

Hong Kong Mode Lingerie
3 & 4 April 2007
Hong Kong Convention &
Exhibition Center - Hall 5

Editorial

Welcome to the First Hong Kong Mode Lingerie Fashion, Business and Networking

Dear Friends and Partners,

It is with a great honour that we welcome you to this First Hong Kong Mode Lingerie, a multi-faceted event which gathers at the same time 140 international Companies and brands, fashion shows, conferences and a trends forum.

Eurovet chose to launch this new international business platform in Hong Kong, as a fashionable city is a major hub in Asia with main location for regional head-offices and buying groups, with a huge innovative distribution network and a cosmopolitan city, easy to reach from anywhere in Asia.

This event is a complementary meeting place to our worldwide leading shows in Paris and Lyon, and our recently launched Shanghai Mode Lingerie. This strengthens the foothold that Eurovet established in Asia at the heart of a constantly expanding market with now two events per year.

Hong Kong Mode Lingerie is striving to bring a new elements for visitors and exhibitors, the event is not just a trade fair, it has all just everything that is in-relation to lingerie and beachwear OEM, ODM, manufactures, fabrics and accessories, and of course, renowned brands. Fashion will be once again at the heart of the event with "Paris – Hong Kong, The Art of Luxury" fashion shows and forum.

We would like to thank the Hong Kong Intimate Apparel Industries' Association, as Key Industry Partner, and the French Knitwear Federation for its support.

We wish you all a very warm welcome.

Your Hong Kong Mode Lingerie Team.

Welcome speech from Marie Laure Bellon Homps, CEO of Eurovet

It is a great pleasure for me, as CEO of Eurovet, to welcome you all at this opening ceremony of the 1st edition of Hong Kong Mode Lingerie.

I would like specially to thank The French Consul Général Monsieur Jean-Pierre Thébault and the president of the French Chamber of Commerce in Hong-Kong, Mr Richard Burton, for their presence this morning and their support.

When we decided to launch Hong Kong Mode Lingerie, it was less than six months ago, and we would have never succeeded in such a short period of time without the help, support and great involvement we got from our key partners. Let me thank them all to have helped us to “make the dream come true”.

A great thanks first to M. Andrew Sia, President of the Honk Kong Intimate Apparel Industries Association, and to the members of his steering committee, for their official support and their day to day work with us.

Thank you to the Hong Kong Convention and Exhibition Center for their incredible reactivity and this wonderful place where they welcome us.

Many thanks as well to the Ace Style Apparel Institute, his President, M. Andrew Sia again, his team, and the Institute of Textile & Clothing, for the organisation of the 1rst International Lingerie Forum, which had a great success yesterday at the Hong-Kong Polytechnics University.

As far as the trade show is concerned, today we are proud to announce that Hong Kong Mode Lingerie is exceeding our expectations with more than **140 exhibitors**, who are all selected among the best of asian and international fabrics, production facilities and brands for the lingerie and beachwear industry.

Hong Kong is a strategic place in Asia, very international, easy to reach, driving fashion, industry and distribution investments and innovations. And thus, Hong Kong Mode Lingerie is already an **international platform** with exhibitors and visitors coming from all over Asia and the rest of the world.

As Eurovet, we have made Hong Kong Mode Lingerie benefit from the truly international lingerie network and experience we have built for the past 25 years as the organizer of the most important exhibitions in the world, in the lingerie and beachwear sector: Salon International de la Lingerie and Interfilère Paris in next January, Lyon Mode City and Interfilère Lyon in September, based in France.

More recently, following the industry move, we had made a first step to Asia with the launch of Shanghai Mode Lingerie in October 2005, and a second edition in October 2006, both with great success.

Hong Kong was the obvious place to go on serving the asian industry and bringing international key players to built partnerships in Asia.

I am sure the show will develop rapidly with your support.

Thank you for your confidence worldwide.

And thank you for your attention!

And I hope you will enjoy your visit.

Marie Laure Bellon Homps,
Eurovet, CEO

Lingerie: A huge international business opportunity

A worldwide growth is stated in the Lingerie industry :

- **IN CHINA**

The growth is an average of 15% per year in lingerie consumption. And in certain department store the consumption reaches 35%. To give you an overview of the potential market there are 503 millions women in China vs 198 millions women in Europe.

In a Eurovet market research puts forward that Chinese women want to learn how to wear lingerie. A culture change is currently operating in China. Market expectations are a 9% growth of the worldwide lingerie market by 2012!!

- **IN EUROPE**

From these 198 million women in Europe, the French women have spent about 2.6 millions US dollars in Lingerie.

To provide you with facts, we can give you a small ranking of European women :

- The british women are the ones buying the most, French women come after followed by Italian women, Spanish women and German women.

- A growth is expected in 2007 in the lingerie industry such as Poland and Romania.

- **IN USA**

The 121 million women represent a lingerie consumption of 9.7 billion us dollars.

- **INDIA**

India is the emerging market with 359 million women....

Hong Kong Mode Lingerie

After the Shanghai Mode Lingerie in October 2006, Eurovet has decided to launch the Hong Kong Mode Lingerie in 2007. And the story begins....

Hong Kong has been strategically chosen as Eurovet identifies this fashionable city as a major hub in Asia with main location for regional head-offices and buying groups, with a huge and innovative distribution network, and a cosmopolitan city easy to reach from anywhere in Asia.

Eurovet's decision has proven to be successful with more exhibitors than expected, evenly splitted amongst countries, which proves that indeed Hong Kong Lingerie Industry has international importance.

'We are proud with the exhibitors' attendance of the first Hong Kong Mode Lingerie, indeed, it is a challenge having to make it happen within this short period of time, but with supports from the local industry Hong Kong Intimate Apparel Institute Association (HKIAIA) and others supporting parties, together with the efficiency of Hong Kong partners, the Hong Kong Mode Lingerie successfully happened.' said Marie-Laure BELLON-HOMPS , CEO, EUROVET, 'certainly, we look forward to developing Hong Kong Mode Lingerie in the coming years.'

The exhibition is taking place at the HKCEC, taking up 4,500 sq M. The exhibition is divided into two major sessions, the Interfiliere Asia (fabrics) and the brands (Private Lingerie) same as the fairs in Europe like Paris and Lyon and the Shanghai Mode Lingerie.

The best of sourcing platform fabrics, accessories and OEM specialised in mid-to-top quality lingerie & beachwear. The Interfiliere Asia exhibitors are OEM, ODM, warp and knitted fabrics, lace, embroideries, accessories from around the world.

As for the brands, they include European and Asian Brands of lingerie, male underwear, homewear and night wear etc. In additional, two young designers will be exhibiting in the 'Spicy Garden' area.

Moreover, during the exhibition, there is a private lounge area exclusively for special VIPs, a place where people can focus on real businesses in a comfortable environment.

Eurovet always strives for differentiation amongst other competitors being of high quality, and excellence in services, Exhibitors had to go through a panel of judges to become qualified.

As for visitors, they are all selected, coming from all around the world. The whole global lingerie field is here such as manufacturers, buying groups of major retailers, and brands in Asia, Europe and America. Regarding brands they have special appointments with translator service, ensuring that the right exhibitors meet the right visitors.

The Hong Kong Mode Lingerie is a place where selective exhibitors meet quality visitors, a place where real businesses are made.

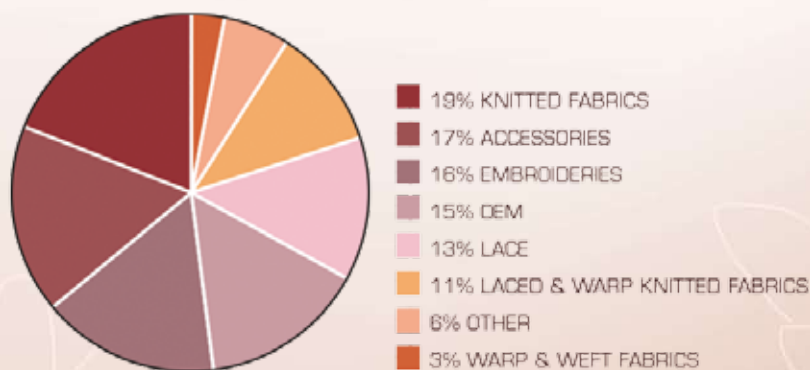
Interfiliere Asia

The offer of Interfiliere Asia is a total overview of the market and represents the full lingerie & beachwear supply industry. **It gathers many types of materials manufacturers, among others:**

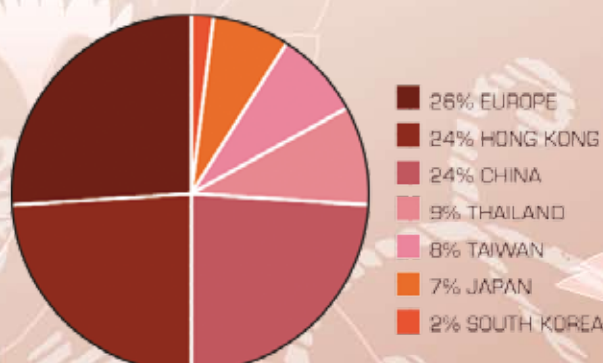
- **LACE MANUFACTURERS:** such as Jabouley Dentelle (France), Iluna (Italy), Tianhai Lace (China) RRC Cambianica (Italy), Takeda Lace Group (Japan & HK);
- **EMBROIDERIES:** with Bischoff Textile (Switzerland), Maxime Patin (France), Broderies Deschamps (France), Liberty Tex (Taiwan), Bischoff Gamma (Thailand);
- **KNITTED FABRICS:** Piave Maitex (Italy), Penn Asia (Thailand), Charming Fabrics (China), New Horizon Elastic Fabric (China), Derun Textile (China), Taubert Textile (Germany), Nylatex (UK), Toray HK, Dogi International Fabrics (Spain);
- **FASHIONABLE & TECHNICAL ACCESSORIES:** Seram (France & Hong Kong), Hung Hon Industrial (Hong Kong), Utax (Japan & HK), Bouvelle (France), Art Martin (France & Asia), Pioneer Elastic Fabric (Hong Kong), Regina Miracle (Hong Kong)
- **HIGH TECHNOLOGIES:** with Bemis (USA & HK), Hams Corporation (Japan)

Hong Kong Mode Lingerie also welcomes **OEM AND ODM MANUFACTURERS**, who offer a comprehensive range of products and manufacturing possibilities: MONIFIT (Hong Kong), WINCO Asia (Hong Kong), SPATZ (Vietnam), KYRA (Thailand), Sotradex (Hong Kong), Steffy Underwear (France).

INTERFILIERE ASIA
 BREAKDOWN BY TYPE OF PRODUCT
 A COMPREHENSIVE OFFER



INTERFILIERE ASIA
 BREAKDOWN BY COUNTRY/REGION OF ORIGIN



The Trend: 'The Art of Luxury'

The trend in top end luxury lingerie continues to target changing lifestyles with their major focus on personal pleasure and leisure. The demand for well-being and easy-living introduces a new generation of products that crossover the dividing lines of traditional classifications. Lingerie offers a major contribution to the development of the personalisation of the wardrobe - we see that leading bodyfashion collections now offer a wide choice of camisoles, tank tops and slip dresses which are all meant-to-be-seen garments and true fashion additions to a wider variety of lifestyle wardrobes.

This trend towards a more multi-faceted approach in lingerie has widened the offer. Although the market for frivolous and erotic merchandise is still growing, with Asian markets as newcomers for risqué luxury styles, there is also a very strong trend towards the kind of seduction women themselves like. And it is not surprising that a lot young women enter the market with designer labels in which seduction is always accompanied by a pinch of humour and lots of fun. This lingerie offers a more romantic, friendlier sensuality in phase with the trends in the home. It is more covered and comfortable. The strong growth of the market for soft padded bras, higher waist boy shorts and cuddly loungewear are all part of this trend. The new corsets that are making a strong impact with developments of multi-strap & strapless garments are easier to wear and less restrictive.

In its totality, lingerie is more and more influenced by ready to wear and the home - not only are colour developments related, there is also a growing number of multifunctional lingerie items that can be worn as an accessory with ready-to-wear or after-work or during holidays and weekends. The influence of this widening of the scope of lingerie is very strong in fabrics where we see an enormous surge of print designs, often used as a linking factor in novelty mix'n'match merchandising concepts.

Colour-wise, the most remarkable development is the year-round importance of black. Although Asian women tend to prefer friendly colours, as in outerwear, in lingerie black has become a must for the Asian fashion leaders.

The themes for the fashion show and the trends forum are:



1• HIGH SOCIETY Luxury, classy lingerie adorned with extravagant haute-couture accessories such as feathers and pearls. Black and white, soft colours, delightful details.

2• SHOP UNTIL YOU DROP Modern, sexy and flirty lingerie inspired by the young who introduce a new style in lingerie, made to be seen and to have fun with. Sweet pastels and punchy brights.

3• HOLLYWOOD CRUISE Leisure elements crossover the classification boundaries between beach, lingerie, home. A strong dose of glamour meets modern comfort. White, sporty grey, bright beach colours.

4• EXTREME GLAMOUR Lingerie as a festive accessory for very intimate moments but also developments with divine garments created as complete cocktail outfits. Black and red remain a must.

Hong Kong Mode Lingerie
3 & 4 April 2007
Hong Kong Convention &
Exhibition Center - Hall 5



High Society

Extreme Glamour

Shop until you drop

Hollywood cruise

The Trend: 'The Art of Luxury'

Hong Kong Mode Lingerie
3 & 4 April 2007
Hong Kong Convention &
Exhibition Center - Hall 5

The following Brand Private Lingerie participated:

Daniel Hechter
Feraud Paris / Roesch
French Cancan
Giulo
Gujin
Jolidon / Prelude
Ritratti
Rosanna Ansaloni / Zinco
Rosy
Sabina / Sabine
Le Trousseau de Margaux
Valery
Yeasy / Lingadore / Yewo

Complete information is attached in the CD provided

Press contacts

- **Winnie LEUNG**
 - **Sibylle FIRMIN**
- The Boutik Co. Ltd.**

Tel. 28248400, 92203825 - Fax. 28248222
wleung@theboutik.com.hk
sfirmin@theboutik.com.hk

- **Kitty LAM**
- Promosalons**

Tel. 2158 3742 - Fax. 2158 3802
hongkong@promosalons.com

www.hongkong-mode-lingerie.com



Member of the
Eurovet