



NEWSLETTER OF THE UNDERFASHION CLUB, INC.
October 2005

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GREETINGS

Iris LeBron & Lance T. Whitaker, Newsletter Co-Chairs; Edited by Karen L. Koopman

We are thrilled to unveil our first e-mail issue of the Underfashion Club newsletter ... "News Briefs"!

The committee has worked hard to bring you a new, fresh approach to providing our members and industry with easy-access information. The newsletter has been revamped, restyled and renamed ... and we hope you like it!

We also invite you to contribute to future issues by submitting "op-ed" pieces, feature articles, comments and suggestions or by asking questions.

CALENDAR

NOVEMBER

Tuesday, November 8 HUG Award Honoring Dorrit J. Bern, Chairman, President & CEO of Charming Shoppes, at the NY Hilton Hotel; For additional info, please contact the IASC at [845-758-5752](tel:845-758-5752).

Wednesday, November 9 Intimate Apparel Council Presentation by Marshall Cohen at the Union League Club; For additional information, please contact Mary Howell at [703-797-9045](tel:703-797-9045).

JANUARY

Tuesday, January 11 Intimate Apparel Council Seminar: Radio Frequency Identification (RFID); For additional information, please contact Mary Howell at [703-797-9045](tel:703-797-9045).

Tuesday, January 17 Underfashion Presentation: Innovation with PLAY at the Graduate Center of CUNY (34th St. and Fifth Avenue); For additional information, please contact the Underfashion Club office at [845-758-6405](tel:845-758-6405).

DECEMBER

Thursday, December 8 Underfashion Club and Goodfellowship Corset Club Holiday Party at the National Arts Gallery; For additional information, please contact the Underfashion Club at [845-758-6405](tel:845-758-6405).

FEBRUARY-MARCH

Tuesday, February 28 Femmy Awards Dinner at Pier Sixty Ballroom, Chelsea Piers; For additional information, please contact the Underfashion Club office at [845-758-6405](tel:845-758-6405).

Wednesday, March 1 Intimate Apparel Council Presentation by Ken Hicks, President & CEO of JC Penney; For additional information, please contact Mary Howell at [703-797-9045](tel:703-797-9045).

Big Changes for Interfilere in February

In 2006, for scheduling reasons taking into account new Paris exhibitions and the school holidays, Interfilere, together with the other Paris Capitale de la Creation shows, have moved their dates to a week later, and will open on a Thursday for the first time.

Interfilere will run from Thursday, February 2nd to Saturday, February 4th, 2006 to run for 3 days. Salon International de la Lingerie will keep their normal 4-day span and will run from Thursday, February 2nd through Sunday, February 5th.

Due to expansion, the two exhibitions (Interfilere and Salon International de la Lingerie) will exchange their position: Interfilere will be located on the right side where Salon used to be. The Salon will occupy the left side and a part of Hall 2-2.

PROFILE: Barry Ross



When Barry Ross began in the textile/apparel industry twenty-seven years ago, he was enrolled in a rigorous training program at Sextet Fabrics under the tutelage of his father, Ron, who founded Sextet. Ron handed Barry a bag of fabrics and said, “There’s Seventh Avenue. Go and sell some goods.” So Barry went from building to building on Seventh Avenue until someone would let him in to show his line of fabrics. This approach has served Barry well, as there’s little that can faze him after his “on the street” education. After several years of selling to dress and sportswear houses (there was still a dress business then), Barry found his way over to Madison Avenue where he discovered the more civilized Intimate Apparel companies.

For over twenty years, Barry has focused on working with bra and lingerie firms and has loved being a part of what he considers to be a very special industry. Where else are there organizations such as the Underfashion Club, the Intimate Apparel Square Club, the Goodfellowship Corset Club and the Intimate Apparel Council, which devote considerable time and money to the betterment of individuals within the industry and to the industry as a whole! Following Ron’s example, Barry fervently believes in the importance of industry organizations and feels privileged to be a former GFCC Board member and a past President of the IASC. Currently, in addition to being the President of the Underfashion Club, Barry remains active with the IASC and is a member of the Executive Committee of the IAC.

Barry is proud of the honors he has received from the Goodfellowship Corset Club, the Intimate Apparel Square Club and the United Jewish Appeal as a reflection of the guidance and inspiration he has derived from the mentors (his father, Ronald Ross, the late Matthew Goldstein, Roslyn Harte, Jack Hendler, Janet Peters and Norma Reinhardt) to whom he owes so much!

In 2004, after 25 fulfilling years in the family business, Barry formed Barry Ross Intimate Connections (BRIC). Working with both textile and apparel clients, Barry enthusiastically embraces the opportunity to provide products and services to manufacturers and retailers.

Though the IA Industry, and apparel as a whole, has undergone a seismic transformation during the last two decades, the concept of bringing a good product to an appropriate customer hasn’t changed. How we will reinvent ourselves to respond to these global changes is the challenge that all of us face, and Barry subscribes to the theory that “With appropriate change, there will be success.” As President of the Underfashion Club, Barry is dedicated to working in concert with the Board of Directors to provide leadership and services to its members and to the industry!

INTERNATIONAL

Kim Rawlings, Editor-in-Chief, Contours Magazine

What UK Women Want ...

WHAT DO UK WOMEN WANT? As Editor-in-Chief of Contours for the last 15 years, it is my professional opinion that they (and dare I say, most women,) want to look their very best at all times, with no effort and little expense. If friends say nice things about their clothes and their significant other “notices” (in a positive way) what they are wearing ... it’s a definite plus.

What are UK women in want of? Again, purely in my opinion, they need information and a dash of daring. Never having been measured or measured in the distant past, your average UK woman hasn’t any idea what should be her current bra size. The “it fit once,” mentality results in their sticking to the same brand, type, style, shape and size of bra. And, not knowing what is appropriate for them to buy, they lack the initiative to try anything different unless forced by circumstances. After all there is only so much one

can wear with a 3-section “Cross Your Heart” bra.

Typical responses from my Brit friends to new lingerie concepts:

“A bra with no straps, don’t be ridiculous ... how would it stay up?”

“Clear straps? How can an elastic strap be invisible?”

“A plunge push-up? Does it plunge or does it push up, which is it?”

“Pink and black underwear? Does it go in a white or colored wash?”

“Wash by hand? Are you completely deranged?”

Bottom line, more needs to be done to educate the consumer about intelligent fabrics, performance wear, correct measurement and creating a lingerie wardrobe that can solve figure problems. Those of us in the intimate apparel industry on

both sides of the Atlantic talk at great length to each other about the importance of size and style, but little of this information is filtering down to the consumer. I am reminded of the industry surveys that frequently tell us that when women feel depressed, they buy lingerie. When I recently mentioned this to a group of UK women, they guffawed loud and long. One woman summed it up for all ... “When I’m depressed, nothing beats a big bar of chocolate and a glass of wine, to hell with a bra.”



INTERN INSIGHTS

At the completion of this summer's internship program, participating students and companies were asked to provide feedback on their experiences. Morgan Oughton, currently a design student at the Fashion Institute of Technology, provides the first of these commentaries.

This past summer I interned in the creative services department of a major intimate apparel manufacturer. I didn't know much about that end of the industry and wanted to experience it. The atmosphere in the office was very friendly and I always felt that what I was doing was purposeful and appreciated. I believe that you can learn something from even the smallest task, and while organizing trend books I made sure to look them over and learn the names. Stapling and labeling fabric swatches taught me to have a keener eye and hand because the slightest difference in weight or stretch can be crucial to a design. I helped the display and exhibit designers set up "trend tables" that were completely conceptual and inspirational. I also got to see the digital media team's projects, which involved a lot of computer animation and all kinds of videos and graphic designs.

Before I graduate, I would like to intern in a design department so that I can gain practical experience in fitting sample garments especially bras. I would also like to participate in the complete design process from concept devel-

opment through presentation. Finally, I would like to learn about production costs and all the variables so that I can design realistically within the boundaries of price points.

I had previously decided to pursue a career in the intimate apparel industry and my experience as an intern has definitely reinforced that decision. I appreciate the opportunity offered to me by the Underfashion Club, and I look forward to entering the industry next year.

August 24, 2005
Underfashion Club
SAIG Committee
326 Field Road
Clinton Corners, NY 12514

Dear Deborah Eaton, Walter Costello, and SAIG Committee,

I am writing to thank you for the opportunities and support you have given me over the past few years. Last year I had my first real internship through your program, and this year I have been fortunate to complete a second. The experience and the contacts and ties I've formed are invaluable. So thank you for giving me this opportunity two years in a row.

I also want to thank you for the scholarship. The thought that someone besides my parents has faith in my abilities and wants to help me succeed, is very heartening and makes me want to work harder than ever to make the most of my education. Having never had a scholarship before, I find that even the thought gives me a renewed zeal to do my best. So thank you once again for your support and generosity.

Sincerely,

Aparna Dasgupta

Aparna Dasgupta
Class of 2006



TERRI MURRAY

After a full time career as an intimate apparel and sportswear fit model, and bra fit expert at Lane Bryant, Terri signed a contract with FORD, New York, and moved to the New York area. Ms. Murray has over 11 years experience as a successful model, teacher and trainer in personal and professional development. She is currently modeling with Model Service Agency, Goddess Division, in New York, past Regional Director of Fashion Group International in Columbus, Ohio, First Runner Up in the National Plus USA Woman Beauty Pageant, and shapewear instructor at the Plus Academy. She is President and founder of Crown Royal Enterprise, a consulting and training organization, Executive Director of the School of Esther leadership program for teens.

Plus Size Fitting

Just a few short years ago, clothes for plus size women such as myself could best be described as matronly, uninspired and downright dreary — in a word, unfashionable. What plus size women want is what all women want: great fitting, stylish, sexy, pretty garments. Although there is still much room for improvement, today we have an increasing selection of fashionable clothes in plus sizes.

A couple of years ago, a woman said to me, "What plus size woman wants to show cleavage?" Well! Some of us do and, more and more, we are seeing sexy bras and intimate apparel in larger sizes. Yeah!

A seemingly universal problem for women, no matter the size, is determining their correct bra size. Why is it such a mystery? Although fit and intimate apparel industry experts disagree and industry standards for measurement differ as well, there are general guidelines for fitting a bra. And yet fitting a bra on a plus size woman is different — grading up doesn't work. A plus fit model is necessary to achieve the best fit.

In my next article, I'll discuss the "how to" of measuring and fitting a bra for plus size women.

Meanwhile, I would love to hear your thoughts and opinions. Please contact me c/o underfashionclub@aol.com.

EYE BY IONA

Designer's Dilemma

When women buy bras,
Wherever they do,
Can they ever imagine,
What we all go through?

We may start with Patterns,
Pretty lace and things,
We envision 'Perfection',
Then the telephone rings.

"You're behind on the calendar,
And line close is next week,
So get it to fit,
And of course make it cheap!"

So you call in the models,
Then the fittings begin,
Move things in, up, and out,
So much stress, you can't win.

Finally everyone likes it,
Though it's not like your first,
But it's ready for Production,
Things could have been worse.

But you spoke too soon,
Still a long way to go,
On that boat to China,
That's notoriously slow.

So 'correct and proceed',
And your fingers are crossed,
A little looser, little tighter,
But the delivery date can't be lost.

Now it's finally in the store,
As you squint at the shade,
How you wish you had more time,
So many more steps you would have made.

But she takes it to the fitting room,
And at the register you hear her say,
*"This is the best bra I've ever tried,
I'm going to wear it every day!"*

HISTORICAL

This year marks the Club's 47th year. Begun in 1958 as the Corset and Brassiere Women's Club, Inc., it evolved into the Underfashion Club in 1963, broadening both its membership and program scope.

A nonprofit organization, the Club was formed to provide executives of the intimate apparel industry a forum for the exchange of information and ideas, a platform for the discussion of industry needs and problems, and a vehicle establishing the importance of the intimate apparel market as a vital aspect of the fashion industry.

Please submit your historical information on the industry, buildings (relevant to IA), events, etc. to the newsletter for future publication!

LYON REVIEW

Allegra J. Cramb, October 12, 2005

THE LYON REPORT: IT'S HOT!

On the evening of Tuesday, October 11, members old and new gathered at the lovely MAD28 restaurant for cocktails, conversation, delicious food and information on the latest session of one of the premier Lingerie and Swimwear trade shows in the world, Lyon, mode city. Though a good portion of the audience had actually attended the Lyon show, everyone was equally eager to hear what Francesca Spinetta, CEO of the Intima Magazine in France, would pick out as her "hits" of the show.

As Ms. Spinetta began, she noted that Lyon "is HOT! Those of you who were present will know what I mean." Not only were the trends in abundance, but the ambient temperature of the show was a bit high for many participants. Not dwelling on this lapse, Spinetta moved on to point out that, at the show, seminars about the Chinese and plus-size markets were "packed", though it seemed that there were less and less major brands participating in the renowned Lyon, mode city Fashion Shows. Business buzz on site included the major takeover of Aubade

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lingerie by the Swiss brand Calida and the sensation caused by new designers such as Rosanna Ansaloni.

Next, Spinetta launched into the heart of what everyone came to hear – the lingerie trends. For this Winter 2005-2006, she saw Woolen Effects and Pearls as paramount, with the latter extending into the next season. More crucially, for Spring 2006, she saw a Romantic and Poetic trend coming in, with an emphasis on extra-light cottons, as well as Openwork effects, extensive use of Leavers Lace, very Visual Embroideries, Scalloped and eye-lash trims, and Ruffles and Flounces everywhere. In Print news, essentials will include Wallpaper Prints in large sizes and toiles, an Antique Porcelain influence, Dots for the continuance of the retro 50's trend, a modern interpretation of Graphic Animal prints, Indian Paisleys and, finally, a real Beachwear Influence, which even crosses over to the men's market.

We must not forget the importance of Colors and Shapes, which Spinetta covered next. In Color, just as in ready-to-wear, Black is Back! Other key shades

will include Coral and Turquoise. Key Shapes will include a wider variety of panties for women (especially boylegs and even bloomers,) Baby Dolls for inner and outerwear, and a Menswear inspiration. For the icing on the cake, Spinetta shared with the group her choices for the best



new brands and overall favorites. New brands to watch include the super-sexy Madame V, Musis for pregnancy, Ginch Gonch with unisex briefs, and Bill Blass, new in Europe. Her favorites were the Italian brand Argentovivo, French Chantal Thomass, Eva Rachline, Nubra's silicone cups that matched panties and a new, though some said retro, U-shape from Asia.

In the last part of her presentation, Spinetta revealed her trend picks for next Summer's Beachwear. Highlights included: Beach Lingerie,

Ruffles (again), Contrast Edges and Hand-Painted prints, Cartoon Jungle, mixing animal prints with very young colors, Animal Essence (updated, elegant animal prints), Flowers (Macro and Country Micro), Coral shades as in lingerie, and ever-popular Crochet. To finish up with a bang, Spinetta shared some photos of the elegant atmospheres created in some

of the world's top lingerie retail establishments. The Printemps department store in Paris, like many others, has significantly upscaled its lingerie department in order to compete with chain stores. Independent retailers, such as Minerva in Italy, with its wellbeing and spa theme, also innovate with the feeling of an elegant, well-appointed home where you can shop in total comfort.

All in all, the evening was a success, with Francesca Spinetta bringing a breath of fresh trends in a well-organized presentation, and the chance to mingle with so many old friends and new acquaintances from the industry. See you all at the Christmas Party on December 8th!