



TABLE OF CONTENTS

2008 INNOVATION AWARD CONTEST	1
UPCOMING EVENTS	1
PRESIDENT'S MESSAGE	2
LYON MODE CITY . . .	3
GLOBALY SPEAKING	4
PERSONAL REPORT	7
FIT IA TRACK	8
STUDENT WINNER	8
STUDENT INTERSHIPS	9
WARREN BUFFETT	10
INFORMATION	11

UPCOMING EVENTS

DECEMBER

TUESDAY, DECEMBER 18, 2007

HOLIDAY PARTY

Venue: National Arts Club, NYC

FEBRUARY

TUESDAY, FEBRUARY 5, 2008

FEMMY GALA

Venue: Cipriani 42nd Street, NYC

For additional information regarding Program events, please contact the Club Office at 845-758-6405 or Underfashionclub@frontiernet.net

2008 INNOVATION AWARD CONTEST

THE INNOVATION AWARD

The Innovation Award will be presented to the individual, group or company whose innovation, in the opinion of the Underfashion Club membership, has had the greatest impact on the intimate apparel industry since 2006.

The award will be presented at the Femmy Gala, on Tuesday, February 5, 2008. The winner of the innovation contest, or their representative, **MUST** be present at the Gala to receive the award, or it will be presented to the next highest vote getter.

ELIGIBILITY

Entries are to be submitted by individuals 18 years or older. With one exception¹, entries may be submitted by the candidate themselves or on behalf of others. Membership in the Underfashion Club, Inc. is not necessary to submit an entry.

¹Underfashion Club officers and board members may not submit entries for themselves or the companies they represent, but others may submit entries on their behalf.

AWARD CRITERIA

Entries will be accepted for any innovation (idea, device, product, presentation, etc.) introduced within the last two years that brings value to the intimate apparel industry. Innovations that do not have a direct correlation to the IA industry or were introduced before 2006 are not eligible.

CONTEST PROTOCOL

There are 3 parts to each entry: An official application form, an essay about the innovation, and samples of the innovation (material, photos, garments, DVD, etc.) The essay must be in English, not exceed 1,000 words, be the original work of its author(s) and not violate any copyright laws.

Entries are to be submitted to: The Underfashion Club, Inc.
326 Field Road
Clinton Corners, NY 12514

DEADLINE FOR RECEIPT OF ENTRIES IS FRIDAY, DECEMBER 7.

Entries that are lost, late, misdirected, or incomplete, for any reason, will not be eligible.

The Femmy Selection Committee will review all eligible entries and select three (3) finalists on the basis of their value to the IA industry as well as the quality, clarity, effectiveness and originality of the submission.

The entries from the three finalists will be posted on the Underfashion Club web site and Club members will be able to cast their secured vote on-line.

The Underfashion Club, Inc. in its sole discretion, reserves the right to disqualify any entry for evidence of tampering with the selection process or any violation of the rules stated above.

PRESIDENT'S MESSAGE

By Barry Ross, President of the Underfashion Club

2008 MARKS THE 50TH ANNIVERSARY OF THE UNDERFASHION CLUB!

In today's fast paced MTV world of here today, gone tomorrow trends, 50 years of dedicated service represents a noteworthy achievement, which we are proud to celebrate with our members and the industry!

Although I can't personally comment on the first 25 years of the UFC (despite what some may think, I wasn't working in the industry 50 years ago!), I would like to offer some thoughts on the rich history of the Club, its present endeavors, and a few ideas as to its future.

- Conceived as the **Corset and Brassiere Women's Club, Inc.** within the male dominated Intimate Apparel Industry, the group began as a venue for career women to meet and discuss issues. The organization was renamed the Underfashion Club, Inc. in 1963 in order to include men and to expand its membership and programs.
- **The Underfashion Club** has evolved into an organization comprised of retailers, manufacturers and suppliers that are engaged in every category of the industry: foundations, daywear, sleepwear, robes and loungewear.
- In the 1980s, under the leadership of Norma Reinhardt, who was President from 1980-1985, and the late Harriet Levenson, who was President from 1985-1990, there was a significant increase in membership and a focus on raising funds for student scholarships. Their vision led the way to establishing the UFC as a leading industry organization. In 1990, the club elected its first male President, Ronald Ross (who happens to be my father).
- The **Femmy Gala** has recognized and honored a veritable who's who of the leading individuals and companies of the IA community for 30 years! Former Femmy recipients include: **Donna Karan, Josie Natori, Carole Hochman, Richard Murray, Victoria's Secret, Wal*Mart Stores**, and many more illustrious names! As a wonderful occasion to celebrate our industry's accomplishments and party with old and new friends, the Femmy generates the monies that fund our mission to

"SUPPORT EDUCATION TODAY
FOR A BETTER INDUSTRY TOMORROW".

The 2008 Femmy will honor **Elle Macpherson, William Dillard III, Helen McCluskey,** and **Cotton Incorporated!**

- Today's UFC is a leading **exponent of education**, both for our members and the students whom we hope will be future members and leaders. Under the auspices of the **SAIG Committee** (Scholarships, Awards, Internships, Grants), **Scholarships and Internships**, ever increasing in number and dollars, enable today's students to prepare for successful careers in our industry! Sponsored by SAIG and held at the Femmy, the **Student Design Contest** introduces our members to the talented students who aspire to be the industry's future designers and innovators.
- The **Program Committee** brings awareness of important industry concerns to our members and guests through informative **programs** and **networking** opportunities, all part of our effort to educate ourselves within an atmosphere of conviviality and cooperation.
- **News Briefs**, our web and e-mail newsletter, communicates club and industry news in a sprightly yet most informative manner. Focusing on industry events and notable personalities, the newsletter is a vehicle of exchange with our members
- **www.underfashionclub.org** is our newly renovated website that incorporates an aesthetic theme of elegance and simplicity with updated functionality. The site's **Job Bank** offers members and companies the opportunity to find one another. As the industry continues to change, we expect that the Job Bank will be an arena for fulfilling mutual needs.

Looking forward, the Underfashion Club is positioned to expand its educational efforts on behalf of intimate apparel students and the industry. New members and new ideas will propel us as we strive to enlarge upon the accomplishments and legacy of the Underfashion Club.

Look for our upcoming Femmy Review
in December!

LYON MODE CITY & INTERFILIERE 2007

by Silvia Harven



A season for reinvention...looks from past eras with elements of a new day. We will pull our inspiration from...

Family Heirlooms...

An element of surprise found in details like pretty embroideries, mini motifs, nostalgic pin tucking and Valencian laces. We take treasures from a dusty attic chest and bring it to life in new colors and altered silhouette... creating our own point of view.

Ultra Nature...

We travel the world in search of the most perfect quiet escape. Pulling our fine line work from fresh fallen leaves to create the ultimate botanical. Fabrics are grounded in organics... as our society begins to embrace the fragility of our Mother Earth. Mixing textures, matte/shine and various shades of ivory and white are key.

Jet-Setters...

Destination—Moscow. As we keep our eyes on the bouncing celebrity scene, we find that emulating key looks are all the buzz. Taking our vacation looks to the street... we blur the lines between beachwear and lingerie. Details include sexy geometrics, iridescence, and surface interest fabrics like those found in old world jacquards from Moscow.

This season Concepts Paris unveiled a new Trend Podium... structured like a maze of pure fashion genius, the podium highlighted macro and micro trends which highlighted many exhibitors. The traffic in the area showed a true acceptance of living the trends as they become part of our Innovation vernacular.

Intimate Apparel has proven to be a business that is far beyond sexy...
It's profitable, inventive...and truly an extraordinary ride.

GLOBALLY SPEAKING

Excerpts from the October 11, 2007 Lyon (and the World) Report presentation by Francesca Spinetta, co-owner and CEO of *Intima* magazines and Chief Editor of *Intima*.

The first consideration, of major relevance according to us is this:
 "The first effect of globalization is to cut costs, the second is to create value."

LET'S SEE HOW.

The world has opened and everything seems to be possible, again. Financially, socially, economically, we don't even realize how this "overture" is changing our behaviour. One example for all: our very first global concern: the planet.

In this open world, nothing is there forever and the possibility of change unleashes energies... look at Russia and the CIS countries. Internet becomes a way of thinking more than a media. Searching, discovering, checking, exchanging on a wide scale is part of our everyday life but it has deeply changed our perspectives and thinking process, drastically diminishing time and costs and giving equal chances to succeed.

"Nothing is there forever" I said and indeed: in France, no-one would have expected **Aubade** to be sold; Rumanian **Jolidon** to buy **Infiore** in Italy; **Chantelle** buying **Orcanta** from PPR; The Calais lace district being dismantled; Biellorussian **Milavitza** to become a big player; **Intimissimi** to sign with **Victoria's Secret**; Hong Kong **Hop Lun** to buy French **Scandale**; **Tactel** to be sold to **Nilit** to give you a few examples.

Internet is a way of thinking, in business too. Who cares where a company is located as long as they provide what you are looking for at the agreed time. Would you have been so daring before? Not to mention the deep change the media itself provides in terms of work organisation with intranet besides sales and promotion.

In our business too, and we will see it later on, small is beautiful, when shared by many.

Concentration is leaving blank spaces all around, in product offer as well as in retail. New concepts have never had such a great potential since they can now talk to the world and build up their own communities. And, if the message is strong, money is not an issue anymore: financial partners are even more numerous than good projects; low cost production is widely available; communication becomes clever (CRM) and creative (viral marketing, blogs, temporary stores...).

People need product and places to fit their lives and aspirations...I don't see that much of them yet, which means the opportunities are huge!

HERE AND NOW

After this general overview, let's get into a more operational thus important aspect: where is the intimate apparel business going?

To Paris, of course! Paris c'est toujours Paris with 580 exhibiting brands in 2007 and still 22,000 visitors in 4 days. **The Salon International de la Lingerie** remains the most relevant trade show for intimate apparel despite the significant decrease in the Interfilière section.

Held in France, but organized by the Italian association of beachwear fabric manufacturers, is **Mare di Moda**, which brings together only European fabrics at the end of November. At the last edition 2,400 professional visitors attended in 3 days. The right dates for the buyers pushed the organizers to launch an intimate apparel section **Intimo di Moda** at its second edition, then a third area called **EuroMed Outsourcing** to provide their buyers a quality outsourcing in the Mediterranean area highly demanded for quick response.

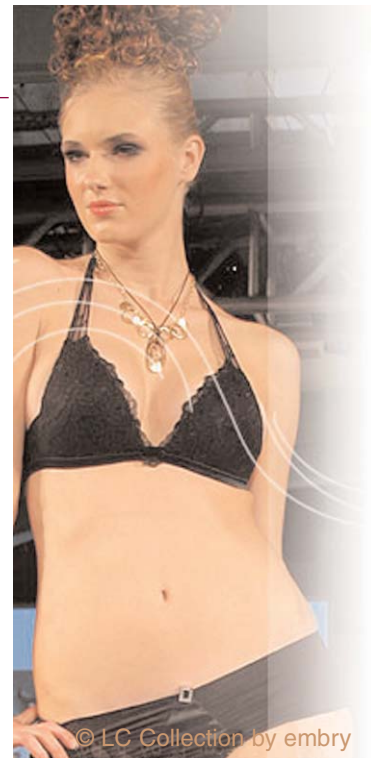
The Italian association was probably right because in June this year **Eurovet** (the owner of **Interfilière**) also decided to launch an anticipated meeting in Paris. The first edition of **Evolution Days** counted some 60 European only exhibitors, who also had to confirm their presence at **Interfilière Lyon**. The attendance was limited in the 2 days but major buyers did appreciate the choice of dates.

Last week Eurovet confirmed they are holding Evolution Day again this year, once again in Paris... just before Mare di Moda.

As far as **Lyon Mode City**, the absence of major French brands last year and the partial return of some of them did certainly contribute in seriously diminishing the attraction power of this show. The number of visitors decreased by 11.5%, exhibitors by 16% and French visitors by 25%.

No statistics are available for the number of visitors at **Interfilière's** this year. As for exhibitors the number remains stable at 370 companies, also including the new well identified and not so appreciated area reserved to OEM companies (mostly Chinese).

Continued on page 5.



© LC Collection by embry

Continued from page 4.

To this decrease in French leading large trade fairs, corresponds the rise in national, even regional shows, probably better responding to the need to sell and cover the territory more extensively. In Germany there are 11 regional shows plus one major one, **Body Look**, in Dusseldorf. In Italy regional shows are rising too in Bari and Florence, and in the UK, **Boutique Lingerie** London adds to the existing Intimate London and Harrogate Show. Regional shows are really booming in the US where, besides the traditional **Miami Swim Show** and **Lingerie Classique** in Vegas, two teams are fighting for the leadership: Lingerie Americas NY... and NV, and Curves NV... and NY. Plus Samantha Chang's **Boutique Lingerie** in NY, LA and recently London! Too many indications seem to go in the same direction: better serve local clients.

The month of October is very busy on the other side of the Ocean with several textiles shows taking place in China.

Interstoff Asia in Hong Kong last week, with 220 exhibitors and a focus on eco-textiles (Nelly Rodi); the **China Sourcing Fair Underwear & Swimwear** section in Hong Kong again next week (Carlin).

And **Shanghai Mode Lingerie** launched by Eurovet 3 years ago. Born as a double platform for intimate apparel brands and fabric manufacturers, the shows are now mainly hosting Chinese fabric manufacturers and local OEM suppliers. Eurovet also launched a second show in Hong Kong last spring counting about 100 fabric and AOM suppliers as well as 12 brands for a total number of 3,500 visitors.

In China successful trade shows seem to concentrate on sourcing.

Asian brands having their own distribution and not being interested in showing Western brands, might show once in order to find a local importer or partner.

And Russia? Despite this area being the first importer for major European brands there are only two professional trade shows in Moscow, the apparel show **CPM** managed by German company **Igedo**, and a local show **Lingerie and Tights** with CIS low-end companies exhibiting. In the medium and premium market nothing seems to be possible despite the growing numbers of retailers since two major importers monopolize the market: **Wild Orchid** and **Estelle Adony**.



LET'S FOCUS ON

After this general panorama on intimate apparel trade shows, I suggest we focus on the two leading countries in terms of style: France and Italy.

Bustier, jaretelle, balconnet, corseterie... lingerie speaks French. France is indeed the birthplace of sophisticated DESSOUS and «Tailored» lingerie. Leading corsetry boutique brands are French as is the Leavers lace tradition. In today's trends romantic and retro styles are the fashion and Marie Antoinette is the personification of French art de vivre.

Despite this, intimate apparel did worse in France than ready-to-wear in 2006, which hadn't happened in a long time. Nightwear and homewear didn't benefit from their new programs and dropped by -10.4%.

The only dynamic category seems to be hosiery, rising from very low, which increased by 17% thanks to the success of leggings.

Another negative aspect is given by the weight of sales and promotions attaining 26.6% of the global sales (+3.8%).

To give you a clearer idea, here is the retail situation in France characterized by the predominance of chains passing from 5.7% to 20.2% in 6 years!

Supermarkets decreased slightly but **Carrefour** counterattacked with a new strong operation on its private label brand Tex (8€ for a lace set up to E) National chains grow, discounters don't; independent retailers are resisting (14.2%). Department stores have maintained their positions while Internet and direct sales grow.

WATCH OUT FOR

The **Chantelle** group is operating alone a market revolution. The family owned group has recently bought from PPR the multi-brand specialty chain **Orcanta** (63 stores) and just launched its brand-name store concept mixing beauty and lingerie in a subtle way.

Note Chantelle is still number 4 in market shares in value, whilst its second brand **Passionata** has risen to number 3 in volumes in 2006. The group also owns the specialty store chain **Darjeeling**, started 10 years ago, ranking number 2 in value after market leader **Etam**.

Among recent changes in the market, note the takeover of traditional French brand **Scandale** by the Hong Kongese **Hop Lun**.

Also to be noticed the positive performance of **Simone Pérèle**, another family owned group, which launched in January its new brand **Implicite** in the neo-glamour rising segment. As for particularly dynamic companies at the moment we can mention **S.I.L.** the licensee for **Kenzo**, **John Galliano**, **Christian Lacroix** and **Cacharel**, highly appreciated by French department stores for its good price position.

Continued on page 6.

Continued from page 5.



The second country I would like to explore with you is Italy, the most fashion oriented country in the world! Indeed, most famous fashion licences in the intimate apparel business belong to Italian companies.

World famous fashion Italian brands are launching structured intimate apparel collections such as **D&G**, **Armani**, or **Diesel**. Intimate apparel and beachwear brands are clearly moving to lifestyle just as **Christies**, **Ritratti**, **Verde Veronica** did.

And of course, Italy is leading in beachwear and hosiery.

Nevertheless, in Italy too, consumer trends have been negative for the last 5 years. And in Italy too, the weight of chains as **Intimissimi** or **Tezenis**, is rising very quickly to overtake the specialty stores for the first time in 2006 in the ladies category. Specialty independents are still very strong with 20% of the market shares, probably the highest percentage in all of Europe for both categories.

To be noted here, is the relevance of ready-to-wear stores in underwear sales, especially for men, which is directly related to the wide offer of designer intimate apparel in the country.

Major developments are expected in Italy from **La Perla**, recently bought by an American investment company. Very much focusing in the development of their intimate apparel divisions are **Armani**, **D&G** and more recently **Diesel**, who officially launched its own full collection of underwear in Paris and beachwear in Las Vegas. Big investments are expected for 2008 in different countries among which the US. Amongst the latest news from Italy the takeover of the **Infiore** brand and stores by the Romanian rising company **Jolidon** as well as the acquisition of **Arcte** (**Argentovivo**) by the fashion accessories leader **Burani Group** with the aim to build a leading group of fashionable brands. These major changes in the Italian panorama lead us to expect a further shift towards more fashion in intimate apparel. **Albisetti**, **le Bonitas** and **Velmar** are already willing to take on other licences to assure their positions at home as well as abroad.

After this rapid plunge in the French and Italian leading markets, let's see what are the major directions the intimate apparel business is taking in Europe:

Specialty chains keep on developing at home (**Intimissimi**, **Tezenis**, **Woman's Secret**, **Oysho**...) and in surrounding areas, especially in southern European countries (**Hunkermoller** launches **Bodique** in France); flagship stores and brand-name stores are opening in the major capitals; department stores are reorganising their lingerie departments focusing on well known names. There is currently major reorganisation in the intimate apparel division in Italy at **La Rinascente** and **Coin** as well as in Germany. Traditional specialty independents are decreasing in number almost everywhere in Europe but new retailers are on the rise without being noticed yet. By this, I'm thinking of all the new transversal stores, also carrying underwear, beachwear, nightwear and loungewear in a different way, all new stores more recently opened inside new places like resorts or pleasure spas, all of these new potential clients most of the brands don't even know yet but who represent a huge potential for the near future.

In the meanwhile, forced by the increasing number of specialty chains, brands are trying by every means to strengthen their presence inside their clients' stores, some of them also opening their own flagship or mono-brand chains

Another way to face the competition is to focus on perfect fitting. Even the Italians are offering up to D cups and beyond, including in their more fashionable lines. Much is still to be done in this area.

At the same time, under the influence of the very positive results registered by beachwear extensions, intimate apparel brands are widening their offer including camis, dessous-dessus corsets and little tops. Started in a very confused way, this product extension is now more coherent and contributes in strengthening the impact of the collection. A good thing for window displays, but a nightmare for department store managers!

Hyper segmentation and branding seem to be the leading words for succeeding in the business. Focus on its consumer target, support the brand identity, and learn to serve different groups of clients with specific tools.

intimafrance@aol.com

To subscribe to The Best of Intima magazine: www.networkdessous.com

Photo credits: www.lyonmodecity.com
www.shanghai-mode-lingerie.com

A PERSONAL REPORT ON THE 2007 LYON SHOW

by Betty Yee / Presented at the October 11 Lyon Report



Good Evening all, my name is Betty Yee and I am a 7th semester student at FIT. I study Fashion Design and specialize in Intimate Apparel.

Before I begin to speak about my Lyon experience, I would like to thank the Underfashion Club and Eurovet for this trip. I am

so fortunate to have the Underfashion Club in my life. They give an incredible amount of opportunity for students such as myself. FIT students spend many numerous sleepless nights during the semester worrying about endless assignments and UFC give us a breath of fresh air by inviting us to industry events to make us feel part of the industry. They help me realize that the sleepless nights will eventually pay off because one day I will be that designer sitting in this audience tonight.

I was lucky and fortunate enough to win a trip to Lyon, France to visit the Lyon Mode City and Interfilier Show. I was able to see the latest innovative designs for both women's and men's intimate apparel and beachwear. I saw designs from companies from all over the world. Many of these companies were household names or new fresh companies. I had the opportunity to meet many people in this trade. It was an inspirational experience. It opened my mind in seeing how big the intimate apparel industry is and that opportunity is all over the world!

Besides seeing garments and designs I was also able to see the latest technology in textiles, production manufacturing, and raw materials. As a future designer in this industry, it was definitely important for me to discover and learn about textiles and raw materials. These are the essentials in distinguishing your product

as your own as well as making it sell. In a fast pace world, technology is growing and so is the demand for innovation and functional textiles and raw goods. By far Interfilier was one of my favorites. In order to make your garments work, you must have the right materials.

I attended as many seminars and fashion shows as I possibly could. It was such a remarkable experience that I can't put it all into words. It was a great learning experience. I truly enjoyed the presentation by Paris Concept's Jos Berry. She spoke about upcoming trends and looks of the next season. It was amazing and it inspired me to think outside of the box.

The fashion shows were amazing and the energy was electrifying. I absolutely enjoyed the French Vintage fashion show. Nothing is more French than champagne and lingerie at 2:00 in the afternoon. They showcased vintage pieces from French designers from the mid 1900's.

It was quite an adventurous stroll for me when I walked down Evolution Gallery. I came across a vending machine full of bras and panties decorated with sweet treats. It looked quite delicious. I really enjoyed a display of female mannequin legs wearing an array of different hosiery designs. My favorite was a stocking with a hair trim. It looked like Bigfoot's mistress and it was quite amusing and I was afraid that would be the one thing that would remind me off Lyon! I definitely learned different ways to merchandise products.

My trip to Lyon was definitely an unforgettable experience. I feel extremely fortunate to be the student who won this opportunity and trip. It was an experience of a lifetime. I will definitely apply everything I learned from this trip and apply it to everything in my future in this industry. My journey in growing and learning to become a great designer will continue and it will never stop.

FIT INTIMATE APPAREL TRACK

Under the auspices of the FIT School of Art and Design and the guidance of Professor Colette Wong, an Intimate Apparel Advisory Board was created in 1985 to revise and strengthen the intimate apparel curriculum at FIT to better support the intimate apparel industry. The membership of the Advisory Board has changed over the years, but is currently made up of industry representatives Camille Block, Jeanette Cantone, Rosa Chamides, Alan Fisher, Berna Goldstein, Joanne Kaye, Iris LeBron, Janet Malecki, Tony Nuzzo, and Barry Ross.

The academic year 2006-2007 introduced the new Bachelor of Fine Arts degree at FIT which encompasses a specialized year and a half intimate apparel track with a curriculum of enhanced old and newly developed classes. The intimate apparel track now includes classes in Foundation Fit in conjunction with Foundation Design, Shapewear, Line Development, Pattern Making and Grading, as well as art courses which are intimate apparel directed and semester long intimate apparel internships.

The new Foundation Fit class currently has three sections of students composed of one intimate apparel track and two special occasion tracks. The two day time sections are being taught by adjunct instructors Ramona Calsada and Alan Fisher. Jasmina Simunic teaches an evening class.

The interest in and initial success of this new program can be judged on the fact that this academic year 2007-2008 will see the first nineteen intimate apparel track students graduating in May and, beginning in the spring 2008, twenty-one students are to begin the second round of the new program. This shows an increased interest in the Intimate Apparel field.

MESSAGE FROM FEMMY STUDENT SCHOLARSHIP WINNER



Karina Aguirre

Dear Barry Ross, Walter Costello, Deborah Eaton and the SAIG Committee,

Thank you for your generous gift. I can't express how grateful I am for this scholarship. My family and I work very hard to "make ends meet," and this award was such a blessing because we have been going through a difficult time. This year I have been able to do so much because of you, and I have been motivated to continue to work hard. It is wonderful to be recognized by such a fine group of people.

Thank you from the bottom of my heart,

Karina Aguirre

STUDENT INTERNSHIPS

The SAIG committee has successfully completed our summer 2007 internship program. Seventeen FIT students participated in this year's program. With the invaluable help of **Amy Mato** at FIT's Internship Center, students with majors in Fashion Design, Fashion Merchandising and Pattern Making were placed at sponsoring industry organizations **Bloomingdales, Carole Hochman, Charles Komar, Dana-Co, Gelmart, Movie Star, Vanity Fair, Victoria's Secret, Wacoal,** and **Warnaco**.

Students are interviewed and selected and are then required to complete 120 hours of work over a period of time that is agreed upon by the student and their company supervisor. Special thanks to the participating organizations and congratulations to the students.

Walter Costello and Deborah Eaton, *SAIG Co-Chairs*

Dear Berna,

I just wanted to say thank you for having me intern at Vanity Fair this summer. Yesterday was my last day. I was there for about six weeks, and it was a fabulous experience! Everyone at Vanity Fair was extremely helpful and friendly. I learned so much; I mostly worked on patterns, developed prototypes, and even did some designing. I got to make patterns and have my garment sewn to be sent to a meeting. It was chosen for production, but as the weeks went on, they slowly made changes to it and eventually dropped it (oh well, it was still great to have gone that far and to have my concept and design liked by many!). I also helped execute technical design problems, learned how to work the molding machines, attended model fittings, meetings, and much more.

The designer I worked next to, Carolyn Kirkland, was absolutely the best teacher and person to have worked with, I was so lucky. She is not only a fantastic and smart designer, but a great person who was always willing to help anyone, which made a huge difference in my learning experience as opposed to school. Working one on one with her was definitely a huge plus, as was seeing how a design team worked in a company.

Thank you for making this experience possible! I look forward to hopefully working with Vanity Fair in the future. Of course if there is anything I can assist the company with at any time, please feel free to contact me. Thank you.

Sincerely,

Leigha Diesel

WARREN BUFFETT, ADJUST MY BRA

Scientists in Hong Kong have discovered there's a better way to build a bra.

How will the lingerie industry respond? An open letter to the one man who can help

From TIME Magazine/Viewpoint: by Belinda Luscombe, November 2, 2007

Dear Mr. Buffett,

The women of America need you. Badly. Have you ever been in the changing room of the lingerie section at a major department store? O.K., don't answer that. But I've been there, and I'll tell you, it ain't pretty. There's desperation. There's misery, fatigue and wild-eyed panic. Every single day across this great nation of ours, women have to force themselves into cruelly lit cubicles with ill-closing curtains to try to find a bra that fits. But only a pitiful few do. Warren, must this agony go on?

Ever since you bought Fruit of the Loom and its plus-size offspring Vanity Fair back in 2002, extending your empire to the firmament of the foundation garment universe, I have been waiting patiently, hoping that you'll turn out to be a revolutionary of the order of Herminie Cadolle. About 120 years ago, Mme. Cadolle figured out that it made more sense for women's breasts to be suspended from above than cantilevered from beneath. That is, she invented bra straps. So instead of walking around wearing the lingerie equivalent of the London Bridge, women could slide themselves into a Golden Gate. This was a huge relief — as anyone who has worn a strapless bra can tell you — because the London Bridge pretty much always falls down.

GETTING BEYOND THE ABCS

Or you could be like Ida Rosenthal. She invented cup sizes back in the 1920s. Warners picked up her idea and decided that most women would fall somewhere between an A and a D. At the time it was a breakthrough. But Mr. Buffett, please, this is such old tech. Are you wearing

80-year-old underwear? Again, no need to answer. But how can it be that in the past eight decades we've gone from measuring by furlongs and pinches to microns and nanoseconds and gigabytes, but we're still sizing bras according to the first few letters of the alphabet? And I'm not discounting the seminal work of the Swiss anthropologist Rudolf Martin, who classified breasts into four types: flat, hemispheric, conical and goat-udder-shaped. It's just that, inexplicably, his nomenclature system failed to catch on.

The crazy thing is, we already have the technology. Only this year a bunch of Hong Kong researchers published a paper in the *International Journal of Industrial Ergonomics*, a publication that I imagine is on your bedside table right now—that used 3-D anthropometric measuring equipment to take a very close look at 456 young Chinese women's breasts. (I know, can you imagine writing the grant proposal for that?) Their conclusions make for some tough reading. They note that 70% of British women are wearing the wrong size bra, and that among bigger-breasted women the sizing is particularly inappropriate.

Instead of taking two measurements (under the bust and over the bust) to find a bra size, the Hong Kong researchers took 98. The key to building a better bra, they concluded, is to use a depth-width ratio rather than just volume to figure out the cup size. Warren, can you see what's happening here? Are you going to let Chinese

women have better-fitting bras than we do? Where is your sense of patriotism? First it's superior bras, then it's superior weapons, and before long the fat lady in her too-snug undergarment has sung, and it's over.

As you know, W.B., bras carry a lot more freight than just the bosomy kind. When women stand in front of the mirror, they don't see a bra that doesn't fit. They see a woman who doesn't fit—whose cup runneth over, who is insufficiently endowed, who is goat-shaped.

About half the adult population wears bras. The other half strategizes about them. Building a better-fitting one is not just good for female self-esteem, it's good for business. And you are the guy to do it. Can't you see the ad campaigns? "The Buffett Bustier: because one size does not fit all." Or "Get yourself into a neBRAska. We've got room for everyone."

Warren, I beseech you, just spare one moment today to think about breasts. I know you can.

This article was submitted by member Lou Sgrignoli of Somerset Industries. We invite YOU also to contribute to future issues by submitting "op-ed" pieces and feature articles.



**Look for our upcoming Emmy Review
in December!**

Networking Fun Information

We invite you to contribute to future issues by submitting
"op-ed" pieces, feature articles, comments and suggestions,
or by asking questions.

Contact Info:

Iris: IrisLeBron17@msn.com • Lance: LTWhitaker@optonline.net
Karen: underfashionclub@frontiernet.net or call 845-758-6405

Visit our website: www.underfashionclub.org
The Underfashion Club, Inc. supports education today for a better industry tomorrow.