



CURVE

NEW YORK — LAS VEGAS

10 YEAR ANNIVERSARY

CURVE

February 2017 Shows Press Release

Eurovet Americas/CURVE has closed the doors of the February 2017 edition of CURVELASVEGAS and CURVENEWYORK on Wednesday, March 1st. This season was marked by an exceptional milestone as it is the 10 Year Anniversary of the company's creation.

To celebrate, brands, buyers and industry partners gathered for a memorable Gala Dinner to look back and reminisce on a decade of success, not only limited to CURVE but encompassing buyers, brands, and industry partners. New this season in CURVENEWYORK was the Lead Retrieval and Networking feature in the Mobile Application, the Just for You Program, and the 10 Year Exhibition. Eurovet Americas, producer of the CURVENEWYORK and CURVELASVEGAS shows, is committed to providing streamlined processes and complimenting the show atmosphere with added-value events and exhibits to aid attendees in what they do best: conducting business.



CURVELASVEGAS

CURVE commenced in Las Vegas February 16, 17 & 18 at the Mandalay Bay Convention Center, in the heart of PROJECT WOMENS and adjacent to the athleisure and activewear section. Buyer attendance was numerous and the aisles were continuously busy with a mélange of purely CURVE as well as attendees visiting the other MAGIC shows. This smart positioning of the show created synergies and buyer crossover with all intimate apparel categories, converging towards one cohesive “bodyfashion” section (Eurovet being the #1 bodyfashion network worldwide).

PROJECT WOMEN's buyers were pleased to discover the curated selection of intimate apparel brands, and exhibitors such as Wacoal and Just Sexy Lingerie were immensely happy with the high buyer attendance. The convenient show location allowed for a high level of crossover, and many brands opened new accounts with Ready-to-Wear stores. Exhibiting brands included *Ajour, Anita, Aubade, Beach Joy Bikini, Bedhead Pajamas, Chantelle, Commando, Cosabella, Felina, Hanky Panky, Heat Swimwear, Huit, In Gear, Jolidon, Just Sexy Lingerie, Leonisa, Lise Charmel, Lou, Maison Lejaby, Montelle, Munki Munki, NuBra, Oh La La Cheri, Parfait, Samantha Chang, Savage, UGG, and Wacoal.*

CURVENEWYORK

The positive momentum continued to the east coast, where CURVENEWYORK took place February 27, 28 and March 1. Over 600 appointments were booked prior to the show via the CURVE buyers team as well as the online booking system. Buyer attendance increased 6% from February 2016, reflecting a positive and upbeat mood in the industry and the advantages of the crossover from Coterie.

There was an array of new brands on the show floor, including *Audelle London, Berkshire Blanket, Bijoux Indiscrets, Chalmers, Colette and Sebastian, Hot as Hell, HOM, Les Jupons de Tess, Liquido, Liviara, Mayana Geneviere, Mapalé, Miss Elaine, Nudwear, Palmetta, Playful Promises, Siloett, Tadashi Shoji Intimates, Trusst, Trasparenze Hosiery, White Rabbit, South Beach, and Sesoire.*

Introduced this season was badge sharing between CURVE and the other shows taking place simultaneously at the Javits Center. As a result, 15% of CURVE attendance was from buyers who registered to another show at the Javits, and vice versa.



10 Years of Lingerie Styles

To highlight the 10 Year Anniversary, CURVE partnered with 7 top exhibiting brands for a retrospective exhibition at the Javits Center North. Visitors discovered the styles and best-sellers that have become ubiquitous in the lingerie market, among the likes of: *Anita, Chantelle, Eveden, Hanky Panky, Leonisa, Lise Charmel, Montelle, Panache, Simone Perele and Wacoal.* Also featured were the top trends over the decade, by Cora Harrington, creator of The Lingerie Addict.

Digital Improvements

CURVE continuously looks forward to pioneer new technologies and pave the way towards a new digitally focused world, evolving and modernizing with new advancements to create a more optimal phygital (digital + physical) environment. Exhibitors had a chance to recover the information

of all attendees visiting their booth via the NEW Lead Retrieval Service located on the CURVE NEW YORK Mobile Application. Exhibitors were extremely pleased with this new service which allow them to instantaneously qualify this information, and to ease the process of following up and creating new contacts after the show. The Networking Tool connected buyers and brands with one another, allowing them to chat and share information between themselves. The Interactive Floorplan allowed buyers to be time efficient, locating brands easily on the show floor and providing routes on the easiest way to get to their booth.



Work hard, Play hard

The CURVE/EUROVET AMERICAS team was happy to welcome brands, retailers and partners to the CURVE 10 years Anniversary Gala to honor the community brought together a decade ago by the CURVE founders Laurence & Jean-Luc Teinturier; among them: *Wacoal, Chantelle, Natori, Hanky Panky, Komar, Commando, Anita, Panache, Lise Charmel, Cosabella, Montelle, Leonisa, Empreinte, Simone Pérèle, Easton International, I.N. Showroom, Alla Prima, Torso Lingerie, Town Shop and Petticoat Fair.* To highlight the 10 Year Anniversary, there were 10 unexpected couples, including brands who are usually competitors,



to revive and remember the best moments of the past 10 years of CURVE with creativity and an uplifting spirit. The featured couples are 40 Years of Success (Gale Epstein from Hanky Panky and Kenneth Natori from Natori), Global Brands (Sonja Winther from Chantelle and Bob Vitale from Wacoal), American Success Stories (Kerry O'Brien from Commando and David Komar from Komar), The French Touch...With a Canadian Accent (Louise Schultz from Simone Perele and Paul Fabrizio from Empreinte), The Americas (Octavio Quintana from Leonisa and William Haddad from Montelle), European Intimates (Joy Haizen from Anita and Denise Shepherd from Panache), France 1 – Italy 1 (Sandra Jones from Lise Charmel and Guido Campello from Cosabella), Sales Partners (Ivana Nonnis from I.N. Showroom and Russel Klein from Easton International), Who Runs the World? Girls! (Yolaida Duran from Alla Prima and Deborah Curcio from Torso Lingerie), and The Boys are Back in Town (Danny Koch from Town Shop and Kirk Andrews from Petticoat Fair).

This special event was also the occasion to gather for a great cause. The event was a nonprofit occasion and CURVE, in support of The Breast Cancer Research Foundation, is fully donating all gala proceeds to BCRF. The intimate gala dinner was extremely well received by all attendees, with Marcia Shally from Parfait, Russ Klein from Easton International, and Paul Fabrizio from Empreinte all praising the night and noting how the atmosphere was extremely welcoming and had a communal feel of friendship. Ellen Lewis from Lingerie Briefs, who was also in attendance, mentioned that the dinner was an amazing and fantastic event that people are still talking about. The evening also highlighted how tight and close knit the intimate apparel community is,



and how each member, whether it be brands, retailers, colleagues, partners, are in a similar situation and share the same positive values

Events Happenings

Maria Teresa Sampedro and Pankhuri Gupta of Promostyl brought you this season's top trends. The focus on each trend was mixed from each day, with Shop the Show Trends Presentation highlighting all intimate apparel categories, and Lounging Around Trend Presentation focused on loungewear and swimwear. Trends included Silver Screen Siren, channeling the dramatization of the turn of the century starlet, Basic Luxury, reimagining and upgrading every day lingerie with luxurious fabrics and textures, and Watercolor Comfys, which represents monochromatic abstract prints on a white canvas. The three top colors of the season are Sonic Green, represented on pieces from HOM, and Pluto, Slate Grey from Samantha Chang, and Only Hearts, and Burgundy Wine from Asceno and Underprotection. On the third day of the show was the Color Trends Presentation which focused on Spring/Summer 18 top colors. Another returning event was the Eveden Fit School, where Frederika Zappe taught guests how to fit and love cup size lingerie and swimwear.

The Selection

The brands in the Selection Guide were chosen for their unique and fresh products. *Adina Reay* is a disrupter brand as it turns the tables on intimate apparel norms; usually, many in-demand contemporary brands do not expand their size range to the plus size market, yet Adina Reay *only* caters to larger bust consumers with extremely desirable collections. *Amoralle*, hailing from Latvia, produces highly dramatic lingerie and loungewear in rich colors and luxurious fabrics. Many other noteworthy contemporary and visionary brands featured were *Bluebella*, *Edge o' Beyond*, *Fleur of England*, *Lonely*, *Loveday London*, *Paloma Casile*, *Underprotection*, and *Va Bien* which all have their own distinct personality. Also included were *Derek Rose*, *Hom*, *Knicker Luxe*, *Maison Lejaby*, *Naked*, *Rosa Faia*, and *Zimmerli of Switzerland* which transcend the usual loungewear and create luxury pieces that can be worn all day.



Just for... Specialty stores

The Just For You Program offered an exclusive selection of brands, collections, products and lines available solely for specialty stores. Created in response to the desire of specialty stores to stand out from the crowd, the novel guide highlighted brands who offer products solely to smaller stores to allow them to diversify and offer limited edition product in an ever-increasing market. The guide provided brand initiatives for specialty stores. "Our brand is just for you because we are very thrilled to work with the specialists, and our locally made business model reflects the same reality as yours" (Sokoloff Lingerie), "the personal service you give your customers is only equaled by the care, creativity and Tallulah Love we put in our luxury lingerie" (Tallulah Love), or because "reorders don't require a minimum, and you can customize our Essential Pajamas and Home Jacket so you can have a unique version that is exclusively sold in your store (Lingerie Le Chat).



CURVE is the only show in North America solely dedicated to Intimate Apparel, Swimwear, and Men's Underwear. The CURVE shows are produced by EUROVET AMERICAS, a EUROVET company

EUROVET is the undisputed world leader for lingerie and swimwear, with international events in Paris, New York, Shanghai, Hong Kong, Las Vegas, Cannes, and Moscow. It is also the French reference for sports textiles and equipment trade shows.

EUROVET AMERICAS / CURVEXPO is donating all funds raised for its 10-Year Anniversary Gala Dinner, taking place on February 27, 2017, minus costs, to the Breast Cancer Research Foundation. BCRF's mission is advancing the world's most promising research to eradicate breast cancer. For more information about BCRF, visit www.bcrfcure.org

The CURVE team would like to thank our press partners for their continued support: Body Magazine, Best of Intima, California Apparel News, Fashion Network, Lingerie Addict, Lingerie Insight, Lingerie Journal, and Swim Journal. We would also like to express our appreciation to all our sponsors during the CURVENEWYORK Show and Anniversary Gala: Alexander Murphy, Charles Roussel, Lelo, Mondo Mannequins, Star Bright Florists and Tribeca Rooftop.

Stay Ahead of the Curve with Twitter @curvexpo, Facebook.com/curvexpo and Instagram @curvexpo #curvenewyork #curvelasvegas to follow the show live and to share your experiences! For more information, please visit our website www.eurovetamericas.com

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trusstlingerie Day 3 and finale of @curvexpo! It's been a great show and we're thrilled to have met so many amazing people. #curveny #lingerie #plussizinglingerie #curvy #curvyfashion #startup #startuflife #nyc #engineeredgarments #bywomenforwomen #trusstyourself

justcurvythingsblog CURVE NY- Designer Lin... > Follow ...

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justcurvythingsblog We're having a blast meeting people at @curvexpo! Huge thanks to the @curvykate ladies for speaking with us and showing us their newest offerings!

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eastoninternational Had a great time last night celebrating @curvexpo's 10th Anniversary! Let Curves Day 2 begin! @russk9 #curvexpo#curveny

cat_noel CURVE NY- Designer Lin... > Follow ...

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cat_noel My eyes are officially OPENED 🙄 And my lingerie situation is way worse than I thought. At @curvexpo, I got to feel the luxe fabrics, test drive the latest technology, and swoon over all the lace a girl could ever want 🥰 If you're anything like me, and need to completely revamp your top drawer, stay tuned! There's some major underpinning inspo coming your way 🙌

wonderlust_lingerie CURVE NY- Designer Lin... > Follow ...

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wonderlust_lingerie I'm such a sucker for black lace! First day of #CurveNY & already falling in love with everything here including this set by Lise Charmel. I better pace myself....

bellemodeintimates Javits Center > Follow ...

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bellemodeintimates We are absolutely loving this versatile bodysuit by @hankypanky ltd at @curvexpo that was made to crossover as an outerwear piece! What a perfect color for the fall winter season 🍷

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