

Scarlett Schumacher noticed a void in sexy lingerie. "Where are the crotch-less panties, g-strings and sexy thongs?" Scarlett asked as she attended the industries largest shows. With a love for lingerie and even more admiration for the sexy industry, Schumacher decided to create a sexy lingerie wholesale company of her own and even entitled it after herself: Scarlett.

Schumacher is no newbie to the industry— she worked as a buyer for Frederick's of Hollywood for over 20 years, and has experience in styling and designing as she designed pieces in the latter months of her career.

"I've been around for years, but I really wanted to branch out and establish my own line," said Schumacher.

Scarlett is based out of Hollywood, California and will feature an assortment of panties, babydolls, g-strings and thongs and will debut this October at the International Lingerie Show in Las Vegas.

A few of Schumacher's favorites include: provocative playsets; fantasywear, a mesh peek-a-boo bralette and Brazilian g-string collection;

bridal babydolls, a satin, charmeuse, embroidered sequins and pearl collection, as well as crotchless panties adorned with rhinestones, pearls, fringes, puffs and jewelry.

While the sexy lingerie company will offer an array of pink, white, and fuchsia colors, the company reports plans to offer season-less pieces that are great for any occasion. "I call them forever pieces because they can be worn anytime," said Schumacher. "I just want Scarlett to be a place to find lingerie outside of the norm." Moreover, Scarlett will also launch plus size lingerie from 1X to 3X. And if you still can't what your looking for, Scarlett can customize items for retailers and boutiques around the country.

"After the downsizing at Fredrick's of Hollywood I really wanted to get back into lingerie so I'm glad to finally launch Scarlett and I'm looking forward to a successful year," said Schumacher. For more information visit Scarlett at the International Lingerie Show this October in Las Vegas. — D.C.

eunué presents exclusivity

For the first time, Eunué will be presenting in exclusivity it's concept and collection at the Magic Fashion Show in Las Vegas.

Eunué, pronounced the English way "A new way", presents an extension based on the same original concept of daywear, nightwear dresses, and jogging suits to enlarge the collection.

The garments have been designed to be versatile, and the list of positions allows the woman to adapt without changing her clothes and to freely choose her appearance.

Eunué will be at the Magic Fashion show

in the Hilton Convention Center, North Hall, within the European Department representing France. — D.C.

la petite coquette: help wanted

La Petite Coquette, the iconic New York lingerie boutique, owned and run for 30 years by Rebecca Apsan, is on the verge of an explosive growth spurt. The posh and pretty store, powered by an entrepreneurial instinct for the newest and sexiest fashion lingerie as well as an expert bra fitting team has career opportunities to offer in several new positions.

They are searching for a senior sale's supervisor, assistant intimate apparel buyer and an experienced sale's associate. Contact Rebecca at redanken@aol.com.

nat'l underwear day's 5th yr.

Commemorating its fifth anniversary, National Underwear Day will celebrate the importance of underwear on August 7, 2007 with runway shows, give-a-ways and other surprises in the heart of Times Square. National Underwear Day will also mark the beginning of a new charitable program — Freshpair, Freshstart — to help provide basic necessities to people in need.

From 11am - 2pm, male and female models clad in brands including Wacoal, Le Mystere, Natori, DT Clothes and Chantelle will strut the catwalk in the latest styles.

Throughout the day, National Underwear Day will have changing stations set up for passersby to change into a free, fresh pair of underwear from C-IN2, Diesel, and Ginch Gonch.

Those enjoying the festivities of National Underwear Day will also learn about Freshpair, Freshstart, a program committed to providing basic, practical necessities. National Underwear Day is the first of many Freshpair, Freshstart opportunities where the public can help people who are struggling to rebuild their lives.

Additional participants in National Underwear Day Festivities include: Barely There, Hanes, Go Softwear, Paul Frank, Male Power, Report Collection and Cotton Incorporated.

— D.C.



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