



Industry Press Release August 2019

**CiCi PR appointed to manage The French Lingerie Loft London
in association with Promincor – Lingerie Française**

Promincor – Lingerie Française have officially appointed CiCi PR & Events to manage the second edition of its French Lingerie Loft concept which is to be held in central London within a soon-to-be announced location from the 18th – 20th October 2019.

Cristie Herbert and her expert team will manage the PR campaign and the entire event organization for the extraordinary three-day pop-up showroom and VIP launch event, that will take place on 17th October evening.

The French Lingerie Loft London will highlight the extraordinary savoir-faire of the 14 French Lingerie brands represented by Promincor – Lingerie Française and will include: **Antigel, Antinéa, Aubade, Chantelle, Empreinte, Eprise, Epure, Implicite, Lise Charmel, Lou, Louisa Bracq, Maison Lejaby, Passionata, and Simone Pérèle.**

This exciting pop-up showroom will create an immersive loft-style experience that will include talks on the latest lingerie trends, sustainability, wellbeing and body positivity, alongside celebrating the French way of life from its immaculate style, tempting cuisine, and timeless beauty.

By bringing together 14 of the most renowned French brands, Promincor – Lingerie Française has created an oasis of 'all things lingerie' with brand presentations, professional bra-fittings, a display of antique pieces, as well as a chance to see all the latest lingerie collections in one space.

"We are really pleased to be bringing the successful French Lingerie Loft concept to the UK and are truly convinced that the collaboration with CiCi PR agency will be a success in terms of media and general public exposure" adds Ulyana Sukach (International Development Manager) Promincor-Lingerie Française.

"CiCi PR are honored to be appointed as official PR to this event, luxury French lingerie and corsetry has always been an area that I have been fascinated with and we cannot wait to introduce The French Lingerie Loft concept to the press and lingerie lovers of London" adds Cristie Herbert (Director) CiCi PR & Events.

The event is made possible thanks to the financial support of DEFI, the Committee for the Development and Promotion of French Clothing (www.defimode.org).

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