



## Hopeless

DESIGNED AND HANDMADE IN MELBOURNE, AUSTRALIA, HOPELESS LINGERIE IS A SMALL LABEL THAT IS BASED ON THE PHILOSOPHY OF CREATING PERFECTLY FORMED LINGERIE.

Gabriella Adamidis established the brand last year, primarily making made-to-order pieces on a bespoke basis. However, as the label has become more established, the designer is now starting to consider a more global vision for the brand. In recognition of the different lifestyles of the Australian woman and her European counterpart, Adamidis is looking to diversify her range into two separate collections.

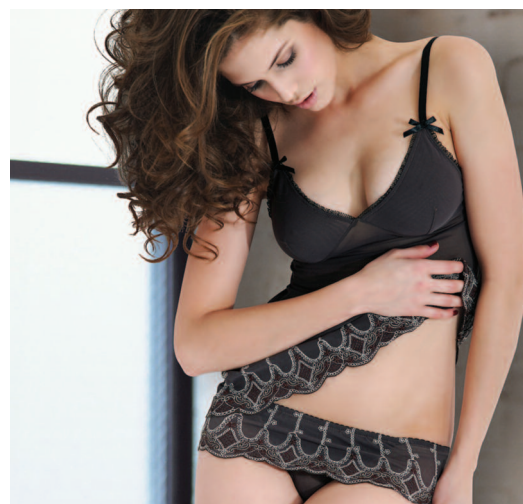
"I have found that Australians are much more inclined to wear very comfortable, practical underwear, whereas European women are a little more adventurous," says Adamidis. "That's why I would like to develop two very distinct ranges under the Hopeless name – the silk fancy things, and the much more practical bamboo jersey pieces."

Materials have always been a key element of the Hopeless range, and Adamidis favours silk, organic cotton and bamboo jersey as the materials that best allow her to handmake luxurious pieces.

Now, with one stockist already established in London, Hopeless is looking to build up its presence in the UK and beyond, while maintaining its signature Australian manufacture.

[www.hopelesshotel.com.au](http://www.hopelesshotel.com.au)

# Ones to watch



## Intimate Icing

NEW TO THE UK, INTIMATE ICING IS A US LABEL THAT IS UNVEILING ITS COLLECTION OF CORSETS, BUSTIERS, BABY DOLLS AND CHEMISES TO BRITISH BUYERS THIS MONTH.

Established in Atlanta in 1994, the label is based on the ethos of adding something fun and flirty to the industry. Aiming to offer retailers the chance to expand their customer base beyond the conventional bra and knickers consumer, the brand primarily targets the special occasion wearer, from the bride to the woman planning an anniversary or weekend away.

Chocolate, taupe, lavender and ivory are key shades within the collection for a/w 09, while the s/s 10 offering builds upon the colour palette with the introduction of sophisticated muted hues. Materials are correspondingly indulgent, comprising chiffon, satin, cotton and stretch lace.

Currently, Intimate Icing is mainly sold through independents across the US and Canada. However, following the appointment of a new agent for the UK and ahead of the label's Harrogate Lingerie & Swimwear Exhibition debut later this month, Intimate Icing has its sights set on building up a presence across the UK, particularly within speciality lingerie boutiques. [www.mystiqueintimates.com](http://www.mystiqueintimates.com)



## Porzia T

NAMED AFTER SHAKESPEARE'S HEROINE IN THE MERCHANT OF VENICE, PORZIA T IS A NEWLY-LAUNCHED LINGERIE LABEL, DESIGNED AND MADE IN ITALY.

The label is currently debuting with its Privata collection, which sets out to establish a recognisable identity for the brand through its design elements. A key signature is the gathering of fabric that creates a ruching effect along the elasticated bands of both its bras and strings. Three string silhouettes have been included in the debut collection, ranging from the basic style to the triple-band design. Mini-knickers, meanwhile, have been created with a five-band construction, based on a the philosophy of leaving part of the body undressed.

Each design within the range is lined with silk, while the exterior of the fabric features a sprinkling of crystals designed to accentuate the form. The colour palette is suitably ethereal, with shades of rose and ivory taking their place alongside the more classic black.

Porzia T also offers a co-ordinating selection of nightwear, including its signature corset design that features a "falling" bow at the back and collar necklace design.

Paola Tessariol established Porzia T late last year following years spent as a womenswear designer at various Italian fashion houses. She set out to create a label that would reinvent the world of underwear, inspired to combine the finest materials with a timeless, luxury design. [www.porzia.t](http://www.porzia.t)