

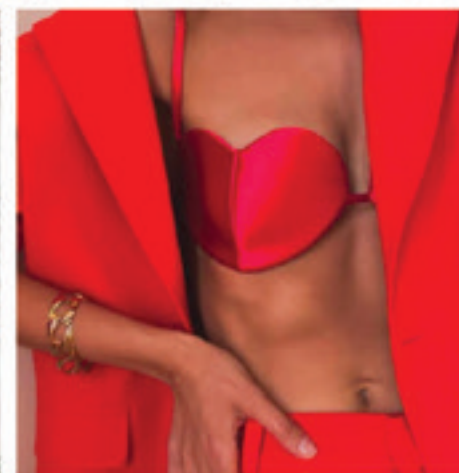
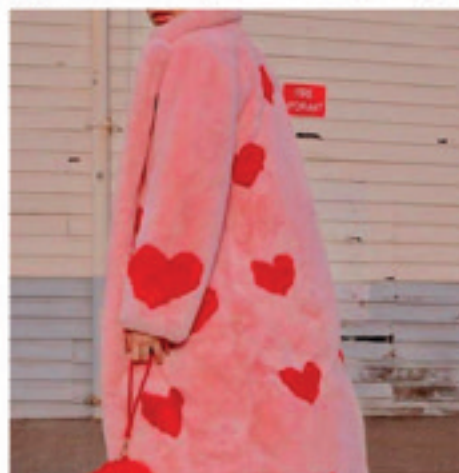
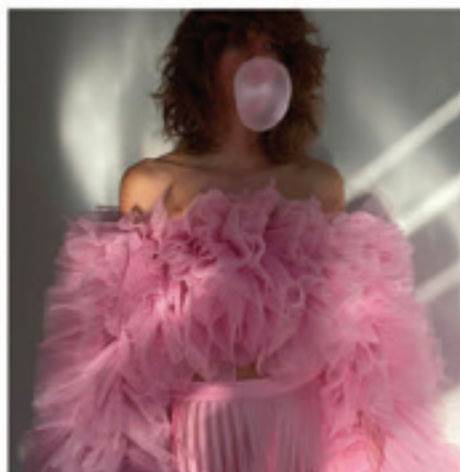
VALENTINES.....



SS\26

WILL YOU BE MY.....

MOOD | Its the age of the new romantic, who will she be dressing for? In a #BOYSOBER era she is doing it for herself.



HEARTFELT HUES

Treat yourself with this valentine's colour palette that displays striking and lively contemporary shades of pink. It radiates confidence, intense passion and romance, leaving no space for subtlety. Its a palette to celebrate her and self love.



PANTONE
19-0303 TCX
Jet Black

PANTONE
168-1763 TCX
High Risk Red

PANTONE
18-2142 TCX
Beetroot Purple

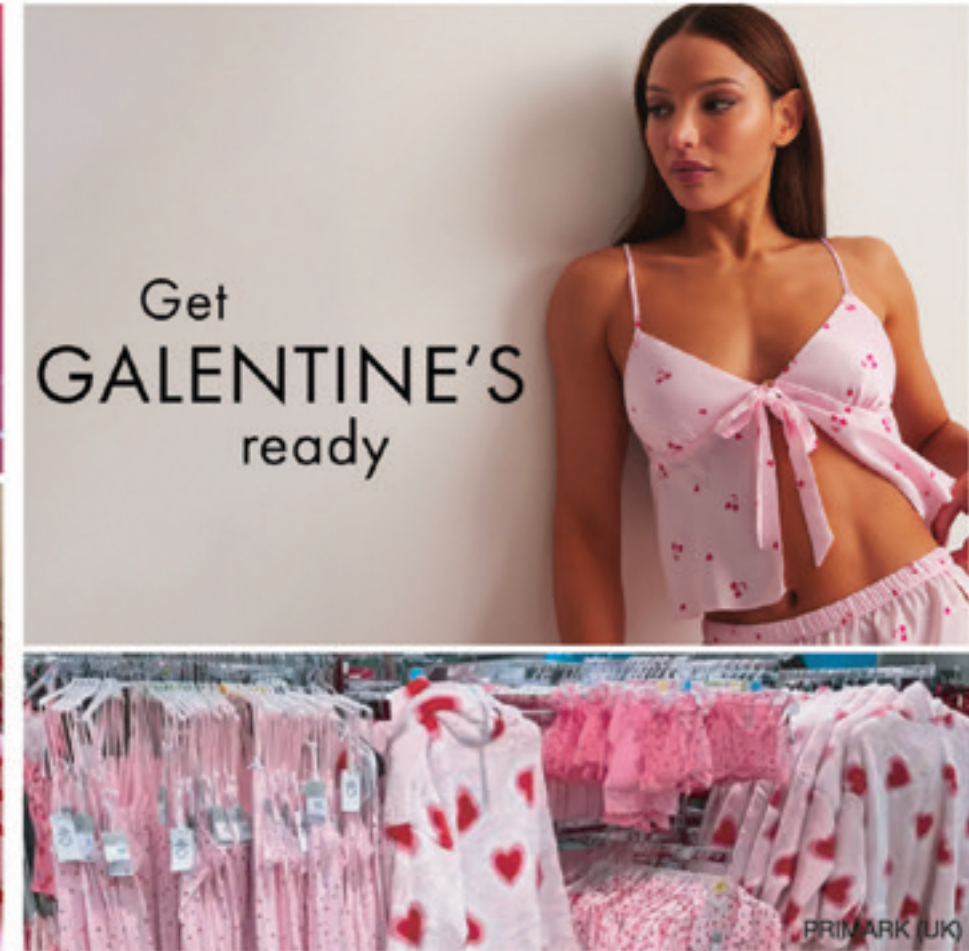
PANTONE
15-2213 TCX
Bonbon

PANTONE
12-2807 TCX
Tender Touch

MODERN LOVE....Consumer trends

Valentine's Day remains a high spending season – 2024 US sales are expected to hit \$26bn (Statista, 2024) – and an invaluable opportunity to connect via new attitudes towards love, friendship and sex. Narratives shift from 'date night' lingerie to 'treat yourself' pyjamas, fuelled by shifting mindsets around traditional relationships. In-store displays focus on playful designs, celebrating self-gifting with pyjamas and sleepwear. On Google Trends, interest in "Valentine's Day lingerie" declined -8% YoY, while searches for "Valentine's pyjamas" have increased +94% YoY.

62% - The percentage of US consumers aged 25-34 who plan to celebrate Valentine's Day this year, more than any other age group



*Images from 2024 Valentines

DETAILS IN LOVE....intimates

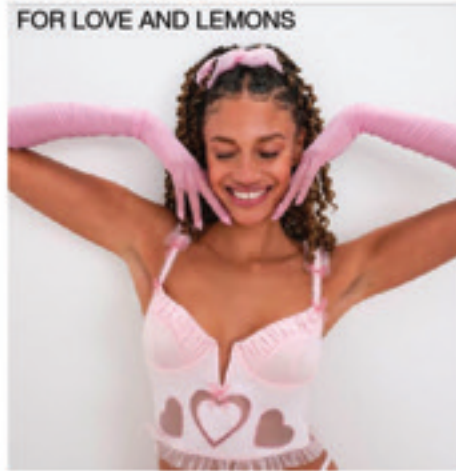
URBAN OUTFITTERS



MISS CROFTON



FOR LOVE AND LEMONS



HERMÈS PARIS



FLEUR DU MAL



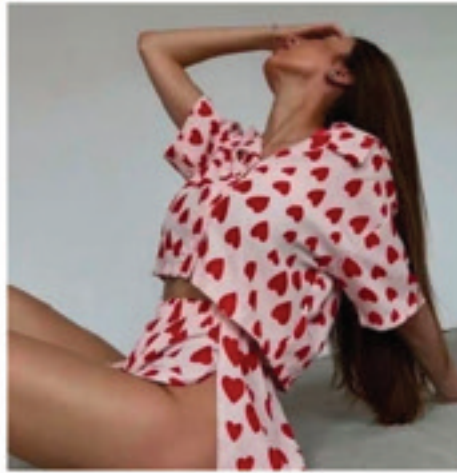
VS



@PINEREST

EMBROIDERY HEART PLACEMENT | CUT OUT HEARTS | RUFFLES | ALLOVER HEART PRINTS

DETAILS IN LOVE....sleepwear



ALLOVER HEART PRINTS | EDGE DETAILING | WORDING

PRINT TREND//

During this season, we can observe Valentine's inspired prints on a variety of merchandise, ranging from pyjamas to lingerie. One particularly popular trend is the fusion of traditional stripes with hearts, which adds a timeless touch to Valentine's prints.





PRINTED POINTELLE WITH LACE CUT OUT

UNLINED WIRED HIGH APEX BRA
003-QQ-00266

BRAZILIAN
003-QQ-00267

UNLINED CAMI DRESS
003-QQ-00265



Soft stretch printd pointelle



Soft



4 way stretch



LOVE HEARTS

Pointelle, a beloved fabric for underwear, has remained a timeless choice. It adds a cozy touch to Galentine's date nights and is a staple for various brands.



SKIMS



ZARA



BLUSH LINGERIE



STRIPE &
STARE



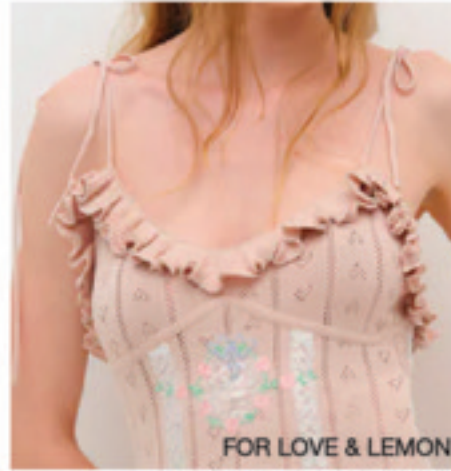
ZARA



BOUX AVENUE



BOUX AVENUE



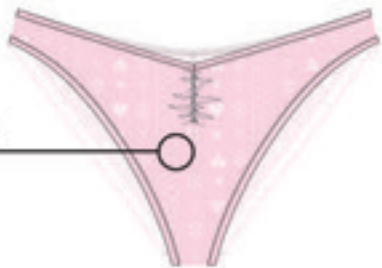
FOR LOVE & LEMON

BRUSHED HEART LACE

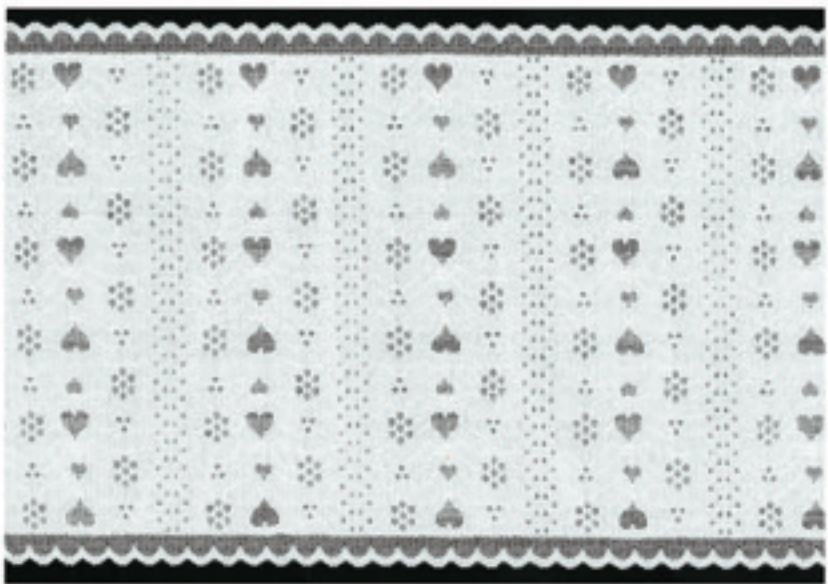
BRUSHED GALLOON LACE



BRUSHED ALOVER LACE LACE



BRUSHED ALOVER LACE LACE



FABRIC DIRECTION

Brushed lace



Back view



BRUSHED HEART LACE RANGE
BRUSHED HEART LACE TRIANGLE
003-QQ-00269

BRUSHED HEART LACE BRAZILIAN
003-QQ-00270

BRUSHED LACE HEART BODYSUIT
003-QQ-00268

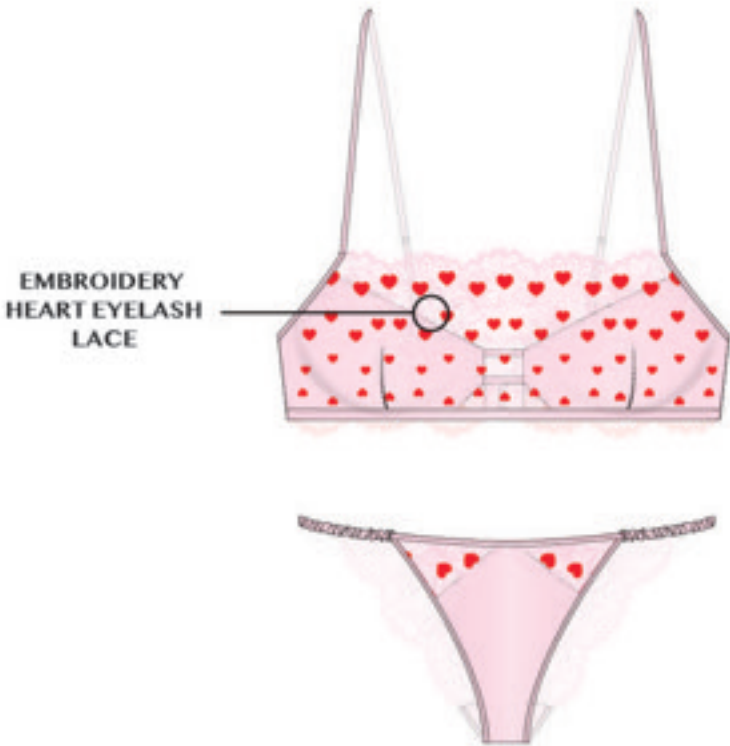
CREATIVE DIRECTION



DELICATE LACE



A key focus for the intimate market is SS26 is delicate lace based on SS25 Catwalks. The trend emphasizes intricate lacework and layered sheerness, introducing a raw undone quality that gives the look a contemporary edge while maintaining its romantic essence.



Printed lace

- SATIN WITH EMBROIDERED LACE
- EMBROIDERED LACE BANDEAU
003-QQ-00282
- TANGA WITH EMBROIDERED LACE
003-QQ-00283
- ROMPER WITH EMBROIDERED LACE
003-QQ-00281



WEAR YOUR HEART ON YOUR SLEEVE

Sleepwear: as a core category for seasonal promotions such as Valentine's Day (US & UK), pyjama set volumes grew significantly in the UK (+4.0ppt to 14.5%) and slightly in the US (+0.2ppt to 13%), as retailers tapped into Emotional Intimacy trends.

New York - searches for "heart pyjamas" grew +140% YoY (Google Trends), and "#HeartsPJs" videos on TikTok have increased +220% YoY between March-April WTD 2024 and 2023

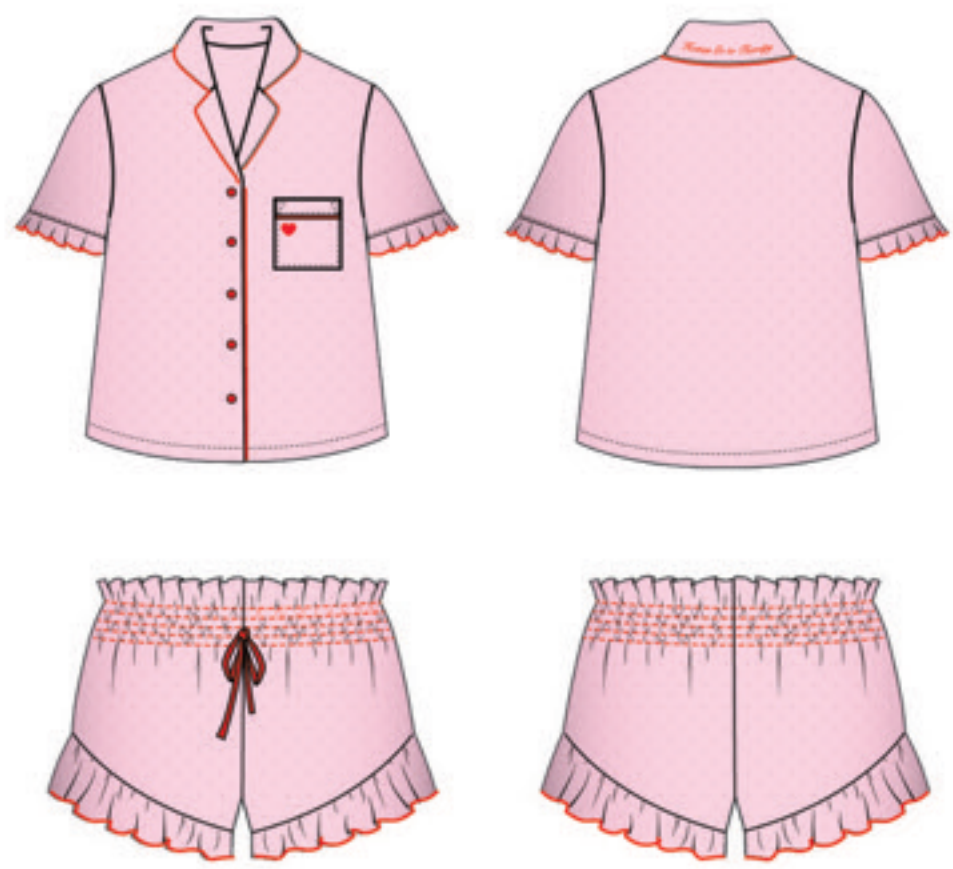


VICTORIA'S SECRET



LAKE Pajamas x Atlantic-Pacific

Hotties Go to Therapy



Cotton clip dot voile

COTTON CLIP-DOT PYJAMA'S
PYJAMA SHIRT WITH CUSTOMERISED EMBROIDERY ON POCKET AND BACK COLLAR -003-QQ-00279
PYJAMS SHORT WITH SMOCKING WAISTBAND AND CONTRAST COLOUR BABY OVERLOCK -003-QQ-00280

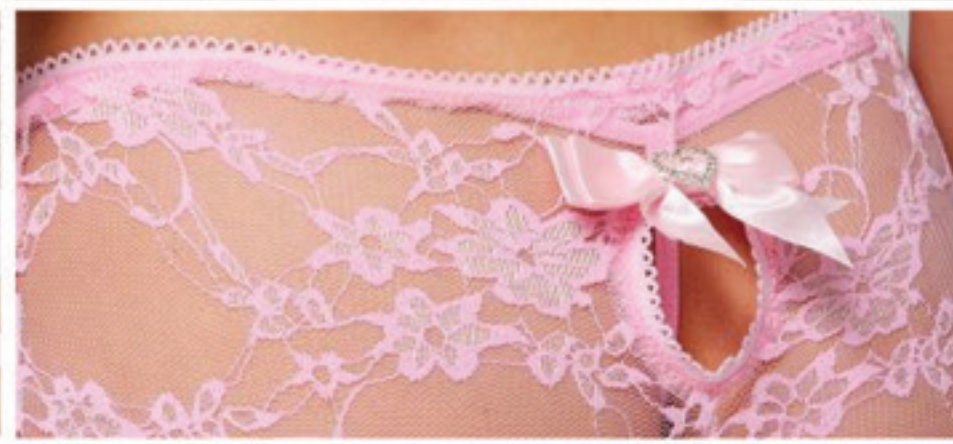


“Soft ties” //

Leverage the bow as a key icon this Valentine's Day. Featured across designer collections like Simone Rocha and Miu Miu, bows are rendered in everything from pattern and graphics, to accessories and ribbon ties.



SOURTAI



BUBBLE ALLOVER LACE



BUBBLE ALLOVER LACE RANGE

TRIANGLE BRALETTE (PULL ON)
003-QQ-00275

HIGH LEG BRAZILIAN
003-QQ-00276

LONG SLEEVE TOP WITH RIBBON DETAIL
003-QQ-00398

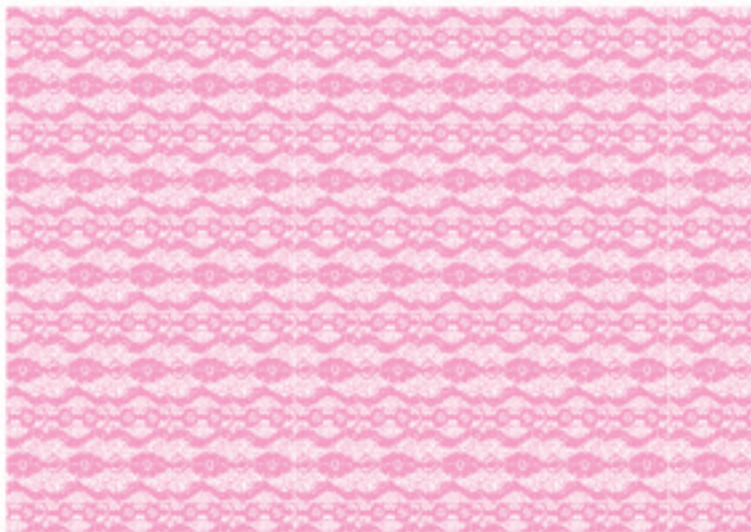
CAMI WITH FRONT SLIT DETAIL
003-QQ-00277

BOYSHORT
003-QQ-00278

Back view



FABRIC DIRECTION

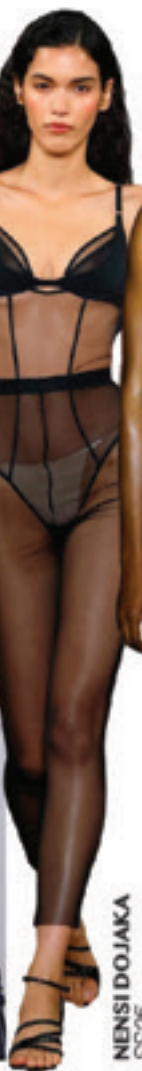
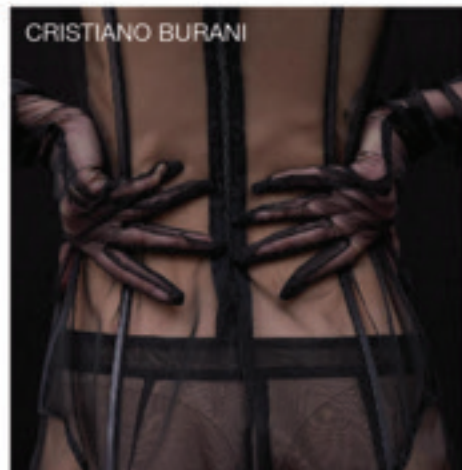


Bubble Allover lace

CREATIVE DIRECTION



BOUDOIR SHEERS



LIQUID HEARTS



Push up plunge cup
with removable cookie



Back view



FABRIC DIRECTION



Printed liquid foil



Silicone Print Logo Elastic

PRINTED LIQUID FOIL

PUSH UP BRA WITH REMOVABLE COOKIE
003-QQ-00271

TANGA
003-QQ-00272

SLIP DRESS WITH GALLOON LACE
003-QQ-00290

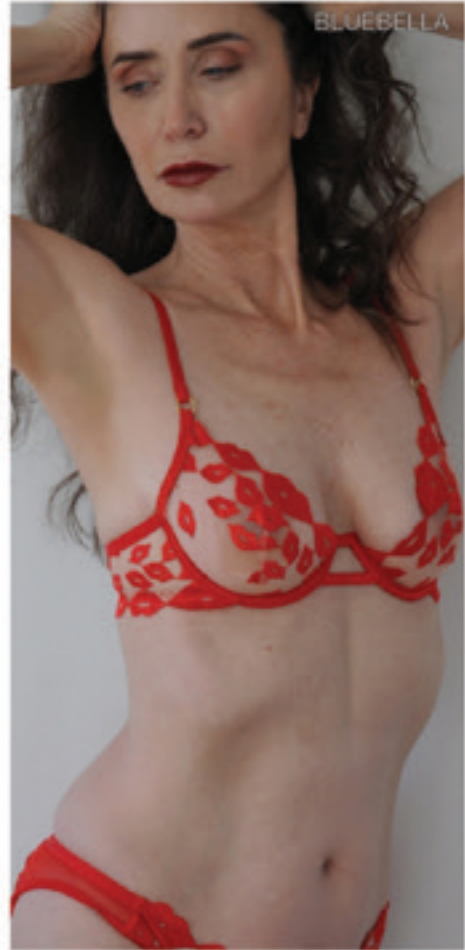
KIMOMO FIT ROBE
003-QQ-00291

CREATIVE DIRECTION



EMBROIDERY DIRECTION

Valentine's lingerie is decorated with lips, heart and rose embroideries in the classic pinks and red for February. Highlight's from 2024 valentines day collections include Victoria's Secrets and Scarlett Gasque.



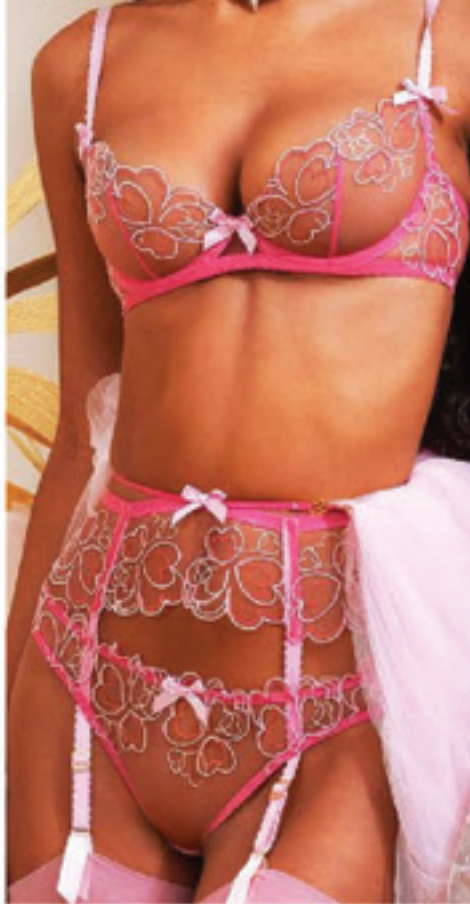
AGENT PROVOCATEUR



VICTORIA'S SECRETS



AGENT PROVOCATEUR



HONEY BIRDETTE



SCARLETT GASQUE



VICTORIA'S SECRETS



LOLLIWRAPS



FOR LOVE & LEMON

EMBROIDERY HEARTS

FABRIC DIRECTION



Heart Embroidery

Back view



HEART EMBROIDERY RANGE

UNDERWIRED UNLINED EMBROIDERY BRA
003-QQ-00273

EMBROIDERY STRING BRIEF
003-QQ-00274

CREATIVE DIRECTION





SATIN WITH EMBROIDERED LACE
EMBROIDERED LACE BANDEAU
003-QQ-00282
TANGA WITH EMBROIDERED LACE
003-QQ-00283
ROMPER WITH EMBROIDERED LACE
003-QQ-00281

BRUSHED HEART LACE RANGE
BRUSHED HEART LACE TRIANGLE
003-QQ-00269
BRUSHED HEART LACE BRAZILIAN
003-QQ-00270
BRUSHED LACE HEART BODYSUIT
003-QQ-00268

PRINTED POINTELLE WITH
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UNLINED WIRED HIGH APEX BRA
003-QQ-00266
BRAZILIAN
003-QQ-00267
UNLINED CAMI DRESS
003-QQ-00265

BUBBLE LACE RANGE
BRALETTE
003-QQ-00275
BRAZILIAN
003-QQ-00276
LONG SLEEVE TOP
003-QQ-00398
CAMI
003-QQ-00277
BOYSHORT
003-QQ-00278

HEART EMBROIDERY RANGE
UNDERWIRED UNLINED EMBROIDERY BRA
003-QQ-00273
EMBROIDERY STRING BRIEF
003-QQ-00274

PRINTED LIQUID FOIL RANGE
PUSH UP BRA WITH REMOVABLE COOKIE
003-QQ-00271
TANGA WITH SILCON PRINTED ELASTIC
003-QQ-00272
PRINTED ROBE AND SLIP
003-QQ-00291/003-QQ-00290

COTTON CLIP_DOT VOILE RANGE
BUTTON UP TOP
003-QQ-00279
SHORT WITH SMOCKING WAISTBAND
003-QQ-00280

