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come in sizes S to L and include bralettes, bandeaus, camisoles and panties. Wholesale prices start at \$12 and suggested retail prices range from \$22 to \$73.

Annette International does not require a minimum order for retailers and all pieces ship within a few days from a Kissimmee, Fla.-based warehouse, with suggested retail prices coming in at \$62, \$34 and \$32 respectively. — K.R.

new amoena mia designs

Amoena has released the fall/holiday collection of its Mia line, known for its comfortable support and revolutionary Comfort+ technology for fuller-busted women.

The comfort-enhancing features of Amoena Mia include extra-long padded hook-and-eye back closure with a cushioned back and foam inner layer, encapsulated band elastic and memory-foam shaping in the bra cups. Amoena Mia's main body construction is made from a high performance blend of nylon and spandex, plus Comfort+ material, which is designed to regulate and balance fluctuations in body temperature.

"Amoena designed this collection for full-cup women to give them sophisticated, feminine style options without sacrificing the support women need from their bra," said Amoena Marketing Manager Holly Cline.

New for fall, Amoena Mia introduced new style lines Sophia, Priscilla, Anelia and Helena, featuring a range of full-cup bras and briefs with delicate lace and embroidery in colors including white, black, nude, ivory, toast and plum. Amoena Mia enhanced the existing Alexandra, Katarina and Melissa styles for fall with new colors and bulk-free T-shirt bra styles while paring down the styling to better fit fuller-busted women's bodies. Sizes range from 32 to 46, C to J. Matching briefs are available in sizes S to 2X. Wholesale prices range from \$30.50 to \$35.50, while suggested retail prices range from \$65 to \$75.

There is a \$1,000 minimum order for retailers. All pieces ship from Amoena's U.S. headquarters in Kennesaw, Ga. Amoena

Mia styles are available through retailers and online stores including HerRoom.com and BiggerBras.com. — K.R.

bragel's updated nubra

Bragel International, Inc. will begin showing selected retailers its newest version of the NuBra at the upcoming Curve shows in New York and Las Vegas. Vice president Daren Peng explained that the new product (which does not yet have a style number or name) is lighter in weight than its existing bras, and, most important, breathable.

Bragel, which opened in 1989, has developed a range of bras, breast enhancers, prostheses and accessories which it sells internationally. Currently its most popular bra, the NuBra Seamless (style SE 888) is a backless, strapless, self-adhesive with reusable medical-grade silicone adhesive which wholesales for about \$20. The new design is similar to the NuBra Seamless but, according to Peng, should prove more comfortable for the user because it is breathable, cooler and less likely to promote perspiration.

The new bra, some details of which the company declined to reveal at this point in time will be available in sizes A through E and will be available in nude and tan colors. Peng added the new style will be priced slightly higher than the NuBra Seamless and with targeted ship date towards the end of this year. — N.M.

gelmart's latest changes

Gelmart International launched a redesigned corporate website, www.gelmart.com, on June 1st. The company's new president, Yossi Nasser, has been aggressively working to reinvent the 60-year-old firm, and the website is just one of many recent changes.

In the past few months Nasser has made personnel changes in the sales, merchandising and design areas. He has changed the company name from Gelmart Industries to Gelmart International and even introduced a new corporate logo and brand mark. Now a new website. According to a company spokesman, "Gelmart wants to convey a new energy" and a feeling of "forward

movement. The website will be engaging, user-friendly and interactive. The site will provide information on current projects as well as updates on new initiatives and developments in the company's pipeline."

The creative team, QuallsBenson, contributed to the new look of Gelmart, including the design of the new site and the recent branding and marketing initiatives.

"I am very excited and honored to be leading the transformation at Gelmart," Nasser said. "I have very high confidence in the future success of this company. I am not only motivated as an owner; I am proud to continue the legacy of this family business which has maintained strong family values throughout its history. I have a high level of regard and confidence in the people that work with me. Together, we are taking Gelmart to the next level."

According to a spokesman, "Priority is being placed on product innovation and merchandising. Gelmart's mission is to design and develop product that is innovative, solution-oriented, trend-right, and value-driven."

"The recent name change is indicative of the company's global presence," the spokesman continued. "The company established an overseas office in Mainland China earlier this year which functions as a product development and sourcing center. And, Gelmart is now partnering with retailers in key international markets to build upon their strong U.S. business."

Of course Gelmart is no stranger to the international market: for years the company once maintained a large, vertical production facility in the Philippines.

Nasser expects the company to grow significantly and move in new directions over the next five years, emphasizing, "We never want to lose sight of our roots. But we feel that it is important to evolve and move forward to best service our loyal customers."

Gelmart is a privately held producer of women's private label and branded intimate apparel. Gelmart has offices in New York and in Mainland China. — N.M.