

CO-EDITORS

CAMILLE BLOCK
MARIE DEKENS

CONTRIBUTORS

IRIS LEBRON
MARK SANDLER

BOARD OF DIRECTORS 2008 - 2009

PRESIDENT

BARRY ROSS

EXECUTIVE VICE PRESIDENT

THOMAS A. GARSON

VICE PRESIDENTS

KAREN BROMLEY
BARBARA LIPTON
VICTOR VEGA

TREASURER

GARY E. HUGHES

SECRETARY

ROSA M. CHAMIDES

DIRECTORS

SUZANNE BECK
TRISTINE BERRY
CAMILLE J. BLOCK
MELISSA CAMPANA
DIANNE M. CASEY
STEVE CHERNOFF
WALTER A. COSTELLO
MARIE DEKENS
DEBORAH L. EATON
TERRI MEICHNER FISHER
MICHAEL G. FLORU
MARIA A. GOBO
BERNA J. GOLDSTEIN
ROSLYN LANCES HARTE
SILVIA HARVEN
DAVID KOMAR
IRIS LEBRON
KATHLEEN M. LINEHAN
MEGAN L. ROSSI
VICTORIA VANDAGRIFF
LANCE T. WHITAKER
TINA M. WILSON

DIRECTORS EMERITUS

EDWARD J. FELDMAN
ALAN J. FISHER
DONALD LATORRE
JANET J. PETERS
NORMA C. REINHARDT
RONALD A. ROSS
JAMES P. ZENDMAN

LIFE MEMBERS

ROSLYN LANCES HARTE
DONALD LATORRE
RONALD A. ROSS
JAMES P. ZENDMAN

PRESIDENT'S ADVISORY COMMITTEE

KRISTIN KRAMER
DONNA WOLFF

**FEMMY GALA 2009
WILL HONOR:**

Nordstrom Inc., Jockey International,
MAS Holdings, Sara Blakely of Spanx,
and Ann Deal of Fashion Forms

The 2009 Femmy Gala will be held on Tuesday, February 3, 2009 at Cipriani 42nd Street, New York City. This prestigious event will honor retailer Nordstrom Inc.; manufacturer Jockey International, Inc. accepted by President & Chief Operating Officer, Edward C. Emma; and global supplier MAS Holdings accepted by Chairman, Mahesh Amalean. Sara Blakely, Founder of Spanx, Inc., will be presented with the Innovation Award. Ann Deal, Chief Executive Officer of Fashion Forms, Inc. will be presented with the Lifetime Achievement Award.

The Femmy Awards honor those individuals and companies that have significantly contributed to the intimate apparel industry and its growth. The Gala is recognized as one of the premier events in the Intimate

Apparel Industry, and is the fundraising vehicle that enables the Underfashion Club to support its extensive Scholarship, Awards, Internship and Grants (SAIG) programs. These efforts bring to life the Underfashion Club's credo of "Education today for a better industry tomorrow."

The 2009 Femmy will proudly host the 6th Annual Student Design Contest featuring the designs of Fashion Institute of Technology (FIT) students. The students' garments will be displayed that evening and the attendees will select three student designers to receive cash awards. The design contest is an integral part of the Underfashion Club's mission to help educate, influence and attract new talent for the industry.

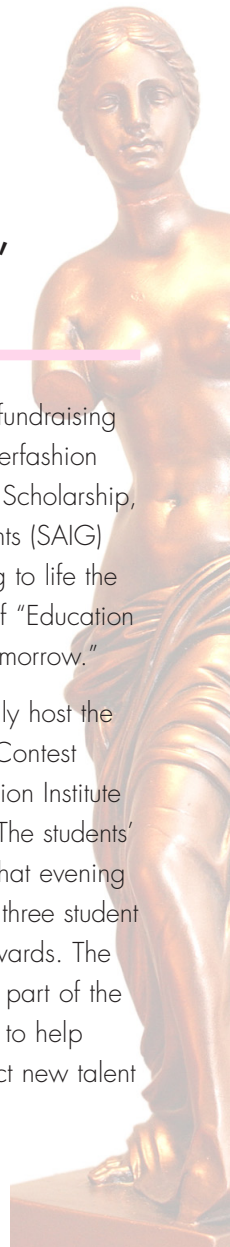


Table Of Contents

2009 FEMMY AWARDS HONOREES ANNOUNCED	1
UNDER THE WIRE: CILA AWARDS 2008	2
BRIEFLY SPEAKING: FIT IA CERTIFICATION PROGRAM 2 ND MODULE	3
SAIG INTERN THANK YOUS	3
UPCOMING EVENTS	4
INTERNATIONAL DESIGN CONTEST	4
BEHIND THE SEAMS: CURVE NY/LINGERIE AMERICAS TRADE SHOWS	5
PROFILE: JEAN DESMOND	5
PRESIDENT'S PERSPECTIVE	6
ANNOUNCEMENTS	6

Under the Wire

TOP LINGERIE TALENT AND CARSON KRESSLEY TAKE CENTER STAGE AT THE 2008 CILA GALA IN NEW YORK

SUBMITTED BY MAJORIE WALKER, ASSOCIATE PUBLISHER, *CONTOURS MAGAZINE US*

On the evening of Monday, August 4th, 2008, leading international intimate apparel trade publication *Contours* held its 3rd annual CILA (*Contours International Lingerie Awards*) Gala during intimate apparel market week, honoring the industry's top and most innovative design talent.

Held in the Waldorf Astoria's Skylight Room in New York City, the evening commenced with red carpet arrival and cocktails, continued with a sit-down dinner and fashion show featuring looks from CILA brand finalists, and closed with the highly anticipated awards presentation. Attendees included both top and emerging intimate apparel brands and designers, influential

industry members and members of the press.

CILA also welcomed Carson Kressley, who accepted a special *Recognition Award for Promoting Healthy Body Image Through the Media* due to the positive image he sends to women of all shapes and sizes through his successful *Lifetime* show *How To Look Good Naked*.

To encourage new talent and recognize young fashion graduates in addition to established brands, CILA presented a first-time award for *Graduating Designer of the Year* to the talented Jessica Ng, enrolled in the prestigious intimate apparel program at the Fashion Institute of Technology.

2008 CILA Awards:

Best Graduating Designer
JESSICA NG

Best Daywear
BIATTA
MARY GREEN

Best Nightwear
CLAIRE PETTIBONE

Best Robes/Loungewear
SHEANDME

Best Fashion Couture
COTTON CLUB
LE MYSTERE

Best D + Plus Lingerie
WACOAL
WMI RUBY PINK

Best Fashion
T-SANTIAGO

Best Control Shapewear
RAGO

Best Technically Innovative
ANNETTE INTERNATIONAL

Best Bridal 2008
MARY GREEN

Best Coordinated
AROL MALONEY

Best Plus Size
TIA LYN

Best Seamless
AFFINITAS

Best Maternity
MARIJES DEKKERS

Best Swimwear
O BEACH

Recognition Award for Promoting Healthy Body Image Through the Media
CARSON KRESSLEY
(*How to Look Good Naked*)

Briefly Speaking: FIT IA Certification Program 2nd Module

The 2008 Certified Intimate Apparel Professional Program

On August 7th, the second session of this new and important program was held at the FIT Center for Executive Education. The program is designed to provide managers and associates in the intimate apparel industry with an education tailored to further their knowledge, improve their skills and provide a recognized and respected credential to advance their careers. The sessions are offered on Thursdays of each market week to facilitate participation by out of town executives. Each session focuses on a primary body of knowledge necessary for success. Following completion of all four modules, the participant will graduate and become a Certified Intimate Apparel Professional (CIAP).

The most recent session covered "Design and Merchandising". Twenty-four attendees were taught by 3 FIT faculty members, as well as a panel of designers from Wacoal America, Bali, Dana-co. Apparel and Age Group. The day ended with a case study that examined "The Pink Slip," a successful upscale lingerie store in Grand Central Station.

The next session will be held on November 6th and will focus on "Manufacturing and Sourcing". For more information and registration call 212.217.4305.

SAIG: Intern Thank Yous



"It will be an immense help when paying my loans and school funds" — Kristen Racanati




"You were responsible in opening my eyes wide enough to see Paris, and some of you were even nice enough to show me the industry from your point of view. I am forever grateful, and I will never forget some of the best moments in my life, thanks in large part to you" — Jennifer Ostroski



"I was very honored to be one of the scholarship recipients this year" — Claire Sanders

In addition to these cards, the Club received several letters of gratitude, including one from Dr. Joyce F. Brown, President, of FIT.

Upcoming Events



THIS PROGRAM IS FREE TO MEMBERS!

RIISING TO THE OCCASION
KEEPING ON TOP IN A DOWN MARKET

Seth Morris
President, Carole Hochman Design Group

Richard Murray
President, Wacoal America Inc.

Martha Olson
President of U.S. Intimate Apparel, Warnaco

MODERATOR

Thomas Garson
President, Lovable World Trading Co.

DATE: Wednesday, September 24, 2008

TIME: Sign-in — 5:00 PM
Cocktail Reception — 5:15 PM - 6:15 PM
Presentation — 6:15 PM - 7:30 PM

PLACE: W New York - The Court
130 East 39 Street, New York City

COST: **NONMEMBERS* – \$50**
** Includes one year membership*

MEMBERS – FREE
Bring a new member and your next event is free!

RSVP: Underfashionclub@frontiernet.net
845-758-6405

International Design Contest

INVISTA LAUNCHES INTERNATIONAL DESIGN CONTEST

Leading fiber producer, INVISTA has launched an International Design Contest featuring student designs from De Montfort University, Leicester; Istituto Europeo del Design, Milan; Hong Kong Polytechnic and Fashion Institute of Technology, New York. The schools were chosen specifically for their expertise within the intimate apparel industry in their respective countries.

The chosen students from across the world are using the new LYCRA® 2.0 garment technology in their designs to showcase creativity and potential commercial use of the garment.

An expert industry panel will judge all of the entries and pick a final four to be presented at the INVISTA stand at Mode City in Paris this year. The winner will receive a monetary prize and will be announced at an exclusive event in Paris and their winning design featured in trade magazines.

Behind the Seams

CURVE AND LINGERIE AMERICAS:

Two major shows were held during market week August 3-5, CURVE NEW YORK and LINGERIE AMERICAS NEW YORK. Fashion forward styling was the key theme of many of the lingerie lines, offering luxury at various price points. Satin and lace still prominent with rich color palette.

At CURVE, with at least 200 brands present, buyers were able to shop the basics as well as the fashion brands. There was a Curve Catwalk show and complimentary breakfast all held in a setting at the Jacob Javits Convention Center that was airy, well lit and spacious.

Newcomers such as **Pascale Madonna**, showed for the first time. "We're very happy with the reception we've had from the buyers," said Joel Orenstein, President and CEO.

Other lines making their debut were: **Itty Bitty Bra** (from California-based **IBB Designs, LLC**) offering fashion sets; and **Soak**, a rinse free cleanser for lingerie, offering alternatives to conventional laundering of fine fabrics produced by **Soak Wash, Inc.** of Canada. **DKNY**

showcased its new line of bras, panties, sleep and loungewear with soft muted tones in luxury fabrics.

Steve Chernoff, Chairman of **Rago Foundations LLC** was also happy with the turnout at the show, but maybe that had something to do with his just having won the prestigious CILA Award for Control Shapewear.

LINGERIE AMERICAS was once again housed at the Altman Building & Metropolitan Pavilion on 18th Street for this 13th edition of North America's longest-running intimate and apparel trade show. There were over 210 of the world's leading and up-and-coming brands, many of them featured in the fashion show held at the nearby Cipriani 23rd Street.

Representatives of exhibiting companies, such as **C. J. Grenier, Ltd.**, mentioned the comfortable atmosphere and familiar surroundings of the venue as reasons for their participation.

While some companies chose to exhibit at only one of the shows, others such as **Natori & Co.** and **Pfiff Lingerie** opted to be at both. All in all, it wasn't surprising that we overheard lots of attendees wondering out loud, if these shows would somehow eventually merge.

Profile: Jean Desmond, May 7, 1919 – July 24, 2008



"I didn't know it couldn't be done, so I did it."

Born into a poor family in Brooklyn, NY as Blanche Wimmer, she shaped her life as she changed her name. She sold candy at burlesque theatres while a school-girl, graduating Manual Trades High with honors and a small child, and worked nights at a dance hall, saving her money to attend acting and modeling classes.

Jean was one of New York's top brassiere and girdle models for over two decades; setting the standard for 34Bs. A proponent of women's participation in all facets of the intimate apparel industry, Jean was an early member of the Corset and Brassiere Women's Club, Inc., which evolved into the Underfashion Club, Inc.

Retiring from modeling in 1961, she opened a shop at 657 Madison Avenue, specializing in fitting women who'd had mastectomies. She became a designer and at the height of the Vietnam War moved to Australia, designing for Berlei.

Coming back to California in 1977, Jean eventually set up at the Fashion Mart in downtown LA to sell sexy lingerie to West Coast shops. Having been president of the Pacific Coast Traders, she did not go quietly into retirement but became involved with her local interests – Southwest Manuscripters, Great Books and the last five years as president of her Homeowners Association in Rancho Palos Verdes.

She outlasted three husbands. Her eldest daughter, June Michaels (Ora Haase), predeceased her, but she is survived by two others, Jessica Skippon (London, England) and Carolyn Giallonardo (Pennsylvania), seven grandchildren, and 13 great-grandchildren, following her example in Australia, England, Los Angeles, New York, Pennsylvania and Wales.

President's Perspective by Barry Ross

As we unveil the first edition of "Insider," I'd like to take the opportunity to express my thanks and appreciation, and that of the entire Underfashion Club Board, to **Iris LeBron** and **Lance Whitaker**, for their wonderful work on our previous newsletter, "News Briefs." Iris and Lance dedicated many hours and great effort to providing our members with a stimulating and informative report on the club's activities and items of interest to the industry!

Our new co-editors **Camille Block** and **Marie Dekens** are spearheading "Insider," and we can anticipate many exciting issues under their direction! Thank you, Camille and Marie, for undertaking this important task!

It is with great pleasure that we welcome two new directors. **Suzanne Beck** has returned to the Board, after several years' absence! We've missed you, Suzanne, and are thrilled that you've re-joined us! **Tina Wilson**, is new to the Board and we look forward to her participation in the coming months.

The **President's Advisory Committee** has been created to enable us to invite prestigious industry members to work with us so we can benefit from their experience and wisdom. Thank you, Kristin Kramer and Donna Wolf, for

accepting this appointment. I anticipate appointing other deserving individuals in the near future.

Congratulations to **Roslyn Harte**, who was recently named a **Life Member** of the Underfashion Club for her outstanding commitment and dedicated service.

As highlighted on the first page, we are extremely proud to announce a marvelous slate of **2009 Femmy honorees!** Congratulations to all! We look forward to a spectacularly successful event and record revenues! It is, after all, the monies from the Femmy that allow us to fund the student scholarships and internships that are the focal point of our efforts!

The recent **Town Hall Meeting**, which was sponsored by the **Intimate Apparel Council** and included the participation of representatives of the **Intimate Apparel Square Club** and the **Underfashion Club**, provided a forum for industry members to share ideas and opinions. Kudos to the IAC and **Chairman Mark Sandler** for initiating what, hopefully, will be further cooperation amongst the industry organizations!

I would ask that anyone who is interested in participating with any of our committees please contact the Underfashion Club administrator, Karen Koopman, at 845-758-6405, or underfashionclub@frontiernet.net.

Announcements

NEW \$50 DUES RATE ANNOUNCED: The UFC Board of Directors has just voted to set the dues at \$50 for the new membership year (September 1, 2008 to August 31, 2009.) This is a reduction of \$25 off the previous year's dues rate of \$75. Mindful that more and more people are looking to make their dollars go farther, it is the hope of the Board that this reduction will encourage current members to maintain their support and attract new members.

UFC Board member, **Lance T. Whitaker**, formerly of The Star Group, has joined **Fairlane/Veratex** as Vice President of Sales and Marketing. Both are divisions of VRTX, Inc.. Fairlane produces Simplex and spacer fabrics for IA and other industries. Veratex produces 1.5 denier and other tricot fabrics.

Womens Wear Daily will host a **Fashion Career Expo** on Wednesday, September 10 at the Metropolitan Pavilion, 125 West 18th Street, from 10 a.m. to 4 p.m. (doors close at 3:30 p.m.) Admission is \$10. Visit www.fashioncareers.com for more information and to preregister.

At its August 21 meeting, the UFC Board of Directors conferred the honor of **Life Membership** on **Roslyn Harte** of **Lances Harte, Inc.** Roz was recognized for her lengthy and outstanding service as a chairperson, director and past officer. This was one of those rare occasions that Roz was totally speechless, but she did finally say, "I hope I'm around long enough to use it." We love you Roz!