

# Lingerie Market: Focus on Design & Fashion Trends



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Date:	February 1, 2008
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Pages:	29
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Price:	US\$ 900.00
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ID:	LE95B85AC51EN
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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.

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