

INTERFILIÈRE

FINAL NEWS FLASH INTERFILIÈRE: SATISFACTION ALL-ROUND!

11,120	INTERFILIÈRE (France 37% - International 63%)
18,808	SALON INTERNATIONAL DE LA LINGERIE

The Salon International de la Lingerie and Interfilière reported a combined total of **29,928** entries, i.e. a **20% increase** in “single-visit” visitors.

The smiles spotted throughout the three-days of **Interfilière** were certainly a source of satisfaction...

From Saturday onwards, exhibitors perceived a climate that **positively encouraged business**, a mood that continued throughout the three-day show, boosted by the optimism which reigned at the Salon International de la Lingerie.

FEEDBACK

Albert Bösch:

“We found a high calibre of Italian, French and German visitors.”

Forster Rhoner whose stand remained crowded throughout: “We have negotiated orders that we’d been waiting for months for.”

Papillon Ribbon & Bow

“The clients are less downhearted, it’s a very good show with good frequentation and a good level of references.”

TOP TEN VISITOR COUNTRIES AT INTERFILIÈRE

	FRANCE
1	ITALY
2	GERMANY
3	UK
4	SPAIN
5	BELGIUM
6	JAPAN
7	NETHERLANDS
8	USA
9	SOUTH KOREA
10	SWITZERLAND

- Worth noting: **HIGH ATTENDANCE FROM ASIAN COUNTRIES** with Japan, South Korea and Hong Kong in particular.
- Worth noting: **THE RETURN OF SPAIN**, which certainly made an impact in the aisles at Interfilère.

SELECTION OF BRANDS PRESENT AT THE SHOW:

GERMANY

ANITA, BONPRIX, ESPRIT, EVA B BITZER, FELINA, GERHARD ROSCH, INTER TRIUMPH MARKETING, KARSTADT WARENHAUS, MARCO'POLO UNDERWEAR...

AUSTRIA

HANRO INTERNATIONAL, WOLFORD...

BELARUS

MILA VISTA...

BELGIUM

CARREFOUR, PLUTO, VAN DE VELDE...

CHINA

AIMER INTERNATIONAL...

SOUTH KOREA

GOOD PEOPLE...

SPAIN

EL CORTE INGLES, LEONISA, LITTLE KISS, SELMARK, VFB LINGERIE, WOMEN'S SECRET...

USA

ABERCROMBIE&FITCH, CALVIN KLEIN UNDERWEAR, CAROL MALONY DESIGNS, JCPENNEY, JOCKEY INTERNATIONAL, LE MYSTERE, MAIDENFORM, NEIMAN MARCUS, NORDSTROM, THE NATORI COMPANY, VICTORIA S SECRET, WARNACO...

FRANCE

3 SUISSSES, ARMANI, AUBADE, AUCHAN, BARBARA, CARREFOUR, CHANTELLE, COMPTOIR DES COTONNIERS, DANIEL HECHTER, DIM et DIM/CHANTAL THOMASS, EMINENCE, EMPREINTE, ERES, ETAM LINGERIE, EVA RACHLINE, GALERIES LAFAYETTE, GROUPE ZANNIER PORON CHIPIE UNDERWEAR, HOM, HUIT DIFFUSION, KOOKAI LINGERIE, LA REDOUTE, LE BON MARCHE, LEJABY, LETHU REGENCE, LISE CHARMELE, MARITHE FRANCOIS GIRBAUD, MONOPRIX,

PASSIONATA, PHILDAR, PIERRE CARDIN, PLAYTEX D&D EUROPE, PRINCESSE TAM TAM, REPETTO, WELL LINGERIE, TRIUMPH INTERNATIONAL SA, WOLF LINGERIE, YVES SAINT LAURENT,

HONG KONG

HOP LUN, TNT FASHION...

ITALY

COTTON CLUB, DOLCE GABBANA, GIORGIO ARMANI, GOLDEN LADY, INTIMA MODA, LA PERLA, LA RINASCENTE, LE BONITAS, LORMAR...

JAPAN

GUNZE, ISETAN, WACOAL...

NETHERLANDS

MARLIES DEKKERS, TOMMY HILFIGER...

POLAND

COEMI WISNIEWSKY SPOLKA JAWNA...

PORTUGAL

ESBELT BRAZILIAN BODYWEAR,IMPETUS,...

UK

AGENT PROVOCATEUR, AS GROUP, COURTAULDS, DAMARIS, EVEDEN, FENWICK, FRUIT OF THE LOOM, GOSSARD AND BERLEI, JANET REGER, MARKS AND SPENCER, MAS, MYLA, RIGBY AND PELLER...

RUSSIA

INCANTO, PALMETTA, PARIZHANKA, WILD ORCHID...

SWEDEN

BJORN BORG AB / MAGNUS EHRLAND...

SWITZERLAND

CALIDA, HUGO BOSS...

MEET LINGERIE, online tool for organizing business ahead of the show...

Over the last few sessions, Interfilière has set itself the objective of putting exhibitors and buyers in touch through a series of B-to-B meetings organized ahead of the show. The new **Meet Lingerie** service allowed users to share information, **improved and evaluated the quality of meetings** in order to satisfy the precise requirements of buyers and sourcing professionals.

The launch was very encouraging and fulfilled the promise of creating new and high-calibre networking opportunities! Raising awareness with regard to future users should make Meet Lingerie an essential tool for September 2010.



THE GENERAL FORUM “revisits the global village concept”

An essential source of information, the **General Forum** offered its unique “visions” of Summer 2011 in a linear layout, popular with exhibitors and visitors alike.

Of the four themes explored, Tenderness and Antidote attracted the most interest from buyers.

Three Focal Points (Loungerie, Men’s Underwear and Shapewear) offered a new insight into these particularly dynamic sectors.

ALPINE ROMANCE FORUM: OFFERING INSTANT ESCAPISM...

A whiff of mountain air floated around “Alpine Romance”, a new fashion forum in the Access Folies sector...

All the Swiss and Austrian embroiderers who took part in this creative project were pleased with the image portrayed and the interest generated with regard to buyers.

The Trends CONFERENCES given by style agencies (Concepts Paris, Carlin International, Nelly Rodi and Promostyl) were followed closely by an attentive and interested audience.

Also a success, the **Winter Preview 2011/12** led by Jos Berry from Concepts Paris is usually reserved for exhibitors and was opened up to a number of gold buyers for the first time.

SLEEPOVER PARTY: A MOOD-LIFTING EVENING!

Cuddly toys, confectionery and candyfloss for an evening party that offered an opportunity to regress to childhood... a **pyjama party** which delighted all participants with a combination of laughter and nostalgia...



Forthcoming dates for your diary:

Hong Kong Mode Lingerie: March 30th and 31st 2010
(Hong-Kong – HKCEC)

Interfilère Evolution Days: June 2010
(Paris – Palais des Congrès)

Interfilère

Mode city

4-5- 6 September 2010

Paris Expo – Porte de Versailles - PARIS

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