

whereas 54 per cent admitted to doing so abroad.

Whatever character traits these responses

reveal, they are very probably peculiar to British women, and perhaps also to North Americans.

PEOPLE – Corporate Personalities

WOMEN'S wear retailer **Chico's** in the US announced the appointment of *Laurie Van Brunt* as the new President of its **Soma Intimates** operation. Formerly vice president of the intimate apparel business of

J.C.Penney, Van Brunt will take up her new post later this month and will report directly to Chico's President and CEO *David F. Dyer*.



www.creora.com

GETTING TOGETHER - Markets for goods and ideas

PROMOTED as *Energizing and Promising*, the bodywear fabric innovations to be shown at the next edition of *Interfilière*, in Paris from 4 to 6 September, are expected to attract over 10'000 professionals, mainly designers, fabric buyers and others who determine or influence choice of fabrics for lingerie, swimwear and homewear collections. The salon will welcome 10 new exhibitors and 11 returning exhibitors among the expected total of 300 from around the world. Last week, the organisers released details of the design trends for the A/W 2011/12 season and these can be viewed by [clicking here](#).

Long the definitive world venue for bodywear fabrics, production accessories and

services, the salon promises to break new attendance records in September, reflecting the improvement in the business climate.

SCHEDULED to take place from 17 to 19 July in the prestigious Fortezza da Basso in Florence, the third edition of the *Mare d'Adriatico* swimwear salon will feature the S/S 2011 swimwear collections of some 130 brands. These include such labels as **Maryan Melhorn** from Germany, **Pain de Sucre** from France and **Andres Sarda** from Spain.

The increased presence of imported brands suggests that the salon is beginning to attract the interest of leading swimwear labels outside Italy.