

PRES KIT

ONE STEP AHEAD

INTERFILIÈRE

LINGERIE X SWIM X SPORT

**20.21
MARCH 2019
HONG KONG**

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UP-AND-COMING DESIGNERS

TRADITIONALLY ANCHORED IN CHINA, GARMENT AND INTIMATE APPAREL MANUFACTURING IS GRADUALLY SWITCHING OR EXPANDING TO OTHER ASIAN COUNTRIES, ONE OF ITS FACTORS IS THE RISING LABOUR COSTS IN CHINA. INDONESIA IS NOW RANKED AMONG THE TOP TEN LARGEST TEXTILE PRODUCING COUNTRIES. A NUMBER OF MANUFACTURERS, BRANDS OR RETAILERS AS WELL AS PARTNERS OF EUROVET HAVE OPENED FACILITIES OR DEVELOPED PARTNERSHIPS IN INDONESIA. THE BODYFASHION SEGMENT HAS BECOME ONE OF THE FOCUS CATEGORIES WITHIN THE COUNTRIES APPAREL PRODUCTION.



INTERFILIÈRE X INDONESIAN LINGERIE MANUFACTURERS

Indonesia's textile and apparel industries are vertically integrated and facilitate this switch. Indeed, with a ready supply of petrochemical derivatives, Indonesia's synthetic fibre

producers are well positioned to serve the global textile industry's need for materials such as polyester and rayon.

In 2015, Indonesia was ranked as one of the world's ten largest producers of synthetic fibres.

Indonesian textiles companies have worked towards achieving certifications such as ISO 9001 as well as gained recognition for sustainable and environmentally friendly production.

The Ministry of Industry estimated that the textile exports would reach around USD \$13.5 billion in 2018, and create 2.95 million new jobs in the industry. It is estimated that exports would reach USD \$15 billion in 2019, and create 3.11 million jobs. This would increase the textile share of Indonesia's total exports to 1.6%.

EXPORTS AND JOB CREATION IN THE TEXTILE AND APPAREL SECTOR:

Source: Ministry of Industry * Projected

YEAR	EXPORTS (in billion dollars)	JOBS (in millions)
2017	12.58	2.73
2018*	13.5	2.95
2019*	15.0	3.11

The Indonesian government, targets to increase the nation's value of exported textiles and garments to USD \$75 billion by the year 2030, implying that this industry would contribute around 5% to global exports and generate millions of new jobs.

With all these opportunities in the Indonesian textile industry, the country is still facing challenges, such as dealing with high energy prices and raw materials, two aspects that the develoPPP.de project aims at optimizing with the participating factories.

Indeed, the industry still faces obstacles in reaching its full competitive potential, as nearly all cotton must be imported. Meanwhile, 80% of synthetic fibres and 85% of rayon used are domestically produced, and these numbers are expected to rise.

With the develoPPP.de project, Eurovet aims to give Indonesian manufacturers and suppliers more visibility internationally, by assisting them in participating in international and professional trade fairs to showcase their know-how and grow their international customer base as well as improving their competitiveness amongst other bodywear production countries. For trade fairs it is important to be up to date. Indonesia is a very interesting and future-proof market with which Eurovet is hoping to strengthen its relation through this project.

THE CONTEXT

A Public Private Partnership project initiated by Eurovet, and developed and funded hand in hand with the German Federal Ministry for Economic Cooperation and Development.

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THE OBJECTIVES

Promote sustainability and resource efficiency through:

- more circular business processes
 - reduction of waste
- training professionals, students and anchor know-how.

develoPPP.de



The develoPPP.de program was set up by the German Federal Ministry for Economic Cooperation and Development (BMZ) to foster the involvement of the private sector at the point where business opportunities and development policy initiatives intersect. Through develoPPP.de, BMZ provides companies investing in developing and emerging countries with financial and professional support by public partners like sequa gGmbH. www.develoPPP.de

Role: support with funding and direction of the project



Sequa is a development organisation operating worldwide. sequa programmes and projects are both publicly and privately funded and are oriented at the principles of a social market economy. sequa is a non-profit company whose shareholders are Germany's top business membership organisations (BDA, BDI, DIHK, ZDH) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.



EUROVET

Eurovet is the world leading trade show organizer for lingerie, swimwear and activewear, with international events in Paris, New York, Las Vegas, Shanghai and Hong Kong.

Role: Initiate and carry the project forward. Initiate different activities to promote sustainable and circular Intimate Apparel manufacturers from Indonesia and to contribute to the development of the Indonesian Intimate Apparel industry through awareness creation, capacity building, knowledge transfer, practical implementations and the Interfilière Hong Kong trade fair.



INTERFILIÈRE

HONG KONG



Advisor and facilitator
Expert in circularity and sustainability



Maranatha University in Bandung

Role: Host trainings and workshop to sensitize students to sustainability and waste reduction from design stage. Partner in the circular fashion design collection to be developed.



4 major Indonesian Intimate Apparel Manufacturers participate to the project to improve resource efficiency. Work on a circular fashion collection



API is a textile organization covering the whole textile industry sector ranging from upstream and downstream industry (the making of fiber and filament, texturising, spinning, weaving, knitting/embroidery, dyeing/printing/finishing, batik, garment, and other textile articles as well as trade of national textile products). API focuses on serving the needs and interests of members and other textile stakeholders.

Role: Support with business platforms, promotes the project and its goals to their members

PROJECT ACTIVITIES AND TIMELINE

November 2018 PROJECT KICK-OFF

Meeting and visit of PT KEWALRAM INDONESIA, PT SINAR PARA TARUNA, PT BUSANAREMAJA AGRACIPTA AND PT WINNERSUMBIRI KNITTING FACTORY by Eurovet and suPPPort teams in Indonesia.

20.21 March 2019 INTERFILIERE HONG KONG

Participation of all 4 partner manufacturers to Interfilier Hong Kong. Animation of a conference focus on circularity in our bodyfashion Industry by suPPPort expert Marina Chahboune.

April 2019 – October 2020 TEXTILE WASTE MANAGEMENT

Several workshops about waste management solutions will be held, covering opportunities in logistics, solutions to reclaim and reuse different kinds of solid waste, as well as the development of new product line based on the principles of circular fashion and the protection of natural resources. Those workshops aim to draw recommendations in order to successfully implement a circular strategy «from waste to resource».

March - April 2019 ASSESSMENT AND RECOMMENDATIONS

suPPPort will conduct, for each partner manufacturer, onsite assessments in regards of chemical management and inventory, worker health and safety and textile waste management. suPPPort will make recommendations on possible improvements as well as on an action plan with implementation steps within the project time-frame. Seminars and workshops on sustainability, circular economy business strategies will be organized at each partner location.

28 March 2019 CIRCULARITY AND TREND SEMINAR IN JAKARTA

Trend expert Vanessa Causse and suPPPort expert Marina Chahboune will introduce to the Indonesian Textile Association (API) members in Jakarta:

- Sustainability, Corporate Responsibility and Circular Economy for the textile industry
- Latest design trends within the bodyfashion industry in the context of growing consumer demand for innovation and sustainability.

1



PT. SINAR PARA TARUNA

PT SINAR PARA TARUNA as well known as SIPATATEX was founded in 1989 and is specialized in superior quality warp knitted lace (Textronic, Jacquardtronic and Raschel laces in trims, bands, eyelashes and allover) and tricot fabrics including single tricot, double tricot, block tricot, half tricot, two-way tricot as well as different types of tulle, Powernet, satinette, spacer fabrics and meshes. They develop hundreds of new designs to meet market trend every year with their in-house designers. A vertically integrated business offering yarn processing, warping, knitting, dyeing and finishing, full laboratory for fabric testing and a semi-automated packaging facility to the intimates, loungewear, outerwear and sportswear. The company is Oeko-tex and Mattel certified.

2



PT BUSANAREMAJA AGRAPCITA

PT BUSANAREMAJA AGRACIPTA commonly known as PT BUSANA set up its 1st factory in 1993. The company is a large garment manufacturer which also provide molding, bonding, foam cup, spray or hot melt lamination solutions as well as in-house designed products. With 152 production lines they supply more than 30 brands and retailers of lingerie, swim, shape, yoga, activewear as well men's intimates. PT BUSANA export its production to more than 39 countries. The company is Oeko-Tex, BSCI, WRAP, GOTS, RCS certified and their inhouse texting lab. Is ISO17025 certified.

**March 2019 – October 2020
CHEMICAL MANAGEMENT
& WORKERS HEALTH AND
SAFETY**

Trainings focusing on chemical management, workers health and safety within the wet-processing units will be conducted, handover over advised corrective actions and recommendations to improve shortcomings.

**March 2020
INTERFILIERE HONG KONG**

Several activities will be put in place:

- Special Indonesian Pavilion including the 4 partner factories
- Press conference to introduce the achievements of the project to the public
- Presentation of the circular fashion collection at the show followed by a cocktail to meet and exchange with the project partners and participants.

**23 April 2019
ROAD TO FASHION
REVOLUTION**

The event taking place at the Maranatha University in Bandung will curate lectures and workshops covering sustainable design strategies for students from several Indonesian universities.

**March 2019 – October 2020
DEVELOPMENT OF A
CIRCULAR FASHION
COLLECTION**

A prototype collection will be developed collaboratively, together with all participating manufacturers and The Maranatha University in Bandung, to showcase the possibilities of circular fashion in the Intimate Apparel industry. Eurovet trend expert Vanessa Causse and suPPPport sustainability specialist Marina Chahboune will assist the four selected suppliers in the creation of a pilot product line, covering all supply chain steps from design, spinning, through fabric development, embellishment to production.

A seminar and workshop program will help to define the criteria of the product development. Participants will gain knowledge in design, pattern making, yarn and fabrics development as well as manufacturing processes based on the principles of sustainability and circular economy.

**October 2020
CLOSING EVENT IN
INDONESIA**

Members of associations, chambers, press, interested stakeholder and politicians will be invited to this closing event, and discover the circular fashion collection. The event will help to demonstrate how collaborations and sustainable development can be implemented and how it benefits a large group of stakeholders.

3



PT KEWALRAM INDONESIA

Set up in 1976, KEWALRAM is a large Embroidery Manufacturer. The company, which is fully integrated in terms of yarn dyeing and finishing, is also involved in the design. It owns 57 Swiss embroidery looms, including a number of Epoca 06 machines and presents a new collection 3 times a year using motifs and designs created in Europe. The majority of its embroideries are for the lingerie and ready-to-wear markets.

KEWALRAM exports 85% of its output to over 35 countries.

The company is Oeko-Tex Standard 100 and ISO 9001:2008 certified. Its production site has a wastewater treatment unit. It uses non-contaminated cottons certified by the BCI (Better Cotton Initiative).

4



PT WINNERSUMBIRI KNITTING FACTORY

WSK was founded in 2001, is part of the Sumbiri Group established since 1973. The Sumbiri Group is involved in joint venture with Stretchline, Matsuoka Winner Industry and MAS Sumbiri.

WSK specializes in circular and warp knits (satin nets, shiny satin knits, satinettes, simplex knits, Powernets...) produced with the latest generation of Karl Mayer machines: 55 flat knitting machines and 16 circular knitting machines. WSK also provide a wide choice of finishing details (silky touch, glitter...) or dyeing possibilities for the lingerie, swim, shape, yoga, activewear market as well men's intimates.

WSK is a certified Green Company. The offer includes knits made with recycled fibers, and the company treats 70 percent of wastewater which then returns to the manufacturing cycle. Care is also taken to limit polluting substances in the air and water.



**“WITHOUT
URGENT ACTION,
GLOBAL WASTE
WILL INCREASE
BY 70 PERCENT
ON CURRENT
LEVELS BY 2050”**
World Bank Report

According to the collective opinion, it is a material whose main quality is to have a positive impact on the environment. Unfortunately, as soon as a raw material is extracted then transformed so that it can be exploited, it necessarily has an impact on our planet's resources. It is therefore difficult to speak about a positive impact. For beyond depleting the raw material itself, there is also the depletion of water, crude

oil and energy reserves to consider. Industrial activity will thus always have an impact on the environment. The challenge is therefore to limit and reduce the impact of industrial activity by choosing the right materials for the right purpose. The same applies to the choice of transformation processes.

REDUCE, RE-USE, RECYCLE

PURPOSE AND ENVIRONMENTAL IMPACT

Purpose: this is a key idea to be considered when studying the environmental impact of a product.

To reduce a product's environmental impact, it is very tempting to reduce the quantity of materials used. However, when trying to reduce materials, it is essential to consider the product's purpose, so that the "new" product performs as well as the original one. If the product is single-use, reducing the quantity of materials can be an acceptable solution. But for a "sustainable" product, the reduction of materials must be assessed in view of the quality and life-span required for the product. Indeed, if the product is not durable enough, the consumer will have to replace it by another one. We will therefore have to compare the environmental impacts of producing two products as opposed to that of producing one product with a longer lifespan, and the results will certainly come out in favor of the latter.

When committing to an eco-design approach, it is essential to integrate the usual criteria that come into play when designing a product, namely the expected functionality and usage, customer expectations, cost, etc.

When it comes to intimate apparel, it is recommended that "resistant" materials should be used for "basic" products which will be worn and washed regularly. Inversely, more "delicate" products can be used for items that are only worn occasionally. Likewise, the fabric chosen for an "active" sports legging (running, cycling, etc.) will need to be resistant to wear, and seam assembly will need to be "solid" to avoid "tears".

Environmental impact of different materials and textile processes suitable for the Bodyfashion segments.

The environmental impact of a product can be

lessened by the reduction of the quantity of materials used but also by the choice of materials and processes used. The extraction and transformation of each raw textile material but also the different stages of manufacture have greater or lesser environmental impact, such as the depletion of natural resources, the consumption of water and energy, aquatic and human toxicity, the quantity of waste generated, etc. It is therefore useful to identify and quantify the environmental impact of different textile raw materials and production processes, even if it is not easy to set up a comparative list of advantages and disadvantages for each textile fiber and process in terms of the desired properties.

OFTEN WONDERED WHERE TO START?

The textile-clothing industry is reckoned to be the 3rd most polluting industry after the oil and paper. As soon as a raw material is extracted then transformed to be exploited, it has an impact on our planet's resources.

Fortunately, many industrials are already deploying their ingenuity to protect the planet and human beings, by creating raw materials and production processes which meet the environmental and societal challenges associated to our industry sector. Depending on the type of fiber(s) used in the fabric, each manufacturing stage uses energy and natural resources and can generate pollution and the release of toxic chemicals.

There is no "perfect" fiber, but through the choices one makes one has the power to select fibers that significantly reduce negative impact on the environment.



UNCOVER THE EXHIBITORS' SUSTAINABLE SOLUTIONS

ACCESSORIES

UWORK - CHINA // Dongguan Uwork Industry, founded in 2008, designs and manufactures cups, inserts, pads, nipple covers, all types of padding, adhesive bras, and moulded foam bras for the corsetry and swimwear markets. Uwork uses responsible manufacturing methods and eco-friendly materials. The company is Oeko-Tex 100, SGS, and BSCI certified and a Higg Index member.

EMBROIDERY

KEWALRAM - INDONESIA // Set up in 1976, KEWALRAM is a large Embroidery Manufacturer. The company, which is fully integrated in terms of yarn dyeing and finishing, is also involved in the design. It owns 57 Swiss embroidery looms, including a number of Epoca 06 machines and presents a new collection 3 times a year using motifs and designs created in Europe. The company is Oeko-Tex Standard 100 and ISO 9001:2008 certified. Its production site has a wastewater treatment unit. It uses non-contaminated cottons certified by the BCI (Better Cotton Initiative).

FABRICS

ASAHI KASEI - JAPAN // Asahi Kasei Advance Corporation is very active in the corsetry, lingerie and activewear markets. The company offers a wide choice of greige goods, such as Raschel single and double knits, circular knits, interlock knits, and more. Among the latest innovations are the exceptional Finex

THE FASHION INDUSTRY HAS BEEN SHROUDING IN «GREEN» - AS SUSTAINABILITY IN FASHION INDUSTRY HAS EVOLVED FROM A HOT TOPIC TO A KEY CONSIDERATION NOW. IT IS A MUCH-NEEDED SHIFT IN VALUES FOR BOTH SUPPLIERS AND BRANDS. SUSTAINABILITY AND TRANSPARENCY IN MANUFACTURING AND PROCESSING OF TEXTILES AND CLOTHING HAS DEVELOPED INTO A TRANSFORMATIVE FEATURE IN BUSINESS THAT HAS LAUNCHED COMPANIES TO SUCCESS AND GAINED THE APPRAISAL OF CONSUMERS. IT CALLS ON THE VALUES OF THE ECO-CONSCIOUS, THOSE CONCERNED WITH SOCIAL JUSTICE, AND A RISING GENERATION OF INDIVIDUALISTS.

knits made with an original double-knit construction and two-way stretch knits.

SINOTEX - CHINA // Established in 1998 with headquarter in Shanghai, Shanghai Sinotex United Co. is a comprehensive company which has vertical and complete mills chain from spinning yarn, knitting, dyeing and printing. It produces jersey, interlock, rib, fleece, terry, velour, towel, polar, fleece, coral fleece, etc. with cotton, Modal, rayon, polyester, nylon material and blended, especially for underwear, indoors casualwear and sportswear. The company is Oeko-Tex 100, BCI, Global Recycle Standard, Organic Cotton, Supima certified.

WANJIALI - CHINA // Fujian Wanjiali Technology, a family business founded in 2002, manufactures knitted laces and fabrics for the lingerie and sport markets. The Oeko-Tex and ISO 9001 company has developed a range in recycled polyester. It treats 7,000 cubic metres of wastewater daily. Export represents 70 percent of activity with strong growth in the United States.

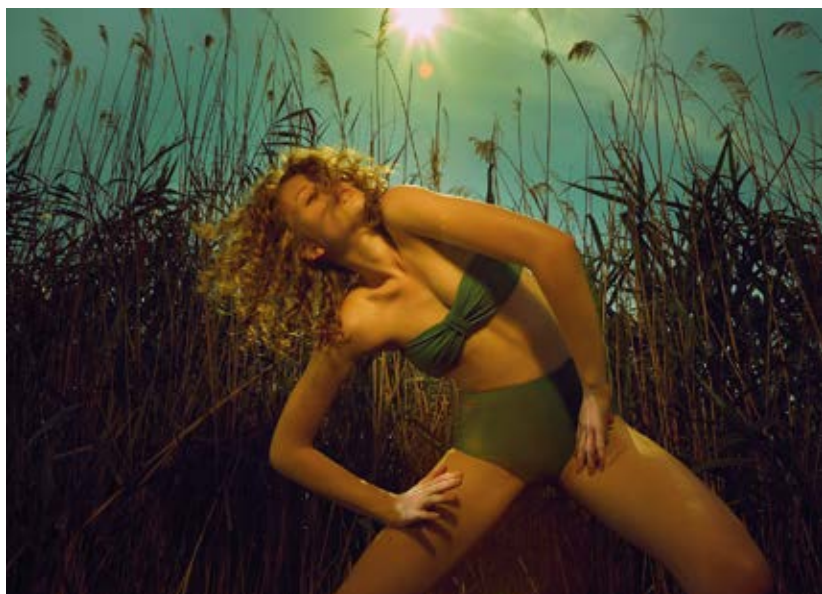
WSK - INDONESIA // WSK founded in 2001 and specializes in circular and warp knits (satin nets, shiny satin knits, satinettes, simplex knits, Powernets...). They also provide a wide choice of finishing details (silky touch, glitter...) or dyeing possibilities for the lingerie, swim, shape, yoga, activewear market as well men's intimates. WSK is a certified Green Company. The offer includes knits made with recycled fibers, and the company treats 70% of wastewater which then returns to the manufacturing cycle. Care is also taken to limit polluting substances in the air and water.

LACE

SIPATATEX - INDONESIA // PT SINA PARA TARUNA was founded in 1989 and is specialized in superior quality warp knitted lace and tricot fabrics including single tricot, double tricot, block tricot, half tricot, two-way tricot as well as different types of tulle, Powernet, satinette, spacer fabrics and meshes. They develop hundreds of new designs to meet market trend every year with their in-house designers. A vertically integrated business offering yarn processing, warping, knitting, dyeing and finishing, full laboratory for fabric testing and a semi-automated packaging facility to the intimates, loungewear, outerwear and sportswear. The company is Oeko-tex and Mattel certified.

OEM & ODM

BERISU - HONG KONG // Founded in 2018 and located in Hong Kong, Berisu Company Limited is a design and manufacturing specialist for lingerie, sleepwear and fitness wear. Berisu is also introducing a new collection of functional intimates with cool touch, antibacterial, quick drying, moisture management,



thermoregulation, UV protection, and other characteristics. Berisu has set up a smart manufacturing system to create the most efficient production chain possible; the company uses PDM, ERP, MES, and WSM software.

PT BUSANAREMAJA AGRACIPTA - INDONESIA // A large Garment Manufacturer which also provide molding, bonding, foam cup, Spray or hot melt lamination solutions as well in-house designed products. The company is Oeko-Tex, BSCI, WRAP, GOTS, RCS certified and their inhouse texting lab. is ISO17025 certified. PT BUSANA is already running some of its production lines with renewable energy and in the next 2 years, aim to power 25% of their production lines with renewable energy and collect 20% of the water used from rain harvesting.

SHENGBAODA - CHINA // This family-owned business is a manufacturing specialist for lingerie and intimates. They can produce all kinds of women intimates using clients' designs. The company also presents its own collections which include a large range of designs targeting retailers and retail chains. New designs are introduced four times a year. The company offers very competitive prices and is committed to responsible manufacturing methods.

YANGLI - CHINA // Xiamen Yangli Garment Co., a large-scale private company founded in 1998, is a manufacturing specialist for men's intimates, women's lingerie, corsetry, swimwear, shapewear, and maternity bras. Xiamen Yangli Garment presents a large range of designs. One of the most recent additions to the collections is a strapless half-cup bra. The company also carries out numerous specific development projects in partnership with its customers. Xiamen Yangli Garment is Oeko-Tex, WRAP, and BSCI certified.



INTERFILIÈRE HONG KONG

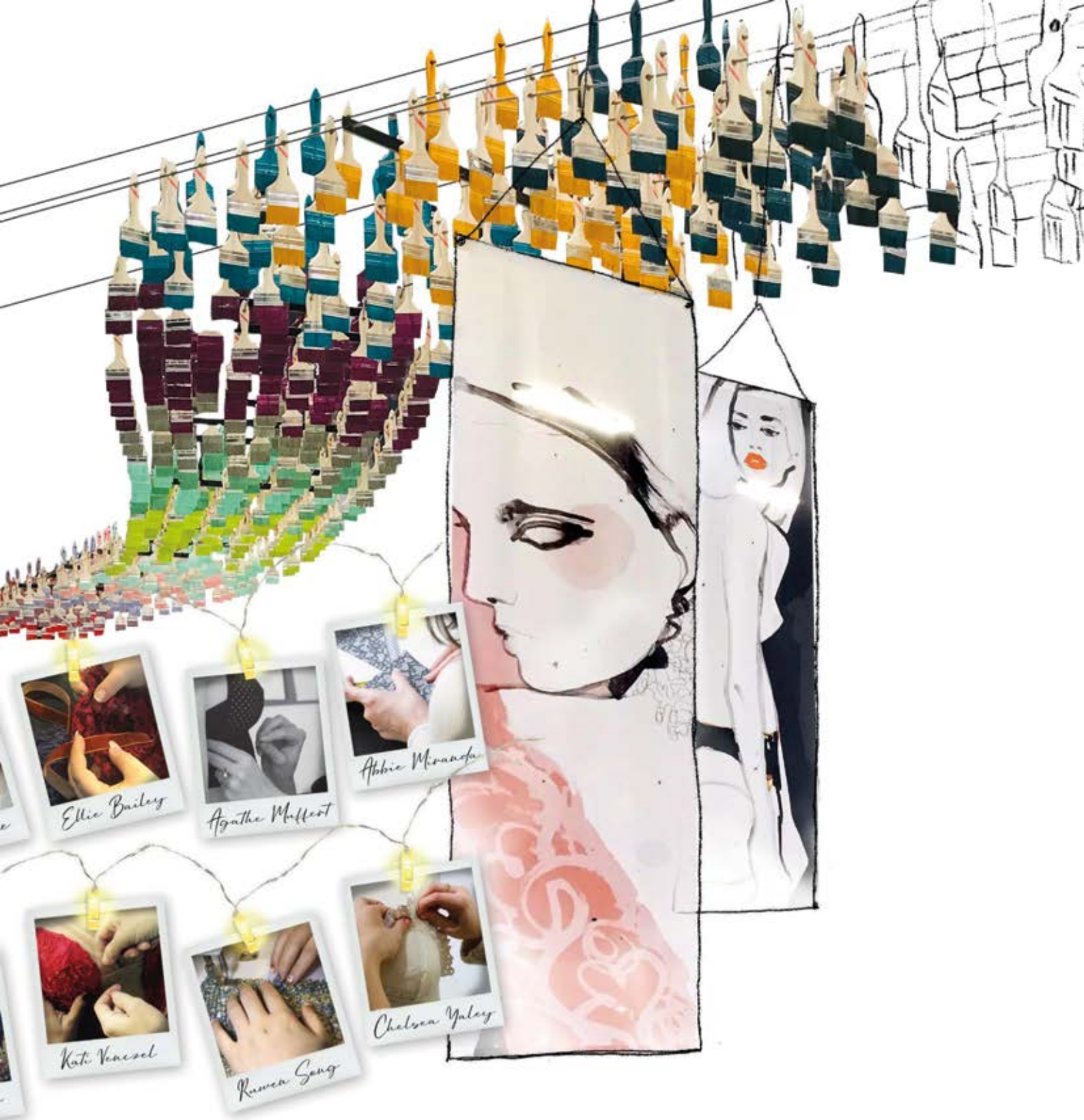
KEY FIGURES

350+ samples presented in the gallery

68% exhibitors from China
32% exhibitors from the rest of the world

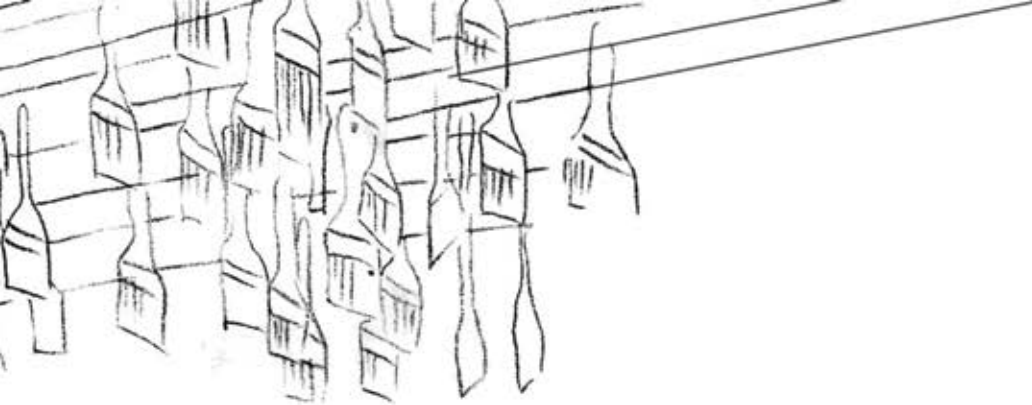
16% exhibitors offering low MOQ

45% exhibitors presenting sustainable solutions



THE CREATIV'LAB

by Concepts Paris



NATURE'S ORNAMENTS

Inspired by everything natural, from animals to organic movements. Crackled and vein effects, spider webs and the twisting and turning of trees. Focus on reinvented animal motifs.

MODERN SEDUCTION

A lingerie wardrobe adapted to modern lifestyles with influences from sport and streetwear. Contrasting and graphical motifs. Classic polkadots, checks, stripes and a major role for elastics.

THE NEW BODYFASHION WARDROBE

From athleisure into a complete streetwear wardrobe. Practical, multifunctional and innovative. Sport mixes with loungewear in both soft, natural materials and very technical highmodulus qualities. All types of new coatings and surface effects. a major role for elastics.

BEING UNPREDICTABLE

The major impact of Gucci on colour and wardrobes. A mix of retro ideas and the best of silk printing heritage. For lingerie and beachwear, the key is in the totally crazy mix of elements; flowers, foulards, geometrics, animal prints, just go for it!

BEING ROMANTIC

Romantic ideas in a modern context, new materials and technical solutions. Fine traditional prints such as wallpaper and crockery. Surface effects: quilting, pleating, velvet and satin. Lightweight embroideries and vintage look laces.

MAKING, KEEPING, REUSING

Not just a sustainable trend, the beginning of the true Bioeconomy starts with a reflection of what we have and whether we value it enough to bring it back in the context of modern living. Everything touched by human hand, from folk art to crochet effects and hand-knits. Cotton blends and manmade naturals, wovens and knits all focus on cosiness without seasonal or gender boundaries.

A/W 2020-21 TREND



INNOVATION ENCOUNTER WITH QIANYU INTELLIGENT TECHNOLOGY (CHIU)



Guangzhou Qianyu (CHIU) Intelligent Technology Co. Ltd., founded in 2003, is the world's leading provider of advanced customized lingerie for shapewear and technological intimates. The company also works in collaboration with Carlin Creative Trend Bureau and has in-depth knowledge and experience in the markets of shapewear, corsetry, sleepwear, nightgowns and more.

What are QIANYU's key strategies for the constantly changing market?

— C. CHIU First of all, we study consumer demand, integrate new technologies, introduce cross-industry talents, and build a new ecology of the entire industrial chain. We start the manufacturing industry driven by big data, and lay a solid foundation for the development of fabrics and products from yarn. Last but not least, we improve our overall R&D design, quality control and delivery time.

Tell us about CHIU Aesthetics Lingerie Art Museum. Where are the collections from? What are the key features?

— C. CHIU Aesthetics Lingerie Art Museum is the brand marketing of CHIU Group. This is an industry museum, taking the audiences to travel through time and space, and presenting the past, present and future of body underwear in the form of art exhibition. Reconstruct the cognition of the industry, innovate the understanding of beauty and inherit the pursuit of beauty. We also provide the industry and customers with a more comprehensive aesthetic education and value-added services, help brand enterprises to upgrade and develop. The exhibits are mainly from Italy, France and our representative products for many years.

What have inspired you to develop/adopt intelligent technology in the intimate apparels?

— C. To solve the problem of product inventory, enhance consumers' personalized product purchasing experience. Regarding our Intelligent Production, we aim to promote the transformation of driving enterprises into information enterprises and improve customer service experience. Regarding Smart Underwear, we try to improve the data accuracy of customers' body measurement and the timeliness of purchasing, and protect customers' health.

What is your vision for intelligent technology in the intimate apparel industry in the next 10 years?

— C. As the industry technology continues to become more mature and the labor cost increases, intelligent technology will bring transformative changes to the intimate and the entire garment industry, which the quest for developing haute couture personalized intimates with comfort will be eventually realized.

***VISIT QIANYU INTELLIGENT TECHNOLOGY (CHIU)
@ INTERFILIERE HONG KONG 2019 – BOOTH A3.**



Chut!
INTIMATES

MEET WITH THE LINGERIE AFICIONADO YOSHIE KAWAHARA



Yoshie graduated from Bunka Fashion College (with a bachelor's degree in Merchandising). After working in sales promotion, public relations, and store development at a distribution company for about ten years, she started freelancing as a product developer in a lingerie catalogue shipping company for several years. Yoshie has been writing articles for magazines, websites, and international media in the field of lingerie and beauty products until the present.

In particular, she has been conducting a study on the Japanese and overseas lingerie industries for the past fifteen years, including on-the-ground research at Salon International de la Lingerie, and write about it in major fashion media such as WWDJapan.com, Elle.com, and Senken Shimbun (a Japanese major trade publication), with the motto "delivering information in an up-to-date, real, comprehensive, and careful writing style."

How did you find your passion in lingerie industry?

— Y. Impressively beautiful lace and exquisite lingerie designs at the highest level always make me excited, and when wearing this lovely lingerie, it gives me confidence and a feeling of fulfillment.

Which lingerie brands are your personal favourites?

— Y. L'ANGELIQUE / CHUT! INTIMATES / AUBADE / LA PERLA.

What kind of lingerie styles are most welcomed by Japanese women?

— Y. Japanese consumers used to prefer lingerie that were in some way functional, such as push-up bras, or had a sweet or demure taste. This trend has been changing, and now consumers have started to select according to their own tastes, based on individual preferences. In general, anything that helps create a natural silhouette is popular, such as a bralette, or something in a stylish and fashionable design.

Compared with the international lingerie market, what differentiates Japanese lingerie market/what makes Japanese market unique?

— Y. Japanese consumers have high standard when it comes to both designs and quality. As a consequence, it sets an extremely high standard for product quality, which sometimes creates a limiting factor, blocking the import of foreign products and introducing new materials. Overall, the strong demand for some functional features, in addition to beautiful design, is significant. Bras in particular need to have functional features. Bras should not only give breasts a lift, they should also make them look fuller. Shirts should offer features such as being "quick drying," "moisturizing," or "heat-retaining." The company's effort to develop these technologies to meet consumer requests leads Japanese lingerie to be highly evaluated in the global market. Also, Japanese consumers think that inner beauty and dignified beauty are more important than wildly boosting sex appeal. This is the aesthetic that Japan has inherited over a very long time, and lingerie design must be aligned with such values.

What is the state/situation of sustainable development in Japanese fashion industry?

Do brands, manufactures and consumers have strong awareness of this?

— Y. Yes, of course they do. As a matter of fact, fashionable lingerie brands using organic cottons are becoming popular, and fashion brands that are popular among the younger generations have stopped using real fur. Boosting sustainable development is a priority in Japan. There are many companies with an outstanding capacity for technological development in Japan. They are aggressively working on the development of eco-friendly materials.

What is your vision for the lingerie fashion industry in the next 10 years in Asia and the globe?

— Y. The Asian lingerie market is expected to undergo significant growth. Being functional as well as comfortable is a critical aspect in the global market, and Asian companies have a great potential to take a major role in responding to these demands by developing materials and products with those aspects. In fact, I saw two Chinese brands and two Japanese brands running their booths at Salon International de la Lingerie held in January this year for the "Exposed" product platform. Also, the designer of another exhibitor UK brand, "MARIEYAT," has her roots in Hong Kong. Asian brands are being recognized and valued overseas. As a result, the lingerie world will be free from borders in terms of the design. If the brand has a certain ability and is unique, its home country does not matter. The era has come that the brand of any country such as Asia, East Europe and Africa could make a jump to a world level.

The background of the page is a vibrant, abstract composition. It features broad, textured brushstrokes in shades of yellow and red, creating a sense of movement and energy. Overlaid on this is a white line drawing of a shoe, specifically a high-top sneaker with laces. The shoe is positioned in the lower right quadrant, with its laces extending upwards. The overall aesthetic is modern and artistic, typical of contemporary design publications.

UP-AND-COMING DESIGNERS

OVER THE PAST YEARS, THE EMERGENCE OF NEW LIFESTYLES, NEW CONSUMPTION PATTERNS AND NEW MEDIA HAVE IMPACTED OUR INDUSTRY AND ITS TRENDS.

Intimates crossover with sports, well-being and fashion, have given birth to new segments such as athleisure, sloungerie, leisirée...

We believe the new generation of designers will significantly contribute to the future of our industry and we wish to support them by giving them the stage at Interfilere Hong Kong on March 20th 2019.

The fashion show will feature 36 original garments, designed and brought to life by 12 selected final year students from the Bachelor of Arts (Honours) degree programme in Fashion and Textiles with Specialism in Intimate Apparel and Activewear at The Hong Kong Polytechnic University (PolyU). Possessing true passion and unique vision for the bodyfashion universe, the creative minds are expected to present their innovative collections enriched with strong identity and captivating storytelling.

A competition among the 12 students' collections will simultaneously take place during the fashion show, where 6 finalists will be selected by the Jury composed of international experts from the Intimate Apparel industry. The 6 winners will be able to showcase their full collections (6 garments per collection) during the ITC Fashion shows held on June, 13th at the HKCEC.



ALISON CHO



CLAIRE CHUNG



COCO KOON



CRYSTAL WONG



ELIZA FUNG



IRENE CHAN



JEAN LO



JESS CHEUNG



LILY NG



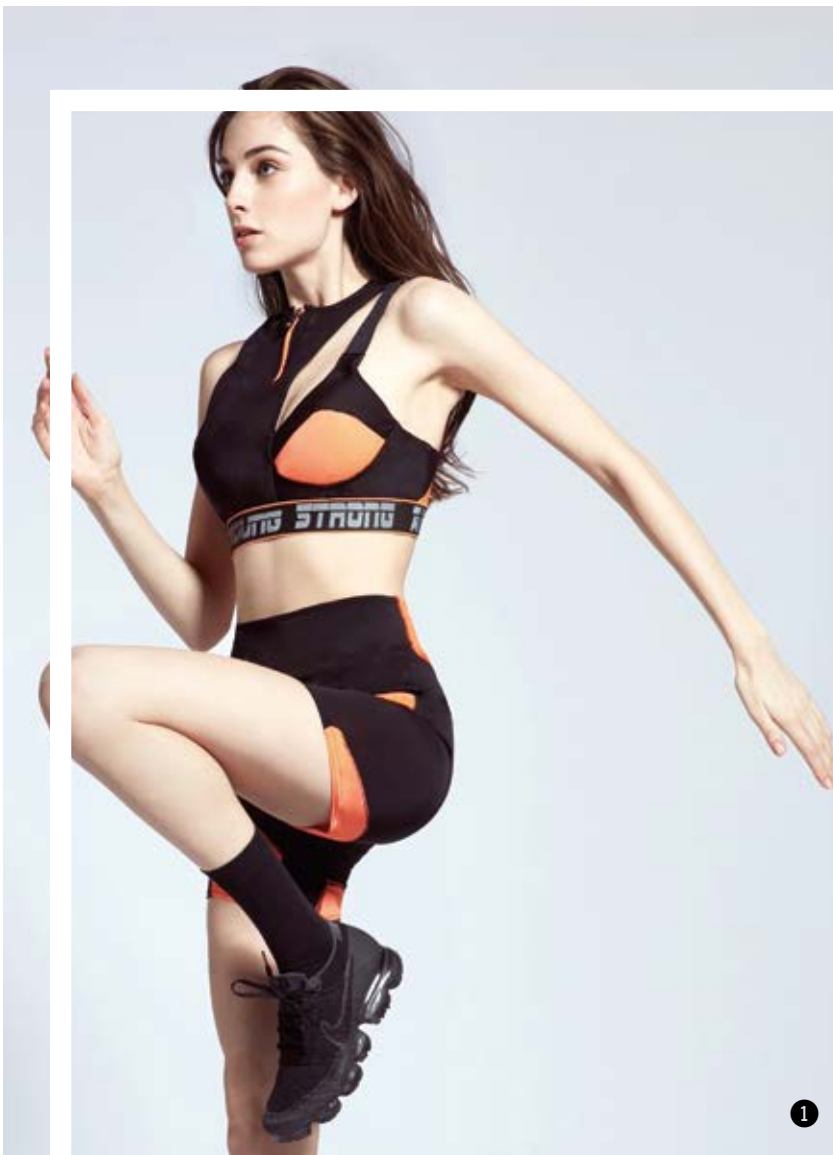
LOKLAM LAW



LYCHEE XU



SONYA CHAN



1

3



2

- A black 3D print corset with multi-straps cross back
- Beaded floral lace thong
- Transparent puff sleeve
- A garter-belt like piece packs tight the hip and connects to the belts at thigh

1 ALISON (Wing Yan) CHO

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Asymmetrical, Space Craft, Imperfect Futuristic

Why did you choose the intimate industry?

— A.C. After graduation from HKDI, my quest for new adventures had never stopped. I decided to challenge myself by stepping into intimate apparel industry with determination of designing a “perfect” bra.

Tell us about your collection ‘Infinite Journey’, what is the story behind?

— A.C. My collection resonates with the fact that challenges are awaiting after graduation from university. “Infinite Journey” symbolizes the infinite adventures that ones will continuously experience in life, as if astronauts’ infinite exploration in space. Each outfit represents the physical movements in various sports activities under different scenarios, especially even in space without gravity. To visualize such concept, asymmetric design was therefore created, the graphics and colors were inspired by the interior and lightings of the space stations mainly consisting of black, neon orange and reflective silver, exuding a futuristic atmosphere.

**Collection supported by Tavistock (HK) Ltd.*

2 CLAIRE (King Yan) CHUNG

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Strength, Tenderness, Delicacy

Why did you choose the intimate industry?

— C.C. Despite the size of intimate apparel garments, I think there is still a lot of possibility to explore in the Design of Intimate apparel. Underwear is worn underneath clothes and customers have stronger requirements and needs on it. A bra can not only give basic technical function and support to breasts, it also represents the inner beauty of a person. Moreover, if you look at the activewear trend, that brings inner beauty out and encourages women to show them off. I think there is a big future ahead for this industry and I want to experience the challenges this powerful industry is going to face.

Tell us about your collection: ‘Dent de Lion’

— C.C. My collection is an illustration of my main personality and aims to encourage people to dare to be and dare to imagine. The Dandelion flower symbolizes “brave and never give up” which I relate to. With its technicity and tininess, the seeds of the Dandelion flower spread to the word, whirling, dancing and rotating in the wind. From this stage, anything is

possible and the collection reflects the “dare to imagine, dare to be” state of mind. Although it looks weak and fragile, it is full of vitality. 3D printing technology was applied in this collection, detailed patterns and cut out designs create different and interesting texture combination with the soft lace and mesh fabric, allowing me to create my own style. Moreover, it provides functional help on supporting the breasts and waists by keeping them in a nice shape. As a one-way production method, 3D printing saves materials and help reduce wastes, it lowers the impact on the environment and if you choose the right material it can even be recycled.

**Collection supported by Cerie International and Pioneer Elastic (HK) Ltd.*

3 COCO (Sau Lam) KOON

cocokoon00@gmail.com

Urban, Experience, Unpredictable

Why did you choose the intimate industry?

— C.K. Intimate apparel is the closest garment for everyone. I have developed a passion for the intimate apparel and small details. Ideas or design details are always running through my mind.

Tell us about your collection: ‘Urban Aboriginal’

— C.K. My women-swimwear collection is detailed, delicate and eye-catching. It was first inspired by the sunlight reflection from the sea. Then it created a picture in my mind of an aboriginal girl walking along the beach slowly, enjoying the smooth wind and her own leisure time. The harmony of sunset in natural orange colour shines on her healthy skin tone. The urban background behind the beach would be the biggest contrast with her. My swimwear collection is designed for independent girls. Nowadays, we are strong and we love ourselves. The cutting details, overlapping, inserting or extension in the pattern, reflect all the experiences that we could face through our life. The crops are unpredictable like nature and the pattern were inspired by the urban architecture behind the beach.

**Collection supported by Regina Miracle International Limited*

5 CRYSTAL (Ching Man) WONG

cryscmwong@gmail.com

Refined, Detailed, Inside-out

Why did you choose the intimate industry?

— C.W. In the 21st century, lingerie needs to be redefined. Developing undergarments in different forms with different styles is mesmerizing. Mixing & matching the lingerie items has become a trend in the fashion world. This is why I have chosen the intimate apparel design. Lingerie industry is turning a new page which evolves into a more sophisticated creation of work. I hope to be one of the creators who will write a new chapter that shapes the industry of tomorrow.

Tell us about your collection 'Floral Balleto'

— C.W. The nature-focused and fairytale aesthetic of ballet has inspired this romantic lingerie design which dedicates to the girls who cherish the motion of dance and attentiveness to hand-stitched details. Highly decorated floral patterns and blossoms flow over the garments together with translucent textile stuffs, this is all about to embrace the feminine side of a lady in a playful and surreal way.

**Collection supported by Clover Group International Ltd.*

6 ELIZA (Yee Ting) FUNG

eliza_fung910@hotmail.com

Ethereal, Noble, Deluxe

Tell us about your collection 'Black Swan – The Ethereal feather'

— E.F. My collection was inspired by the movie "Black Swan" which advocates feminism and expresses the social value of women. By capturing the characters' features, the lingerie collection demonstrates a sophisticated style with feathers and rhinestone technique, to create an atmosphere of being ethereal, noble and deluxe. The designs are imitating the swan posture and exuding the charisma of women. The perspective fabrics and the addition of gold & black elements give the female body a touch of alluring enchantment.

**Collection supported by Hop Lun (Hong Kong) Limited*

7 IRENE (Wing Yi) CHAN

imars36@gmail.com

Brave, Powerful, Fearless

Why did you choose the intimate industry?

— I.C. With solid academic and hands-on experience in lingerie design throughout my study at the intimate apparel programme of PolyU, I have found my passion in finding fitting solutions. My internship in product development in L&A Lingerie Limited has encouraged me to become a garment technician.

Tell us about your collection 'Fearless Brave'

— I.C. Fearless Brave is a collection of women's activewear. Challenges will never end in our life. Be brave to accept challenges. Blue Jay birds are brave and strong with their small bodies. They will chase and fight against predatory birds. They can break the nuts and seeds with their powerful feet. This activewear collection is an ode to their bravery and power. The collection features digital prints of special feather with gradient effect. In addition, the mix & match of the signature colour of blue jay birds delivers a vivid and appealing contrast of the colors.

**collection supported by Pioneer Elastic (HK) Ltd.*

8 JEAN (Pik Yu) LO

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Queen, Sexy, Gorgeous

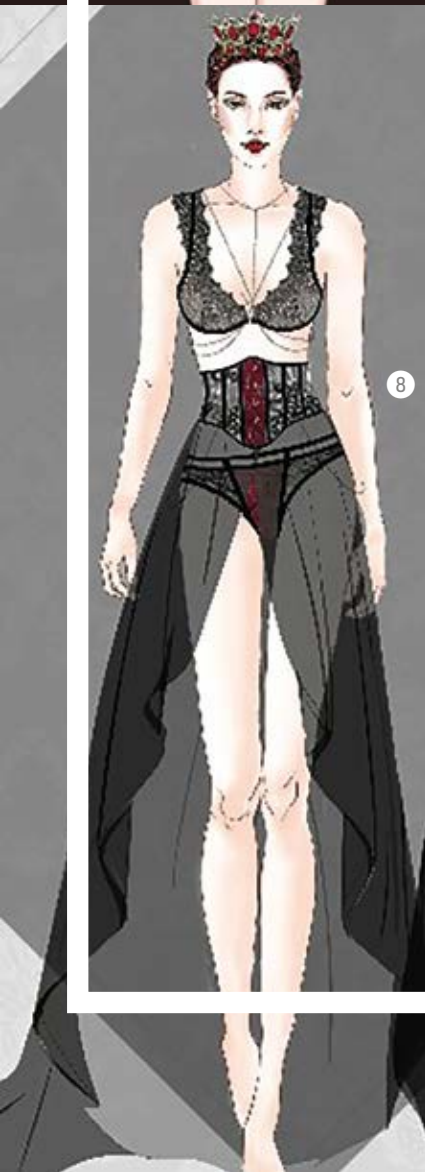
Why did you choose the intimate industry?

— J.L. It is more challenging than the outerwear industry. Intimate apparel products combine functionality and aesthetics, but require accurate fitting and high comfort. I think women intimate apparel can be mysterious, but still helps women reveal their femininity, and of course I really enjoy designing intimate apparel.

What inspired you to create this collection?

— J.L. My collection was inspired by Elizabeth I's history and her fashion style. Elizabeth I's history 45 years reign, illustrated her strong will, intelligence, popularity with the people, and personal characters. With her majestic dress and bearing, she represented the splendor and power of England. Every girls and women can be the Queen of their own Kingdom and live their lives by their own rules. With this collection I aimed to inspire women to find their own power, to become powerful leaders, to create their own business and choose their future. Every girls and women should be able to be their own selves.

**Collection supported by Hop Lun (Hong Kong) Limited*





9



10

9 JESS (Ka Wing) CHEUNG

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Retro, Nostalgic, Exotic

What will your dream job be? Where do you see yourself in 5 years, 10 years?

— J.C. I hope to become a successful lingerie designer who will constantly have creative design ideas, as well as be able to manage the entire process of design and development, from sketches, material selection, workmanship decision to fitting and modification.

Tell us about your collection ‘Old Havana’

— J.C. My collection ‘Old Havana’ was inspired by the Cuban ladies in traditional dresses.

The Cuban traditional dresses mostly consist of bright colors and light fabrics, layered with pleats and ruffles on the sleeves, skirts and around the neck. It perfectly fits the body and has a deep plunging neckline.

The collection integrates the features of Cuban dresses into lingerie such as puff sleeves and ruffles at the bottom with 2 contrasting colors (olive and pumpkin). The fabric design of a repeating pattern with floral details in high saturation is used as a highlight of the outfit, delivering a retro modern style.

**collection supported by L&A Lingerie Ltd.*

10 LILY (Cho Yuk) NG

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Tranquil, Homey, Free from Mundanity

Why did you choose the intimate industry? What do you find interesting about this industry?

— L.N. Lingerie is women’s everyday essential. We wear them all the time yet know little about them. The possibility of balancing design and function together in one piece attracted me. They are worn under the daily wears but provide the ultimate support to the wearer as well as the outerwear. The style that a lady chooses can reflect its true attitude towards herself. Well-fit lingerie with beautiful fabric compositions or designs can elevate the beauty of women’s body. This is the main attraction of intimate apparel to me.

Tell us about your collection ‘Little Room 0.5’

— L.N. ‘Little Room 0.5’ is a lingerie collection that collects the abstract concept of comfort zone. Tranquil, homey and free from mundanity would best describe my collection. Little room refers to somewhere that can make someone feel secure and comfortable, that can soothe his or her pain and free from distraction. To illustrate this concept, warm grey and white tone were utilized to generate the cozy atmosphere. At the same time, pearls were utilized as the embodiment of the marbles in the room. The crisscross crochet interpreted the warmth of rattan furniture, which completed the whole puzzle of a comfort zone. This collection is mainly designed for the young generation who may suffer from high stress and looking for a set of lingerie that is not lairy but comfortable to wear.

Does your collection involve any sustainable solutions?

— L.N. To minimize the impact on the environment, I would like to use recycled polyester or organic cotton instead of polyester fabric for the major source of fabric in my lingerie collection. Water-soluble embroidery backing for making crochet may minimize the fabric waste to some extent and reduce the possibility of creating incorrect design, hence producing useless waste. This lingerie sets have different components, meaning that the wearer can mix and match with other garments to maximize their serviceability and styling possibility.

**Collection supported by Parawin Industries Limited*

11 LOKLAM LAW

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Love, Affection, Loneliness

Why did you choose the intimate industry?

— L.L. I want to become an “all-rounder fashion designer” in the future. Nowadays, many intimate apparels can also become outerwear for women. I believe lingerie items with nice designs and good quality can improve women’s confidence. Based on my working experience and my knowledge, I dream to become a fashion designer who can design different collection, no matter if it is lingerie, sportswear or womenswear. If I combine my knowledge in woven design and intimate design, I think I can create more attractive lingerie which can also be worn for a party or to go out with friends. I don’t want to limit myself in design because I believe my collection could be able to tell my story and my thoughts to my customers.

Tell us about your collection: ‘Meet me at the cemetery gates’

— L.L. My collection obviously presents a sad story; therefore, the collection is using chiffon, organza and lace to create the atmosphere of the story. It is inspired by the French romance movie called “Blue is the warmest color”, an arty lesbian story. Two girls grew up together and fell in love with each other. Their world changed completely, the powerful attraction and blazing love and desire occupied their body and mind. But in this seemingly perfect world, their first awakening of love will never be accepted by others. With my collection I wish to express that “every relationship has its own helplessness and sadness”. Even if everyone just wants a stable relationship, we should not deny or blame other’s choices, there is no difference to be made between all of us. As the baseline of the movie -- “Love has no gender. Take whoever loves you.”

**Collection supported by Parawin Industries Limited*

12 LYCHEE (Lizhi) XU

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Shadow, Light, Emotion

Tell us about your collection: ‘Shadow Love’

— L.X. This collection was inspired by the traditional Chinese shadow art. Shadow puppet is a form of art show. The character’s facial expression, headwear and delicate mask pattern are appealing. This collection explores the relationship between «light» and «shadow» through the interlacing of translucent screen light and puppets in the shadow play. To express the looming atmosphere, black and white are the

main colours used to create hazy effect. The dramatic emotions are integrated in the designs with the use of shadow pattern printing, hollow element and Chinese knots in detail combining with soft sheer fabric such as powernet, chiffon, satinette and lace. Also, legendary love story element combines with sexy lingerie to create funny, mysterious oriental style and feminine feelings in this collection.

**Collection supported by Crystal Martin (Hong Kong) Limited*

13 SONYA (Yan Yan) CHAN

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Fantasy, Bondage, Dreamy

Why did you choose the intimate industry?

— S.C. Lingerie always has been something I am really passionate about, it is an intimate product belonging to women. Something sweet, sexy and full of fascination and fantasy as well as a reflection of the women’s personality and belief. I enjoy converting my inspiration and values into sketches exploration and revealing my own vision I am thrilled by the idea to see my collection brought to life with Models wearing it on a catwalk show. In the coming years, I can only see myself in this industry.

About her collection: ‘Garden of Eden’

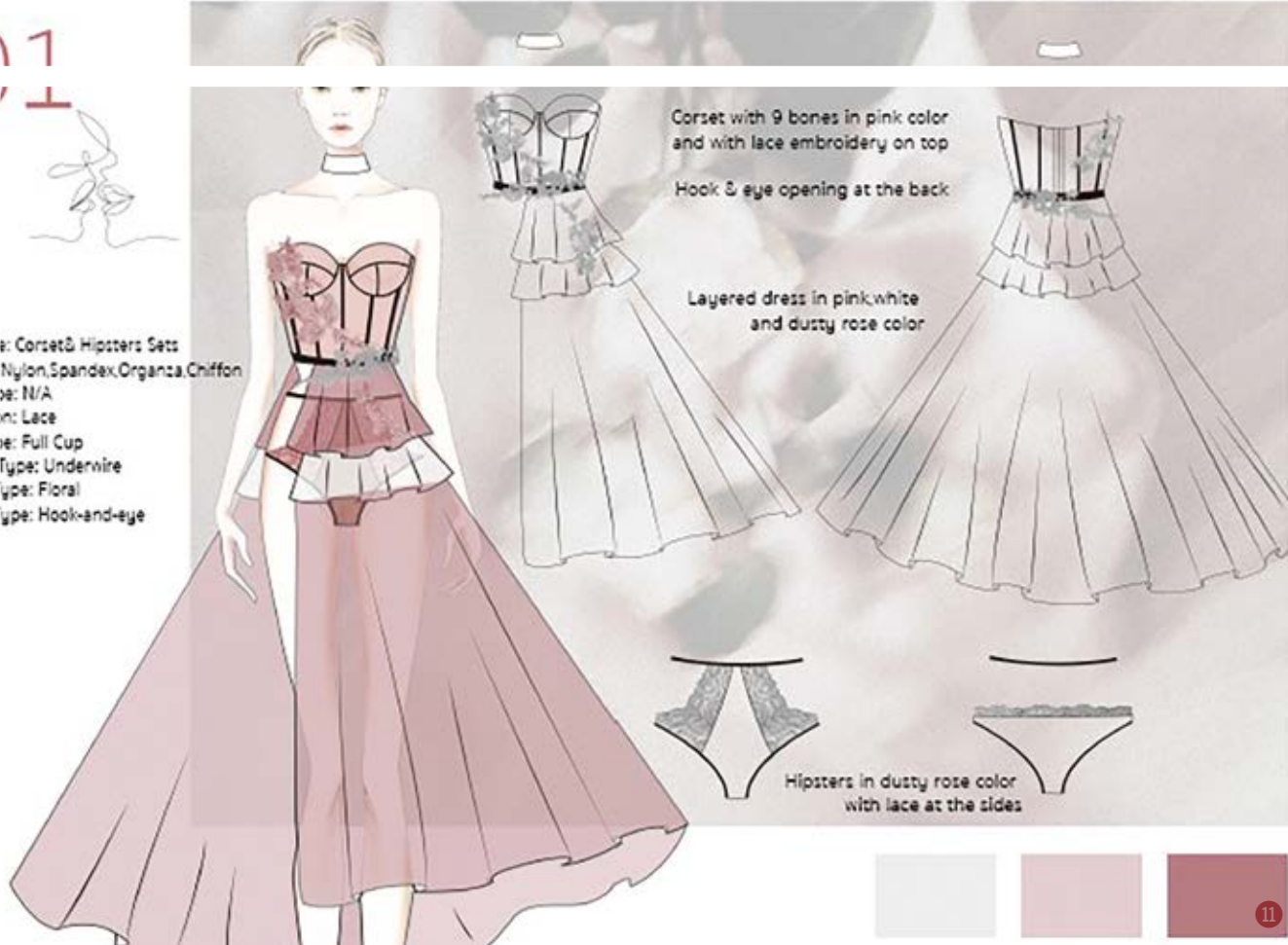
— S.C. My collection was inspired by the Story of the Garden of Eden. I have always wondered if their story could have ended better, if Eve and Adam had not taken the forbidden fruits. The tragedy Lord God cursed on Eve and Adam had led to human, it would have never happened otherwise. But the truth is Evil lives with us and it is indispensable. It plays its role, to remind people to stay away from the taboo and lives with everything existing. Someday, it will save us from our sins and will release The Good from our hearts. In my collection I am using the floral design embroidery mesh, nude lace, and butterfly motif to express the world of purity. Leather harness all over the body and as accessories to represent the taboo, which is the sins they couldn’t get rid of.

**Collection supported by Bogart Lingerie Limited*

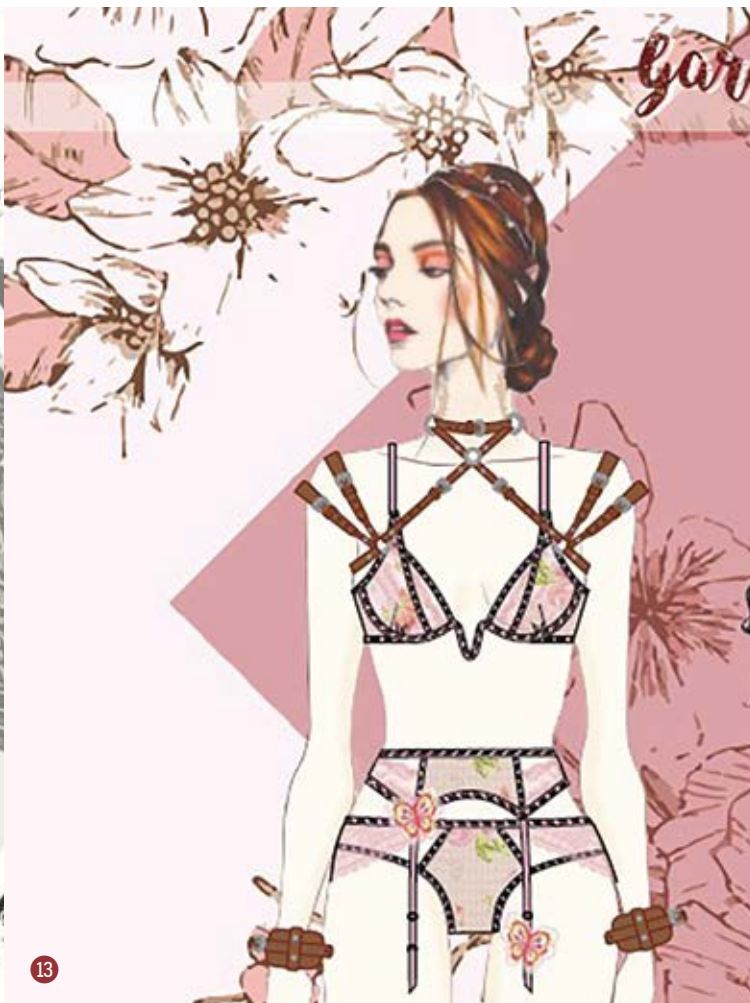
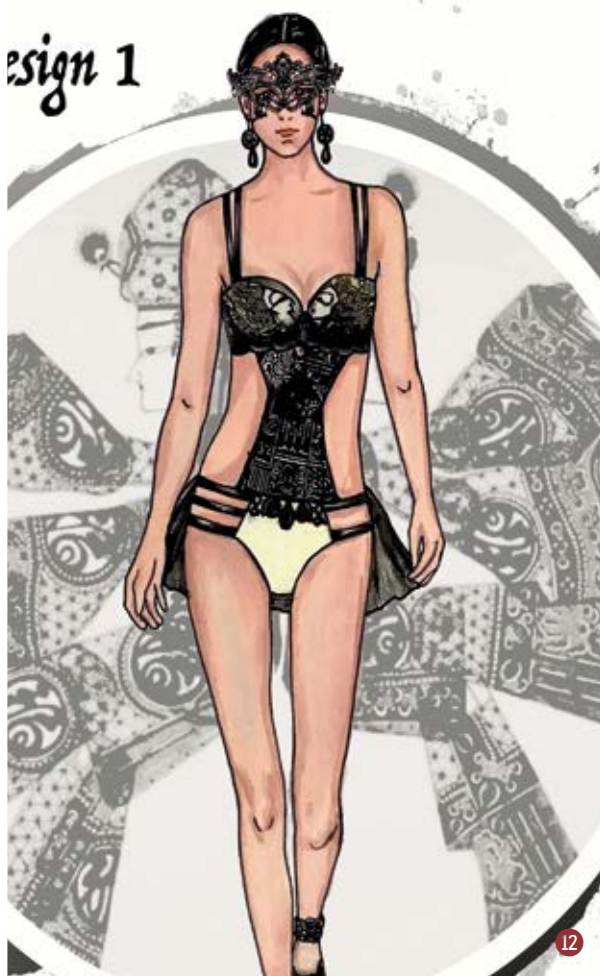
01



Item Title: Corset & Hipsters Sets
 Materials: Nylon, Spandex, Organza, Chiffon
 Strap: N/A
 Details: Lace
 Cup Style: Full Cup
 Support: Underwire
 Pattern: Floral
 Closure: Hook-and-eye



Design 1





INTERFILIÈRE

SHANGHAI

SAVE THE DATE

26.27
SEPTEMBER 2019
SHANGHAI EXHIBITION CENTER

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