



Salon de la Lingerie & Interfilière 20 – 22 January 2018

The Salon de la Lingerie & Interfilière is the world's largest and leading exhibition relating to intimate apparel with the former being a showcase for finished garments featuring lingerie, loungewear and sleepwear and the latter complimenting it with its selection of fabrics and other components, including prints.

This Autumn/Winter 2018 edition was a sign of new direction for the show which has taken on a new, revamped look and format. Apart from the traditional intimates the January event brings in a larger selection of thermal and winter sports underwear, while the corresponding Mode City Salon de la Lingerie event attracts larger numbers of swimwear and beachwear collections and accessories. As usual it took place in Hall 1 of the Paris Expos, Porte de Versailles exhibition ground in South West Paris, however the layout of the space has been refreshed. Always an elegant space emulating the sophisticated world of lingerie this time the show has seen a greater amount of event spaces including larger space for catwalk shows – exclusive to press and VIP – as well as several conference locations.

Interfilière is the section for lingerie components, featuring embroideries & lace, accessories, fabrics & fibres, and textile designers. It is a brilliant resource for designers, manufacturers and retailers alike who can gain insight into the latest developments in the industry. This part of the show is divided into following sections:

Lace – showcasing a variety of the precious fabric

Embroideries – with exhibitors presenting their unique expertise

Sourcing – for direct business contacts

Accessories – being the destination for specialist components

Textile Designers – to find professional, industry oriented fabrics and patterns

Trend Agencies and Book Shops

Fabrics & Fibers – for general and individualised textile sourcing

Interfilière also includes several innovation trend forecasting hubs – Trend Forum, which showcases the latest designs and “The Exception” and “Tomorrow!” dedicated, respectively, to finishing process and high – tech futuristic innovation. Being extremely interactive and engaging all of those sections proved extremely popular with visitors who greatly benefited from these educational experiences.

The lingerie show is also divided into several sections allowing the visitor to easily navigate depending on the type of product they are seeking:

Creation Labels for new and unique brands in lingerie and loungewear: this section is where most of the UK brands gather with a good balance between new and seasoned exhibitors. Creative Labels is also the destination for leather goods and erotic bedroom apparel.

The Essentials is a section that features major and established brands who have been a permanent fixture of the circuit for several years

Designer Labels showcases more high – end luxury brands with unique design.

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President HRH The Princess Royal



Cocooning presents sleepwear and loungewear brands, predominantly established and heritage – inspired

Beautiful Legs is a space for designer and specialist tights, legwear and socks

Super Heroes features men's underwear and loungewear

Audacious is a developing section for brands specialising in the most intimate, adventurous design

Insitutionnels is for the most traditional, heritage brands whose history usually spans decades

Exposed (formerly Uncover) is a special, separated area usually reserved for the newest emerging brands and supports the young design; this set up is extremely beneficial for the brands exhibiting there as it secures a steady traffic of buyers interested in discovering new brands; as it is often the case this year it was once again dominated by UK based designers taking up over 50% of the total space.

There were a total of 57 UK brands exhibiting this season, 18 of which were supported by Trade Access Program grants with Department for International Trade Support.

It being one of the most important shows on the circuit, Salon de Lingerie & Interfilierie attracts the most important industry buyers from all over the world with this years Top 10 formed by:

- 1 France
- 2 Italy
- 3 Germany
- 4 United Kingdom
- 5 Spain
- 6 Belgium
- 7 United States
- 8 Russia
- 9 Japan
- 10 Switzerland

This turnout made for an extremely successful show for all of the exhibitors. Both returning (some for the second time after a couple of years' break) and regular brands have reported an extremely successful shows. All brands have had a good number of orders – which is not as frequent for the less established in the show – and the newcomers felt that they have enjoyed a great deal of interest from the visiting press and buyers, even if the latter did not always turn into instant ordering. Every brand have expressed great interest in returning for the next edition feeling that the show has truly turned a corner and is defeating the downturn trend which most of the traditional trade shows seem to be suffering from at the moment. See below what some of the brands say of their experience:

“It was definitely one of the best shows we've had so far. We met some fantastic buyers, and we have a few new clients and orders already. We were particularly impressed with the Exposed area!”

Amy, Nubian Skin

“Attendance at the Salon de Lingerie Show in Paris is an absolute must for Bluebella. The show has given us the opportunity to form new partnerships with International distribution partners, and many of our most successful wholesale accounts are a direct result of meeting buyers at the show.

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This year we were delighted with the number of pre-booked appointments requested prior to the event, and this show was our most successful to date in terms of both orders and recognition of the brand. The footfall to the stand was exceptional, especially over the Saturday and Sunday. The grant from the UKFT for a relatively small brand such as Bluebella is invaluable and has ‘played a part’ in our growth over the last 3 years, culminating this year with our fantastic Drapers award – Lingerie Brand of the Year.” **Janet, Bluebella**

“It was our first time exhibiting at SIL and we found it to be a great experience. It was a great opportunity to meet so many international buyers over the course of a few days. It allowed us to meet new stockists as well as build on our relationships with existing ones. There is a lot of support and information for first time exhibitors in terms of logistics and practical info, to ensure they can be confident at the show.” **Steff, Something Wicked**



New exhibitors face the challenge of attracting buyers to their stand and then making them buy, and this gets more difficult each season. It is essential to actively “sell” to buyers at a highly specialised event such as the Salon de la Lingerie & Interfilère, when most buyers are under extreme pressure not to bring in new brands but make more profit from the brands they already stock (and even to reduce the number of those!!).

It is essential for new exhibitors to make their stands inviting (using their knowledge of what other exhibitors do, based on visiting the show in advance), keep them manned at all times (from 9am to 6.30pm) and develop a professional approach to potential buyers – the exhibitors who had thought this through were certainly attracting more potential buyers to talk to them than those who had not found the confidence to engage people walking past their stand.

Researching buyers in advance of the show and inviting them to visit your collection is absolutely essential. Expensive printed invitations, glossy look books and a winsome model on your stand will attract attention, but not necessarily buyers...but a thoughtful email addressed only to them, introducing your collection in a business-like way certainly should do, and UKFT can advise on this.

The particular benefit to UK exhibitors at an international event such as Salon de la Lingerie Paris & Interfilère is that they are seen alongside their international competitors; this is vitally important in giving them credibility with buyers from the UK who visit the show, and may be in the mood for finding interesting new collections.

Brits at Salon de la Lingerie & Interfilère Paris January 2017

The 59 brands from the UK showed collections ranging from corsets, lingerie for the fuller bust, boudoir collections, negligees, playwear, sleepwear, camisoles and colourful lingerie (see here for full list):

http://www.ukft.org/documents/about/brits_around/Mode%20City_Postcard%2023_06_16%20Web.pdf

Every season UKFT asks exhibitors to contribute to the Brits in Paris Salon de la Lingerie video which features only collections from the UK, and a fine variety of merchandise was submitted – see the link below, which remains on the UKFT website from one season to the next as an aide-memoire for buyers

http://www.ukft.org/documents/about/brits_around/Mode%20City_Postcard%2023_06_16%20Web.pdf

Getting accepted into the Salon de la Lingerie

UKFT has worked with show organisers Eurovet for many years. They have a strong marketing team and an excellent knowledge of the lingerie and swimwear market. This is due in large part to the other niche exhibitions which Eurovet runs in other markets such as Riviera Mode City Cannes, Interfilère Hong Kong and Shanghai, Moscow Mode Lingerie & Swim, Interfilère and Curve New York, and Interfilère and Curve in Las Vegas..



Eurovet runs a very successful event, and is in the happy position of being able to select from a Waiting List of aspiring new exhibitors for the Salon de la Lingerie each season.

UKFT does not take a group stand at this (and most other) exhibition. It is therefore up to each exhibitor to impress the organisers enough with their merchandise and their presentation of it to ensure that they are offered a stand in the area of the show appropriate to their collection.

Full details of stand packages (most of which include lighting, furniture and display units, with an individual power supply at an additional cost) will be sent to you when you register your interest in showing on the website: <http://www.lingerie-swimwear-paris.com/en/modacity/exhibit/why-exhibit/>

Potential exhibitors must first visit the show, to demonstrate their commitment and enthusiasm, and as an essential part of their research). They should then approach the organisers in a thoughtful but enthusiastic manner well in advance of the next event. UKFT has plenty of hints and tips on this.

Cautionary note: don't try and book space late in the hope of getting a discount...that does not happen at this event!

TAP Grants for showing at the Salon de la Lingerie

Tradeshaw Access Programme grants from the Department of International Trade are available for this show, exclusively through UKFT. The grant is usually a flat sum of £1200 (no matter how large or small your stand), and it is payable as a reimbursement after the show. These grants are aimed at helping SMEs to exhibit at selected overseas shows, and there is a specific application process and eligibility criteria – please email Laurian.davies@ukft.org for full details and grant application forms. The number of grants is usually less than the number of companies which would like one, so it is important to apply as soon as you know that you would like to exhibit.

NB. New exhibitors should apply for a grant **at the same time as applying for space at the show**. Do not wait until you have been offered space at the show – by then it may be too late to apply for a grant or they may all have been taken!

Encouraging export data for 2016!

The European Union was the UK's biggest export market for textiles and apparel in 2016 – accounting for 74% of UK exports (source: UKFT, 2017)

UK apparel and textile exports to the EU rose from £4.9 billion in 2012 to £6.7billion to £6.7billion in 2016.

In the space of 5 years, this represents an increase of £1.8billion – a substantial increase of 36% (source: UKFT 2017)