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Strategic Intelligence for Bodywear Industry Leaders

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Article

Contents week 40-2012



Sunday 15 July 2012

liebaert

Finest quality fabrics made in Belgium Since 1887

ISSN 1994-2419



Issue Week 40-2012

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



REPORTED upon here this week is another incident related to the alleged sexualisation of children. While we have reservations about such events as beauty contests for little girls, we believe that the application to children's wear of fashion details borrowed from adult styles has nothing to do with sexualisation. Rather, it reflects the perfectly natural desire of children to appear more grown-up than they are. In this context, it is significant that adult objections to children's clothing in recent years have centred on bodywear rather than outerwear. This suggests that sexualisation is in the eye of the beholder. Up to now, the supply chain's response to such criticism has been little short of cowardly, with distributors and brands pulling a product at the first accusation of sexualisation. For the good of the industry, it is high time that lace-trimmed panties or pretty bikinis just like their mothers wear should be widely available for all little girls who want them.

Jean-Pierre Adeline

36% energy from renewable sources used by RadiciGroup

BACKGROUND NEWS – developments to bear in mind

▶ [ITALY: 2012 brought weaker demand for textile fabrics](#)

- Nilit Breeze Brochure
- Knit Underwear and nightwear
- ICAC/SEEP Reports
- RADICI - Full Year 2011
- Sourcing Report
- Liebaert Interview
- IFL press release

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- ▶ **CHINA:** consumers become more emotionally inclined
- ▶ **ALGERIA:** Turks to invest in lingerie production units



SUPPLIER NEWS – information from the upstream sector

- ▶ **MVM:** European rival acquired



THE APPAREL SCENE – news of brands & labels

- ▶ **SPEEDO:** world sales growth accelerated in 2011
- ▶ **MARLIES DEKKERS:** first entry made into major chain
- ▶ **ELIZABETH HURLEY:** girls' swimwear arouses controversy
- ▶ **L*SPACE:** new iPad app makes sales team more efficient
- ▶ **PAGE INDUSTRIES:** capacity being raised for new licence
- ▶ **AQUA GREEN:** eco swimwear brand exceeds objectives



DISTRIBUTION – evolution of chains & channels

- ▶ **WOMEN'S SECRET:** details of Chinese expansion revealed
- ▶ **VICTORIA'S SECRET:** geisha-inspired design said to be racist
- ▶ **UNIQLO:** yet higher sales target set for Heattech bodywear
- ▶ **AGENT PROVOCATEUR:** concessions to open in Australia
- ▶ **PIANOFORTE:** Spanish headquarters facility opened



PEOPLE – corporate personalities

- ▶ **PAUL HUGHES:** named Site Manager of Invista plant



EXHIBITIONS – what to see and where to trade

- ▶ **PREMIERE VISION:** attendance level maintained
- ▶ **FILO:** Italian yarn show announces innovations
- ▶ **ZOOM:** sourcing salon attracts visits by bodywear labels



FINISHING TOUCH – The smile for this week

▶ **CLASS WAR:** police upholds schoolgirls' panty rights



The Bodywear and Legwear Global Portal

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