



Thursday, February 28, 2008

**LINGERIE AMERICAS- FALL 2008: Lola Haze™  
Miss Oops®, Nu Bras®, Hollywood Fashion Tape,  
Sheandme, G.DAmico, Sexy Bastard by Buckler**

**WHAT LIES BENEATH REVEALED**

Text, Images by J. Ecochard except as noted

Metropolitan Pavilion, NYC  
February 26th, 2008

Cruising the aisles of the lingerie exhibitors on the last day of the three day tradeshow turned up more designers of foundation garments and leisure wear with a special something.

Interestingly, what walked the runways for the just finished NY Fashion Week subtly translated into lingerie separates, consciously or not. Meaning:

COLOR-In addition to usual neutral tones, lines were toughed up with darker/ edgier shades, shimmery metallics, and autumnal prints. Also pop neon eighties-style.

DETAILS: Overly frilly feminine looks of Spring 2008 dialed way back. Slashes, cuts and technology innovations (like supportive elements, wearability) more important.

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February 28, 2008

(cont. I)



**INNERWEAR AS OUTWEAR:** Nearly every line we saw had separates that would work layered over tank tees, as cover-ups for swank pool lounging, as statement pieces-instead of a necklace for example, functioning like bold accessories, anchoring an outfit.

**SPECIAL PURCHASES:** Giving the consumer more reason to shop...plus **impulse** (full margined sales) splurges were reflected in number of exhibitors who served up ancillary products retailers could **stock on the counters**.



Some highlights:

**BEST NEWCOMER:**

A gorgeous, curvy model outfitted in the LOLA HAZE™ line of **edgy sleek camis and tap pants a.k.a boy briefs...grabbed our attention right off**. But it was the smart friendly designer, Laura Mehlinger-who gave us a deeper understanding of the modern women she creates for; a grown up “**Lolita**” (hence the brand’s name) who “plays in many forms...but is sophisticated, sensuous and confident.”



Schooled at Harvard and mass market giant the Gap/Old Navy, Mehlinger has “**followed fashion and knows the transformative power of clothes’** but wanted to dig deeper into the emotional powers of touch. “**I love lingerie because it dances between public and private domains.**”

**INSPIRATION:** Titled “**Plunder**” Mettinger’s Fall 2008 is for modern “armored” Joan of Arc gals “**seeking and offering treasure.**”

**COLORS and FABRICS:** Color blocks of liquid silver metallics, muted purples, brooding midnight black, dreamy grays, twilight navy, and crème ivory in sensuous silks, and light as a feather mesh net. Chain mail and striking architectural details “that add structure, are integral to the piece, and are not trim.”



**HOLIDAY ITEMS:** A sparkling tiny gold metal studded, bright red net cami, boy cut briefs that was smooth to the touch. A genius radiant gold/ivory striped dressy hooded cover-up with matching cuffed pants. Expect to see a Hollywood starlet sporting this.

**HOT ITEM:** The black jersey cotton suspender shorts, a “tasteful side of trashy.” Also lower priced (around \$35/piece) line of cool camis, thongs. Black leggings with a silvery gray lock and key *trompe l’oeil* graphic snaking up the left leg.



Images courtesy of Designer

**REMINDS US OF:** Alexander McQueen, Nina Ricci’s Olivier Theysken.

**SCOOP:** Completely fabric’ sourced, produced in NYC. Designer makes her own samples! **Sigur Rós** on iPod.

Look for LOLA HAZE™ to hit big at **better boutiques**. For now, try NYC’s Azaleas.

**New gadgets that switch on light bulb ‘why didn’t I think of that’ moments.**

MISS OOPS®

Leave it to **two Texan moms** to produce novel pieces with kitschy fun names- that we need to **make our lives easier**.

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February 28, 2008

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### **BESTSELLERS FOR FALL:**

BOOB TUBES™ and JAKS™ are bandeau-like stretchy lace pieces that women slither into. The cover-ups deftly mind the gaps between shirt buttons...and tops over trendy low slung pants. Their motto; “say no to cracks.” (\$38-40)



NUNDIES™: Peel off “hygienically hip” microscopic thin shields to wear attached to performance gear or slim fitting pants/leggings for guaranteed no tacky VPL plus some protection.

RESCUE SPONGES™: Rub-dry sponges with a special dry cleaning solvent-that wipes away make-up powder, baby powder etc. Lasts for months.

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February 28, 2008

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Fashion Week staple HOLLYWOOD FASHION TAPE had a slew of feminine retro- packaged items to prevent our wardrobe malfunctions.



**MUST HAVE:** HOLLYWOOD BEHIND THE SEAMS™-pretty self-adhesive apparel under arm shields. Ladies, get ready to save on dry cleaning bills.

**HANDY:** RED CARPET

ASSORTMENT™-Soon to be a bridal suite staple, a kit with 5 unique **double-stick tape shapes** that will secretly keep garments in place.



We don't understand the physics, but the **re-usable, strapless bra cups** of Nu-Bra magically manage to enhance and uplift invisibly. No wonder the medical grade silicone cups are patented engineering wonders. Different cover-up modalities including a feather-lite and gel types.

**NEW COLORS:** Bright neon cups join the popular Aphrodite collection of leopard and Pucci-esque prints.

**TREND ALERT:** Look for daring ladies to bust out...with deep v-necks or un-buttoned tops.

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## SHEANDME

This two-year old, mix and match brand by two Los Angelinos- are known for their signature soft “back to basics collection” and for Fall 2008, the “lounging in luxury” modal/silk separates. By popular demand, they’ve ups their 100% certified organic offerings to join their natural hoodie and draw string waist lounge pants with airy tank tops/bralets/bottoms available in natural neutral, H2O blue and pomegranate.

**BEST SELLER:** Boy cut briefs.

**BEST IDEA:** The double-sided brief with a solid front fabric, printed back.



## REAL WEAR IN ORANGE COUNTY:

We swear we’ve seen Cameron Diaz and/or wives of southern Cal in the sexy comfort wear swingy solid and printed chemises.

## SERIOUS FACTOID:

The socially conscious SHEANDME donate a portion of profits to charities “that seek justice and empowerment for women around the world.”

**We’ve met them...they mean it.**





## GIOVANNI D'AMICO

A new line by a lingerie veteran, Giovanni D'Amico ventured south from Montreal to display his new elegant women's "trousseau."

**LOOK FOR:** Understated luxe details, Canadian crafted lace that harks back to Belgium's finer moments. Vintage, twenties-flapper feel in well-made night gowns, robes...fine enough to wear beyond the bedroom. In black, soft white, pastel "mint."

**INSPIRATION:** His mother. Desires to bring a traditional European women's dowry "into today's world."

**WE APPRECIATE:** Sexy subtleness, refined chic...NOT in your face vulgarity.



## MENSWEAR FAVORITE ANDREW BUCKLER

We met the cult favorite Andrew Buckler aka Sexy Bastard- backstage at his January runway show. American ingenuity and a Brits edge came through very well indeed in his Spring 2008 basics line. To join his "Thruster" brief (packaged with detailed instructions in a box with a signature print) are fine-spun basic briefs with contrasting trims.

**BEST IDEA:** Sporty or "tailored" socks with matching color bands on the top and toes-so guys can easily match up after a toss in the dryer.