



PRESS RELEASE

4th July 2011

SECOND SHOWCASE OF FRENCH SEDUCTION TO PARADE THROUGH THE STREETS OF LONDON

A cocktail of sex and sophistication will once again hit London with a heady dose of French 'ooh-la-la', as a second showcase hosted by **Lingerie Français**, the association of premium French lingerie, comes to town.

On **July 19th 2011** a troop of beautiful girls - dressed in gorgeous lingerie from four of the finest collections in Paris - will be choreographed in a sexy dance extravaganza inspired by classic 1950s glamour, celebrating a century-old tradition of French lingerie and raising brand awareness here in the UK.

Beginning at 18 Grosvenor Square at 10.30 a.m, this traffic-stopping spectacle will continue on to several well-known retail locations:

- 11.30 am Selfridges
- 12pm Fenwicks
- 1pm Harvey Nichols
- 1.30pm Harrods
- 2.30pm Rigby and Peller, Conduit Street
- 3.00pm Fortnum and Mason

The four brands in focus are the haute couture corsetry of Simone Pérèle, the classic sensuality of Lise Charmel, the specialised fit of Empreinte and the modern and audacious Princess Tam Tam. Each brand has its own style but shares the French commitment to design, manufacture, luxury and finish.

The showcase will be followed by a press and buyers reception incorporating a photographic retrospective: "Behind the Scenes : A History of French Lingerie..." followed by an intimate RDV with brand representatives.

ENDS

For further information about the event and to discuss photo opportunities, please contact Brightlight PR:

Editor's Note:

Along with **Lingerie Française Paris** whose mission is to share the unique art-form of lingerie with the world, this high-class event is also made possible through **Defi-La Mode de France**, the Committee for the Development and Promotion of French Clothing.

Defi-La Mode de France promotes France's apparel industry via training programmes for producers and marketeers of clothing and savoir-faire products worldwide, and is partnered with Promincor, the association for the promotion of the corsetry industry, in the execution of this prestigious annual event.