



lingerie

(Continued from page 28)

out the popular style as a centerpiece to each story. Woven cottons, mesh laces and stretch satin materials will come in colors such as fuchsia and kelly green, black and white and Valentine's Day red. To learn more about the new collection, contact Ajmo at (514) 389-5179. — L.D.

pinup girl retails 2007 styles

Pinup Girl Clothing introduced its new line of sexy Halloween costumes for the 2007 season. The Los Angeles-based company strives to provide women the opportunity to step into an alter-ego character in this season's most popular costume themes.

"Last year, our pirate costumes were big sellers because of the frenzy over the *Pirates of the Caribbean* movie series," said Laura Byrnes, co-owner of Pinup Girl Clothing.

In addition to pirates, the new collection includes new versions of traditional favorites such as the nurse, beer wench and French maid. New ideas include a can-can girl, go-go girl and Daisy Duke. This year styles will also be offered in plus sizes.

Founded in 1999, Pinup Girl Clothing is a provider of retro clothing, shoes and accessories. They can be visited at www.pinupgirlclothing.com. — L.D.

the little bra company launches



Emily Lau

Each season manufacturers answer a growing demand for plus sized intimate apparel. Full-busted customers are tired of wearing bras and innerwear that is not made for them and are looking for answers. While the market trends continue to curve towards the full figured woman, Emily Lau asks, "What about the little one?"

Lau, a petite 34 B, has stepped forward to begin the lofty task of filling this void. Due to necessity, she founded The Little Bra Company, a brand of bras built for small-framed women. "A couple of the larger companies make smaller sizes but my line is made especial for the petite customer,"

said Lau.

Using herself as a fit model, she designed a bra with a smaller back and closer set cups that offer a better fit and natural looking cleavage. She also uses lace and fashion colors that provide women with a prettier selection of bras in their size range.

The Little Bra Company includes sizes from 32-36 in A and B cups. Currently, the company is showing seven styles, but plans to unveil additional looks for spring. Current styles such as the black lace plunge bra known as Lucia and the chocolate and pink bra known as Ethel, have been best sellers.

Since its first official launch this year, the company has been picked up by several lingerie boutiques and hopes to expand its name further into the retail region.

Lau is hoping to shine light on the intimate apparel needs of the petite customer. "The plus size market has been getting so much attention but no one is paying attention to the little one." By expanding her line and making her name heard in the market, Lau aims to prove that great things do come in small packages. — L.D.

seven'til ensures better fits

A year ago, Carrie Amber Intimates launched their sexy costume division, Seven'til Midnight, with the goal of producing high quality costumes and lingerie that meet the needs of this growing market segment. To ensure better fits, the company reports they are using some of the highest quality stretch fabrics, including cottons, woven, knits and vinyl.

"We truly feel that we have developed a winning combination," said Phil Young, director of sales and marketing.

As Seven'til Midnight strives to understand the importance of retail packaging for the retailer, they use only a re-closable double snap soft vinyl hanger bag, with hot pink trim. For more information, visit the collection at booth #136-140 at the International Lingerie Show at the Rio Hotel on Oct. 1-3, 2007. — D.C.

body zone's big book

Body Zone Apparel has recently mailed out the

FASHION MARKET
MAGAZINE GROUP
111 WEST 47TH ST
NY NY 10036
CHANGE SERVICE
REQUESTED

POSTAGE PAID
NEW YORK NY
MAILED FROM
ZIP CODE 10119
PERMIT NO 157