

Beat: Lifestyle

## **LA LINGERIE FRANCAISE - 15 Prestigious French Brands with PASSION for LINGERIE**

**LINGERIE, MON AMOUR on January 22, PARIS**

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**USPA NEWS** - The mission of LINGERIE FRANCAISE is to enable the member brands to express themselves in a single voice around the world, while promoting their rich cultural legacy and historical savoir-faire. LINGERIE FRANCAISE member brands are united by a set of shared values and objectives, as well as an...

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It was organized by Promincor-Lingerie Française, the Association for the Promotion of the Corsetry Industries and supported by 'DEFI "' La Mode de France', the Committee for the Development and Promotion of the Clothing Industry and highlighting the most beautiful pieces of 15 Major Lingerie Brands : Antigél, Antinéa, Aubade, Barbara, Chantelle, Empreinte, Eprise, Epure, Implicite, Lise Charmel, Lou, Louisa Bracq, Maison Lejaby, Passionata & Simone Pérèle. Also, 5 French designers : Elise Anderegg, Madame Aime, Maud & Marjorie, Paloma Casile & Ysé.

### **FRENCH LINGERIE**

- \* Turnover of French lingerie industry : € 800 million (Federation of Knitwear and Lingerie, Monthly Conjuncture index, 2015)
- \* Exports of French lingerie : € 495 million (consistently rising). French lingerie exports represent more than 60% of turnover. (Institut Français de la Mode, French exports of bras, panties and women's sleepwear, 2015)
- \* In value terms, France retains its position as Europe's largest exporter of bras (€ 323 million worldwide. (United Nations, 2015)
- \* French Lingerie has expanded in the European Union with predominant markets such as Spain, Germany, and the United Kingdom but is also well received in international markets like the USA, Canada, Norway, the United Arab Emirates, Russia & Japan

Based on the theme of Parisian Romanticism, 'LINGERIE, MON AMOUR' is a Tribute to the know-how and creativity of French Lingerie around the world (marked by feminine conquests, industrial visions, innovations, fine materials, meticulous craftsmanship, talents, new creations and collections, audacity, social metamorphoses and know-how)....

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