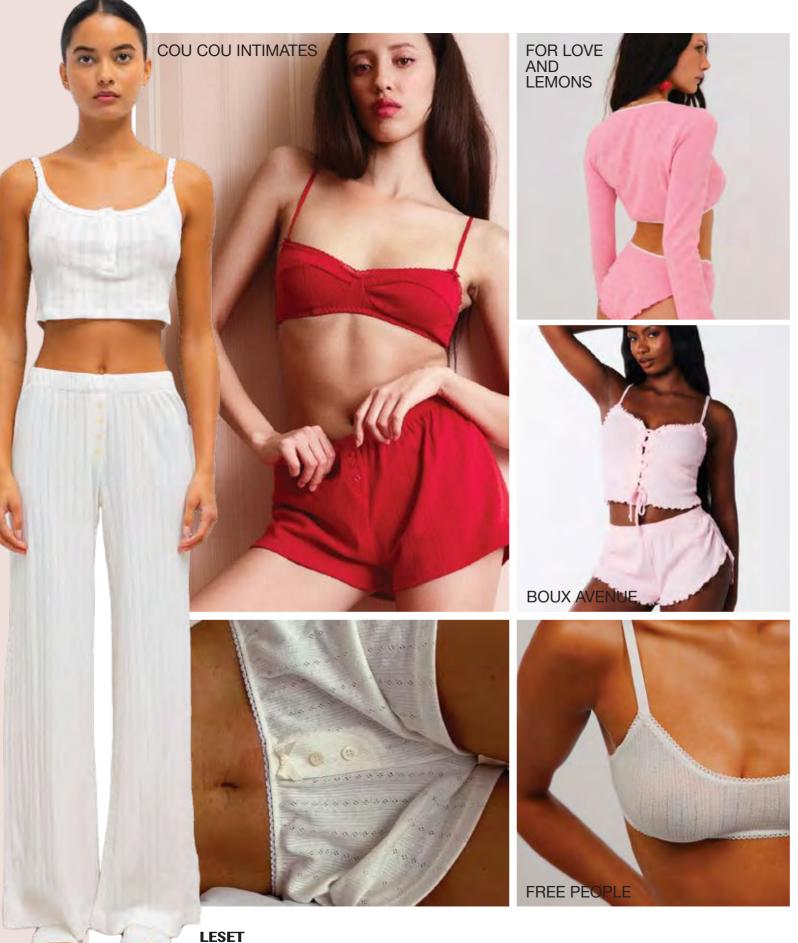


For much too long, women have had to choose between comfort and cuteness: feeling either comfy in multipack granny panties or sexy in stuffy underwire and stiff mesh-but never both at the same time. When it comes to our underwear, the long-held belief is that comfort and beauty are mutually exclusive. We believe that, as women, we feel our most beautiful when we're our most comfortable, and that our most-worn undies should be our most-loved ones, too. We hope to reflect the values of a new generation of women and provide an alternative to the outdated underwear-lingerie dichotomy. Because the truth is, we can be engaged and empowered in our daily lives, all while feeling beautiful-yesterday, today, and everyday.

-Cou Cou Intimates



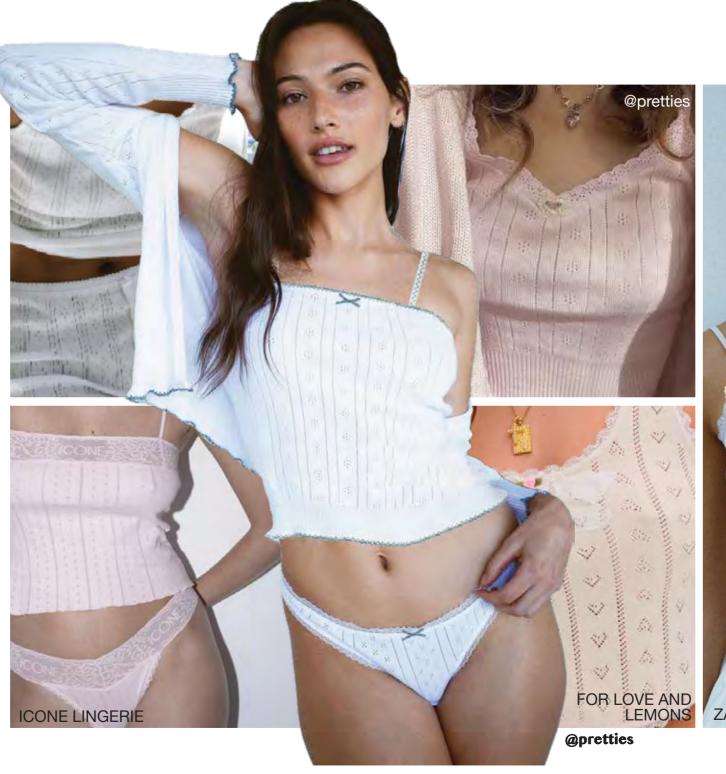




## KEY SHAPE: THE CAMI SLEEP TOP

Why is it key? As ultra-feminine themes gain popularity, everyday essentials like cami sleep tops are refreshed with romantic details and patterns. These pieces embrace versatility and transition seamlessly between home wear and outdoor looks.

Design Details: Work with lightweight pointelle fabric made from certified cotton in pastel or natural colours. Explore pretty-feminine patterns like hearts, flowers, bows or polka dot. Add appliqué bows or flowers, lace trims and baby lock detailing at the hem.







# PATTERNS IN POINTELLE



DIAMONDS | STRIPES | PRINTED POINTELLE | HEARTS

### KEY BRANDS

### POINTELLE BECOMING THE PERFECT TRANSITIONAL PIECE

Traditionally beloved by French ladies, you know sping has arrived in Paris when you see the city's fashionable dwellers plucking pointelle knitwear pieces from their wardrobeds, and it's this classic and relaxed wardrobe basics that has become more popular across many brands.

Brands are tapping into this 'cutesy' energy through intricate detailing, form fitting designs and girlish motifs including heart and flowers.

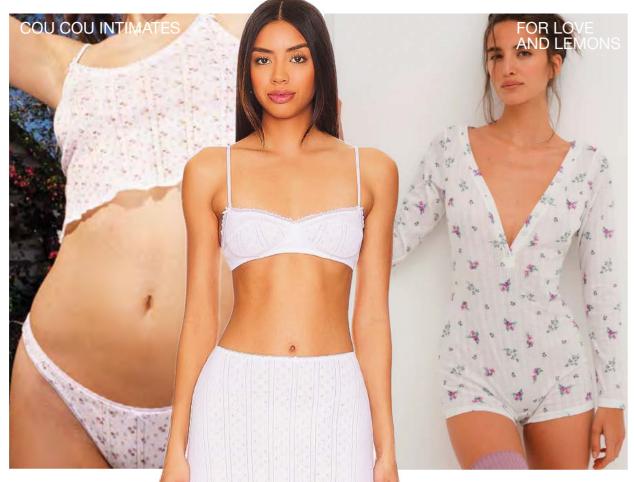
Customers are looking to elevate their capsule collection with this versatile fabric.

Here are some key brands that are designing into pointelle pieces for lingerie, sleepwear or outterwear.

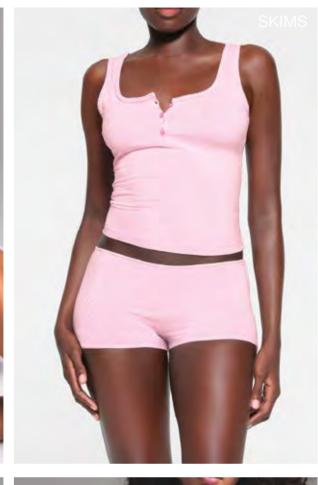


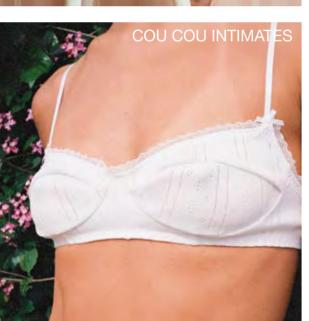


















COU COU INTIMATES

FOR LOYE AND LEMONS





Ribbed pointelle

### **CREATIVE DIRECTION**



### RIBBED POINTELLE RANGE

BRALETTE 003-RR-00011

BOXER 003-RR-00012

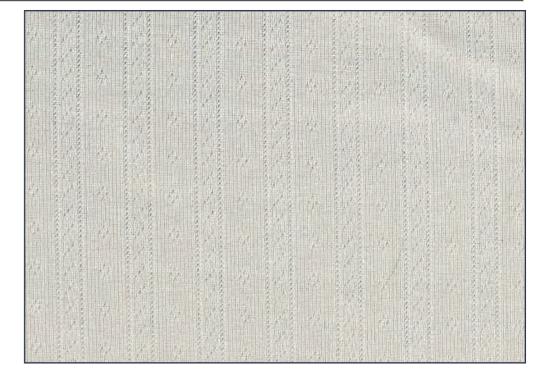
SLIP DRESS 003-RR-00016

BABY TEE 003-RR-00013

V NECK CAMI 003-RR-00014

LONG TROUSER 0003-RR-00015





**Patterned pointelle** 

### PATTERNED POINTELLE RANGE

TIE STRAP CROP 003-RR-00024

GATHERED SIDE BOXER 003-RR-00025

CARDIGAN 003-RR-00022

CAMISOLE 003-RR-00017

BOYBRIEF 003-RR-00023

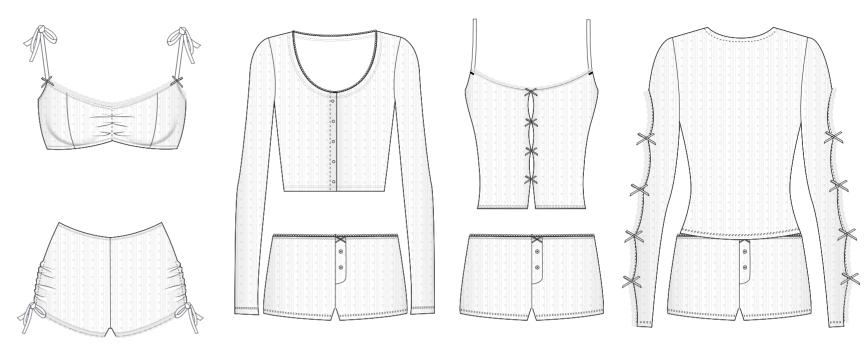
ROBBIN DETAIL LONG SLEEVE TOP 0003-RR-00018

### **CREATIVE DIRECTION**

**FABRIC DIRECTION** 







003-RR-00014

LONG TROUSER 0003-RR-00015

### PATTERNED POINTELLE RANGE

TIE STRAP CROP 003-RR-00024

GATHERED SIDE BOXER 003-RR-00025

CARDIGAN 003-RR-00022

CAMISOLE 003-RR-00017

BOYBRIEF 003-RR-00023

ROBBIN DETAIL LONG SLEEVE TOP 0003-RR-00018

