



French Quintessence Press Release

During the Mode City trade fair, the Knitwear and Lingerie Federation organised the French Quintessence Exhibition, in partnership with Eurovet and Promincor- Lingerie Française, in order to highlight the expertise of emblematic French corset makers: Aubade, Chantelle, Empreinte, Lise Charmel, Lejaby, Simone Pérèle, Lou.

In a chic and daring presentation, these brands showed off collections full of significance and narrative with an emphasis on the French tradition of corset-making.

Indeed, during this exhibition, special meetings with the creative directors and stylists of these brands were organised. Visitors were thus able to see behind the scenes of the design process during talks and practical workshops. They also had an opportunity to watch screenings of films made by the brands and thus discover some of their most exceptional garments— truly witnessing of the history of French Lingerie.

At the private viewing of the exhibition on July 9th, Philippe Berthaux, President of Promincor-French Lingerie, revealed the new image of French Lingerie, which upholds values such as Fashion, Expertise, Refinement and, of course, Paris. Patrice Kretz (President of the Knitwear and Lingerie Federation) and Marie-Laure Bellon-Homps (President of the Eurovet Directory) were present at the event.

Mr Hubert Barrère also shared his passion for corsets by unveiling his new book "Corset" during a talk to a select audience, which took place on July 11th as part of the exhibition.

Promincor- Lingerie Française (Association for the Promotion of Corsetry Industries) represents 17 brands, veritable icons of French style that promote the excellence, expertise, beauty and glamour of this exceptional industry: corsetry.

AUBADE – BARBARA - CHANTELLE/PASSIONATA – EMPREINTE - GERBE – LE CHAT - LEJABY – LISE CHARMEL – ANTIGEL – ANTINEA - EPRISE – LOU – PRINCESS tam.tam – ROSY – SIMONE PERELE-IMPLICITE

The aim of this association is to communicate, inform and transmit the true craftsmanship behind this art. This "promotion" takes place by organising international events: professional salons, fashion shows, show cases, press conferences, "Lingerie Parades", exhibitions, retrospectives, etc.

Promoting the values, expertise and excellence of French Lingerie remains vital in order to maintain its global attraction!