

CRÉATIONS

lingerie

Special
Swimwear
Issue #1



JANINE ROBIN
PARIS

A. Ché





SWIMWEAR POWER

BECAUSE LOOK BOOK PHOTOS AREN'T ALWAYS AVAILABLE BY JULY, and especially because stores place their orders later in the year, Créations Lingerie North America has decided to publish a special year-end issue completely dedicated to swimwear. This highly dynamic market, driven at once by Latin American trends, European and North American high-end brands, and an ever-changing and demanding clientele, is in a constant state of renewal. In this special issue, you will find exclusive interviews and a wide selection of SS14 designs.

Happy Reading,

François Pomès
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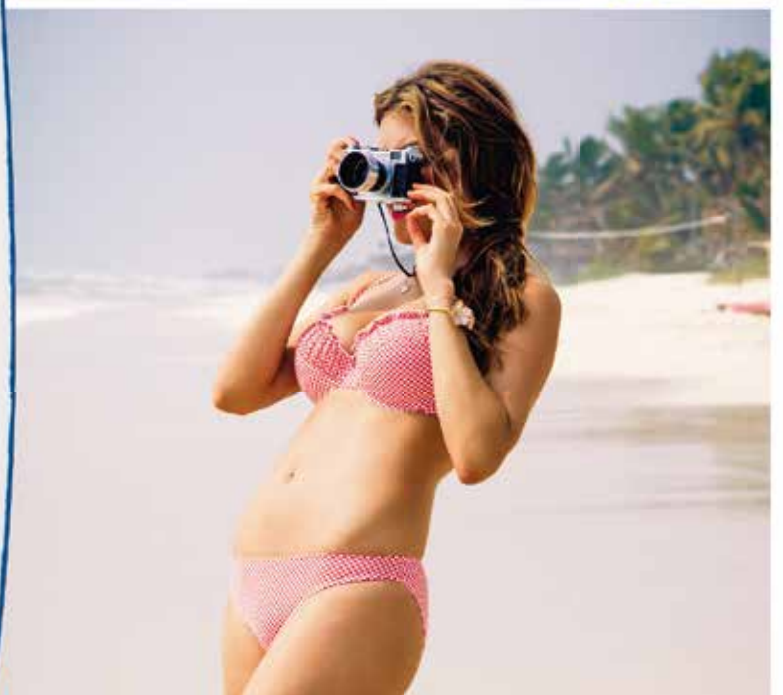
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A New American Life for France's Janine Robin



RUSS KLEIN,
President of Easton International

As of June 2013, French high-end bathing suit brand Janine Robin has partnered with a local agent, Easton International. We spoke with Easton's president, Russ Klein, who explained the decision to enter into this partnership.

BY FRANÇOIS POMÈS

What is the goal of Easton international?

The goal of Easton International is to collaborate with swimwear brand Janine Robin of France and thus to manage its sales and distribution in the USA and Canada. Easton has over 30 years of experience in building and managing premium and luxury brands. Janine Robin will gain the benefit of this experience; Easton's national sales coverage, relationships with department stores, specialty stores and e-commerce accounts is unparalleled. The ability to sell a better brand is very important, but to manage the vision and mission of a brand in a way that blends seamlessly with the objectives and goals of the brand's parent is another. This is Easton International's specialty.

When did you sign the Janine Robin distribution, and why did you welcome this French brand?

We signed the agreement in June of 2013. We welcomed Janine Robin into our portfolio of brands at Easton because we saw a need for it and it was a natural fit. Janine Robin offers mature women a fit, fashion and comfort in swimwear, while the Laura Beach brand, also under the Janine Robin umbrella, offers younger customers the same features and benefits of Janine Robin but at a lower retail price. In addition to these attributes, Janine Robin is manufactured in our own factories in France, which allows us to control all aspects of quality throughout the manufacturing process. Furthermore, Janine Robin is able to offer replenishment of all basics and fashion styles throughout the season in small quantity reorders. This is a huge benefit to the retailer: newness in their store, and reduction in the downside of inventory and cash flow demands.

How many stores distribute the brand in the USA and Canada right now?

Currently there are approximately 50 stores that carry Janine Robin in the USA and Canada. The type of store that carries the brand is a higher quality, service-oriented store, one that wants the client's shopping experience to be a positive one. A store that often times can offer the customer a fitting session if necessary. In addition, these stores tend to attract and keep tremendously loyal customers.

What's your strategy in North America for Janine Robin and Laura Beach?

Our strategy is to reach out to finer boutiques, both intimates and swimwear stores. The channels of distribution for these categories will be department stores, boutiques and e-commerce. We will approach only a better quality, higher-level location that attracts premium clientele. This type of store cares deeply about service and fit as well as the overall shopping experience. Janine Robin will be in the stores working with the shops' staff to ensure a perfect experience. We will train the sales staff on the features and benefits of the product, fit and fashion trends. We will do fashion shows with VIP customers in many of the stores. We will partner with these retailers to make sure our sell out is as managed as our sell in.

How might you characterize the swimwear market in US and Canada in terms of growth and trends?

Swimwear is on an upward trend. The growth for swimwear over the next three years is trending up at a rate 3-4%.

“From a business point of view, retailers should work with Janine Robin because they can reorder in small quantities and all styles are can be replenished throughout the season in both basic and fashion.”



Will you be proposing the European lines, or are you going to ask the company to prepare special collections for this market?

We will be offering the European collections from Janine Robin. They do not design just for France or just for Europe. Fashion today is a universal and global language. It is understood all around the world.

Why should retailers consider distributing Janine Robin?

From a business point of view, retailers should work with Janine Robin because they can reorder in small quantities and all styles are can be replenished throughout the season in both basic and fashion. The product fits and satisfies customers, which creates loyalty for the store with the customer. The cup size on our suits goes up to a 42H. We smooth out a woman that wears Janine Robin; we do not squeeze her. Our suits are very comfortable to wear and the whole line is manufactured with the highest regard for quality. We also provide prompt delivery and early delivery to maximize the swimwear season; we start shipping in October for Spring 2014. Janine Robin will train sales associates to be totally knowledgeable on the product and the history of the brand.

What could help the retailer sell Janine Robin products effectively?

Our seminars and education of their sales staff which Easton will be offering, video for their web site or e-commerce site which we will also be offering, and the ability to try on the suit in a fitting room and



be fitted for the first time. Our sizing is consistent from one season and one style to the next so when a customer is fit for a size 8 it is always a right size for them in a size 8.

How many new retailers have you signed in the US and Canada?

This number is not available. Our agreement to work with Janine Robin just began in July so the number of stores we have opened already is not a representative number, but suffice it to say we are all very pleased with the initial response that we have received for the brand.

How a new shop could discover the brand's products?

The Janine Robin brand can be discovered in one of our showrooms: Los Angeles, Dallas, or Atlanta. Additionally, we do national trade shows: Miami Swimwear show, NY Curves show, and regional trade shows in Charlotte, Atlanta, Dallas, Denver, Portland, San Francisco, as well as having our national sales team out on the road visiting retail locations. ■



THE RISE of A.Ché swimwear and Parisa



Designed in the USA and made in Asia, swimwear line A.Ché and lingerie line Parisa are both distributed by Amir Moghadam, who anticipates 125% growth in North America.

BY FRANÇOIS POMÈS

AMIR MOGHADAM,
CEO of Parisa

“**A** Ché and Parisa brands have been incredibly well received in Canada and the United States,” explained Amir Moghadam at the most recent Miami Swim Show. “So well received, that we’re anticipating 125% growth next year.” The benefit of the merchandise offered by these brands is tier sizing, which consists of providing a wide range of sizes in very few cups. Added to this, an ever-changing selection of fabrics and shapes. “Both lines are a combination of fashion, high quality, a wide range of sizes, and affordable prices, with significant warehouse and floor space savings for the retailer,” he continued. The patented swimwear Tier Sizing offers 30 different bra sizes within only 7 tiers, which offers retailers great flexibility by maximizing the number of varieties displayed, since the number of sizes is limited.

Parisa lingerie targets young and full-busted women, as do A.Ché swimsuits, which are more contemporary but perfectly suited to the full-figured. “The excellent returns that we’ve had for both

brands has spurred our growing presence in department stores and in the best independent retailers,” Amir explained. “The web also plays a role in our expected growth.” By working very closely with his sales network, Amir Moghadam has built very personal relationships with his retailers, the goal of which being to assist with sales in order to boost business. “We try to give as much information as we can to our sales network, information that allows for easier sales,” he explained. “By knowing their merchandise and the target customer, retailers become more efficient. We also help them to achieve optimal in-store service.” A fruitful system, indeed: the sales network is growing and stores are ordering from one season to the next. Retailing at between \$38 and \$50 for Parisa bras, \$10 to \$18 for panties, and \$62 to \$98 for A.Ché bathing suits, both lines are available at more than 150 retail outlets in North America, including a dozen specialized Internet sites. The Parisa and A.Ché swimwear collections are shown at trade shows, in the New York showroom, on each brand’s respective website, and during promotion and marketing tours. ■



LAHCO INTENDS TO GET BACK IN THE GAME IN THE UNITED STATES

The beachwear has no more secrets for the Swiss Lahco who has been offering some items for men and above all for women since the 30s. Renate Millauer, who took over the helm of the company ten years ago now, gives us her vision of the brand's future. And it is linked to the United States.

BY VALÉRIE CHARIER

Set up in 1922 in Baden (Switzerland), Lahco used to be a knitwear and hosiery factory, designed to offer high quality underwear. In the 30s, the brand starts with the beachwear which is today its only activity. With on average seventy styles of swimwear for ladies (of which twenty cruise styles offered in November already) and fifty five swimwear for men to which can be added five to ten lines of beachwear, Lahco can claim a full and rich range.

Which are the characteristics your swimsuits are famous for?

Renate Millauer: Lahco's swimsuits are famous for their simple elegance, their good fit, their comfort and their nice quality.

Which are the fabrics you use to guaranty this quality?

We are using Eurojersey's Sensitive material or also materials which are bi-stretch and dry fast and are light.

Which are the colours and swimsuits' shapes the consumers favour?

Black, navy blue, cream and red are the strongest colours, whether for men or women. As regards the shapes, the one piece suits are mainly found in our ranges.

You mainly sell swimsuits to women (70%), so how do you nevertheless see the development of the men's market and do you think that there are opportunities in terms of market shares to be won?

Our men's activity is indeed growing strongly and yes, I do think that there is a market to be won in the field of high quality men's swimsuits.

Which are the geographical markets on which you intend to focus your development?

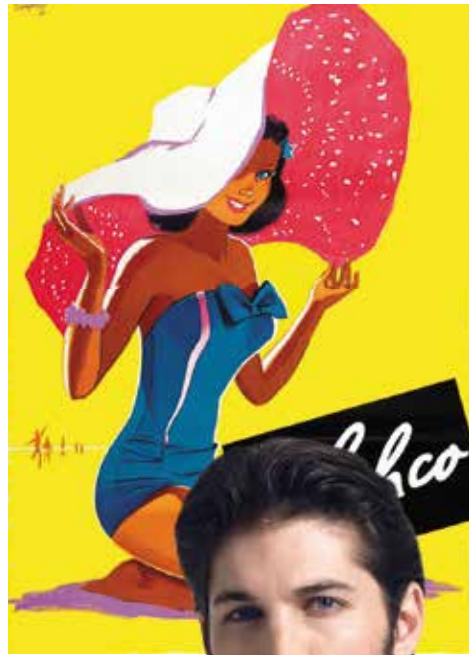
In 2013 we chose to emphasize the American market. It is a market that we approached this year and on which we scored good results, so we wish to stay a bit longer there.

How are you represented there and which are the most emblematic customers you have there?

We have agents there. One of our big accounts is more specifically Saks Fifth avenue...

Which fairs are you taking part in to make your brand know?

We exhibited in the Miami Swimshow this summer and intend to take part in Curve New-York and Las Vegas next year. ■



LAHCO KEY FIGURES

- Date of creation: **1922**
- Average sales prices: **between € 98 and €139 for a men's swimsuit, €129 to €159 for a woman's swimsuit**
- 2013 sales turnover: **some €1 million**
- Main export countries: **Switzerland, Germany, Austria, Benelux and the United States**



“ We approached this year the American market and scored good results ”

RENATE MILLAUER,
CEO







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**MIAMI SWIMSHOW ,
July 19-22, 2014**

How Gottex SEES CREATION



2013 is a year rich in events for the Israeli beachwear specialist! The Holon Design Museum (in Israel) decided to pay tribute to its founder, Lea Gottlieb, and thus covers the rise of the company from its creation some sixty years ago. And Gottex was elected Designer of the Year by the International Mode City Fair. Zoom in on the creation as seen by Gottex.

BY VALÉRIE CHARIER

Galit Cohen-Caspi, the Vice-President International Marketing and Sales of the GSB company (GSB standing for Gottex Swimwear Brands), looks back on the fundamental values of the company; she gives us her vision of what swimwear creation actually involves.

When Molly Grad [creative director, note of the editor] joined Gottex in 2009, what was she willing to instil in terms of style?

The challenge was and still is to maintain Gottex' heritage and at the same time to introduce novelty and news in terms of design, creativity and techniques of work to be able to meet the tastes and needs in 60 different countries all over the world.

What is your philosophy of what beachwear should be?

Our main challenge is to continue to be the world's leading fashion house in swimwear and resort apparel, measured both by market share and innovation. Gottex is known for quality, fashion, and glamorous lifestyle items designed with an atelier's attention to detail, supported by strong international sourcing and development to create the most exquisite swimwear at the most profitable costs. As a global brand, Gottex has perfected many silhouettes. Some are classic, some more modern, in order to offer the perfect chic, and comfortable fit for every woman. With our exclusive prints and handcraftsmanship, we seek to offer the consumer the ultimate product in fashionable swimwear, with remarkable fit and great added value.



“Our challenge is to keep Gottex’ heritage and at the same time to introduce novelty and news in terms of design.”

GALIT COHEN-CASPI
Vice-President
International Marketing
and Sales

What are the key elements of Gottex style nowadays?

Verity of styles, perfect fit, four sub brands aimed at different women, most beautiful and appreciated prints —designed and created by Gottex creative director— and perfectly marketed items with special elements in different kind of fabrics to achieve a complete collection.

Does the swimwear collection still go more for one-pieces?

Gottex is mostly known for its perfect one piece suits, which represent 60% of our sales. We do offer separate bikinis in most of our groups.

C. L.: How wide is the swimwear collection per season?

We have 4 sub brands and 25 groups of products. Each group proposes 8 styles on average, one or two colors for the prints and up to 5 colors for plain articles. That’s about 250 references in total.

And what about your beachwear offer?

We introduce 2-3 beachwear in each group of product. All are top sophisticated, and so are the accessories matching it: the pareo is always showing magnificent prints which make even the pareo very special and unique.

A few words about the main trends of your upcoming summer 2014 collection?

2014 is all about color and print. Bold, rich and detailed prints are infused with bright and flattering solid shades, to create a seamless color flow. The prints and details are artisanal in nature, many of them drawn by hand and reaching up to 60 colors.

Gottex is divided into 4 separate sub-brands, and this season continues this, forming a complete universe out of each sub-brand. ■

GSB COMPANY IN A FEW WORDS...

- Date of creation: **1956**
- Volume of production: **some one million articles per year**
- Average retail prices: **€160-170 a swimsuit and €260 a beachwear**
- Sales distribution: **60% for one-pieces, 25% for bikinis and 15% for beachwear**
- Export: **the brands are sold in more than 60 countries, the major ones being the US, Canada, Russia, Spain, China, Italy, France, Belgium**

Gottex, Summer 2013



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beachwear

SUMMER 2014



VALERY

BANDEAU
& CHIC



REBECCA

AGUA BENDITA

PHAX





MOUILLÉ



AQUA DI LARA



LISE CHARMEL



MARYAN MEHLHORN



JOLIDON

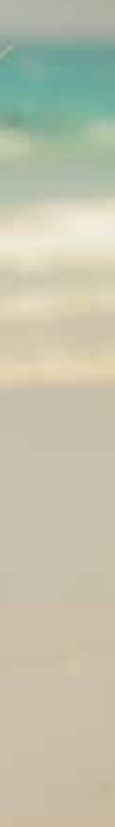


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& CHIC





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BANDEAU
& CHIC





WATERCULT



INO



JANINE ROBIN

JOY DE VILLARET



ELIF FOR JORDAN TAYLOR



MAISON LEJABY



SIMONE PÉRÈLE



A.CHÉ



MAGICSUIT



PARAH

REBECCA





PAIN DE SUCRE



PIU AMORE



ROSAPOIS

BANDEAU & CHIC



PIERRE MANTOUX

BANDEAU
& CHIC

SAUIPE



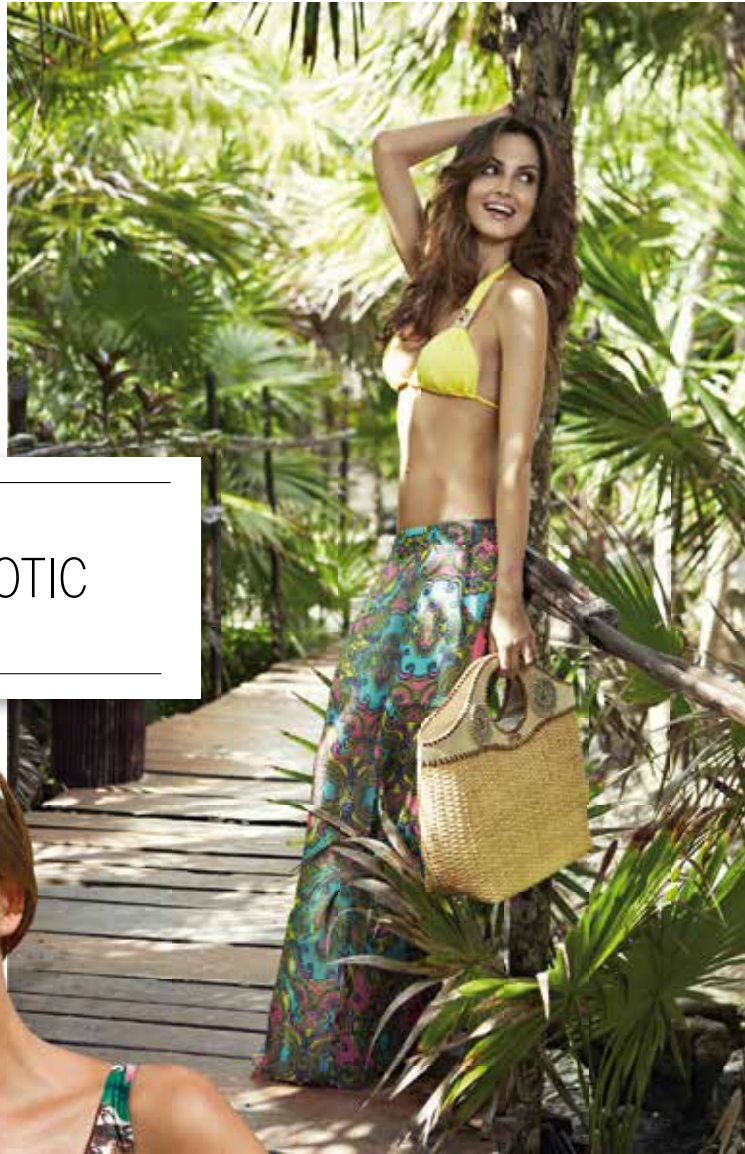
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COMFORT



AGUA DE COCO



EXOTIC



CARVE DESIGNS

SUNFLAIR

INES KLIM

COCOA



CHARMLINE



LINGADORE



SAHA



EXOTIC

MARYAN MEHLHORN



AGUACLARA



LISE CHARMEL



A.CHÉ

HUIT



HANNE BLOCH



beachwear
SUMMER 2014

ANTIGEL



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MEN'S

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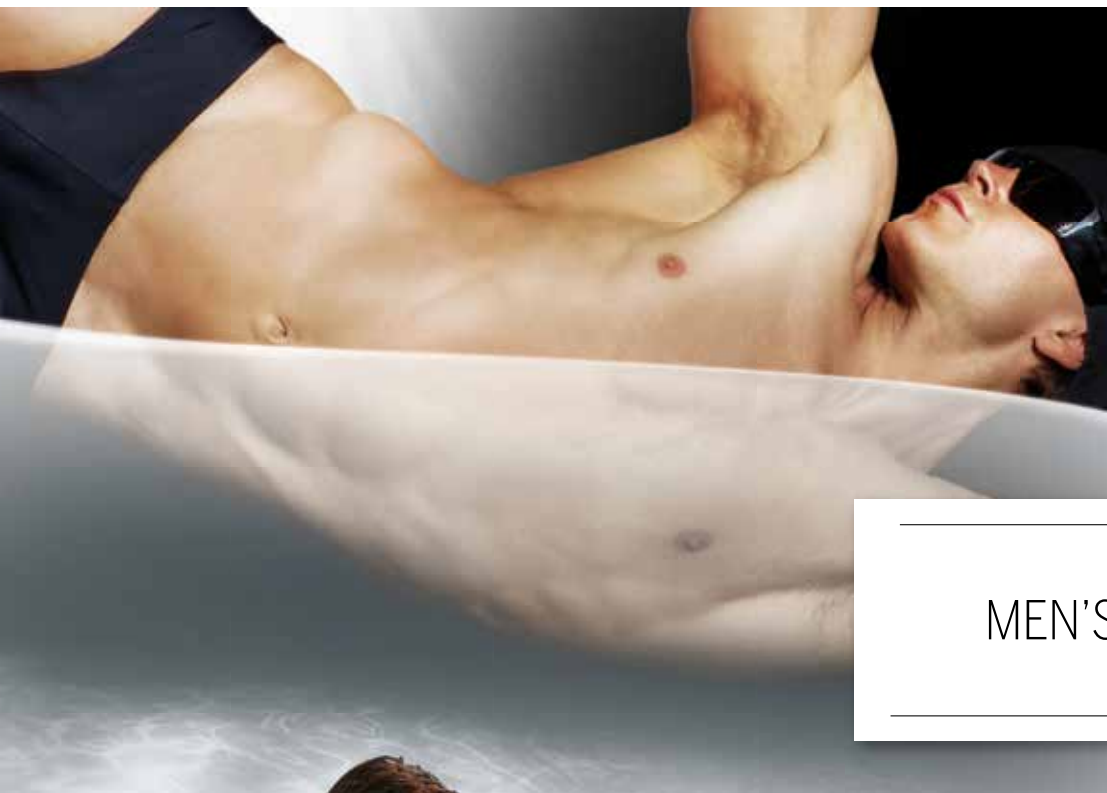


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NEXT ISSUE IN FEBRUARY - CURVE FAIRS AND F/W 2015 COLLECTIONS

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