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Strategic Intelligence for Bodywear Industry Leaders

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Contents 13-2011

SIBIL newsletter

Sunday 27 March 2011



ISSN 1994-2419

SIBILintimate

Issue Week 13 - 2011

SEE ALL THIS WEEK'S NEWS IN FULL

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

ALTHOUGH personally appalled at the scale of the tragedy that struck Japan earlier this month, we made no mention of it in these pages because it is unlikely to affect the bodywear business. If we decide to do so now, it is because we read recently that the response of private and corporate donors has fallen far short of that which followed the Haiti disaster last year, presumably because many people reason that Japan is a rich country that can cope with such a calamity. But such reasoning ignores the fate of hundreds of thousands of individuals, many old and ailing, who have lost literally everything as a result of the tsunami and of the evacuation of radioactive areas. No state is rich enough to provide all the help that is needed, which is why we are making this appeal to all in the bodywear industry. [Click here](#) for details of donations to the Japanese Red Cross.

Jean-Pierre Adeline



Contents BACKGROUND TOPICS

- ▶ **LEATHER:** skin lingerie moving from kinky towards mainstream in the US
- ▶ **SWIMWEAR:** tests show that new fabric coating raises swimmers' speed



- RadiciGroup/Apparel Costs
- Copy Contents
- ShopSmart Survey
- MaredModa/IntimodiModa 2010 Press Release
- Piave MarediModa Collection for S/S 2012
- Baci Franchising
- Shanghai Mode Lingerie 2010



Contents **SUPPLIER DEVELOPMENTS**

- ▶ **N.A.T.:** 10-year purchasing contract agreed for Crailar flax fibre
- ▶ **TEXTURED JERSEY:** plan to raise USD 26.3m in equity
- ▶ **AQUAFIL:** another PR success organised for Dryarn
- ▶ **SILDOREX:** new Lurex effect yarn launched at Filo salon



Contents **THE APPAREL SCENE**

- ▶ **WOLFORD:** first nine months brought significant growth
- ▶ **PARAH:** expansion of retail network continues
- ▶ **BRANDIX:** separate division created for bodywear
- ▶ **SWEET REVENGE:** new Candy Stripe sleepwear collection launched
- ▶ **BACI:** new distribution agreement opens yet another new market
- ▶ **RHONDA SHEAR:** sales of Ahh bras pass major milestone
- ▶ **GOK WAN:** UK celebrity designer label breaks into US market
- ▶ **AUSSIEBUM:** latest addition to range goes back to basics

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Contents **DISTRIBUTION**

- ▶ **AMERICAN APPAREL:** publication of accounts delayed once again
- ▶ **BRAS N THINGS:** trade sale or IPO said to be under discussion
- ▶ **F.O.H.:** major promotion campaign launched in US
- ▶ **EVERYTHING BUT WATER:** new management program selected



Contents **PEOPLE**

- ▶ **TAYA DE REYNIES:** takes helm of Eurovet's bodywear salons
- ▶ **CHRISTIAN DUVAL:** appointed Chairman and CEO of DBA



Contents **GETTING TOGETHER**

- ▶ **FILO:** attendance remained stable but climate more optimistic
- ▶ **GRES:** retrospective of the couturiers' work opens in Paris



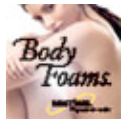
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► HEN PARTY: bra proposed for farmyard hens



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