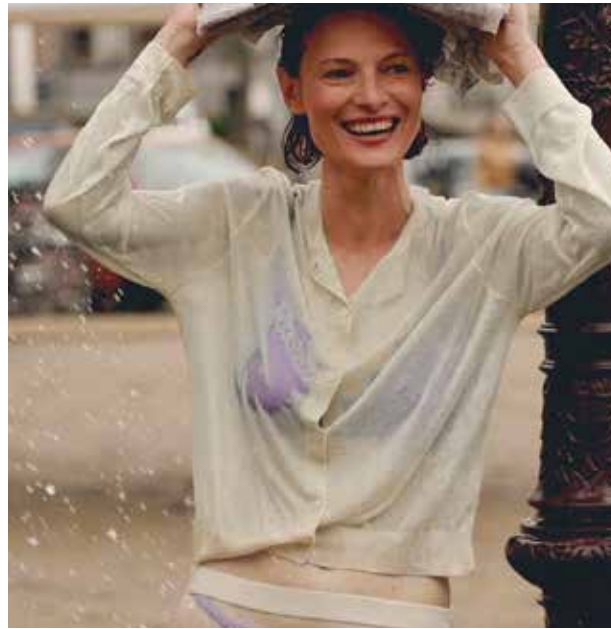


SS/26

CONNECTION

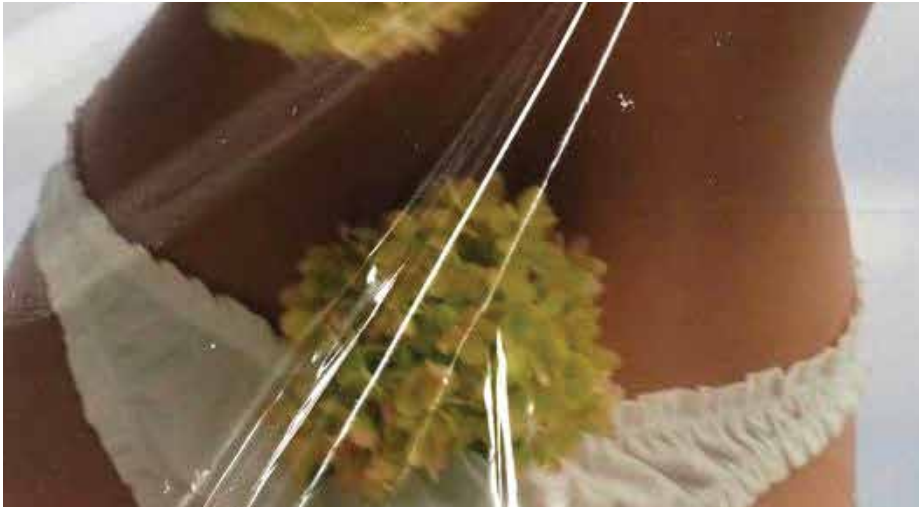
CONNECTION

MOOD | In a world yearning for profound connection and deeper meaning, a new era of co-creation is beginning to emerge. Diverse perspectives intertwine, as multi-generational friendships blossom, uniting a passion for shared experiences.



CONNECTION

Following a through-line of beautifully elusive design, the colors harbor a deep connection to feeling it all. Beginning with chilly hues like Moody Blue and Olive green, these colors are tinted neutrals and pair with the crisp pinks for an elevated refresh to the Spring/-Summer season.



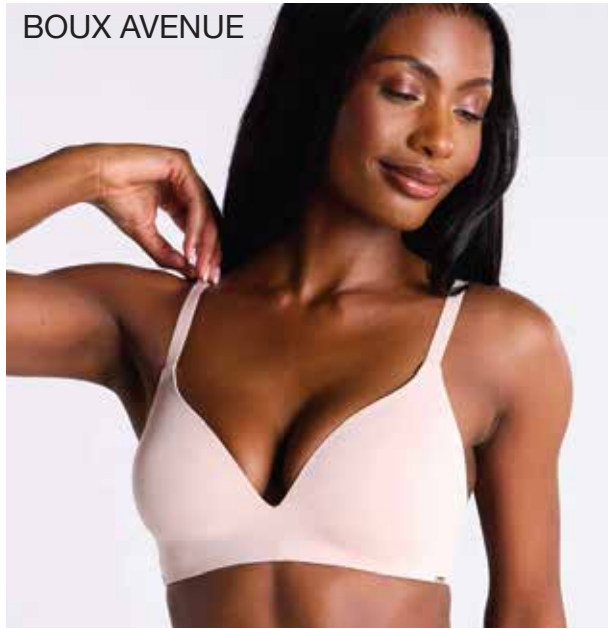
FEMALE EMPOWERMENT

A Booming (& Expanding) Market: Demand for lingerie is projected to grow by 5.8% annually between 2024 and 2034. But brands must meet consumers' evolving purpose-driven expectations, by actions like championing diversity, to enjoy long-term success in this category. This inclusive push is echoed by a new emphasis on women's empowerment which we have seen through brands such as the rebrand of Victoria's Secrets, and inclusive brands like Yitty.



FLEXI FITS FOR YOU

Flexible bra fits continue to evolve to fit more body types and life stages. Body ranges at Victoria's Secret and M&S focus on flexible styles with cooling properties and targeted support.



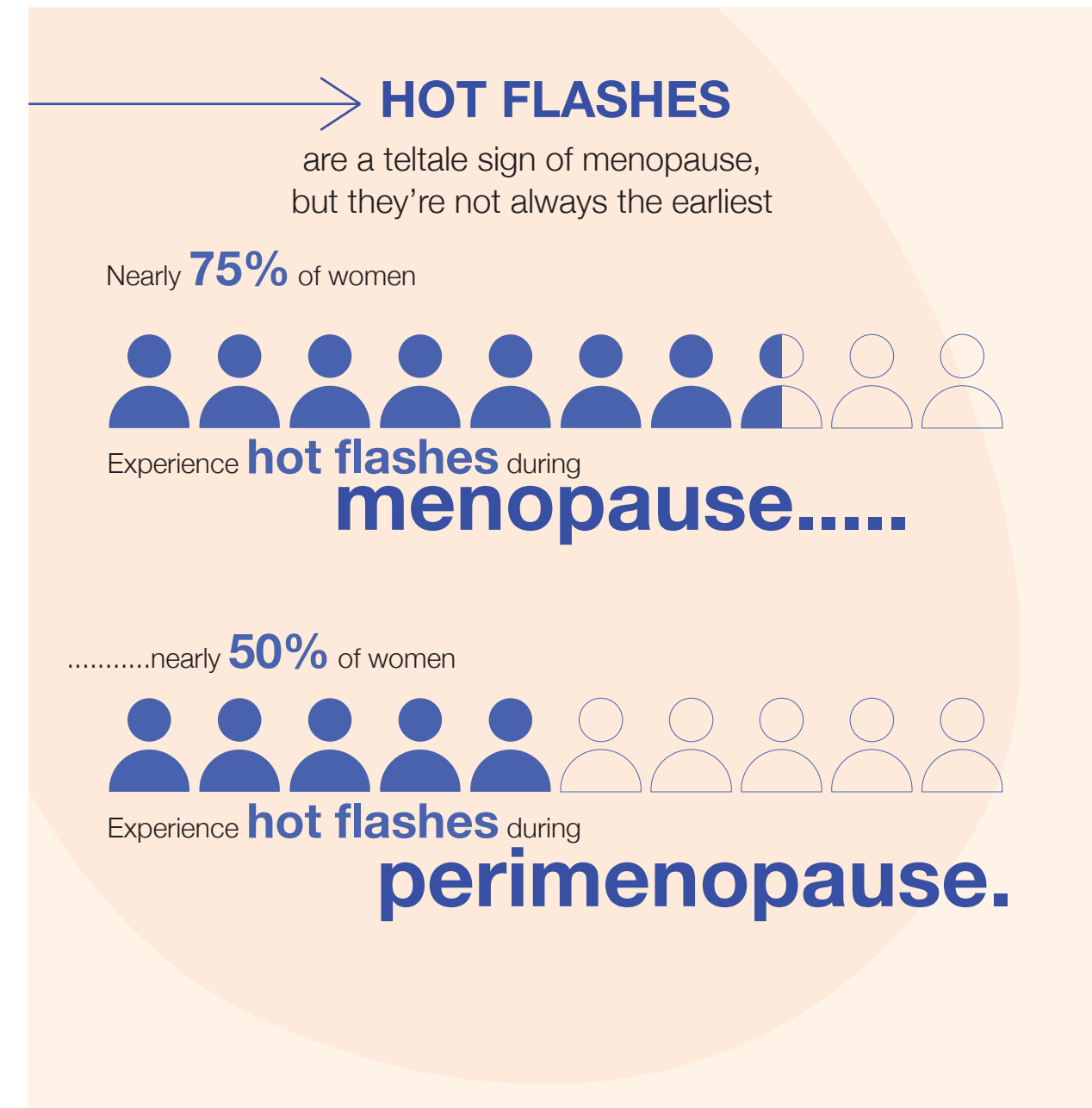
FIND YOUR PERFECT FIT



****CONCEPTS ONLY**

EMPOWERING WOMEN *with* EMANCIPATING PRODUCTS

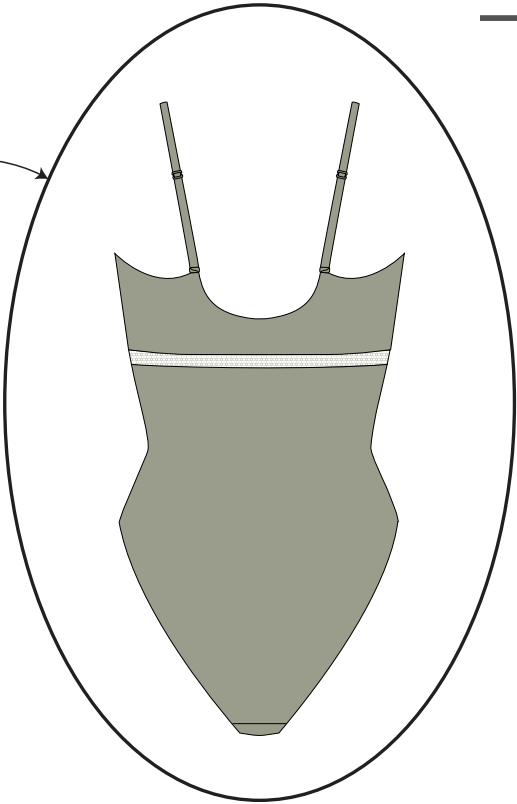
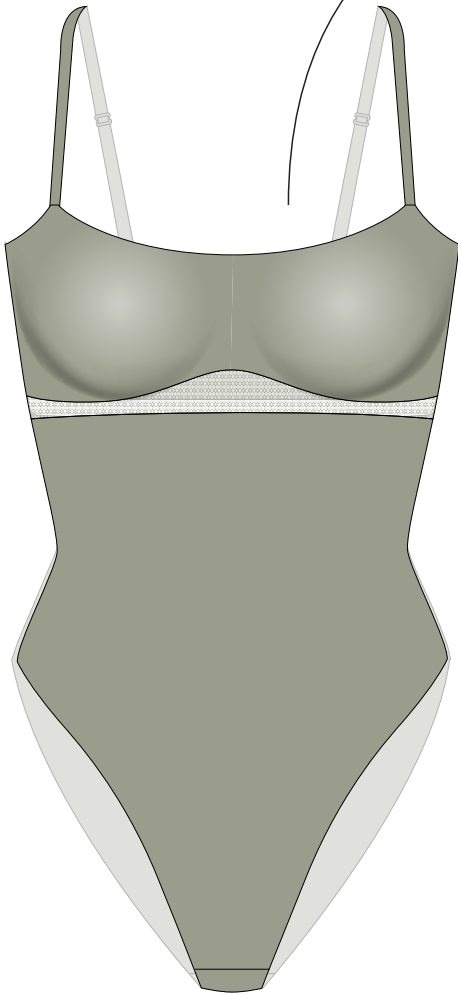
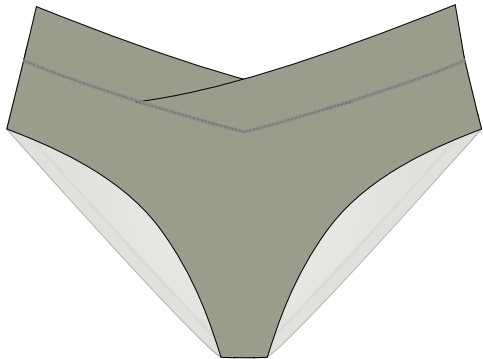
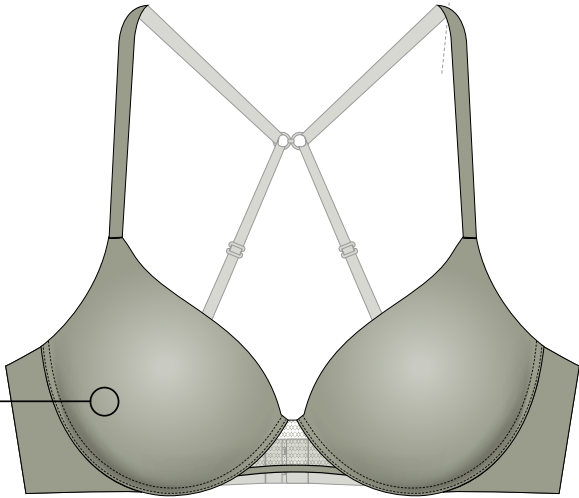
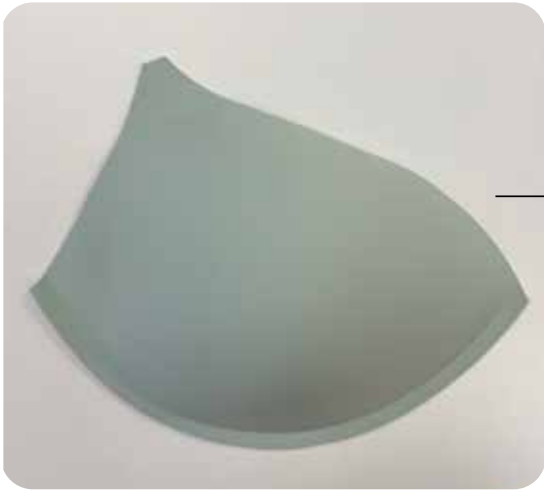
The way we see midlife (age 40-60) is changing with increasing lifespans. Women reaching perimenopause (40+) now are the older millennials who, alongside the generation that preceded them (Gen X), have very different attitudes and demands to boomers. They also have huge spending power, with the menopause market predicted to hit \$22.7bn by 2028 (Grand View Research, 2021).



ICE SKIN

Cup Solutions

Cooling lightweight pad.
Soft handfeel and light weight
4 way stretch
Cooling outter and inner lining



COOLING RANGE
COOLING WIRED LIGHTLY PADDED BRA
003-QQ-00317

COOLING HIGH WAISTED BIKINI
003-QQ-00318

COOLING BODYSUIT
0030-QQ-00319

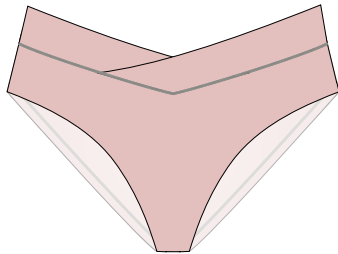
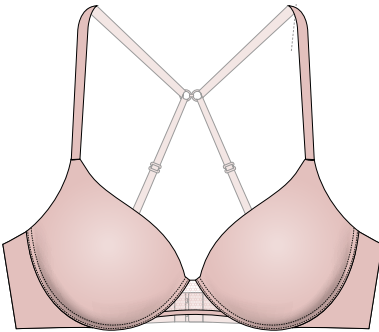
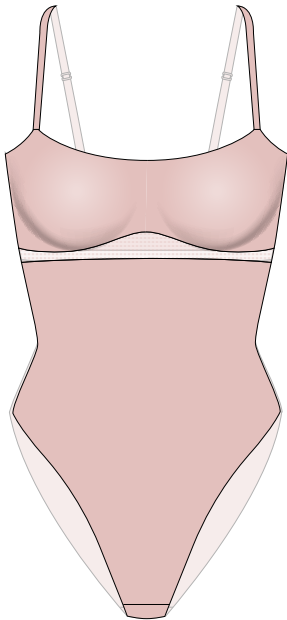
FABRIC DIRECTION



Cooling Yarn Micro



Colour option 2



CREATIVE DIRECTION



GET YOUR BEAUTY SLEEP

ACTIONS POINTS:

Make sleep-wellness the focus of fabric innovation

Approach sleep-boosting fabrics holistically as consumers look to boost health with sleep. Offer more environmentally friendly choices, considering health benefits and accessibility through your price points.

Target technologies and fibres to specific sleep needs

Answer specific sleep wellness cooling, balancing or warming needs. Natural fibres will attract holistic, eco-minded customers. Brand innovators should focus on skin rejuvenation, pampering benefits: core offers must feature moisture management comfort.

Market skin-boosting benefits as self-care

Communicate sleewear-meets-skincare products. Lyocell, micro modal and viscose bamboo fibre partner well with infusions of algae, avocado seed and aloe vera, and along with aromatherapy oils can bring eco friendly spa benefits.



WELLNESS SLEEP: MODAL 365

The most needed range that keeps you calm and calm every night throughout the year

Modal 365
This fabric is a smart blend of TENCEL™ and LYCRA All-season fiber in a light jersey.

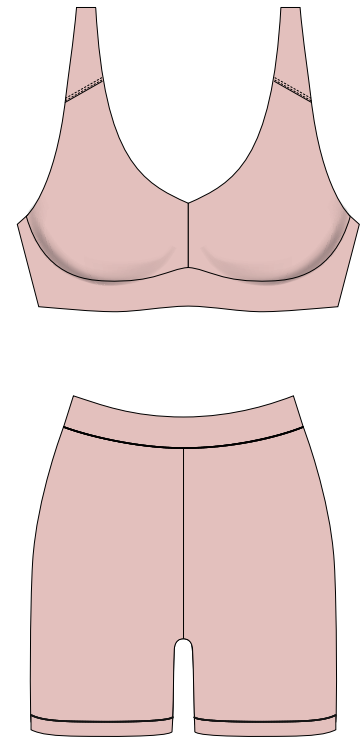
Made for year-round comfort, our fabric helps consumers stay cool and dry when it's warm and warm when it's cool.

Made with Modal 365 model to help keep you cool throughout the night.

Super soft cloud foam to offer support and comfort

High waisted sleep short with no elastic for ultimate comfort.

Colour option 2



MODAL 365

CREATIVE DIRECTION



DEEP SLEEP 365 RANGE
SLEEP BRA WITH PADS
003-QQ-00321

SLEEP SHORT
003-QQ-00322

FIND YOUR PERFECT FABRIC: TEMPERATURE-REGULATING

Thermoregulating nightwear able to respond to fluctuating body and external temperatures with deliver targeted customer comform needs.

Offer a spectrum of thermoregulation solution, marketing them to 'cold sleepwear' and 'hot sleepers' as personas and idenfify how they aid them in falling and staying asleep.

Key drivers:

Rising global temperatures signal a new approach and an increase interest in thermoregulating fabrics.

We also see brands buying more into sleepwear ranges supoorting womens health, especially around peri-meno-pause and menopause.

HOPLUN SPECIALLY DEVELOPED FABRIC Modal 365

This fabric is a smart blend of TENCEL™ and LYCRA All-season fiber in a light jersey.

Made for year-round comfort, our fabric helps consumers stay cool and dry when it's warm and warm when it's cool.



**STAY
COOL
SLEEP
WEAR**



WELLNESS SLEEP: MODAL 365

The most needed range that keeps you calm and calm every night throughout the year

Modal 365
This fabric is a smart blend of TENCEL™ and LYCRA All-season fiber in a light jersey.

Made for year-round comfort, our fabric helps consumers stay cool and dry when it's warm and warm when it's cool.



- MODAL 365 RANGE
- MODAL 365 LONG ROBE
003-QQ-00324
- MODAL 365 SLEEP DRESS WITH BUILT IN SUPPORT
003-QQ-00325
- MODAL 365 SLEEP TANK WITH BUILT IN SUPPORT
003-QQ-00327
- MODAL 365 SLEEP PANTS
003-QQ-00299

FABRIC DIRECTION



MODAL 365

CREATIVE DIRECTION



KEY SHAPE: THE LACE SHORT

Why is it key? The trend for boxer shorts and boxer short styling continues, with allover lace shorts looking to perform well going into S/S26. Explore new silhouettes, such as mid-length leg, driven by the growing influence of ultra-feminine aesthetics among younger consumers.

Design Details: Work with lightweight helanca-like laces, or laces with added function such as easy-flex yarn or lycra adaptive yarns. Explore prettyfeminine patterns like hearts and flowers. Add in added shaping panels for extra function. Finish leg openings with baby overlock stitch or lace trim for an extra feminine touch.

STELLA MCCARTNEY

FREE PEOPLE

FREE PEOPLE

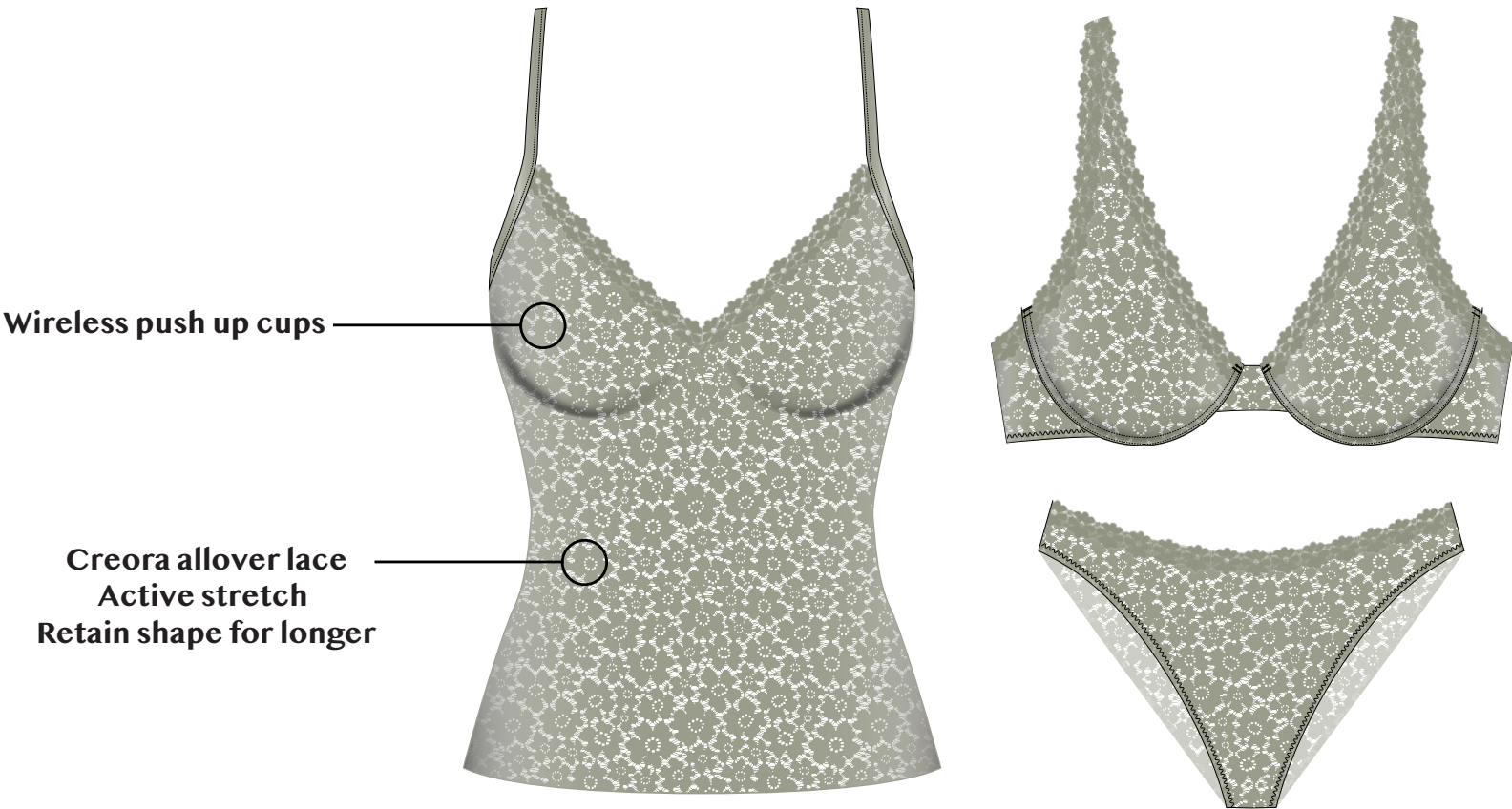
DSQUARED2

URBAN OUTFITTERS

Y PANKY

SKIMS

STRETCHING BEYOND



Wireless push up # KM-3060-PU_24D_32S

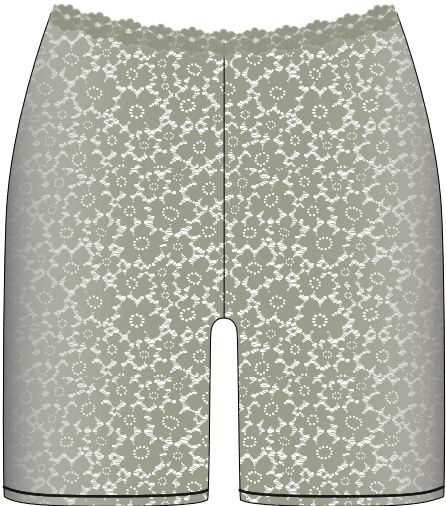


STRETCH BEYOND
WIRELESS PUSH UP CAMI TOP
003-RR-00128

WIRED UNLINED BRA
003-RR-00130

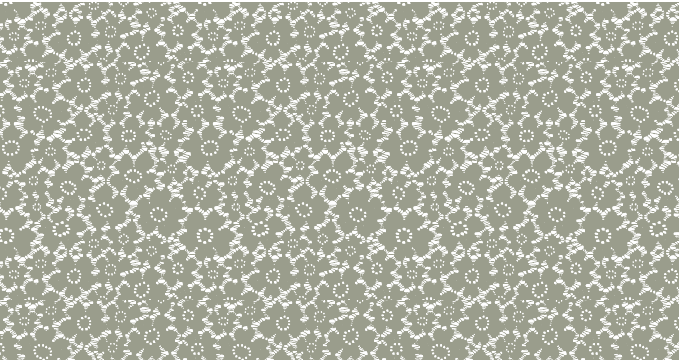
BIKINI
003-RR-00131

SHORT
003-RR-00129



FABRIC DIRECTION

Creora allover lace



CREATIVE DIRECTION



FLEXIBLE FITS

Non-wired bras in comfortable stretch fabrics offer 360-degree support and advance with a lighter look, enhanced with low-cut necklines and sheer panels. Triumph promotes bras made with a flexible comfort wire from its Illusion range. Marks & Spencer highlights the wireless T-shirt bra designed to shape and define from its Body collection.



TRIUMPH



UNIQLO



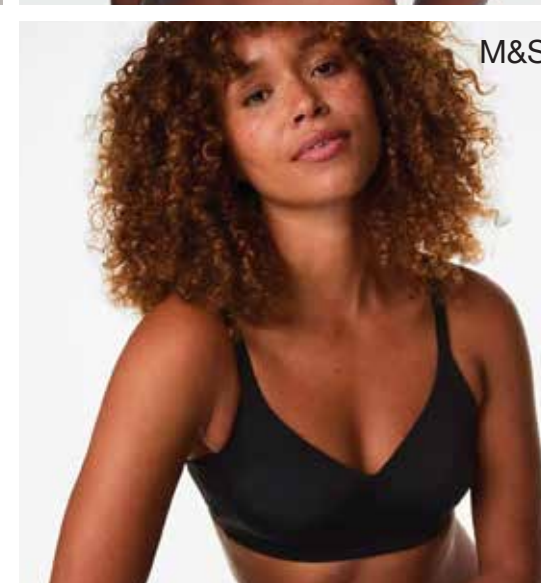
VS



UNIQLO



TRIUMPH



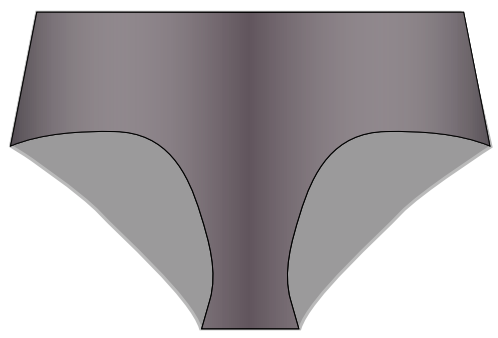
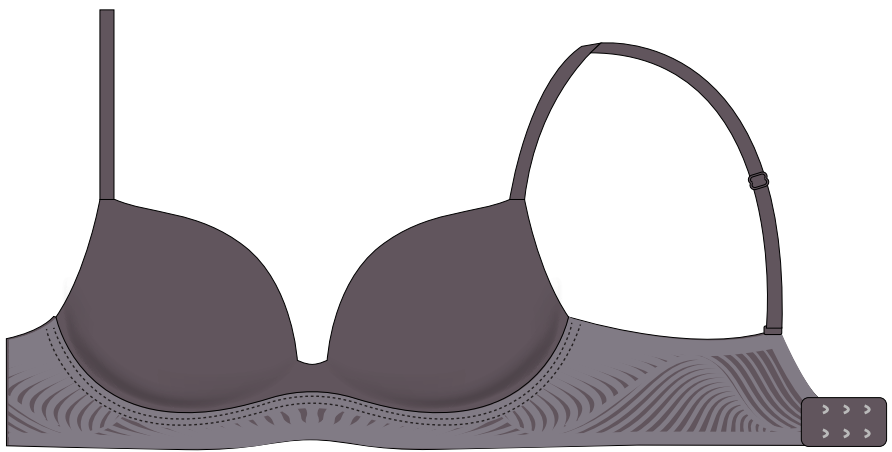
M&S



M&S

FLEXI 360

The range that gives you the perfect 360 degree fit.



- FLEXI 360 RANGE
- FLEXI FIT MOULDED WIRELESS BRA
003-QQ-00328
- FLEXI FIT DOT GLUE TRIANGLE CROP
003-QQ-00329
- FLEXI FIT SHORT
003-QQ-00331
- SOFT LOUNGE SKIRT
003-QQ-00330

FABRIC DIRECTION



CREATIVE DIRECTION

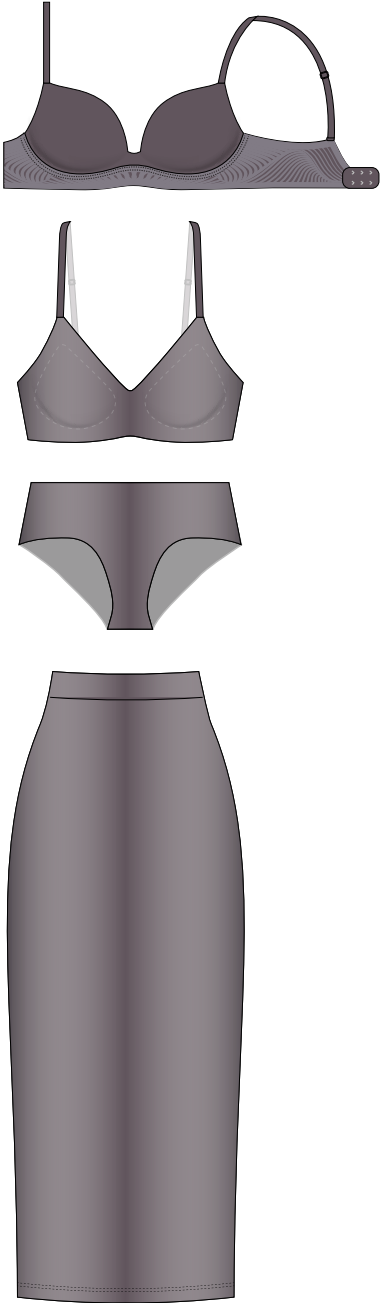


STRETCH BEYOND



STRETCH BEYOND
WIRELESS PUSH UP CAMI TOP
003-RR-00128
WIRED UNLINED BRA
003-RR-00130
BIKINI
003-RR-00131
SHORT
003-RR-00129

FLEXI FIT



FLEXI 360 RANGE
FLEXI FIT MOULDED WIRELESS BRA
003-QQ-00328
FLEXI FIT DOT GLUE TRIANGLE CROP
003-QQ-00329
FLEXI FIT SHORT
003-QQ-00331
SOFT LOUNGE SKIRT
003-QQ-00330

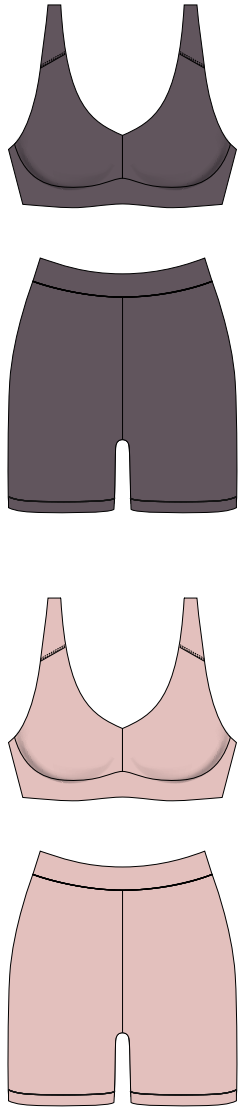
COOLING



COOLING RANGE
COOLING WIRED LIGHTLY PADDED BRA
003-QQ-00317
COOLING HIGH WAISTED BIKINI
003-QQ-00318
COOLING BODYSUIT
0030-QQ-00319

365 MODAL

DEEP SLEEP 365



DEEP SLEEP 365 RANGE
SLEEP BRA WITH PADS
003-QQ-00321
SLEEP SHORT
003-QQ-00322



MODAL 365 RANGE
MODAL 365 LONG ROBE
003-QQ-00324
MODAL 365 SLEEP DRESS WITH BUILT IN SUPPORT
003-QQ-00325
MODAL 365 SLEEP TANK WITH BUILT IN SUPPORT
003-QQ-00327
MODAL 365 SLEEP PANTS
003-QQ-00299

