

RESTART.
RESET.
REFOCUS.



As we ignore our body's call to slow down, we disregard the inherent wisdom that is granted to us by being alive.

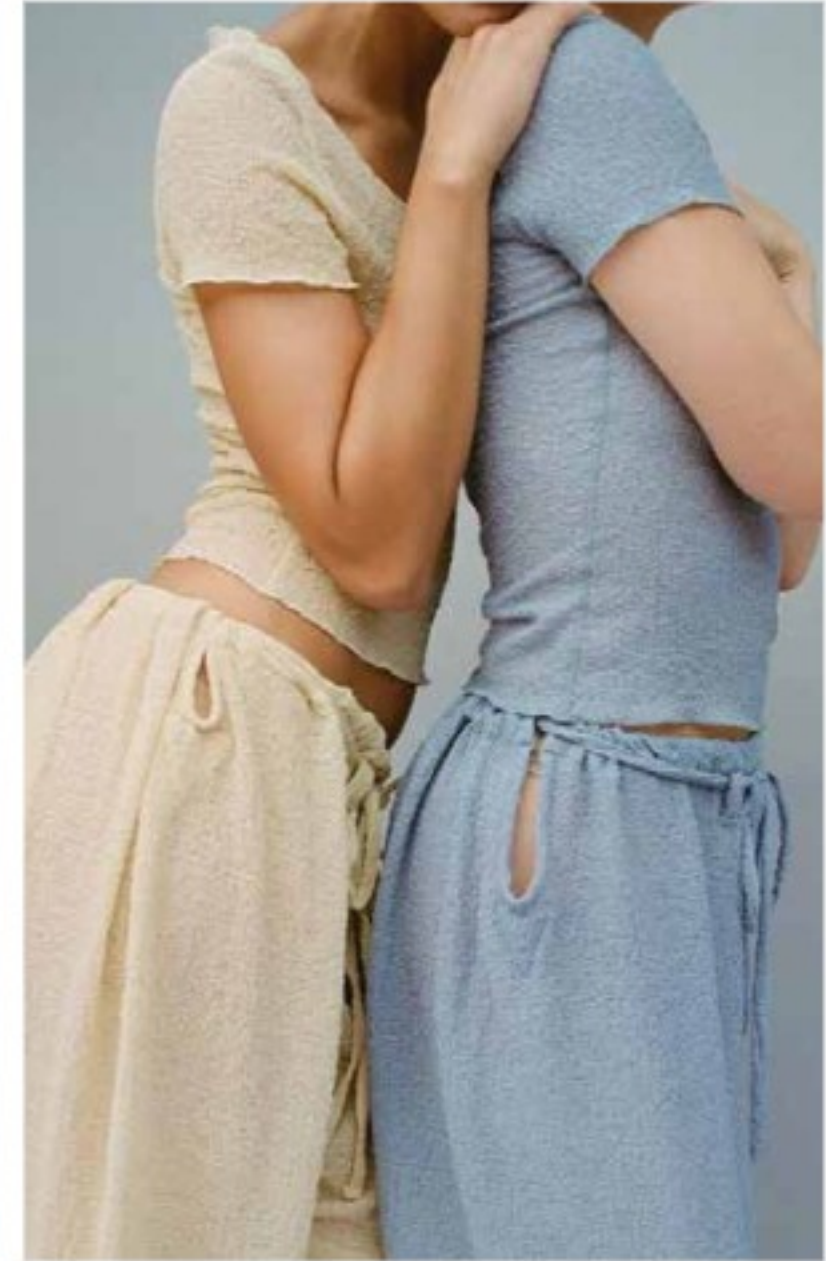
- Tricia Hersey

We Will Reset: The Art of Escape



SOFT SERENITY

Embrace tranquility by selecting a calming colour palette that soothes the senses. Opt for natural, botanical, or algae dyes free from synthetic chemicals like azo colorants, creating a serene environment that promotes a sense of safety and well-being. These gentle hues enhance the overall atmosphere, fostering a peaceful and harmonious space.



TRENDING COLOURS: SOFT PASTELS

SOFT PASTELS
TRENDING COLOUR



FW25 CATWALK
VS
FW24 CATWALK



DIOR
SS26

CYNTHIA ROWLEY
SS26

CARVEN
SS26

DIOR
SS26

FRANCESCO MURANO
SS26

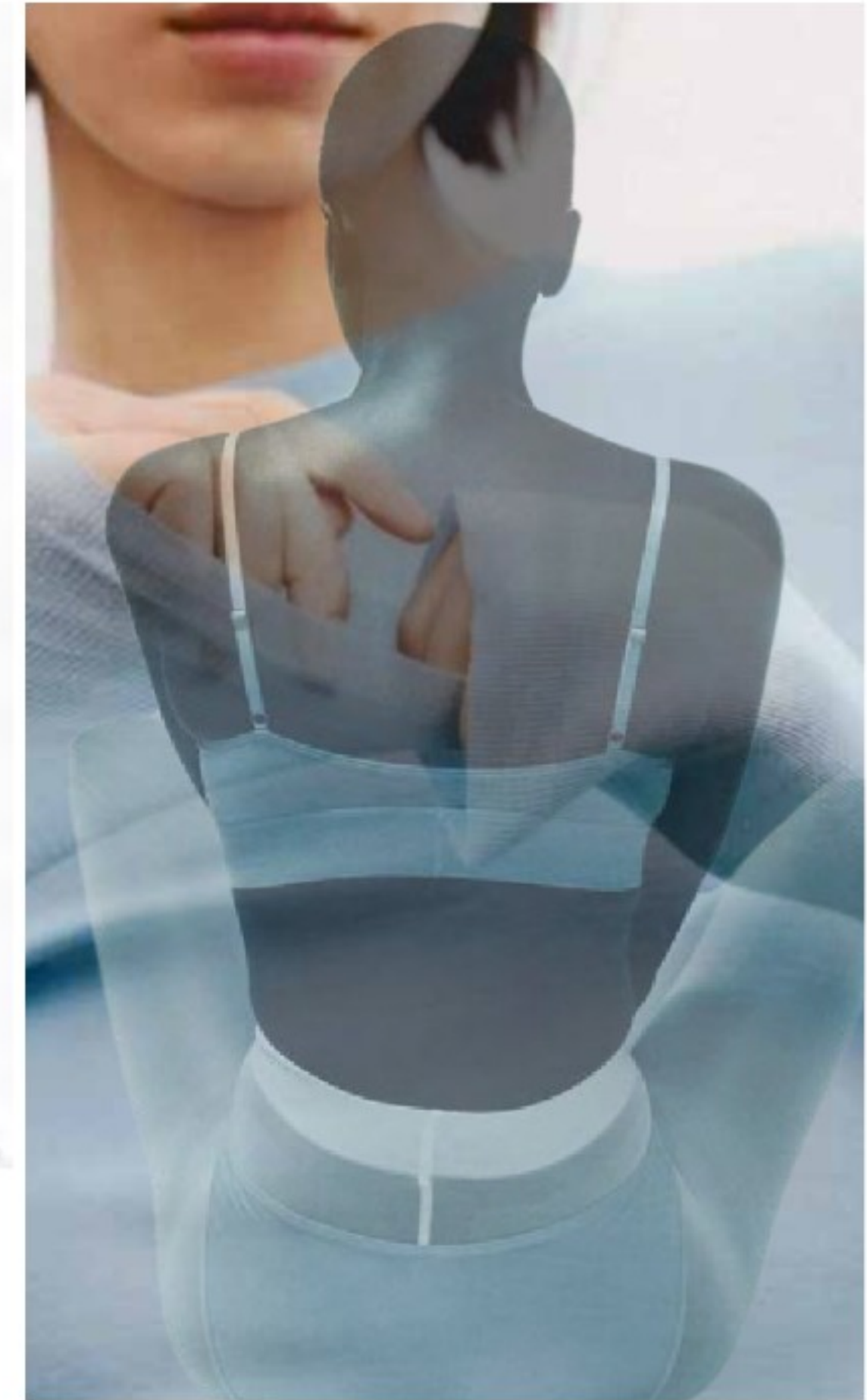
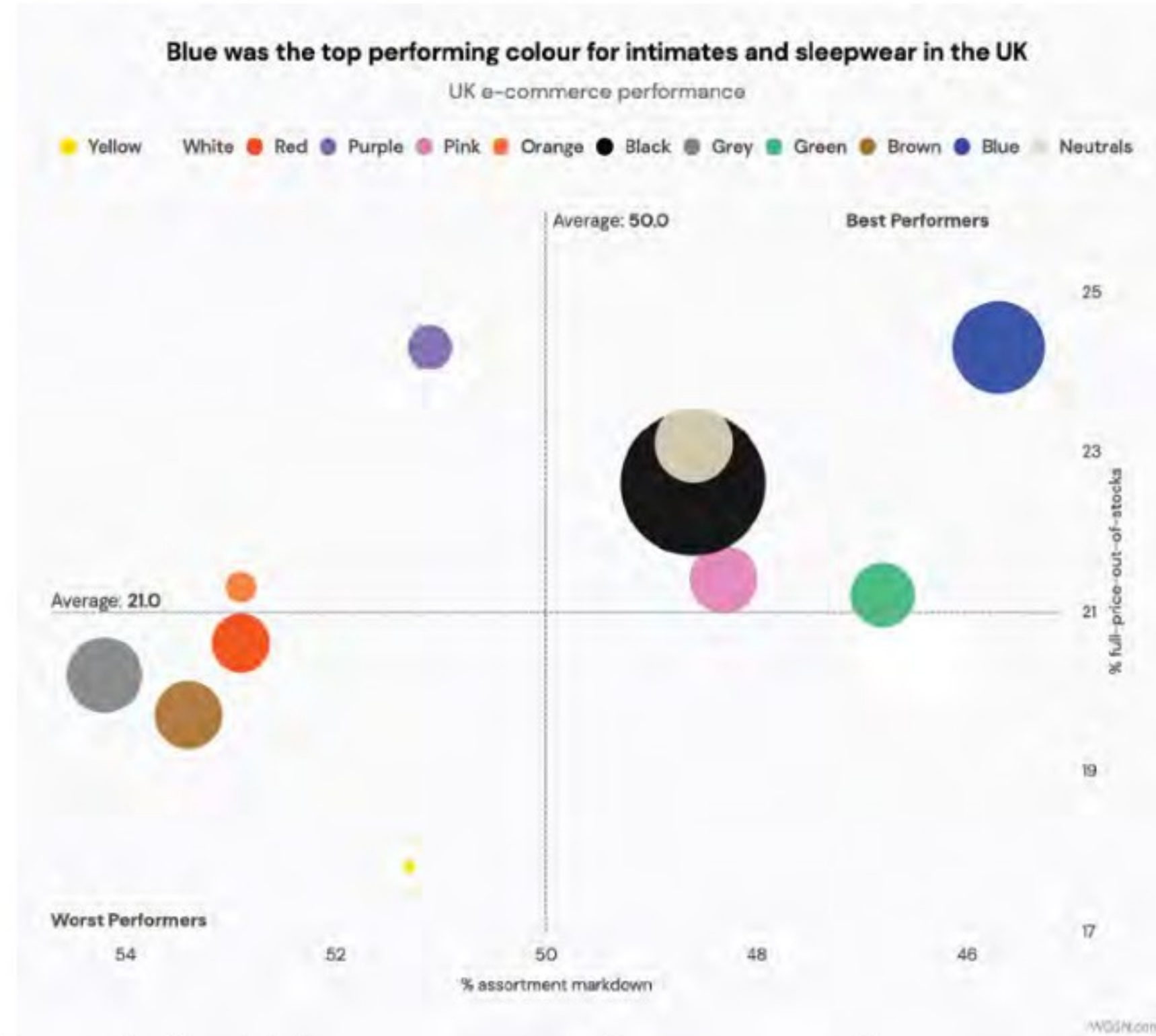
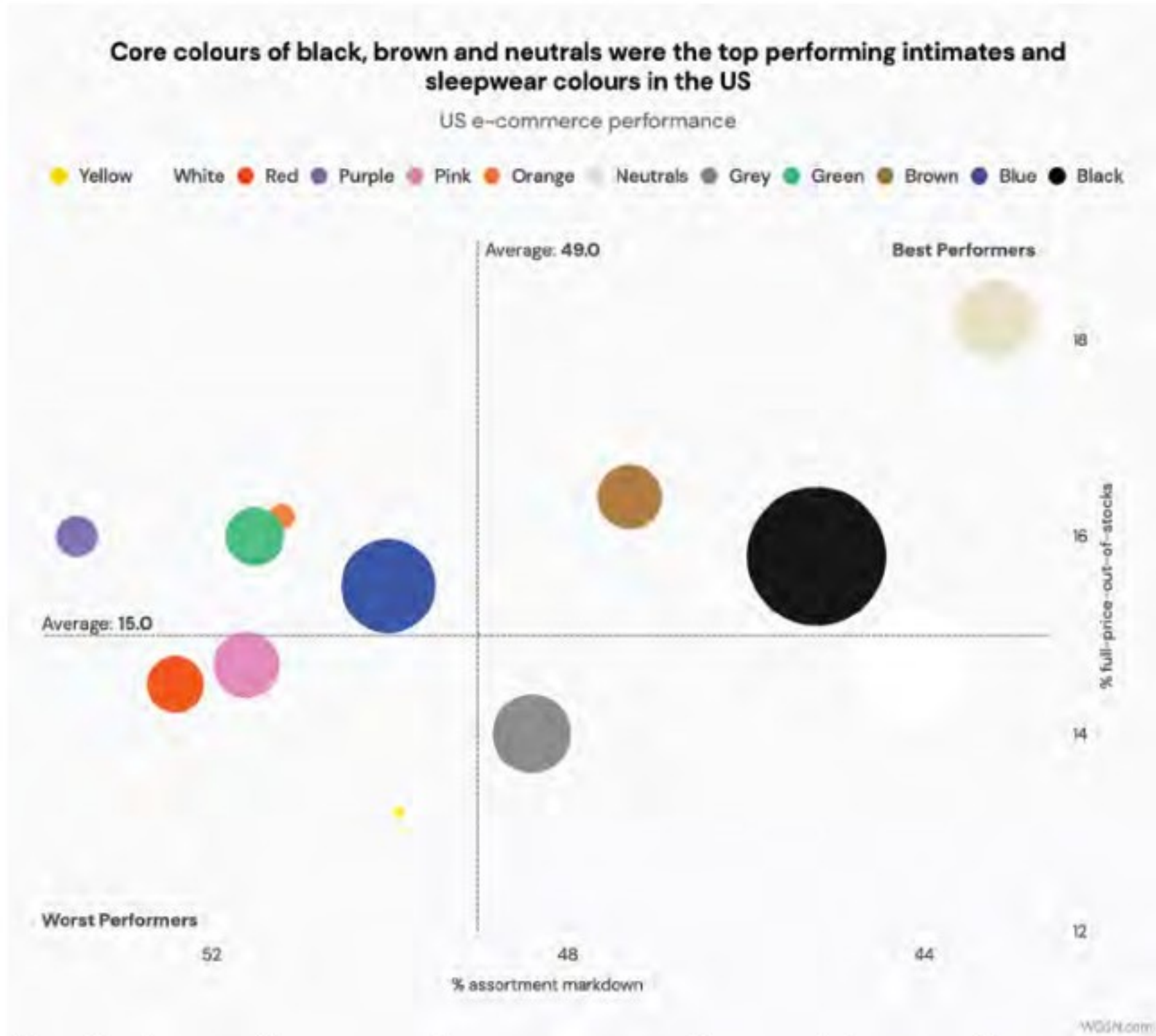
LANVIN
SS26

SOFT PASTELS

SOFT PASTELS BROUGHTS A SENSE OF CALM AND ELEGANCE TO THE SS26 SEASON. DIOR MASTERFULLY INCORPORATED POWDERY PINKS, MINT GREENS, AND LAVENDER HUES INTO THEIR COLLECTION, CREATING LOOKS THAT FELT AIRY AND REFINED. THESE DELICATE TONES SIGNAL A MOVE TOWARD MINIMALISM AND SERENE LUXURY IN SPRING SUMMER STYLING.

TREND CONCEPTS //: SS27

INTIMATE AND SLEEP COLOUR PERFORMANCE

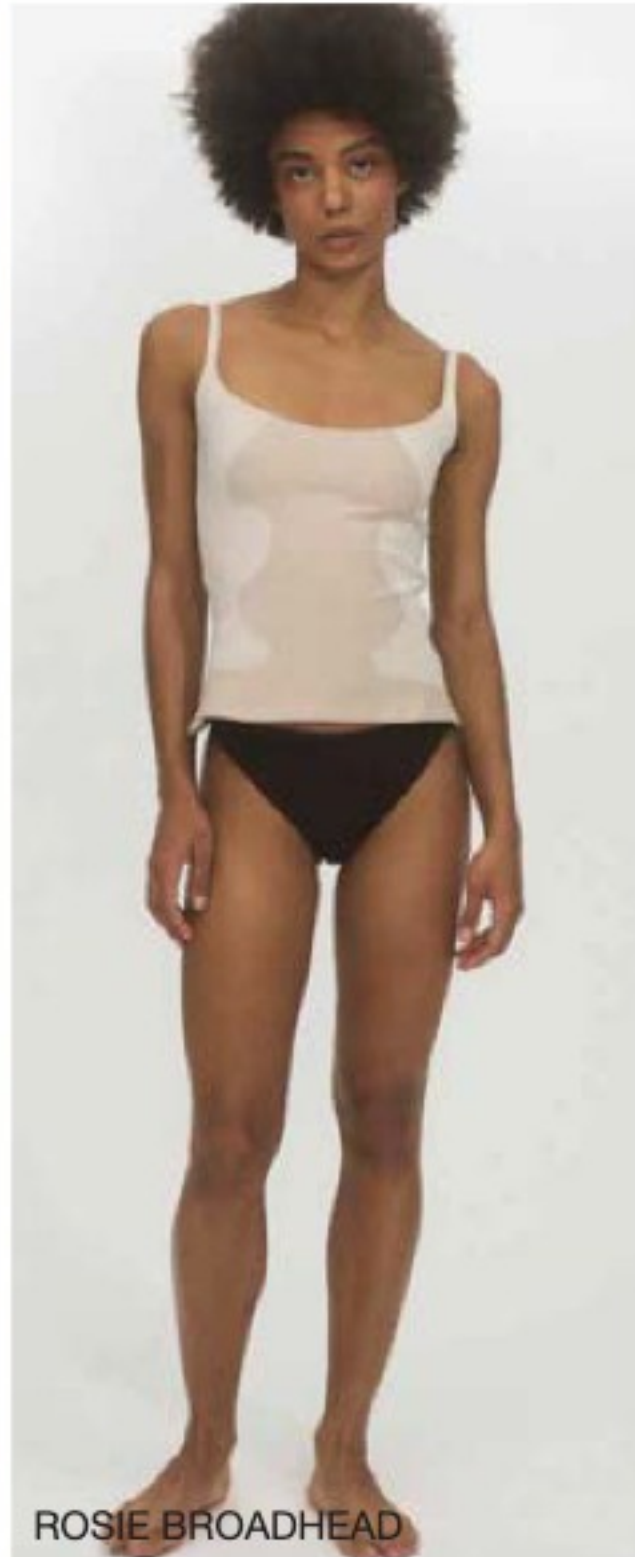


Neutrals and large-volume core colours drive performance through the high summer months, powered by seam-free bras and bodywear in black, beige and varying skin tones.
Blue intimates, especially in pastel hues, are ones to watch for fashion ranges, seeing strong performance in the UK market.

WELLNESS INFLUENCE



Almost 100% cotton active wear. This is so hard to find! Sooo comfy too @mate_the_label
What you sweat in matters! 💧



Increasing Google searches for healing materials

▲ 25%

Google trends (Worldwide)

Forecasted value of the rapidly growing FemTech industry by 2030

\$103bn

Females are seeking ways to feel well in mind, body and spirit, whether through fitness or holistic healing routines. Brands have an opportunity to provide products and stories that align with these values.

Strategy:

Consumers are embracing a holistic lifestyle where wellness shapes everyday decisions. This trend offers brands opportunities to expand collections in natural fibers. Sleep wellness is now central to self-care, driven by TikTok movements like #Sleepmaxxing and #SlowMornings, which promote rest and mindfulness. As comfort and sustainability take priority, fabrics such as organic cotton, bamboo, and merino wool dominate product narratives. Brands increasingly position natural underwear within health and wellness stories, emphasizing breathability, softness, and skin-friendly benefits to support balanced, restorative living.

SOFT SERENITY



NAKED CASHMERE



ELSE



LUNYA



NEGATIVE



BOODY



ARAKS

Wellness-focused designs with restorative softness will evolve with pure materials and soft shapes.

Strategy:

Design strategies emphasize comfort, sustainability, and ease of movement. Use clean, breathable, hypoallergenic fabrics like GOTS-certified organic cotton, linen, Tencel lyocell, silk, cashmere, micro-modal, and bamboo. Incorporate #SoftVolume and #SoftTies for relaxed silhouettes, and ergonomic cuts with deep armholes and wide necklines for effortless dressing. Create soft-touch knits with seamless ribs, and choose calming hues with natural, botanical, or algae-based dyes that are azo-free, promoting safety and serenity.

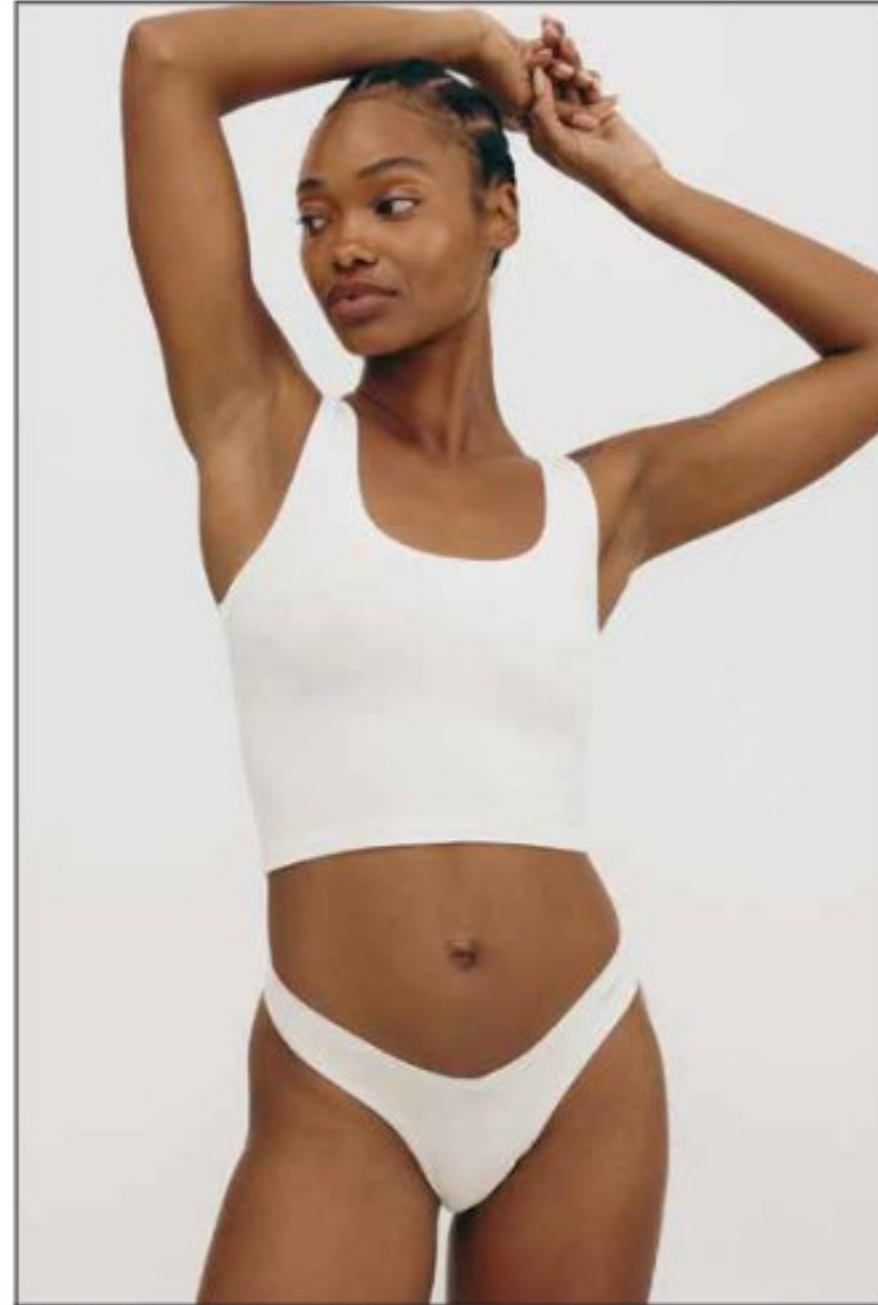
RESTORATIVE SOFTNESS

Highlight skin soft textures and cosy tactility to draw from a comforting and wellness-driven narrative.

Prioritize natural fibers such as RWS-certified merino wool, cashmere, GOTS cotton, micro-modal, cupro, and bamboo for soft, breathable underwear and versatile loungewear. Incorporate blends of micro-modal with cashmere and Lycra for a luxurious, comforting feel. Use marled knits with brushed finishes to create cozy textures for underwear and athleisure. Enhance jersey weights with brushed ribs and waffle structures for subtle dimension. Rely on timeless rib and pointelle designs for sleepwear, lounge, and athleisure pieces that double as layering essentials during colder months, ensuring comfort, durability, and elevated tactility across all categories.



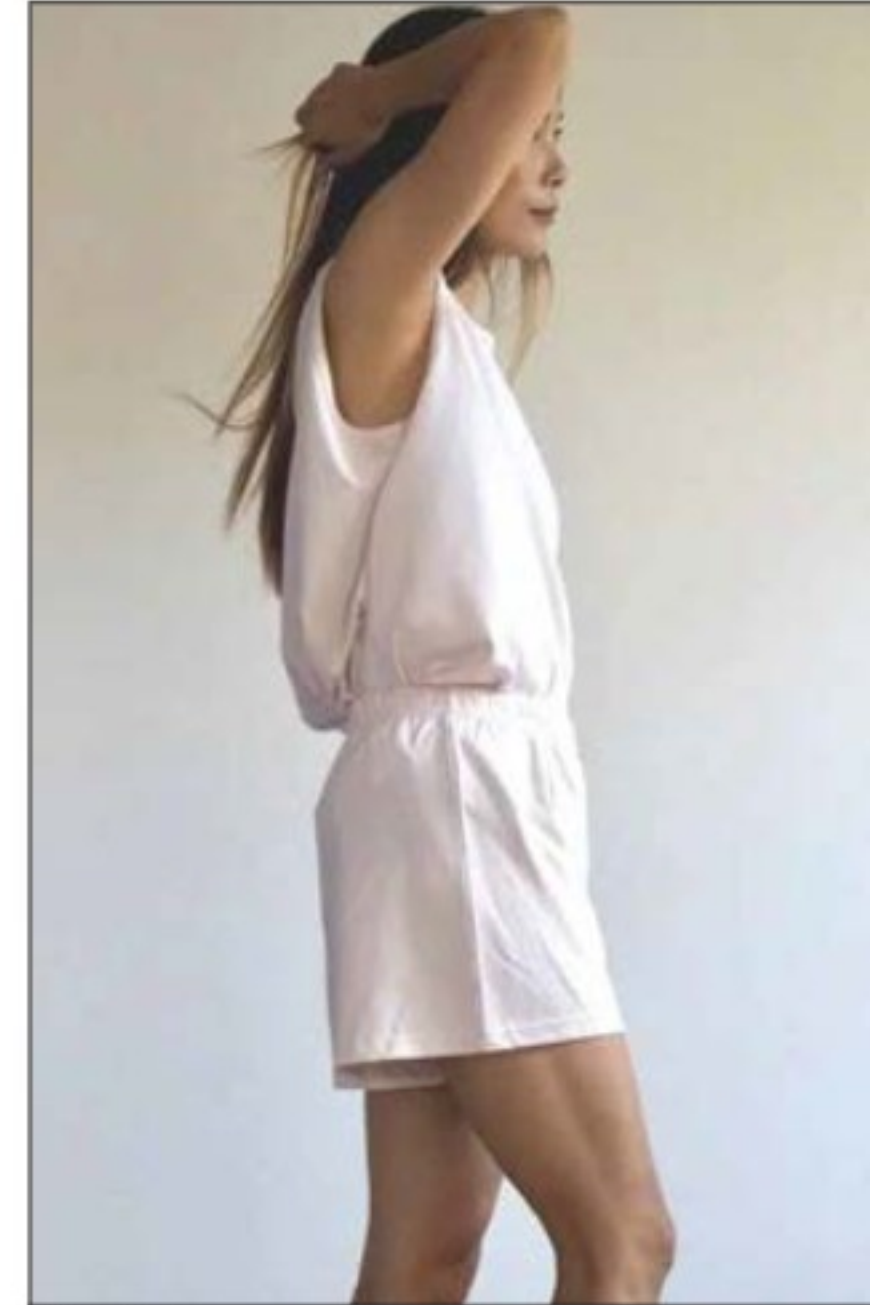
WAFFLE KNITS



ORGANIC BASICS
91% ORGANIC COTTON, 9% ELASTANE



ORGANIC COTTON



NOCTU
100% ORGANIC COTTON



SOFT DROPPED NEEDLE MICROMODAL RIB

SILK SOFTNESS



FABRIC DIRECTION

Activated Silk
77%Polyamide,
23% Elastane
115g/m2



CREATIVE DIRECTION



Cup Solutions

Skin touch foam pad.
Soft handfeel and light weight
Satin feel liner



COLLECTION://

- 003-SS-00280 Push up bra
- 003-SS-00279 Underwired bra
- 003-SS-00278 Tanga
- 003-SS-00277 Bodysuit

ACTIVATED SILK™

Activated Silk™ is pure liquid silk protein that 100% naturally derived from cocoons, bio-based and biodegradable performance finishing agent for nylon and polyester. By applying the finishing, textile offer wicking performance, moisture management and provide a premium hand feel.

SUSTAINABILITY

100% Biobased

100% Natural

100% Biodegradable

Non-toxic

Supports circular economy

Made from renewable resource

Made with renewable energy

NON-GMO

Cruelty Free



CERTIFIED

ZDHC CERTIFICATION
OEKO-TEX ECO PASSPORT



PERFORMANCE



WICKING
AATCC 197
>150mm/30min, warp and weft



DRY RATE
AATCC 201
Typically >1.0 mL/hr



ABSORBENCY
AATCC 79
Typically <1 2 sec



WASH DURABILITY
AATCC LP1
>20, and typically up to 50 laundering cycles

ACTIVATED SILK™ BIOTECHNOLOGY

CHEMISTRY CREATED FROM NATURE

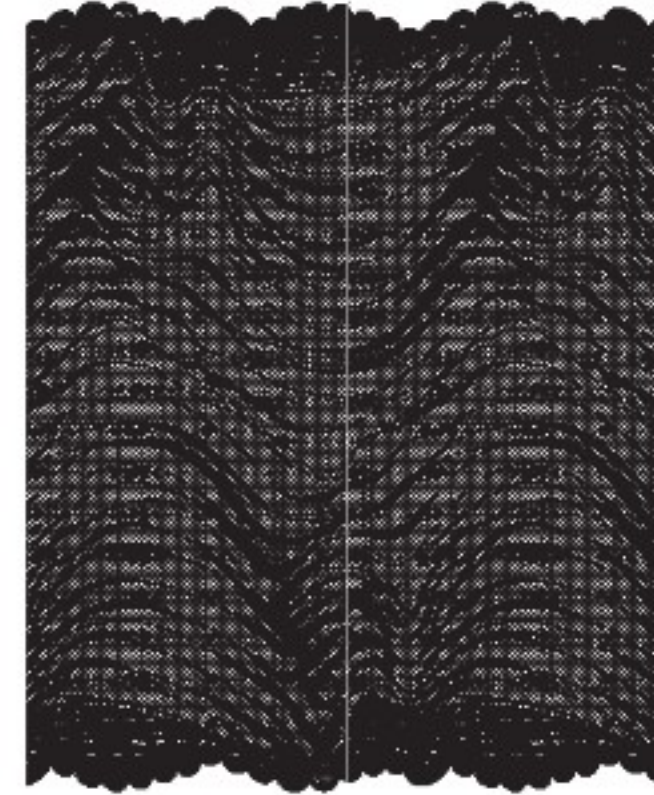


INVISIBLE LACE

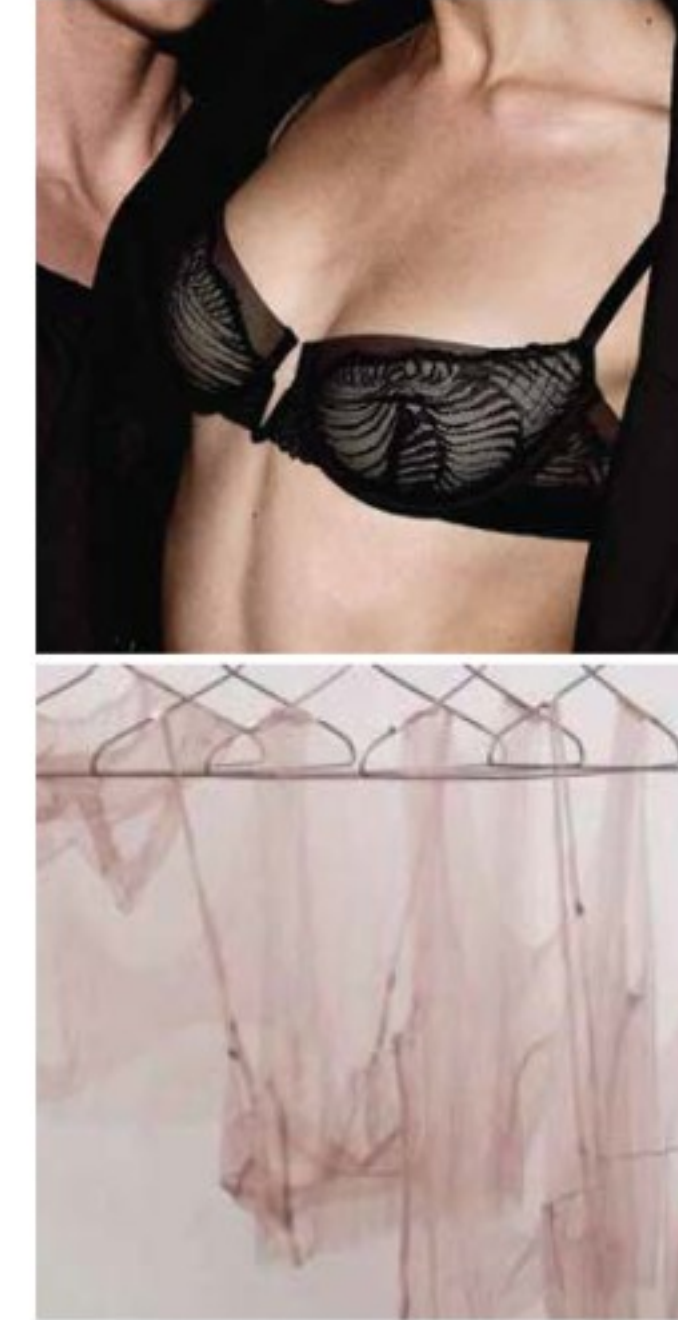


FABRIC DIRECTION

Sheer lace
Hoplun Designed



CREATIVE DIRECTION



COLLECTION://

003-SS-00310 Underwired bra with spacer cup

003-SS-00311 Unlined triangle bra

003-SS-00312 Cami

003-SS-00314 Thong

003-SS-00313 Short

TRENDING LOOKS: SHEER LACE

SHEER LACE TRENDING LOOKS



FW25 CATWALK
VS
FW24 CATWALK



ACNE STUDIOS
SS26

PAULINE DUJANCOURT
SS26

GENNY
SS26

DIOR
SS26

BURC AKYOL
SS26

BLUMARINE
SS26

MOVING BEYOND DIOR'S RESORT SS26 SHEER LACE, THE SS26 RUNWAY CONTINUED TO EMBRACE TRANSPARENCY WITH BLUMARINE AND GENNY SHOWCASING DELICATE LACE IN SOFT, ROMANTIC HUES. THESE LOOKS BALANCED SENSUALITY AND ELEGANCE, LAYERING AIRY FABRICS OVER FLUID SILHOUETTES, REAFFIRMING SHEER LACE AS A KEY TREND FOR SPRING'S ETHEREAL AESTHETIC.

TREND CONCEPTS //: SS27

NATURAL FABRIC: BAMBOO YARN

NATURAL YARNS RISING ACROSS SLEEP AND INTIMATE CATEGORIES

Appeal to substance-aware consumers by prioritizing organic and natural fibres such as organic cotton, Tencel lyocell, bamboo, and silk materials known for breathability and hypoallergenic qualities when processed without harmful chemicals. Opt for natural, botanical, or algae-based dyes free from azo colourants to align with best-practice sustainability standards. Bamboo continues to gain popularity in sleepwear for its softness, moisture-wicking, and skin-friendly properties, resonating with wellness-focused buyers. Combining bamboo with cotton offers a cost-effective alternative to modal, delivering a balance of comfort, breathability, and durability ideal for brands developing intimates ranges centered on softness and sustainability.



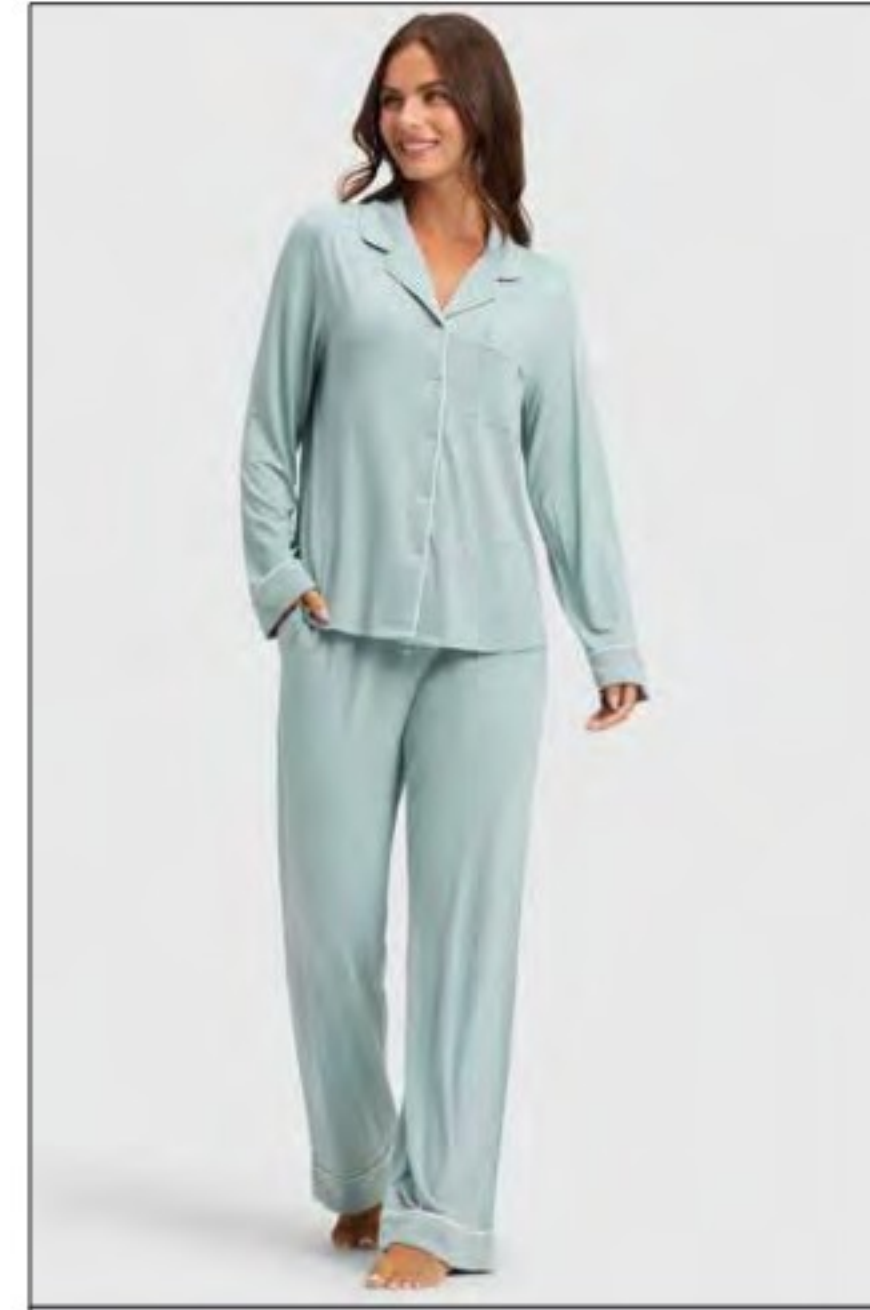
SATURDAY THE LABEL
BAMBOO COTTON



BASE RANGE
BAMBOO LYOCELL



BOODY
95% BAMBOO VISCOSE, 5% SPANDEX

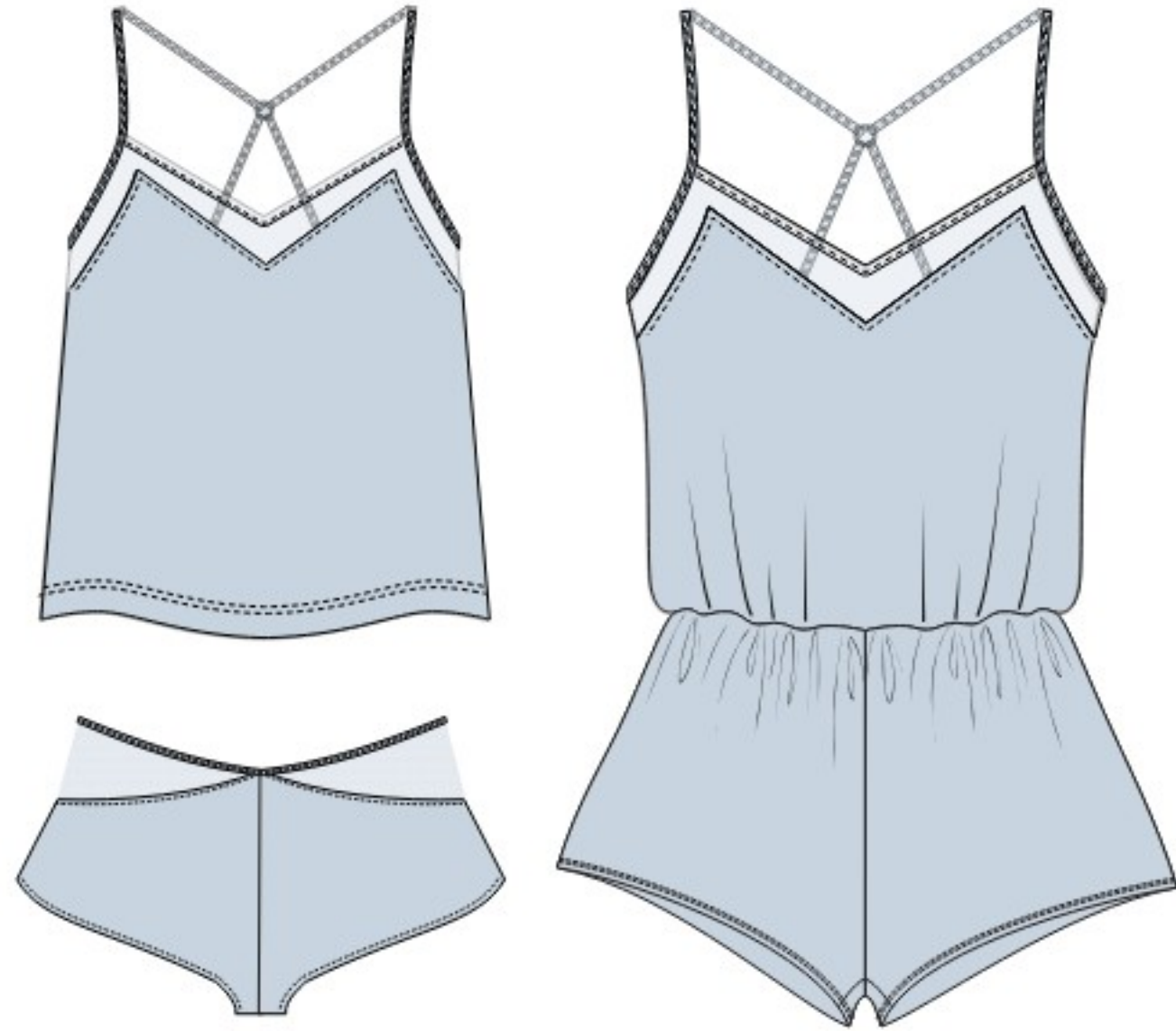
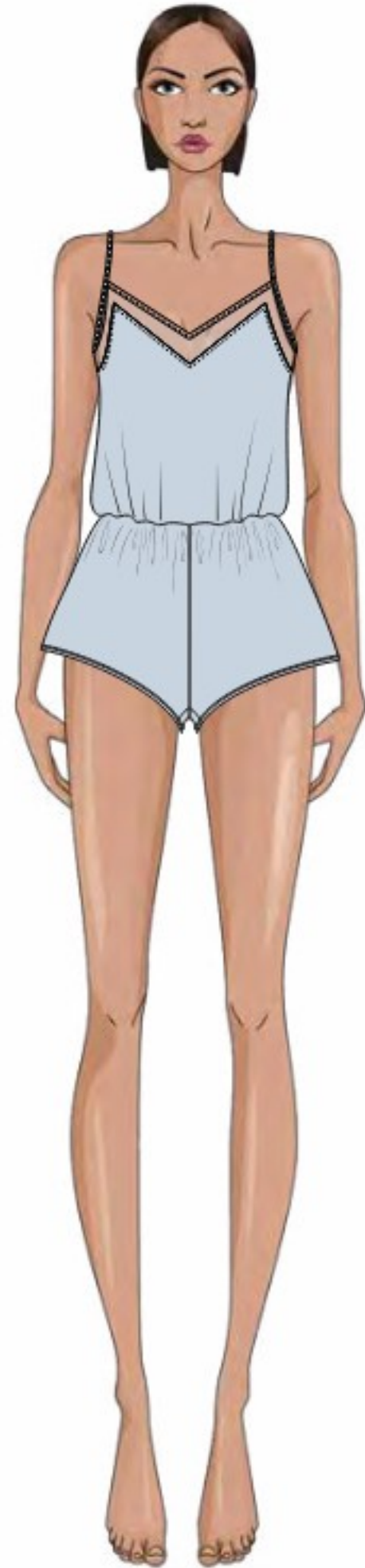


COZY EARTH
95% BAMBOO VISCOSE, 5% SPANDEX



HARA
90% LYOCELL BAMBOO, 10% SPANDEX

BAMBOO SLEEP



FABRIC DIRECTION

Bamboo-cotton jersey

155gsm

59%BAMBOO

32%COTTON

9%SPANDEX



CREATIVE DIRECTION



COLLECTION://

003-SS-00261 Cami with keyhole and mesh inserts

003-SS-00262 French Knickers with mesh inserts

003-SS-00263 Rompers with mesh inserts

BAMBOO CHIC



FABRIC DIRECTION

Bamboo Blended Jersey
95%Bamboo 5%Spandex



CREATIVE DIRECTION



COLLECTION://

- 003-SS-00257 Plus Size Unlined Wireless Bra
- 003-SS-00258 Wireless Bra (Unlined / Cut & Sewn)
- 003-SS-00259 High Waist Hipster
- 003-SS-00260 Thong

FUTURE MINIMALISM

Concept:

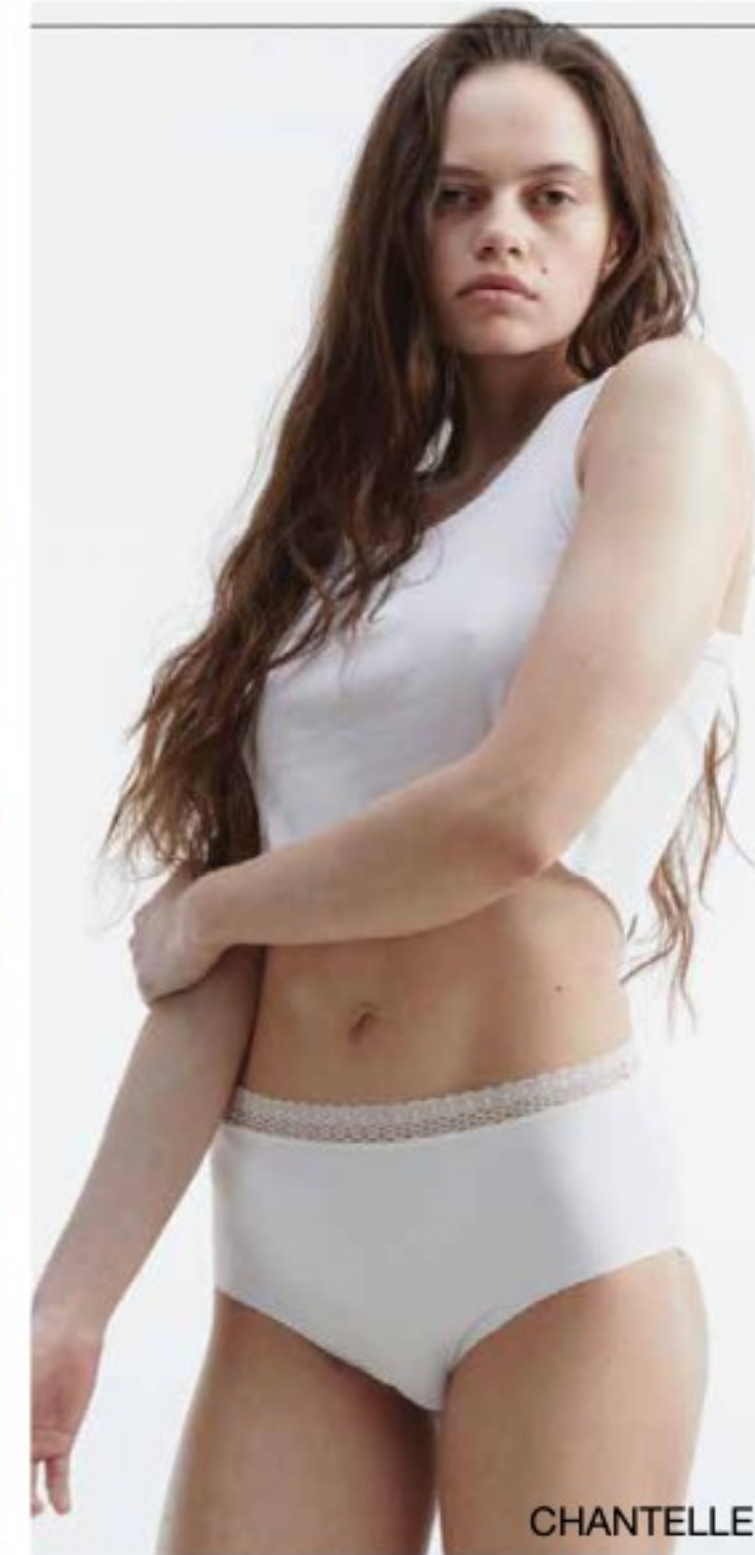
Offer everyday essentials that are invisible under clothes, non-toxic, sustainable and designed to disappear. Investment in sustainable programmes is building across brands. Note the new essential ranges from French label Chantelle and Denmark-based Underprotection, which use Lenzing Modal. Nudea's (UK) essential collection features recycled nylon.

Fabric:

Use naturally breathable and biodegradable certified Tencel fibres by Lenzing, organic cotton, and bamboo yarn. Explore skin-friendly UMORFIL® N6U with marine collagen and antioxidant-rich Seacell fibres. For stretch, choose GRS-certified eco-elastane Roica

Key Items:

Comfort bras
Sleepwear



EMPOWERING WOMEN

Concept:

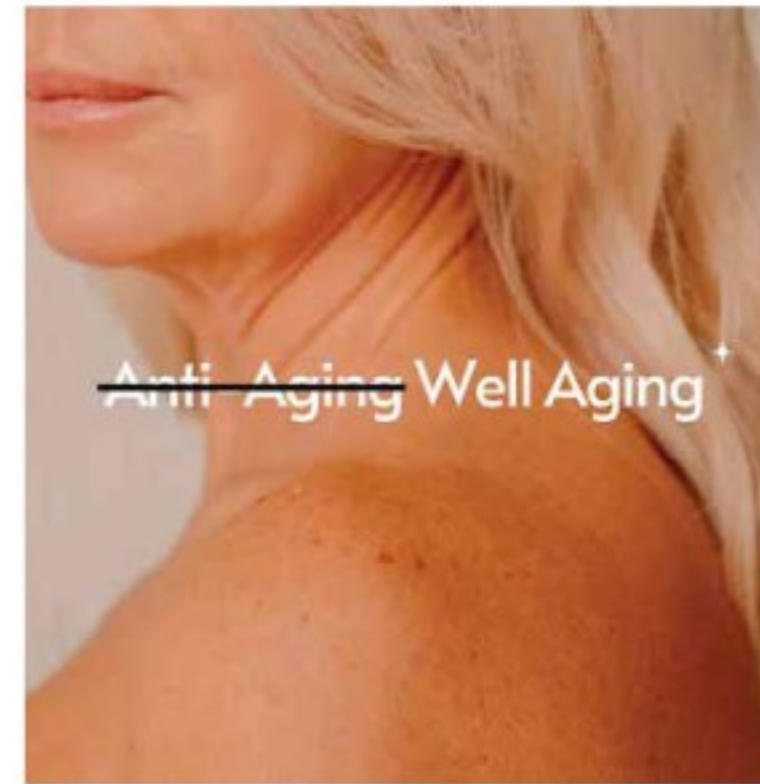
The way we see midlife (age 40-60) is changing with increasing lifespans. Women reaching perimenopause (40+) now are the older millennials who, alongside the generation that preceded them (Gen X), have very different attitudes and demands to boomers. They also have huge spending power, with the menopause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



Increasing google searches for cooling underwear

▲ 65%

Google trends (Worldwide)



→ HOT FLASHES

are a telltale sign of menopause, but they're not always the earliest

Nearly **75%** of women



Experience **hot flashes** during **menopause.....**

.....nearly **50%** of women



Experience **hot flashes** during **perimenopause.**

COOLING SENSATION

Cup Solutions

Cooling lightweight pad.
Soft handfeel and light weight
Cooling inner lining



Cup Solutions

Cooling ribbed micro.
Cooling on contact test report: PASS



COLLECTION://

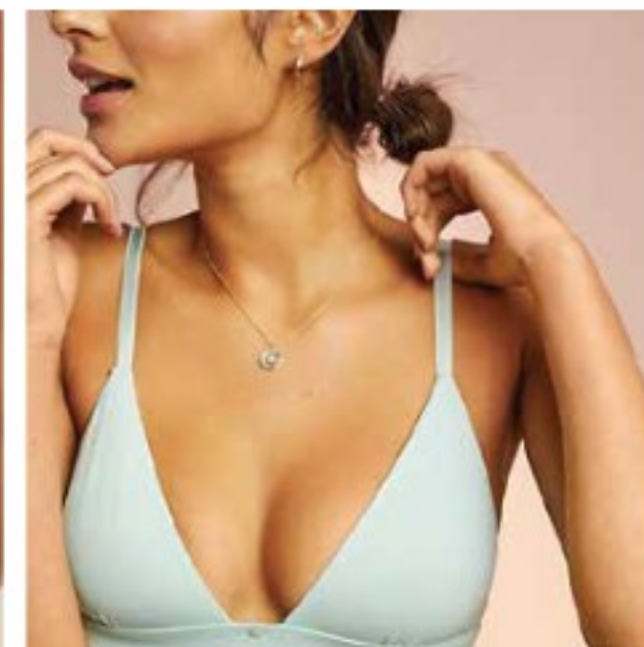
- 003-SS-00287 Strapless Wired Bandeau
- 003-SS-00288 High Apex Padded Bra
- 003-SS-00289 Hipster
- 003-SS-00290 Bodysuit

FABRIC DIRECTION

Cooling Micro
67% Nylon6, 33% Spandex



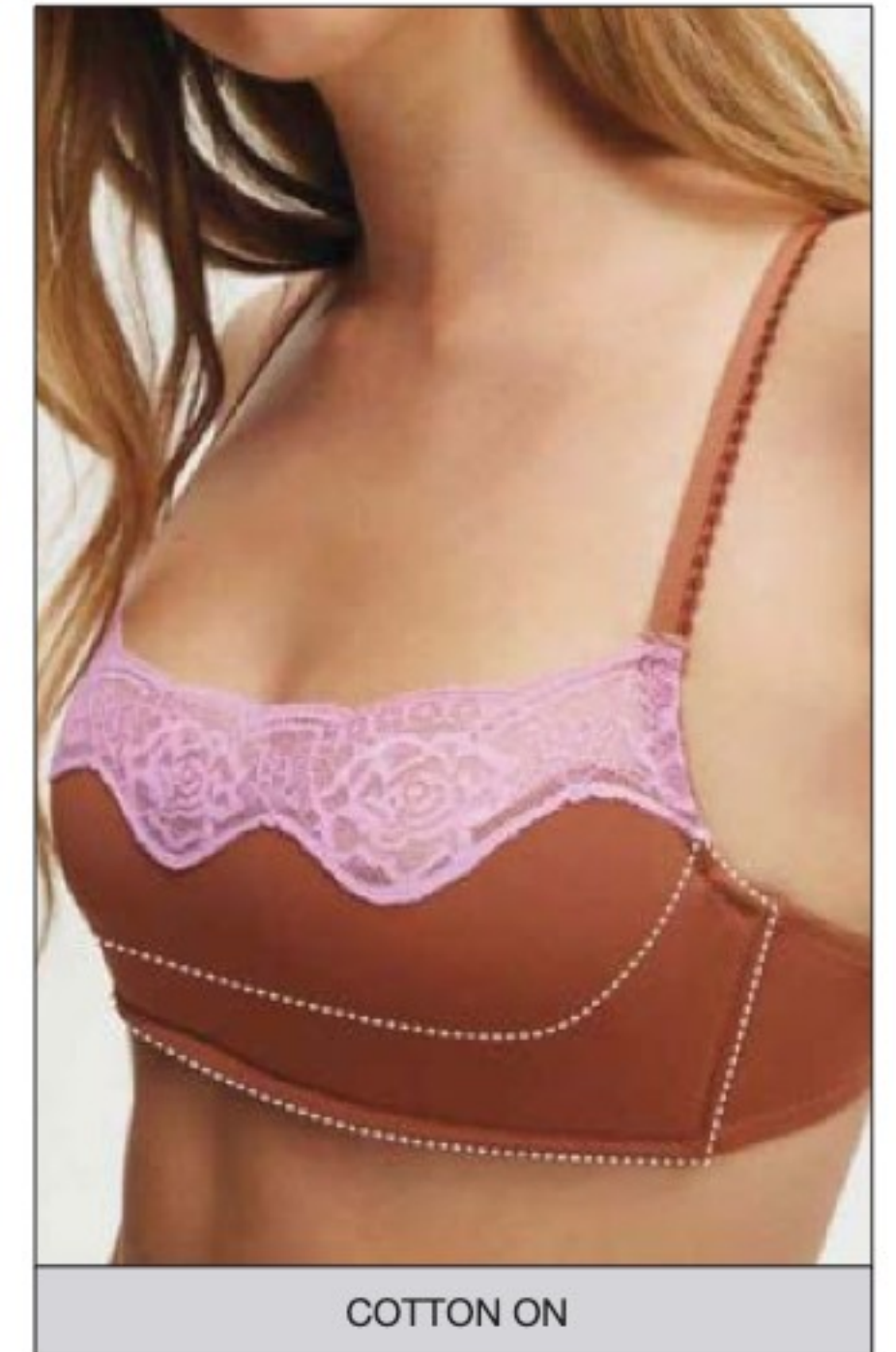
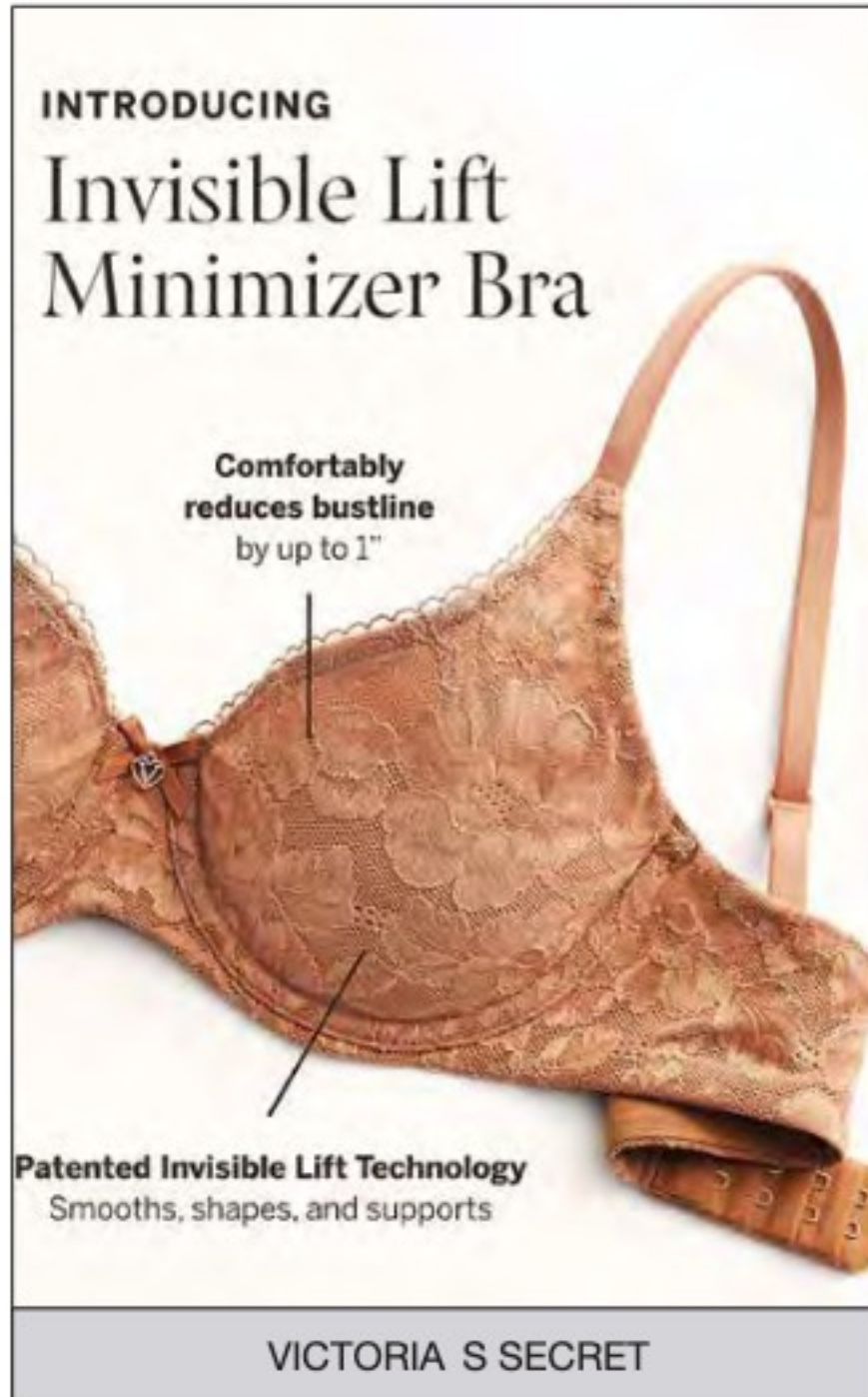
CREATIVE DIRECTION



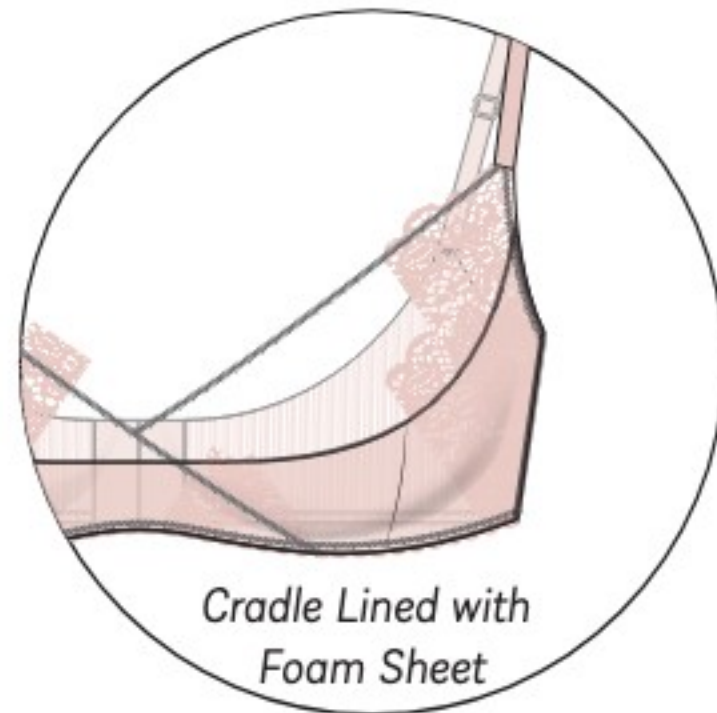
NEW SHAPE: CUSHIONED ZONE SUPPORT

NATURAL CUSHIONED SUPPORT

Bras combine style and function, offering comfort and support throughout the day. Many modern designs feature a secret cushion support sling hidden inside the cups. This clever addition enhances lift and shaping without compromising softness, creating a smooth silhouette while ensuring discreet, all-day confidence for the wearer..

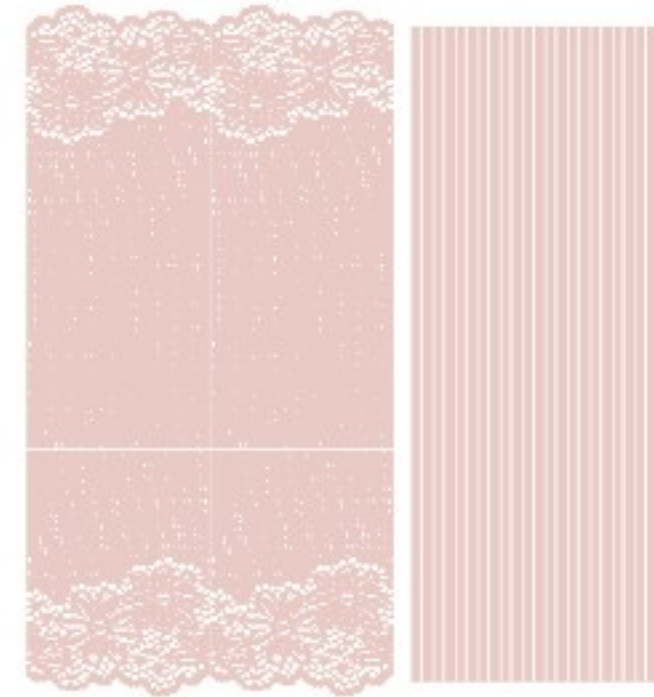


CUSHION COMFORT



FABRIC DIRECTION

Rib Knit Lace
88% Nylon, 12% Elastane
2x2 Rib
92% Viscose, 8% Spandex



CREATIVE DIRECTION



COLLECTION://

003-SS-00252 Wireless Bra
003-SS-00253 Front Close Wired Bra
003-SS-00254 Brazilian
003-SS-00255 Cami Top
003-SS-00256 Shorts

TEMPERATURE-REGULATING SLEEPWEAR

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 identify 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 dropped needle rib.

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



COOLMAX™ ECOMADE ALL SEASONS

COOLMAX® EcoMade ALL SEASON technology is engineered to meet this consumer's needs. Made from 100% post-consumer recycled resources, this polyester fiber is designed to provide year-round comfort to many types of apparel. This versatile fiber helps the wearer stay cool when it's warm and warm when it's cool by using an innovative combination of fibers.

ATTRIBUTES

- Moves moisture away from the skin
- Breathable fabric allows air flow
- Allows you to stay cooler
- Fiber made from 100% recycled resources
- Feel drier against skin
- Reduced environmental impact



7 OUT OF 10
are likely to purchase
garments made with
COOLMAX
technology

COOLMAX

Added Sustainable Benefit

Instead of going to the landfill or incineration, plastic bottles are collected, cleaned, ground up into flakes, and made into chips, which are then spun into fiber and yarn, and finally, woven into your apparel.

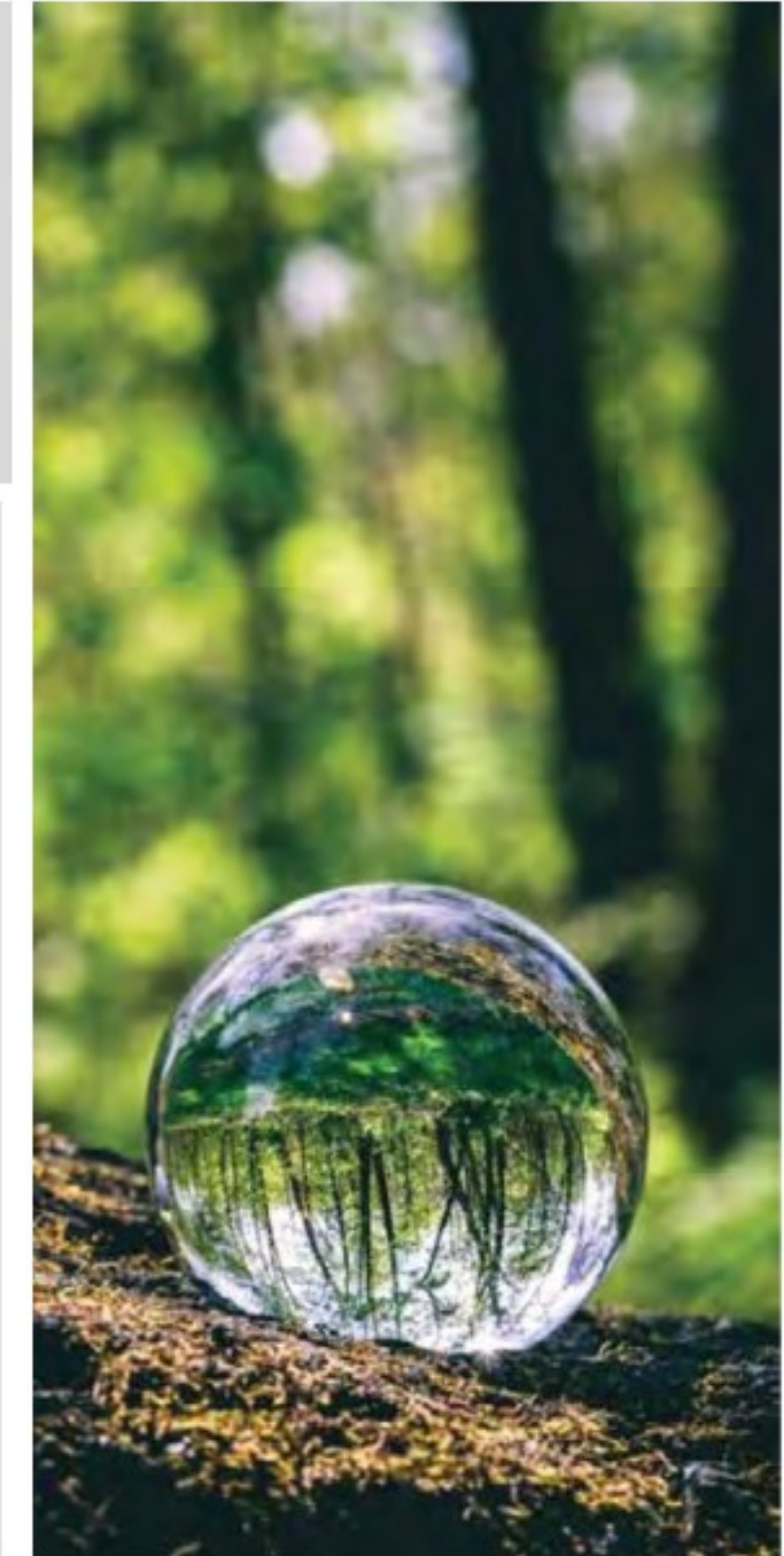
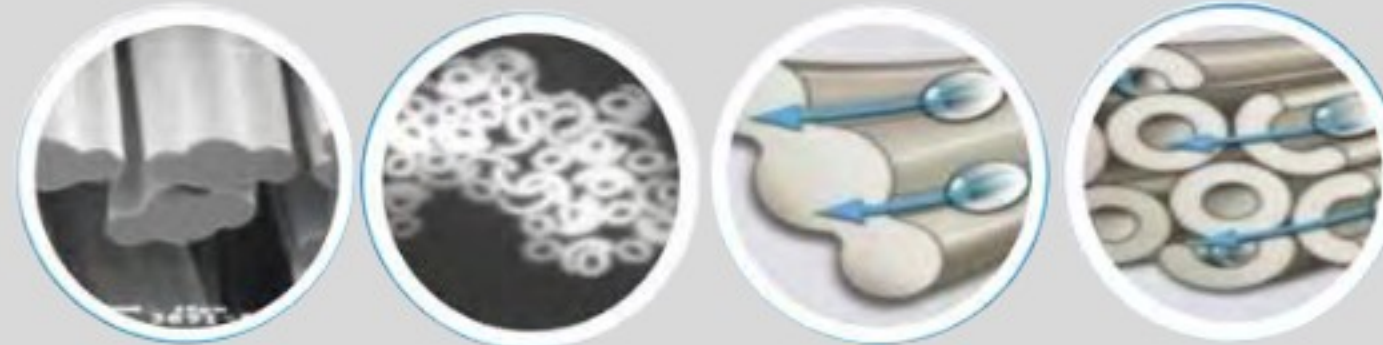
So you can have the same performance you've come to know from the COOLMAX® brand, and help the environment.

Good for the planet. Good for business.

How It Works

Specially channeled cross-sections are designed to wick moisture away from the body and spread it out on the fabric's surface

Non-round cross-sections have high surface area to spread the moisture out for faster evaporation, keeping the wearer cool



MODAL 365/ MINTY LACE



COLLECTION://

- 003-SS-0000292 Lace cami
- 003-SS-00293 Lace shorts
- 003-SS-00291 Lace slip
- 003-SS-00295 Eyemask
- 003-SS-00294 Portable bag

FABRIC DIRECTION

Lenzing modal jersey with
Lycra All-season tech
180gsm

56% LENZING MODAL,
19% COOLMAX,19% THERMOLITE,
6% LYCRA SPANDEX



CREATIVE DIRECTION



Made from 100% post-consumer recycled polyester,
the COOLMAX® EcoMade
ALL SEASON technology in this garment is engineered
to help keep you cool and dry on hot days, and warmer
on cold days, for year-round comfort.



BAMBOO CHIC

- 003-SS-00257 Plus Size Unlined Wireless Bra
- 003-SS-00258 Wireless Bra (Unlined / Cut & Sewn)
- 003-SS-00259 High Waist Hipster
- 003-SS-00260 Thong

CUSHION COMFORT

- 003-SS-00252 Wireless Bra
- 003-SS-00253 Front Close Wired Bra
- 003-SS-00254 Brazilian
- 003-SS-00255 Cami Top
- 003-SS-00256 Shorts



COOLING SENSATION

- 003-SS-00287 Strapless Wired Bandeau
- 003-SS-00288 High Apex Padded Bra
- 003-SS-00289 Hipster
- 003-SS-00290 Bodysuit



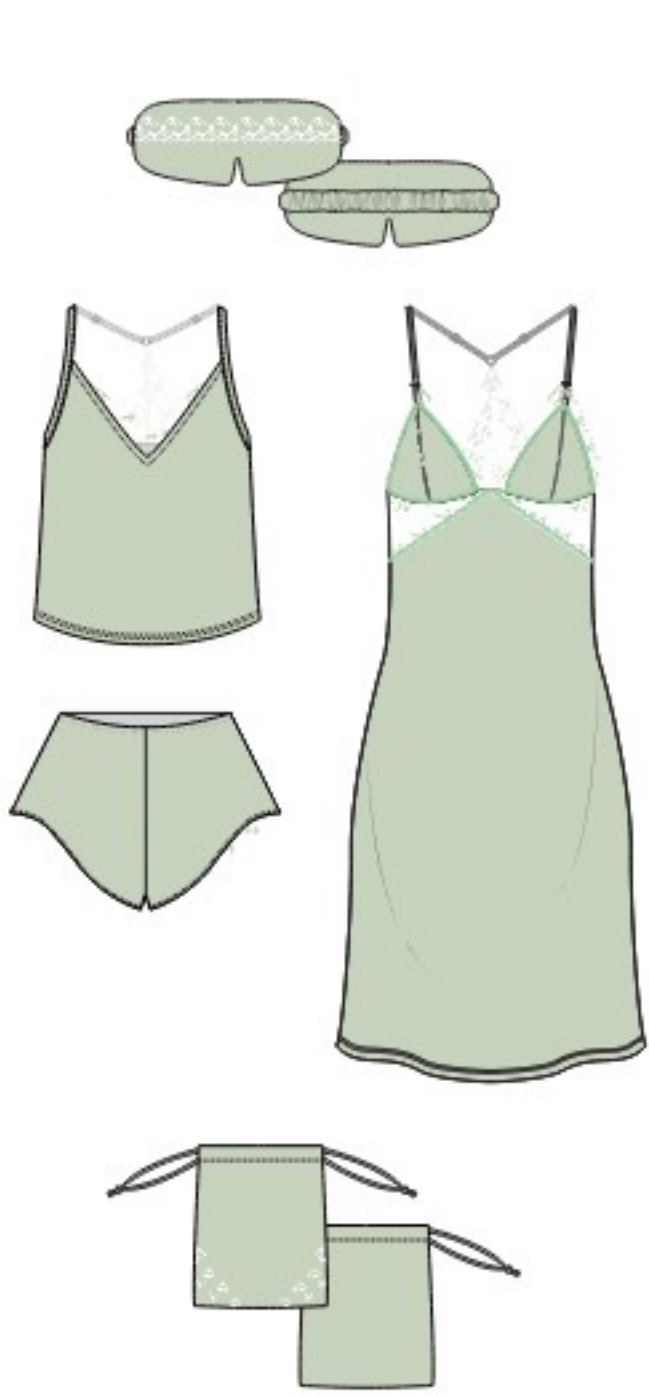
SILK SOFTNESS

- 003-SS-00280 Push up bra
- 003-SS-00279 Underwired bra
- 003-SS-00278 Tanga
- 003-SS-00277 Bodysuit



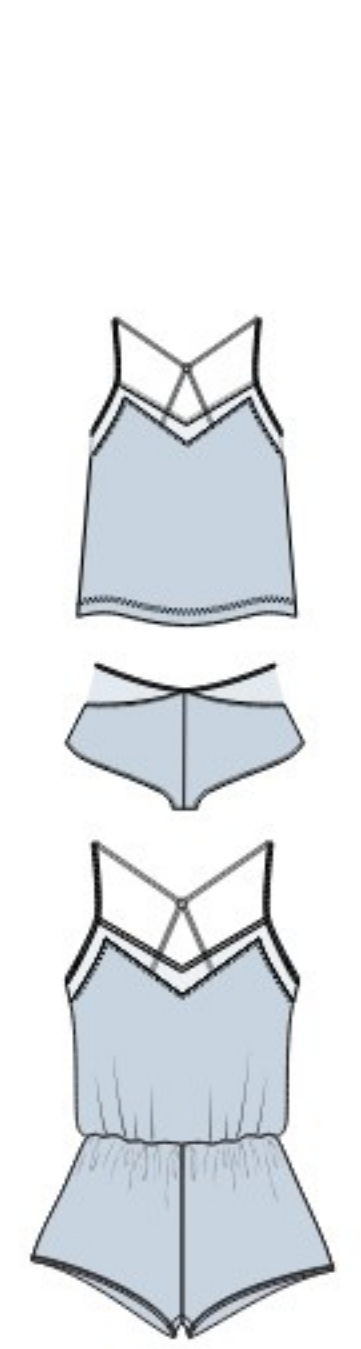
INVISIBLE LACE

- 003-SS-00310 Underwired bra with spacer cup
- 003-SS-00311 Unlined triangle bra
- 003-SS-00312 Cami
- 003-SS-00314 Thong
- 003-SS-00313 Short



MODAL 365/ MINTY LACE

- 003-SS-0000292 Lace cami
- 003-SS-00293 Lace shorts
- 003-SS-00291 Lace slip
- 003-SS-00295 Eyemask
- 003-SS-00294 Portable bag



BAMBOO SLEEP

- Cami
- French Knicker
- Romper