

**CO-EDITORS**

CAMILLE BLOCK  
MARIE DEKENS

**BOARD OF DIRECTORS 2011 - 2013**

**PRESIDENT**

WALTER COSTELLO

**EXECUTIVE VICE PRESIDENT**

VICTOR VEGA

**VICE PRESIDENTS**

KAREN BROMLEY  
BARBARA LIPTON  
BARRY ROSS

**TREASURER**

DEBORAH EATON

**SECRETARY**

ROSA M. CHAMIDES

**DIRECTORS**

SUZANNE BECK  
TRISTINE BERRY  
CAMILLE J. BLOCK  
GUIDO CAMPELLO  
STEVE CHERNOFF  
ANN DEAL  
MARIE DEKENS  
TERRI FISHER  
MICHAEL G. FLORU  
DEBORAH LONG GEDNEY  
BERNA J. GOLDSTEIN  
ROSLYN LANCES HARTE  
GARY HUGHES  
DAVID KOMAR  
SUSAN LEVINE  
SETH MORRIS  
KENNETH C. NATORI  
MARTHA OLSON  
MARK SANDLER  
MEGAN L. SPANA  
VICTORIA VANDAGRIFF  
LANCE T. WHITAKER  
TINA M. WILSON

**DIRECTORS EMERITUS**

ALAN J. FISHER  
NORMA REINHARDT MASCAROTTI  
JANET J. PETERS  
JAMES P. ZENDMAN

**LIFE MEMBERS**

ROSLYN LANCES HARTE  
DONALD LATORRE  
RONALD A. ROSS  
JAMES P. ZENDMAN

## PRESIDENT'S PERSPECTIVE

BY WALTER COSTELLO



It certainly is a busy time of year for the Underfashion Club.

The Femmy Selection Committee is almost ready to announce the honorees for our January 31, 2012 Gala. Please mark your calendars as our Femmy Co-Chairs are planning another fantastic evening at Cipriani 42nd Street.

The SAIG Committee, with Professor Armillas, is planning another phenomenal design contest for FIT students on the night of the Gala.

As you can see, the Newsletter Committee keeps interesting issues coming.

The Program and Membership Committees are planning October and November activities to stimulate our members and attract new ones. Please look elsewhere in this issue for information on our October 13 seminar.

The Web Site Committee is busy updating our site, making it and our social media ties current and meaningful.

All committee co-chairs are hard at work preparing budgets for the coming calendar year.

Finally, let me please remind you that membership dues are now due. Please remit soon to help keep our club strong and vital. ■

### Table of Contents

PRESIDENT'S PERSPECTIVE	1
NEW BOARD MEMBERS	2
APRIL SOCIAL MEDIA EVENT	3
UP ON THE ROOF	4
THANK YOU NOTES	5
SIL REVIEW	6
CURVENY	7
MEMBERS ON THE MOVE	7
MEMBERSHIP	8
UPCOMING EVENTS	8

**Welcome New Board Members!**

**TRISTINE BERRY**  
Marketing Account Manager  
INVISTA S.a.r.l

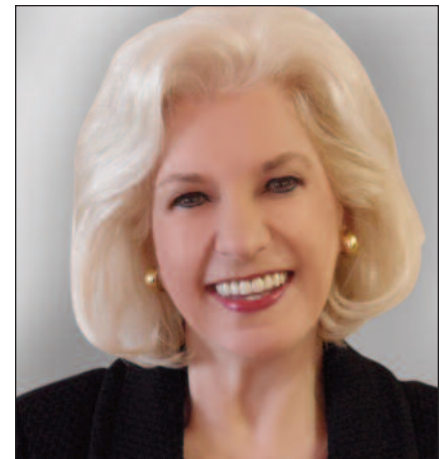
Tristine has spent over 25 years in the Intimate Apparel Industry. Prior to joining INVISTA, she worked as a Marketing Consultant for DuPont in Imaging and Authentication. She began her textile career with BASF as Merchandising Manager and was part of the management team that moved to Honeywell when the company was sold in 2003.

Tristine was a President's Service Award Recipient in 2006 and had been a UFC board member for 25 years. Tristine and Victoria Vandagriff co-chair the Membership Committee.



**GUIDO CAMPELLO**  
VP of Sales, Branding & Innovation  
COSABELLA

Graduating from NYU's Gallatin School of Individualized Study in 2003 with a degree in Design & Planning, Guido Campello joined Cosabella (a family owned Italian lingerie company, founded by Ugo and Valeria Campello,) after working as a Sales and Marketing director for a Japanese distribution company. Upon returning to the United States in 2006, he became VP of Branding and Innovation. Now Guido is VP of Sales, as well as, Branding & Innovation at Cosabella. Based out of the New York Flagship Store/ East Coast Sales office, he directs global strategy for sales distribution, marketing initiatives, and product development. He also manages all exclusive design collaborations, such as Sex and The City by Cosabella, Carmen Marc Valvo for Cosabella and Cosabella for J.Crew.



**ANN DEAL**  
Founder and CEO  
FASHION FORMS

Ann began her retailing career as a buyer of intimate apparel for Rich's department store, launched her first company, Freedom Forms, in Florida in 1987, then relocated to California in 1993 and started Fashion Forms, relying on her dynamic personality, a good network of retailer friends, and one hot product – the Adhesive Body Bra. At that time, she had been soundly involved in Intimate Apparel for over 27 years. Ann expanded the company's accessory business and finally ventured seriously into the bra category, by introducing The Original Water Push Up Bra™ to the U.S. in 1997. Fashion Forms has become the nation's leader in bra accessories, including water push up pads, shoulder cushions, adhesive bras and more.

**COMMITTEE CHAIRS for 2011-12:**

**BY-LAWS:** Barry Ross and Lance Whitaker

**CHARITY:** Michael Floru and Barry Ross

**2012 FEMMY:** Karen Bromley, Rosa Chamides and Barbara Lipton

**MEMBERSHIP:** Tristine Berry and Victoria Vandagriff

**NEWSLETTER:** Camille Block and Marie Dekens

**PROGRAM:** Debby Gedney and Roslyn Harte

**PUBLIC RELATIONS:** Karen Bromley

**SAIG:** Suzanne Beck and Victor Vega

**WEB SITE:** Shari Hoenig and Megan Spana

The chairs of the Finance and Nominating Committee are determined in accordance with provisions of the By-Laws: Treasurer, Deborah Eaton, chairs the Finance Committee; Lance Whitaker chairs the Nominating Committee through December 2012.

**DIRECTORS EMERITUS:**

Alan Fisher, Janet Peters, Norma Reinhardt Mascarotti and Jim Zendman

**VICE PRESIDENTS' AREAS OF RESPONSIBILITY**

Karen Bromley: Communications (Membership, Newsletter, Program, PR and Web Site)

Barbara Lipton: Education (SAIG, By-Laws and Charity)

Barry Ross: Capital Formation (Femmy and Finance)

*Briefly Speaking***HOW IS SOCIAL TECHNOLOGY CHANGING THE WAY WE DO BUSINESS?**

The May 24 Program event held at the St. Giles Hotel featured a lively discussion of Social Media issues with panelists Guido Campello of Cosabella, Aaron Mandlebaum of Big M (Mandee and Annie Sez,) Anthony Oren of Biflex, and Dan Sackrowitz of Bare Necessities. Program moderator Ellen Lewis (Lingerie Briefs,) has provided a personal take on some of the information shared that evening.



A few months ago, my son asked me what my generation would confirm as the single greatest change in society during our lifetime. The instant response: *The Internet*. Today there are 2 billion Internet users worldwide. Technology has flattened our world and changed the way we do business. Without a web site, it is close to impossible to be a serious player in today's market. At the least, a business needs a web site to define its brand and create an active market profile. A web site is the most expedient way for a consumer to find a company that answers their needs.

However, it is Social Media that is helping brands create buzz power, connecting them to the public at large and enabling them to communicate with prospective customers. Today 47% of customers between the ages of 18 and 25 get 100% of their marketing information online. There are a plethora of Social Network venues: Facebook, Twitter, YouTube, LinkedIn to name a few. There are multiple tools to enhance this space: Blogs, Vlogs, Podcasts, Webcasts, Webinars: I could go on. They all serve important communication purposes, but several stand out for their impact on volume and traffic.

Blogs are the number one method of search engine optimization or pushing viewers to your web site. There are over 126 million blogs on the Internet today. A blog is a journal that presents the author's views on a business or an idea and adds personal perspective to a web site. A good blog creates a sense of urgency and makes the reader feel involved.

Without a doubt, the number one Social Tool is Facebook. With over 500 million members, Facebook continues to revolutionize the way people interface. Some interesting statistics that prove the dominance of this Social Network are:

- 50% of active users log on every day
- People spend over 700 billion minutes per month on Facebook
- The average user creates 90 pieces of content per month
- The average user is connected to 80 community pages, groups or events
- \$2.2 billion of the USA online advertising dollars will be spent this year on Facebook
- The fastest growing consumer sector on Facebook is between the ages of 40 and 60

Businesses use Facebook to interface and have conversations daily with their customers. They link to web sites and provide instant updates to everything happening within the company

The phenomenon of Twitter is that it is only a few years old but has become the most immediate method for savvy companies to provide quick bits of information. It is as if there is a continual venue for business announcements. Twitter has over 2 million registered users. There are 155 million tweets per day.

Following on the heels of Twitter and Facebook, YouTube has exploded on the Internet. It is now a serious video channel that allows businesses to create live links to their clients. A few interesting facts about YouTube:

- 2 billion videos are viewed per day on the Internet
- Every minute, 24 hours of video is uploaded
- More video is uploaded to YouTube in 60 days than all 3 major networks created in 60 years

Social Media is a brilliant way to deliver your brand's personality and communicate with like-minded people. With Social Media you can expand your audience and reach your target customer where they live. Social Media is today's way of generating traffic and increasing sales. — BY ELLEN LEWIS

*Under the Wire*

## UP ON THE ROOFTOP

The NETWORKING SOCIAL on July 21 was "hot" in many respects. Not only was it a great gathering, but it was one of the hottest nights of the Summer. Many attendees went up to the roof where palm trees and a few rare breezes added to the ambiance of the tropical night! Sponsored jointly by the Program and Membership committees, the event also welcomed 18 new members to the Club. Thanks to all who attended and for supporting the Club!



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

*F.I.T. & Student Thank You Notes*

Dear Suzanne, Victor, and SAIG committee members — Greetings! On behalf of F.I.T., myself, and our students, I would like to thank you for your most generous scholarships. Your mentorship, generosity and commitment to our students are greatly appreciated . . . I also consider it a great honor to be the Intimate Apparel Liaison, and to be able to expedite this program on your behalf. The Intimate Apparel Specialization is truly fortunate to have such wonderful support from the best professionals that the industry has to offer. I look forward to continuing our mutual mentorship and support of these talented students, especially during these challenging times. You have given them the greatest gift of all, which is that of hope and encouragement. Your tireless efforts on behalf of our students are greatly appreciated!

Best wishes always,

*Alexandra*

ALEXANDRA ARMILLAS, F.I.T. PROFESSOR-FASHION DESIGN APPAREL, INTIMATE APPAREL LIASON

## THANK YOU!

Thank you for selecting me as a scholarship recipient. The scholarship will help me greatly throughout my final year of college. It is wonderful to know that professionals in the intimate apparel industry are committed to the success of design students at the Fashion Institute of Technology. Your fundraising efforts make it possible for many of us to persist until graduation and transition into the industry. I am extremely proud to be associated with such a special organization. Again, thank you. — *Lauren Haron*

It means so much to be recognized by a group of your distinction. As I navigate through this challenging curriculum at F.I.T., I become more and more excited about my future in the intimate apparel industry. Knowing there is a support group like the Underfashion Club gives me great guidance. Thank you for this generous scholarship. — *Claudia Mesiti*

Thank you very much for your generous contribution towards bettering and pursuing my educational career at F.I.T. This reward is greatly appreciated. — *Caroline Argirokastritis*

I would like to thank all the members of the Underfashion Club who believed in me, and my work. Thank you again for your generosity. I, and my fellow student scholarship recipients, appreciate it from the bottom of our hearts. — *Kelly Lin Osnato*

I would like to express how greatly appreciative and touched I am by your generosity! I feel so fortunate to be one of the scholarship recipients, and am motivated to be the best student possible and exceed all expectations. This scholarship is such a blessing and will have a huge impact on my life. Again, thank you so much for this opportunity. — *Miosotis Rosa*

Words cannot express how eternally grateful I am for your continued generous support of my education. Now that this is the second year, I assure you that my commitment to intimate apparel remains strong and steady. Thank you to the entire SAIG Committee for providing my classmates and me this unbelievable opportunity. — *Yecca Zeng*

*Between the Seams***PARIS REVIEW: JULY 2011**

MODE CITY joined forces with the Trend Union office this summer to expose intimates and swimwear trends for summer 2012. This year followed audiovisual fashion displays under the theme of Eden, with four themes discovered around the senses:



© photos: Teamenn2004@free.fr

- *Earth and Sand*

This trend features both basics and technical products like the 'second skin'. Natural fabrics and dyes are featured as well as drapes that are antiquity and chic. Colors include beige, red and white.

- *Crystal*

This trend focuses on romance with a discreet color palette and light textiles. The pastel shades represent a child-like woman with colors that are sophisticated and feminine. Colors include rose and faded green.

- *Gold and Black*

This trend focuses on two colors; gold representing prestige, perfection and mystique, and black representing the seductive, iconic woman with the example of Cleopatra. Products feature metal, brushed, aged and polished finishings with black lace that are aimed at revisiting youth while remaining sophisticated and feminine. Shades are ochre to gold.

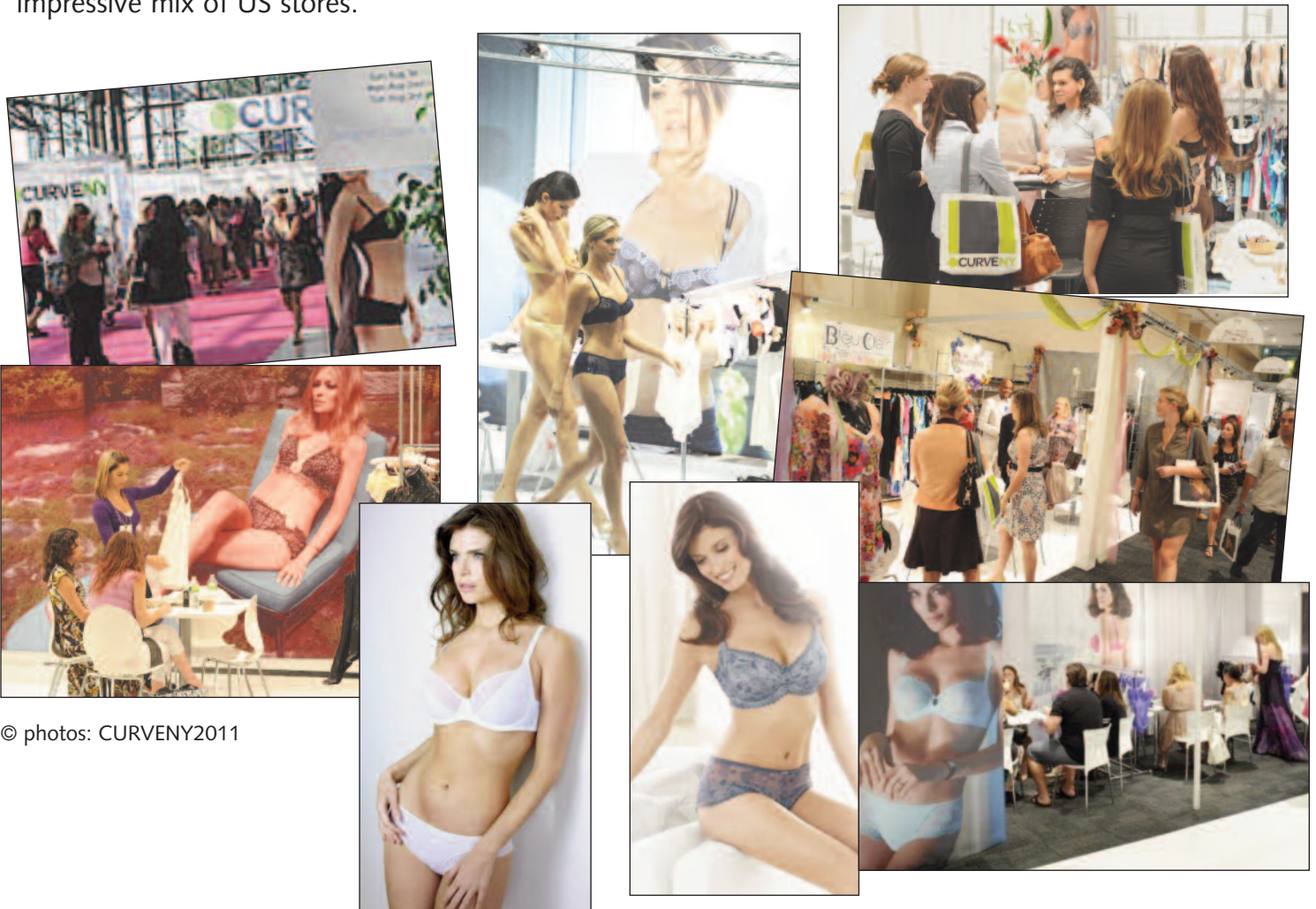
- *Rock*

This trend features sportswear, shapewear and sports swimwear aimed at women wanting to control their shapes. Innovating fabrics such as mixed cotton and jersey feature structured shapes for different body types. Colors include grey, brown and some bold colors.

*Under the Wire***CURVE NY: AUGUST 2011**

The CURVE road show commenced in New York on July 31 - August 2, where the lingerie and swimwear industry met with the top East Coast and Central American retailers then moved on to Las Vegas on August 22 - 24.

There were two very positive signs for the industry: new stores opening and most importantly, retailers writing orders. CURVENY Las Vegas also set a positive tone, with an influx of 30% of new buyers (from Argentina, Australia, Japan, the Caribbean and a large influx of Canadian stores,) and an impressive mix of US stores.



© photos: CURVENY2011

*Members on the Move***VICTORIA VANDAGRIFF**

Victoria Vandagriff has joined Delta Galil Industries, Ltd. as President, D2 Brands-Ladies. This division encompasses Tommy Hilfiger, the Lucky Brand, Karen Neuburger and Nearly Nude. Victoria was most recently the Executive Vice President of Sales; Women's HMX LLC.

Victoria graduated from FIT, and lives in New York City with her husband and two children.

## Membership

Dear Underfashion Club Member:

Once again it is the time to renew our dues for September 1, 2011 to August 31, 2012.

In our 53rd year as a nonprofit organization, we continue to focus on our mission of "supporting education today for a better industry tomorrow." The Club brings together intimate apparel professionals for the exchange of ideas and information. With funds generated by our activities, we are able to support initiatives aimed at attracting new talent to the industry through our educational and scholarship programs.

In the past twelve months, we have welcomed over 100 new members to the Club. Members have enjoyed a wide variety of events, including trend and show reports, social media development, networking opportunities, a holiday gathering, and three members-only get-togethers. As always, the annual Femmy Gala hosted by the Club is one of the premier events of the intimate apparel industry, both here and abroad.

Details of our events (including interviews and pictures of participants,) and the current membership directory are posted on our web site, [www.underfashionclub.org](http://www.underfashionclub.org) <<http://www.underfashionclub.org>> .

We continue to work to create other opportunities for you to enhance your work performance. We want to provide you with programs that bring you pleasure and make you more profitable.

Please join us for another year by renewing your membership today.

We will not succeed without your help.

Sincerely,

Tristine Berry & Victoria Vandagriff

Membership Committee Co-Chairs

## Upcoming Events



**Eye On Trends**  
 Come join us  
 for a panel discussion  
 with trend experts

Thursday, October 13  
 St. Giles Hotel  
 130 East 39 Street (corner of Lex & 39th)

Registration 5:00 pm  
 Networking, Drinks 5:15 - 6:15 pm  
 Presentation 6:15 - 7:30 pm

**Special Door Prize – Femmy Gala Ticket**

Members \$25  
 New Membership \$50, Includes Event  
 and One Year Membership

[underfashionclub@frontiernet.net](mailto: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

**UFC PROGRAM: EYE ON TRENDS**  
**THURSDAY, OCTOBER 13**  
 ST. GILES HOTEL | 130 E. 39 STREET | NYC  
**The Special Door Prize will be  
 a Femmy Gala Ticket!**

**MEMBERSHIP GET-TOGETHER**  
**NOVEMBER**  
 Details will be announced shortly.

**HOLIDAY PARTY**  
**TUESDAY, DECEMBER 6**  
 THE NATIONAL ARTS CLUB | NYC

**2012 FEMMY GALA**  
**TUESDAY, JANUARY 31**  
 CIPRIANI 42ND STREET | NYC