

32

Show & Tell

Lingerie: The International Language

BY DANA ROBINSON

From September 1-3, Lyon, France, a town widely known as the silk capital of the world, was temporarily transformed into a mecca of the lingerie industry. Representatives from 519 brands in 36 countries flocked to the ancient destination to take part in Lyon Mode City, an event that promotes itself as “the leading lingerie and beachwear trade fair.”

The show certainly lived up to its tag line, as major lingerie and swimwear labels (including **Cadolle**, **Lise Charmel**, **Madame V**, **DKNY**, and **Cosabella**) kept company with upstarts (like **Aniélina Maternite**, **Shanada**, and **Kineba**). There was truly plenty of room for everyone in the vast halls of the Eurexpo center dedicated to the show.

The event was not only varied in the size of the exhibitors, but also in the types of intimate apparel and swimwear that were displayed. Buyers looking to target the youth market could spend their time in the Teen Lady section, checking out wares from companies like **Hop Lun** and **6IXTY 8IGHT**, while the Beachmania and Surf Village areas revealed the latest looks in swimwear from **Swim Days**, **Seafolly**, **Miraclesuit**, and many others. Plus, the weary retailer (or in this case, journalist) who had to hike what seemed like miles of trade show floor space every day, was treated to liquid refreshments from the bars within some of the larger booths, such as **Lycra** (in the Eternité department) and **Feraud Rösch** (nestled in the Jour Après Nuit section).

While exploring the vast venue, one might be privy to conversations in French, English, German, or Japanese. Yet, the language barriers did nothing to curtail the amount of business exhibitors were able to achieve. An informal poll



taken on the final day of the show and shortly thereafter revealed that Lyon Mode City was a success for most of the players involved. “The show in Lyon was great,” said **Poupie Cadolle**, president of the **Alice Cadolle Couture Company** and designer for the **Cadolle Diffusion Company**. “We achieved our goals for the show ... and we will exhibit next year in Lyon for sure.” Several halls over, **Christopher C. Scharff**, president of **Dreamgirl**, seemed to be experiencing the same good fortune. “The outstanding attendance that Dreamgirl achieved was particularly remarkable,” remarked Scharff. “Particularly popular Dreamgirl styles included Fall Holiday corsets, Red Diamond, and dancewear, which has seen a surge in buyer interest in recent years.”

Lyon Mode City, however, wasn't just a venue for commerce. Emerging trends could be found in the extremely well-executed fashion shows, as well as trend seminars that were translated into a number of languages. The decidedly feminine runway looks from **Pop & Pink**, **Lise Charmel**, and **Esprit** should leave no doubt in the minds of retailers that flirty and feminine is the way to go for spring. Those craving more insight learned, via a seminar of emerging lingerie and loungewear trends, that retro corsetry and the sexy sport look (styles that can go from the gym to the club) will abound for Summer '08.

Lyon Mode City, which has been running for 22 years, offered visitors and exhibitors more than a chance to make a few deals and take a three-day trip to France. For the show veteran, it provided a chance to catch up with old friends and colleagues. For the newcomer, it offered an opportunity to see the magnitude of the intimate apparel industry. This international industry transcends languages and continental borders. Lyon Mode City proves that the brand-panty business is the literal foundation of fashion—providing support and luxury to its wearers. ●

< See more *trés chic* pics from Lyon Mode City at iabmag.com/shows

What have I gotten myself into?!

Get Yourself into Some Lucy B!

WWW.LUCYB.COM

Lucy B. VINTAGE INSPIRED LINGERIE

For wholesale information, please call us at 213-744-1302 or email lucyblingerie@sbcglobal.net

