

trade show reports

Lingerie Americas

Spring/summer 2007, 30 July - 1 August, 2006, New York, US

Sarah Fung, WGSN 09.08.06

Trends

Brands

Brands

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Dessous By Sophie Simmons

A contemporary exhibitor to Lingerie Americas is **Dessous by Sophie Simmons**. In its third season, Sophie Simmons has created a perfectly **feminine, practical yet fashion-conscious collection**.

Her pieces are **delicately put together** and the colours reflect the same in **soft pastels** such as **pistachio, plum, noisette, rose and lemon**. Black comes in the form of **faded denim**. Colours are inspired by an **art deco engraving** and having a degree in painting allows Simmons to design 2D on **simple pattern shapes**.

This season's **signature silk motifs** were inspired by **peonies found in a Japanese antique calendar**. The cuts for soft bras, camisoles, chemises, panties, shorts and tees are **relaxed and lounge-loved**.

Growing up in Paris gave Simmons her **European approach to lingerie, which is hand-crafted and sophisticated**. Her inspiration stems from her mother and her grandmother.

Dessous is stocked in the US in hip lingerie store Catriona Mckenzie, C.Ronson and also sells well in Japanese stores such as Framework.

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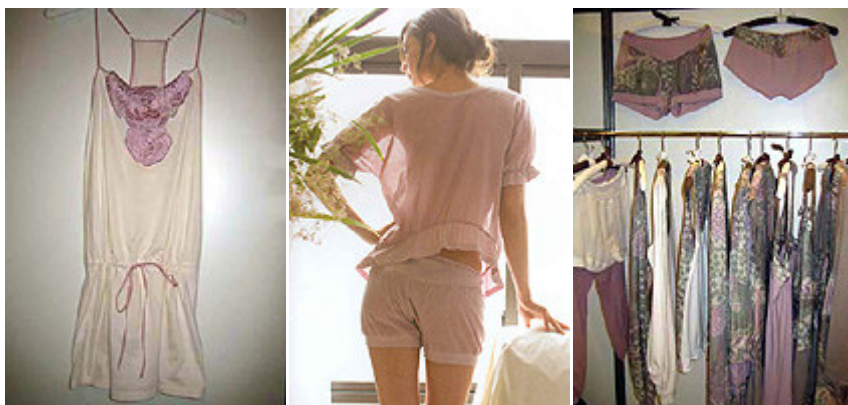
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Dessous By Sophie Simmons

Kadida for Disney

Making its debut collection was **Kadida for Disney**, which is a collaboration between Kidada Jones (daughter of Quincy Jones) and Walt Disney and is **aimed at adults**.

Kadida has designed a **cool range of street-Disney**, affiliated with Undergirl.

The prints are **refreshingly dark, a skaters view** of the cartoon images and **not what you would expect of Disney**.

A Snow White print with **thorned trailing leaves, pumpkins and hearts with daggers**, can be seen printed in **black on grey jersey**, three-quarter-length ribbed pyjama bottoms with matching **asymmetric, side-tie hipsters**.

Sleeping beauty is printed in full colour on pyjama vest sets with a matching **soft bra and tie centre**.

An ingenious idea they have already in the pipeline is a set of **seven knickers** entitled "**Seven dwarfs for seven days of the week**", each printed with one of Snow Whites dwarfs.

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Kadida for Disney

Brigi

Bridget Mactavish formed **Brigi** three years ago when she was working

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as a **ski instructor in Aspen**. Mactavish started by making **custom pyjamas** as a part-time job for the holidaymakers and is now selling to stores and internet sites all over the US.

Her signature allover prints are 1950s-kitsch-inspired, which include **pin-up cowgirls**, **topless cowboys**, **puppy dogs on plaid**, **ice-cream sundae desserts** and **classic leopard prints trimmed with fuchsia pink silk ribbon edges**.

Fabrics are predominantly cosy using 100% natural cottons and **warm flannels**, cut in classic shapes thrown in with the **added glamour of silks** and finished with clear **vintage diamanté flower-shaped buttons**.

Trouser hems are finished with a **pompom trim or marabou fur** and her luxury "Glamour robe" in a **leopard floral print**, has a **detachable ostrich feather boa**.

Ironic logo sweat tops are available with a large oval embroidered scripts that read: "**Never Get Dressed**", "**Je Suis Sexy**" or "**Puppy Breath**".

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Brigi

Bella Materna

Anne Dimond and Candice Urquhart formed **Bella Materna** in 2000. They met while working together as Italian tailors for women's suits.

Providing a service for pregnant women, the styles are so versatile that many of their

A majority of the collection uses plain, comfortable, stretch fabrics that

are **contoured to the fit of the woman's curves**, allowing easy movement and is highly functional. Styles include: nursing bras, low panties, camisoles, wrap-tops, dresses and loungewear.

Nursing bras have an **easy-release clip**, are **slightly padded and take moisture away from the body**. Bella Materna has an **exclusive trademarked design "Strap Keep"**, which supports the breasts while feeding but will not get in the way of the baby's mouth.

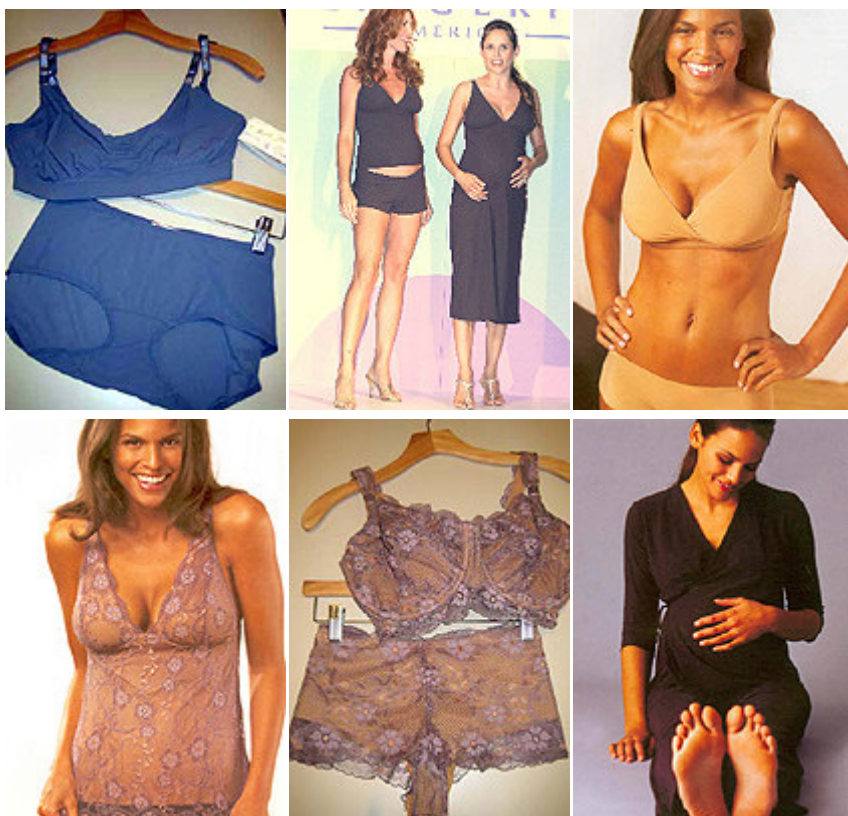
It uses **patented underwires called "Flexy Wires"** that allow safe and easy flow for milk ducts, and the fastenings have a **four-stage hook-and-eye for comfort and longevity**.

Its most stunning collection is the new **French lace** in plum/apricot, which is one of the most **delicate and feminine nursing sets on the market**.

Bella Materna's best sellers are its **"Anytime nursing bra"**, which is a soft bra with a **hidden liner** and its stretch and **absorbent lined underwire bra**, which both go up to a 40G/H.

Look out for Bella Materna's new designs on **strapless and halterneck bras** and larger sizes in the near future.

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Bella Materna

Vagin Pouvior

Launched in 2005, **Vagin Pouvior** (the French translation of Vagina Power) is based on the inner strength of today's modern woman. The company is formed by Maurenice Bisonó (designer), Adrian Bailey and Edwin Llanos, who are currently based in New York.

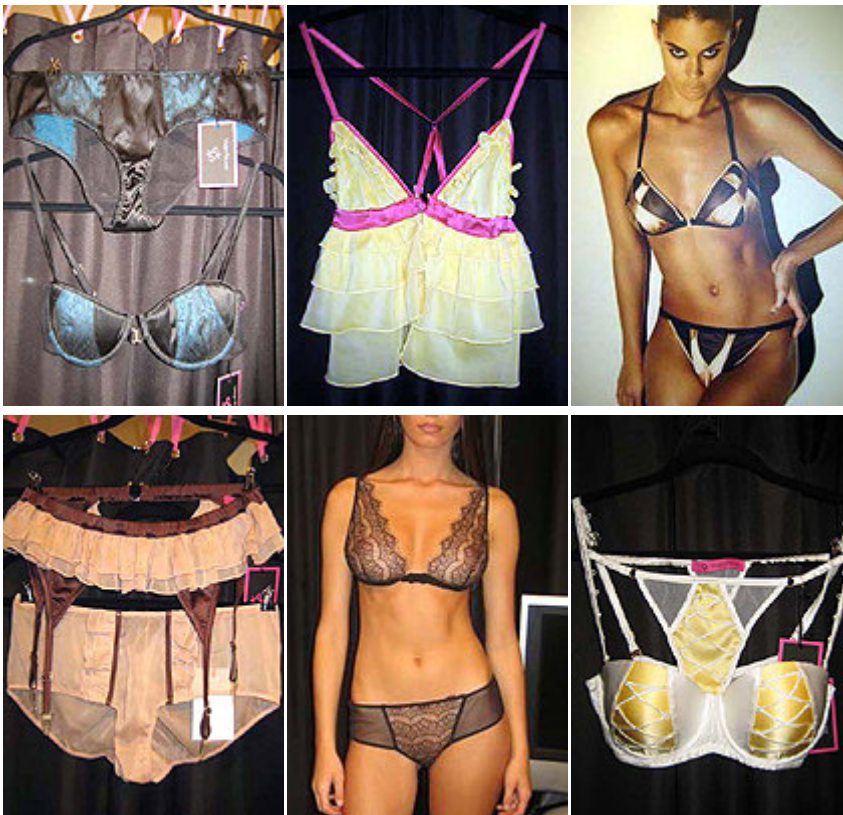
The collection has six themes: **Infinity, Impulse, Destiny, Posh, Lust and Rapture** - each describing a **Super-hero Vagin Pouvior lady**. The message is strong with its own VP Codes – 21 Absolute Laws of Femininity, which lists key thoughts, affirmations and visualisations.

The collection is inspired by **sexy evening and clubwear** with silk and tulle panels, **lace-up details**, halter-back straps, frilly suspender belts, and cute little cami tops.

Vagin Pouvior's collection featured **summer colours of yellow and fuchsia**, and much softer colours such as cream and chocolate, all with **metallic-piercing jewellery-style fastenings**.

All-in-one bodys are featured strongly with **sheer or cut-out panels**.

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Vagin Pouvior

Elizabeth Cotton

Elizabeth Allen used her mother's maiden name Cotton to create the apt name for her business **Elizabeth Cotton**.

Using the fine yarns and prints of the **classic Liberty print**, she started making sleepwear, which included robes, and this season has branched out into **elasticated cotton-jersey knickers**.

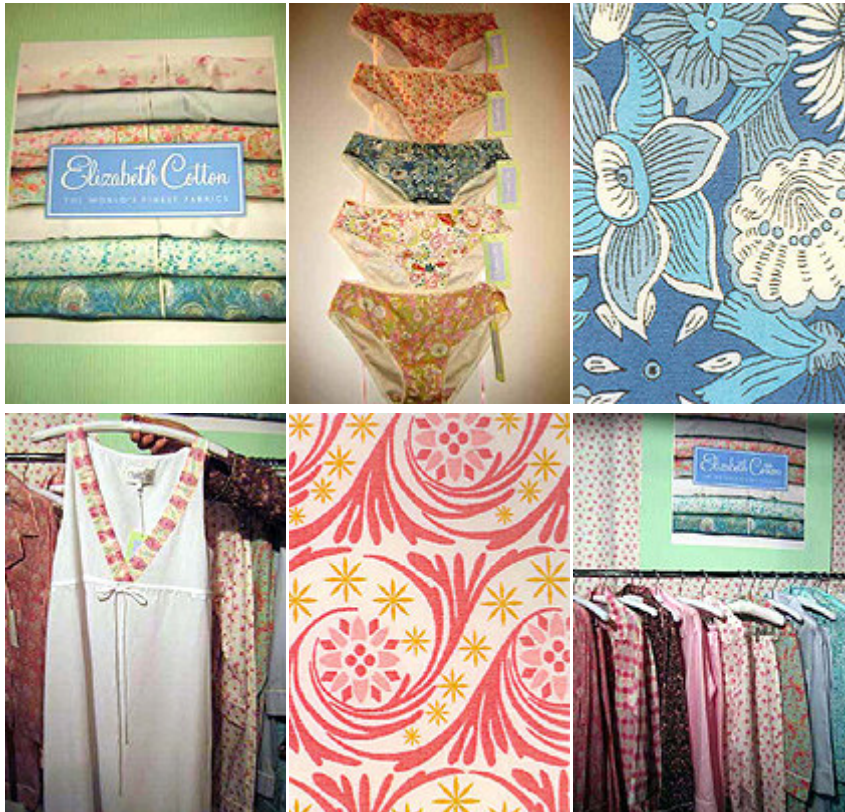
Her inspiration comes from not being able to find the right pyjamas for lounging around the fire during her **christmas holidays**. The look is **feminine, timeless, romantic but practical** and prides itself in quality right through to the finish of the **piped edges**.

The prints have **quirky, typically English names** such as Piccadilly

Circles, Kensington Gardens, Wembley and Tea Rose.

Elizabeth Cotton is sold to many US speciality stores including Neiman Marcus and Fred Segal.

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Elizabeth Cotton

Tepper Jackson

Making its debut in Lingerie Americas is **Tepper Jackson**. Tepper Jackson is also known for making travel accessories such as bags, belts and dog collars, which come in this **fabulous array of print and pattern**.

The colours are bright and plentiful and print designs are **pop-art inspired**. Shapes range from a fitted pyjama, a larger-sized "lounger", Kimono-style robes, **Terry-lined** kimonos and **boxer shorts for women**.

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Tepper Jackson

Lavender Blue Interiors

This established homeware brand (which is part of Damask) makes cushions, linens, childrenswear, and gifts, is developing its range into sleepwear.

Its **Kimono-style quilted bedjackets** are 100% cotton, cambric or lawn, and are **embroidered all over**. Cute vest tie tops are delicately embroidered on one side, so when tied, the inside of the "ears" are decorated. **Pristine, pastel-coloured nightdresses** come in three lengths: ankle, mid-calf or knee and it also makes **maternitywear**.

Nightdresses are delicately embroidered on ,b>button-down necklines and create a **vintage twist on crisp new fabrics**.

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Lavender Blue Interiors

Kaladanda

Kaladanda was founded by serious yoga practitioners John Brady and Kimberly Veenhof, with the core intention of **providing real yogi clothing while supporting an important global cause.**

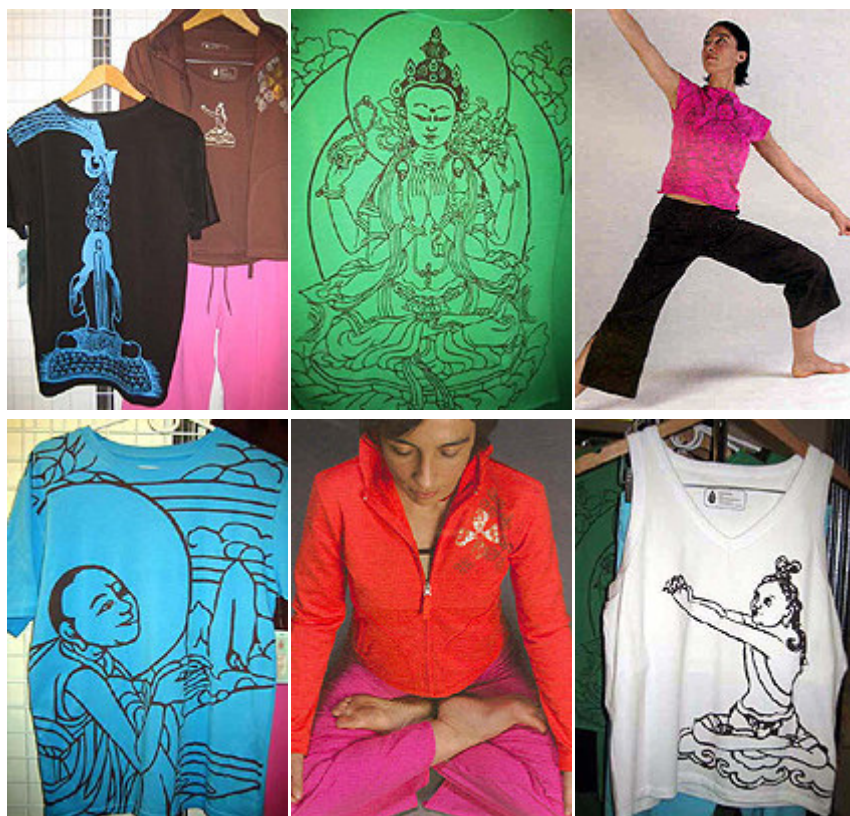
The purchase of Kaladanda clothing helps save ancient yoga texts. A portion of all sales supports the Asian Classics Input Project (ACIP), a non-profit organisation dedicated to preserving rapidly-disappearing Tibetan and Sanskrit yogic manuscripts. **Kaladanda clothing features images from rescued woodblock carvings discovered by ACIP.**

Collections cater for both **men and women** and concentrate on **key yoga styles** such as Capri pants, V-neck vests, **simple capped-sleeved T-shirts**. Hooded zip-up tops come in jersey colours such as **Orchid, tomato, espresso, lawn and sand.**

They provide a **buddhist approach to work ethics**, from generosity in business, **environmental consciousness** and supporting the workforce through meditation and financial support.

Kaladanda is an ancient Sankrit term meaning "beating time" or "beating death" and **the true goal of yoga is the ability to stop life or death.**

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Kaladanda

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