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From Left: Lance Whitaker, Gloria Schofner, Alan Fisher, and UFC President, Walter Costello, "on the roof" at the June 16 networking event. See more photos and comments on page 2.

## PRESIDENT'S PERSPECTIVE

BY WALTER COSTELLO

Our Program Committee organized a successful networking evening on Tuesday, June 16th. The event was held on the rooftop lounge of the Giraffe Hotel on Park Avenue South. Originally there was to be an organized speed networking session but as everyone was already zealously networking away, the Committee decided to just let everyone keep at it. Thanks to Co-Chairs, **Roz Harte**, **Gary Hughes** and **Victor Vega**. Special thanks to committee members **Nicole Rendone** and **Dionne Thompson** for their contributions to making it a wonderful evening. Even the weather cooperated!

I sincerely hope that you are utilizing the UFC's website. Co-Chairs **Megan Rossi** and **Michael Floru**, and their team of volunteers have dedicated a great deal of time and effort into making our website more user friendly and valuable to our members. Please visit frequently at: [www.underfashionclub.org](http://www.underfashionclub.org)

Kudos to Membership Committee Co-Chairs, **Tristine Berry** and **Victoria Vandagriff** for hosting a very successful membership drive meeting on July 29th. The evening's guest speaker **Frances Cole Jones** was informative and fun, providing attendees (including 18 new members!) with techniques to positively influence colleagues, employers, and even competitors.

Our Femmy Selection Committee is also in full swing and expects to announce the 2010 Femmy Awardees in the very near future. Mark your calendar for Tuesday, February 2, 2010 for what is sure to be another stellar gala.

As we strive to make UFC membership more meaningful and useful to our members, we encourage your active participation and ideas. If you have any comments or suggestions, please send them to: [Underfashionclub@frontiernet.net](mailto:Underfashionclub@frontiernet.net)

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**Behind the Seams****ROOFTOP NETWORKING DRAWS A CROWD**

Maybe it was the chic rooftop at the Hotel Giraffe. Or it might have just been a shared relief that the rain had actually stopped for a few hours. Whatever it was, the networking social on the evening of June 16th was a real party!

Not only were new Officers and Board members around to glad hand and mingle, but the indoor and open-air space was filled with a capacity crowd – and noticeably lots of fresh faces. The shearing of President Walter Costello's signature halo of curls (donated to charity!) was a shocking reminder we are off on a new path. Of course change is good, even though it made it tough to spot him in the friendly mix of nonstop talkers.

Some comments to share from the evening:

- Great atmosphere. Fun conversations. Lots of laughter.
- Had a FABULOUS time...spoke with people I hadn't seen in several years, met many new faces...walked away with a handful of business cards, sent emails that night and received helpful responses...the setting helped put everyone at ease.
- Overall, a very successful event and I look forward to the next one.



From Left: Joel Fertel, Karen Bromley



From Left: Helen Tozer, Anita Yau, Walter Costello

**Condolences: Elizabeth Rhodes**

Kent State's Fashion School director Elizabeth Rhodes passed away on July 23rd. Elizabeth was tireless in her pursuit of excellence and, as a result of her dedication and vision, The Fashion School has a studio in New York, a program in Florence, Italy and collaborations with the Paris-American Academy and Hong Kong Polytechnic University. She was instrumental in forging the alliance with our SAIG Committee, which led to our sponsorship of the lingerie award at the RadiciSpandex Corporation's "Stretch to the Future" annual scholarship design competition held with The Fashion School's junior class design students.

*Profile***NEW BOARD MEMBER: DEBBY LONG GEDNEY**

DEBBY LONG GEDNEY

*President, Biflex Intimates Group LLC*

Debby has spent over 25 years in the Intimate Apparel Industry. She began her career working in retail, holding buying and merchandising positions at Macy's East and Lord & Taylor. She spent 14 years at Maidenform Worldwide prior to joining Kellwood to run the Biflex division. Her background in both retail and wholesaling has given her a unique perspective that enables her to better meet customer needs. In 2005, she teamed with private equity partners (Biflex Intimates Partners LLC) to purchase the company from Kellwood and formed Biflex Intimates Group LLC.

*Briefly Speaking***CURVE NY 2009**

What recession? Designer lingerie and luxury swimwear was on display and flying off the shelves at this year's Curve New York 2009 event, which wrapped up on August 4<sup>th</sup> at the Galleria of the Jacob Javits Center in New York City after a whirlwind

3-day show. Importers, exporters and buyers of lingerie, sleepwear, daywear, hosiery, swimwear and men's underwear found a lot to be excited about at this year's show, with over 250 international brands represented under one roof. Even a violent rainstorm couldn't keep retailers from lining up outside early on Sunday to see the newest range of intimate fashion.

A showcase for the best and most exclusive brands from all over the world, Curve NY 2009 debuted the Spring/Summer designer collections for 2010 from brands like Betsey Johnson, Chantelle, Natori and Wacoal in an atmosphere of grace and optimism, despite the gloomy weather and economic climate outside its walls. On Monday, August 4<sup>th</sup> specialty boutiques were joined by the heavy hitters, as mega-department stores and fashion purveyors Neiman-Marcus, Bloomingdales, Lord & Taylor, Nordstrom and others got into the act. Many stores made the trip from outside the US, including 50 from Canada alone. The Middle East and countries all across Europe were also represented. The show proved that luxury underwear is coming out of hiding not only as beautiful designs but as one of the fashion world's most robust resisters of the global recession, even though luxury items is normally an area where shoppers cut back.

Sell-out crowds jammed the Trends Seminars presented on Monday and Tuesday by Concepts Paris Design Director Jennifer Kell as she gave the standing-room-only throng of eager buyers and industry bigwigs a sneak preview of coming attractions for Fall/Winter 2010.

The French expertise in lingerie was celebrated at another exciting sold-out show during the event, the first-ever "So French" Mode de France Fashion Show produced by A Suivre and funded by DEFI la mode de France.

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## SAIG: Messages of Thanks From Scholarship Recipients

The financial support provided by the Underfashion Club is often the key to a promising student's academic (and eventual professional) future. Here, in their own words, are messages of thanks from some of this year's scholarship recipients.

- ◆ "Thank you for giving me the ability to focus solely on schoolwork without the stress of financial burdens." — *Margaret Bacon*
- ◆ "I am honored to be one of the recipients of the Underfashion Club Scholarship." — *Alana Jessica Bauer*
- ◆ "The tears of happiness ran freely as the impact this award will have on my future was realized" — *Amy L. Bittner*
- ◆ "It gives me great hope to know that someone believes in me. Thank you very much for your generosity" — *Alina Angelica Butnaru*
- ◆ "Thank you for believing that my talents are worthy of such an enormous award." — *Keriann Cassidy*
- ◆ "As a result of your extraordinary gift, the burden and worry of my parents over how they would be able to afford my tuition has been replaced with pride and gratitude because of my achievement." — *Lauren Keates*
- ◆ "It is a great honor to be given this exceptional award . . . Having been able to share my designs, my future career goals, and outlook on full-figured intimate apparel with the club committee in my interview was a wonderful experience." — *Christina Lord*
- ◆ "It is a privilege being one of the first Fashion Merchandising Management scholarship recipients." — *Ashley Maine*
- ◆ "Thank you for this opportunity. I look forward to making the committee proud of my future career." — *Melanie Melendez*
- ◆ "Your generosity will make a difference in the lives of so many students in the years to come. It means so much to me to know that others care about me and the success of my future." — *Melissa Mendez*
- ◆ "Words cannot describe just how grateful I am to receive the Underfashion Club Scholarship." — *Kristen Racanati*
- ◆ "Now I can concentrate on creating my most important work in my last year of school, and not worry about how to pay for housing. Thank you so very much!" — *Danielle Smith*
- ◆ "This scholarship will make it possible to graduate debt free, which is a priceless gift, especially in this economy." — *Tara Sweeney*

## Membership Event

### A "WOW" OF AN EVENING



Frances Cole Jones

On July 29th, the Membership Committee hosted an evening with Frances Cole Jones, author of the bestselling "How To Wow, Proven Strategies for Selling Your (Brilliant) Self in Any Situation." She is also the founder of Cole Media Management, whose focus is to cultivate clients' inherent strengths to develop the powerful communication skills that will enhance their professional and personal performance.

As part of her insightful presentation, Ms. Jones shared her strategies for making a lasting impression with a simple introduction, reading nonverbal responses accurately, and effectively employing the twelve most persuasive words in the English language: *You ... Money ... Save ... New ... Results ... Health ... Easy ... Safety ... Love ... Discovery ... Proven ... Guarantee.* In addition, each attendee received a copy of "How To Wow."

The presentation attracted a large number of new members and marked the first use of the Club's social media, LinkedIn and Facebook, to publicize the meeting in advance and provide an on-site interview with Ms. Jones that evening.

## Upcoming Events

### MODE CITY

September 5-7, Paris Port au Versailles Intimates and Swimwear Expo



### PARIS SHOW REPORT

September 15, NYC, W Court Hotel

### NOVEMBER MARKET


November 2-6, NYC

### H.U.G. AWARD DINNER DANCE

November 4, NYC, The Pierre Hotel

### HOLIDAY PARTY

December 9, The National Arts Club

  
 Presents  
**Francesca Spinetta**  
 Chief Editor, Intima Magazine  
**Hope Schwartz**  
 Entrepreneurial Textile Executive  
**Paris Show Report**  
 Tuesday, September 15, 2009  
 W Court Hotel  
 130 East 39th Street  
 (corner of Lex & 39th)  
 Registration 5:00 pm  
 Bottomless Beer, Wine  
 and Hors d'oeuvres 5:15 - 6:15 pm  
 Presentation 6:15 - 7:30 pm  
 Members \$20 Guests \$40  
 Make check payable to: The Underfashion Club, Inc.  
**RSVP by September 8th**  
**underfashionclub@frontiernet.net**  
**845-758-6405**  
 Visit our website: [www.underfashionclub.org](http://www.underfashionclub.org)  
*The Underfashion Club, Inc. supports education today for a better industry tomorrow.*