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POINT OF VIEW: Lily Norman from Anastasia's in Chandler, Ariz., shops for Panache at the Boutique Lingerie show.

November 02, 2007

Last-minute orders for Spring 2008 drove sales at the **Boutique Lingerie** show, held Oct. 26–29 during **Los Angeles Fashion Market**.

With this being the last Los Angeles market of the year, buyers filled in gaps for Spring 2008 merchandise and replenished racks with Immediate orders.

Samantha Chang, who produces Boutique Lingerie and is a lingerie manufacturer, reported “average” traffic and business in comparison with previous markets. “It’s really hard to judge right now in the lingerie market. I think the attention is being drifted to Vegas,” said Chang, referring to the new lingerie trade shows **CurveNV** and **Lingerie Americas**, which were held in August in Las Vegas.

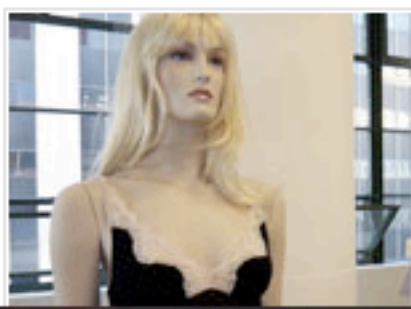
The appointment-driven show was attended by local buyers such as **Fred Segal** in Santa Monica, Calif.; **Romantiques** in Los Gatos, Calif.; and **A Tropical Affair** in Santa Barbara, Calif.

Lingerie that coordinated with ready-to-wear trends was the bestseller in the fashion category. At Stacey Grunert’s **The Body Showroom** in the **Gerry Building**, Los Angeles–based **Polkadots & Moonbeams** ordered **S.P.A.N.K.’s** silk chiffon bras and underwear in electric bright colors. The British line wholesales from \$17.50 to \$23.50.

Ali Kay’s new Malibu, Calif.–based loungewear line, **KeepMe**, showed for the first time at Boutique Lingerie. KeepMe’s “complete wardrobe for indoor leisure life” was a fresh, contemporary take on the basics. **Lulu’s** in Manhattan Beach, Calif., ordered the line, which included Modal/spandex bralettes, boyshorts and Modal pants in a loose knit.

Tanya Killeen, a buyer for **Black Satin**, located at the **Wynn** hotel in Las Vegas, shopped for **Huit**, **Ravage**, **I.D. Sarrieri**, **Lavit** and **Samantha Chang**. Black Satin’s upcoming oneyear anniversary influenced Killeen’s buying decisions, which focused on “making sure the holes that we had when we opened the store were filled,” the buyer said. That meant more basics, such as cotton pajamas and basic T-shirt bras, to add diversity to the store, which is full of “playful-glamour” fashion lingerie.

Both comfort and glamour were key at Kris Mesner’s showroom in the **California Market Center**. **Eberjey’s** Micromodal loungewear and **Elle Macpherson Intimates’** sexy higher-end **Boudoir** line were the top sellers. “It was my busiest market all year,” Mesner said.—*Rhea Cortado*



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