

# Casual bodywear

*Body skimming , softness to skin, comfort support designs.*

*Function and aesthetic combine through this story. Innovation is added in the form of bonding technique for better fit and movement.*

*Bodywear that works with the body, not against it.*



Shapermint Credits: Courtesy Shapermint

reflects a wider shift across the lingerie and shapewear industry. Brands such as Savage X Fenty, Skims, and Good American (all of which offer sizing up to at least 4XL) have upended an industry long dominated by narrow ideals and restrictive garments. According to research firm Edited, size-inclusive lingerie lines have grown by more than 34 percent globally since 2020, with comfort now a key purchasing driver.



# Casual bodywear

## Materials

- > *Cloud-like Soft pads*
- > *Memory /stretch pads*
- > *Creora PowerFit fabric (Soft Touch, Raw cut)*
- > *4 ways stretch fabric*
- > *Anti-slip elastic*

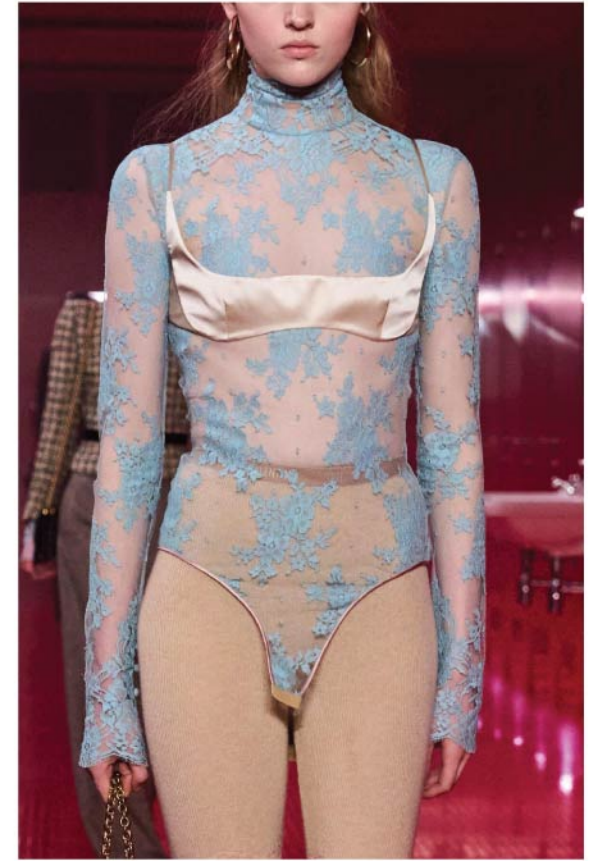
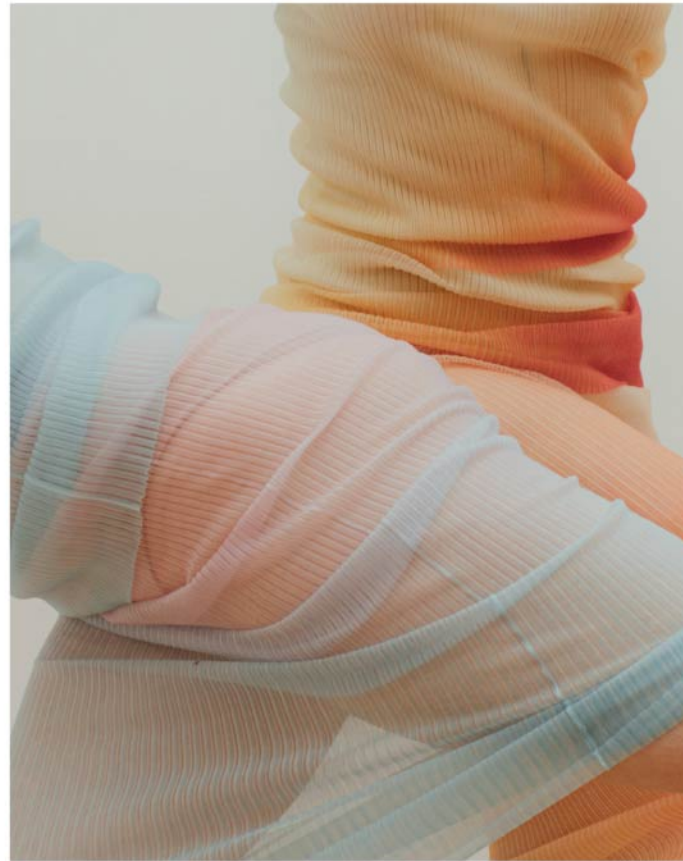
## Styles

- > *Convertible T-shirt bra*
- > *Convertible strapless*
- > *Full coverage bra*
- > *Bralette*
- > *Body*
- > *Tank*
- > *shaper*



# Light Romance

*Futuristic romance gives lightness, potential and a feminine touch to replace the classic sexy look. Consumers focus more on comfort and flexibility, turning a feminine, sexy look into a daily closet.*



# Light Romance

## Materials

- > Creora EasyFlex lace
- > 4-ways stretch lace
- > Engineered lace
- > Spacer
- > Sheer mesh

## Styles

- > Unlined wired bra
- > Unlined minimizer
- > layered wired bra
- > layered wireless
- > Matching panty



**BAMBOO MESH**

SUSTAINABLE NATURAL PERFORMANCE

FreeMesh™

BOOBY

Comp: 48%Recycle Nylon, 31% Viscose made from bamboo, 21% Elastane

**Features:**  
Bamboo FreeMesh is sustainable, soft, breathable, moisture-wicking and naturally antibacterial

# Relaxed Escape

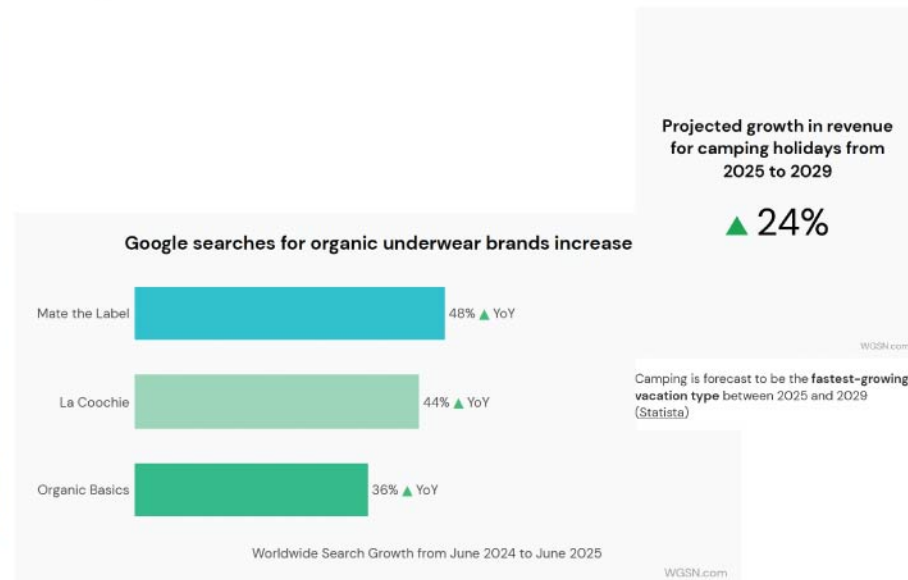
*With travel becoming a routine part of life, this travel-friendly design which provide women to get moving whether it's for travel or fun.*

*Use modal and cotton blends fabrics with soft , breathable and comfort qualities for #UnderwearOuterwear styling.*

*The theme continues with simple patterns and bright colors to create summer look and holiday mood.*



Travel spending is becoming more nuanced and complex across markets and demographics, requiring businesses to focus on emerging segments. Discover how to appeal to specific cohorts through our Travel Priorities report series, covering Alphas, Millennials, Gen X and Boomers



Google Trends, Worldwide, June 2024-June 2025, YoY



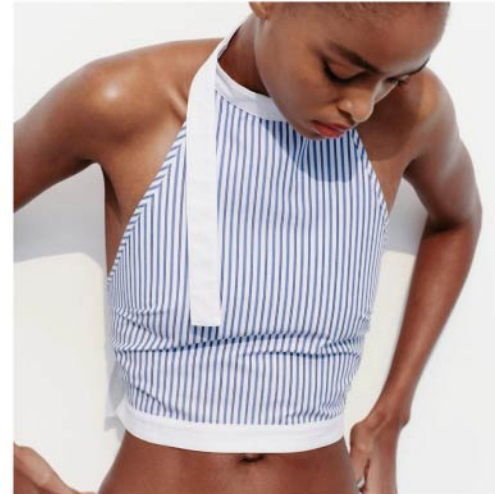
# Relaxed Escape

## Materials

- > Travel pads
- > Laminated lined pads
- > Cotton Modal spandex  
(Plain /Rib/Pointelle)

## Styles

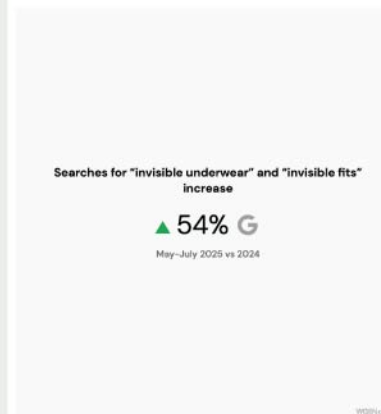
- > Built-in crop Top
- > Built-in T-shirt Top
- > Built-in body
- > Built-in Cropped Tube Strapless
- > Matching panty & Boxer



# Smart Fit

*This range offer clean, comfort-driven, everyday essential styles that are invisible under clothes.*

*Figure-smoothing, seamless and flexible fits underwear are increasing. The wire-free and flex fit foam cup that adapt to shape as you wear them are important.*



**Wacoal launches a bra that flexes across six sizes**



# Smart Fit

## Styles

### Materials

- > Soft flex pads
- > Soft, Deodor -Creora fresh 4-ways stretch fabric

- > Bonded flex padded bra
- > Bonded flex padded pull on bra
- > Body
- > boyshort
- > Tanga

## creora® Fresh

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- Odor resistant
- Active stretch
- Stay fresh



### Anti-odor spandex

creora® Fresh is an odor-resistant spandex with high power stretch. It delivers higher and longer deodorizing effect by chemically bonding to Isovaleric Acid, Acetic acid, Ammonia and Nonenal.

- Odor resistance with freshness
- Active stretch
- Stay fresh

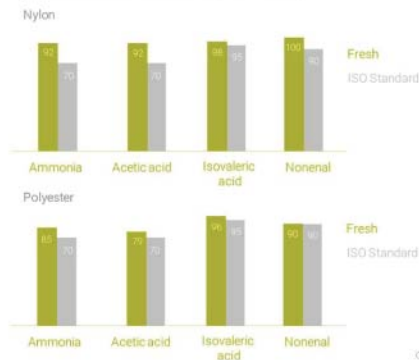
### [Offerings(De)]

20, 30, 40, etc



### [Deodorization, Elimination Rate(%)]

If the results are over ISO standards, it has deodorization function  
Fabric sample: C/K single Jersey  
(we recommend over 10%~15% of fresh spandex content).



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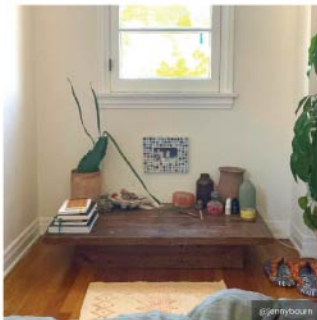
# Wellness

*This range promotes the beauty of all different sizes and ages. Self-love and self-care that's ever growing.*

*Design meet the need to feel comfort and support body into daily life like body-based therapy.*

*This range actively adapts to your changing body even if you gain or lose weight, get your period or just move around. Your lingerie will give you all day comfort.*

Gen Zers are keen to showcase this sense of at-home leisure across their lifestyle. Hobby-helping bedrooms put their creativity on display with at-home creative studios and opportunities to embed their tools and projects into their space. Hobby-influenced fashion will also be a key area, especially for hobbies related to fibre arts, crafting and painting.



Gen Z bedrooms often double as creative spaces, whether as a TikTok backdrop or painting studio, or for displays of their latest hobbies and rituals



Madewell partnered with US paint brand Backdrop for a painting-inspired collection of coveralls and canvas accessories



IKEA partnered with Swedish House Mafia to help young creators easily convert their bedrooms into small recording studios

Increasing google searches for "cooling underwear"

▲ 65% G

WGSN.com

Google Trends, worldwide, over the last five years as of June 2025

Increasing Google searches for "healing materials"

▲ 25% G

WGSN.com

Materials that boost wellness see an increase in interest. "Nature materials" and "wound healing" are among the top related searches. Google Trends, worldwide, over the last five years as of June 2025



Wellness has become a "top" or "important" daily priority for

94%

of Chinese consumers

84%

of US consumers

79%

of UK consumers

WGSN.com

This is the category they are less likely to cut down spending on in the event of an economic downturn (McKinsey)

# Wellness

## Materials

- > *Comfort stretch fabric*
- > *Skin-friendly fabric like cooling , Collagen etc*
- > *Spacer /Removable pad*
- > *Cameltoe proof gusset*
- > *Flexi wire*



*Flexi wire that moves along with the body to deliver unparalleled flexibility, lift and support - without the discomfort.*



## Styles

- > *Sleep bra*
- > *Lounge bra*
- > *Flexi Wired bra*
- > *Silicone printed wired bra*
- > *Cameltoe proof Panty*
- > *Leakproof shorts*

