

# WWD INTIMATES

SECTION II



## THE TRENDS: FALL 2009

From green and glam to cozy and classic and everything in between.



## WWD INTIMATES

# Tricks of the Trade

Cheeky gimmicks and quirky ideas lighten intimate apparel purchases.

By Jessica Iredale

**FRILLY KNICKERS AND LUXE LINGERIE ASIDE, UNDERWEAR IS BY MOST** people's standards a bare necessity. But judging from all the novelty items out there, it seems the banality of such basics begs to be spun into something more. Like T-shirts, intimates — underpants in particular — is a genre prime for all manner of angles, ranging from kitsch to convenience.

Consider the age-old days-of-the-week undie campaign, recently coopted by Stella McCartney to adorable effect. Whether girls ever coordinated their drawers to their designated day, the weekday motif has become a classic. It's a conceit that's inspired an endless supply of specialty thongs and panties for every marketable occasion — weddings, Halloween, Christmas, Valentine's Day, even current events: a simple Google search turned up at least three sites peddling Obama undies.

Silly though it seems, people buy into such novelty acts. Take, for example, T-box, a line of cotton pieces, thongs and boyshorts among them, which are compressed and packaged to look like candy, butterflies and ice cream cones. "The idea is it's an impulse buy," says Zeynep Ergin-Vitale, vice president of T-box USA. "The brand is for fast-consumption retail. It's by the cash register — the customer likes the packaging, they pick it up. It's an eye-directly-to-the-brain type of thing."

Not to mention gimmicky, for which T-box isn't apologizing. The line, owned by Turkish retail giant the Boyner Group, launched in the U.S. in November, and intimates accounts for approximately a third of Boyner's \$1 billion in worldwide sales.

As owner of Urban Aid, purveyor of cheeky travel kits (the Shame on You kit includes a pair of panties, a toothbrush and a "leave behind" note, among other personal products, for the girl on the go), Karen Barnett also cashes in on quirky concepts. "We use humor in the copy and the packaging to explain ourselves and to pull you in," says Barnett, who worked in product development and packaging for Disney and Mattel before launching Urban Aid in 2005. "Everything is supposed to be funny."



Suzanne Gabos' Discreet Chic cases.

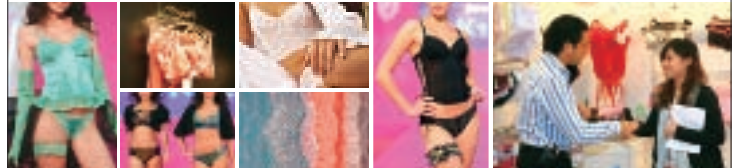
PHOTOS BY ROBERT MITRA AND THOMAS JANACCONE

How do *your* panties travel?



THE PANTY POUCH  
from  
*Suzanne's*  
INTIMATE APPAREL SOLUTIONS - DISCREET CHIC ACCESSORIES  
[www.intimateapparelaccessories.com](http://www.intimateapparelaccessories.com)

## See exciting new products from China & Asia!



global sources  
**Underwear & Swimwear**  
China Sourcing Fair

[www.chinasourcingfair.com](http://www.chinasourcingfair.com)

April 28 – May 1, 2009  
AsiaWorld-Expo  
Hong Kong

### Visit Asia's unique targeted sourcing event

Boost your sales in these tough economic times with hot new products at the **China Sourcing Fair: Underwear & Swimwear**.

As Asia's largest sourcing event for underwear & swimwear products from Greater China, the Fair presents you with more hot designs to bring customers back to your stores!

### Find quality suppliers with better price points

Meet competitive new suppliers from mainland China, Hong Kong, Taiwan, India and more. Many of them have produced for today's leading brands, and can offer you better price points and more flexible production and delivery options to support your business during these harsh times.

### Buyer-friendly show timing

The Fair is perfectly timed just after Canton Fair Phase 2, so you can see more new products in the same sourcing trip.

### Major exhibits

- Underwear
- Swimwear, beachwear & accessories
- Sleepwear
- Fabrics, lace & trimmings

Co-located with:

global sources  
**Fashion Accessories**  
China Sourcing Fair



Register now for free admission!  
[www.chinasourcingfair.com/uaj](http://www.chinasourcingfair.com/uaj)



Flingwear portable underwear.



Stella McCartney's days of the week drawers.



T-box's packaged undies.



Elsewhere, things are meant to be functional. Years of constant business travel inspired former corporate marketing exec Kathryn Lawrence Thigpen to develop Flingwear, a line of individually packaged, portable thongs, launched in October. "I found that I wanted to have some travel-ready, convenient and comfortable thongs that would be packaged so they wouldn't take up a lot of space in my suitcase," says Thigpen. For those not convinced about the space issue, she adds: "Or [just] for someone who is always packing and unpacking." Her Flingwear is available as singles, zipped up in little plastic Baggies, or a pack of three, called the Weekender.

A similar travel-minded philosophy extends to Suzanne Gabos' Discreet Chic, a collection of leather travel cases compartmentalized for clean and dirty underwear (the Panty Pouch) and feminine products, which made its debut in October. Gabos' business was born out of a lifetime of embarrassing moments. "Things are always falling out of a woman's purse, gym bag, suitcase, briefcase," says Gabos, a former stay-at-home mom who reentered the workforce with Discreet Chic. And all it took was one idea, and maybe a few tag lines. "We have a lot of them," she says. "Hide and Chic' is the newest."

W i s h y o u w e r e h e r e !

July 18-21, 2009

Miami Beach  
Convention Center

# SWIMSHOW 2010

Join us for the largest and most important swimwear tradeshow!



S W I M W E A R  
ASSOCIATION OF FLORIDA

For exhibitor or retailer information:

305.596.7889 • Fax 305.596.7713 • info@swimshow.com • www.swimshow.com