



**FOR IMMEDIATE RELEASE**

**March 30, 2010**

**Lingerie Française Presents You a “Rendez-vous” with  
Six Renowned French Lingerie Brands**

French lingerie is known for its opulence, passion, seduction, luxury and creativity. Lingerie Française has brought six top French lingerie houses to Hong Kong this year and presented you a “Rendez-vous with French Lingerie”. The event gives you an opportunity to admire and appreciate the French lingerie up close and personal. This two-day event takes place at the Concord Room of Renaissance Harbour View Hotel in Wanchai on March 30-31, 2010.

These six most celebrated French lingerie houses are: **Chantelle**, **Gerbe**, **Implicite**, **Passionata**, **Princesse tam. tam** and **Simone Perele**. Sharing a prestigious heritage of French design and craftsmanship, each of the brands will showcase their latest seductive and feminine collections at the “Rendez-vous with French Lingerie” during these two days for fashion insiders, trendsetters as well as retail buyers.

**Chantelle**

Chantelle reveals a Fall-Winter 2010 collection that pays tribute to the personality of the Parisian woman, her charm and her elegance. Combination of midnight blue, fatal violet and black revisits the Couture inspiration that Chantelle is so fond of. Metallic effects intermingle with red and black, which have become a must-have. Elegant and bold, the Haute Couture line imposes an "ultra-chic" style with its corseted bustier of two-colored lace and satin under a tuxedo jacket.

**Gerbe**

The premium tights and stockings French manufacturer brings you their new collection of 2010/2011. This collection is a celebration of the return of the 80's with inspiration of materials, motifs, shapes from the era. GERBE brings us a trendy silhouette with five main trends: the New Geometry, the New Transparency, the very 80's, the Ultra-femininity and the “Spectacular”.

**Implicite**

This renowned French lingerie house is always modern, fashionable and trendy. The Autumn/Winter 2010 collection is glamorous and sexy, blending creative jubilation with mysterious surprises. The opulent collection is rich in embellishment and fabric in vibrant colors.

### **Passionata**

Passionata brings you their Fall-Winter 2010 collection which exudes joie de vivre and exquisite femininity. Powdery tones are enhanced by warm reds, with deep colors such as sapphire, navy blue, dark purple and mulberry thrown in to add a touch of mystery. Voluptuous reds, both dazzling and fiery, as well as intense and enticing blacks contribute to this sensual collection.

### **Princesse tam. tam**

This lingerie house encourages women to express their individuality and originality. The collection this season comes in three different themes: Sleeping Beauty which is a fashionable fairytale transforming fantasy to lace and bows; Garden Party is a splash of vivid colors; Gipsy-Bourgeoise which adds a masculine twist to very feminine and seductive pieces.

### **Simone Perele**

The brand is renowned for its combination of refinement with perfect support. This collection is inspired by fantasies and fairytales of which the designers have adorned the exquisite lingerie pieces with majestic and baroque embellishments.

The highlight of the “Rendez-vous with French Lingerie” is the lingerie show at which the brands will present their best picks of their collections. In addition to the six models interpreting the seduction, femininity and luxury of French lingerie, we have invited celebrated model Amanda S. to the show.

Details of the “Rendez-vous with French Lingerie”:

Date: March 30-31, 2010 (Tuesday – Wednesday)

Time: 10:00 – 18:00

Venue: Concord Room 1, Renaissance Harbour View Hotel, 1 Harbour Road, Wanchai, Hong Kong

(Lingerie Show is scheduled at 15:00 on March 30<sup>th</sup>, 2010.)

Along with Lingerie Française, this intimate event is also made possible through La Mode de France, the Committee for the Development and Promotion of French Clothing.

Be seduced by the Parisian creativity and glamour!

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