

«THE UNDISPUTED  
**WORLD LEADER**  
A PROVEN  
**REPUTATION**»

**24, 25 & 26 JANUARY 2015**  
PARIS EXPO PORTE DE VERSAILLES - HALL 1  
**THE SECTOR'S NO.1 TRADE SHOW**



# FALL WINTER 15/16 THE LINGERIE FASHION WEEK

Mark your calendars for three days of ultra-couture lingerie !  
Fall/Winter 15-16 promises to be a season of freedom and optimism.  
Classics get a fresh look and minimal chic leads the way.

## « ULTRA GREEN »

The trade show explores and explains one of Fall/Winter 15-16's leading directions, 'Ultra Green'. This trend uses humour to inject a free-spirited feeling and a fun take on ecological themes. 'Ultra Green' gives basic lingerie pieces a new meaning with a more sophisticated mood. The trend mixes up diverse style codes for a happy, upbeat attitude.

'Ultra Green's' kooky country vibe moves into the city with key lingerie pieces that are both relaxed and full of creativity. 'Sporty-fun' lingerie sets show off graphic cuts and mix mesh with floral or animal prints. Nightwear gets a new look in an acid palette with very feminine fur accents. Loungewear's minimal style has a simple, unfinished allure, but remains chic with belted full volumes and boiled wool cuffs.

## « IDEAL »

Status-worthy and design-led, 'Ideal' lingerie pays homage to the hedonism of the 1930s and 40s for a F/W 15-16 season of contemporary glamour. The trend is part of the new consumerism that is increasingly well informed, in search of sensory perfection, and a fan of savoir-faire. Classic lingerie designs are reinterpreted with an expert eye and hand, excellence is celebrated, and a clean-lined retro look is the goal.

Construction methods are superlative, and silhouettes are handled with the same exactitude as for bespoke suits. Slim figures become curvy and rounder bodies are sculpted. Nightwear is sophisticated and sensual with a combination of draping, satins, and refined details. Fabrics delight the senses; soft floral velvets, fluid crepes and brilliant satins are the first choices.

### 4 ULTRA-COUTURE FASHION SHOWS DAILY 2 'LINGERIE & LOUNGEWEAR' FASHION SHOWS

'The Selection' fashion show has become the reference for an overall vision of the top trends and innovations. The 'Beautiful Legs' fashion show puts tights and hosiery products on centre stage.

### 6 BRAND UNIVERSES

- DESIGNER LABELS / Designer luxury collections
- THE ESSENTIALS / The market's key lingerie and corsetry brands
- COCOONING / Nightwear, loungewear, and indoor/outdoor homewear brands
- BEAUTIFUL LEGS / Tights, hosiery, and sock brands
- SUPER HEROES / 100% men's brands
- LIMITED EDITION / Young designer brands

### 1 TRENDS & MERCHANDISING SPACE

In collaboration with the Carlin International trends forecasting group, the Salon International de la Lingerie introduces the new Trends & Merchandising space to showcase the latest lingerie innovations. This informative, boutique-oriented area is full of fashion culture and dedicated to creating contact and dialogue between sector professionals.

### KEY FIGURES FROM 2014

**480** exhibiting brands from **37** countries  
**16,505** buyers from **95** countries  
An event that brings together over **28,000** visitors

### MARJOLAINE NAMED '2015 DESIGNER OF THE YEAR'

Lyon-based lingerie brand Marjolaine benefits from over 70 years experience and presents a wide selection of upmarket lingerie designs thanks to its manufacturing expertise.

Today Marjolaine is appreciated around the world and continues to evolve. Yet the brand carries on the lingerie tradition and satisfaction of sharing its renowned savoir-faire.

There are a multitude of reasons why Marjolaine has achieved a worldwide reputation, and why the Salon International de la Lingerie announces Marjolaine as the 'Paris Capitale de la Création Designer of the Year' for 2015.

