



Mint Siren

RENOWNED FOR ITS SENSUAL LINGERIE WITH A RETRO FEEL, UK LABEL MINT SIREN IS BROADENING THE PARAMETERS WITH ITS LATEST COLLECTION to include a discerning customer who is seeking high fashion as well as luxury.

The London-based brand, which was created by Swedish designer Josefine Wing in 2005 to provide vintage styles for the modern woman, is perhaps best known for its signature silk knickers, but they are only part of the story.

"The woman who buys into Mint Siren is definitely a lingerie connoisseur, as the items we specialise in don't look like anything else in her lingerie drawer; they're more of an outfit," says Wing.

The label has focused on the notion of "secrets" for its latest collection, which consists of two main lines, Secrets Kept and Secrets Shared.

Secrets Kept is a flirtatious range featuring stretch silk satin in aqua/pink and chocolate/black with gatherings and velvet bows, while the Secrets Shared line includes garments made from medium-weight power stretch netting that give support and help shape your body.

Wing says, "I like to offer a few different flavours within the collection, and make sure customers can afford to treat themselves to a bit of luxury."

www.mintsiren.com

Ones to watch



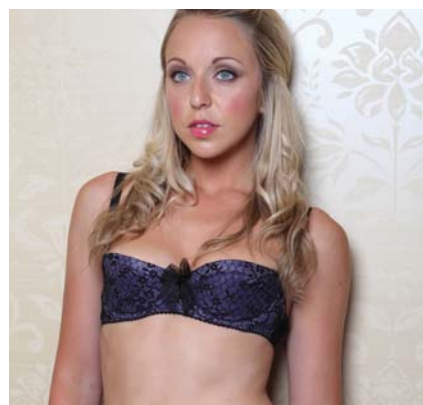
Brazelle

AIMING TO BRING AN END TO THE CONSTRAINTS, DISCOMFORT AND UNSIGHTLINESS OF CONVENTIONAL BRA STRAPS, a new top-end lingerie product has hit the market with a cross-over between lingerie and jewellery. The Brazelle, which was created by Venezuelan former ballet dancer and model Lucy Morello, is an interchangeable strap decorated with precious Murano glass, Swarovski crystals and coloured glass stones that attaches to any strapless or halterneck bra for a glamorous look.

"I've always loved lingerie but as a dancer also craved comfort and struggled with visible bra straps," explains Morello, who took three years to perfect Brazelle. "I've taken my time to get the product right on every level, which is great for anyone who loves accessorising and customising their look."

The bra strap, which is ideal for eveningwear, or can just as easily be worn under a smart jacket or with a strappy top and jeans, comprises a lingerie clip, which attaches to the loop that a detachable bra strap would normally attach to, a jewellery section and a satin silk strap. Retailing between £147 and £387, the Brazelle is available through its website and is currently seeking stockists.

www.brazelle.com



Andrea Billard Haute Lingerie

FOLLOWING ITS OFFICIAL LAUNCH IN JANUARY, THE SHEFFIELD-BASED BRAND HAS GONE FROM STRENGTH TO STRENGTH, having already been asked to supply lingerie for shoots featuring Girls Aloud and Rachel Stevens, as well as generating press in the US, the Middle East and Argentina for its glamorous designs.

"Things have been going better than I thought, which I think is because I spent over two years researching the industry to get the right product at the right price point," says designer Andrea Billard, whose background is a far cry from lingerie, having at one point designed football kits for Sheffield United!

Billard discovered how many independents would like to stock their own bespoke range of lingerie but are prevented from doing so by the high minimums placed on them by factories in the Far East. As a result, the UK-made brand has recently launched a white label service called The Ultimate Collection, whereby stockists can order their own exclusive range of the label's Limited Edition balconette bra and knicker sets made up to their specific requirements. Based on a minimum of 25 sets, the service allows customers to choose from a selection of fabrics and personalise the swing ticket with the name of the retailer and its run number e.g. 1 of 25.

www.andreabillard.co.uk