

LINGERIE
FRANÇAISE

PARIS

Editor's favorites
PRESS BOOK

Aubade

Barbara

Chantelle

Le Chat

Lise Charmel

Simone Pérèle



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Lingerie Française is proud to announce the special Event on Shanghai Mode Lingerie: Editor's Favorite.

Six Chinese Trend arbiters and Editors of top glossy Fashion Magazines chose their favorites from amongst Lingerie Française Collections.



Lingerie Française 向各位敬献上海时尚内衣展特别事项: 编辑们的钟爱由6家中国媒体编辑所筛选出他们最喜爱的法国时尚潮流内衣品牌

Many thanks to / 特别鸣谢:

- **Tu Jing**, Senior Fashion Editor from RAYLI HER STYLE
屠璟, 《瑞丽伊人风尚》资深时装编辑
- **Maggie**, Deputy Style Director from GRAZIA
Maggie, 《红秀》艺术副总监
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- **Maggie**, Senior Fashion Editor from L'OFFICIEL
Maggie, 《时装》资深时装编辑

LINGERIE FRANÇAISE, founded in 1950', is an association whose object is to promote their savoir-faire in France and internationally. Their quest is to combine tradition and modernity, craftsmanship and creativity, history and innovation.

于1950年成立的法国内衣品牌协会(Lingerie Française)由1901年的法国法律管辖, 成员有17个标志性的法国内衣品牌, 器目的是促进他们在法国和国际范围内的交流与发展。他们的任务是结合传统与现代, 发扬工艺性和创造性, 传承历史和改革创新。

The association has a membership of 17 iconic French lingerie brands: 有17个法国标志性内衣品牌的成员:

Aubade, Barbara, Chantelle, Passionata, Empreinte, Gerbe, le Chat, Lejaby, Lise Charmel, Antigel, Antinea, Eprise, Lou, Princesse tam.tam, Rosy, Simone Pérèle, Implicite.

Lingerie Française exclusive interview

WHAT DO YOU THINK ARE THE SECRET INGREDIENTS THAT MAKE FRENCH LINGERIE DIFFERENT TO THAT OF ANY OTHER COUNTRY?

First of all, a bra separating the two breasts was invented by a French designer in 1913. The first and essential ingredient is the historical art of lingerie. A chic, free spirit, Parisian elegance and that inexplicable French Touch continue troubling the world by a random gesture, an attitude, a glance, a so French "je ne sais quoi" ... and we will jealously keep this secret for a long time to come.

HOW DO YOU FEEL FRENCH BRANDS ARE PLANNING TO STAY AHEAD IN THIS INCREASINGLY COMPETITIVE MARKET?

Some of brands have very strong position in the niche markets where the competitiveness is quite moderate. For example, Chantelle is developing an expertise in the perfect fit, Lise Charmel occupies a strong place in Haute Couture Lingerie whereas Le Chat embodies women with trendy and luxurious loungewear. One the other hand, each brand pays a lot of attention to the innovation in terms of fabrics and fitting. Barbara actually developed an innovative sculpt line, Aubade has invented "ready to seduce" lingerie, Simone Pérèle plays with different lace and colour combinations for each collection that gives different looks and is full of surprises!

WHAT NEW EVENTS ARE YOU GOING TO ORGANIZE NEXT YEAR?

Our priorities for the next year will be the organisation of "Lingerie" Exhibition. The exhibition will run during 2012 in 4 different cities London, Paris, Dubai, Shanghai. It takes a look back over one century of French Lingerie brands history, beginning with the first corsets in stretch fabrics created in the end of 19th, the flattering bras and split slip dresses of 1920's, the first satin bras and lycra bras of 1950', the black laces and « no laces » bras and finishing with the molded bras and shapewear of 20's century. The main objective of this Exhibition is to have a look behind the scene of lingerie creation and history as well as to emphasize the latest fabrics innovations which continue to play a key role, taking a back seat behind the talented hands of designers.

是什么使法国内衣如此与众不同?

首先, 使女性乳房真正分离的胸罩是由法国设计师在1913发明的。法国内衣的第一个主要特征是兼具历史艺术的内衣。一种别致而自由的精神, 一个随意的手势、姿态, 不经意的一眼, 加上巴黎的优雅和迷幻的法式情调迷惑着全世界, 法语来说就是“说不出来的”感觉……而我们会小心翼翼地保守这个“说不出来的”秘密直到永远。

您认为法国品牌怎样在这样日益激烈的竞争市场保持领先?

有些品牌在利基市场具有很强的实力, 其竞争力是比较温和的。例如, Chantelle在发展的专业契合技术, Lise Charmel在高级时装内衣领域独居一方而Le Chat 则是体现女性时尚与精美的休闲服装。

另一方面, 每个品牌都十分注重创新方面的面料及配件。Barbara开发了一个创新的造型线条设计, Aubade开发出“ready to seduce”系列内衣, Simone Pérèle为每个系列研发出不同的花边和颜色组合, 以不同的外观设计给人带来了不同的惊喜!

您目前头脑中为下一年准备的新计划是什么?

我们的一个优先事项将是明年组织“内衣”展览。该展览将在2012年4个不同的城市伦敦, 巴黎, 杜拜, 上海举行。它回顾了一个世纪的法国内衣品牌的历史, 第一次胸罩在弹力面料创建于十九年底, flattering胸罩和split slip连衣裙是在1920年, 第一个缎子胸罩和莱卡文胸则是1950年, 黑色蕾丝以及no laces胸罩是在20世纪时期整体成形。

我们的主要目的是通过在展览现场介绍内衣的创造和历史, 以强调新面料创新, 从而继续发挥其天才设计师们在幕后所掌握的关键作用。

Anne-Laure Linget
Lingerie Française Representative

Rayli Favorite



Why “Rayli” likes it?

编辑评论

“Lace and strap match skillfully, making the lingerie both pure and sexy. The grey color with soft aesthetic feeling is low key but withstands scrutiny”.

蕾丝和肩带的巧妙组合，清纯而又不失性感，灰色也带着柔和的美感，没有过分卖弄张扬，很耐看。

Tu Jing, Senior Fashion Editor from RAYLI HER STYLE

屠璟，《瑞丽伊人风尚》资深时装编辑



Estelle Omnès
Aubade's Export Manager

Estelle Omnès, Aubade's Export Manager, is in charge of the development of the brand on many international markets such as Asia, Middle East, Eastern Europe, Africa, etc. As many fans all around the world she is addicted to the famous and mythical advertising campaign: The French Lessons of Seduction.

Working with a luxury brand is very challenging and captivating to her as she sees the chance to carry on writing the company history and sharing with consumers the brand values: Seduction, Complicity, Creativity and Glamour. When she comes back from a business trip, she loves strolling in the Aubade Couture Workshop to discover as preview the last creations of the Stylists, always a delight.

是AUBADE品牌的出口部经理，负责的品牌在亚洲、中东、东欧以及非洲等国际市场的发展。像左右热爱广告宣传事业的人一样，她热衷与“法式魅力”相关的主题。如今，她的目标是通过寻找新的商业合作伙伴，从而扩大分销网络以及零售市场。她一直在国际范围内的职场发展，从家居装饰行业到使家庭“蓬荜生辉”的内衣行业。对于她而言，为一个奢侈品牌工作，是传承公司的历史，与消费者分享品牌的价值：吸引力、共谋力、创造力以及魅力。

每当她出差回来，她常喜欢在AUBADE的工作室里查看设计师最后的创作从而获得意外的惊喜。

Aubade exclusive interview

WHAT SHOULD WE BUY TO BE TRENDY THIS WINTER?

Fall-Winter 2011 looks set to be definitely RETRO: vintage line, high-waisted briefs and sculpting shapes fitting pencil skirt, high-waisted trousers, twin sets and cardigans!

The woman turns into a pin-up girl adorning herself in a bullet bra and shaping brief, utterly glamorous with a famously Fifties look.

Aubade and lace maker Noyon have worked with state-of-the art technology to create the line “Rétro Sculpt” that's utterly retro and drop-dead gorgeous to boot! Floral lace with dotted Swiss tulle and opaque knits are woven together into a single panel to create a smooth shape with total comfort!

WHAT IN YOUR OPINION ARE WOMEN LOOKING FOR WHEN THEY COME TO BUY LINGERIE?

When they buy French lingerie women are looking for creativity, perfect sexy fit, and elegance.

Aubade, as a master corset-maker, meets these requirements in a “haute couture” spirit, using the most beautiful fabrics (Calais Lace, Swiss embroidery, guipure, Italian satin & silk), sophisticated details and finishing (rich visual effects on the straps, between the cups and at the back of the brief) and trendy and bright colours associated with strong contrast and original motifs.

IN THREE WORDS WHAT IS THE FRENCH PERFECT FIT?

Creativity, Comfort and Seduction are the three key-words of the Aubade perfect fit.

WITH SO MANY LINGERIE BRANDS IN THE MARKET TODAY, WHAT MAKES YOU SO SPECIAL?

Aubade is a luxury lingerie brand, an ode to femininity and its power of SEDUCTION.

The Aubade brand has strong values of seduction, femininity, elegance, emotion, innovation, complicity and humor: the “French Art of Loving”.

Aubade
PARIS

这个冬季有哪些是必败的时尚单品？

2011年的秋冬时装展示着“复古”格调，其中包括：复古路线、高腰内裤以及线条贴身笔直的铅笔裤，高腰长裤、两件套以及羊毛外套。

由女子转变为一个迷人的女孩只需以子弹胸罩装饰自己，简单来讲，就是迷人的五十年代风格造型。

AUBADE与其蕾丝制造商以最先进的技术，创造着“绝对复古”的华丽古典风潮。

以瑞士薄纱以及不透明针织所组成的碎花蕾丝不仅提供了面料的平滑度，更在于使其更加舒适。

在您看来，女性在购买内衣时主要关注什么？

当她们购买法国品牌内衣时，她们购买的是创造力、完美性感并且贴身优雅。

Aubade作为主要的胸衣制造商，为满足“高级时装”精神的需求，使用最美丽的材料（加莱花边、瑞士刺绣、嵌心丝带以及意大利缎丝绸），复杂的细节整理（丰富了罩杯与肩带过度衔接间的视觉效果），原始图案鲜艳的色彩与现代的设计形成强烈的反差。所有这些最终受益于调整的细致，选材与操作的严谨。AUBADE的胸衣完全撑托并符合女性的自然形体。

请用三个词来总结，什么是法式的完美契合？

创造力，舒适性和诱惑力，是三个设计关键词完美的结合。

随着市场发展，在拥有诸多内衣品牌的今天，您的品牌有什么特别之处？

AUBADE是一个内衣奢侈品牌，歌颂女性和其诱惑力。

AUBADE品牌对于诱惑，温柔，优雅，情感，创新，共谋和幽默的强烈价值观最终来源于：“对法国艺术的热爱”。

Grazia Favorite



Why “Grazia” likes it?

编辑评论

“Simple but elegant, the style and color are both fresh. Shrouded lace suits mature and refined urban women very much”.

简洁的设计却又不失优雅，款式和颜色都很清新，若隐若现的蕾丝非常适合成熟优雅的都市女性。

Maggie, Deputy Style Director from GRAZIA
Maggie, 《红秀》艺术副总监



Hubert Lafont
Managing Director

Hubert Lafont is the Managing Director of Groupe Barbara, one of the historical French lingerie makers. He started his career in the marketing of the food and drinks products of Unilever (mostly Lipton tea and Iced Tea). During this period he lived in France, Germany and in the UK, whilst travelling extensively. He then joined The Chantelle Group as a VP for sales and Marketing worldwide, where he repositioned Chantelle more upmarket and boosted the distribution of Passionata.

In 2005 he joined Barbara as a Managing Director with a mission to turn around the company. Today Barbara is one of the fastest growing brand of French lingerie, operating in 45 countries throughout the world.

休伯特·拉法特是BARBARA集团的总经理，一位资深的法国内衣制造商。他开始他的职业生涯于食品与饮料销售领域（主要是联合利华立顿茶和冰茶）。在这期间他生活在法国，德国和英国，并且足迹遍地。之后他加入了Chantelle集团，作为集团全球销售市场副总裁，在那里他开始重新定位Chantelle品牌，并推动了Passionata更高端的销售发展。

2005他加入了BARBARA作为常务董事，让公司在今天成为了一个增长最快的法国内衣品牌，公司经营遍及全球45个国家。

Barbara exclusive interview

WHAT SHOULD WE BUY TO BE TRENDY THIS WINTER?

Lace is coming back very strongly. Not only in lingerie but also in ready to wear, fashion, accessories. Shapewear is worn also by younger women nowadays. 3D spacer: the benefits of the foam without the drawbacks. Fusion vs sewing.

WHY SHOULD LINGERIE BE IMPORTANT TO A FASHIONABLE WOMAN?

Your shoes dictate the way you walk. Your lingerie determines what kind of woman you are. The first parameter is comfort and fitting. You can't look pretty if you don't feel well and self assured in your lingerie. You need to ensure that you know the right size. Then you must look for the shape suited to what you want to wear. Only when all these parameters are right, can you ask your lingerie to make you feel more feminine or more seductive.

HOW DO WE MANAGE TO MAKE LINGERIE THAT IS BOTH COMFORTABLE AND FEMININE?

That is the essence of everything that we do. That is our first mission and our pride. It is a very complex process that starts with a careful selection of the raw materials, and stops with drastic quality controls. The rest is our secret.

ASIA: WHAT KIND OF WOMEN BUY OUR PRODUCTS?

We appeal to women who appreciate French quality products and try to get away from the typical Asian very thick push up. They look for something more natural, more refined and more unique.

这个冬季的时尚必败品是什么？

蕾丝的强势回归。不仅仅是内衣领域，亦是成衣、时尚与配饰领域的潮流之一。现今的塑身衣由更加年轻的女性穿着。三维间隔。融合与缝纫技术。

为什么内衣对于时尚女性如此重要？

你穿的鞋主宰你走路的方式。而你穿着的内衣决定了你成为什么样的女人。第一个参考是舒适性和贴身性。如果你穿着的内衣使你感觉不舒服和自信，你不可能看起来漂亮。你必须知道自己正确的尺寸大小。然后，您必须寻找形状适合并且是你想穿的。只有当这些参考标准都是正确的，你穿着的内衣会让你感受到更加具有女性魅力。

您怎样能使内衣既舒适又女性化？

这是本质，我们所做的一切。这是我们的第一使命，我们的骄傲。这是一个非常复杂的过程，从精挑细选的原材料开始，直到严格和精密的质量控制。余下的是我们的秘密。

亚洲：什么样的女性购买我们的产品？

我们倡导妇女欣赏法国的优质产品，并努力摆脱典型亚洲人的传统束缚。她们寻求更自然，更完善以及更独特的产品。



Elle Favorite



Why “Elle” likes it?

编辑评论



It's hard to buy a suit of lace lingerie which is both glamour and politest in China, while this one is a perfect blend of lace's sexiness and elegance”.

在国内难得找到好看的蕾丝内衣，不够优雅精致。而这一款在具备蕾丝性感的同时也非常优雅。

Yoshiko, Fashion Editor from ELLE
Yoshiko, 《世界时装之苑》时装编辑



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" Brazil, Russia, India and China. He also develops new distribution ways for the brands such as Retail with brand stores.

He joined Chantelle six 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 Asian markets places, considering Hong Kong and Taiwan as a fantastic example of successful strategy in the region. He considers that the time of mainland China has now come and sees a great potential for Chantelle there.

阿兰早期的职业生涯开展于出口发展部，他常穿梭于世界上60多个国家的新兴市场以及著名的《金砖四国》- 巴西、俄罗斯、印度和中国。他同时开发出新的品牌分销方式以及品牌店面零售体系。

他于2005年3月也就是六年前加入Chantelle公司。作为家中五位女性的领导者-妻子及其4个女儿，阿兰极快领会了关于内衣产业消费者的需求。

在分析港台地区一些绝佳的成功战略后，他侧重于亚洲市场的巨大潜力。他现在认为，中国大陆目前已经成为Chantelle品牌今后的主要发展市场。

Chantelle exclusive interview

WHAT IS THE MUST-HAVE OF YOUR NEW COLLECTION?

The sexy Shaping line which features the whole corsetery know how, smooth and refined fabrics, extra thin lace for a perfect curve and fit.

WHY LINGERIE IS SO IMPORTANT FOR A FASHIONABLE WOMAN?

Lingerie is slowly becoming a real dress and not anymore an accessory of simple underwear. We observed that women have a real concern about lingerie; they usually have different types of lingerie for all occasions of life, which is sophisticated and fashionable.

WHAT IN YOUR OPINION ARE WOMEN LOOKING FOR WHEN THEY COME TO BUY LINGERIE?

First concern is definitively fitting and comfort, then comes the design and seduction. That is why at Chantelle our first priority is to offer well being in all senses to our consumers.

WITH SO MANY LINGERIE BRANDS IN THE MARKET TODAY, WHAT MAKES YOU SO SPECIAL?

Chantelle showcases a new vision of the French Allure by celebrating a glamorous and sensuous duo. Similar to a tuxedo for a man, Chantelle Lingerie is simple, yet a staple essential for a woman's wardrobe. It is the symbol of elegance. With its perfectly proportioned and balanced lines, this modern and graphic silhouette embodies the Parisian style.

IN THREE WORDS WHAT IS THE FRENCH PERFECT FIT?

Support, Fit and Curve.

WHAT ARE THE LATEST/KEY INNOVATIONS IN YOUR BRAND?

"Memory Foam" fabrics enhance the fitting and the "Spacer" concept which makes the skin breath.

您新款系列中的必败品有哪些？

为营造性感曲线，选用极度轻薄的蕾丝，以及光滑细致的面料所度身定做的全功能性紧身衣。

为什么内衣对于时尚女性如此重要？

内衣渐渐转变为真正的服饰而非作为简单的内衣配饰。我们观察到，女性消费者有真正关注内衣，她们通常都会拥有高雅时尚的内衣针对日常生活不同场合的需要。

在您看来，女性在购买 时主要关注什么？

首先绝对值得关注的是贴身性以及舒适性，然后是设计感以及性感。这就是为什么在Chantelle我们的首要任务，是在于为我们的消费者制造这样的感官体验。

随着市场发展，在拥有诸多内衣品牌的今天，您的品牌有什么特别之处？

Chantelle展示了通过盛享一场迷人而性感的二重奏而营造的法语魅力之新感官。Chantelle内衣之简洁正如燕尾服之于男性，亦是作为女性衣橱的必备品之一。它是优雅的象征。它以现代形体轮廓，以及完美的比例和平衡线展现着巴黎风尚。

请用三个词来总结，什么是法式的完美契合？

维持性、恰如其分以及曲线。

什么是您的品牌最新的/创新的关键？

“记忆泡沫”织物提高拟合和“间隔”的概念，使皮肤呼吸。

Chantelle
PARIS

The Bund Favorite



Why "The Bund" likes it?

编辑评论



"Both design and material are deluxe, promoting homewear into a new level where fashion and comfort balance well".

设计和材质都非常考究，将家居服上升到了时尚个性和舒适美丽并重的层面。

Amy, Senior Fashion Editor from THE BUND
Amy, 《外滩画报》资深时装编辑



Grégoire Chalumet
CEO

A young CEO of LE CHAT, night and loungewear brand, created in 1946.

Gregoire CHALUMET is the fourth generation at the helm of the company and continue to develop LE CHAT with the same drive as his ancestors.

After being graduated in 2002, he started in the company as the export manager with two goals: strengthen the brand's position in the european markets and develops the emerging ones.

He became CEO in 2009. He is used to say that he grew up close to the lingerie business, but decided to enter the family company without any pressure: it was not a due, and not a dut ! But just because he loved what he could do with this brand.

His values: durability, anticipation and positively.

一位年轻的首席执行官，创建于1946年的LE CHAT是专注于睡衣与内衣领域。作为公司第四代的掌舵，格雷于2002年毕业后即开始在公司就任职外贸经理一职。其目标是在于加强品牌在欧洲市场的定位并将品牌推广至新兴市场：俄罗斯、中亚地区以及东亚地区。

2009年，格雷正式担任公司首席执行官。他常说他成长在一个内衣商业之家，但决定进入家族企业并无任何压力：这既不是责任，也不是义务。而仅仅出于他期望能为这个品牌倾献一份力。他的价值观：耐久性、预测性与积极性。

Le Chat exclusive interview

WHAT IN YOUR OPINION ARE WOMEN LOOKING FOR WHEN THEY COME TO BUY LINGERIE?

When women come to buy nightwear and loungewear, comfort and softness are fundamental. The active women, after a day at work, need to rest, relax and create her relaxing bubble. Soft fabrics, easy to wear volumes, help them to feel better and appreciate spending time and relaxing at home. Moreover, beyond comfort, those women need to keep elegant and smart. That's what they love with LE CHAT' products.

WITH SO MANY LINGERIE BRANDS IN THE MARKET TODAY, WHAT MAKES YOU SO SPECIAL?

There are many underwear brands but not so many nightwear and loungewear ones! We are proud to have a strong position on a niche market: Nightwear. What makes LE CHAT so special? A smart product keeping with the times. Understated elegance. Sophistication "à la française". Quality, by selecting top of the range fabrics, with a high level of finishing.

HOW DO YOU MANAGE TO MAKE LINGERIE THAT IS BOTH COMFORTABLE AND FEMININE ?

That's our core competencies! We first focus on style, buy working with the main Parisian trend forecasting agencies, and employing various stylists. Our goal is to adapt the main trends of fashion to our market' expectations. And regarding confort, we know exactlly what could be done to create a comfortable nightwear or loungewear product: select the softest fabrics, adapt the shapes and measures to get an easy to wear and lovely product.

在您看来，什么是女性在购买内衣时所寻找的？

当女性顾客来买睡衣以及内衣时，柔软舒适是最基本的。

活跃的女性，经过一整天的工作，需要休息、放松以及营造她们的舒压环境。软织物、易磨损量型面料帮助她们更好的感受以及分享家中的轻松时光。

此外，除了舒适，这些女性需要保持优雅与整洁。

这就是她们所钟爱的LE CHAT品牌。

随着市场发展，在拥有诸多内衣品牌的今天，您的品牌有什么特别之处？

目前有很多的内衣品牌却没有很多兼具家居服和内衣的品牌。

我们很自豪地拥有一个强大的利基市场：睡衣。

什么使LE CHAT品牌如此独特？

一个紧跟时代的时尚产品。

低调的优雅。

“法式”混调。

注重质量，选择高档的面料，具有高水平的收尾工。

你如何做到使内衣既舒适又女性化？

这正是我们的核心竞争力！

我们首先注重风格，收购主要工作于巴黎趋势预测机构，并采用各种造型师。

我们的目标是适应主要流行趋势的市场预期。以安慰，我们很了解怎样可以做出舒适的睡衣和休闲服装产品：选择柔软的面料，适合的形状和措施，得到一个容易穿着并且美丽动人的产品。



Harpers Bazaar Favorite



Why "Bazaar" likes it? 编辑评论

"Though deep red is quiet, it leaks out feeling of mystery and sexiness. Supple style and simple lines cooperate well with luxurious detail, resulting to an attractive lady that is hard to resist".

深红色不喧闹，却透着神秘性感。轻盈的款式、简洁的线条搭配奢华的细节，让女性产生无法抗拒的吸引力。

Mr. Wang, Fashion Editor from BAZAAR
王先生，《时尚芭莎》时装编辑



Xavier Laurette
Export Development Manager

"Bolstered by 20 years' experience in corsetry and lingerie retail, Xavier Laurette joined the Lise Charmel Group in February 2010 as Director of Sales. Along with the Area Managers, his mission is to expand the Group's various brands and strengthen relations with our partners." The Lise Charmel Group, already present in 50 countries intends to develop its international sales. It offers a universe of brands that are fully adapted to the various target customers of the selective networks: Lise Charmel, epure, Eprise, Antinéa and Antigel.

有着20年紧身衣、内衣零售领域经验的Xavier Laurette，于2010年2月出任Lise Charmel 的销售总监。她的任务是扩大和加强集团的合作伙伴关系。

在Lise Charmel集团，目前已在XX国家开发国际销售计划。它提供了一个全球范围的品牌，完全适应不同目标客户的选择网络：Lise Charmel, epure, Eprise, Antinéa an以及Antigel。

Lise Charmel exclusive interview

WHAT IS THE MUST-HAVE OF YOUR NEW COLLECTION?

At the heart of 2011 trends, we can note a profound desire for a return to the green of the countryside, bathed in sunshine, with an abundance of wild flowers. 2011 fashion is also bringing an ultra-feminine and distinguished woman to the fore. The must-have of our fall winter collection is our line A11 Recital bleu, a line for the most elegant customers seeking superb, luxurious lingerie, revisited with 2011's fashion trends.

WHY LINGERIE IS SO IMPORTANT FOR A FASHIONABLE WOMAN?

When women come to buy lingerie they want to be very seductive and feminine. The intimate elegance reflects a personality that stands out, that is different, while remaining in harmony with its environment. Lise Charmel assures the woman beauty and sublimate the silhouette.

WITH SO MANY LINGERIE BRANDS IN THE MARKET TODAY, WHAT MAKES YOU SO SPECIAL?

Lise Charmel, the European leading high-end lingerie brand, develops a unique craftsmanship, based on traditional know-how and the implementation of the latest available technologies. With a constantly updated expertise, the brand masters the most sophisticated cuts for unique models. A very personal way to play and reinvent fashion each season for the lingerie universe.

IN THREE WORDS WHAT IS THE FRENCH PERFECT FIT?

In all our collections, products have to be feminine and comfortable. For example seamless, leavers lace on back for comfort and seduction and all our bras are produced with the added advantages of our soft comfort concept (extra soft tulle, microfiber, leavers lace, silk an exceptional natural fabric...

您新款系列中的必败品有哪些？

2011年的主要趋势，我们拥有一个深切的渴望，返回到绿色的乡村，沐浴在阳光下，与丰富的野生花。在我们今年秋冬季中必备的收藏品是：A11蓝色独奏系列，一个以2011年流行趋势为最优雅的客户追求卓越-华贵的内衣。

为什么内衣对于时尚女性如此重要？

当女性来买内衣产品时，她们期望能够具有吸引力并更具魅力。亲密优雅却反映着个性突出，与众不同却保持和谐的环境。Lise Charmel保证了女性魅力的升华。

随着市场发展，在拥有诸多内衣品牌的今天，您的品牌有什么特别之处？

Lise Charmel是欧洲领先的高端内衣品牌，其开发了一个独特的工艺，即以传统技术和新技术相融合的最新技艺。以不断更新专业知识，掌握着针对每个单独模型最新型的独特的切割剪裁技艺。以极其个人的方式，发挥创造出每一季的时尚内衣天地。

请用三个词来总结，什么是法式的完美契合？

在我们所有的系列中，产品均必须女性化并兼具优雅性。例如无缝，列韦斯花边用来营造舒适性和诱惑力，我们所有的胸罩都具有增加的柔软舒适理念（额外的软薄纱，超细纤维，列韦斯花边，特殊天然丝绸织物...

LISE CHARMEL

L'Officiel Favorite



Why "L'Officiel" likes it?

编辑评论

"Lace of Alize series is elegant and distinguished. Banausic style matches different dresses well. Showing a little lace outside is also very beautiful".

Alize系列的蕾丝优雅大气，这种款式露出一点点蕾丝穿也很美，实穿度很高。

Maggie, Senior Fashion Editor from L'OFFICIEL
Maggie, 《时装》资深时装编辑



Bruno Roberty
Commercial & Marketing Director

"In his early sixties, Bruno is currently Simone Pérèle Group's Commercial & Marketing Director. In charge of the evolution and development of the worldwide distribution, with activity in more than 80 countries, he likes to be very close to local markets... that's why he is always "on the field".

With more than 17 years on the lingerie business -previous positions at Chantelle, Lejaby and Huit, he has a very thorough understanding of the market issues and specificities. He is specially focusing on Asia, since he believes that the future of high-end lingerie distribution will more and more shift to this area. Who would have thought, at his graduation, that he would engage in such a career? Indeed, it is interesting to note that he completed his studies with a master's degree in both Mathematics and Economic Science!"

在他早60年生涯中，布鲁诺目前担任Simone Pérèle集团营销部及市场部总监。在超过80多个国家的活动范围，并参与世界范围内销售的变革与发展，他本人更倾向与接近本土市场... 这就是为什么他总是在“本土”。

有着17年以上内衣领域工作的经验- 在Chantelle，在Lejaby，在Huit，他对于内衣市场的问题与特点都拥有极为透彻的见解。他特别着眼于亚洲市场，因为他认为今后高档内衣分布将越来越转移到这个地区。谁会想到，在他毕业时，他会从事这种职业？事实上，有趣的是，他所获得的是数学和经济科学的硕士文凭。

Simone Pérèle exclusive interview

WHAT IS THE MUST-HAVE OF YOUR NEW COLLECTION?

Be romanced by the must-have push-up of our daily-refined collection "Romance". Smooth cup for perfect invisibility, removable air-pads to enhance the push-up effect and a hook between the straps for racer back will help every woman to feel beautiful under any kind of clothing. Geometric guipure flowers delicately added on the straps are the final touch for perfect feminine spirit and timeless refinement. Definitely THE must-have!

WHY IS LINGERIE SO IMPORTANT FOR A FASHIONABLE WOMAN?

A fashionable woman is a woman who feels good about herself and about her body. She is a woman who embraces Life with Confidence. Indeed, what she wears needs to resemble her. By being beautifully crafted to the least detail but also by providing her with both the right support and unsurpassed comfort, fine lingerie will bring self-assurance, radiance and natural distinction to the fashionable woman!

WITH SO MANY LINGERIE BRANDS IN THE LINGERIE MARKET TODAY, WHAT MAKES YOU SO SPECIAL?

"Simone PERELE" is all about understanding women and offering them the lingerie that suits all their needs: refined but also practical; aesthetic and always comfortable. It is a family business that keeps the strong Will of its creator, Madam Simone Pérèle, fully alive: enhance and respect every bit of femininity.

WHAT ARE THE LATEST/ KEY INNOVATIONS IN YOUR BRAND WHICH EMBODIE THE WOMEN?

We recently developed a unique collection, with innovative technologies for incredible results: Caressence, the lingerie that caresses your skin. All bra cups are made of 3D Spacer, a 3-dimensional knitted fabric that allows the skin to breathe. Light to the touch, the fabric gently shapes and moulds around the bust.

SIMONE PÉRÈLE

您新款系列中的必败品有哪些？

浪漫的必备品，我们的日常穿着“浪漫”系列。其光滑的罩杯完美的隐形，可移动的air-pads可移动并撑托并令每个穿着的女性自觉美丽有里到外。

几何花边花地加上带的最后接触的完美女性的精神和永恒的优雅。绝对必须拥有的！

为什么内衣对于时尚女性如此重要？

一个时尚的女性是应当一位自身感觉良好并对自己的身材充满自信的女性。她是一个用信心拥抱生活的女性。事实上，她选择代表她的穿着。通过制作精美的最小细节还提供承托以及无与伦比的舒适，精品内衣会带来自信，映射和区别每一位时尚女人。

随着市场发展，在拥有诸多内衣品牌的今天，您的品牌有什么特别之处？

“Simone PERELE”品牌的精髓在于了解妇女并为她们提供的内衣，适应她们的需要：精致而且实用，审美并始终舒适。这是一个家族企业，保持着坚强意志的创作者，Simone Pérèle 女士完全重视，尊重每一位女性。

什么是您的品牌最新的/创新的关键？

我们最近开发出一种独特的系列，创新技术带来了不可思议的结果：caressence，能够轻抚您的肌肤的内衣。所有的胸罩罩杯是由三维间隔，一体三维针织面料，让皮肤呼吸。轻柔的触感，以及柔软的织物环绕。

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