

an alternative to lingerie americas

On August 1, 2005, a few designers chose not to attend Lingerie Americas and, instead, showed their new collections at the Royalton Hotel on 44 West 44th Street between 5th and 6th Avenues.

At 7:00 pm, dining and wining occurred at the Library Table and Round Bar at the lobby of the Royalton hotel, while simultaneously, designers presented their collections to the press in upper hotel suites.

Of note, Samantha Chang, lingerie designer and store owner of her shop in Las Vegas started presenting her collection 2 years ago at this hotel and eventually inspired the others to do the same. Her shop

carries Spolyt and Cadolle who also participated in this season's showing at the Royalton Hotel. Samantha wholesales her line to Bergdorf Goodman and other high-end lingerie boutiques. She also designs an exclusive line for Henry Bendel. For spring 2006, her line is "feminine, sophisticated, refreshing and fun". Samantha said that she is interested in a "revival of the vintage look and retro details". She incorporates crinkled chiffon into her collection this season because of its vintage quality and it is an important trend in the RTW market.

Also at the Royalton Hotel, Lisa Morrison of LookNoWire.com (part of Acrobat Bra Corporation), launched the latest addition to Look No Wire: the Double Agent, which was designed for women both with and without breast augmentation, and provides ample lift and

support without underwire. This is the first bra in the line that can be worn by women with natural breasts. It also creates "incredible" cleavage. The Double Agent is available in "Basic colors that women actually buy and staple items for their collections," said Morrison. "I call this bra

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Patricia Cadolle, designer, Cadolle Paris and Kim Olenicoff of HotDot Greetingwear.



Samantha Chang.



Modeling a piece from Samantha Chang's Collection.



Amy Crowley and Megan Martin of Samantha Chang.

Kim Olenicoff of HotDot Greetingwear.



Designer Lisa Morrison "Look No Wire."

Below, Elizabeth Bennett of BODY magazine, Patricia Cadolle, designer, Cadolle Paris with model.

