



The famous fashion clothing brand Calvin Klein is as well known for its **undeniable fashion expertise** as its **signature style** that is also truly visible in **its lingerie collection**.

To carry Calvin Klein Underwear into Spring-Summer 2016, **the best-selling basics** are **still essential to the brand** as **key elements** to adopt **the Calvin Klein style**.



WE LIKE:

- The fresh and modern update of the timeless and best selling basics with feminine details and a good fitting,
- The collaboration of the brand with the fashionable model Kendall Jenner, for a trendy brand image,
- The strong brand image of Calvin Klein : a contemporary brand that knows how to evolve while keeping its brand values.

POSITIONING: BETTER

CHANTELLE

BOOTH - 256

FRANCE - www.chantelle.com

Created in 1876, this French family business has been operating for five generations. Today Chantelle is a world leader for quality lingerie and an ambassador for French elegance. The brand prioritizes a tradition of excellence with collections that offer both sophistication and comfort.

Quality materials including lycra and satin, along with elegant, impeccable finishing come together for a very French allure. In addition, Chantelle's expertise is behind a bra range in up to H cups. It offers great comfort and feels extremely light on the body.



WE LIKE:

- This new style providing a more rounded shape than a traditional 3-part cup, available in B-H cups and 30-42 bands,
- The choice between basic or more fashion colors in addition to a good fit while giving unparalleled support.

POSITIONING: HIGH END, BETTER

FREYA

BOOTH - 274

UNITED KINGDOM - www.freyalingerie.fr



A brand from British company Eveden, created in 1920, **specializing in plus size.**

Young and dynamic brand positioning devoted to **larger-busted women.**

Lines that inspire and allow **curvy young women** to stay **trendy** while combining comfort and **ease adapted** to their bust size.

Fit is the main focus for this brand, and real technical progress is part of all of this brand's creations.

This season, Freya **innovates in terms of shapes,** and offers **new styles of lingerie** and **swimsuit** for more fashion and trends, **up to K-cup size.**

WE LIKE:

- The Rumble one-piece swimsuit that will not go unnoticed with its tropical print,
- The colorful collection of lingerie inspired by botanic and fruits for a lively look,
- The comfortable and trendy swimsuits that give a curved shape and a great support.

POSITIONING: BETTER



L'AGENT BY AGENT PROVOCATEUR

BOOTH - 525

UNITED KINGDOM - www.lagentbyap.com



L'agent by Agent Provocateur is the lingerie brand created by the actress Penelope Cruz and her sister, dancer Monica Cruz, in collaboration with the director of the Agent Provocateur brand, Sarah Shotton.

Ultra-glamorous ensembles that reflect the image of sister brand Agent Provocateur, with bold colors, lace, tulle, satin, for a fabulous collection at a reasonable price.

A new swimsuit collection just enters the collection of this affordable luxury brand.

WE LIKE:

- A large offer featuring timeless products that any contemporary and fashion girl would like in her drawer,
- The always sensual products and different choices of colors and prints available to suit any desires,
- The cuts that always highlight what it needs to be shown to arouse senses but without showing too much.

POSITIONING: HIGH END, BRIDGE

