

NEWS

Luxury dominates at a boutique-like Lingerie Americas

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Lingerie, February 24-26, New York, USA

This season's Lingerie Americas is trading up as exhibitors here are clearly promoting product quality with cashmere, Supima cotton and silk dominating.

From youth brands such as C&C California to 60 year-old French brand Lou, quality of material, make up, packaging and presentation seems to be driving toward a higher-end market.

Lingerie Americas CEO Patrice Argain told WGSN that many more brands had chosen to customise their own stands this season – the personalised spaces at Andres Sarda and Chantelle, for example, helping to make areas look more boutique-like and adding to the exclusive, highly feminine feel.

Visitors seem to be happy with the decision to move the event until after Valentine's Day; the dates having been shifted at the request of visiting buyers and shop owners, who had been previously reluctant to leave their stores at such a crucial selling time.
