



## FRENCH LINGERIE

**RETURNS TO CENTER STAGE  
FOR ITS 2<sup>ND</sup> PARISIAN SHOW**

FRENCH LINGERIE  
**ROCKS** THE WORLD!

FRENCH LINGERIE FASHION SHOW  
IN THE HEART OF PARIS ON  
**JANUARY 20, 2019**

Following the success of its "Lingerie, Mon Amour" Show in January 2017, **Promincor - Lingerie Française** (Association for the Promotion of Corsetry Industries) and the DEFI (Committee for Development and Promotion of French Clothing Industry) once again bring together **leading French Lingerie brands for an exceptional Parisian Show on January 20, 2019 at 8:45 p.m. (local time)**, which will be live-streamed on [www.lingeriefrancaise.com](http://www.lingeriefrancaise.com).

### ► A true musical Show

Fourteen prestigious French Lingerie brands (**Antigel, Antinéa, Aubade, Chantelle, Empreinte, Eprise, Epure, Implicite, Passionata, Lise Charmel, Lou, Louisa Bracq, Maison Lejaby, Simone Pérèle**) and **four French guest-designers** will present their latest collections to an audience of 600 people including media, influencers and international buyers. **This year, the Show will have a rock twist with a live concert, exceptional production values, and dance pieces** as a contemporary ode to excellence.

With the theme "Parisian Rock", French Lingerie, renowned across the globe, will display the heritage, know-how, passion and innovation of its iconic brands. As for a century, French Lingerie continues to be synonymous with fine craftsmanship, talent, creativity, audacity, elegance and refinement.

### ► An ode to all women!



At a time when the body has become more subject than object when we no longer expect perfection or submission to unrealistic ideals; when we welcome a spectrum of body types -curviness, androgyny and the unconventional- **French Lingerie, fitting women from A to H cup, exalts its diversity and international success.**

## ► French Lingerie, world-wide acclaim...

In 2017, **purchases of women's lingerie in France** reached **1.97 billion euros** (source: Kantar Worldpanel): sales rose **+3.8% in volume**, with a rebound in purchase frequency of **+3.1%** and **+4.4%** in the number of items per customer.

On the export side, French corsetry sales reached **371.5 million euros**, and **brands with the label "Lingerie Française" account for nearly 64% of their turnover in the export market!** In the European Union French Lingerie's predominant markets are Spain, Germany, Belgium, Italy and the United Kingdom, but the business is also enjoying a boom in the United States, Canada, United Arab Emirates, Russia and Japan.

**France** ranks first among major corsetry exporters to the United States, with exports of **26 million euros in 2017**, an increase of **+2.7%** over the previous year.



"Lingerie, Mon Amour" Show, 2017 edition

# NOT TO BE MISSED!

#lingeriefrancaise

The Show will be live-streamed on  
**January 20, 2019 at 8:45 p.m. (local time)**  
on [www.lingeriefrancaise.com](http://www.lingeriefrancaise.com)

### About Promincor - Lingerie Française

*This non-profit organization, created in 1960, unites French Lingerie brands to speak with one voice in France and worldwide. It highlights the excellence of the corsetry business: the original designs and precise engineering that have given France its reputation as a leader since the very first bra was patented in Paris in 1889. Although this trade has become an industry, it has nevertheless preserved its spirit of craftsmanship and a taste for the excellence of custom-made work. The ambition of Promincor - Lingerie Française is to promote this trade by exhibiting its many facets to all professionals in the sector, as well as to the general public.*

*This event is being produced with the help of the DEFI, Committee for Development and Promotion of French Clothing Industry. The latter promotes the French apparel industry and showcases its products, know-how and enterprises both nationally and internationally.*

Find all Show information for  
"Lingerie, Mon Amour"



For all press inquiries, interviews, reports, and visual content:



**DEFI**  
LA MODE DE FRANCE

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