



INSIDE UNDERFASHION

THE QUARTERLY NEWSLETTER OF THE UNDERFASHION CLUB, INC.

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FEMMY HONORS

As the year winds down, excitement is gearing up for the 2005 Femmy Awards, set for March 8, 2005, at the Waldorf-Astoria. The annual gala dinner and awards party fetes industry leaders for their contributions to the intimate apparel business. Honorees are selected from each of the segments of the market, and the money raised through the event's journal funds the club's scholarships and other charitable efforts to support its mission: "To support education today for a better industry tomorrow." This year's honorees are: **Michael Fitzgerald**, CEO of *Delta Galil*; *Noyon Lace*, accepted by **Olivier Noyon**; and *JCPenney*, accepted by **Cecilia McDermott** and **Janet Hercules**. In addition, this year a lifetime achievement award will be presented to sleepwear designer **Eileen West**.

This year's retail award winner is J. C. Penney Company, Inc., one of America's largest department store, catalog and e-commerce retailers. Ms. McDermott has been senior vice president and general merchandise manager, women's accessories division, of JCPenney since May 2004. From 2003 to 2004, she served a special assignment as chairperson of a company-wide initiative to improve efficiency and reduce expenses. In 1999, she was named divisional merchandising manager of intimate apparel and was elected a divisional vice president in 2001. Ms. McDermott started with JCPenney as a management trainee in 1978 and subsequently held a number of store, marketing, catalog and merchandising positions of increasing responsibility. She graduated in 1978 from Northern Illinois University with a Bachelor of Science degree.

Janet Hercules has been director of product development for the intimate apparel and accessories division of J.C. Penney Company, Inc. since January of 2004. She is responsible for the development of business strategies to achieve sales and profit growth for JCPenney Private Label Brands in intimate apparel and accessories. She has been instrumental in the growth of the Delicates Brand in intimate apparel, the number-one private label brand for this category in department stores. Previously at JCPenney, she served as senior product manager from 2003-2004 in intimate apparel and bath and body. She also served as senior buyer for sleepwear from 2000-2002. Prior to joining JCPenney, Mrs. Hercules held senior buyer positions with Lane Bryant, Cacique Lingerie and Marshal Fields. She graduated from University of Texas at Austin with a B.A. degree in Marketing.

Michael Fitzgerald was born in the Bronx, New York, and received a Bachelor of Arts from Fordham University and an MBA from Bernard Baruch College of the City University of New York. He was the chief executive officer of Wundies Industries from 1989 until the company merged with Delta Galil in 1999. Since then, he has served as CEO of Delta Galil USA and was named senior vice president of Delta Galil corporate in 2002. Mr. Fitzgerald joined Wundies in 1974 as manager of the ladies underwear division. He became vice president of marketing in 1983. Between 1966 and 1974, he held various marketing posts at the Buick division of General Motors, Allied Chemical Fibers Division, and the coated Fabrics Division of Occidental Petroleum.

Cecilia McDermott



Janet Hercules



Michael Fitzgerald



Olivier Noyon



Eileen West



Olivier Noyon will accept the Femmy award on behalf of the company founded by his grandfather Lucien in 1919 in the northern French town of Calais. Closely bound with the history of lace, the family started out as mechanics and loom makers, and over the generations their expertise migrated to the product itself. This passion for beautiful lace is what propelled the company, and is characterized by the artisanship, attention to detail, creativity, innovation and endless quest for exquisite lace that continues to thrive today. Chairman of the board since 1998, Olivier Noyon is the driving force behind the company. He is accompanied by design director Bruno Noyon, managing director Eric Noyon, and sales director Michael Machart, who together continue a family tradition of teamwork.

Lifetime achievement award winner Eileen West and her business partner, Laney Thornton, launched their first sleepwear collection, Queen Anne's Lace, 28 years ago in San Francisco, and the Eileen West brand has come to be recognized by loyal customers from around the world. Dividing her time between San Francisco and Manhattan, Ms. West designs her sleepwear collections in her SoMa district studio, and they are produced and marketed under license by Charles Komar & Sons in New York. A third-generation Californian, Ms. West is married to David, a singer-songwriter. Her daughter, Julia, is a writer and artist in New York City, as well as the model for Eileen West sleepwear collections.

Barry Ross and **Melissa Dietiker**, chairs of the Femmy gala, are organizing the evening with the assistance of dinner co-chairs **Camille Block** and

Rosa Chamides, journal co-chairs **Dianne Casey** and **Megan Rossi**, and a supporting cast of many.

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The Lyon Report

On October 13, the Underfashion Club held its annual Lyon-mode City and Interfilière Report, which, along with the "I Love Paris" European trend report, are among its most popular seminars. Following an hour of networking over cocktails and a light buffet, the event opened with the second annual presentation of the President's Service Awards, acknowledging outstanding service to the club and the industry. Honorees were **Camille Block** of *MBC Associates* and **Janet Peters** of *H. Warshow & Sons*. **Iris LeBron**, Fashion Director of Intimate Apparel at *Invista Inc.*, gave an overview of trends at Lyon-mode City, noting that the show celebrated its 20th Anniversary this September. It included 52 new lingerie brands and 49 new swimwear brands—a sign that the industry, and the show, is continuing to grow. Among the new brands, Australia's *Pleasure State* stood out, showcasing satin in creative new styles.

Camille Block



Janet Peters



Continued on next page

THE UNDERFASHION CLUB SUPPORTS EDUCATION TODAY,
FOR A BETTER INDUSTRY TOMORROW

PRESIDENT'S PERSPECTIVE

I WOULD LIKE TO CONGRATULATE OUR 2005 FEMMY HONOREES AND HOPE YOU HAVE ENJOYED READING ABOUT THEM IN THIS ISSUE. WE ARE HONORED TO RECOGNIZE

MICHAEL FITZGERALD, CEO, DELTA GALIL

CECILIA McDERMOTT, SENIOR VP, GMM, & JANET HERCULES, DIRECTOR OF PRODUCT DEVELOPMENT, ACCEPTING FOR JCPENNEY

OLIVIER NOYON, CEO, ACCEPTING FOR NOYON

AND OUR LIFETIME ACHIEVEMENT AWARD WINNER, EILEEN WEST, PRESIDENT, EILEEN WEST

I WOULD ALSO LIKE TO ACKNOWLEDGE MICHAEL FLORU, AN UNDERFASHION CLUB BOARD MEMBER AND CO-CHAIR OF OUR WEBSITE COMMITTEE. MICHAEL WAS CALLED TO ACTIVE DUTY ON FRIDAY OCTOBER 15TH FOR A PERIOD OF 545 DAYS AND IS STATIONED IN IRAQ. OUR THOUGHTS AND PRAYERS ARE WITH MICHAEL AS HE PROTECTS OUR FREEDOM AND SERVES OUR COUNTRY. WE LOOK FORWARD TO AND PRAY FOR HIS SAFE RETURN HOME.

PLEASE HELP ME EXTEND A WARM WELCOME TO OUR TWO NEWEST BOARD MEMBERS; MEGAN ROSSI AND STEVE CHERNOFF. WE ARE HAPPY TO HAVE THEM JOIN US IN SERVICE TO THE BOARD OF THE UNDERFASHION CLUB. IN ADDITION, I AM PLEASED TO ANNOUNCE THAT BARRY ROSS AND BEN CHAN ARE THE CO-CHAIRS OF THE WEBSITE COMMITTEE.

IT IS HARD TO BELIEVE THE 2004 YEAR IS COMING TO A CLOSE. I HOPE ALL OF YOU WERE ABLE TO JOIN IN CELEBRATING THE HOLIDAY SEASON AT OUR COMBINED HOLIDAY PARTY WITH THE GOODFELLOWSHIP CORSET CLUB ON DECEMBER 9TH, AT THE NATIONAL ARTS CLUB. YOUR GIFTS HELP SO MUCH TO BRIGHTEN THE HOLIDAY OF THE CHILDREN AT THE NEW YORK FOUNDLING HOSPITAL.

WISHING YOU A JOYOUS HOLIDAY SEASON!

ALL THE BEST,
JANET MALECKI

2005 CALENDAR

FEBRUARY 15, 2005 • Tuesday

"I Love Paris"

The New York Helmsley Hotel

MARCH 8, 2005 • Tuesday

Femmy Awards Dinner

Waldorf-Astoria Hotel

MAY 3, 2005 • Tuesday

Seminar – TBA

OCTOBER 11, 2005 • Tuesday

Lyon & European Report

(Free for members only)

The New York Helmsley Hotel

DECEMBER 8, 2005 • Thursday

Holiday Party

National Arts Club-Gramercy Park

INSIDEUNDERFASHION

326 FIELD ROAD
CLINTON CORNERS, NY 12514



The Lyon Report—continued

Key trends LeBron saw at the show included:

- Dots in all sizes and scales
- Girly-girl styling with tiny ruffles, flounces, sheer tiers and big ribbons
- More crossover between lingerie and swimwear collections...each segment can learn from the other
- Colors: classics look new with re-invented black, refreshed white (looking sexier and modest at the same time)...and lots of red
- Fabrics: continuing toward lighter, softer, always with an added benefit

Designer and luxury brands doing well: Chantal Thomass, Laura Biagiotti, Moschino, La Perla, Dior. Purchases are motivated by the pleasure of making yourself happy.

LeBron's must-haves for every woman's wardrobe: corsets or camisoles that can cross over as ready-to-wear to wear with jeans, a wonderful piece of swimwear, something you can open the door in (homewear), something a little sheer and sexy for those special times, and of course, something beautiful and stunning in white in case he pops the question.

Terri Meichner, senior vice president of *Avenue Body*, offered a retailer's take of the show, as well as an overview of fabric and lace trends for spring 2005 from Interfillière.

Colors

- purples from dark to light
- browns, especially with orange accents
- greens, especially mixed with plum
- pale, wintry pastels

Key Prints

- stripes
- paisleys, in prints or embroidered
- Parisian, really girly conversationals
- wintry plant life
- Argyle
- dots

Embellishments

- huge, and not just for holiday
- satin finishes, mirrors
- crystals and sequins
- Chantilly lace
- bows, bigger and longer

Fabrics

- super soft
- unusual mixes