



# CHANTELLE LINGERIE

## CL, DESIGNER OF THE YEAR 2019

*press release, november 2018*

This year, the Salon International de la Lingerie recognizes the CL group (Chantelle Lingerie) with the title of Lingerie Designer of the Year 2019 for the modern spirit of its new brand positioning. Indeed, this French lingerie specialist has taken a bold step in rethinking its entire brand portfolio, under the auspices of an overarching brand that is both powerful and innovative, emerging through the “designed by CL” signature.

### A NEW CREATIVE ERA

This recent shift in image led by Renaud Cambuzat, Design and Brand Image Director, is a concrete choice for the group: “In a world that’s more visually oriented than ever, where brands particularly highlight emotion and experience, we wanted to strengthen our position as product experts and offer a new approach to our image. This is a real opportunity to align ourselves with how a new generation of women buys lingerie, and to take this industry into a new creative era. Along with the emergence of this CL group signature, we have completely revamped the creative direction of our brands so that they’ll remain powerful and relevant, and distinct yet compatible, in an environment that is evolving rapidly.”

And so, under this group banner, we find the following different brands and their new identities:

- **Chantelle**, with its great history of innovation, looks to the future by focusing on the design-oriented dimension of its identity, particularly through its leading line SoftStretch,
- **Passionata** is in the spotlight as a brand fully focused on pleasure and freedom,
- **Chantal Thomass**, for its part, keeps making its mark as a playful, irreverent designer brand,
- **Femilet** takes the stage as the Scandinavian brand par excellence.

### A PROFILE OF RENAUD CAMBUZAT

After business school (ESSEC) and a period as marketing director for film studio Wild Side, in 2013, Renaud decided to dedicate himself to photography and artistic direction. In 2017, Renaud joined the Chantelle group to supervise the formation of a new CL retail concept and the repositioning of the group’s 6 current brands (Chantelle, Passionata, Chantal Thomass, Femilet, Darjeeling, Livera, Orcanta).



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