

PRESS RELEASE August 2017


MODE LINGERIE AND SWIM
MOSCOW

30 31 AUG.
01 02 SEPT. 2017
Expocentre Fairgrounds Moscow



EUROVET



The trade show is the most important event for Russian lingerie. It's where sector experts join forces to launch long-term projects and partnerships. Over four days, MLSM makes it possible to see all the leading Russian and international brands in a warm and welcoming setting.

4 DAYS

TO DISCOVER
New brands and trends

TO MEET
Partners

TO BE INSPIRED
Fashion shows and conferences

WELCOME

JOIN THE BEST AND DISCOVER THE FASHION AND LINGERIE WORLDS

- More than 140 brands from 25 countries
- Underwear, swimwear, loungewear, menswear, legwear
 - The "Grand Defilé Fashion Show"
 - 2 Fashion Showcases every day
 - 10 conferences for lingerie shops



**More than 3,400
visitors**

From Russia, Ukraine, Kazakhstan,
Belarus, Moldavia, Azerbaijan



CPM

CPM is the most successful fashion trade show in
Eastern Europe with:

- 45,000 m²
- 1,000 collections
- 25 countries
- 22,600 visitors
- 5 national pavilions
- More than 20 shows
- More than 20 seminars

Mode Lingerie Moscow worldwide

The trade show expands its horizons with new brands from different corners of the planet. Join us for a trip around the world to get the latest news from different countries.

COLUMBIA

The South American leader for textile exports and the world's third shapewear manufacturer reports turnover of \$45.1 million.

After a successful start at Mode Lingerie & Swim Moscow in September 2016, the new brands from the other side of the Atlantic ocean continued to win over Russian buyers and become an increasing part of their shops.

Lau De La

The swimwear and beachwear brand for women, men, and girls was established in 2000. Handmade skill combined with high quality materials have become the keys to **Lau De La's** success in Colombia and abroad. Discover Latin American design with authentic Colombian embellishments and bright colors!



Printslab

This renowned brand presents fantasy prints and an amazing combination of colours and textures. The designers find their inspiration in different cities, history, and souvenirs. **Printslab** not only creates swimwear and beachwear collections, but also stylish printed sneakers.

What's special about Latin American brands?

Albina Litvinenko

Colombian brands agent in Russia (Lau De La, Printslab, Ellipse)

“Today, Latin American swimsuits stand out, first of all with signature designs that reflect the entire production process. Each craftsman puts a wealth of care and attention into every detail. This approach makes every piece individual and innovative. Each product is rich with feeling and has its own history. Also, manufacturers strive to maintain a high level of quality in their products, not only to win new markets, but also to leave their mark on the swimwear industry's history. Finally, Colombian swimsuits bear the stamp of each region's cultural code – its craft traditions, colours, and accessories.”

BRAZIL

Designer Larissa Minatto uses ideas from her travels to create the **Larissa Minatto** collections. The latest collection comes from her visit to far-off Tulum, Mexico, where the beaches, architecture, and natural beauty inspired new prints for the brand. The collection's highlight is the new 18-carat gold gold jewelry accents which add elegance and sophistication to the swimsuits.



USA

Beach Bunny swimsuits adorn the bodies of the world's sexiest women. The Californian brand creates its own unique style and never follows other designers. European fabrics, perfect fit, and elements from luxury lingerie make **Beach Bunny** a recognizable and favourite brand with Hollywood celebrities.

**Discover fashion swimwear and beachwear collections at
Mode Lingerie & Swim Moscow!**

AUSTRALIA

Seafolly's Swim to Gym activewear line headlined the Active Collective show at the 2017 Mercedes-Benz Fashion Week. For the first time, **Seafolly** active, swim, and hybrid pieces styled with the brand's accessories went down the catwalk. The showcase for the July 2017 - January 2018 active range in incredible show-stopping prints was a celebration of the Australian beach lifestyle.



EUROPEAN NEWS

WHAT'S NEW IN THE GERMAN PAVILLION?

The German Pavilion traditionally occupies a large and prestigious part of the trade show, and with every session there's a growing number of German brands in different categories. Buyers will discover the **Bugatti** menswear brand, reflecting the latest fashion trends from Paris, London, and Milan; **Palm Beach** with elegant swimwear for women of all ages and the sophisticated, seductive design of premium brand **Escora**.



DESIGNERS OF THE YEAR FROM FRANCE AND ITALY



SIMONE PERELE, 2017 Lingerie Designer of the Year, shares its secrets.

Simone Pérèle is really two stories that have been crossing paths since 1948: a family chronicle spanning three generations, and female emancipation. Over the years, the house's leitmotiv has remained unchanged: "If we want reveal a woman's beauty, we need to start by liberating the female body."

This is the maxim that still guides the work of Stéphanie Pérèle and Mathieu Grodner-Pérèle, two of the trademark founder's seven grandchildren. With the announcement of their strategic "Cap 2019" goals, they state their ambition to forge new ground and innovate, whilst still respecting the brand's inherent DNA.

Simone Pérèle will continue to invest its unrivalled expertise in understanding women – all women – intimately. The brand will celebrate its 70th anniversary in 2018.

RAFFAELA D'ANGELO, 2017 Designer of the Year for swimwear and beachwear

#How would you define the Raffaella D'Angelo brand?

R.A. ___ Raffaella D'Angelo is a contemporary swimwear brand. It blends romanticism, originality, and elegance with a sense of excitement. Its exclusive lace and print designs are an important feature of my collections.



#Raffaella D'Angelo will present its collection at the Milan Fashion Week. What does this mean to you?

R.A. ___ The brand is on the catwalks at Fashion Week in Italy because I would like to draw women's attention to the importance of the swimsuit in the fashion world. I would like the swimsuit to be regarded more highly in the sector. It should be viewed as a flagship piece, a true state of mind and not just an accessory. Federica Pellegrini, the famous swimmer and winner of multiple world championship medals in freestyle is taking part in the show in order to establish a deeper connection between women and water. I love this image of the strong, determined woman who achieves her dream through hard work.

GENDER (CON)FUSION: Who are the new dandies?

Dandies, metrosexuals, hipsters . . .

It's a fact that men are more and more interested in fashion and shopping is becoming an enjoyable event for them. Moreover, today men want to express their individuality through style and clothing. They want to be elegant and open to new trends and they prefer more sophisticated options to the traditional jeans and a T-shirt.

Fashion standards are changing. Beginning in the 90s a mixture of male and female appeared and the unisex term was introduced. In 2016, the line between the women's and men's fashion became even more subtle with fine materials, elegant prints, and accessories in the ready-to-wear collections.

Coquetry has entered the men's fashion world: Gucci showed refined men, with beautiful long hair, lightweight trousers, and silk blouses; Zara launched the Ungendered collection with clothes for both women and men; In London, Selfridges opened the Agender Department, which continues to be one of the most successful areas in the store.

The underwear industry is following this trend. In advertising we see women wearing menswear and men wearing pastel colours like at **Baldessarini**; **Zimmerli**'s floral prints and cuts are suitable for both men and women; **Ceceba** presents pink boxers; and **Teller** shows conceptual socks with unusual textures!



Underwear fusing masculine and feminine qualities remains the most commercially attractive. These styles bring novelty to the world of fashion, featuring particularly elaborate finishings, fine materials, original prints and rich colours.

100% MENWEAR:

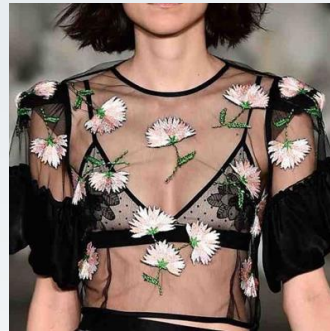
Geromino, Cacharel, Baldessarini, Bugatti, Ceceba, Jockey, Mey, N@t men, Vilfram, Milliner, Zimmerli, Blackspade

TRENDS FORUM

The main trends for the spring-summer 2018 season will be presented in daily conferences by Eurovet expert Cecil Vivier-Guérin.

Summer 2018 awakens creativity with in-depth, multi-faceted proposals. The products are very carefully conceived and feature finishes that figures deserve. In a context of societal instability and an economic period that doesn't inspire confidence, creativity is a pointer in the market, reminding us of the human spirit's plentiful resources and promise. The collections are exceptional, with details that show the careful attention given to each design.

Summer 2018 promises a flattering and innovative lingerie offer as surprising as the new generation of iconic, clear-headed, modern women. Collections feature high quality products and signature details showcasing brands' expertise. Beachwear reflects this important direction with iconic products that combine fashion details with showy, precious bespoke features that express a certain femininity.



BE LUMINOUS

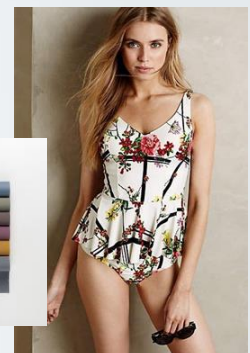
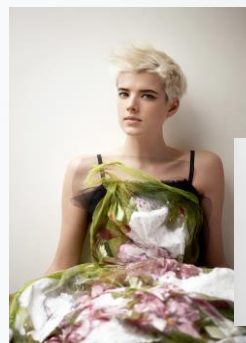
The art of corsetry is venturing beyond past conventions by creating amazing products with shapes that underline their modern looks.

3D print inspiration # mix of materials # curved designs # layering adjustments # pleated, openwork, specifically chosen materials.

BE UNIQUE

Women are listening to their hunting instincts to pick out bespoke products. These avant-garde collections are characterised by their exceptional nature. Every convention is flouted in order to fully embrace feminine creativity.

avant-garde # committed # creative
unique # contrast of materials # fitted shapes # eclectic designs



Eurovet travel log: news from Russian cities

PERSONAL MEETINGS IN BIGGEST RUSSIAN CITIES

FROM OCTOBER 2014 TO MAY 2017 60 CITIES VISITED, MORE THAN 260 COMPANIES MET



In June 2017 the Eurovet team traveled to Russian cities for the eighth time. The project, which started in 2014, lets the team personally meet with local distributors and boutique and network owners to tell them about the trade show. During visits the team also learns about how these professionals work, their challenges, and the market situation in order to suggest possible solutions and recommendations.

Moscow - Smolensk - Yaroslavl - Vladimir - Kursk - Samara - Pyatigorsk - Rostov-on-Don - Krasnodar

Moscow: A new era and new shop format

Eurovet Екйвыўрщя and the Salon International de Paris' new Exposed area has inspired visitors to open pop-up stores. One example is **Unco**, a unique space in the downtown Podium Market that carries innovative underwear lines and brings an entirely new vision of the industry and fashion.



Unco founders Alena Romanova and Lilia Pankeeva describe their project: "In **Unco**, we see the body as a blank canvas and we carry numerous intimate brands to put on that canvas. We also wanted to create a space where women would feel at ease spending the whole day. It is important for us that underwear is comfortable, that it creates a perfect shape under clothes, and that we offer a modern style with a large range of sizes. **Unco** pays a lot of attention to detail and clean, modern lines. We would be delighted if these qualities also pleased our customers."

The best in Moscow

Ladies Shop, one of the most elegant, beautiful, and refined boutiques, has locations not only in Moscow but throughout Russia.



Rostov-on-Don

After Moscow, the Eurovet team went to this sunny city which is preparing for the World Cup with new wide and spacious roads. The city also offers an optimistic, cheerful outlook and a huge number of lingerie stores covering different segments and offering exclusive brands. The best of the city are the bright, stylish regional networks such as Turandot, Paloma, and My Lingerie. A lot of shops specialize in swimwear and there are expensive, luxurious boutiques, such as Privat La Perla with a choice of high-end Italian and French brands.

However, the city's real wealth is its talented, dynamic, and very optimistic entrepreneurs who are regular visitors to Eurovet events in Paris and Moscow. These professionals are constantly searching for new ideas and setting the highest goals.



INTERVIEW WITH STORE OWNERS IN THE SOUTHERN REGION

Liana Rafailova, Pyatigorsk, Make the Form shop

About the business

Our store has existed since 1 March 2005. I started with a small shop in one of the city's shopping centres. Two years later I opened a second 53m² store in a larger centre. In 2011 I opened a third store in Pyatigorsk and another one in Nalchik.

What brands do you work with?

From the very beginning I've worked with Maidenform, which is still the main brand. Later, when we expanded, we began to add Empreinte, which became our customers' favourite brand.

What is the concept of your shops?

The concept of my shops: everyday shapewear and lingerie for plus sizes. I want to expand the assortment a little bit, to add some new trends in shape, cups, and fabrics. Even with all my experience, I learned a lot of new things when I attended a bra fitting workshop last month.



Eurovet brings business to Russian brand-exhibitors throughout the year!

Today, Eurovet's activities go beyond just organizing lingerie trade shows. The company also has consulting activities to help integrate and promote brands in the Russian market.

Match Making Breakfast at Mode City Paris *11 companies from 9 countries met 12 Russian agents and distributors*

This event is a unique opportunity to find new partners. International brands can meet with agents or distributors, and Russian companies can find new brands for their portfolios. After the meeting in Paris, most of the attendees become participants in Mode Lingerie & Swim Moscow!

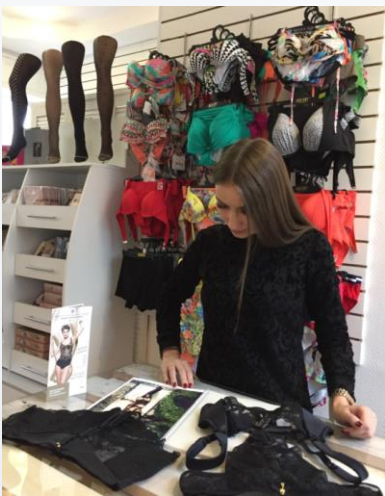


Collection tests in Russian Regions

Thanks to this service, brand owners not only receive feedback about their products, they also learn how different boutiques work, their customer profiles, and the business analysis of a particular city.

From April 2016 to May 2017

- 16 brands took part in the collection tests
- 27 cities were visited
- Over 135 meetings with shop owners
- Next round of collection tests will take place in October 2017



Travel log

Sign up for information materials describing the regional underwear markets in Russia: leading companies, comments from experts, and contact details for purchasing managers and others.

Maria Panteleva
Agent for the Massana, Jaycris, Roidal, and Ysabel Mora brands in Russia and the CIS



Why did you choose to be part of the 2017 Mode City matchmaking event?

All the Eurovet projects are very professional and interesting. Since we have been working together for many years, it seemed impolite to refuse to attend this matchmaking breakfast. I have never regretted it, because the meeting with Ysabel Mora has strengthened my business.

What did you think about the concept?

Sure, 9 am is early, but I understand that gathering so many people at a different time is almost impossible. All the meetings were very compact and straight to the point. Of course, the first meeting is to understand whether there is a mutual interest. For a more detailed conversation, you can meet at the booth. The organization was impeccable.

Now, almost a year later, what has been the outcome?

The result was remarkable - I received a very valuable and important partner for my business. Thanks to this meeting I was able to learn how to work in a new price segment and acquire new customers, which only strengthened my business. In addition to profitable cooperation, my life was enriched by wonderful communication with interesting people who are true professionals in their fields.

Share your comments, if any, and prospects for the future.

Additional results from the Business Breakfast were:

- acquisition of new knowledge about the current market situation, potential partners, and competitors
- networking with potential partners
- additional promotion of our company in the market

Facts and Figures

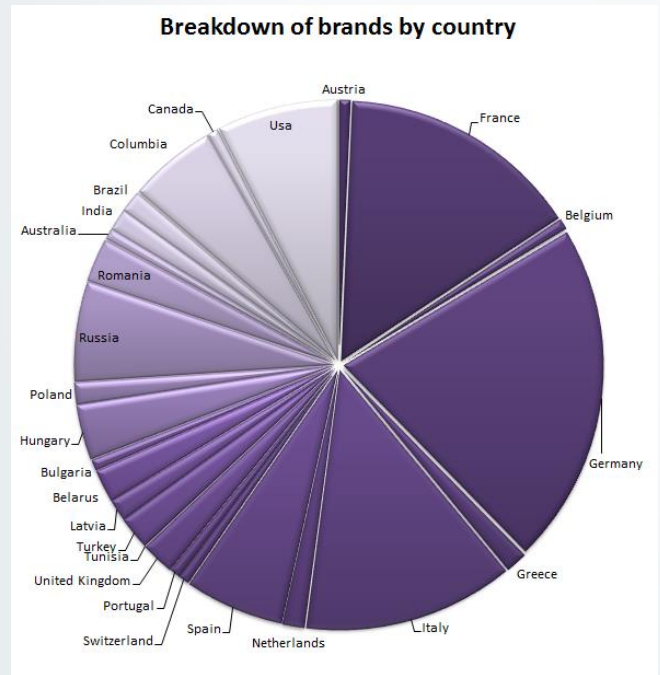
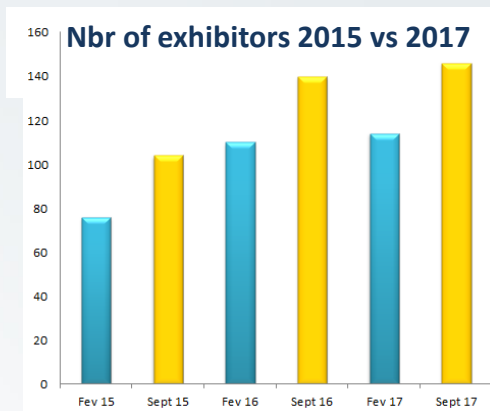
146 brands from 26 countries:

Wester Europe- 92, Russia and Eastern Eurip- 29, Americas -22

52 new brands

All categories:

- ☐ Underwear,
- ☐ Homewear,
- ☐ Beachwear and swimwear,
- ☐ Menwear,
- ☐ Homewear



What is new with exhibitors?

For the first time visitors will discover on the Trade Show the underwear and swimwear collections of young Russian designers . Original and innovative products will help to make the offer of shops more attractive.

LA DEA is a brand created by Russian designer Maria Vankova. The company approach is about the combination of innovation and design: lingerie, home and beachwear can combine the beauty, fashion trends, as well as a high level of quality and comfort.



ЗОНА МОЛОДЫХ
ДИЗАЙНЕРОВ
MODE LINGERIE AND SWIM
MOSCOW



RODA SOLEIL – smart swimwear for everyday beauty made with fabrics with partial UV transparency, anti-aging effect and beautiful suntan. Also, the company cares about its social role and participate in different charity activities.

What is new with visitors?

LINGERIE IS MY BUSINESS – Is a professional community , that unites shops owners and top managers of companies leaders from different cities of Russia and CIS countries. This business community includes visitors of lingerie Trade Shows in Paris. New York and Moscow, by Eurovet, they are the first who receive all the news of lingerie industry, receive information about brands and partners, enjoy the VIP services: cozy lounge, gifts from brands, welcome cocktail and business dinner. #lingerieismybusiness



IDEAL CONDITIONS FOR BUSINESS

From the first minutes of Trade show, the personal shoppers team offers those service to the visitors: information on brands, content and timetable of the business program, the catalog "The Selection", which helps find from the diversity of brands what is most interesting to shop owners!

What is new with Lingerie&Swim Talks program? ?

ELEGANCE THROUGHOUT THE WORLD (Cécile Vivier-Gerin, Eurovet)

Travel to different countries of the world and see the differences in lingerie, swimwear preferences and lifestyle of women in Europe, America, Asia and Russia. During the conference we will present the results of the research on consumers behavior and attitude to themselves and men through the prism of the objects of their intimate wardrobe. Do you know that the rules for choosing underwear for French women are as important as knowing the alphabet? Why Italian women are called queen of the beach? Where did the fashion for sport swimsuit come from? Do not miss one of the most interesting conferences.

31 August at 15:00

BRAFITTING MASTER CLASS - Dobra Krecja Katarzyna Salata (Poland) is an internationally recognized expert and consultant in underwear design, brafitting and sales techniques. At an exclusive master class at Mode Lingerie & Swim Moscow Exhibition, she will offer a detailed analysis of plus size models of different exhibitors : EMPREINTE, V.O.V.A., CURVY KATE, GOSSARD, NATURANA, SANS COMPLEXE

30,31 August 13:00-13:45



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NEXT EVENTS

19 – 22 February 2018
04 – 07 September 2018
Expocenter - Moscow