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# PRESS KIT

07.02—04, 2023  
*Paris, Porte de Versailles*

**INTERFILIÈRE**  
PARIS

**CURVE**  
PARIS



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# EDITORIAL

Welcome to Curve & Interfilière Paris,

After the successful edition of the Salon International de la Lingerie & Interfilière Paris in January, it's time to launch the Summer version, now renamed Curve Paris!

Curve Paris is both a new concept for our summer show but also a name that is based on already strong branding, existing in the United States, which has its own market, and projects, a current and desirable image. Make way for new codes, new scenography for an event more complete than ever.

On the program for this new event, you will discover a beautiful redesigned offer that mixes the collections of Lingerie, Swimwear, Resort wear, and Activewear, organized like a large concept store with the presence of brands of accessories, beauty and lifestyle to help buyers around the world prepare for the spring-summer 2024 season as well as possible. Curve Paris is displaying new offers and product categories with the presence of 50% of new exhibitors and the return of major international labels.

We therefore thank all the WSN teams who have made this new event possible, confirming what our industry was waiting for: the creation of synergy between the different markets for a strong lifestyle bias. A synergy that also benefits Interfilière Paris, fully integrated into the global calendar to present the latest innovations in the sector.

Curve Paris and Interfilière Paris represent an unprecedented stronghold of the creative industries by bringing together upstream and downstream; from design, manufacturing, fibers and fabrics to finished products. A rich and unique proposal.

Between business and conviviality, emotions and creativity, Curve Paris and Interfilière Paris have been designed facing outwards with terraces dedicated to meetings, while enjoying the rays of the sun. For a unique immersive experience, we have also imagined the "Curve Capsule" which invites you to discover 2 inspirational films to take a new look at the exceptional trades and know-how of Interfilière Paris and dive into the great creative wave by Curve Paris.

Have a great show everyone!

Frédéric Maus,  
General Director of WSN  
and CEO of Eurovet.

Matthieu Pinet  
Director of the Salon International de la  
Lingerie, Interfilière Paris & Curve Paris

*Casa Jaguar Swim*





# KEY FIGURES



## SWIMWEAR IS DOING WELL!

The swimwear market is experiencing  
double digit growth in France  
with €315,5 million in sales.

### **+ 13,1 % FOR PURCHASES OF WOMEN'S SWIMWEAR.**

In 2022, sales of women's swimwear  
in France increased by 13.1% (vs 2021)  
to around **€232 million.**

### **+ 25,4 % FOR PURCHASES OF MEN'S SWIMWEAR.**

With an even more positive momentum,  
sales of men's swimwear increased by 25.4%  
(vs 2021) for an estimated market,  
in France, of **€83.5 million.**



# THE SUMMER MARKET IS SWIMMING IN JOY!

The sales of swimwear are progressing again, confirming their rebound after years of the global pandemic.

The extensive travel, the involvement of French consumers in aquatic sports and recreational activities, the growth of the beauty and spa industry as well as the growing popularity of high-end swimwear are the main growth factors of the market.

The swimsuit has also become a staple of the women's wardrobe. Trendy, innovative and more sustainable, it is directly inspired by ready-to-wear fashion shows. A true piece of style, on the fast-growing market all over the world, it is the symbol of holidays and Summer atmospheres. The couture one-piece – the "Aperitivo" version for Pool Parties and evenings after the beach – is popular with consumers who associate it with Resort wear collections.

On the men's side, swimsuits are popular with the multiplication of styles to adapt to summer activities. Swim shorts and boxers remain the big winners, but we are also seeing the big comeback of swim briefs. Comfort and innovation are the key words.



# WELCOME TO CURVE PARIS & INTERFILIÈRE PARIS



*Not Just Pajama*



# A NEW OFFER, A NEW CONCEPT

The Salon International de la Lingerie is launching its summer edition with its offering of selective and trendy summer remixes of Lingerie, Swimwear, Resort Wear, Activewear, Accessories as well as lifestyle and beauty products. Curve Paris is the new Parisian summer rendezvous, with a Summer Resort styled concept-store offer, the event serves to help buyers create a real summer kit for the SS24 season.

WSN is creating a new global experience with an attractive and complete summer offering from young creators to leaders in the sector, with more than 40 different types of products.

For this new edition, the salon is welcoming nearly **350 exhibitors** of materials and products

**+ 150 BRANDS AT CURVE PARIS**

**50% NEW EXHIBITORS**

**40% YOUNG CREATORS AND NEWLY DISCOVERED LABELS, INCLUDING A DOZEN YOUNG CREATORS LAUNCHED ON ULULE**



Goldbergh

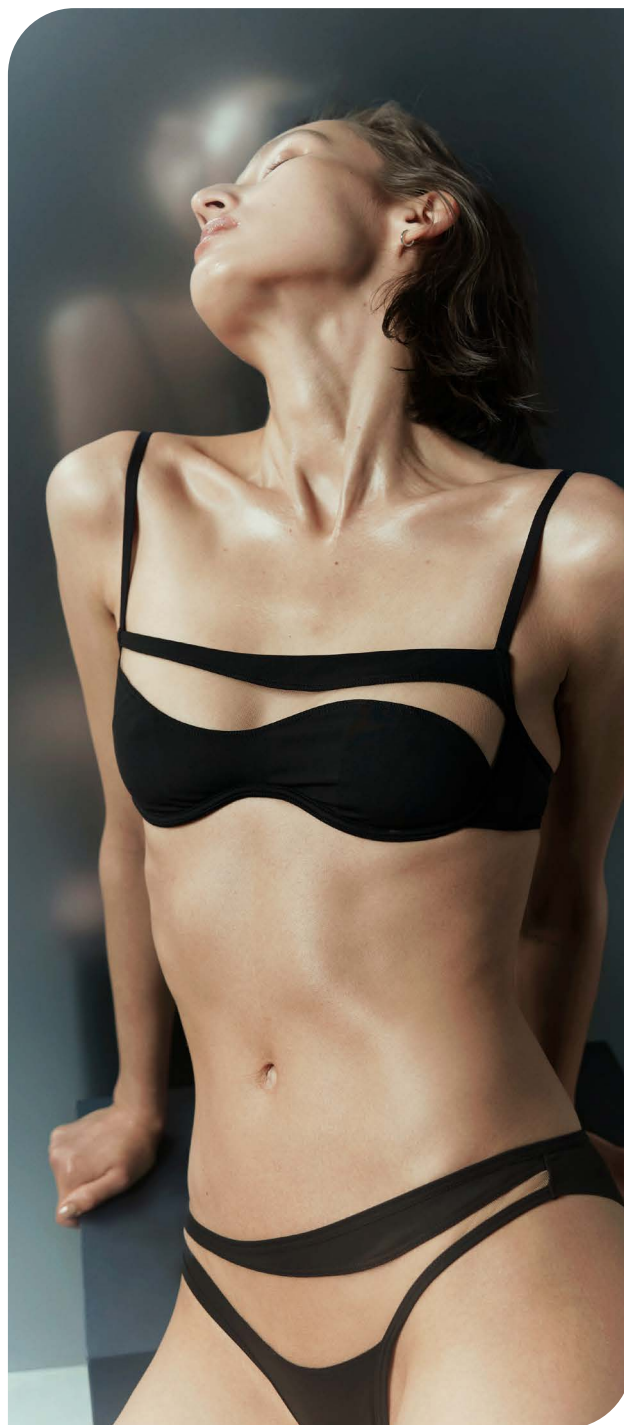
## EXPOSED

A complete offering on Exposed of more than 30 brands the alternative event which selects cutting-edge professionals and brands in the lingerie, swimwear, activewear and lifestyle sector, revealing a unique choice of the most beautiful brands by mixing fashion trends from industry leaders, with ultra-creative emerging brands. By reinventing the trade-show format, Exposed reveals the trends of tomorrow and establishes itself as a key event internationally for buyers.

*Martial*



*Her Senses*



*Atelier Amour*





## CURVE

PARIS

### DISTRIBUTION OF CATEGORIES BY %

39% Lingerie / Corsetterie  
36% Beachwear / Resortwear  
11% Loungewear / Nightwear  
14% Accessoires (shoes, leather goods, jewellery, lifestyle...) & Health Products

### TOP 10 EXHIBITING COUNTRIES BY %

France : 29%  
US : 9%  
Italie : 8%  
Pologne : 7%  
Lettonie : 6%  
Turquie : 6%  
Allemagne : 5%  
Espagne : 4%  
UK : 4%  
Chine : 4%

## INTERFILIÈRE

PARIS

**Close to 200 exhibitors at Interfilière** in the various sectors (textiles, accessories, manufacturers...)

30% new

### DISTRIBUTION IN % OF THE UNIVERSE

Fabrics: 32%  
Lace: 20%  
Accessories: 19%  
Embroidery: 11%  
Manufacturing / Tailoring: 11%  
Textile Designers: 7%

# SUN AT THE ZÉNITH!

With the ambition to be a guide and market reference, Curve Paris aims to open up new horizons by offering a place of exchange, inspiration, business, conviviality and celebration... The temple of wholesale and major distribution channels. Within an exotic scenography, Curve Paris and Interfilière integrate two trend forums, conferences, innovative concepts, as well as unique and immersive experiences and an original entertainment program into their experience.

## 'THE SCENOGRAPHY'

The Costa Molinos studio has worked to create a summer atmosphere within the event, with sets of curtains to lightly delimit the different universes. The strikingly realistic carpet works to tell a story of an indoor paradise beach with fine sand and turquoise waters.

*Casa Jaguar Swim*





## UNPUBLISHED! 'THE CURVE CAPSULE - A UNIQUE IMMERSIVE EXPERIENCE'

↓ Curve Capsule – hall 5.3

The Curve Capsule unveils an immersive audio-visual experience, broadcast in 360° in global exclusivity. Thanks to the most advanced technologies, visitors are invited to dive into a great wave of inspiration and into the exceptional French trades savoir-faire.

### "Au Cœur des Métiers : trois savoir-faire français d'exception" For Interfilère Paris

A captivating short film that dives into the heart of the French textile industry, the magic of the trades and discovering three exceptional companies.

**Bugis**, in La Rivière-de-Corps near Troyes, is the embodiment of perfect circularity. The machines dance with grace, creating fabrics of unrivaled quality to envelop the body with softness and elegance.

**Maison Lévêque**, in Villers-Outréaux, is the temple of mechanical embroidery. Skilled looms intertwine threads with precision, creating exquisite patterns that reveal the intimate beauty of lingerie and home wear.

**Sophie Hallette**, in Caudry, is the jewel of Leavers lace. The delicate machines weave floral motifs of bewitching lightness, bringing a touch of femininity to every precious moment of everyday life.

The French textile industry reveals its soul, where each thread, each pattern, tells a unique story, enveloping the wearer in softness and elegance. Artisans and machines come together to create wonders. This short film transports visitors to the intimacy of the workshops, where passion and know-how meet, revealing unique pieces that celebrate the beauty of intimacy. The gestures of the workers are revealed and the machines become accomplices of limitless creativity. A captivating journey between passion, know-how and beauty, which celebrates the fusion between industry and humanity.



*Au coeur des métiers - Maison Lévêque*

*Au coeur des métiers - Sophie Hallette*



Made in Town, in collaboration with New Wave Production, directs this exceptional short film. Founded in 2009 by Pascal Gautrand, Made in Town is a consulting company specializing in the promotion of local savoir-faire and manufacturing that highlights the artisanal and industrial textile heritage. Thanks to its commitment, Made in Town helps to preserve traditions while stimulating innovation and sustainability within the textile sector.

### **“Nascita di Venere” or the Birth of Venus, for Curve Paris**

A poetic and inspirational film for a dive into an imaginary world.

A great wave breaks over the vestiges of a modern world. Here, the captivating beauty of nature invites visitors to explore its impenetrable horizons and contemplative landscapes. A meeting with the currents, a fascinating encounter with nature, an invitation to travel where humanity abandons itself. This window on an imaginary world is a real trompe l'oeil and an optical illusion to crystallize all creativity.

This film was signed by NDA Paris and produced by 11H16 studios. NDA is a Parisian duo of directors and photographers born from the desire to create parallel worlds. Influenced by the films of their childhood, the creators of NDA imagine a surreal, colourful, ordinary and fantastic universe that constantly explores the limits of reality. New technologies allow them to push their imagination further by creating fictional universes and characters.



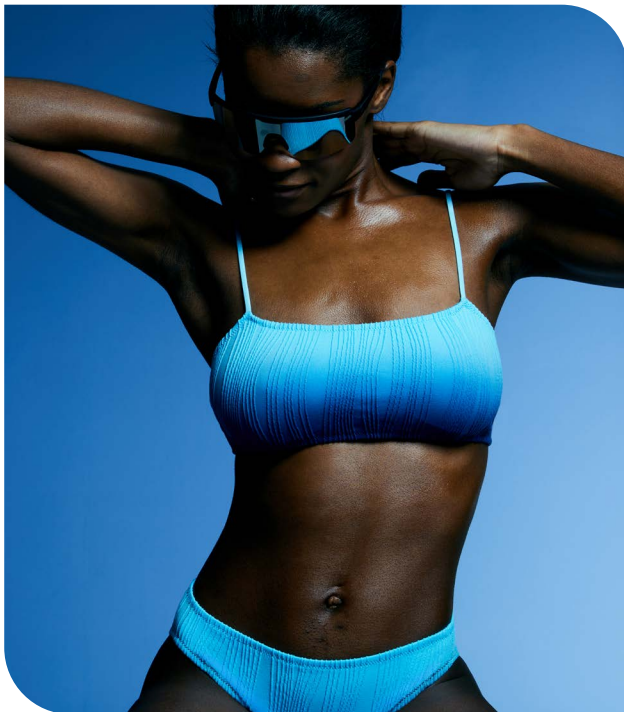
## A POETIC ODE “PAS DE DEUX” BY SANKO

↓ Interfilière Paris Bar – hall 5.3

An ode to material, SANKO presents the kinetic world of Daniel Wurtzel, when the elements reveal the dance of modern poetry.

Daniel Wurtzel is an artist based in Brooklyn, known for his kinetic sculptures and installations using air and lightweight materials that can fly. He has exhibited his works in the Rodin Museum, the Grand Palais in Paris, and also the Tate Modern Turbine Hall.

*Chantelle Pulp*



## THE CURVE PARIS TRENDS FORUM

Directed by Vanessa Causse, it guides buyers to identify the must-have products of the season, through a sharp Summer 2024 selection and 5 strong trends.

## THE INTERFILIÈRE PARIS FORUM

Directed by Jos Berry of Concepts Paris, it guides in 5 major material trends for the Fall-Winter 2024-2025 season.

## CURVE PARIS AND INTERFILIÈRE PARIS TALKS

### SUNDAY JULY 2<sup>ND</sup>

**11:00am** – The swimsuit, is it a feminist subject? What are the codes for society to embody?

**2:00pm** – Round Table: Au Cœur des Métiers : trois savoir-faire français d'exception

**3:00pm** – Product categories, new instructions for the product offer for a market in tune with our lifestyles. Let's decipher!

### MONDAY JULY 3<sup>RD</sup>

**11:00am** – Innovative Textiles / 3D Printing Interfilière Paris

**2:00pm** – Round Table with Retailers: let's listen to our precious advisors for customers and brands. They adapt to the Lingerie and Swimwear news which is constantly evolving and offer visitors a real source of inspiration and an answer to many problems.

**6:00pm** – Interfilière Paris Trends Conference: Power of Color SS25 / Jos Berry of Concept Paris

### TUESDAY JULY 4<sup>TH</sup>

**11:00am** – Deciphering and seizing the Summer 2024 Market Trends by Vanessa Causse

**2:00pm** – RSE Contours and Limits by the Federation of Knitwear, Lingerie and Swimwear.

## 'CÔTÉ EXTÉRIEUR' IN THE TERRASSE HALL 5.2/5.3

The festive atmosphere is here with food trucks and summer entertainment.

**Curation, sale & chill** at the Curve Paris vegetated concept store, created by Kohana – DJ sets every day from 3:00pm to 7:00pm

**The Nice Fleet** offers a fleet of designer pool floaties that are as cool as they are chic to discover for summer shopping.

For all the lovers of summer games, **Le Petit Local** offers iconic beach rackets, pétanques sets and other Mölkkys, all made of wood in France.

**Le Chanvrier Français** presents a selection of CBD oils, infusions, cosmetics and gummies of an unparalleled quality made organically in France.

**Relaxation and massages** from Californian to Kobido inspired massages, **Lily Sous La Voûte Étoilée** will transport you to a sunny beach in Paris.

### AT THE INDOOR AND OUTDOOR BARS

Tasty coffee creations by **Café Création**, a fine selection of craft beers by **Brasseurs Savoyard** from 12:00pm & meet at 5:00pm for a glass of champagne, a cool rosé or a **Lillet** cocktail by **Pernod Ricard France** or an ou **Absolut** vodka cocktail, a **Havana** rum cocktail, or a **Ceder's** or **Malfy** cocktail by **Pernod Ricard France**.

\*Alcohol abuse can be dangerous for your health.  
Drink responsibly.

↓ Curve Paris Bar – hall 5.1

↓ Interfilière Paris Bar – hall 5.3

↓ Outside bar – terrasse halls 5.2/5.3

### FOOD TO GO

**Mikuna** for a culinary voyage of South American street-food with colourful and fresh peruvian dishes.

**The Grill Show by Papa Joe x Aluvy** summer BBQ dishes in all their forms created by BBQ Aluvy.

And also...

Healthy, calming or detox, discover iced blends with unique tastes from **Infuseur**.

↑ Ulule area – stands A34/B21 – hall 5.1

### Creamy

Try tasty ice creams and excellent sorbets, add an avocado toast or a tomato burrata: summer is here!

↑ Exposed area – hall 5.1



Serpentina

Don't forget...

## OPENING PARTY

Sunday July 2<sup>nd</sup> starting at 7:00pm, private event for exhibitors and buyers. The most beautiful night of the summer at **Le Perchoir** of Porte de Versailles with warm-up DJ sets, and a live performance by Alex Rossi and ambiance by Disco Disco.



*Undress Code*

# CURVE PARIS TRENDS FORUM





Directed by Vanessa Causse, this forum guides buyers to identify the must-have products of the season, through a sharp Summer 2024 selection and 5 strong trends.

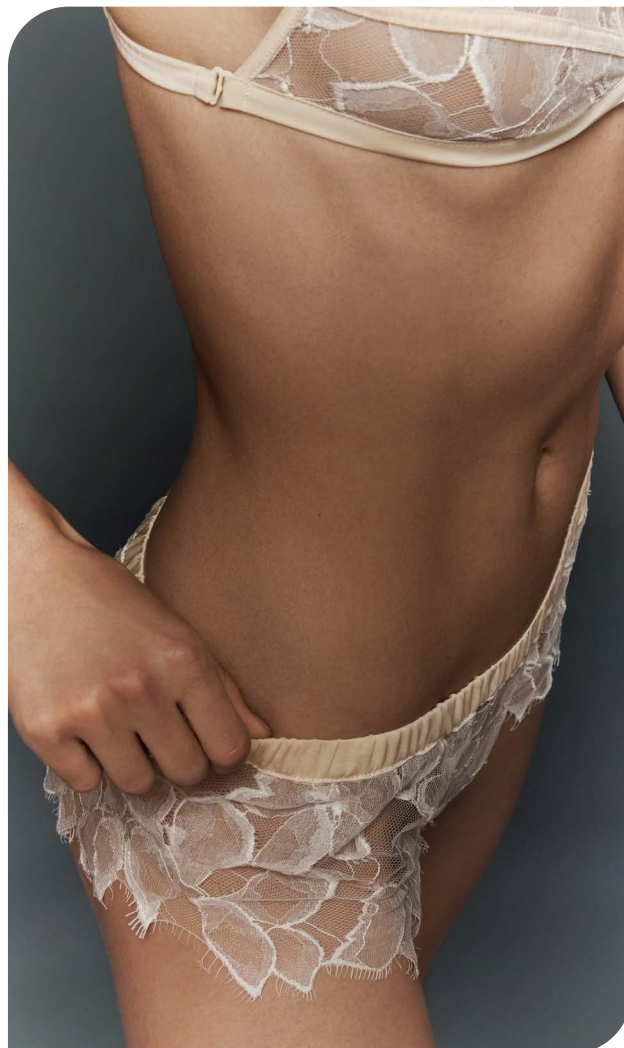
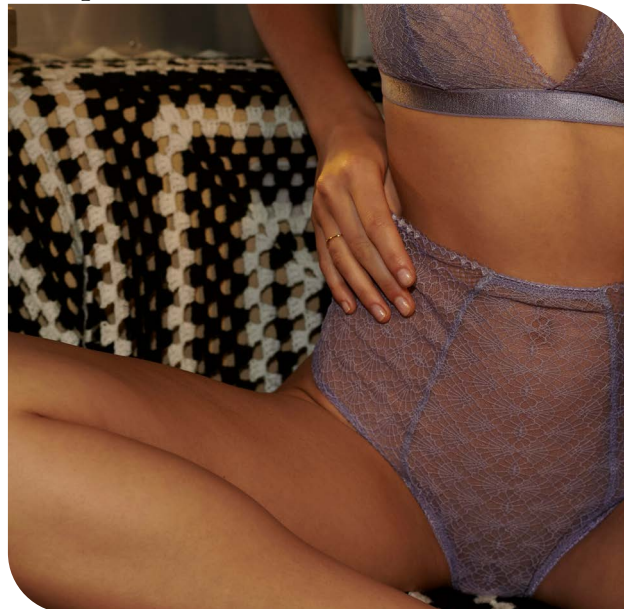
## 'BOBBIN LACES'

Precious and fine laces, with organic patterns that make for a new, more abstract floral design. Laces are tinted with light palettes to blend with all skin tones. They are sophisticated and refined, combined with colored elastic finishes. Overlayed with materials for a more joyful and modern approach to lace!

*Louisa Bracq*



*Underprotection*



*Her Senses*



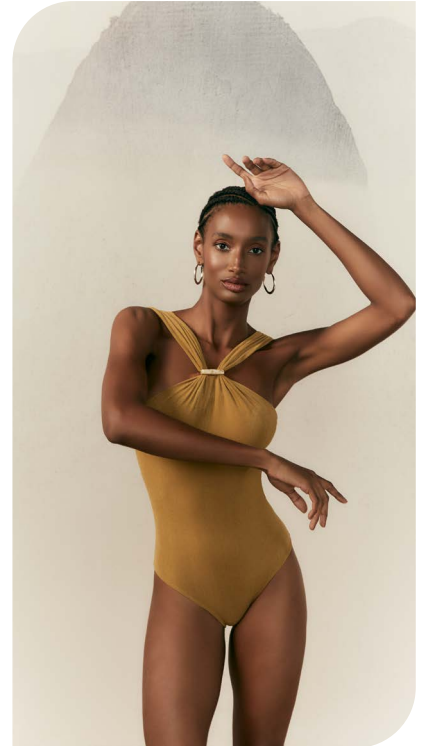
## 'GILDING RITUALS'

Golden finishes warm the silhouettes and endow them with sophistication. The outfits are adorned with jewellery or ornaments. All shades of gold are available in timeless products that can be combined with ready-to-wear.

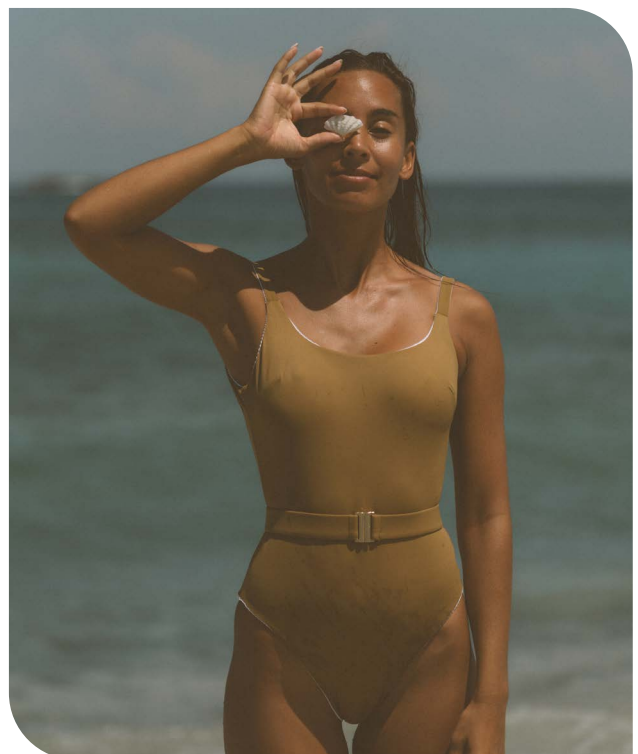
*Goldbergh*



*Lenny Niemeyer*



*Maiô Paris*

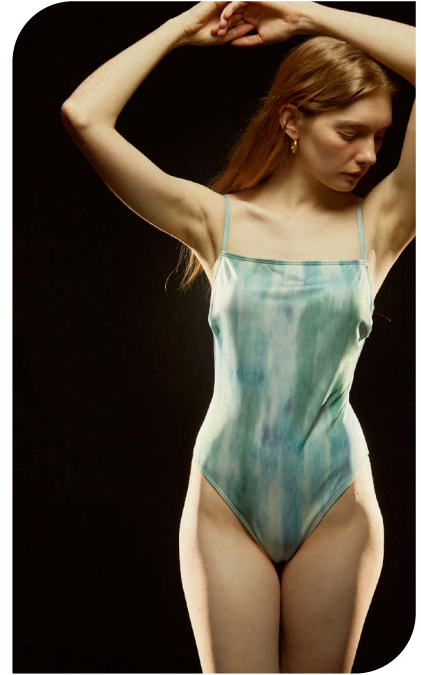


*Revivre*

Chantelle Pulp



Crème Su



## 'COLORING HORTICULTURE'

All the different colours and shades of the garden colour textiles and offer patterns inspired by natural dyes. Tie-dye and shibori techniques create irregular and creative patterns for artistic ensembles where colors take shape.



Les Waves



Terra Merana



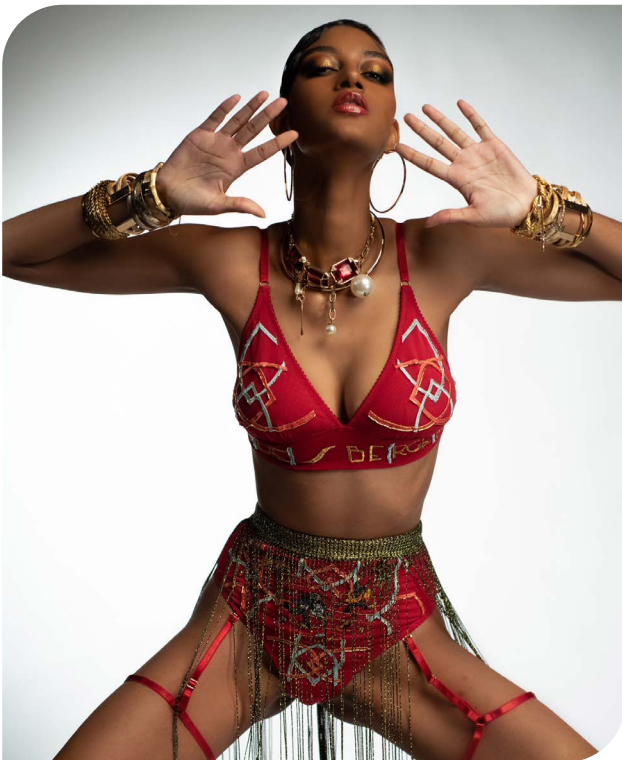
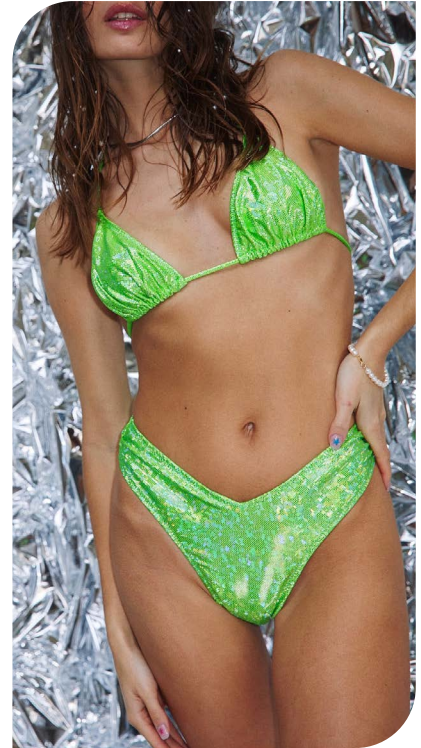
## 'BEADING BLINGS'

Festive pieces for exceptional occasions, to enjoy everyday life, and for joyful and colourful fashion. Between jewellery and haute couture where sequins and pearls create new patterns, mix colors, and offer daring combinations. A new way to wear lingerie with joy!

*Underprotection*



*Flower*



*Love and Swans*



*Love and Swans*



## 'BLOCK PRINTING'

Ancestral techniques such as block printing inspire these patterns. The impressions are present and marked for assertive looks. Colours and designs come in warm, earthy tones for graphic illustrations.

*Maryan Mehlhorn*



*Crème Su*



*Lenny Niemeyer*

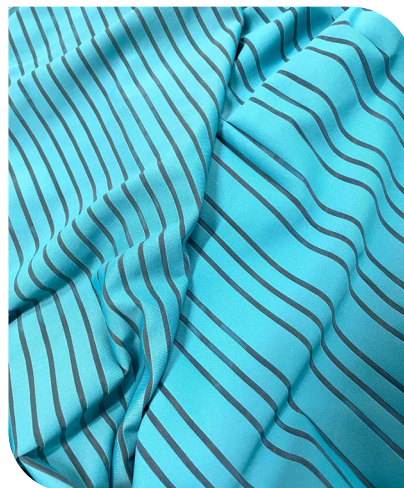


**QUALITY,  
ADAPTABILITY,  
NOVELTY:  
THE PRODUCERS  
OF "BEACH"  
ARE SURFING  
A GOOD WAVE**



*Pierre Mantoux*

The challenging period which plunged producers of swimwear materials into a time of impatience and uncertainty did not make them sink. Far from it: "The entire beachwear and sportswear market was affected. But we persisted and when the situation stabilized, we moved forward, showing that we are very competitive in Europe, South America and the United States. We are still trying to maintain our prices despite the increases in the price of raw materials," said Nicola Iori, Commercial Director of Eurostick. The 50-year-old Italian company has several assets in the game: a great mastery of technique with recognized savoir-faire in lining, proven customer service in particular with the management of an efficient stock service, and great responsiveness.



*Eurostick*



*Eurostick*

### **The Client is King**

Vertically integrated, Eurostick has its own dyehouse, Goal SpA, enabling them to guarantee restocking within 10 days on average. "Our teams work every day on developing new qualities while our stylists carry out detailed research to offer solutions adapted to each market", Explains Nicola Iori. If the European demand is relatively homogeneous between Italians, French, Germans or Spaniards, the American market is very particular with requests for specific designs for their customers. Eurostick is constantly expanding its collection with 70 to 80 new designs per collection, for swimwear alone with a constant simple and reassuring but never banal aesthetic. The collection highlights technical fabrics for sportswear with embossed patterns for the jacquard effect, vintage-inspired prints and designs, such as the Prince de Galles, and, for beachwear in particular GRS-certified recycled fabrics with brightly coloured exotic prints and animal patterns.





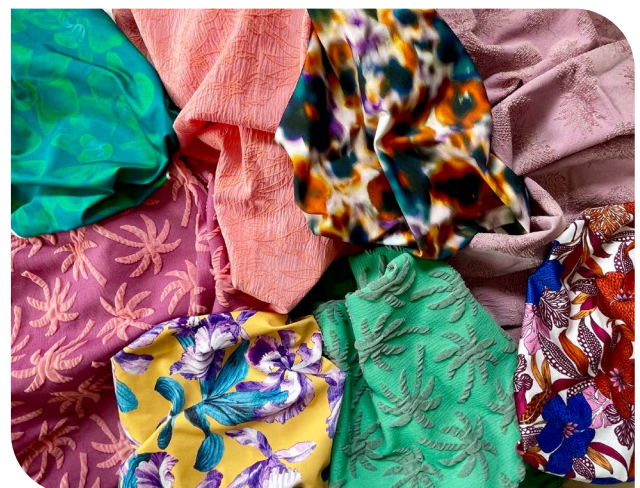
*Rocle*

500 km away, in the Lyon region, Emmanuelle Bonnetin the Executive Director of Rocle by Isabella is delighted that her new beachwear collection, launched 5 years ago has been a success. "It's progressing tremendously. Last year we added our jacquards and woven fabrics, a mini collection of prints on different materials. We received great feedback very quickly!" There is no doubt that there is a demand for French swimwear products, which are very different from the colourful offerings of the Italian or Spanish markets.

### **An Inspiring French Touch**

"Our customers are looking for subtle designs, dainty "liberty-style" floral prints, and subtle patterns. They crave freshness. There is no longer a "French Touch" in swimwear" observes Emanuella Bonnetin. Rocle by Isabella hit the nail on the head with their exclusive jacquards, two-tone denim-effects, and above all a new series of subtle prints. Patterns that Rocle by Isabella has drawn inspiration from the world of lingerie: delicate flowers placed on mesh backing, Indian textiles and Ikats, as well as flowers with a retro vibe.

The Director of Style and Commercial Development at A.E.T. Textiles speaks on Made in France: "There are fewer and fewer boundaries between ready-to-wear, lingerie, home wear and beachwear. This has allowed us to adapt the qualities of clothing for a beach version using specific dyes". With offerings that appeal to young brands such as: recycled polyamide or polyester knits, available in jerseys or bi-stretch satin, with different effects and patterns: lurex yarn, knitted stripes, printed patterns. The company is now even more committed to expanding its swimwear offerings with blends made from 100% French hemp and linen, combined with cotton or Tencel: jerseys, quilted fabrics; plain, striped or printed fleeces for dresses and small beach tops with glittering or pearlescent effects. Vegetable dyes used on cotton fabrics.



*Rocle*



Oscanlito

# INTERFILIÈRE PARIS FORUM





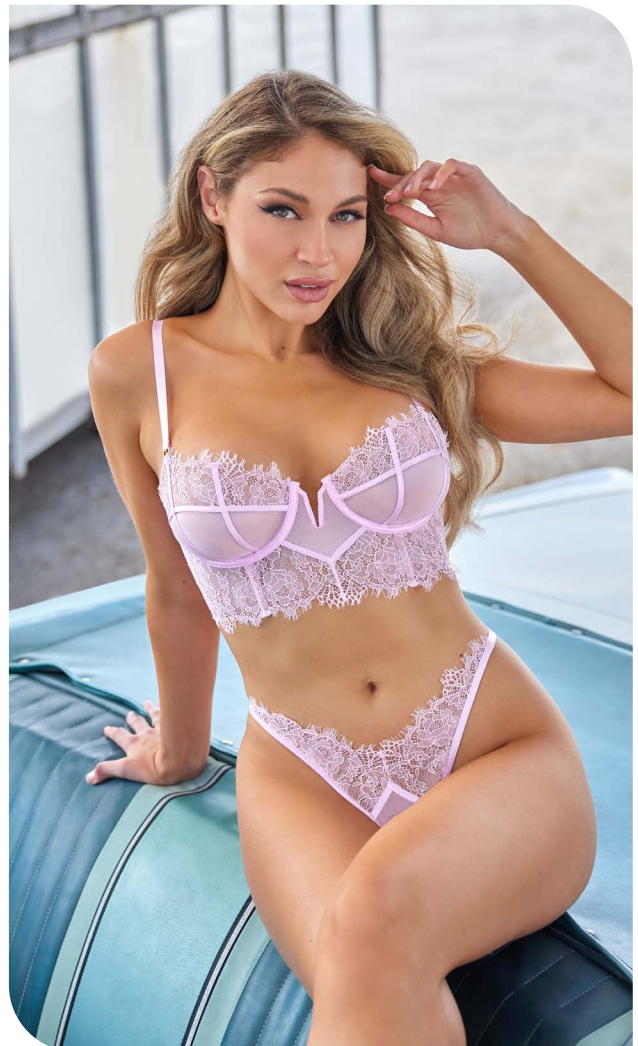
Directed by Jos Berry of Concepts Paris, this forum unpacks 5 major material trends for the Fall-Winter 2024-25 season, centred around the theme of around Desire.

## 'DESIRE TO SEDUCE'

Lace conquers leisure and the beach. Demand is growing for designs and motifs in embroidery, lace, thermo-cutting... In the spotlight: prints and accessories for beachwear. This trend opens new perspectives for luxury lingerie with the return of silk, satin, sequins and accessories such as feathers.



*Oscalito*



*Ob La La Cheri*

## 'DESIRE TO ESCAPE'

The growing interest in the colours and patterns of the southern hemisphere is accompanied by a desire to escape, initiated by new classifications such as Resort wear. Jacquard marks its big comeback. Large-scale Raschel Tronic laces available in pleated textures are experiencing a strong development for the beach. The trend extends to knits with pronounced ribs for loungewear and the new shiny jersey with ottoman ribs.



*Huit*

## 'DESIRE TO SLOW DOWN'

We have found the perfect example of a new generation of ultra-light fabrics with high elasticity: gelled knits. Emphasis is also placed on natural knits, combining noble yarns such as cotton, merino wool or cashmere mixed with cellulose and elastane for support. Ideal for all versatile knit pieces. The nightwear is warm with woven and brushed knits in soft colors and openwork cotton knits. Alongside cotton, demand is intensifying towards luxurious Merino wool blends for thermal and active lingerie.

*Undress Code*



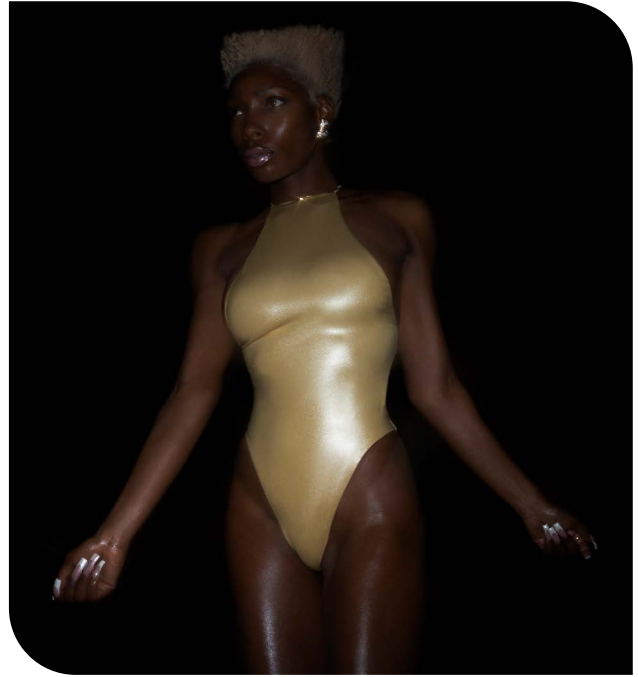




*Maryan Mehlhorn*

## **‘DESIRE TO REBEL’**

Rainbow stripes, soft and colorful mohair, patchwork, warp and weft for a wardrobe that celebrates simple and uninhibited pleasure.



*Analina*

## **‘DESIRE TO BE STRONG’**

Circular and flat knits are back for support and aesthetics. Emphasis is also given to antiperspirant, antibacterial and anti-UV fabrics. All that glitters is essential in the world of athleisure, with new accessories and surface treatments: glossy finishes for the mesh, featherweight vinyls...

# DIGITAL TRANSITION, THE DRIVING FORCE OF INNOVATION





If innovation shifted standard... the world would be transformed. What if innovation didn't just allow one company to stand out, but brought together an entire profession around a single cause: saving the planet? An ideal that seems far removed from the search for performance in a world that always wants more. A mere utopia, then? Not for sure!

### **Joining forces to better move forward**

Smart fibers, connected textiles and functional fabrics have transformed the clothing market. True enough. But innovation, the kind that revolutionizes habits and improves processes, is still a long way off. "Since the creation of synthetic fibers, the world of textiles hasn't really moved. Yes, the very notion of innovation has changed. We are revisiting technologies that exist or have existed in the past, and adapting them either to industrial criteria or to new concepts of comfort. It's urgent to innovate!", alerts Bruno Nahan, CEO of Bugis and Chairman of the *Fédération de la maille, de la lingerie et du balnéaire*. Unless you were born for and from innovation, and proclaim it loud and clear, even in your name – like the Italian company *Innova Fabrics* – the pointer is moving. Still, how far can – or should – it be moved? German lace-maker *Chanty* clearly has the best answer today. Taking hold of companies who are looking to digitize their collections in its wake, *Chanty* is taking a giant step towards zero waste. Last January, *Chanty* revolutionized the traditional presentation of its collections in robrack, unveiling the very first e-collection after months of research and fine-tuning. "When you realize that out of 100 designs presented, a maximum of 20 or 30 will be sold. 70% of our collections go to waste. For each design we create, we have to produce 2,000 meters of fabric for the robracks. The calculation is simple: 10 designs equal 20,000 meters of lace. You can imagine how much material and energy is wasted. Just to show designs," insists Zoya Ruts kaya Sebek, Transformation Manager at *Chanty*. On average, no more than 3 of the 20 or so designs selected by a lingerie or corsetry customer enter the collection. The digitization of collections only makes sense if the entire profession, from material and accessory producers to garment makers, embraces digitization. And limit physical production to samples and selected models. The result: zero-waste collections and precious time savings, with production reduced to one or two weeks.



*Bruno Nahan, CEO of Bugis*



At Bugis

### **Is digital just a communication tool?**

To set up her new "digital" department, 3D LAB CHANTY, Zoya Ruts kaya Sebek recruited five specialists in video games, graphic design and leather goods. "In two years, we've built up real expertise. Now we need to educate and bring all these professions together, which have ideas but are too all over the place. It's a real job to adapt marketing, sales, and of course creation and design to develop 3D and make the transition to all-digital", continues Zoya. With the total digitization of collections, certain professions will disappear, but others will develop. We'll have to learn a new way of working. But that's the price we have to pay for a commitment to true eco-responsibility. Several material producers, mostly embroiderers, have gone for it. For others, discussions are ongoing because there's one thing that even the sharpest geeks struggle with: touch. No three-dimensional model can reproduce the softness or comfort of a material. Crucial in lingerie more than anywhere else. "Digital is a funnel that allows us to direct our search. For the moment, it can only be a communication tool that can be used to prospect for new customers. Forasmuch as we do not succeed in analyzing materials and clearly understanding the touch and fall of the garment, the success of digitalization will remain limited," contends Bruno Nahan, who doesn't foresee any fundamental breakthrough in the clothing textile sector. He prefers to bring forward alternative proposals, responses to the climate emergency and the necessary change in our consumption habits: "If innovation focuses on these initiatives around recycled, biosourced and recyclable materials, then it has to be said that innovation is contradictory. It responds to a clear consumer demand for products that are less predatory on nature and less harmful to the environment, in a market – and this is the paradox – that has never been so vacillating, with entry-level volumes invading the market". Why is it that Generation Z, which is so committed to the environment, is the main over-consumer of a brand it should consider an environmental fallacy?, asks a well-known French news weekly about Chinese giant Shein. Ending with a generation that's just embarrassed, but has no real excuse.



## Focus on additive manufacturing

Contradictory or not, one thing is certain: the success of an innovation depends on its timing. The right casting at the right time, figuratively speaking. "Although the post-covid crisis is behind us, with energy, transport and raw materials prices stabilizing, the situation remains fragile. These difficult months are leaving their mark. And yet! Crisis or not, we have to move forward, we have to innovate. Especially in times of crisis," says Fabio Cescon, founder of the new company Innova Fabrics. Three-dimensional printing, printed laminations and new lurex jacquards are at the heart of his research. Hundreds of tests on designs, colors and materials have enabled him to develop astounding effects. What about tomorrow? If lace and embroidery are digitized upstream, if knitwear is three-dimensionalized, what will happen to the manufacture of bras, for example, a part that can require up to 30 different operations? 3D-TEX, the first fully 3D knitting factory, is already producing the first sweaters in additive manufac-

turing, with zero waste, at its Breton 4.0 factory. "Theoretically, we are still light years away from additive manufacturing applications in clothing. 3D printing as we know is a technology for textile by-products such as baby seat parts. Yet, I really think our technology could make sense in the lingerie market. In a few years' time, we may have a case to defend," confides Aymeric Azran, founder of Nobrak, a new company based in the Occitan region and a pioneer in the manufacture of textile composite materials combining French linen and bio-plastic sourced from the New Aquitaine region. It was by working on an innovative textile process allowing several textile threads to be deposited in exactly the right place, while saving material, that the company found its niche. What if the lingerie market offered it a spot?



*Aymeric Azran*



*Innova*



*Innova*



# AT THE HEART OF THE INDEPENDENT TRADES, A JOB OF PASSION



*Louisa Bracq*



Monday July 3rd at 2:00pm, Curve Paris has invited Aline TRAN, manager of the Les Rituelles boutiques in Paris and Co-president of the Action Culottée Collective for a unique roundtable with several retailers in order to better understand the evolution of the profession and its challenges.

Action Culottée, is an association of independent traders specializing in underwear which aims to organize joint actions to defend, enhance and promote the profession and its know-how, as well as support the trade that is closely interlinked with femininity.

Preview of the 4 of them!



*Stéphanie Lherminier*

### **STÉPHANIE LHERMINIER, MANAGER OF THE CLAIR DE LUNE BOUTIQUE IN PARIS (18E)**

**How long have you been doing this job? Has it evolved over time?**

I have been doing this job for 18 years. I took over a shop in Paris that previously existed since the 1950s. The job has evolved a lot over time with the excitement of the internet and social media. Customers now have access to more choices without having to leave their homes.

I am sure we have lost at least 50% of retail stores over the past 20 years due to the owners retiring or other factors. From the perspective of the few existing seamstresses, our small shops (even if modern in terms of layout) often appear old-fashioned and outdated. The younger generations now only come out of necessity because they cannot find their sizes at chain stores. Therefore we are becoming more and more specialized in larger cup sizes.

**This period is hectic and complicated. How do you continue to meet the expectations of your customers?**

I don't do anything flashy, because luckily I'm in Paris and so people walk by and so I always have people passing by. I put everything into the fitting experience in store to try and retain my customers and hopefully get promoted by word-of-mouth. I also try to have a choice in terms of larger cups so that customers can choose the model that they like. I also took training in visual merchandising and a professional comes in to do the windows every month.

**E-shop, social media, have you invested in digital and if so how?**

I try my best to be active on social media, but I admit that it does

not interest me at all and I find that it is not at the soul of our profession where we are in contact rather than virtual. On Instagram the conversion rate without having an online sales website is almost non-existent. On the other hand, in order to modernize and develop sales, we are working on an online sales website.

### **Finally, how do you see the future of your profession?**

We know from experience that the closure of Lingerie stores in geographical proximity to ours does not increase our turnover. Hence the importance of the relationship between our clients and their seamstresses. The customers often do not want to establish a new bond of trust in a new store and prefer to order on the internet. We can therefore conclude that buying methods can change for the same customer. In the future I imagine that there will be very few of us on the circuit and that suppliers will become more and more ferocious on the internet because of their distribution networks and retailers will collapse.

## **AUDREY MARIE, MANAGER OF JOLIE CHOSE BOUTIQUE, VENAREY-LES-LAUMES (21), AND GENERAL DIRECTOR OF THE PLUS SIZE STORY SITE (SPECIALIST IN PLUS SIZED LINGERIE FOR 2 YEARS)**

### **How long have you been doing this job? Has it evolved over time?**

Despite my 11 years of work my instillation is not very old, but there are several different economic and societal developments that have pushed our profession to specialize more and become more professional. First the decline in purchasing power has lead to customers moving to make purchases in chains and the drop of purchases in boutiques. This forces us to review our offering in order to remain competitive. Then the amalgam between the underwire bra and incompatibility with breast cancer. There are misconceptions out there, it is up to us to be informed and remain up to date on the subject to reassure customers about the products that we offer them. The result is an increase in demand for models without underwiring, and no longer just amongst customers with “classic” tastes who favour comfort. We had to review our offering, even if it means asking our suppliers for a model both with and without rein-



*Audrey Marie*

forcement. Finally, the “no bra” fashion that’s associated with the anti-patriarchal message it conveys, with this belief that not wearing a bra allows the chest to gain more tone. This fashion has forced us to become historians in corsetry as well as dissecters of medical studies, to analyze all the different ideas linked to this fashion which we hear less and less about... Finally, where our profession was previously



synonymous with seduction, glamour, delicateness, femininity, and luxury, it has evolved towards a more technical and controversial aspect, forcing us to become real managers on the look out for trends. Fortunately we still have lace...

**This period is hectic and complicated. How do you continue to meet the expectations of your customers?**

It's obvious you always have to listen to their requests. They are the ones who give me the directions that I need to take, since ultimately it is because of them that I have this shop. I do not hesitate to give them a preview of the collections to come. Being specialized in larger sized lingerie, I always try to offer them innovative, funky and glamorous models, at all costs so everyone feels represented. I offer payment facilities and am very accommodating and understanding on this subject.

As a follower of body positivism, I like to transform myself into a "self-confidence" coach. They find in me an ear, empathy and benevolence.

**E-shop, social media, have you invested in digital and if so how?**

2 years ago when the store was already in its mature phase, and I was already using Facebook and Instagram in a classic and informal way, I had the idea of using TikTok (Mmetout-lemonde21) but from the new perspective of sharing daily life as a lingerie salesperson and giving advice in terms of fitting. It was an immediate success! My account is now followed by 185,000 followers and customers come from all over France to meet me, be advised by me and buy lingerie from me. Jolie Chose's turnover thanks to TikTok has grown by 30%, which is continuing for the moment. From this experience came the Plus Size Story site that I created at the request of followers of my TikTok account, constantly fed by my flow of followers. It got off to a good start but has grown even more since I started offering an online fitting service, and networked with influencers to promote the site. It was important for me to bring a real dimension of advice to this digital project, I like to say that I do "proximity internet."

**Finally, how do you see the future of your profession?**

Obviously, for me since I live in a rural area, social networks and digitization have allowed me to reach a wider clientele that I would never have met if I had carried out my activity in a more traditional way. But my physical store also gives the necessary credibility to my digital work, the two go together hand in hand.

The Internet is now omnipresent in the way our customers consume, and even if lingerie remains a technical product that needs support, increasingly technical digital tools will soon replace our experience, even if it means, we become our own competitors!

I think that in the long term there will only be true technicians left, in love with their profession and their customers, capable of perpetual questioning, who will be able to bring an extra soul to the purchase of a bra.

## LAURENCE WELKENHUYZEN, MANAGER OF THE LES PRINCESSES BOUTIQUES, TILFF IN BELGIUM.

**How long have you been doing this job? Has it evolved over time?**

I have been working in corsetry for 30 years but I have been self-employed for 19 years. The profession has evolved because the sizes and morphology of consumers have evolved. Also because breast cancer has become a case encountered on a daily basis. By these facts, lingerie has become as much a technical article as a product of seduction.



Laurence Welkenhuyzen

**This period is hectic and complicated. How do you continue to meet the expectations of your customers?**

I find that, curiously, the Covid pandemic, and particularly confinement, has given consumers a greater desire to take care of themselves and do themselves good, to enjoy pretty, flirtatious and comfortable lingerie and beautiful outfits. This period was very profitable and made it possible to change the habits of all these women and to make lingerie like an addiction. Purchasing power remains very important for a certain part of the clientele who always want more, but above all the moment in the store and the care we give them. To animate my business, I regularly post new products and I am present daily on social media. I do this my way as a daily soap opera. It was the Covid that questioned my way of communicating and trying to find a "signature" specific to the store and our way of working to become a store essential to their well-being.

**E-shop, social media, have you invested in digital and if so how?**

I haven't invested a penny, and I'm only active on Facebook, Instagram and a little on TikTok. I'm not modern and I prefer to stay like that. And I send 5 emails a year, no more. However, it is essential to be on social media. Otherwise your business will die. I strive to surprise with atypical products and atypical sales concepts: evenings as a couple, with friends, theme evenings, photo shoots...

**Finally, how do you see the future of your profession?**

I look forward to it with great joy and pleasure! By advancing step by step with my customers and my suppliers. Like a craftswoman but trying to be a "step ahead". For example, I would like to hire a man, offer innovative and surprising displays. Always and constantly surprising and making people dream, never fall asleep and continue my unconditional wonder. But I will never go online. Contact with people, benevolence and more than careful hospitality will remain my priorities. There is always champagne and chocolates to make these moments even more exceptional.



**ALINE TRAN, MANAGER OF THE RITUELLES BOUTIQUES,  
PARIS (18E) AND CO-MANAGER OF THE ACTION  
CULOTTÉES COLLECTIVE.**



*Aline Tran*

**How long have you been doing this job? Has it evolved over time?**

I opened the shop at the end of 2016, so maybe too recently to see a marked evolution over time. I decided to distribute only creators so I'm already in a niche.

However, we can distinguish several axes: Ethics. I feel that people are paying more and more attention to the materials, the manufacturing country, etc. This forces me to know my products by heart, in addition to developing a relationship of trust with my suppliers (because I cannot audit them myself, so everything is based on trust!). The No Bra. Since the covid, the No Bra trend has accelerated, developing in me a pleasure/impulse purchase more than a purely functional purchase. Customers love the style and have fun with lingerie, like a fashion product. The uniqueness. My proposal is quite sharp compared to traditional shops and people like this exclusivity. They won't find the parts I have anywhere else (except on the internet). Seduction is no longer taboo. It is even fully assumed and this can result in the appearance of an upside-down trend, for example.

**This period is hectic and complicated. How do you continue to meet the expectations of your customers?**

Human interaction is extremely important. I am still convinced that everything happens in the exchange. It happens in details like memorizing their first name or their height, regularly paying attention to the little details, and finally knowing what they will like before they do. Covid has also strengthened the bond with my existing clients. It developed a lot of empathy for independent businesses and, personally, I had a lot of support and, somewhere, I still feel the effects.

Before the Covid, I organized a lot of events in-store (about one per month) but not specifically related to lingerie. Rather artistic:

a new exhibition with a vernissage, flash tattoo sessions, book signings, photo shoots... This artistic angle allows me to distinguish myself from other shops and to stir up a population that would not have maybe never set foot in my store. It earns me very little turnover so these events have more of a purpose of communication, differentiation and animation. We have also collaborated with the perfumer on my street and I plan to continue with local collaborations.

I also force myself to keep my knowledge up to date in terms of materials, product development and new brands. I am on permanent standby. First of all because I like it and also to establish my position as an expert with my clients. It is important that they see us as experts and advisers (we could almost use the word coach) rather than as salespeople or managers. Already because it's the truth but also because it sounds sexier!

### **E-shop, social media, have you invested in digital and if so how?**

From the beginning, I worked on my e-shop and on social media platforms because it was obvious to me. I have never considered online stores as dangerous competitors because the human exchange will never be the same as in a physical store, regardless of the technologies developed. The e-shop was released 3 months after the opening of the store, it represents very little of my turnover but it brings me a lot of traffic in the store just like Instagram. I regularly send newsletters which bring me some traffic in store and some online sales. Not a lot, but the time spent/turnover ratio is correct and it gives a reminder to customers who have forgotten us.

Since September 2022, I have taken on a freelance web writer to write blog articles on my site to work on SEO. My next step? Develop LinkedIn.

### **Finally, how do you see the future of your profession?**

The increase in prices is a real subject because it slows down even the most loyal customers. And the recessionary climate is not helping either. I bet everything on human relationship and differentiation. I think the profession will continue but will be increasingly rare and unfortunately "reserved" for people who have found their niche, renew themselves and question themselves. A lot of lingerie stores have closed and/or are not taken over after retirement, there may be a gap to be made in the transmission.



*Les Rituelles*



A woman with long, dark, wavy hair is posing in a light green lace lingerie set. She is wearing a matching bra and high-cut briefs. The bra has thin straps and a lace front with a small cutout at the center. The briefs also feature lace and a small cutout. She is wearing large hoop earrings and a thin bracelet on her right wrist. She is leaning forward, resting her right arm on the floor and her left hand near her neck. The background is a bright, modern interior with large windows and a white wall. The text "NEWS CURVE PARIS" is overlaid in the center in a bold, yellow, sans-serif font.

# NEWS CURVE PARIS

Lascana

# A PREVIEW OF THE TRADE-SHOW

## CHANTELLE LAUNCHES PULP, THE ONE-SIZE SWIMSUIT

After the success of SoftStretch, Chantelle is launching a new generation of swimsuits: Pulp. With its innovative ultra-stretch material, the range is made of a lightweight fabric for a unique and comforting second-skin effect. Available in 7 cuts and 4 colours, Pulp adapts to all body types. An innovative fabric created to move, stretch and adapt. An unlimited comfort: with simple sizes, and simple prices... Limitless possibilities... Just Play!



Chantelle Pulp



# THE TASTE OF THE TIMES...

## THE DO IT YOURSELF GENERATION

The younger generation is reappropriating the know-how of the older generation while preserving its intrinsic values to create a colourful, fashionable and meaningful wardrobe. Disposable fashion is out, handmade fashion gives back to the notions of transmission and durability, allowing for an expression of singularity, creativity and uniqueness.



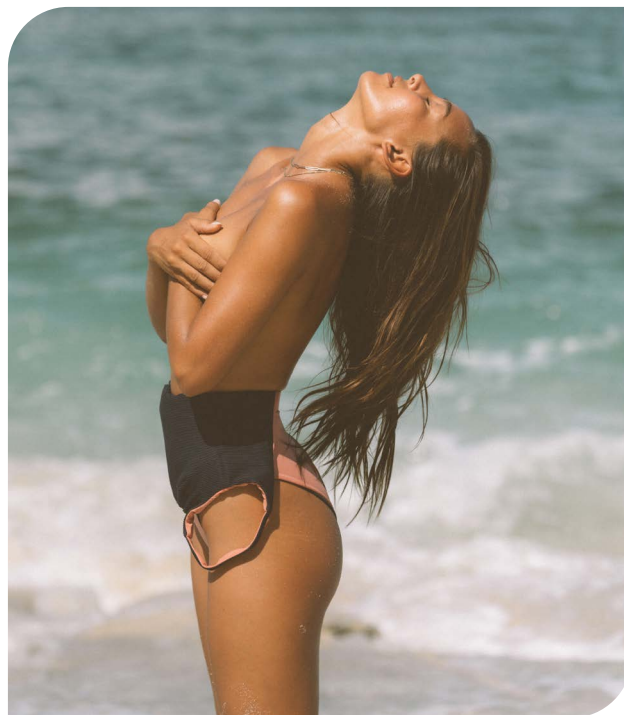
Chamade

### CHAMADE, knitting reinvented

Knit pieces you can make yourself, to wear at the beach, out on the town, or on a yoga mat? This is the unique promise that Chamade has made with their collection of light, compact, and portable knit kits. For this, the brand relies on a range of innovative, stretchy yarns, allowing knits to be reinvented in technical fabrics to touch the worlds of sportswear and beachwear with pieces that are perfectly movable. The Contrepoint® yarn, made in a short cycle in France, it is available in a pallet of 8 complementary tones, between vibrant and muted colours. At the same time, it is resistant, elastic and silky, allowing for pieces that are manufactured to adapt to movement. With the desire to project it into more contemporary applications, Chamade renews the passions and imagination for knitting and opens up to a new territory: knitwear that creates a lighthearted summer wardrobe. A range of complementary digital tools is added to this educational approach, to make for a reassuring journey at all levels! Step-by-step apprentice designers learn how to make their own garments.

## TRENDS, SWIMSUITS THAT ARE REVERSIBLE AND RESPONSIBLE

**REVIVRE**'s first collection, "Océanique", is a fully reversible swimwear collection inspired by the beauty of oceans. It presents luxurious, innovative and responsible pieces for conscientious travellers. It is the culmination of three years of research and experimentation, carried out by its creator Sara Rocha, based in Scotland. Launched in July 2022, Revivre has been awarded a British Made for the best sustainable Swimwear Brand in 2022 as well as a Start-up award. The brand uses ECONYL® fibre, which is both recycled, and recyclable, made from plastic waste collected from oceans.



*Revivre*

*Léonisa*



**LÉONISA** is launching a reversible 2-in-1 top. This BIO-PET\* swimsuit is made from recycled PET bottles, and the fabric contains an additive called CICLO®, a component that allows for an accelerated decomposition.

**The JUNGLE SOCIETY** brand, created by Brazilian-Belgian designer Amanda Cortez de Murga, has designed reversible models of their swimsuits and beach dresses.



## MENS SIDE...

### **MOUILLER LE MAILLOT, the new generation of jersey with its 100% waterproof pocket**

CURVE PARIS X  **ULULE**

Mouiller le Maillot offers innovative and responsible swimwear. Thanks to their 100% waterproof pocket, conforming to the IPX8 standards, they safely protect keys, cell phones, IDs or wallets. Made of 100% recyclable thermoplastic, this pocket closes with three strips of neodymium magnets, the most powerful on the market. This system guarantees optimal protection of your belongings for up to 30 meters of depth.



*Mouiller le maillot*



*Calanque Swimwear*

### **Preserve the oceans with the elegance of CALANQUE SWIMWEAR.**

Calanque Swimwear is the initiative of a Marseille based scuba-diver, Thalie Moliner. It was while practicing this sport in the creeks of southern France that she became aware of the extent of the amount of marine litter, and decided to create a responsible, finely embroidered and mediterranean styled swim shorts. Calanque Swimwear aims to produce less and better, to protect and clean up the oceans by collecting and transforming marine plastic waste. Each pair of shorts recycles at least 8 plastic bottles.

### **The big comeback of swim briefs with "GIACOMO CASANOVA STYLE"**

The swim brief is making a comeback. After having been seen on the runways of both Jacquemus and Givenchy, this iconic swim-suit is once again being seen on beaches all over the world. Discover the briefs of the Italian brand which distributes luxury underwear and swimwear for men. Comfortable and sophisticated, the models reinvent the classics with a real attention for detail.

*Giacomo Casanova Style*



## **MARTIAL and the genderless swimsuit**

Finalist of the International Festival of Fashion, Photography and Accessories of Hyères in the fashion accessories category in 2019, Martial Charasse launched in July 2022 “Martial”, a high-end genderless swimwear brand. The 31 year old designer draws his inspiration from Auvergne, where he was born. He gained his inspiration from the rural environment that he

grew up in, as well as from the aesthetics of the outfits associated with it, he has also derived his inspiration from the bright pop-colours of the sixties. Martial thus transcribes his sensitivity through the work of cuts, materials and prints, and offers a selection of hybrid swimsuits, designed as clothing in their own right, that can be worn and showed off both on the beach or the city streets, like a bodysuit or bra.

*Martial*





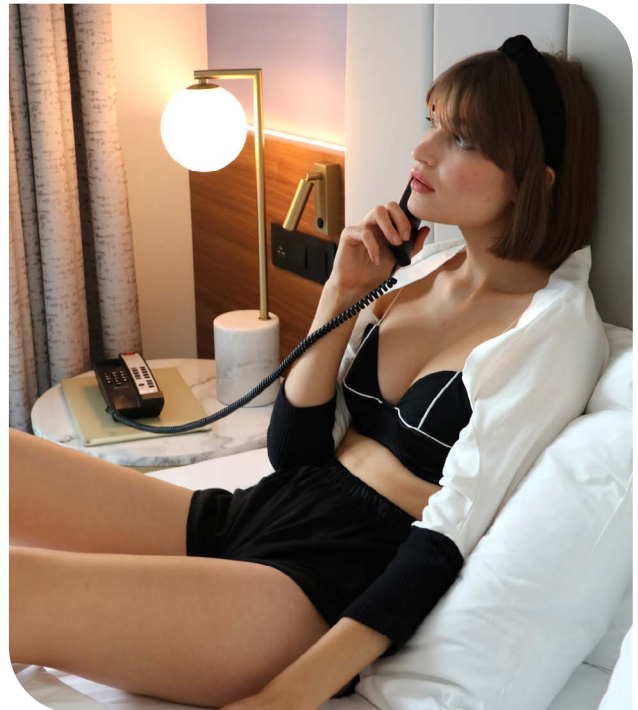
# NEWS NEWS NEWS

## **CALAMOON SWIMWEAR LAUNCHES A COLLECTION OF ONE-SIZE FITS ALL SWIMWEAR**

Calamoon Swimwear launches its collection of one-size fits all swimwear for a simplified and inclusive shopping experience for all women with all body types, offering optimal comfort.



*Calamoon Swimwear*



*Occidente*

## **OCCIDENTE CELEBRATES 15 YEARS**

Occidente, the French house specializing in Haute Lingerie and Loungewear is celebrating its 15th anniversary. It has committed itself to an eco-responsible and sustainable development in its approach since its conception. The brand imagines a fair balance between the aesthetics of its products and its ecological and human values. Occidente favours manufacturing locally in the south of France, benefitting from the quality of its master craftsmen in lingerie and corsetry. Its founder, Jina Luciani, was born in Beirut in Lebanon and grew up on the Côte d'Azur. Coming from FIT (Fashion Institute of Technology) in New York and ESMOD in Paris where she specialized in Lingerie, she has always been committed to sustainable textiles, fashion at a human pace, and the transmission of these values.



**FOGAL, the iconic Swiss brand is launching its swimwear line.**

Fogal is an iconic Swiss Legwear brand that has been honouring women with its know-how since 1921. Today, the brand has become a global player in the legwear industry, distinguishing itself through the creation of stylish collections. Innovative and with a myriad of colours, Fogal takes the next step by offering a swimwear line.

*Fogal*



## NEW OFFERINGS TO DISCOVER:

# ACCESSORIES TAKE THE STAGE!

### **LASTELIER, an invitation to travel**

Lastelier is an authentic brand inspired by the sun, by the dolce vita, family, friends, craftsmen, idleness and simplicity, create in 2016 by Bérangère de Lassée. It offers high-quality, timeless and functional pieces that are made in the traditional way. Behind each accessory hides an exceptional craftsmen whose work and know-how are often inherited from previous generations. Alongside the leather goods line, Lastelier offers panama straw hats with ribbon in various colours. Their trade secret? A small hidden pocket inside the hat to keep a key, card or change. Its as perfect for the beach as it is for the city streets.

### **MINORQUINES, authentic sandals for a happy summer**

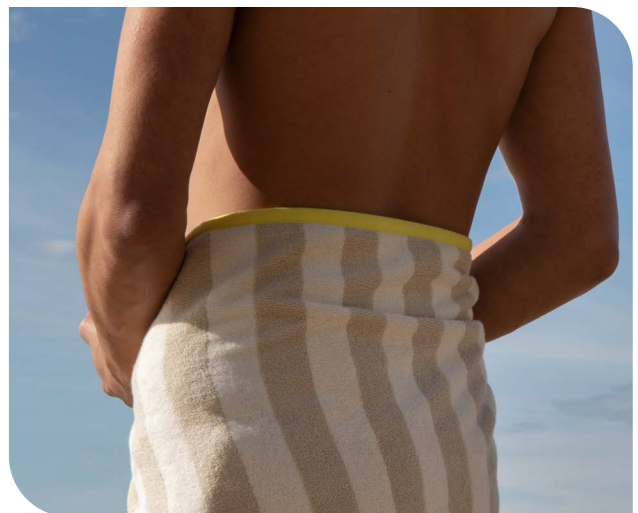
Minorquines puts summer at our feet both in France and around the world. Originally peasants from the Island of Menorca in the Balearic Islands invented the avarca: a comfortable, lightweight and robust sandal. The foot breathes, the sole is waterproof, and the shoe is resistant to high temperatures. The brand has managed to develop this Spanish sandal while remaining faithful to traditional know-how, and the family workshop that produces it. The authentic sandals are available to everyone from size 15 to 46.



*Minorquines*

### **OTT., contemporary and responsible bath linen**

Ott., the French brand founded by Marion Quilichini, reinvents the pleasure of after a bath. These lines of graphic and colourful bath linens are inspired by design, architecture, contemporary art, and childhood memories in Corsica and the Basque Region. They are made of 100% GOTS certified organic cotton and made in Portugal. The brand, concerned about the environment, is committed to creating high-quality pieces while minimizing its impacts on the planet.



*OTT*



*Lastelier*





## **SOWAY, anti-UV hats and ready-to-wear for children and adults**

To meet the increasing demand for very strong sun protection, Marie-Claire Castagné decided to specialize in anti-UV and anti-infrared hats. The winning trifecta, “performance, lightness and freshness” has been the common thread over the years of research and development that have been carried out by the French brand. Today, this objective has been achieved and the technical development of the hats has been patented. The “Soway” is a fashion accessory combining qualities that have never been combined before, Anti-UV, high sun protection, (50+ UV protection), lightweight, and anti-infrared.

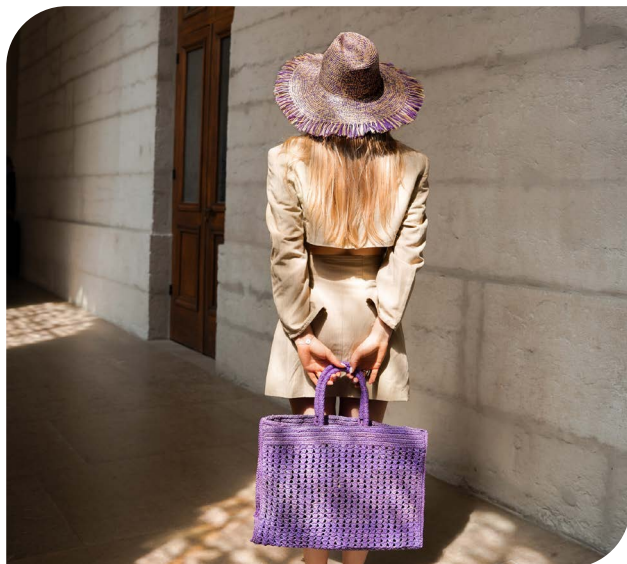
## **CAMALYA, natural and ethical accessories**

Camalya is a French brand that specializes in the creation of natural and ethical fashion accessories. Founded in 2006, the brand has the goal to produce accessories that are both of a high quality, and are environmentally responsible, utilizing natural materials and promoting the know-how of a hundred men and women across the world.

*Soway*



*Camalya*



# SPOTLIGHT ON BEAUTY!



## SEVENTY-ONE, the brand that surfers and ocean lovers love

Seventy One Percent was created in 2009 between Biarritz and Hossegor thanks to two surfer friends. To meet the expectations of lovers of the sun and the ocean, the duo decided to develop without compromise, a range of solar products intended both to take care of all skin-types, and to preserve the seabed, polluted in particular by toxic sunscreens. With protection and hydration, like leitmotif, Marc Levy & Raphaël Vannier have created a new approach to skin protection and cosmetics, made in France without nanoparticles and in recyclable tubes. Their priorities are efficiency, naturalness, eco-responsibility of their products and solidarity. SeventyOne donates 1% of its annual revenue to approved associations to aid in the preservation of the future of the planet.



## OFA KARRI, the power of oils

Ofa Karri was born from the desire to make essential oils and natural remedies understandable and accessible to everyone. Margaux and Pierre, the founders, are firmly convinced that

alternative medicine has solutions for all the ills of everyday life, and that health depends on the balance of the body as well as the mind. In 2020, they crossed paths with an aromatherapist, and qualified doctor for over 20 years. Together they decided to create natural and effective products, thus refusing white formulations and their lack of traceability. After 2 years, Ofa Karri was born. All of the brand's products are made from carefully selected organic ingredients, with respect for the environment and animal welfare. Natural and organic wellbeing remedies to soothe the body of daily-emotions, relieve stress, promote sleep, or stimulate positive energy, each product is designed with particular attention to provide a holistic and harmonious experience.



## LOVE TO LOVE, in summer mode

Since its creation in 2004, Love to Love has been developing a range of sex toys, gifts, and erotic cosmetics. The brand's ambition is to offer its customers not just simply products, but experiences, without the taboos and dedicated to everyone's pleasure. Love to Love quickly distinguished itself by collaborating with internationally renowned designers. The small Marseille brand has quickly established itself as an avant-garde reference combining innovation and original design, without compromising on quality.



A full-page photograph of a woman with dark hair, wearing a white one-piece swimsuit with a gold belt buckle, posing in shallow water. She has her arms raised and is looking towards the camera. The background is a soft, out-of-focus light blue and white.

*Mare Switzerland*

## **PRESS CONTACT**

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0682303557

## **SAVE THE DATE**

Salon International de la Lingerie  
& Interfilière Paris  
From Saturday 20th to Monday 22nd,  
January 2024  
Paris – Porte de Versailles