



INSIDE UNDERFASHION

THE QUARTERLY NEWSLETTER OF THE UNDERFASHION CLUB, INC.

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FEMMY FANFARE

As the holidays wind down, and we enter a new year, the industry is gearing up for the next big event: The Femmy Awards Gala is set for Tuesday, March 2, in the grand ballroom at the Waldorf Astoria hotel. The black-tie event recognizes leaders in the intimate apparel industry who are dedicated to promoting and supporting the lingerie industry at every level, and is the Underfashion Club's only fundraising event, with proceeds going towards the club's mission to support and promote education in the intimate apparel field.

This year's honorees are: Victoria's Secret, represented by **Grace Nichols** and **Sharon Turney**; **Charles Komar** of Charles Komar & Sons; and **Lenny Edelson** of Westchester Lace, Inc. Lifetime Achievement awards will be presented to **Norene Maier** of Dillard's and **Jeanne Martini** of Bali.

Grace Nichols has been president and chief executive officer of Victoria's Secret Stores since 1991. She joined Victoria's Secret in 1986 as vice president-general merchandise manager. In 1988, Nichols was promoted to executive vice president-general merchandise manager. Prior to joining The Limited, she held various positions at The Broadway and Weinstocks, divisions of Carter, Hawley Hale. She received her bachelor's degree in political science and her masters in history from UCLA. She currently resides in New Albany, Ohio, with her husband, John. She has two daughters.

Sharon Turney is the chief executive officer and president of Victoria's Secret Direct, the brand's catalog and e-commerce arm. Prior to joining Limited Brands, Turney was president and CEO of NM Direct. Other roles at Neiman Marcus included executive vice president for merchandising, creative production, advertising and public relations; and senior vice president and general merchandise manager for Neiman Marcus Stores.

Charlie Komar, president and CEO of Charles Komar & Sons, Inc., is known as an innovator, a competitor, and a leader, as well as father, Liz's husband, a marathon runner and a "Big Softie." "You don't get a Femmy for being old-fashioned or for running in place," says Komar. "We've been industry leaders for nearly 100 years, but this isn't our grandfather's company any more." He is a third generation Komar, but the company is still guided by the founding Komar's words: "You only have one reputation." With the help of co-principal David Komar and chairmen of the board Herman and Harold Komar, Charlie oversees one of the largest privately held intimate apparel companies in America. "It is supported by the latest technology, top designers and an uncanny fashion sense. We know what people need, and we care about the same things," he says. In accepting the award, Komar says he is saluting and recognizing the efforts of the company's employees from around the world who helped earn this Femmy. He also credits his customers for the company's success. "They challenge us to innovate, improve and learn something new every day," he says.



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Lenny Edelson attended Lowell Tech (now University of Massachusetts) and graduated with a BS in textile engineering in 1958. After graduation, he served with the US Air Force. Once discharged, Edelson went to work for Westchester Lace, at that time a dye house for the lace industry. Soon after joining the company, it purchased its first lace machines and became vertically integrated. Edelson purchased Westchester Lace in 1976, and in 1984 he expanded the company—adding Westchester Narrow Fabrics, an elastic and trimming facility in Pennsylvania. Looking to the future, 2004 brings the opening of his first plant in China, located in Jiangmen. Called Eastchester Lace and Textiles, this facility will manufacture lace, elastic and trimmings. Edelson has been married for 44 years to his wife Estelle. He has three children and six grandchildren. Outside of lace, he enjoys chess, tennis and skiing.

Norene Maier's retail career started 42 years ago at The Broadway, in Pasadena, California, at the candy counter while still attending school. In a short amount of time, she was accepted into The Broadway's executive training program. Her first challenge came working for the maven bra buyer Lucylle Grant, where she built the "foundation" for her career. After 19 years with Carter-Hawley-Hale, Maier accepted a position as bra and body-fashions buyer for Diamond's Department Stores, which was later acquired by Dillard's. In 1985, she established the Dillard's Fit program to train all intimate apparel associates on product knowledge and bra-fitting techniques. Maier also introduced semi-annual fitting events in her stores, at which she would work directly with customers, doing individual fittings and listening to customer concerns. In 2000, Maier was asked to become Dillard's corporate director of body-fashions specialists. Maier's other passions include her fiancé, Charles Fancher, and her son, Christopher Maier.



After graduating from the Fashion Institute of Technology in her hometown, New York City, with a major in fashion design, **Jeanne Martini** began her intimate apparel design career with an apprenticeship at Bien Jolie. Over the next 13 years, she worked at Vassarette and Gossard. In 1973, Martini was recruited to join the Bali design staff as a designer, where she was responsible for designing some of Bali's most innovative styles. In 1982, she was promoted to director of design of the Bali Company. In February of 1992, Martini was named vice president of design for Sara Lee Foundations, responsible for designing and developing products for Bali, Hanes Her Way, Just My Size and Barely There brands. "The most exciting part of my job is being able to create freely across all the product lines, and with the help of my able staff, we can share the knowledge that we bring a great product to the American consumer. A product that we're proud of," she says. Martini retired in June 2003, but remains a consultant for all Sara Lee intimate apparel brands.



The gala evening, which includes a lavish cocktail hour, dinner and dancing, is being organized by a team of dedicated club members, led by event co-chairs **Melissa Dietiker** and **Barry Ross**, dinner co-chairs **Joyce Baran**, **Roseanne Beutell**, **Rosa Chamides** and **Liz Shanahan**; journal committee co-chairs **Suzanne Beck**, **Walter Costello** and **Dianne Casey**; and selection committee co-chairs **Deborah Eaton** and **Gary Hughes**.

THE UNDERFASHION CLUB SUPPORTS EDUCATION TODAY,
FOR A BETTER INDUSTRY TOMORROW

PRESIDENT'S MESSAGE WINTER 2004

HOLIDAY CHEER AND GOOD WISHES FILLED THE ROOM FOR OUR HOLIDAY PARTY ON DECEMBER 11TH AT THE NATIONAL ARTS CLUB, WHICH WE SHARED WITH THE GOODFELLOWSHIP CORSET CLUB. I WOULD LIKE TO THANK EVERYONE WHO CAME AND CONTRIBUTED TO THE ABUNDANCE OF GIFTS FOR THE CHILDREN OF THE NEW YORK FOUNDLING HOSPITAL. THE CLUB ALSO MADE GENEROUS DONATIONS TO NEW YORK CITY MEALS ON WHEELS AND ST. FRANCES OF ASSISI FRIENDS OF THE POOR.

PREPARATIONS ARE WELL UNDERWAY FOR THE ANNUAL FEMMY GALA ON TUESDAY, MARCH 2, 2004, AT THE WALDORF ASTORIA IN THE GRAND BALLROOM. IT IS OUR SINGLE FUND-RAISING EVENT, GENERATING MONEY FOR OUR EXTENSIVE SCHOLARSHIP AND INTERNSHIP PROGRAM. WITH OUR ALL-STAR ROSTER OF HONOREES, INCLUDING VICTORIA'S SECRET'S **GRACE NICHOLS** AND **SHARON TURNER**, CHARLES KOMAR & SONS' **CHARLIE KOMAR**, WESTCHESTER LACE'S **LENNY EDELSON**, AND OUR TWO LIFETIME ACHIEVEMENT HONOREES, **NORENE MAIER** AND **JEANNE MARTINI**, WE LOOK FORWARD TO THIS BEING ONE OF OUR MOST SUCCESSFUL GALAS YET, AND WE COUNT ON EVERYONE TO ATTEND.

I WISH YOU ALL MUCH GOOD HEALTH, HAPPINESS AND SUCCESS IN THE NEW YEAR! PLEASE JOIN US AT ONE OF OUR MANY EVENTS AND SHOW YOUR SUPPORT FOR THE CLUB AND THE INTIMATE APPAREL INDUSTRY.

BEST WISHES,
JANET MALECKI

MEMBERS ON THE MOVE...

DON LATORRE, FORMERLY OF *LABTEX*, HAS JOINED *KLAUBER BROS., INC.*

BARRY ROSS, FORMERLY A PARTNER IN *SEXTET FABRICS, INC.*, HAS FORMED *BARRY ROSS INTIMATE CONNECTIONS (BRIC)*, A GLOBAL RESOURCE COMPANY FOR INTIMATE APPAREL MANUFACTURERS AND RETAILERS.

2004 CALENDAR

FEBRUARY 17, 2004 • Tuesday
I Love Paris Report
The New York Helmsley Hotel

MARCH 2, 2004 • Tuesday
Femmy Awards Dinner
The Waldorf-Astoria Hotel

APRIL 20, 2004 • Tuesday
Seminar TBA

MAY 27, 2004 • Thursday
Seminar TBA

JULY 20, 2004 • Tuesday
Boat Ride
Details TBA

OCTOBER 12, 2004 • Tuesday
Lyon & European Report
The New York Helmsley Hotel

DECEMBER 9, 2004 • Thursday
Holiday Party
National Arts Club-Grammercy Park

INSIDEUNDERFASHION

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HOLIDAY PARTY CHEER

The club got the holidays off to a festive start on December 11 with its annual holiday party. Held at the National Arts Club on Gramermy Park, the event was held jointly with the Goodfellowship Corset Club. All guests brought gifts for the children at the New York Foundling Hospital, and the pile of cheerfully wrapped packages covered two tables. The highlight of the evening was the raffle: **Tom Garson** won a gift certificate for the Gramermy Park Flower Shop; **Jodi Cohen Sisley** won a gift certificate for Les Halles Restaurant; **Dilush Ekanayake** won a gift certificate for Campanile Restaurant. **Linda Corby** won the grand prize, a trip to Europe donated by Delta Airlines and accomplished by club member **Joan Werner** of Valerie Wilson Travel, Inc. This prize is very special. It's



an open trip for two to anywhere in Europe at any time! Thank you to Joan Werner and Delta Airlines for a most generous gift. In addition

to raffle prizes, club president **Janet Malecki** presented checks to several of the club's charities, including the New York Foundling Hospital, City Meals on Wheels and Saint Francis of Assisi Friends of the Poor. The evening, which included an open bar, hors d'oeuvres and a buffet dinner, as well as a DJ, was coordinated by the program committee, led by co-chairs **Roz Harte**, **Alan Fisher** and **Ben Chan**.