



IN THE NEWS Uncovered

Looking Ahead to Lingerie Americas

Lingerie Americas has formed a partnership with WWD**MAGIC**, the hugely attended biannual apparel show. During both the February and August markets in Las Vegas, Lingerie Americas will occupy a dedicated space within MAGIC's massive confines. "We thought it was a good idea to create something together," says **Patrice Argain**, CEO of Lingerie Americas. "[They have] the whole garment industry in their walls... We are specialists." The pairing reflects current market sensibilities, as well, facilitating the crossover trend between lingerie and ready-to-wear. "In New York, we see this a lot," Argain says, and "we saw this in Vegas in August [2007]. There are buyers for specialty stores [who buy intimates]. I think buyers will be happy to go to MAGIC and see the lingerie as well." Plus, Argain points out, "It's very convenient." Indeed, buyers will be able to avoid the logistical nightmare of traversing the Strip—or the hard choices about which shows to attend and which might have to be skipped. "It's a good move for us because [MAGIC is] an amazing show and it's a very successful show," he says. "We will be more visible and more efficient." MAGIC and Lingerie Americas takes place February 12-15 at the Las Vegas Hilton.

At Lingerie Americas in New York, join IAB's own **Sarah Daniels** and a retail merchandising expert for "Let Your Sales Floor Do the Selling," a crash course in visual merchandising, on February 25 at 4:30 p.m. The seminar will include tips for setting the store's mood, designing window displays that wow, and figuring out floor plans, as well as an overview of the most effective lingerie boutiques and what new storeowners can learn from them. Attendees will receive helpful handouts as well as a special gift. Lingerie Americas will run from February 24-26 at the Altman Building and Metropolitan Pavilion.



James Mischka and Mark Badgley (with model) and Lingerie Americas CEO Patrice Argain (right)