

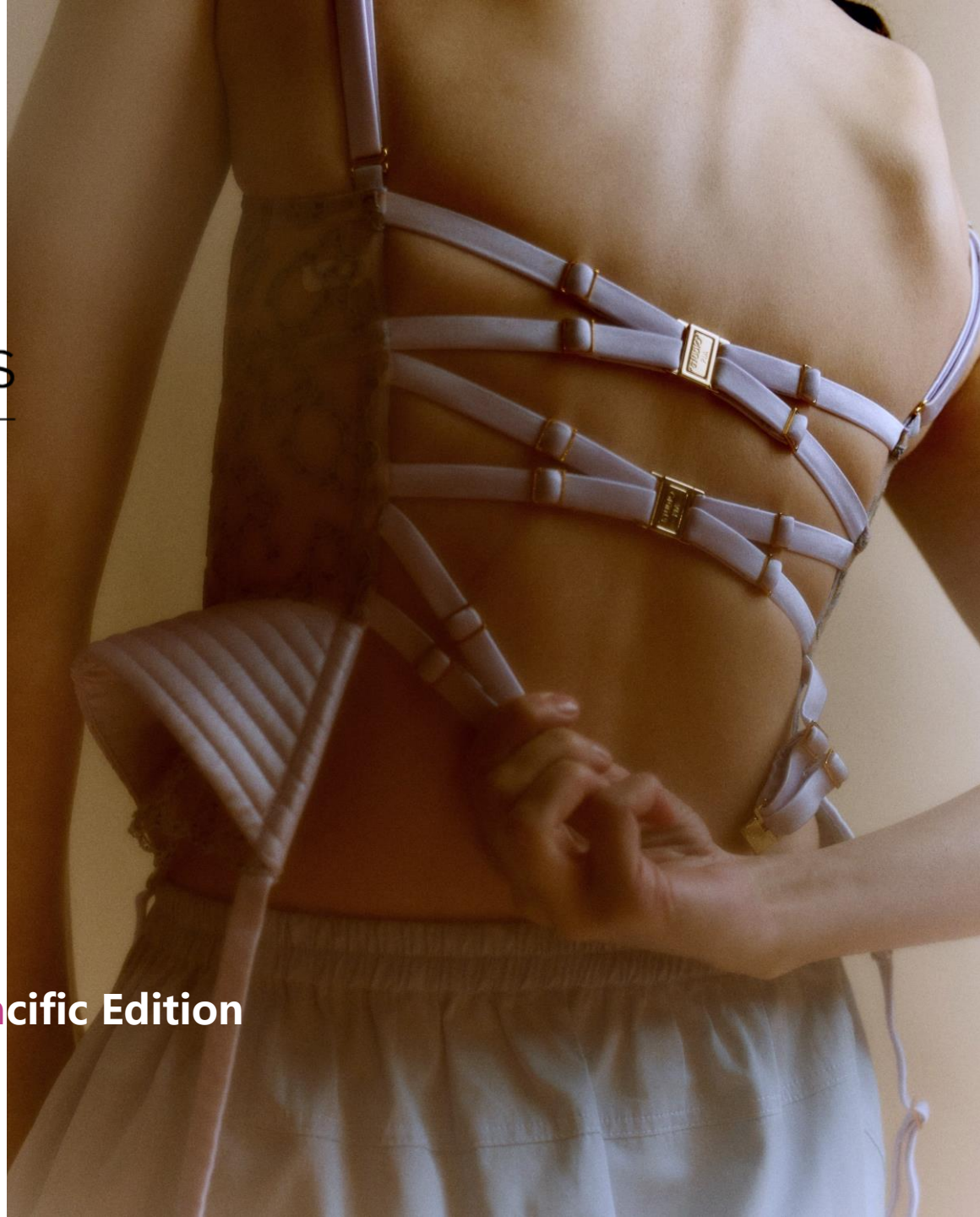


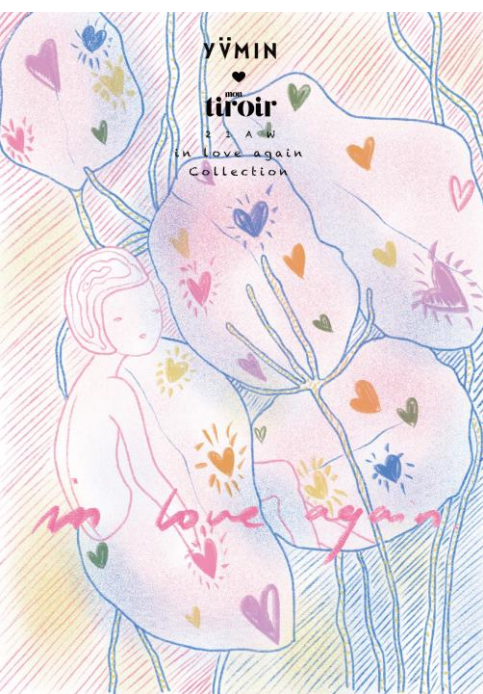
YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI

2023 Asia Pacific Edition





# About Us

The Salon International de la Lingerie in Paris is the world's leading professional event for the lingerie sectors. Since 1963 it brings together high-end, core and mass brands of lingerie, loungewear and swimwear for women and men.

**Now part of WSN**, the Salon International de la Lingerie joins the fashion community and modernizes the way of looking at intimates apparel. It marks the beginning of a new approach of the market to meet the needs of a more demanding and discerning public.





**INTERFILIÈRE**

PARIS · HONG KONG · SHANGHAI · NEW YORK



**SALON INTERNATIONAL**

— DE LA LINGERIE —

PARIS

**curve**

PARIS

**Our  
Shows**



**CURVENEWYORK**

# Young Label Awards

Over the past years, the emergence of new lifestyles, new consumption patterns and new media have impacted our industry and its trends.

Intimates crossover with sports, well-being and fashion, giving birth to new segments such as athleisure. . .

We have witnessed the emergence of new brands carrying a strong identity and speaking a new language to their customers.

**We believe they will significantly contribute to the future of our industry and we wish to assist them in developing and finding the right suppliers and partners.**



From Asia-  
pacific

Established  
less than 10  
years

Lingerie &  
Swimwear &  
Activewear &  
Loungewear  
brands

## New emerging Brands are welcome

# The Awards

## TOP THREE WINNERS

1st Prize: One free booth @Salon International de la Lingerie – Paris show 2024

2<sup>nd</sup> & 3<sup>rd</sup> Prize: An exclusive discount

## FINALISTS

❖ Samples from their collection will be showcased @Shanghai International BodyFashion Show – 26th&27th Sep 2023 Shanghai Exhibition Center

❖ Customized interview launch @贴身时尚品牌大赏 official WeChat account

❖ Invitation to a cocktail party with our VIP visitors and exhibitors

❖ Feedback from our team of industry professionals on the collection

## ALL PARTICIPANTS:

**We reward all the hard work, all participants to the competition will receive :**

❖ **INTERFILIERE SOCIETY** 1 year membership (value: 7,000 HKD)

Which includes two seasons evolution guides

# Winners from 2018

VOIMENT



COUTOSS



CREME

CRÈME



VOIMENT

吾 們

# Winners from 2019



YALANKA NEWLIFE

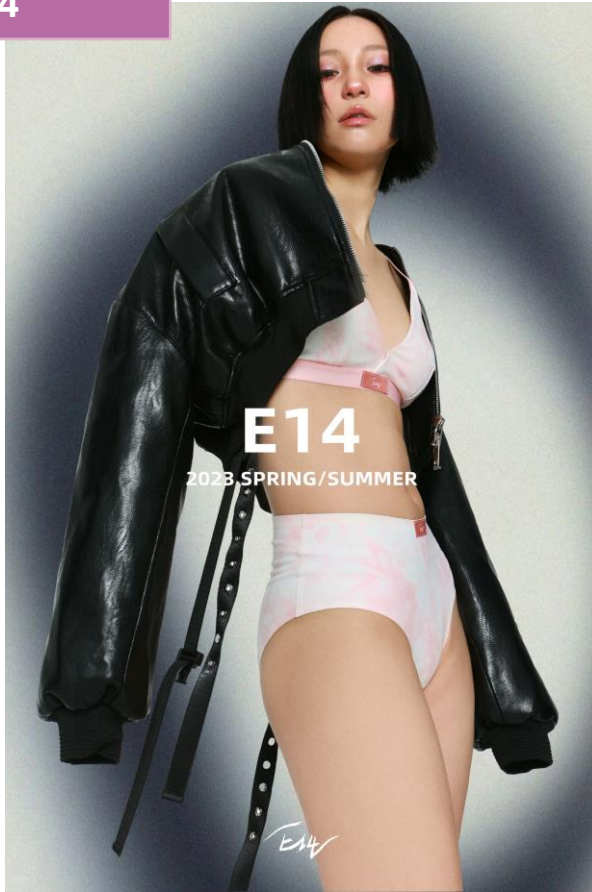


THE BLENDER

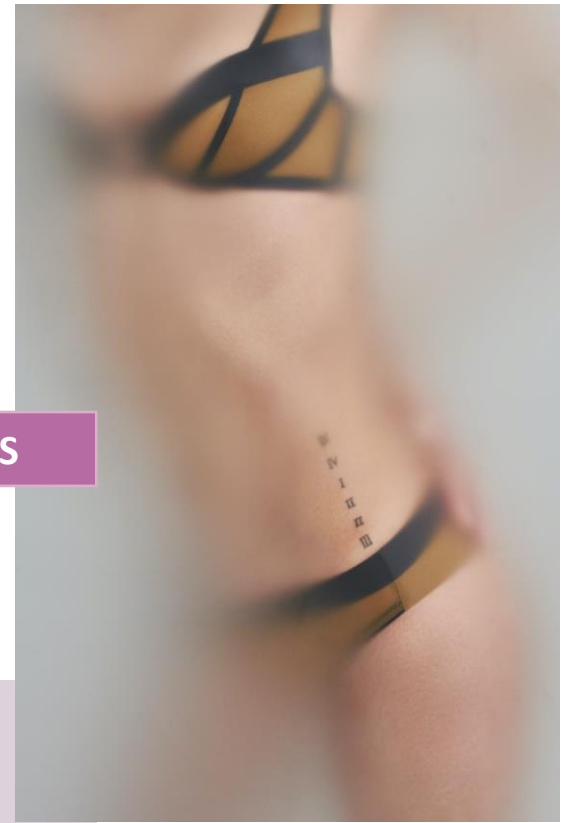


MAIMIA

E14



HER SENSES



Winners  
from 2021

AURORA ALBA





# How to participate?

Each participant is invited to fill in the application form introducing their brand, their target market and supply needs.

The **application form** shall be returned to **Comexposium Shanghai** along with up to **12 samples** from the brand collection.

**PARTICIPATION FEE:** 9,412 HKD for each brand

**Early bird: 5% discount payment finished before 16<sup>th</sup> Jun**

# The Jury

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**Jos  
BERRY**

Jos is the CEO and founder of Concepts Paris, the world's only specialised Bodyfashion and Beachwear Design consultancy. Her clients range from leading retailers and global brands to fabric manufacturers. Since the 1990's Jos has been fashion consultant to the organiser of the leading French lingerie fairs and is the creator and manager of Eurovet's iconic Interfilière fashion forums.



**Matthieu  
PINET**

Graduated from L'Institut Français de la Mode in Paris, Matthieu Pinet began his career at the Salon du Prêt-à-Porter Paris , where he was responsible of Pick & Mix (the urban wear space).

Then he co-founds Icône, a communication agency specialized in Fashion and Luxury based in Paris .

He launches in 2013 the first Discovery Commerce Fashion website in France, The Shape of the Season.

In 2017 he creates Exposed Paris, an alternative space that supports the Salon International de la Lingerie in its strategy to present the most creative brands of the market.

# The Jury



郑嵘  
Yuki

Yuki graduated from the Hong Kong Polytechnic University with a Ph.D. degree. From 1999 to 2017, she was the head of BIFT-Aimer Human Engineering Research Center. She is currently a professor and principal researcher at the Shanghai International Fashion Innovation Center of Donghua University. She is also the chief planner of STEAMDesign and InDigest underwear. In addition, she is a senior researcher and practitioner in (clothing) ergonomic research and product inclusive design, focusing on interdisciplinary design research and application transformation of underwear, sportswear and functional products.



于晓丹  
Emily

A designer, writer and translator, Yu was an editor at the prestigious *Foreign Literature Review*, CASS from 1986 to 1996. She has published a full-length novel, short stories and essays, as well as translations, the best known of which is Vladimir Nabokov's *Lolita*. In 1996, Yu moved to New York to pursue her love of fashion. After graduating from New York Fashion Institute of Technology in 1999, she became an intimate apparel designer, working on brands like Maidenform, Victoria's Secrets, ELLE Sleep, Vanity Fair Sleep, Vera Wang Princess sleep. In 2015, she launched her own intimate apparel label EMILY YU, and, then in 2020, GingerAh, a line of bras specially designed for women with breast cancer after mastectomy. She published several collections of essays on fashion, and this year saw a revised illustrated edition of her book, *Lessons on Lingerie*.

# The Jury

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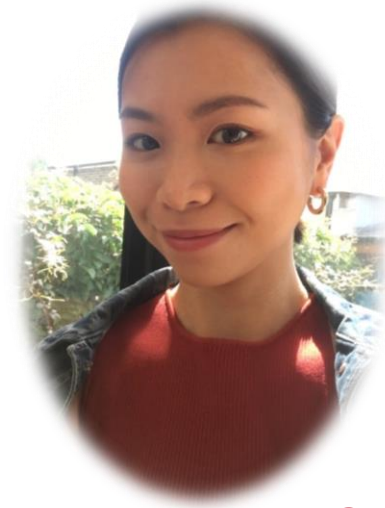
**Yoshie  
KAWAHARA**

Yoshie graduated from Bunka Fashion College (Merchandising Specialized course).

Yoshie has been writing articles for newspaper, magazines, and websites, in the fields of lingerie and beauty products till present.

In particular, she has been conducting a study on Japanese and overseas lingerie industries for the past twenty-five years, including on-the ground research at Salon international de la Lingerie, and write about it in major fashion media such as WWD digital, ELLE digital and Senken Shimbun (a Japanese major trade publication).

Yoshie teaches about Lingerie market at fashion school.



**Celia KONG**

Celia studied intimate apparel in HK Poly University 10 years ago, then she joined Concepts Paris after graduated, since then she has a lot of great opportunities to see and be involved in the latest designs/materials/colors developments, also met a lot of fantastic designers and leaders in the industry.

# CURVE Paris

Part of WSN, SIL joins the fashion community and modernizes the way of looking at intimates apparel. **3 days 300 brands** presenting a wide and complete offer of lingerie, corsetry, loungewear, hosiery, swimwear, active wear & men underwear



DESIGNER LABELS



THE ESSENTIALS & COCOONING



CREATIVE LABELS



ACCESSORIES



EXPOSED



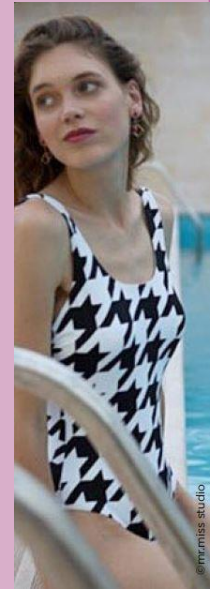
RESORTWEAR



SUMMER BAZAAR



HYPE



MILLENNIALS

curve  
PARIS

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