

THE SELECTION

BY EUROVET AMERICAS • N°7

SHOW FAVORITES 2017

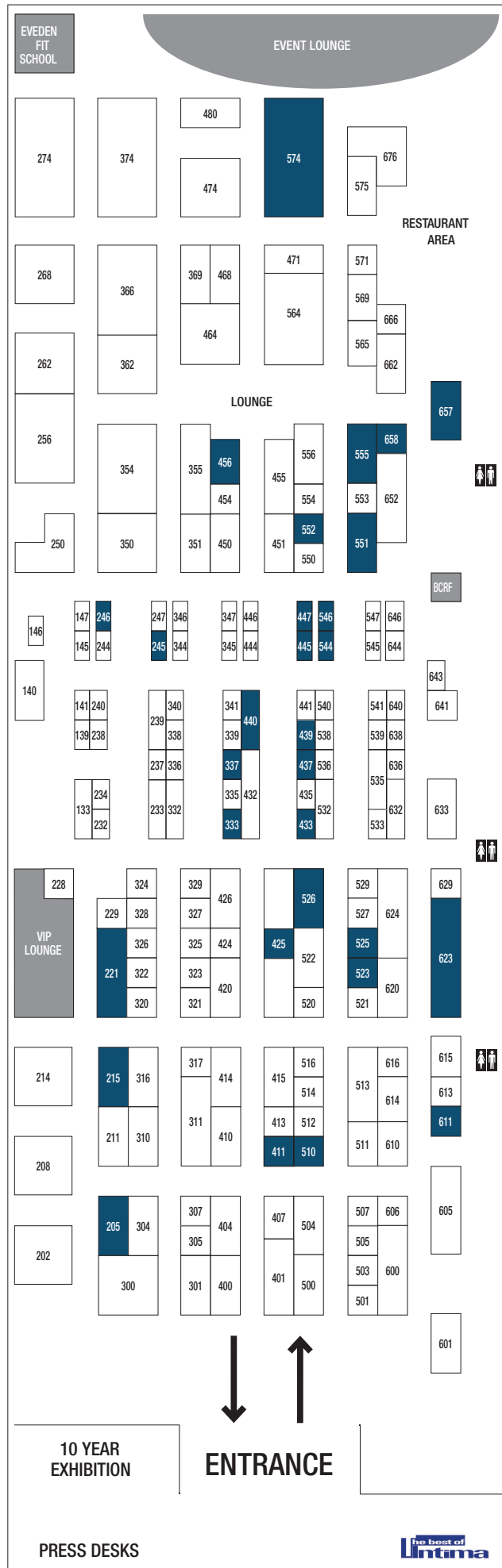
UNMISSABLE BRANDS
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SHOW MAP



* New Brands 2017



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DEAR VISITORS,

As an essential part of our event, this season's Selection Guide presents a curation of 30 new and innovative brands showcasing their best Fall/Winter 2017-18 trends. This season, the guide is changing its look, becoming even more fashion-forward and inspiring.

This new season all about duality and hybridization. These are collections that feature bold contrasts and blurred boundaries. An ultra-connected, reactive society allows us to taste, test, try, and look, so we can put together a bespoke lingerie look for any time of day or mood.

A NEW STYLE OF EVERYDAY LINGERIE...

Sophisticated, timeless, and modern, it takes its inspiration of linear shapes from the world of activewear,

It is simple, sometimes even minimalistic, yet with a new type of studied comfort, designed using a juxtaposition of draped and structured fabrics, and elastic waistbands that offer light weight and support.

An avant-garde silhouette is emerging.

LINGERIE BECOMES ECCENTRIC

Bold and daring, it features sexy, scandalous silhouettes that match this new desire for freedom and pleasure,

Ultra-elaborate, it plays up its image: strap and sleeve effects, unique shapes, new types of cutouts, transparent effects, sensual textures, all types of lacings, and more...

Metallic colours that capture the light, for a real theatrical effect.

You can also take advantage of our Personal Shopper service. The exclusive service allows you to meet a market expert capable of guiding you through the show aisles in accordance with the type of products sought.

Be sure to email or call us at the show if you are interested. (212.993.8590 –meghan@curvexpo.com)

Enjoy!

The EUROVET AMERICAS team

ADINA REAY*



WE LIKE

- The satiny greyish and vintage pink tones that evoke a natural look,
- The attention to detail, with a modern open-cut back and satin straps,
- The brand's focus on providing larger cup consumers with gorgeous, high end lingerie.

A British luxury brand offering **plus-size corsetry**, from cup sizes DD to G. **Adina Reay** is a forerunning brand in opening the luxury end of the market to larger cup sizes. The label uses the highest grade laces and embroideries, sumptuous silks and delicate tulle, with luxury touches not usually seen in larger sizes, such as **silk-lined cups and a hand-crafted finish**. To top it all off, knickers do not come second place: thoughtful details such as smooth covered waistbands and elastic-free legs make their styles as wonderful to wear as they are to look at.

The new collection combines **seductive moody tones** mixed with **dramatic exaggerated scalloping** in beautiful guipure and lace, all paired with butter-soft silk satin for the most luxurious feel.

BOOTH: 658 - UNITED KINGDOM - www.adinareay.com

High End

AMORALLE*

WE LIKE

- The attention to detail, particularly on the shoulders, with bows and fur in a true ready-to-wear style,
- The palette of bubblegum pink, raspberry, and mossy green shades juxtaposed with an array of jewel tones for more seductive elegance,
- The brand's bold and daring attitude towards dramatic colors and styles.



In 2008, Latvian designer **Inese Ozola** launched her own brand of legwear, lingerie, sleepwear, and loungewear. With a **very feminine, luxurious look**, Amoralle's designs stand out with their incredible quality and elaborate details. Today, **Amoralle has a large presence, with 20 boutiques and shop-in-shops** in countries such as the United Kingdom, Australia, France, Saudi Arabia, Netherlands, Russia, and United States.

The new collection is composed of **delicate silk, light-as-air chiffon, tulle, and ultra-soft velvet**, combined with **exquisite lace**, feminine bows, and fur.

BLUEBELLA



WE LIKE

- The attention to detail on the straps and the cutouts of the “Buckle Range” line, bringing a truly contemporary spirit to these products,
- The “Caged Range” line, for its ultra-trendy, sporty fishnet look on a truly sensual bustier,
- Fluid tactile fabrics, embroidery over transparency, sensual textures, and indulgent detailing blend together in a range of lingerie and nightwear that liberates the imagination.

A British corsetry and sleepwear brand **launched in 2005**, known for its **modern, delicate, and ultra-trendy collections**. Bluebella is a progressive brand with a price point that can be considered “affordable luxury.” The shapes are **unique and refined**, enhancing **feminine elegance**. Quality and delicate beauty are key concepts for **designer Emilie Bendell**.

Inspired by the **strength and fragility of nature**, the collection beautifully blurs the lines from dawn to dusk, and takes the wearer on a journey of self-expression. **An audacious collection** that encapsulates effortless style with geometric patterns, sheer mesh and contemporary lace. Confident styling is captured in an **alluring colour palette of warmth and light**.

BOOTH: 552 - UNITED-KINGDOM - www.bluebella.com

Better, Bridge

BLUSH



WE LIKE

- The crisp shades, pops of colors and new unique details of Fall 2017,
- The brand's unwavering inspiration to innovate; for this season the brand is experimenting with retro silhouettes,
- The brand's new collaboration with Bijoux Indiscrets, offering avant-garde intimate accessories from Barcelona to North America!

Blush was founded in 1959, when Edward N. Ajmo launched his first fashion venture in Montreal. In 2001, Mr. Ajmo entrusted the leadership of the company to his highly experienced children, Justin and Tiffany, to continue the successful family business. The **diversity** of the brand's team brings **color and modernity** to its creations.

The purpose of the brand is to **set global fashion trends** while bringing together three musts: **luxury, comfort and affordability**. Each piece in the collection highlights the exceptional **quality, sensual design and unsurpassed attention to detail** that have established the incomparable Blush reputation.

BOOTH: 411 - CANADA - www.blushlingerie.com
High End, Better, Bridge

DEREK ROSE



WE LIKE

- The selection of prints for the A/W 2017 collection, inspired by the finely detailed, geometric patterns of African ceramics and the continent's fascinating wildlife,
- The mixed woven elements to the checks and stripes reminiscent of the Maasai's 'shuka' cloth,
- The brand's "Smart Comfort" philosophy with the consumer's well-being as the main priority.

Derek Rose is a British lifestyle brand created in 1929. With a **legacy in sleepwear** and being a market leader in loungewear, the products are based on the heritage of the brand over several generations.

A high-end, British brand for men, women and children. The brand focuses on comfort first, ensuring the most luxurious fabrications in a collection that suits the lifestyle of their consumers, combined with excellent customer service. **Derek Rose has always worked with the finest fabrics - cashmere, wool, silks and the best cottons.**

BOOTH: 215 - UNITED KINGDOM - www.derek-rose.com
High End

EDGE O' BEYOND

WE LIKE

- The stunning “Colette” range, with its truly sexy mood. This stunner’s silhouette is totally unique; combining gilt threaded French embroidery, delicate copper scallops, diamond cut-outs & strapping for a contemporary edge,
- The brand’s expansion into loungewear, with its new “Karis” range, with pieces that play up contrasting fabrics, such as the silk trouser embellished with a lace strip on each side, and always, the bejeweled detail to remind you of the brand’s signature style,
- The thoughtfulness of incorporating jewelry and lingerie together for a look that’s meant to be seen.



Edge O'Beyond, is a **young designer brand created in 2013 and based in London**. With a **contemporary, modern style**, each lingerie set echoes the “o” within the brand name, with gold plated rings sewn into each piece to allow Edge O'Beyond's 18 carat gold dipped jewelry to be attached, making each piece customizable.

The collection enchants us once again, with its **sensational shapes, elaborate cutouts**, delicate fabrics, superb Leavers lace, and **small gold chains, the brand's signature detail**. This season sees an **abundance of lace, silk, signature silky strapping, gold dipped components and glimpses of bondage**, whilst remaining curve-enhancing and flattering. The collection is a journey of romantic sensuality, mixing dark, mysterious colors with pink, lilac and silver lace and embroidery.

BOOTH: 439 - UNITED KINGDOM - www.edgeobeyond.com
High End, Better

ELSE



WE LIKE

- The graphical high neck bodysuit with geometric patterns topped with a dark blue jumper, with an impression of layering, to combine with fishnet tights,
- The elaborate cutouts, straps, and geometric tulle on the lingerie sets, with trendy scalloped edges, for a feminine, contemporary woman,
- The brand's consistent collections to give the wearer a sense of luxury that she can wear every day.

A Turkish lingerie brand. **High-end corsetry collections** which are **effortlessly elegant, irresistibly feminine, timeless and true.**

A chic woman who loves simplicity and feels good about her body, such is the leitmotif of the brand's designer Ela, who was raised from her earliest childhood in the **artisanal tradition** of sewing workshops. It is this love of well-made products and quality materials that led to the creation of this subtle, delicate and always ultra-fashionable lingerie.

BOOTH: 440 - TURKEY - www.elseingerie.com
High End

FLEUR OF ENGLAND



WE LIKE

- The collection's new style, such as the ultra-glam bandeau bra from the "Muse" range, an enchanting, alluring piece,
- The "Whiskey" range, with its satiny copper tone, elaborate cutouts, and very detailed straps and delicate Leavers lace,
- All of the lingerie pieces of the brand are hand designed by the creator, Fleur Turner.

The Fleur of England brand was **created by Fleur Turner in 2000**. The brand creates elegant, feminine, and sensual lingerie with the finest of fabrics and sophisticated cuts; it represents the **very finest in upscale English lingerie**.

The new collection is made up of **4 different ranges**. "Nocturnal", in the darkest of ebony satin, is **a very sexy, dark, bondage-inspired range**. The "Huntress", is an art-deco range, which evokes nature with its embroideries and emerald green color. "Muse" is intelligent and sophisticated in a midnight blackberry hue with jewel-toned embroideries on an invisible tulle base. And last but not least, there is "Whiskey", a luxurious, seductive range, with its unique cuts and **copper iridescent tones**.

HANKY PANKY



WE LIKE

- Chic, delicate pieces that elaborately combine embroidery and lace, with wide elastic bands inspired straight from the sporting world,
- Floral and geometric prints which feature a play not only on design, but also in terms of texture and embossed design,
- The new collection which combines technical materials with Hanky Panky's unparalleled attention to fit and comfort.

Toward the **end of the 1970's**, Gale Epstein was making **lingerie ensembles and sleepwear pieces** for her close friends. These were innovative creations that retailers fell in love with, and thus became Hanky Panky. A brand that perfectly combines **tradition and glamour**. **Hanky Panky is 100% Made in USA.**

New this season is **Hanky Panky at the Studio**, the newest active-inspired collection. **Inspired by modern women's desire for versatile, comfortable and stylish intimates**, the collection features luxurious **Italian performance microfiber knits with wicking and quick-dry properties**. Included in the collection are soft bras, bottoms and tops ideal for every day comfort.

BOOTH: 623 - USA - www.hankypanky.com
High End

WE LIKE

- The brand seeks to revolutionize the intimate apparel market for men,
- The botanical flair that runs through the entire brand collections,
- The large selection of product categories for the consumer to choose from.



Born in 1968 in the South of France, and founded by Charles Belpaume, HOM has never ceased to offer its know-how and creativity in the **men underwear area**. The design, shapes, quality and comfort of the products are well known and acclaimed in underwear collections as well as pajamas, swimwear and socks. HO1 line has become the signature garment of HOM's collection. Its unique fabric, paired with its **unique style offers the ultimate comfort** and is available in new colors: dark green, faded blue, and blue.

The AW2017 collection is built around 3 themes: **"the organic"** inspired by Art Nouveau and set out to revolutionize basic print design, a line inspired from **art, architecture and design**, and the last line being a deeply **urban collection** with an ode to Marseille.

KNICKER LUXE



WE LIKE

- The new “Kismet Collection” that offers cotton lingerie that is modern, pretty, and easy to wear everyday comfort,
- The comfortable tee-shirts and camisoles that can be worn as a second skin,
- The packaging that comes in a luxe cotton fabric bag or a signature gift box.

Founded in 2014, Knicker Luxe is an **Australian** brand founded in that offers a dedicated cotton underwear range for women. But not just any cotton – a **premium Pima cotton**, lightweight and luxurious.

Knicker Luxe defines luxury differently, by going beyond the superior fabrics and stylish silhouettes that make up their collections. It's **a freedom and an attitude** that comes from embracing who you are, and at the heart of the Knicker Luxe design is an **appreciation for this sense of individuality**. Inspired by the interconnectedness of femininity and available in sizes XS-XXXXL, there's a shape and style for every woman, for every day.

BOOTH: 246 - AUSTRALIA - us.knickerluxe.com

Better

LES JUPONS DE TESS*



WE LIKE

- The majority of these pieces can be worn as innerwear or outerwear,
- The Tentation line which is a partnership with Absainte. It is a very sexy line with black satin, lace and 24 karat gold embellishments,
- The Blush and Gloss lines: the Blush collection mixes pink satin with sophisticated black lace, and Gloss is composed of burgundy satin with transparent mesh.

Created in 2007, this young French brand creates high-end collections and offers a fresh take on lingerie that is delicate, stylish and sexy. Influenced by the elegance and coquettishness of 18th-century women, we find all the codes of this era throughout these collections: **frills and ribbons, delicately chosen precious metals, and bodices with fitted corsets.**

This season, Les Jupons de Tess was inspired by the theme of **la Dolce Vita**, which is a very sophisticated and sexy collection. Launching at the show is also the Tess line, which is a very **boudoir, romantic and sexy collection.**

LIQUIDO*



WE LIKE

- The Poko Pano brand capsule collection and unique limited edition prints for summer 2017,
- The fabric of the leggings: 50+ UVA/UVB protective, sweatshop free, quick drying and durable,
- The brand's mission to inspire wellness through fashion with the highest technology and quality in fabrics.

In 2001, a family set up a small shop in the Brás neighborhood in São Paulo, Brazil. Years later, the brand saw their popularity grow and opened stores throughout Brazil. Today, Liquido is known for designing limited edition **swimwear and activewear** that can **seamlessly transition throughout the different phases of one's day**. Since Liquido's inception, yogi and entrepreneur, Renata Facchini, has brought the brand to Australia and the United States.

New **Limited Edition prints** are released throughout the year and **all production processes are sweatshop-free**. The brand's **mission is to create high quality, bold activewear** that will **foster confident and strong women**. The name Liquido was chosen because, just as water is essential to life, the founders of Liquido believe good clothing is a bare necessity that all people deserve.

BOOTH: 525 - BRAZIL - www.liquidoactive.com

Better

LONELY

WE LIKE

- The sense of positive body image and freedom of expression that the label carries throughout their collections,
- The brand's social media channels that reflect the world of the "Lonely girl": un-manipulated images of their friends and followers,
- The combinations of fabrics that mix classic and modern designs to create unique pieces.



Lonely is an Auckland, New Zealand-based design house founded in 2009 that celebrates the **strength and individuality** of women and creates lingerie, swimwear and RTW clothing. A young brand with a **contemporary, wearable and unforced look**, and a sensual but intimate spirit. Clean designs and unique shapes sit alongside neutral colors and the highly detailed materials selected.

The **strappy details** on the high-waist briefs and bras are at this point a **brand signature** for Lonely, and are integrated in the design in a natural and subtle way. Every detail feels like a perfect fit. Lonely eschews conventional marketing, bringing its collections to life via the **Lonely Girls Project**, a journal featuring girls around the world captured wearing Lonely in their natural habitat.

LOU PARIS*



WE LIKE

- The “Beauté Victorienne” range, with its graphical, modern look from lustrous colors and straps trimmed in ultra-trendy velvet,
- The ultra-modern mix of stripes and florals with masculine/feminine accents in the super-trendy “Mystères de Lou” range,
- The “Merveilleuse Envolée” range and its two-tone Leavers lace, and in particular, its stretch belt with leaf motifs, for a real active-chic look.

A French brand **founded in 1946** in Grenoble (France), Lou is one of the **historic names in French corsetry**. Lou: the art of beautiful lingerie, as much in the cut as in the fabrics.

This season, Lou revisits **the undercurrents** of a unique period, **the Belle Epoque**, and the contours of a surprisingly modern femininity. A **dandy-style chic** that plays with a **mix of masculine and feminine**, the preciousness of a **neo-Victorian style and its refined laces, graphical lines** inspired by **French metallic architecture**. The inspirations are reflected in the ranges that are both bold and simple, inspired by the past without being old-fashioned. This year, LOU celebrates its 70th anniversary!

BOOTH: 551 - FRANCE - www.loulingerie.com
High End

LOULETTE

WE LIKE

- All pieces are sourced and produced in the US to produce items made ethically and responsibly,
- The light and gentle fabrics of the loungewear pieces embellished by the lingerie pieces in a romantic, and modern way,
- The strappy and ready-to-wear details integrated in the lingerie pieces that are contemporary and fresh.



Founded in 2015 by LaTimberly Johnson, a seasoned fashion designer, Loulette Lingerie emerged in **Brooklyn**. Loulette Lingerie was inspired by Loulette Bride, a sister company that provides wedding dress with free-spirited styles and beautiful details. The brand offers lingerie, lounge and bridal that are **inspired by vintage glamour**, and produces all styles **ethically and responsibly in the US**. The brand uses only the finest materials and delicate craftsmanship.

The debut collection of Loulette Lingerie is a blend of **edgy and sophisticated mix-and-match lingerie**, robes and loungewear for the woman with a classy and contemporary mindset. From femininity, to sexiness, to comfort, all pieces are full of little romantic details.

BOOTH: 447 - USA - www.loulettebride.com
High End, Better

LOVEDAY LONDON



WE LIKE

- The sensual red in the “Zerena” range, with its elegant, modern lace,
- The silver color, vintage pink straps, and delicate lace in the “Elfin” range, which gives it a festive, luxurious feel,
- The brand’s patented adjustable back strap design which allows each bra to be adjusted by 8 straps to achieve 9 different sizes.

A brand, **launched in 2014 by founder Luisa Loveday**, that is more than just a luxury lingerie brand: it’s a **true lifestyle brand** that stands out with its **incredible designs and boudoir accessories**, inspired by “Hardcore Romance”.

Loveday London is proud of its roots, and all its pieces are designed in London and **made in the U.K.**

The new collection is inspired by the **world of butterflies**. Butterflies are elegant and beautiful; they are the essence, the embodiment, and the symbol of femininity for the designer. They radiate grace and tenderness, characteristics that we find in each of the pieces. Each of the collections explore tonal **contrast, symmetry, linear definition and sumptuous colors**, all found in the brand’s signature leather and lace combination.

BOOTH: 437 - UNITED KINGDOM - www.lovedaylondon.com
High End

MAISON LEJABY

WE LIKE

- The bodysuit and black V triangle shape in the “Air du temps” range, with pieces inspired by the 1930’s that have thoroughly modern, creative geometric motifs,
- The “Nufit” range of timeless classics, with its details borrowed from the world of sport, and its transparent tulle insets,
- The “Satiné” flesh pink balconnet bra, with its geometric print from the Elixir range, which redesigns the décolleté in a glamorous fashion.



Maison Lejaby, “**Corsetier Designer**”, has been a point of reference in the corsetry market **since 1884**. This lingerie brand has a **new energy**, unveiling its new brand image with a new logo, new product segmentation, and new visual identity.

For next winter, Maison Lejaby oscillates between a minimalist “**Active Nude**” mood and a totally fresh take on the **1930’s Arts & Crafts movement**. Even through all the changes, the brand remains faithful to its identity by creating collections for the famous “Maison Lejaby Parisienne”. A **modern, pared-down** collection that keeps its **artisanal elegance**, and always takes innovation a step further.

MAYANA GENEVIÈRE*



WE LIKE

- The world's first bra with the patented ALUXTRA™, Clasp-Free Technology, combining function and fashion with style by cleverly concealing the bra's nursing capabilities,
- The beautiful underwear that have built-in tummy control that aids in the repair and healing of a new mother's body,
- The low plunging neck line bras with semi-sheer lace details that shape the breasts without adding pressure.

Mayana Genevière is a high luxe intimate apparel line designed to celebrate and support the **journey of womanhood**. The purpose of the brand is to offer **maternity lingerie with combined comfort and fashion**. Developed and designed with impeccable attention to detail, every garment, from bra to control bottom, is carefully **crafted to fit** the curves, changes and needs of a woman.

The brand takes pride in **ethical sourcing** and quality of production in-house at the Mayana Genevière® Atelier in Toronto.

BOOTH: 544 - CANADA - www.mayanagenevriere.com
High End, Better



WE LIKE

- The Underwear for Hope program that employs marginalized women in Colombia to make lingerie bags,
- The use of digital printing technologies and fabrics made from recycled plastic bottles in each collection to help the environment,
- The new collection dubbed “The Secret Life of Sparrows” inspired from tattoo art of sparrows and roses symbolizing freedom and beauty.

Naja offers colorful lingerie and swimwear in **whimsical prints** and fashionable cuts, all at affordable prices. The products are characterized by meticulous attention to detail. From the breathable memory foam cups, hand **harvested Peruvian cotton** and stylish **unexpected interior prints**, the brand’s deep desire is to make the world a better place.

Naja is committed to **empower women**, and believes in caring for the planet by **reducing its environmental footprint**. The brand strives to disrupt the way lingerie is marketed towards women by creating a brand that seeks to empower instead of to objectify.

NAKED



WE LIKE

- The styles and fabrics that feel as good as wearing nothing at all, so luxuriously soft and seamless,
- The men's athletic underwear with moisture-wicking technology,
- The meticulously crafted seamless construction for maximum comfort and flexibility.

Naked is a **global lifestyle brand** for both women and men, and develops amazing intimate apparel, sleepwear and loungewear. Established in 2010 by founder Joel Primus in **Vancouver**, in 2014 renowned designer and sleepwear pioneer Carole Hochman joined as Chief Executive Officer, Chief Creative Officer and Chairwoman.

The purpose of the brand is to **create a new standard** for **how products worn close to the skin fit, feel, and function**. The brand uses the very **best fabrics** and uses **innovation and technology** to create comfort: sustainably sourced Pima Cotton and Micromodal.

BOOTH: 425 - CANADA - www.nakedbrands.com

Better

ONLY HEARTS

WE LIKE

- The updated, minimal style of lace, in a mini-motif fashion: a new kind of basic,
- The brand's organic range, which brings together sustainability and the sophistication of high-quality lingerie,
- The highlighting of a new European Lace, comprised of 100% regenerated yarn that is spun in a solar powered mill.



Helena Stuart founded **Only Hearts** in 1978. Today, Helena works with her daughter Kaya, and offers a full range of underwear, sleepwear, and loungewear. Sensual, natural, and sometimes even a little bit naughty, Only Hearts pieces are **made in New York, and the brand is eco-certified**. The brand's pieces are coveted by celebrities and women around the world.

The message behind the AW 2017 collection is to capture and express the meeting point between what is alluring, what is effortless, and what is ethical. The newest product line is a range of **custom prints** that have been developed **in collaboration with a local artist**. The collection is easy to wear, comfortable, and a perfect iteration of the brand's trademark: **innerwear as outerwear**.

PALOMA CASILE



WE LIKE

- The Oswald bra, with its shell-shaped cups made in floral lace and its silvered charm integrated into the straps,
- The surprising graphical cutouts, the elaborate strap effects, almost like accessories, and the metallic fastenings that are placed like jewels,
- The monochromatic color palate of the brand, with the highly-detailed pieces only available in black or white.

A designer brand with **precious, truly exceptional lingerie**. Paloma Casile, who learned her trade with some of the biggest names, created her eponymous collection which offers a **sexy, glamorous pieces. Black in all its incarnations** is made even more **dramatic** for a sophisticated, seductive woman. The collections are entirely manufactured in France and the patterns are made by hand in the brand's atelier in Paris.

This season, pieces are inspired by **flora**, and are **both sexy and elegant**. The Romuald style in lace and leaf shapes plays with contrasts in the graphical bands that modernize the whole ensemble. The Alberick bodysuit sculpts the silhouette with a juxtaposition of fabrics, and stands out with its delicate lace that makes this piece so gorgeous.

BOOTH: 445 - FRANCE - www.palomacasile.com
High End

ROSA FAIA



WE LIKE

- The chic and trendy version of the “Twin” range, in a new anthracite color, a piece that is always completely invisible, even under fitted tops. This is everyday lingerie refreshed with a contemporary design,
- The ultra-chic urban elegance of the new “Selma” range, combining a graphical print on the lower cup with an ornamental lace in tulle on the upper part,
- The brand’s inclusion of every woman in each piece.

Founded in 1886, the Anita group is the expert in **specialty lingerie**. Perfect cut, comfort, and functionality are the key concepts behind this brand. **Anita loves women**, and **meets their needs at certain specific times in their lives**: breastfeeding, pregnancy, breast surgery, active sports, and larger bust sizes.

Their **Rosa Faia** brand is synonymous with **beautiful lingerie**, from **cup size A all the way to the largest bust sizes**. In the new collection, we can see the best-selling “Twin” range, which stands out with its subtle shine and its incomparable sensation of comfort and easy wear. Made using a silky microfiber, these styles are lightweight and incredibly enjoyable to wear.

SCANTILLY BY CURVY KATE



WE LIKE

- The cutouts and shoulder details, which allow you to include your lingerie in your everyday, ready-to-wear outfit in a subtle and sexy way,
- The super-sexy babydoll, a play on seductive allure and transparency,
- The bondage style of the new collection, perfect for voluptuous women.

A British brand launched in 2009, specializing in **plus-size** lingerie and swimwear. This brand prefers to **focus on lingerie that champions every body, celebrating the beautiful diversity of women**. For Curvy Kate, we buy lingerie because it's fun and to feel beautiful, not just to look good or be sexy.

From **cup sizes D through K**, the **cut and shapes** are **specifically designed** to provide **comfort and optimal fit**. The design of their collections is both **fashion-forward and trendy**, for young, curvy women who want to express their femininity.

The new collection reflects a truly sensual mood. Lacing, transparency...all women have the right to express themselves and be confident.

BOOTH: 657 - UNITED KINGDOM - www.curvykate.com
High End, Better

SOKOLOFF

WE LIKE

- The layering and transparency, so that the underwear highlights your body as much as your clothes,
- The brand's accessible price point,
- That the collection breathes delicacy, confidence, and comfort, while driving an ethical production model.



This emerging label, created in 2012, designs and manufactures lingerie **100% made in Quebec**. Formerly a technical designer for La Senza, the designer of Sokoloff was witness to an industry that has long held two extremes: the mass-produced underwear brands versus high end lines. Since then, she successfully created **an innovative, locally made, business model** that **gathers women around the passion for indie lingerie**. The brand is focused on offering feminine and refreshing soft-cup bralets, bras and underwear.

The beautiful autumn collection was created with a **spontaneous color palette**: butter scotch, steel blue, desert rose, smoky grey and navy. The pieces have **clean, simple lines** combined with **sophisticated lace**.

THISTLE & SPIRE



WE LIKE

- How each piece in the collection combines details that mirror the multifaceted sides of being a woman,
- The lingerie sets to combine with gold chains, creating a sensual and sophisticated look,
- The edgy, contemporary modernization of each piece, with a monochromatic color palate.

Thistle & Spire, an American lingerie brand, creates stunning, stylish and incredibly comfortable **detail driven pieces** designed in Brooklyn. Thistle & Spire is all **about pushing boundaries, breaking rules and melting hearts.**

The brand has a very unique style, with **bondage details, graphic lines** and **lovely lace** in **various shapes**: bodysuits, bralets, halter bras and balconettes. The **Brooklyn/Manhattan Skyline is the inspiration** of the Fall Winter Collection, with pieces in textured mixed laces combined with striking details and linear lines.

BOOTH: 546 - USA - www.thistleandspire.com
Bridge

UNDERPROTECTION



WE LIKE

- The excellent value for money of the brand,
- The matching loungewear and lingerie pieces with large-scale floral prints,
- The subtle and provocative transparent pieces in neutral tones with embroidered details.

Underprotection is a Danish brand based in Copenhagen and founded in 2010. The brand creates **fashionable** and sustainable underwear, loungewear and swimwear for women. Underprotection **only uses sustainable materials** such as tencel, recycled polyester, organic cotton and bamboo, combining ethics and aesthetics. The production is made in India and controlled by the **Fair Wear Foundation Young designer program** which ensures and improves good labor conditions.

The brand's ethos is to create lingerie to make the wearer **feel fabulous**, loungewear that will make you want to wear all week, and swimwear that makes you dream about vacation and summer. The new season's collections colors are **deep jewel** and **nude tones** mixed with patterns.

VA BIEN



WE LIKE

- The tattoo effect of these lingerie pieces, with the contrasting floral print and beige-nude tulle,
- The straps and garters embellished with flowers, providing a truly surprising raised effect,
- The loungewear pieces with large-scale floral prints, full of transparency.

Va Bien is a family luxury corsetry business, founded in 1989. Designer Gregory Gimble, the son of founders Marianne Gerard and Richard Gimble, designs **pieces for special occasions**: a wedding, a gala event, or a romantic evening; in other words, for **unforgettable moments**.

The new Atelier collection, named Hibiscus Dreams, is **inspired by Spanish summer gardens**. These are truly elaborate pieces, with an almost **mystical** aspect. This brand plays with texture, cut, and raised effects, using a floral print on a beige-nude tulle ground. All of the sewing for the collection is done in the US.

BOOTH: 456 - USA - www.vabienlingerie.com
High End, Bridge

ZIMMERLI OF SWITZERLAND

WE LIKE

- The modern, sporty shapes in the men's range, which set a truly contemporary mood reflected in these pieces,
- The "Crossroad Stories" range for men, with its truly elegant micro-motif print,
- The men's loungewear range, somewhere between modern and casual.



A famous **Swiss brand, founded in 1871**. A maker of men's underwear that has also expanded into the women's market with ranges of lingerie and loungewear. A designer of **high-end bodywear**, with **timeless cuts and shapes**, all in **natural tones**: white, eggshell, cream, and grey, for their everyday ranges.

The new collection is inspired by **major metropolises**, in an **urban spirit**. The men's collection, "Crossroad Stories", in cotton, plays with geometry and symmetry. The "Shades of Opulence" collection is designed for the contemporary woman, with an avant-garde style. These are pieces featuring clean lines in a romantic spirit, in cotton or silk.



CURVENEWYORK

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TUES 08

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