

A woman with her hair styled in an updo is shown in profile, wearing a white lace bra and matching briefs. She is also wearing long black gloves and black thigh-high stockings with a garter belt. She is sitting on a white surface, and a bouquet of flowers, including pink, blue, and orange blooms, is positioned in front of her. The background is a soft, light-colored wall.

French Lingerie Show

PRESS BOOK
LINGERIE FRANÇAISE
15 DECEMBER 2010

G A L E R I E S
Lafayette

Chantelle

Chantelle

PARIS



ALAIN DE RODELLEC EXPORT DEVELOPMENT MANAGER

Alain in his early fifties is heading the Export and Development Department which includes more than 60 countries in all parts of the world and emerging markets, the famous «BRIC» Brasil, Russia, India and China. He also develops new distribution ways for the brands such as Retail with brand stores. Alain has built a strong expertise in «brand building» outside of France for different market segments including, coffee (kraft) Tobacco, and Stationery (BIC). He joined Chantelle five years ago in March 2005. He has learned quickly the Lingerie Business regarding consumer demand as he is managing five women at home, wife + four daughters!

He focuses on the great potential of Middle East, considering the market place as an excellent mix between Tradition & Modernity, which reflects the Chantelle Values. Thanks to our long term presence in the region, more than 35 years, and our offices in Dubai, we foresee a great development of Chantelle brand. We already have good positions in the Emirates, Saudi Arabia and Kuwait.

My favorite quote is: HONOR THE PAST, INVENT THE FUTURE!



HISTORY

Behind every major brand, there is first a small brand with a long history. The unique knowledge, intimate understanding of women and expertise possessed by successive generations of Chantelle's employees have required 14 decades to take form.

In the image of Haute Couture labels, Chantelle draws upon this heritage and confirms its commitment to carefully adjusted undergarments made of the softest, most noble fabrics and luxurious laces. Featuring hand-sewn details, small stitch needlework and special embroidery techniques, each garment is filled with the very particular atmosphere of couture workshops. False simplicity that conceals genuine gems of ingenuity and infinite patience in achieving perfect creation, ideal maintenance, dream-like comfort and the «je ne sais quoi» that embodies unique Parisian style.

This concoction of elegance and corset-making expertise, in a permanent quest for modernity, has become synonymous with internationally recognized «French Allure». For Chantelle, lingerie is designed like a beauty secret, capable of adapting to every woman to help express her personality the best she can, creating self-confidence and helping transcend her femininity. Chantelle underlines women's natural charm in a fantastically chic and refined Couture spirit.

COLLECTION

While Haute Couture fashion shows have never before placed so much stress on the lingerie look, Chantelle reveals a Fall-Winter 2010 collection that pays tribute to the personality of the Parisian woman, her charm and her elegance. Chantelle lingerie uses a subtle color palette.

Khaki, bronze, brown and ebony call to mind images of a chic safari, while the combination of midnight blue, fatal violet and black revisits the Couture inspiration that the House is so fond of. Metallic effects intermingle with red and black, which have become a must-have. Subtle and sensuous nudes, blush and other makeup tones work to enhance pale and tanned complexions alike.

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MATTHIEU COSTE
EXPORT MANAGER

Matthieu Coste starts his career in 2004 by selling publishing advertising in Oman, Kuwait and Cameroon. After one year abroad, he continues by selling ventilation components throughout Europe. He always wanted to work for an Export French company but never thought of Lingerie.

In 2008, Simone Pérèle Company hired him to look after the French West Indies, Africa and Middle East. Continuously abroad, taking a plane looks sometimes easier as taking a taxi in Paris !



HISTORY

Everything started in 1948, when Madame Pérèle, a young corset maker, set up a small workshop in Paris. «In order to reveal women's beauty, we must liberate women's bodies», she declared.

Simone Pérèle's personality and wonderful sense of adventure made a lasting impression, and played a major role in creating a strong brand identity. Her independent spirit and her own feminine side naturally led her towards an idea that was revolutionary for the time: the idea that women should not have to choose between being attractive and being comfortable.

Backed up by sixty years of experience in corset-making, Simone Pérèle's manufacturing secrets are passed on with enduring passion and precision, collection after collection, to guarantee perfect lingerie.

COLLECTION

Couture Legends: Once upon a time, there was a collection inspired by fantasies and fairytales. In a world searching for something magical, designers were inspired to create majestic, baroque and heavily decorated lingerie.

Eternité, Magie, Merveille, Illusion and Trésor carry us away in a dream to the enchanted world of couture.

ILLUSION -The ultimate illusion.....magnificent geometric dark lace is layered on top of bold colours for a dramatic effect.

Each style plays with different lace and colour combinations for a collection that gives different looks and is full of surprises. "So French" detail: Trimming-inspired embellishments, guipure motif on the straps and a tassel decorates the centre.



Loïc BEROU
EXPORT MANAGER

Loïc Beroud is a real faithful man. He has worked for LE TANNEUR & CIE company for 12 years after his graduation, there he developed his career from Le Tanneur- Upla-Soco - Tann's , until the Licence network of Michel Korps, and he succeed to work from the distribution functions to the business development as an Export Area Manager. In 2008, he fell in love with Princesse tam.tam – no, it is not true – actually he engaged himself to introduce this “Princess” to European and Middle Eastern ladies. By the way, even though fly often for “Her”, he has a wonderful family with his wife and 3 lovely children; you can still trust him and his team management!



HISTORY

In 1972, Loumia Hiridjee and her sister, originally from Madagascar, come to Paris. In 1985, they created a printed colourful lingerie: a revolution. Today, their collections feature a range of delicate products which still retain touches of the original concept: «Princesse» which reflects elegance and «tam-tam» playfulness. The success keeps on growing and brand is spreading all round the world.

COLLECTION

OH, MY MUSE – She moves forward, runs and disappears. I can see her from my window. In a lace bandeau, she's elegant and always subtle. In prints, she's facetious and always mysterious. In colours and oh so pretty frills, she's expressive and always dazzling. Often sensual. Thoughts rush through my mind. My eyes are waiting for her. She can be furiously haute couture or delightfully haughty in high-waist briefs and chic bra. She's my heroine.

BUBBLE-GUM STORY – Caesar Blue, Sweet Orange, Marcello Blue, Villa Green, Capri Pink and Spicy Brown. A swirl of acid-drop colours. Good enough to eat. They may be pale or deep, bright or bleached. Vintage-style prints, florals, stripes or cherries. Her own little treat and very pretty.

PALE BLUE EYES – She reflects new femininity. She customises what she wears. It's her lingerie. She's a pretty revolutionary wearing a cockade. She slips on a bow and her strap becomes twisted and uneven. She wraps herself in oversized knitted cardigans and pretends to be Bardot, in polka dot pedal pushers. She's a modern miss. She also loves jumpsuits made of soft, delicate cotton. In a transparent chemise, she takes up a languorous pose then falls asleep. The End.

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