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PRESIDENT'S PERSPECTIVE

BY WALTER COSTELLO

Since our last newsletter, the UFC has continued strides to educate and inspire our members.

In August, the club hosted a "Provocative for Profit" seminar. With over 70 members in attendance, moderator **Karyn Monget** of **WWD** led a panel discussion on sex in advertising. **Craig Brommers** of **Calvin Klein**, **Barbara Lipton** of **Macy's** and **Bob Vitale** of **Wacoal** discussed how sex sells and how companies use sex in advertising in sometimes subtle and sometimes blatant ways, depending on the target customer and the company image they wish to portray. Attendees included members of FIT's Intimate Apparel Club.



On October 5th, the club held a members-only trend report on the September **Paris Mode City/Interfilie**. Board member **Camille Block** began the evening with a slide presentation of people and faces present at the show. Next, Dutch trend specialist **Marian de Ruyter** gave an inspirational presentation on trends in silhouettes, colors, fabrics and laces.

Another wine tasting was hosted by the membership committee on November 10th. The well attended event was a fun opportunity for networking over some delicious wines and snacks. My favorite was the port! Special thanks to the team at **Biflex** for helping to organize the event. Over the course of the three events, the club signed up 24 new members!

The Femmy Committee has announced the honorees for the **2011 Femmy Gala: Belk Stores, Chantelle Group, Clover Group International, Cupid Intimates, and Jos Berry**. Congratulations to each one. At a market week event held to allow the honorees to get acquainted with each other and the club's mission an interesting fact emerged; all honoree companies are privately held, a first for the Femmy. The Gala will be held at **Cipriani 42nd Street** on February 1st.

The **SAIG committee** is gearing up for the 2011 Femmy design competition. A meeting of the committee was held recently at FIT to review design boards and choose the 9 semi-finalists for next year's theme which is "Dream of Ballet". In each of the last seven contests, the students seem to outdo the year before. 2011 holds the same prospect.

Next on the UFC calendar is the annual **Holiday party** on December 9th. The club will hold another bottoms design contest. This year the Program committee has added a men's category to the contest! We look forward to fun and inspired designs from our members. The event will be held at the beautiful **National Arts Club** on Gramercy Park South.

On behalf of the Board, I wish you all a joyous, peaceful Holiday season.

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Briefly Speaking

**2010 PARIS MODE CITY/INTERFILIERE:
GENERAL FORUM: Dare to Dream!**

**INTERFILIERE TREND FORUM:
AUTUMN – WINTER 2010-2011**

The Paris Mode City/Interfilere, September 2010 showcased a “wish- list” of dreamy themes, showcasing high tech performance with traditional savoir-faire, perfectly balanced between high technology and the aesthetics.

Product range was dominated by two market segments, high luxury and value priced sector.

KEY COLORS SHOWCASED:

Black paired with **ink tones**

Body tones giving an edgy feel with **honey tones**, and with nostalgic feel

Lace is very important this season with a luxurious hand; elegant, sexy and modern graphics

Classic techniques in fabric were finished in cutting edge **ultrasonic technologies**

Embroidery demonstrated refined luxury with added stretch properties, graphic geometric patterns , architectural

PRINTS:

Ranging from delicate updated floral prints layered in 3-D embroidery

Coppery shades reinvented animal-inspired prints

Water color and shadowy effects on floral motifs

Flowers are gigantic and vivid and somewhat venomous

(Continued on Page 3)



© photos:Mode City: enn2004@free.fr; Interfilere: Nguyen Ngoc/Yann Monel



Briefly Speaking



(Continued From Page 2)

KEY THEMES:

Luxury and sensuality, architecture

- 1. **Raw Romance**- light and airy refined, fine
- 2. **Hilarious**- fun and stylish contrasting colors
- 3. **Radical Chic**- Geometry, mono-chromatic, sexy textures
- 4. **Dare To Explore**- Lifestyle, casual loungewear with luxury and ethnic influences

LOUNGEWEAR: Mix of engineered fibers, angora, cashmere and silk paired with cotton, wool and synthetic blends, achieving soft touch luxury to everyday fabrics.



Kimono style designs added to the upscale categories and Shapewear grows in high performance arena with very fine striped textures.

Newness to "green fabrics" - Julius Boos introduced natural fabric with Kapok; BeBe Cotton continues to explore natural dyes to add to organic collections.

Several fabrics emphasized. Polyester fiber due to its recycling properties with predictions that this fiber will become the new "green" fiber of the future.

MENSWEAR: Comeback of luxury fabrics, satin and taffeta effects, near black shades/iridescent and mysterious air.

Classic and chic styling.



Membership Events

PARIS REVIEW: OCTOBER 5, 2010

EDITOR'S NOTE:

Paris Mode City/Interfiliere:

Marian de Ruyter gave a very detailed and enthusiastic presentation of Paris Mode City/ Interfiliere.

She showed a vast array of slides from the show including garments and the many fabrics that were displayed, plus it was her unique touch of adding her illustrations into the mix that gave the presentation the extra pizzazz that we all loved!

Thanks Marian!

And... a big THANK YOU to all my friends that let me take their pictures at the show. I had a great time doing it!

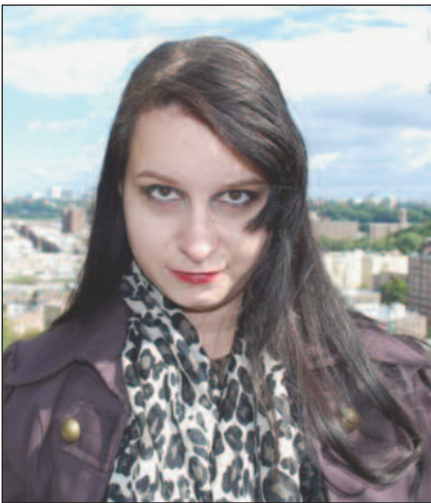
— Camille Block



SHAPING THE FUTURE — WHERE ARE THEY NOW?

As in previous issues, we are featuring past scholarship and internship recipients who are now fulfilling their dreams, and bringing to life the Underfashion Club's motto of "Education today for a better industry tomorrow." Our scholarships provide substantial monetary support to deserving students who pursue intimate apparel related courses, and our summer internship program provides students with hands-on industry experience.

ALINA BUTNARU



I was an intern at Biflex this past Spring through the Internship center at FIT; my UFC internship was last summer at Natori. I graduated from FIT this May with a BFA and specialization in Intimate Apparel and had a garment in the BFA Fashion Show. I spent the summer freelancing and traveling in between job-hunting. I have been very fortunate to have had lots of wonderful opportunities to work with other artists to showcase my work throughout the summer. I had a photoshoot of my senior collection with an up-and-coming photography studio in Miami, a fashion show in Brooklyn and a music video for an up-and-coming New York based singer wearing two of my looks.

I just recently became the new intimate apparel CAD designer at Gina Group, a private company whose Intimate Apparel department has just been initiated. I am currently designing for the fun, junior market with ample room for growth. I feel very grateful to have had all these wonderful opportunities and to have landed a job in the Intimate Apparel industry. Intimate Apparel has been my passion for the past two years because I believe it is the most intimate form of creative and personal expression. I am eagerly looking forward to my future in the Intimate Apparel industry!

Thank you for the opportunity to be featured in the prestigious Underfashion Club's newsletter. Sincerely, *Alina Butnaru*

We welcome any news you may have for the newsletter.

If you have had an intern through the Club, please let us know what they are doing now!

BECOME A FAN OF THE UNDERFASHION CLUB ON FACEBOOK.COM
 YOU CAN ALSO FIND US ON:
 TWITTER, BLOGGER, YOUTUBE, LINKEDIN, FLICKR, AND PICASA

*Membership Events***WINE TASTING: NOVEMBER 10, 2010**

The Underfashion Club held another fun-filled Wine Tasting Event on November 10th at Quality House Wines on East 33rd Street. **Thirteen new members** joined our group for networking and enjoying a varied selection of wines and foods.

Club member, Suzanne Beck, commented, "I attended my first Wine Tasting Event and was so impressed with the selections of wines, wonderful cheeses and crackers, and sandwiches, and chocolates! Great selection! You can make a meal there! Gary Fradlin (of Quality House Wines) had a nice selection of whites and reds to sample, and a lovely Port as well! . . . Great to see the lovely young ones from Biflex (Debby Long Gedney (*President*), Linda Spisto, Amy Valdez, Shanna Bernstein, Ludmila Lurie, Rodney Pallanck, Pam Jacksonarfield, Ingrid Joseph, and Anna Gorina) there, and to see Deanna Romanello again!"

Tristine Berry and Victoria Vandagriff, our Membership Committee, do a wonderful job of organizing these get-togethers and energizing our industry. You can view the online video and more interviews from the wine tasting by visiting the Club web site — www.Underfashionclub.org — and clicking on the YouTube link on the home page.



*Members on the Move***MARTHA OLSON:**

Joe Gromek, President and CEO of The Warnaco Group, announced that Martha Olson will succeed Helen McCluskey as Warnaco's Group president - intimate apparel and swimwear. Olson had been president of Warnaco's Calvin Klein Underwear US and Core Brands. Olson joined Warnaco in 2004 as president, core brands and added Calvin Klein underwear to her responsibilities in 2008.

TRISTINE BERRY:

Tristine Berry recently accepted a permanent position with INVISTA™ as Marketing Account Manager with the Intimate Apparel Team. Tristine and Victoria Vandagriff are the Co-Chairs of Membership for the UFC. tristine.berry@invista.com

*Upcoming Events***FESTIVITIES: UNDERFASHION CLUB HOLIDAY PARTY Thursday, December 9, 2010**

NATIONAL ARTS CLUB, 15 GRAMERCY PARK SOUTH, NYC

GUYS & DOLLS FUN BOTTOM DESIGN CONTEST, Open Bar, Buffet Dinner, Music

Share the spirit and bring a gift of clothing or toys for the New York Foundling Home Children (ages infant through teens) *Please tag gifts with description of contents and recommended age group.

\$50 prepaid • \$60 at door • You can pay by credit card or check

Please RSVP by Dec. 6

Email: underfashionclub@frontiernet.net

Phone: 845-758-6405

Web site: www.underfashionclub.org

**INTERFILIERE/SALON INTERNATIONAL DE LA LINGERIE January 22-24, 2011**

PARIS PORT DE VERSAILLES, FRANCE

THE FEMMY GALA Tuesday, February 1, 2011

CIPRIANI 42ND STREET, NYC

● CURVENV February 15-17, 2011

VENETIAN HOTEL, LAS VEGAS, NV

● CURVENY February 21-23, 2011

JAVITS CONVENTION CENTER, NYC

HONG KONG MODE LINGERIE March 30-31, 2011

HONG KONG, CHINA