



La MODE
de FRANCE

PRESS RELEASE

A SHOWCASE OF 'OOH-LA-LA' TO PARADE THROUGH THE WEST END

SEXY cars and pretty girls have always made a seductive combination for a photographic spectacle – but it can be guaranteed that when the French do it, they do it with panache.

That superior French combination of class, style, and seduction comes to London on **Thursday 3rd June** with a performance showcase by Lingerie Française, the association of premium French lingerie brands.

A glamorous procession of vintage cars, evoking the style of Coco Chanel, will pass through the West end of London bearing a living showcase of *eight* beautiful girls - all modelling pieces from the finest lingerie collections in Paris.

The performance starts at the Hemple Hotel in Bayswater at 9.30am with a celebrity photocall, travelling to Knightsbridge passing retail outlets Harvey Nichols, Rigby & Peller and Harrods, then travelling onto Fortnum & Mason (in Piccadilly), Rigby & Peller (Conduit Street) and Fenwicks, finally passing Selfridges and House of Fraser (Oxford St.), and finishing at the Hempel Hotel at 3.30pm.

All outlets involved in the performance stock brands which are members of Lingerie Française. Whether it's the haute couture corsetry of SIMONE PÉRÈLE and CHANTELLE, the classic sensuality of AUBADE and LISE CHARMELE, the specialised fit of ANTINÉA and EMPREINTE, or the modern and audacious PASSIONATA and PRINCESSE tam.tam – all associated labels are defined by the highest quality in design, manufacture, fabrics, and luxury finish.

ENDS

For further information about the event and to discuss photo opportunities, please contact Bright Light PR: Paige, Laura, or Kerri on 0207 385 1222 or email: info@brightlightpr.co.uk

Notes on the Lingerie Brands:

ANTINÉA –

The woman who wears Antinéa is a sensual creature, full of passion and life. She is emotional, but practical. She is seduction itself and wants her lingerie to combine comfort and beauty, with a magnetic aura.

AUBADE –

This brand has a history that is rich in style and innovation. They are the innovators behind a lot of firsts in lingerie history; from the first strapless bra to the first halter, Aubade has combined expert engineering with exquisite fashion. Never forgoing one for the other, it has become world famous for its Lessons in Seduction campaign.

CHANTELLE –

Chantelle is the leading French brand of premium lingerie worldwide. Using the expertise of generations of Chantelle's employees over the last 14 decades, the unique Chantelle know-how has been developed, along with the brand's intimate understanding of women. A blend of elegance and corset-making expertise, the brand has become synonymous with internationally recognised "French Allure".

EMPREINTE –

Created in 1946, Empreinte is designed for the full-busted women. It is committed to helping her create an air of "maintained sensuality". They have created an unrivalled bra-wardrobe to see her through every situation in stylish comfort, ensuring she never has to sacrifice her femininity.

LISE CHARMEL –

The focus is on authentic luxury. From the design selection, fabric choice and the assembly, nothing is short-changed, because the Lise Charmel woman is elegance personified. She knows what she wants, and expects her lingerie to reflect her demanding tastes.

PASSIONATA –

The Passionata woman is a glamorous pin-up girl, who has fun showing off her feminine ruffles, bows and flounces and, at the same time, playing the sexy seductress. The Autumn-Winter 2010 collection is packed with creativity and joie de vivre! Half-angel, half-rebel, sublime and sensuous Bar Refaeli has again this coming season put her tantalising charm and voluptuous curves in the service of the Passionata brand.

PRINCESSE tam.tam. –

Princesse tam.tam believes in combining audacious prints and colours in designs that showcase their philosophy of frivolity and elegance. It's lingerie for women, created by women, so the style is never overt or contrived, always authentic and natural.

SIMONE PÉRÈLE –

The master at bringing fabrics to life. No detail is too small, every stitch, every placement is complete to the highest standards available. Simone Pérèle lingerie is created for women who want it all high-fashion, comfort and support.

Notes to Editors:

- Along with Lingerie Française, this intimate event is also being supported by DEFI La Mode de France, the Committee for the Development and Promotion of French Clothing.
- A photo call is taking place at the Hempel Hotel Bayswater on the **3rd June at 9.30am** with celebrity **Donna Air**, who will open the procession showcasing models in the lingerie and SEXY vintage cars.
- The street procession will take place from **10am to 4pm on 3rd June** and will follow the following route: Knightsbridge: Harvey Nichols, Rigby & Peller and Harrods, Piccadilly: Fortnum & Mason, Rigby & Peller (Conduit Street) and Fenwicks, Selfridges and House of Fraser (Oxford Street), and finishing at the Hempel Hotel.
- An Exclusive Cocktail Reception will take place on the **3rd June between 4pm and 7pm** at the Hempel Hotel, and Lingerie Française will provide you with a car to pick you up.
- To set up one-to-one interviews with any of the lingerie brands, please contact: Paige, Laura, or Kerri at Bright Light PR on 0207 385 1222 or email info@brightlightpr.co.uk
- For more information, press releases and images on lingerie brands: Antinéa; Aubade; Chantelle; Empreinte; Lise Charmel; Passionata; Princesse tam.tam. and Simone Pérèle, please contact: Paige, Laura, or Kerri at Bright Light PR on 0207 385 1222 or email info@brightlightpr.co.uk