

The safest investment is ... YOURSELF! Consumers have anticipated today's financial mess by investing in their protective shells. The very influential Dutch Design School leads in romanticising domesticity. Prize winning designers like Droog, Kiki van Eijk, Tord Boontje and Hella Jongerius twist domestic traditions into new cult items.

Humour, elegance and recycled culture go hand-in-hand with casual ease. In lingerie the domestic trend is best understood by a new generation of brands, designers & shops who sense that this trend has nothing at all to do with the Nineties Cocoon Angst. The demand for value and products with soul and content leads to ever-more revaluations of lingerie's glorious past, now lighter, easier to care for, easier to give it your own slant. Our favourites of the moment: Journelle, best speciality shop in New York, Au Bon Marche in Paris where everything focuses on de luxe pleasure and brands such as Odd Molly, Myla, Venus & Jules, Stella McCartney, Eres, Letters of Marque, and of course Princesse Tam-Tam, Elle Macpherson and ... Zara Home with lots to indulge.



Dutch domestic designs  
Kiki van Eijk & Scholten  
Bajings

*Ribbons & Bows*  
In the intimacy of our own worlds,  
smoothness & no-VPL are replaced by  
sensual details. Satin, velvet, grosgrain  
ribbons are soft & handknotted.



fleur T



dior



made by niki



guia la bruna

*The chemise is back*  
High on the hit list of favourite 'must-have' lingerie items. Fashionistas rediscover the lushness of not-to-be-seen lingerie & top European silk type fabric suppliers confirm this trend.



odd molly



dior



elle macpherson

H & M



CONCEPTS paris\*

nina ricci



phi



julianna samantha



letters of marque



CONCEPTS paris\*

*In great demand*  
 New market for refined lingerie day & nightwear  
 is on the lookout for very special fabrics &  
 findings. Demand for woven rigid & stretch silk  
 types & ultra fine trim exceeds the offer - and  
 garment makers who can handle refinement are  
 in great demand!



princesse tam-tam



zara home



odd molly



zara home



stella mccartney

### Cotton Bliss

The combination of natural plus gorgeous is a very potent mix. Interesting offers come from outside lingerie's traditional core suppliers. Innovative retailers do not mix these designs with traditional classifications.