

# innerwear

## Lyssé Leggings Gets Active

By KARYN MONGET

LYSSÉ LEGGINGS is going after the activewear market.

The shapewear leggings specialist will launch a Lyssé Leggings Fit line of four styles in June that can transition from everyday wear to exercise wear.

Beth Gold-Cohen, a former buyer and merchandise manager at Macy's and founder of the Lyssé brand, said the tagless activewear styles will be rendered in a blend of four-way stretch nylon and spandex. Bottoms will feature a signature tummy-control panel.

"I'm introducing active shapewear leggings because many women have asked me if they can wear my basic nylon and spandex leggings to exercise in. There are some women who are already exercising in the basic leggings to do light cardiovascular workouts, but the fabric shows perspiration. So I thought it would be a great idea to do activewear leggings with a shapewear component," said Gold-Cohen.

Styles include a flare leg, which will retail for \$62, a tight-ankle silhouette for \$60 and a capri for \$56. A coordinating tank will sell for \$42.

"All elements work together to eliminate the [midriff] roll and lend a streamlined appearance with unexpected comfort and control," she explained.

The company has blossomed since 2009 when Gold-Cohen, who had gained weight after battling breast cancer, decided to try her hand at design.

"At that time, none of my jeans or stretch leggings fit. Then one day I had a flash of



Lyssé's tight ankle leggings.

inspiration. I took one of my control-top undergarments and sewed it to a pair of leggings.... Not only did the leggings fit perfectly, but they felt comfortable and smooth," she reflected.

"In addition to Lysséleggings.com, my designs are now sold at 2,500 specialty stores and at all of Nordstrom's 100 doors. Nordstrom has taken my brand to another level of exposure," she said.

Business has been brisk. Wholesale sales have grown from \$900,000 in 2010 to \$4 million in 2011. Gold-Cohen projects sales will exceed \$6 million in 2012.

Regarding other product categories, she's developing three styles of shapewear tops that can be worn with her leggings.

"There will be tops with a tricot [tummy] control tank on the inside made of the same control fabric used in my leggings," she said. The Lyssé Leggings Fit collection will be previewed at the Moda Manhattan trade fair, which runs May 7 to 9 at the Jacob K. Javits Convention Center.

The first Las Vegas unit.



## Eres Expands to Toronto, Las Vegas

ERES CONTINUES to grow its global retail presence this spring with two store openings in Las Vegas and Toronto.

The 792-square-foot boutique in Las Vegas, which opened Friday at the Crystals CityCenter, is the first freestanding Eres unit in Nevada for the French luxury lingerie and swimwear brand. The 452-square-foot shop on Cumberland Street in the heart of Toronto's affluent residential and professional community will mark Eres' first stand-alone foray into the Canadian market. The Toronto unit is scheduled to open May 10.

Olivier Mauny, managing director of Chanel-owned Eres, said the retail expansion is part of an ongoing initiative to create a global network of freestanding Eres stores, which will total 25 worldwide with the Toronto unit.

Regarding why Las Vegas was designated a prime venue for Eres, Mauny said, "Las Vegas is a

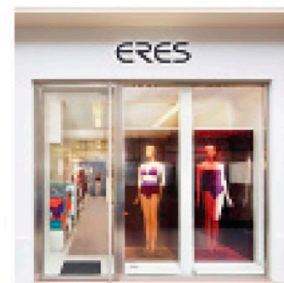
huge destination for international and national visitors who are consumers of Eres. An Eres boutique in Las Vegas is the perfect opportunity to continue servicing those consumers, as well as making our presence known to those who are unfamiliar with the brand and can't buy it where they live," said Mauny. "Women go to Las Vegas seeking luxury. It seems natural that Eres is there to fulfill their needs. It's also a holiday destination, and when you are on holiday in Vegas you are more relaxed and have time to shop."

Assessing Canada, Mauny noted, "The Canadian market is just as vast and necessary as any other market....Vancouver and Montreal are locations we would consider....For the time being, we have no plans to further expand in Canada. Let's be a success in our first Canadian location first. But we are very excited about being in Toronto

and making the women of Canada fans of Eres, if they are not already. It seems Canada is very interested in French brands as well as fashion."

The Toronto shop will showcase Eres' lingerie and swimwear collections for spring, while the Las Vegas store will feature the spring lines as well as the swim collection for resort. Both units were designed by Georges Rabineau, the interior designer who has created the concepts for Eres retail stores over the past decade.

Mauny added that the company is looking at other venues on the West Coast following the success of the Beverly Hills store, which was moved into a new 1,200-square-foot space last fall.



The new Toronto boutique.

"We have considered expansion in California, and looked at San Francisco as a potential location," he said.

Chanel bought Eres in 1996. Eres was known primarily for its swimwear, but in fall 1998, with the guidance and financial muscle of Chanel, an upscale collection of lingerie bearing the Eres name was launched. —K.M.

## Fruit of the Loom Looks to Premium Market

FRUIT OF THE LOOM is bolstering its basics business with premium product at new channels of distribution, including Bloomingdale's and Old Navy.

The 150-year-old brand of classic underwear and casualwear for men, women and children, which is owned by Berkshire Hathaway Inc. and generates estimated annual wholesale revenues in excess of \$2 billion, has traditionally been a key resource of basic, commodity goods for mass merchants such as Wal-Mart.

But last May, the company added some show-business bling to its name by partnering with celebrity stylist Leslie Fremar to create a line of T-shirts and contemporary layering pieces of 100 percent premium cotton called the Leslie Fremar for Fruit of the Loom Collection, a Bloomingdale's exclusive. Since then, assortments in the line have been expanded as well as the number of Bloomingdale's doors, which have grown from 11 test stores to 34 units, said John Shivel, senior vice president of FTL's marketing, advertising and corporate communications.

Shivel said the upscale collection for spring — which retails from \$22 for a variety of tops to \$40 and \$48 for cardigans, \$36 and \$38 for leggings, and \$50 for an A-line tank dress — has been well received by consumers who shop at the YES contemporary sportswear department at Bloomingdale's.

"We started out with a capsule collection of three key [T-shirt]



An A-line tank dress by Leslie Fremar for Fruit of the Loom.

styles at 11 Bloomingdale's doors in May. By September, distribution was rolled out to all stores, excluding outlets," said Shivel.

Charla Bobbitt, communications manager for FTL, said reaction to the collection has been strong because of its quality, contemporary styling and attention to detail.

"There is a delicate French seam down the back of the T-shirts and the arm holes are cut higher for coverage in some of the styles that women like to wear as workout tops....The tops are meant to be layered and the necklines are graded down from the racer-back, the tank and the

scoop neck styles....There's also a pop of color with color blocking for spring," said Bobbitt.

Shivel said an in-store event hosted by Fremar is being planned at the Bloomingdale's flagship in early June. He added that FTL also plans to do "celebrity seeding" — gifting of key items or the entire collection to celebrities. Fremar has styled a number of stars including Julianne Moore, Reese Witherspoon, Charlize Theron, Jennifer Connelly and Maggie Gyllenhaal.

"We are also working with a publicist to create some buzz for the collection and we'll be doing a viral campaign," added Shivel.

Meanwhile, Kelly Thompson, vice president of advertising and brand management at FTL, said the launch of the men's "Softest Collection" at Old Navy earlier this year has been successful.

"The Old Navy customer is a little younger and goes to Old Navy for value and style. We'll be doing women's next," said Thompson. A launch date has not been finalized for the women's line.

All of the tag-free items in the packaged Softest Collection of boxers, boxer briefs and T-shirts in premium cotton are designed exclusively for Old Navy. Detailing includes a plush waistband, four-piece construction for boxers and a generous length for the T-shirts.

Suggested retail is \$13.50 for a pack of three crew-neck T-shirts or three boxers, and \$13.50 for a four-pack of briefs or boxer briefs. —K.M.

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