As the global authority in lingerie, swimwear, and activewear, Eurovet is committed, with its expert eye, to bringing together all the key players in a business sector that's constantly changing. This year, the Salon International de la Lingerie and Interfilière Paris will reflect the signs of increasingly significant transformation.

So that women may tell their stories, and cultures and techniques may meet as part of a product assortment in perpetual evolution, even at the core of its creative design. Lingerie, within its comprehensive, sustainable array of products, is reevaluating its classics to reflect the world of today and provide a fresh perspective on femininity; this is a certain contemporary art, borne by a new wave of corresponding designers.

**FALL IN LOVE WITH YOURSELF AT THE SALON INTERNATIONAL DE LA LINGERIE A/W 2019-2020**

Be your silky self...
Following on the “body celebration” trend, brands have responded to women’s clear desire to feel good with their bodies and their body image, offering multifunctional, elegant, timeless lingerie that provides an intriguing form of sensuality. This desire to live in a garment that reflects one’s own identity has prompted the return of refined basics and of the charm of yesteryear: lace, silk, and cotton allow the body to live and breathe, encouraged by floaty, fluid, lightweight, and comfortable shapes.

We seek out venerable craftsmanship that means true quality. Embroideries add a high-end, vintage touch here and there. Pastel colors complete this return to softness against the skin, enhanced with a touch of sophisticated red.

**LEARN MORE AT THE MARTINE LEHERPEUR PRESENTATION, AND DISCOVER THIS OVERVIEW OF THE INTIMATE WORLD:**
*The new rules of the game, its new icons, new staging, and new products.*

Saturday, January 19th – 15:00-16:00 and 16:00-16:30

**STOP BY THE TREND AND SELECTION SPACE (THE FORUM THAT FEATURES THE SEASON’S MOST INFLUENTIAL BRANDS), WITH FOUR MACRO-TRENDS:**

- **Love-in-Voice**: lingerie returns to fluidity in an ever-bolder, body-confident spirit.
- **The Emancipated Voice**: lingerie carries a message and reveals a newly outspoken feminine style.
- **The constructivist Voice**: lingerie is architected with colorful design flair, creating photogenic collections.
- **The Naturalness Voice**: lingerie reconciles body and spirit in a desire for harmony with the environment.
THE NEWLY MASTERFUL NECKLINE

Though ultra-plunging necklines have been fashionable for several seasons now, this trend is being confirmed with lingerie featuring more lavish styles that are like accessories for a ready-to-wear look. And so, laces and embroideries with new, highly-elaborate detailing are on display, giving lingerie an upmarket look with a truly masterful neckline.

STRAPPING

This winter, lingerie collections are betting on liberated seductiveness, becoming fashion accessories with “Strapping”: borrowed from the world of bondage, this chic trend is truly sensual. From the sporty striped item to an ultra-sexy piece, brands are competing to bring something unique to each part of an ensemble, for a bold, statement look.

BLUEBELLA / BORDELLE / MARLIES DEKKERS / FLASHY YOU AND ME / MAISON CLOSE (France)

WORKSHOPS

Discover workshops at the shows that explain trends and meet the needs of a challenging industry

> The color and skin-tone workshop: discover which colors look best on you
> The bra-fitting workshop: Fittings and customized advice for retailers
> Accessorizing a beauty product

THE SALON INTERNATIONAL DE LA LINGERIE

400 brands
44 countries represented
15 presentations and talks
3 fashion shows per day
INTERFILIERE - PARIS SUMMER 2020

Natural craftsmanship: natural fibers in the spotlight

Fibers from nature and of natural origin have suffered since the 1970s, for several reasons: competition from synthetic fibers, the economic crisis, the rise of eco-consciousness, the sustainable movement, and even the vagaries of fashion. Today, with renewed interest from consumers, natural fibers are back in the spotlight for the lingerie market, and, in particular, for homewear/loungewear.

THE EXCEPTION

“Natural Expression”

It is once again under the guidance of Sylvie Maysonnave that the Exception space will present an exhibition dedicated to natural fibers. Reminding us of softness and comfort, natural fibers awaken our senses and spark our imagination. They are, now more than ever, the stars of the show in every facet of lifestyle, and they conjure up images of luxury and sensual pleasure associated with an authentically simple and naturally virtuous world.

Stroll through here as through a gallery: this space is meant to be savored by all your senses. Explore the new ways to be natural, as well as reinvented traditions...such is the ambition of this exhibition. Here, you'll go off the beaten creative path, with raw or artificial bio-sourced fibers, softened rustics, new, complex blends, reinvented wovens and craftsmanship, and naturally dyed or even recycled fibers.

THE GENERAL TREND FORUM – THE PLACE WHERE TREND LEADERS MEET

“La Nouvelle Vague” (The New Wave)

Fashion’s streetwear orientation has taken on even greater importance this year at the General Forum, entitled NOUVELLE VAGUE, as a response to this innovative wave that’s shaking up the entire industry. This is a chance to share ideas among professionals and with the designers that best represent this new movement, meeting the needs of a market in transition. To highlight the market’s revitalization, several designers will be invited to present their visions, under their own names, through the choice of a fabric that speaks to them.

Natural fibers, somewhere between essentials and stand-out items

As part of a decidedly modern move, the lingerie industry is going back to basics in terms of materials: linens, silks, and cottons are back in the spotlight, bringing comfort, elegance, and durability. Concerned with drawing out this particular thread, many brands are ingeniously innovating with unprecedented offerings, such as nettle fibers, milk fibers, or even orange-peel fibers.

More on-trend than ever, natural, botanical, or animal fibers are soft, lightweight, technical, and practical.
Eurovet is the world leader in event management for lingerie and swimwear, with international events based in Paris, New York, Las Vegas, Shanghai, and Hong Kong, and is the national leader in events for the outdoor sport industry, through its Sport’air subsidiary based in Annecy.

Eurovet benefits from the combined expertise of its two shareholders, leading enterprise Comexposium, the third-largest worldwide organizer of trade shows and general public fairs, and the Fédération française de la Maille, de la Lingerie & du Bâlnéaire (French Knitwear, Lingerie & Swimwear Federation).

**EUROVET: COMPREHENSIVE EXPERTISE**

The Salon de la Lingerie et Interfilière Paris shows offer ever-more advice to support exhibitors and visitors, with:
- A personal shopping service,
- A professional speed-dating session
- The organization of a retail tour through Paris
- Practical and conceptually-oriented workshops

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**TO START DRAWING OUT THE THREAD JUST A BIT...**

14 ideas to get you thinking

- Elegant comfort as the key concept
  > The bra market is thriving

- Lingerie for all women
  > The new approach to sizing

- Lingerie Layering, or, the art of layering your garments as THE trend for winter 2019.

- Highlighting traditional craftsmanship and an exceptional product heritage

- Subtle details

- Innovation as a baseline rather than a challenge
  For example: vegan silk, recyclable fabrics, raffia, basketwork

- Imperfection: a new marketing approach
  For example: the irregular nature of natural dyes (sumac, walnut)

- The new rules of color create a new style

- Buckle up! It’s the new strapping trend

- Amazing effects
  For example: luxurious prints, a palette of colors inspired by nature, mixed with metallic shades, camouflage, and animal prints.

- Lingerie: the new beauty product

- The newly masterful neckline

- The one-size-only trend

- Natural, botanical, and animal fibers.