

SIBIL *intimate*

[Home](#) | [Database](#) | [About SIBIL](#) | [Subscribe](#)

Strategic Intelligence for Bodywear Industry Leaders

Home page > SIBIL Newsletters > Various linked items > Contents Issue week 04 & 05-2013

Sections

ABOUT SIBIL (3)

PREVIEW SUPPLIERS' COLLECTIONS (0)

[Industry Trends A/W 2013/14](#) (4)

[Industry Trends S/S 2014](#) (5)

[Suppliers' Collections A/W 2013/14](#) (4)

[Suppliers' Collections S/S 2014](#) (3)

Archive Best Sellers S/S2012 (1)

Archive Industry Trends S/S 2013 (9)

Archive Suppliers' Collections S/S 2013 (3)

Archives Industry Trends S/S 2012 (10)

Archives Suppliers' Collections S/S 2012 (3)

Various related items (20)

PREVIEW MANUFACTURERS' COLLECTIONS (0)

(0)

[Preview Collections A/W 2013/14](#) (3)

[Preview collections S/S 2014](#) (4)

Various brands/Collections (11)

COLLECTIONS FOR CONSUMERS (12)

ONLINE SHOPS (1)

EXHIBITIONS, Workshops, etc. (1)

WORLD GARMENT DIRECTORY (1)

WORLD INDUSTRY SUPPLIERS (1)

SPECIALIST MEDIA (1)

SIBIL Newsletters (5)

(19)

Archive Individual items 2010-2011 (1396)

Archive Individual Items 2012 (833)

Full Texts (172)

Individual items 2013 (62)

Various linked items (66)

In the same section

- Contents Issue week 04 & 05-2013
- Interfilère Closing Report
- Invista Freefit
- Contents issue week 03-2013
- Tencel Anniversary

Article

Contents Issue week 04 & 05-2013

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Issue Weeks 04 & 05-2013

CLICK HERE TO SEE ALL THIS WEEK'S NEWS IN FULL

[or click on individual items to read details](#)



IT IS perhaps no coincidence that no less than five of the 27 news items in this issue relate to developments in the field of men's underwear. Two decades have elapsed since the last time that the subject was a major topic of discussion within the bodywear industry and much has happened since. Back in the early '90s, men's underwear was still essentially a commodity business and interest focused on the then new impact of fashion in that sector. Since then, many new fashionable brands have been created and, especially among younger men, styling and design have assumed much greater importance. The current revival of interest in the subject reflects

that evolution and suggests that even faster growth is likely in the coming years.

Jean-Pierre Adeline



BACKGROUND NEWS – developments to bear in mind

- ▶ **FRANCE:** lingerie consumption analysed
- ▶ **SPAIN:** lesser setback in apparel production noted in 2012
- ▶ **MEN'S UNDERWEAR:** consumption study findings revealed
- ▶ **LACE:** top designer uses lace for men's underwear

- Sustainability Conference
- Radici Sustainability Report 2011.
- Invista at MarediModa 2012
- PUNCH book
- Cosmetic Textiles

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▶ **YOURBRANDSPACE:** fast progress made in first year



SUPPLIER NEWS – information from the upstream sector

- ▶ **INVISTA:** quality standards defined for underwear fabrics
- ▶ **DESSEILLES:** demand for specialities boosts survival hopes
- ▶ **DRYARN:** wellbeing fibre adopted by yet another brand



THE APPAREL SCENE – news of brands & labels

- ▶ **CALIDA:** men's swimwear added to product range
- ▶ **DBAPPAREL:** licence acquired for two specialities
- ▶ **LE BONITAS:** designer label bodywear licence secured
- ▶ **DELTA GALIL:** concludes licensing agreement for socks
- ▶ **YSE:** label for small cup sizes seeks to broaden distribution
- ▶ **BARBARA:** global marketing effort produces first successes
- ▶ **PVH:** Izod brand to include a legwear range
- ▶ **AUBADE:** men's underwear collection launched
- ▶ **LE CHAT:** new licence marks diversification



DISTRIBUTION – evolution of chains & channels

- ▶ **BILLABONG:** rival bid being made for company
- ▶ **BOUX AVENUE:** expansion of chain to be maintained
- ▶ **LULULEMON:** strategic focus switches to men's wear line



PEOPLE – corporate personalities

- ▶ **ANDY MOONEY:** appointed CEO of Quicksilver
- ▶ **NORBERT PLATT:** joins Board of Esprit



EXHIBITIONS – what to see and where to trade

- ▶ **INTERFILIERE:** exhibitors report positive evolution
- ▶ **SWIMSHOW:** further growth reported for 2013 edition
- ▶ **FILO:** next edition is to maintain focus on quality
- ▶ **INTERFILIERE HK:** new emphasis on cosmetic textiles



FINISHING TOUCH – The smile for this week

DETERMINATION: shoplifter confirms conviction



The Bodywear and Legwear Global Portal

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