

Lingerie Market: Focus on Design & Fashion Trends

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The growing fashion appeal of lingerie has changed drastically over the years. The market is being driven by the advent of modern technologies and fabrics that help in designing innovative products such as laser-cut seamless bras and moulded T-shirt bras. Designers are putting greater emphasis on rich-looking fabrics, laces, embroideries and brighter, more daring colors. The largest-selling lingerie product is bra. There is a huge demand for full-busted bras.

Retailers acknowledge the fact that lingerie market has higher profit margins than regular apparel. They are launching new lingerie lines and also giving their older products a makeover. Lingerie vendors are focusing more on their alliances with lingerie specialty stores as compared to department stores. The world's largest lingerie manufacturer, Victoria's Secret, operates almost exclusively in North America. The European market is quite fragmented, with Triumph International and DB Apparel leading the market.

The report analyzes the worldwide, US, UK, and French lingerie markets. Apart from providing a competitive landscape of the market, the report also profiles the major lingerie companies, with a discussion of their key business strategies. It also analyzes the major trends prevalent in the lingerie market.

Table of Content

1. INTRODUCTION

2. MARKET SIZE

2.1 Global

- Intimate Apparel Market Value
- Intimate Apparel Market by Country/Region
- Intimate Apparel Market by Segment
- Women's Underwear & Lingerie Market by Region

2.2 US

- Intimate Apparel Market by Segment
- Intimate Apparel Vs Women's Apparel - Market Growth Comparison

2.3 Europe

- Women's Underwear & Lingerie Market by Country
- Intimate Apparel Market Sales by Country
- Women's Underwear & Lingerie Market by Segments

2.3.1 France

- Distribution of Lingerie Sales
- Top Ten Lingerie Brands

2.3.2 UK

3. MARKET TRENDS

- 3.1 Innovative Technologies and Fabrics
- 3.2 Retailers Launching Lingerie Lines
- 3.3 Focus on Lingerie Specialty Stores
- 3.4 Online Lingerie Showrooms
- 3.5 Lingerie Trends in Young Girls
- 3.6 Increasing Acceptance of Luxury Lingerie
- 3.7 German Woman – Focus on Specialized Stores
- 3.8 Increasing Demand for Full-busted Styles
- 3.9 Why Women Buy New Lingerie

4. COMPETITIVE LANDSCAPE

European Undergarment Market Share

5. COMPANY PROFILES

- 5.1 Victoria's Secret
 - Overview
 - Business Strategies
 - Acquisition of La Senza
 - Marketing Strategy and Product Launch
 - Focus on Consumers' Desires
 - PINK strategy
- 5.2 Maidenform Brands
 - Overview
 - Business Strategies
 - Multi-brand, Multi-channel Distribution Model
 - Focus on Consumer Identification with Brands
 - Expansion of International Presence
- 5.3 Warnaco
 - Overview
 - Business Strategies
 - Distribution Strategies
 - Focus on Margins as Intimates Getting More Commoditized
- 5.4 Triumph
 - Expansion Strategy
 - Focus on Asia
 - Innovative Products
- 5.5 Dim Branded Apparel
 - Overview
- 5.6 Chantelle Group
 - Overview

LIST OF TABLES

- Top Ten Lingerie Brands in France (2006)
- Lingerie Sales by Distribution Channels in France (2006)
- Top Reasons for Buying New Lingerie in US
- Victoria's Secret: Store Breakup
- Victoria's Secret: Revenue Contribution by Segment
- Victoria's Secret's Lingerie Product Launches (2001-07)
- Maidenform Brands: Product Mix in Wholesale Segment (2004-06)

LIST OF CHARTS

Global Intimate Apparel Market Size (2003-06)
Breakup of Global Intimate Apparel Market by Region (2006)
Breakup of Global Intimate Apparel Market by Segment (2006)
Global Women's Underwear & Lingerie Market by Country (2006)
US Intimate Apparel Market by Segments (Aug 2006 – July 2007)
Intimate Apparel Vs Women's Apparel Market Growth (2005-06)
Y-o-Y Growth in Intimate Apparel Market Segments (Q107)
European Women's Underwear & Lingerie Market by Country (2006)
European Intimate Apparel Market Sales by Country (2006)
European Women's Underwear & Lingerie Market by Segments (2006)
Breakdown of Underwear Preferences (2006)
European Undergarment Market Share (2006)
Warnaco Group: Sales by Channel (First Nine Months 2007)

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