



# Intimate Apparel Consultancy

*THE LINGERIE BUSINESS SPECIALIST*

Claire Franks

[www.IntimateApparelConsultancy.co.uk](http://www.IntimateApparelConsultancy.co.uk)



# Who we are....

- ▶ 10 years of trading
- ▶ Based London, UK.
- ▶ 29 year of industry experience across retail, wholesale sales, national account management, brand management and business building in the UK
- ▶ Experienced team of lingerie Industry professionals who cover training, recruitment, consultancy and support

# What we do.....

- ▶ Intimate Apparel Consultancy is a Lingerie business specialist with VAST knowledge and insight into the Lingerie market.
- ▶ We will deliver measurable business benefits through:-
  - ▶ Business consultancy, Recruitment, Training - bra fitting and retail training services, National account sales agency, Sales management
- ▶ We can help you to make your Lingerie business better, stronger and more successful. Guiding you across a potential minefield of obstacles and industry practices and processes.
- ▶ Ultimately we will save you time and money and get your business to your goal faster and more effectively.

# The brands we have worked with

elle macpherson body

Calvin Klein  
underwear

**Emma-Jane**  
MATERNITY

JAMU  
australia

Miraclesuit®  
Look 10 lbs lighter in 10 seconds®



bravado!  
DESIGNS  
NURSING BRAS



Sipsey  
LINGERIE



BEACH & BODY

NUBIAN SKIN  
...A DIFFERENT KIND OF NUDE



pure  
Chemistry

Gabriella Sandham  
Lingerie & Swimwear

Body Wrap®  
SHAPEWEAR

ETERNAL REIGN  
LONDON

LIAA

# What can we do for you....

- ▶ We specialise only in Intimate Apparel business, a one stop shop for any lingerie business who needs support, direction , expansion or encouragement...
- ▶ Find business solutions for ALL TYPES of Lingerie businesses..
- ▶ Confidentiality is key...
- ▶ We provide great insight and understanding of the UK lingerie industry across retail, wholesale sales and all of its intricacies
- ▶ Intimate Apparel Consultancy have associate consultants who have all chosen their careers in Intimate Apparel and as a result are experts in their own fields...

# How can we help you as a brand....

- ▶ Review your brand and product advising on its suitability to the UK market
- ▶ Create a market evaluation report specific to your brand
- ▶ Advise on product development and making your brand more desirable for the target market.
- ▶ Advise on your direct competitors
- ▶ Advise on required pricing structures
- ▶ Create a target customer base and strategy to achieve best distribution
- ▶ Advise on an overall “to market plan”
- ▶ Recruit the right people to build / manage your business
  - ▶ Agents, 3PL, PR, Sales personnel

# How can we help you as a manufacturer....

- ▶ Provide insight to the requirements and needs of the UK market and retailers
- ▶ Help your brand “Fit” your target market
- ▶ We can introduce your brand to those key buyers and managers in our industry....
- ▶ We can get your capabilities in front of the decision makers...
- ▶ Introduce your factory to designers and brands looking for manufacturers



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