

trade show reports

Lingerie Americas

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

Sarah Fung, WGSN 09.08.06

Trends

Brands

Trends

WGSN presents the key trends from the show.

Lingerie Americas was strong as always in intimate and swimwear. Maternity, bridal, sleep accessories, and nightwear were also key, with influences taken from the **Far East, 1950s pin-ups, boudoir, nautical, sporty loungewear and festive Holidays.**

Prints included: **oriental, English or silhouette florals, teen prints, bold 50s and 60s, and animal and African-inspired.**

Added details such as **ornate buttons**, lace appliqués and embroidery, frills, **fabric panelling** and plenty of **bows and ruffles** were also key.

Oriental florals



Patricia Fieldwalker



Malizia by La Perla



Ying Li



Christine Vancouver



Ying Li



Shan

Key trends

Oriental florals

Country florals

Animal prints

Nautical

Kitsch prints

Embroidery

Appliqués and broderie lace-work

Tassels

Corsetry

Bridal

Christmas Holidays

Eyepatches and accessories

WGSN also loves...



More oriental prints by Ying Li



Monotone-print skinny knickers by Clo



NK Attitude



Carlton Hall



Ying Li



Embroidered thong set by Clo

Oriental florals, seen on **soft silk chiffons**, and **kimono-style robes**, **kaftans** and sleepwear, is now **influencing swimwear**. These **dramatic, elegant, wispy prints** are versatile in any style and the trend looks like it is here to stay. Patricia Fieldwalker, Christine Vancouver and Ying Li all have a **strong oriental print theme this season**.



Elle Macpherson's pretty slate grey silk panties

Country florals



Rosapois



Shan



Freya



Waistcoat styling by Lejaby



Oscar de la Renta Lingerie



CLM Cotton & More



Betsey Johnson Intimates



Diamanté logoed wedding vests by Classy Bride

Country florals and **English Liberty-style prints** have been used as a **softer option to oriental florals**. Colours include **pastel shades** and flowers are smaller, less dramatic, **look more romantic**, and are **feminine and soft against pale skin tones**. Rosapois has designed a pink and blue, **girl-next-door**, tulle bra set and for a typical **English rose**, Betsey Johnson has **flouncy off-the-shoulder nightdress**.

Animal prints



Aubade



Malizia by La Perla



Brigi



Malizia by La Perla



Mary Green



Aubade



Chio



Malizia by La Perla



Betsey Johnson Intimates

Animal prints will never go out of fashion it seems, and are especially popular on **swim and nightwear**. Classic **leopard print clashes with hot fuchsia pink**, as seen on this Brigi pyjama above and in a larger scale at the Betsey Johnson Intimates stand.

Nautical



Rampage



Lavender Blue Interiors



Wolford



Scanty



Calida

Nautical is another **classic trend that is sophisticated yet carefree**, coming mainly in **baby blues and white**, with a little **yellow or red** thrown in. **Stripes, tie-ends and large buttons** are used - we love Scanty's **rope-print vest**.

Kitsch prints



Classy Bride



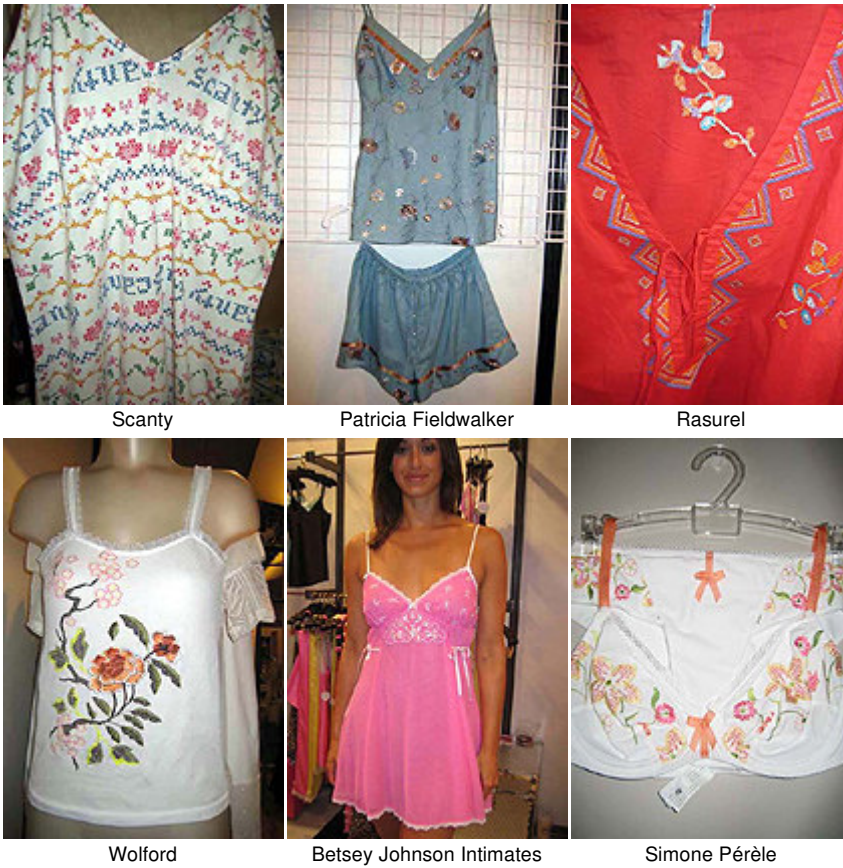
Lucy B



Capelli

Pop prints **inspired from 50s-70s** can be found on nightwear predominantly, making loungewear scream to be seen. **Teen-prints are used for adult styles** and sizes to explain our new **fun-loving** and "never-grow-up" society.

Embroidery



Scanty

Patricia Fieldwalker

Rasurel

Wolford

Betsey Johnson Intimates

Simone Pérèle

Hand-embroidered by machine is popular and makes a **personalised** look. Scanty and Simone Pérèle have used a **cross-stitch** design, whereas Patricia Fieldwalker and Wolford have a **tapestry** approach.

Appliqués and broderie lace work



Nocturne

Aubade

Dessous by Sophie Simmons

Lace work and appliqués can be seen on **delicate nightwear and feminine lingerie sets**. Nocturne has several pieces in its collection that are in **natural muted creams and browns**. Dessous by Sophie Simmons has a soft lemon detail and, in contrast, Aubade uses a **bright coral onto lipstick pink**.

Tassels



Lisa's Folly by NK Attitude



Madame V



Spolyt

Tassels are inspired by a 1940s flapper style and make lingerie and sleepwear for **fun showy girls**. WGSN loves this Lisa's Folly by NK Attitude **tassel capelet with matching keyhole-back knickers** and a beaded version of Madame V's nightwear with Spolyt's **beaded tassel skirt that can also be worn as a capelet**.

Corsetry



Marlies Dekkers



Marilyn Monroe Intimates



Jacalyn Bennett



Corsetry by John Festa



Madame V



Lejaby

Corsetry is back, along with the **new-romantics**, for Marlies Dekkers and Marilyn Monroe Intimates collection. Corsetry by John Festa is another new brand to exhibit and has a **monotone, fully embroidered flower design**. We especially love this blush pink simple, clean and contemporary look by Jacalyn Bennett with **chunky brace-style clips**.

Bridal



Epifania Lingerie



Lisa's Folly by NK Attitude



Flora Nikrooz



Spolyt



CPJ's by Claire Pettibone



Marilyn Monroe Intimates



Lisa's Folly by NK Attitude



Classy Bride



Smart Ass

There is a **strong theme in Bridal** with intimates and sleepwear, as the market grows bigger to **cater for the newly wed** and ranges from **heavily embroidered necklines and bodices** to sheer tulle sets or **cheeky logoed knickers**. Lisa's Folly by NK Attitude's new collection is mainly based on ivory net and lace sets with **soft lilac bows** to finish.

Christmas Holidays



Scanty

Mary Green

Valery

Some brands have Christmas holiday gift ideas ranging from this **vintage-looking pyjama** set by Scanty, to a **cleverly packaged panties** that read "**Dear Santa I want it all**" by Mary Green, which has also designed its very own **satin Christmas stocking**.

Eyepatches and accessories



Mary Green

Kidada for Disney

Madame V

Eyepatches seem to be the **perfect accompaniment when buying lingerie** and Mary Green has enough to match its whole collection using an **array of prints, logos and trims**. Kidada for Disney has a cartoon drawing to match its range and Madame V's **fantasy gift cases** are elegantly packaged to include sleep-mask and bedtime accessories. Pictured is its **removable stocking straps** and satin neck-cuff.

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