



# AW2022 Market Intelligence report



# Market Update

## Product Shift



### Diversity & Inclusion

Diversity and inclusivity move beyond extended sizes and colour shades to include solution-based products for marginalized groups such as transgender and women with disabilities.

After a year of wearing basic underwear, consumers are craving the excitement of sensual and colourful lingerie. Unexpected pops of colour and strap details freshen up assortments for a mood boost.

Comfort remain key, everyday lingerie is enhanced with performance and wellness properties, and materials become more sustainable.

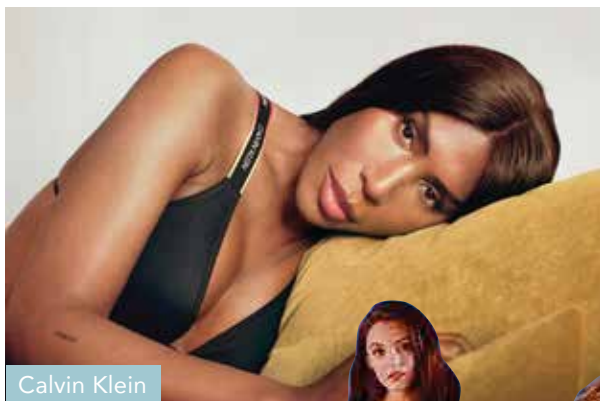
### Colour Therapy

### Comfort 2.0



## A New Era of Diversity, Equity & Inclusion

Diversity and inclusivity move beyond extended sizes and colour shades to include solution-based products for marginalized groups such as transgender and women with disabilities.





# Solution-Based Lingerie







H&M



Victoria's Secret

## Shade of Natural

Natural colour is becoming increasingly widespread across markets.

The tone varies through skin colours, to more grey and pink shade.



Skims



M&S

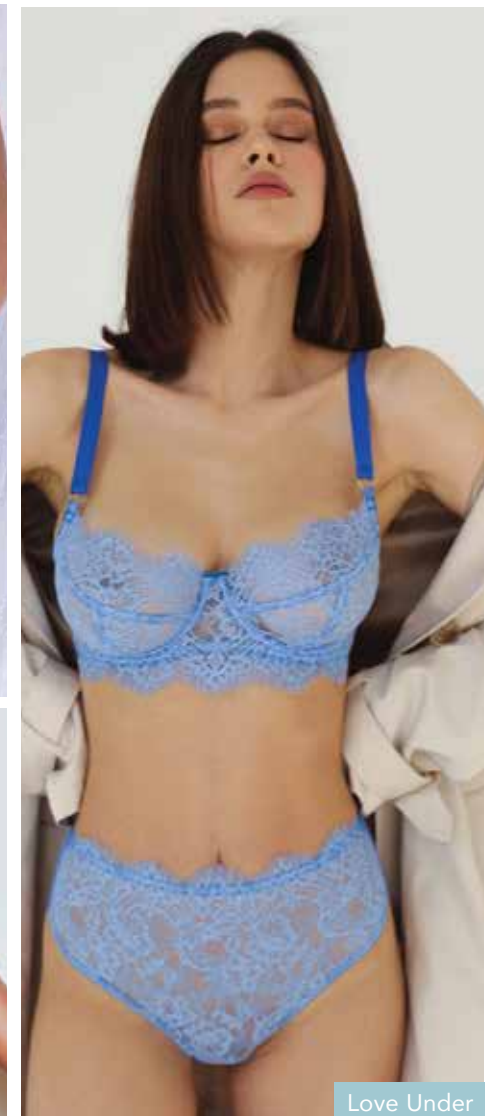
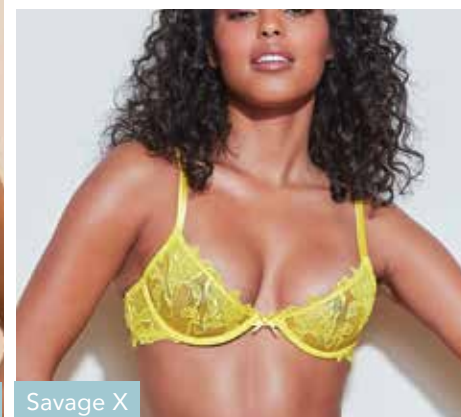
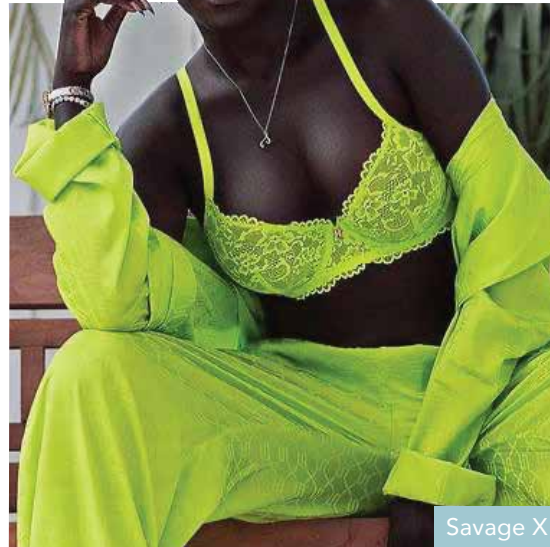


Aerie



### Mood-boosting Brights

Use positive, mood-boosting bright to make collections stand out - perfect for youth and festival markets.



### Triangle Plunge Shape



Oysho



Women Secret

### Wirefree 2.0

Wireless continues to grow and swing toward more supportive styles.

Triangle shaped cup are key, featuring light padding, high apex and widen underbust panel provide better support, for to all ages and sizes.



Uniqlo



### Supportive underbust Panel



Aerie





## Second Skin Shapewear

An innovative take on shapewear, designed to comfort not constrict.

these versatile inner layer styles offering targeted support and accentuating natural curves for modern women.



COS



## New Second Skin Shapewear

A must-have base layer made from Ultra soft, breathable fabric for complete comfort.

Hoplun Development





Chantelle

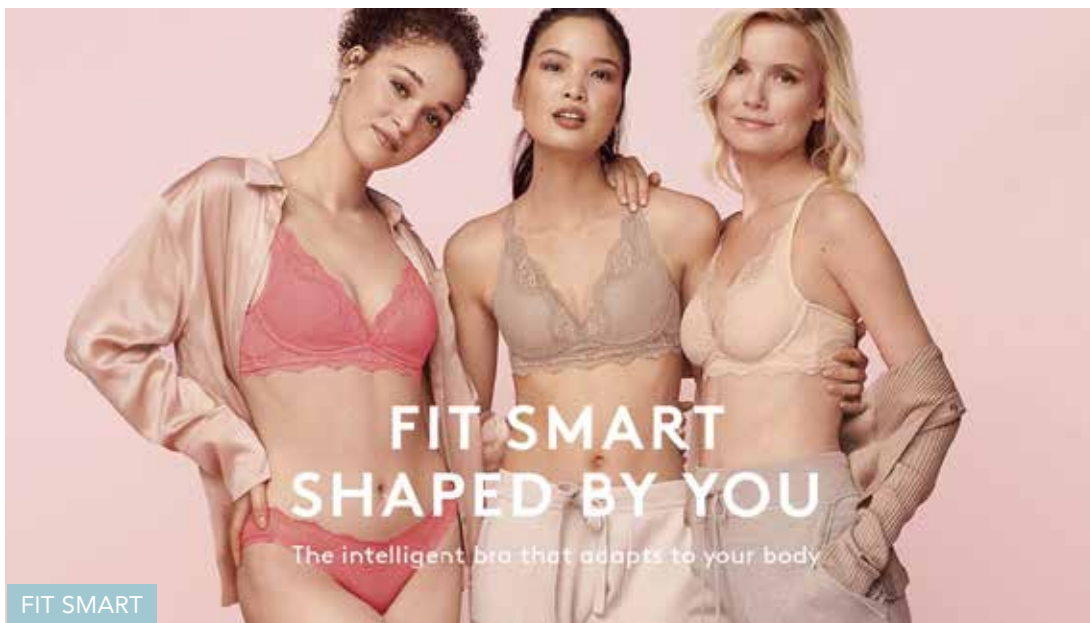


M&S Flexifit

## Fit Revolution

Fit-focused brands are busy focus on purpose drive fabric properties and not only hand feel.

Innovative Technology using comfortable four-way stretch foam to support and lift offer maximum freedom of movement and comfort. Hyper-stretch fabric technology and data-driven grading allow one size to fit in between and adapt across multiple cups and band sizes.



FIT SMART



Oysho

### Pretty Feminine Details



Aerie



Aerie



Aerie



Eres

### Unlined Soft Cup

## Triangle Bralette

The popular triangle bralette continues to be an essential item in lingerie assortments. Soft cups and wireless styles are favoured for comfort and everyday wear. Pretty and feminine details complement the functional shape, including lace and Foiled Treatment or Luxury fabric such as Velour or silky Satin and the new wrap-around style inspired by the inner-as-outerwear trend.

### Foiled & Metallic



### Velour



### Silky Satin



### Recycled Yarns







Urban Outfitter



COS

## Ultra-Cozy

The intimates and loungewear market has been moving in the direction of increasing comfort for some time now. As we emerge from quarantine, a dressing will expand beyond work-from-home.



for Love & Lemon



Urban Outfitter



Skims

### 24/7 Leisure

Intimate apparel expands into a new realm of versatility pieces that cater to a new lifestyle - Working, playing and getting fit at home.

Fresh colour combinations create a more tempting offer. New textural interest is essential; Cotton Ribs, Waffle give a more streetwear vibe.



ZARA



Urban Outfitter



For love & Lemon



Aerie



For love & Lemon



Lunya



### Layered Panel



Bull Boy

### Bold Colour options



Eres



## Sheer Bodywear

Sheer Materials are on full display with the element of mesh on bralettes and fashion bottoms.

Design experiment with form and feeling, as fluid materials like mesh and tulle, meet structured design with cutout panelling and Graphic seam lines.

Milakrasna

### Burnout Stripe



Princesse TamTam



### Graphic Seam Line



Le Journal intime



# *AW 2022 Capsule Collection Ideas*





### Pop Color



Jia\_Atelier

### Color Block



Undress Code

### Joyful Expression

Consumers are craving the excitement of sensual and colorful lingerie. Unexpected pops of color and strap details to bring a renewed sense of energy to modern design.

Colorblocked designs feature mixed prints for a new take on the deconstructed trend.



Savage X



Dora Larsen

### Print Mixed



Bull Boy





Fun & Daring  
Embroidery



Digital Placement print on Lace



## Return to Wild

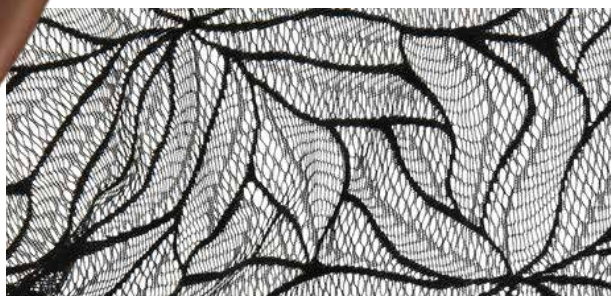
Moving patterns inspired by nature. The contrast between fragile and robust. Fantastic inspiration for lace with interesting shadow works.



Under protection



Nature & Leopard Pattern



Organic Pattern







Back Detail

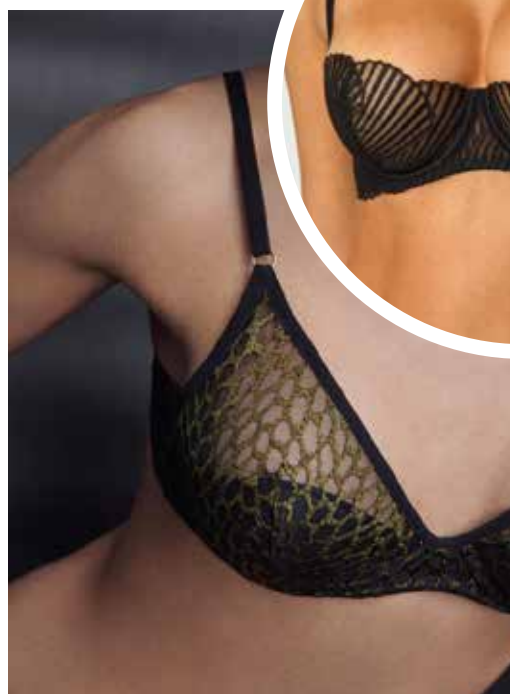


Velour

Organic Pattern



Metallic



Animal Motif







Alberta Ferretti



Dear Petra



ZARA

Phillip Lim



## Sexy Boudoir

A Return to class elegance is coming through with sexier boutique brands using neutral colour palette and classic Silky satin and lace materials in simple, sexy cuts. create dressundress aesthetics.

Silhouettes are sexy with spaghetti straps, soft ties, and shirring details that add to a softly crumpled look.



Urban Outfitter





## Winter Bouquet



Luisa Beccaria



Luisa Beccaria



Nette Rose

## Pop of Colour



Mango