

2011 FORWARD TRENDS

AS WE GEAR UP TO SEE THE LATEST IN INTIMATE APPAREL FASHION FOR AW2010, WE GET A TASTER OF FABRICS FOR SUMMER 2011 – THE FIRST SHOWING AT **INTERFILIERE** IN PARIS NEXT MONTH.

INTERFILIERE TRENDS

With a stunning new image and over 160 exhibitors Interfiliere is a must see event (prefaced by the Evolution event in November 2009). Still boasting some 160 exhibitors and an audience of 11,000 visitors the trade show is a benchmark for the intimate apparel industry. New developments is the new take on loungewear – sexier and younger in theme with gorgeous knits, sensual satins, intricate embroidery and those fabulous details of trims, bows and such like. As reported in our last issue, men's underwear and shapewear are key areas for potential development. 4 key trends are identified for Summer 2011 – Tendresse, Antidote, Oasis and Sublime.

TENDRESSE A nostalgic mood that is full of pleasant memories but reinvented for our modern world in the form of technical advances. Softness and charm are recreated with sophisticated constructions, digital prints, places jacquards and very soft and light fabrics. Seductive materials herald a return of bodies, teddies, camisoles and vests.



ANTIDOTE A celebration of everyday life and the multitude of influences on our way of life. Non-conformist and paying homage to amusing creativity, crazy mixes of ethnic inspirations, passion and femininity that says no to bad times. Cartoon and floral patterns always in unexpected executions, naive patchworks that offer strong statements for design.



OASIS Exotic and barren landscapes are juxtapositioned for maximum contrast and effect. Exuberant nature with all its multiple layers can be seen beside the dryness and primitive appeal of the desert. Particularly suited to loungewear themes with its ample shapes, layering in dry knits, cottons and linens.



SUBLIME A hint of the theatrical is seen with a blend of haute couture and high tech. Ostentatious in appearance and in surface effects, opaque and transparent are side by side with flocking, burnt-outs, transfer prints, graphics and even bondage aspects. Decorative touches are abundant with stones, jewels and vintage embroideries. This is the new luxury after the period of austerity.

A full report of Interfiliere will appear in the next edition of Underlines Magazine