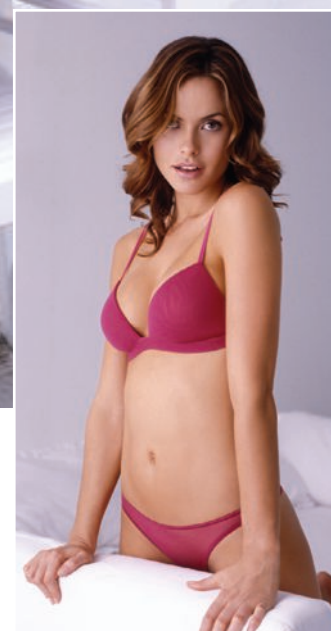


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## Cosabella Casts a Wider Net

BY DANA ROBINSON

Twenty-four years ago **Cosabella** began its foray into the intimate apparel market designing bodysuits—those one-piece Lycra-cotton staple items of the 80's that kept a woman's top portion in place, the middle nice and smooth, and the bottom panty-line free. The company was founded by Italian husband and wife team **Ugo** and **Valeria Campello** with their partner **Sergio Oxman**. The Miami-based corporation, which manufactures its goods in Italy, has become a sought after lingerie, swimwear, and soon-to-be casualwear manufacturer.

Cosabella has evolved from the bodysuit and now concentrates on one specific part of the suit—the back end. “They took the fabric from the thong [part of the bodysuit] and turned it into underwear,” says **Brooke Melzer**, marketing director. That thong underwear, which is now part of the company's Soire collection, is considered a must-have product for many women, along with its baby sister, the low-rider thong. “We have television shows and movies that order the Soire low-rider thong by the dozen for actresses to wear under their costumes, because you can't see it,” continues Melzer.

But thongs are just one small piece of the Cosabella brand. While it boasts the hugely popular Soire collection, which consists of basic bras and bottoms in a variety of styles and colors, Cosabella is best known for fashion lingerie. “We're mostly known for fun colors, fun prints, and fun laces,” says Melzer. Shopping blogger **Serafina** sums it up, noting: “What can I say? We all know this line is baby-got-back gorgeous—couture lingerie at moderate prices.” The collections run the gamut from romantic floral gowns to lacy bras and casual boy shorts.

The same styles that made Cosabella lingerie a success have moved out of the bedroom and can now be

found poolside, no doubt at some of the world's most exclusive resorts. This upcoming spring/summer season will see the unveiling of the company's third Cosabella Mare collection. “They've taken the colors, styling, and fit of the lingerie and translated it into swimwear,” says Melzer. It's comprised of the basic Sol collection, which includes separates and a one-piece in 10 colors, and a variety of other lines, including Diantha, Eris, and Hydra. And prints once again reign supreme as animal patterns, such as the zebra Maya collection, floral designs, and florals with polka dots prove to be big sellers.

This season also marks the unveiling of two new lines from Cosabella. Its new beachwear collection will be under the Mare umbrella, and lets customers choose from an array of pareos, tunics, dresses, camisoles, and pants that are designed in cotton batiste, linen, cotton jersey, and Cosabella's signature tulle. The company will also be unveiling a much-anticipated casualwear line. “There will be a soft launch with a high-summer/pre-fall delivery,” continues Melzer. “It will be a small collection of dresses and contemporary tops in cotton jersey and cotton batiste with a boutique focus.”

Cosabella is distributed in upscale department stores and more than 1,200 boutiques in the U.S., Europe, Japan, and South Africa. ●

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