

INDIAN tea growers, fighting violations of the protected *Darjeeling* name in 15 countries, believe that the European Union will bring the appellation under "rule 510" later this year. This, said the Indian Tea Board, would help its efforts to oblige the 50-outlet *Darjeeling* lingerie chain that operates in France and Italy to change its name. Darjeeling tea has a distinctive flavour and is the world's most expensive variety, with an annual crop that seldom exceeds 12 000 kg.



Darjeeling

The lingerie chain has been in operation for 15 years and would suffer a considerable setback if it were obliged to trade under another brand.

PEOPLE – Corporate Personalities

LISA THOMSON: named chief of Icebreaker operations in the US

SHORTLY after her move to the US as vice president sales of the *Icebreaker* operation in that country, *Lisa Thompson* was promoted to President of the New Zealand underwear company's US subsidiary. Thomson joined the company in 1999 and quickly rose through the ranks to become general manager for New Zealand.

GETTING TOGETHER - Markets for goods and ideas

INTERFILIERE: next edition to highlight small quantity supplies

LOCATED at the entrance to the *Forum General* section at the next edition of *Interfilière*, the new *Short Cut* area will feature a selection of fabrics and accessories available in limited quantities. This is intended to meet growing demand for such a service. The organisers also announce that the next edition will welcome seven new exhibitors and will mark the return to the salon of 11 lapsed exhibitors.

Young designers and small companies producing collections of limited size will appreciate the opportunity of ordering restricted quantities of fabrics.

MARE D'AMARE: dates of third edition confirmed

ITALIAN beachwear salon *Mare d'Amare* confirmed that its third edition would be staged in the Fortezza da Basso in Florence from 17 to 19 July, featuring some 130 brands. Last year, the salon attracted 4457 visitors, up 50 per cent against the preceding year. Exhibitors this year include many top European labels in addition to Italian brands.

As home to several major brands of beachwear, Italy has long lacked a successful salon for this speciality. The rapid growth of the Florence event suggests that it has now found one.

BOUDOIR: this year's summer edition also cancelled

CONCEIVED originally as a platform for exclusive high end lingerie, the *Boudoir* salon in Berlin will not take place this summer. The winter edition earlier this year was also cancelled.

The second cancellation, which almost certainly represents the end of the road for the event, suggests that the concept of a salon devoted solely to exclusive and expensive merchandise is not viable.

FINISHING TOUCH – The smile for this week