

PRESS RELEASE DECEMBER 2016



LINGERIE, MON AMOUR

A unique show and declaration of love to French Lingerie

French Lingerie performs on the catwalk **on January 22, 2017 at 8pm in Paris.**

For the first time ever, the most beautiful French Lingerie brands will gather in the heart of Paris to present their new collection to a selection of international influencers and buyers at a unique and unprecedented fashion show.



Fashionistas from around the world will be able to follow the show and after-show "**Lingerie, Mon Amour**" live with backstage access on www.lingeriefrancaise.com, on January 22, 2017.

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, this poetic and enchanting show will highlight the most beautiful pieces of 14 major lingerie brands (**Antigel, Antinéa, Aubade, Chantelle, Empreinte, Eprise, Epure, Implicite, Lise Charmel, Lou, Louisa Bracq, Maison Lejaby, Passionata and Simone Pérèle**) and of 5 French designers (**Elise Anderegg, Madame Aime, Maud & Marjorie, Paloma Casile and Ysé**).

* Federation of Knitwear and Lingerie, Monthly Conjunction Index, 2015.

** Institut Français de la Mode, French exports of bras, panties and women's sleepwear, 2015.

*** United Nations, 2015.

French Lingerie, acclaimed worldwide...

Turnover of French lingerie industry :
€ 800 million*.

Exports of French lingerie: **€ 495 million**** (consistently rising). French lingerie exports represent more than 60% of turnover!

In value terms, **France** retains its position as **Europe's largest exporter of bras (€ 323 million***)** worldwide.

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 United States, Canada, Norway, the United Arab Emirates, Russia and Japan**.

PRESS RELEASE DECEMBER 2016

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.

Since time immemorial, French Lingerie has highlighted and exalted the role and the perception of women. It is marked by feminine conquests, industrial visions, innovations, fine materials, meticulous craftsmanship, talents, new creations and collections, audacity, social metamorphoses and know-how.



About Promincor-Lingerie Française

This Association was established under the law 1901 and created in 1960 with the aim of allowing French Lingerie brands to express themselves with a singular voice in France and on the international scene. It highlights the excellence of the profession of corsetier, its original designs and precision engineering, which have given France its reputation as a leader since the first bra was patented in Paris in 1889. Although long past the industrial stage, it still retains the spirit of craftsmanship and taste for excellence in tailor-made work. Promincor - Lingerie Française's ambition is to promote the profession by exposing its many facets to all professionals in the sector, as well as to the general public.

*This event is made possible with the help of **DEFI - LA MODE DE FRANCE**, the Committee for the Development and Promotion of the Clothing Industry. The latter aims to promote the French clothing industry and publicize the products, know-how and enterprises of this industry at national and international level.*

**Find everything you need to know about
the “Lingerie, Mon Amour” fashion show :**



<http://www.lingeriefrancaise.com>
<http://www.lingeriefrancaise.com/en/blog>
<https://www.instagram.com/lingeriefrancaise>
<https://www.facebook.com/frenchisme>
https://twitter.com/Lingerie_FR
[https://www.youtube.com/channel/
UCMswz9qq0Bkcm0092S858TA](https://www.youtube.com/channel/UCMswz9qq0Bkcm0092S858TA)

PRESS CONTACT : AKAGENCY
Aleksandra KAWECKI et Jennifer SIENG
aleksandra@akagencyparis.com
+ 33 (0) 144882125
+ 33 (0) 682303557



DEFI
LA MODE DE FRANCE