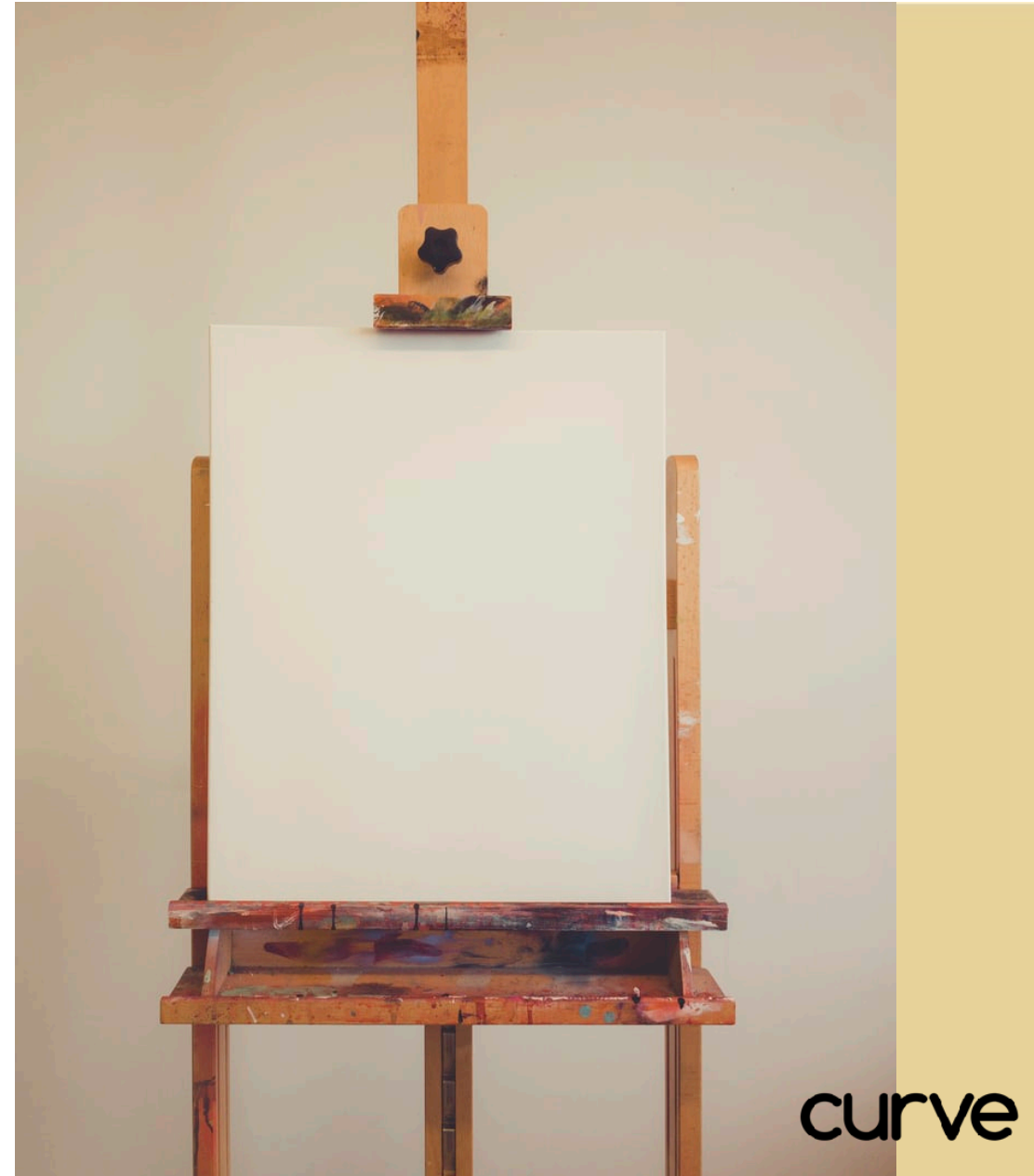
Concept

**Color/texture/pattern**

Material

Manufacturing

Packaging







Authentic and rare Indian craft

<http://marasim.co/about-us/>





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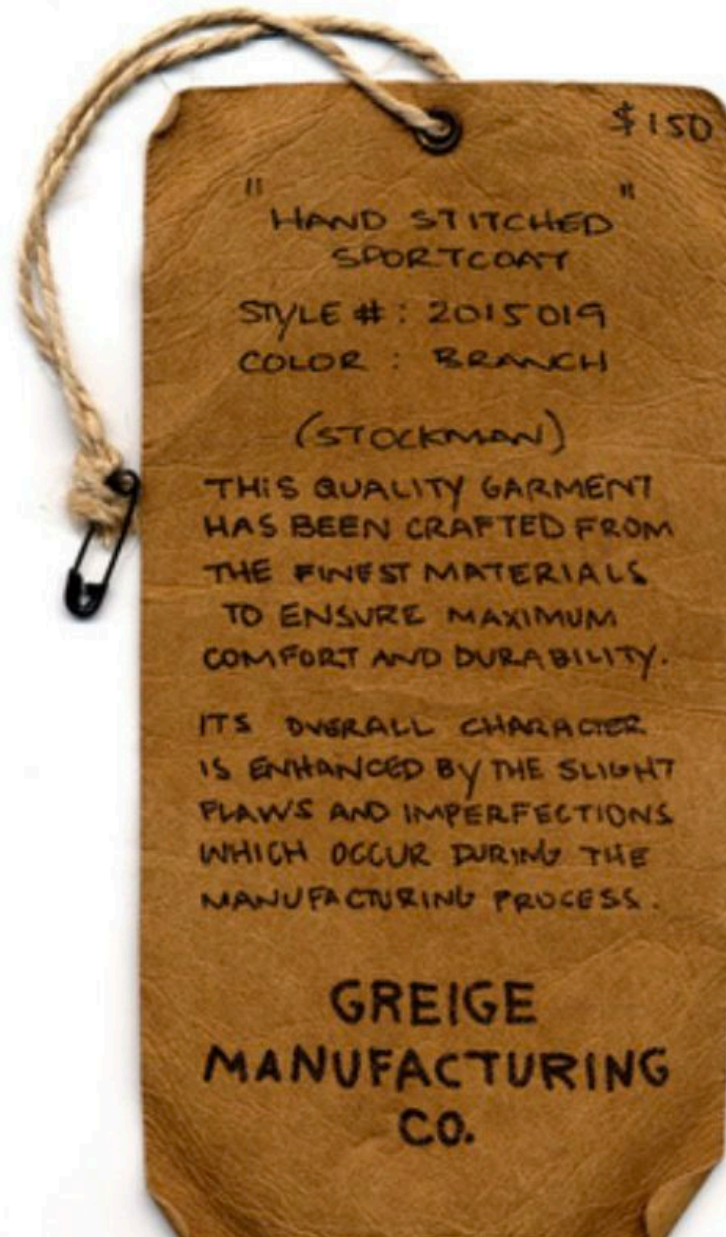
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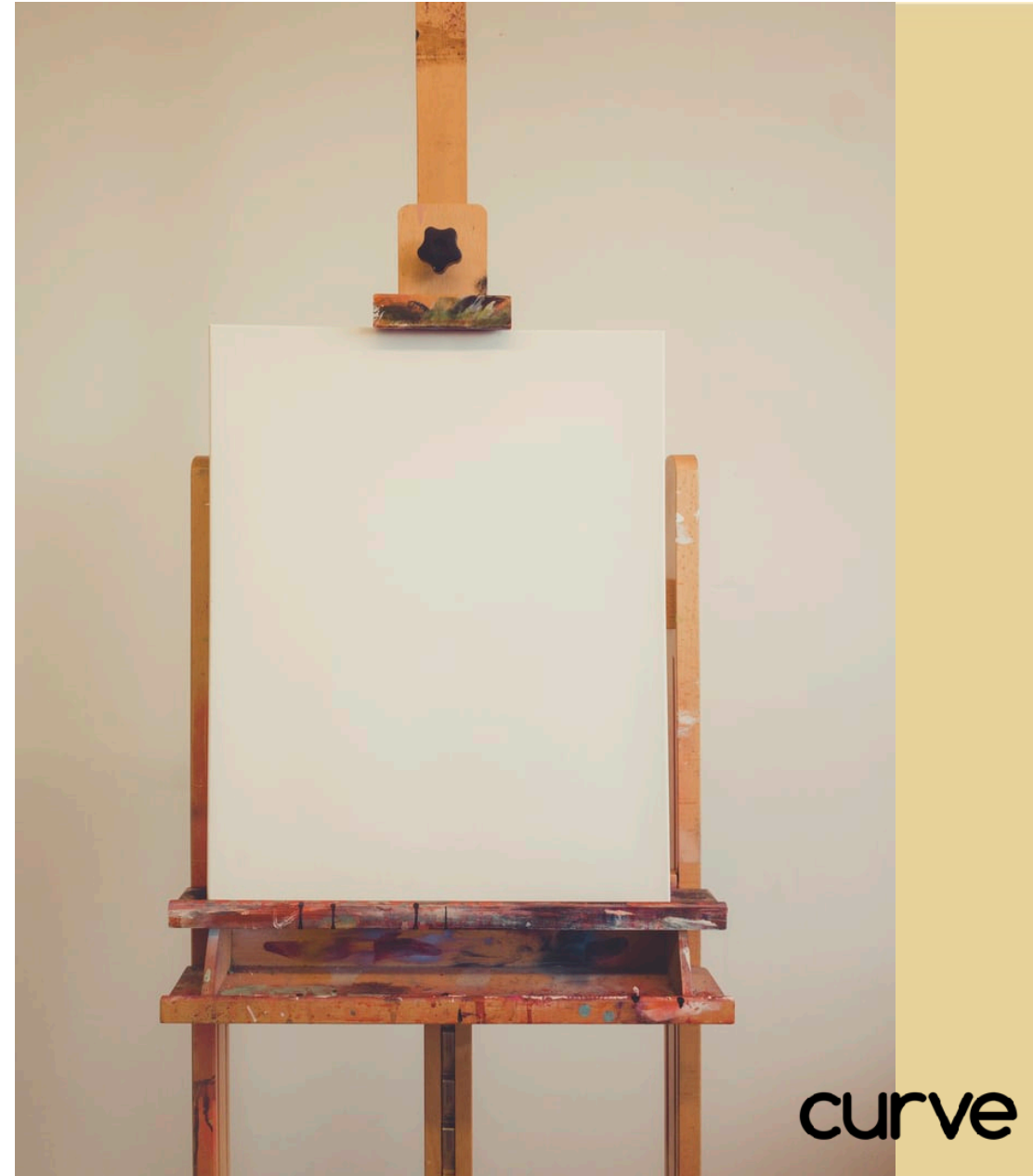
Concept

Color

**Material**

Manufacturing

Packaging





# Sustainable fibers

Modal, Lyocell, Tencel, Veocel, EcoVero by Lenzing

Naia by Eastman

Recycled polyester by Repreve, nylon Q-Nova by Fulgar, stretch Roica by Asahi Kasei Corp.

Organic linen

Peace silk

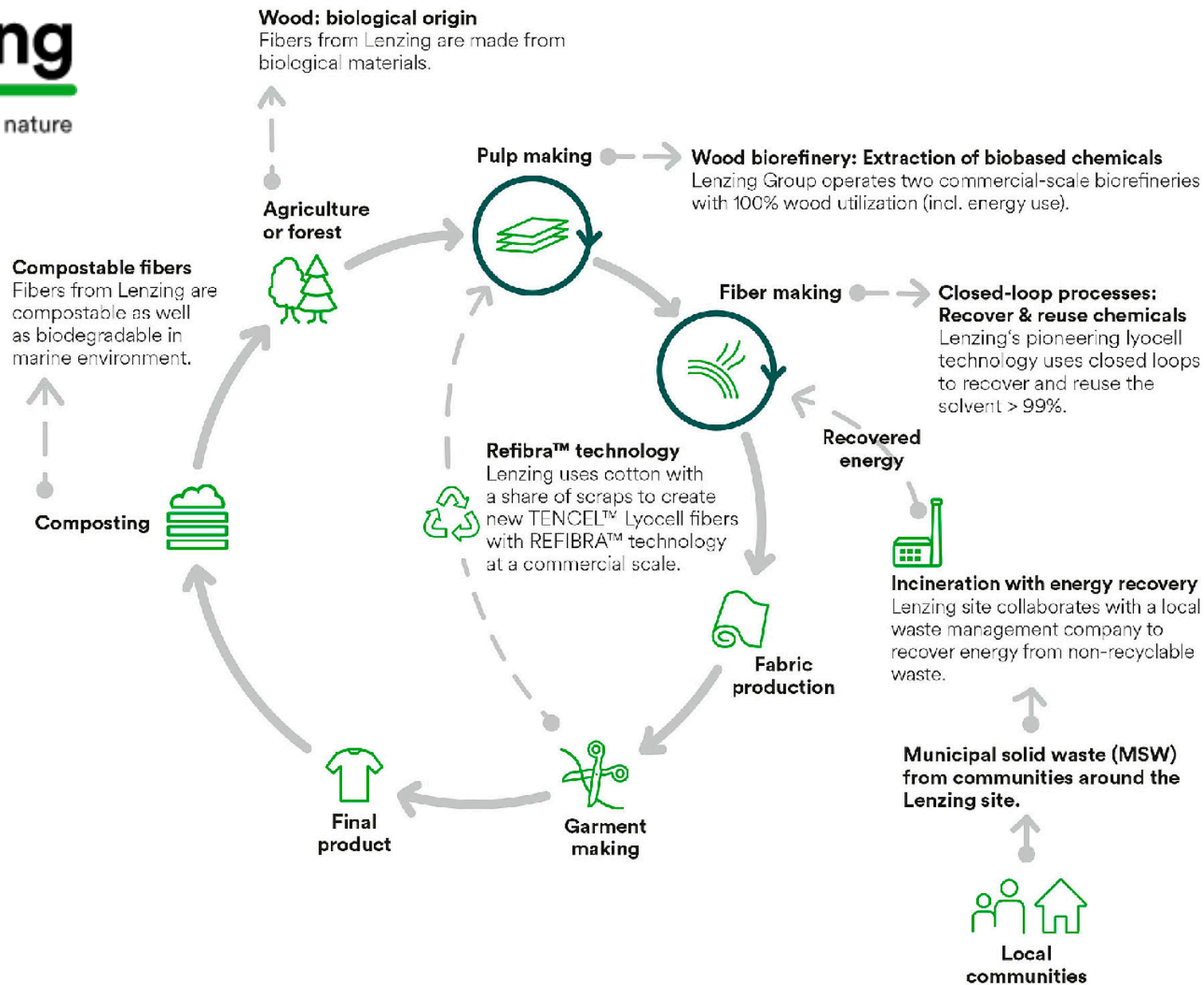
Organic hemp

Organic cotton

S.Café by Singtex, CoCona by”37.5”, Citrus silk by Orange Fiber  
Spiber’s Brewed Protein™-Spiber (Thailand) Ltd)



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SILKY SMOOTH  
HAND



BRIGHT LUSTER OR  
MATTE FINISHES



RICH AND  
DEEP COLORS



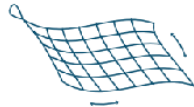
LUXURIOUS  
DRAPE



HASSLE-FREE HOME  
LAUNDERING



EASY STAIN  
REMOVAL

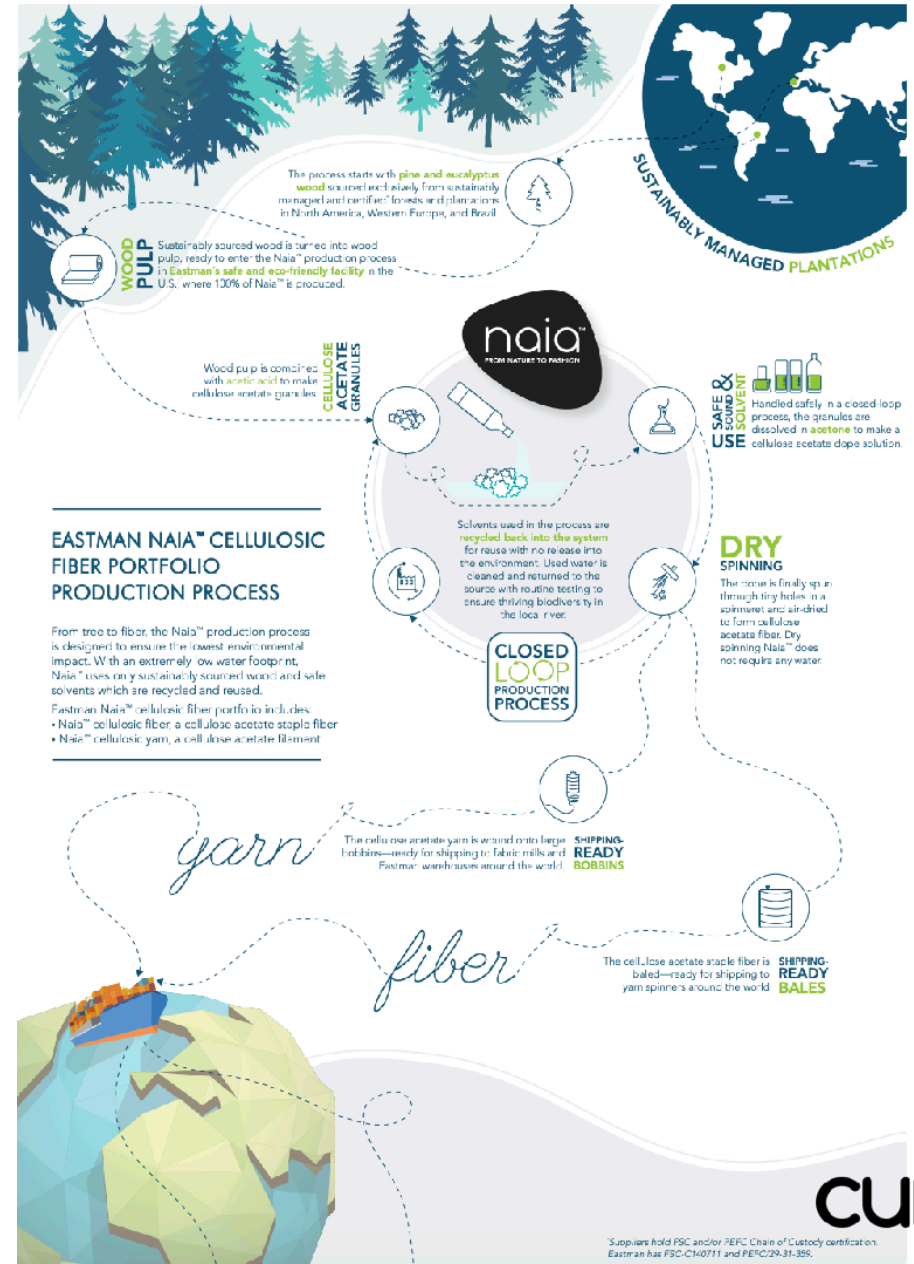


EXCELLENT  
DIMENSIONAL STABILITY



PILLING  
RESISTANCE

yarn



\*Suppliers hold FSC and/or PEFC Chain of Custody certification.  
Eastman has FSC-COC0711 and PEFC-COC-355.



'Birth' Couture Autumn/Winter 2019-2020  
YUIMA NAKAZATO



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## Spiber's Brewed Protein™

Brewed Protein™ refers to protein materials produced from plant-derived biomass using Spiber's proprietary fermentation (brewing) process. Brewed Protein™ materials can be processed into a variety of forms, with examples ranging from delicate filament fibers with a silky sheen to spun yarns that boast features such as cashmere-like softness or the renowned thermal and moisture-wicking properties of wool. Spiber's Thailand plant, currently under construction, is scheduled to begin commercial operation in 2021 with an annual capacity of several hundred tonnes, and preparations are underway for scale-up initiatives in the USA aimed at further reducing environmental burden and production costs. Materials have a lot to offer ethically, too—Spiber's in-house technology allows for the production of compelling animal-free fur and leather alternatives, and Brewed Proteins can also be processed into resins closely resembling tortoiseshell or animal horn.

<https://www.spiber.jp/en/brewedprotein/>



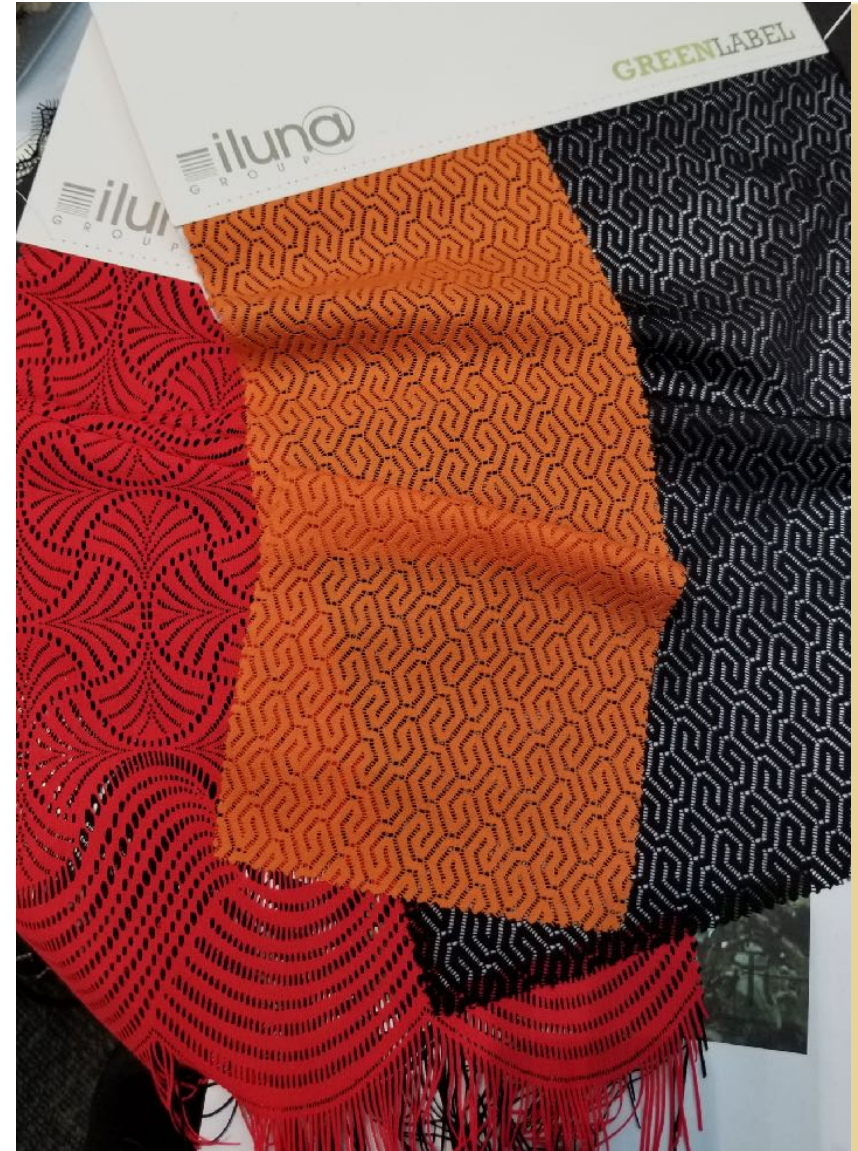
# iluna

Iluna - the largest European lace producer began introducing recycled polyester and nylon yarns to their lace development in 2015.

Iluna's Green Label collection focuses on the responsible innovation strategy even further by using smart yarns like Q-Nova by Fulgar and Roica Eco-Smart.

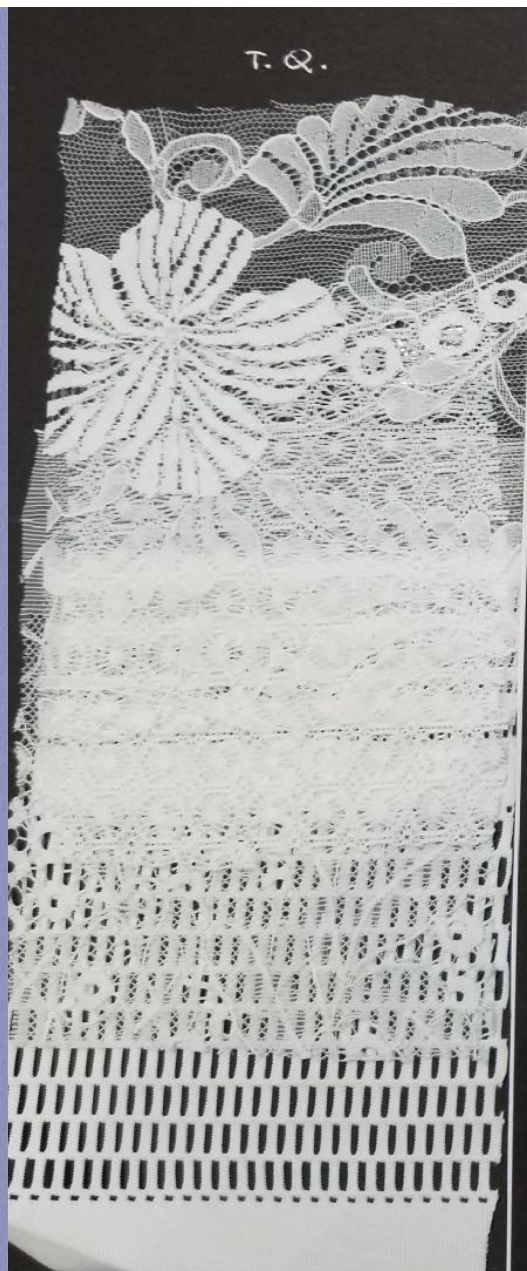
The creation of Smart lace, made in Italy, is today certified by Global Recycled Standard (GRS).

[www.iluna.com](http://www.iluna.com)



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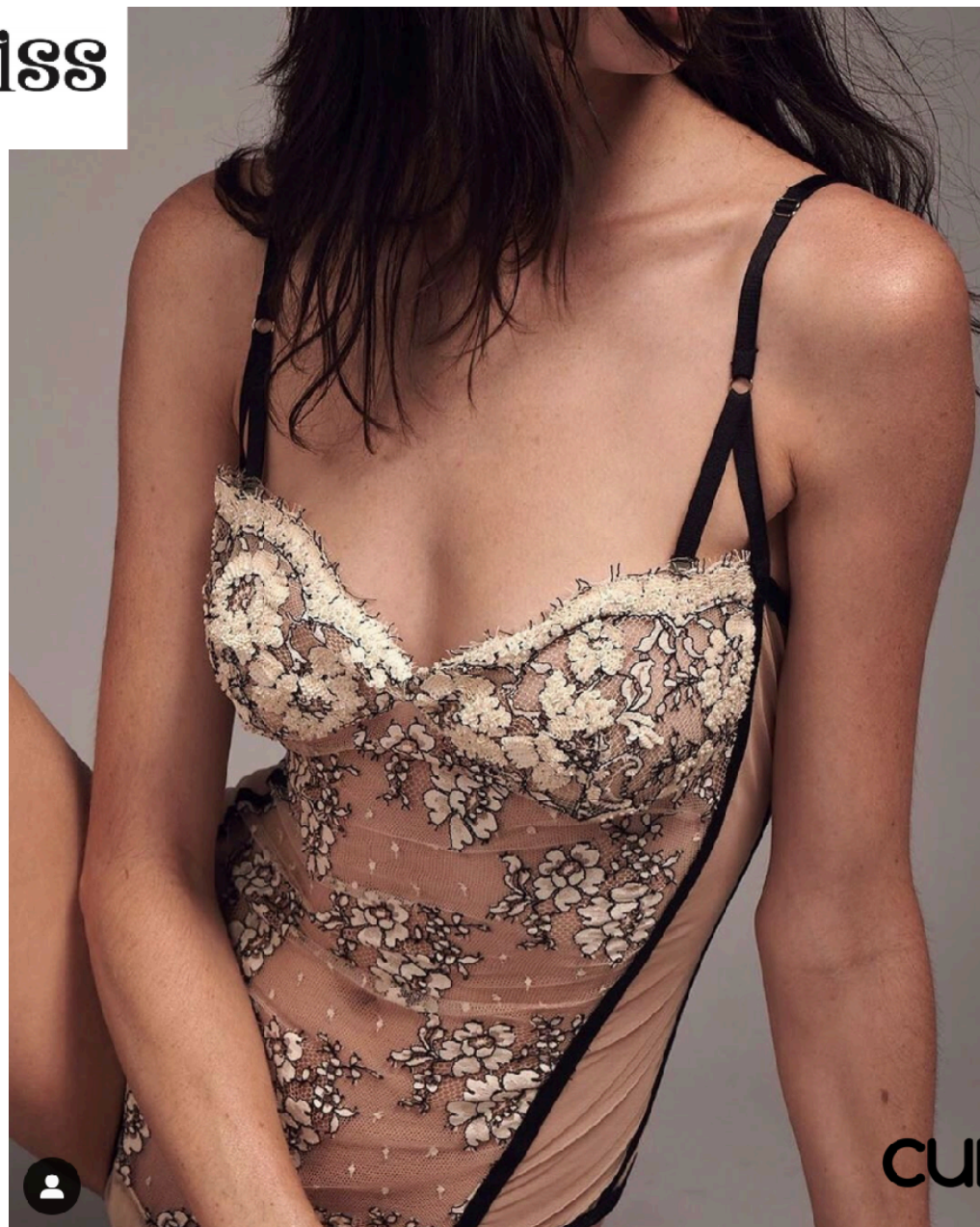


vegetable dyes with exact color matching ability

curve



solstiss  
USA



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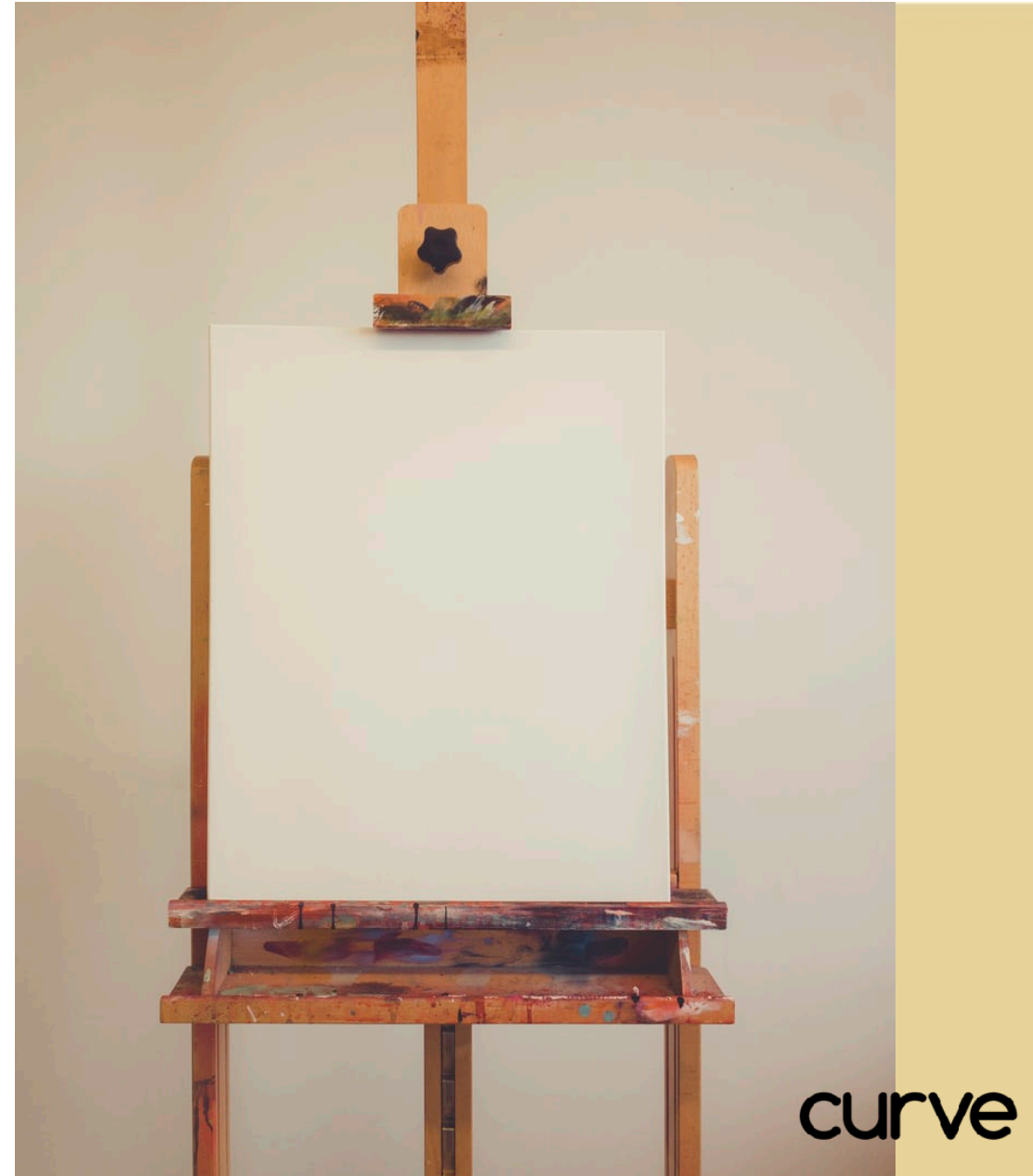
Concept

Color/texture/pattern

Material

**Manufacturing**

Packaging





Manufacturing

Seamless technology

curve





Seamless Global Solutions,  
Puebla, Mexico

[www.asiefros.com](http://www.asiefros.com)



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Karl Mayer is always close to its customers and their needs. With more than 2,500 employees worldwide, the company has subsidiaries in the USA, in India, Italy, Hong Kong, Japan, China, and Switzerland, as well as agencies all over the world.



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# WARP KNITTING MACHINES VERSUS CIRCULAR SANTONI MACHINES

## SANTONI MACHINE

POSITION OF NEEDLES

### PRODUCTION DETAILS

- 3100 NEEDLES IN EACH BED
- 2 BEDS 130" LONG EACH
- 12.000 ENDS OF YARN FOR ONE MACHINE
- 4.000.000 KNOT/STITCH FOR EACH SHIRT
- 40.000 YARDS OF YARN FOR T-SHIRT
- MORE THAN 4.000 ENDS OF YARN FOR ONE LONG SLEEVE T-SHIRT

POSITION OF NEEDLES - BEDS

## WARP KNITTING MACHINE





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# Warp knitting allows for:

Unlimited design opportunities that lead to customization and versatility.

Knitting of 3 garments in different sizes simultaneously which illustrates high productivity and efficiency.

Producing complete garments like long-sleeve T-shirts or leggings and omitting need for additional assembling processes.

Eliminating inseams on sleeves and leggings for complete comfort.

Providing rip-resistance by replacing regular stitches that run with knots (4 million knots per garment).

Allowing for 100% fabric control resulting in high quality of the finished product.



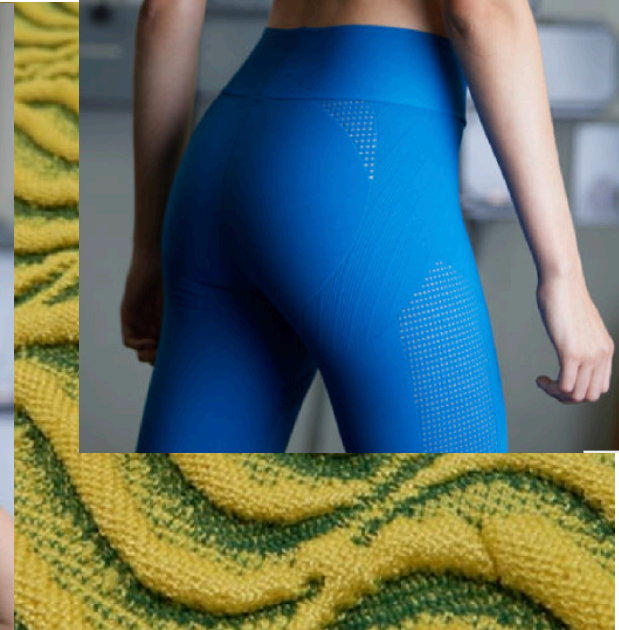
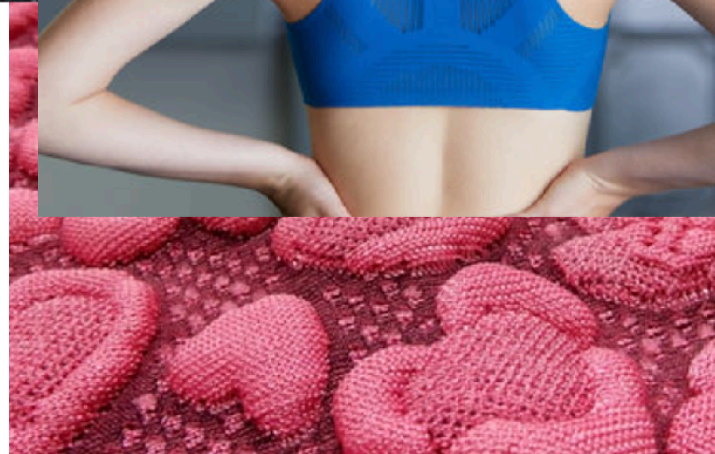
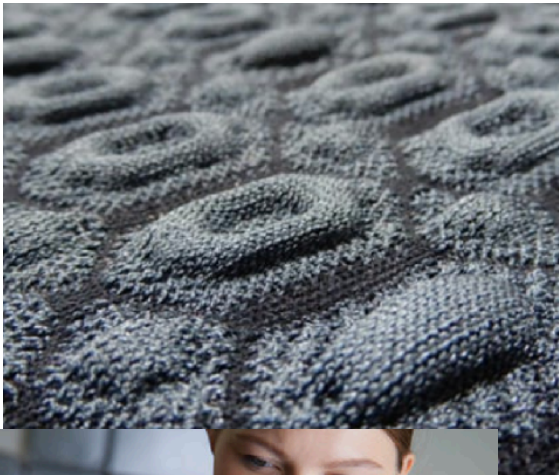


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# KARL MAYER

WE CARE ABOUT YOUR FUTURE



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# OPM ONPOINT MANUFACTURING

PURCHASE

ACTIVATED

APPAREL



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# OPM ONPOINT MANUFACTURING



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What gives OPM a magic power of the Unicorn is the ability to accept your one SKU order, that just popped up on your computer screen, and ship your garment to the customer 72 hours later. In other words, you make it after you sell it one garment at a time.

It provides answers to overwhelming consumer demand for novelty, immediacy, and customization.

The production cycle is reduced to 3-4 days from traditional 90/120 (overseas production) and 45 days (domestic production).

It dissipates overstock, which is now estimated worldwide at half of the total production. the benefits it conceives for the community by creating new jobs in the US.

The carbon footprint is minimized by cutting down on the wasteful back and forth during production, development, and warehousing.

Prompt style/size adjustments.

The price structure and eco-friendly processes are in line with the philosophy of sustainable business and eco-responsibility.





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# SERVICES & BENEFITS OF ONPOINT MANUFACTURING

## SERVICES

Apparel Manufacturing & Fulfillment Services

Integrated Web Services

## BENEFITS

Reduced overhead - no minimum order quantities

Profitability on every piece sold

Fast turn-around on orders

Complete fulfillment services

Minimized returns

Eco-friendly

Made in America

## HOW DOES IT WORK?



DAVID PRENTICE  
SR. VICE PRESIDENT, SALES &  
MARKETING  
PH: 615.579.1090  
Email:  
david@onpointmanufacturing.com



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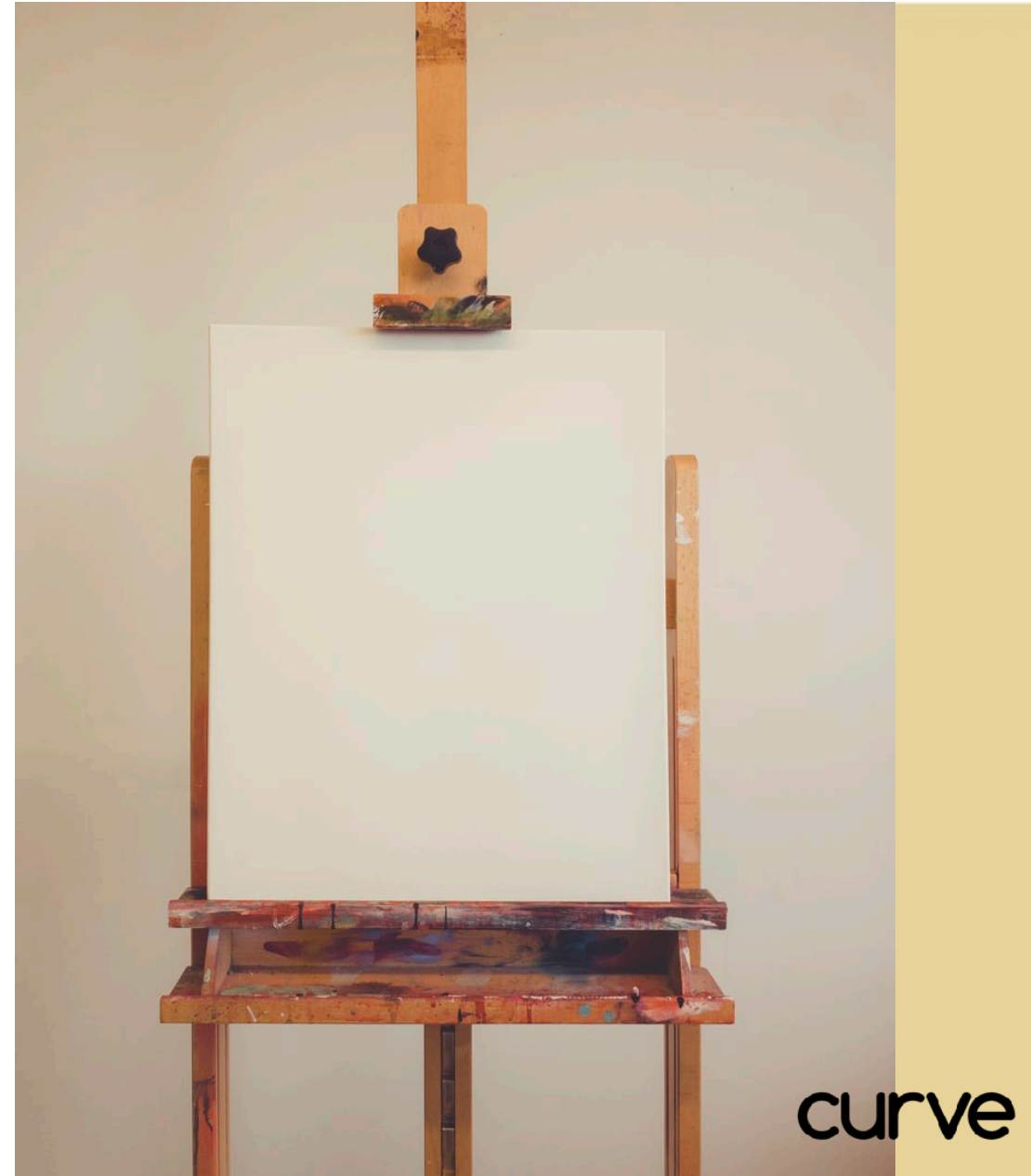
Concept

Color/texture/pattern

Material

Manufacturing

**Packaging**



REBEL  
GROUP



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# ECO-BENEFITS OF BIO-PURA

Bio-pura is a raw material produced from olive pits by Bio-Live.

Bio-pura is a bio-polymer which performs as traditional petrol-based plastic and does not contain carcinogens.

Bio-pura is %100 bio-degradable and has up to 6 times lower CO2 emission compared to virgin plastic.

It also has European and American standardization and certifications such as FDA, USDA, EU 10/2011.

Bio-pura doesn't require the agricultural land reserved for its production as 100% of it is derived from agricultural waste.

Bio-pura is 100% vegan and non-toxic which makes it a human-friendly raw material.

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# Oleago for the bodyfashion industry

Hang tags

Bra accessories: underwire, clasps, zippers, buttons

Lingerie and legwear hangers

Clear packaging windows

Clear stickers

Clear bags



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REBIL  
GROUP



FACT: It's estimated that 8 billion plastic and wire hangers are produced and sold every year. Only 15% are ever recycled and 85% end up in landfills where they remain for 40 generations while leaking harmful chemicals into the ground.

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- Established in 1951
- Based in Istanbul, Turkey and has offices in 4 countries
- 157 employees globally
- Provides services and products to more than 45 countries today.

#### REBIL LABELING

##### LABELING

Hangtags  
Woven Labels  
Printed Textile Labels  
Leather Labels  
Care Labels  
Branded Fasteners  
Adhesive Labels

#### REBIL PRINT

##### PRINT

Catalogs  
Annual Reports  
Brochures  
Invitations  
Magazines  
Business Stationery

#### REBIL PACKAGING

##### PACKAGING

Tissue Paper  
Printed Ribbons  
Paper & Fabric Bags  
Boxes  
Wooden Hangers  
Garment Bag  
Trimmings

Seattle,  
WA



# UNIQUE BIO-BASED PRODUCTS

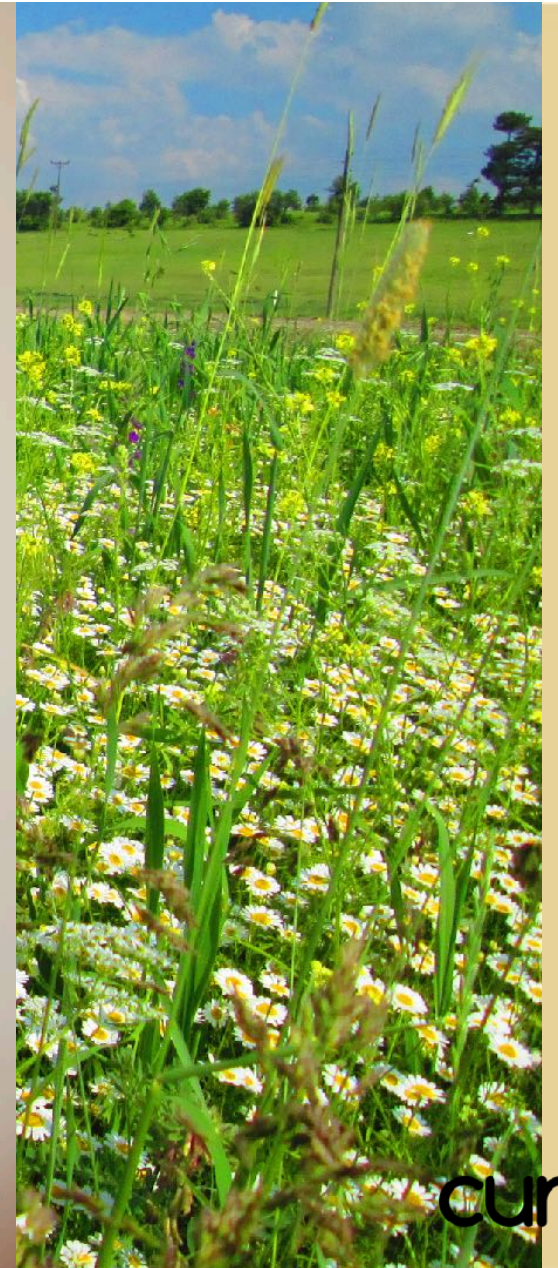


WE MEET 11 SUSTAINABLE GOALS OF UNITED NATIONS.



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## ASI EFROS

*Writer, Lingerie Briefs, Material Briefs Column*

*Contributing Writer, The Lingerie Journal*

*Founder / Creative Director, Ann Vogue*

*Editor, MintModa Trend Forecasting*

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[www.asiefros.com](http://www.asiefros.com)





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Our goal at CURVE is to keep  
the community connected

Have any feedback or want to hear  
about a certain topic?  
Email us at [marketing@curvexpo.com](mailto:marketing@curvexpo.com)

Curve's upcoming shows are still  
on schedule. We will keep you updated  
on any changes.

Questions?  
Email us at [exhibitor@curvexpo.com](mailto:exhibitor@curvexpo.com)  
or [buyer@curvexpo.com](mailto:buyer@curvexpo.com)

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**MANAGING YOUR BUSINESS**  
When the Front door is Locked

**WEDNESDAY APRIL 1st**

*Hosted by Lynn Switanowski, Founder Creative Business Consulting Group*

Tips, tactics and strategies for managing in a downturn.

**SEEKING COMFORT**  
Intimate Apparel in a COVID-19 World

**WEDNESDAY APRIL 8th**

*Hosted by Kristen Classi-Zummo & Todd Mick of NPD Fashion Apparel*

The new retail reality - how COVID-19 is changing the marketplace & the role of comfort apparel.

**E-COMMERCE 101**  
How to sell thru Social Media

**WEDNESDAY APRIL 15th**

*Hosted by Bart Lewandowski, UX/UI designer specialized in brand strategy & user experience*

Learn the basics to selling on Social Media platforms.

**LINGERIE INDUSTRY REBORN**  
A Path to a Sustainable Future

**WEDNESDAY APRIL 22nd**

*Hosted by Asi Afros, Lingerie Editor, Creative Director ANN VOGUE*

How will innovations & technologies post COVID-19 be re-shaping the Lingerie Industry?

**LINGERIE TRENDS**  
What the Future Holds

**WEDNESDAY APRIL 29th**

*Hosted by Jos Berry, Founder Concepts Paris, a design & consultancy group*

Lingerie is the business of enjoyment - what will be the new trends?

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