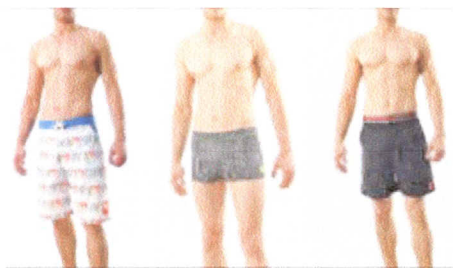


## THE APPAREL SCENE – What or how manufacturers are doing

**WOMEN'S** bodywear specialist **Huit** is launching its first collection of men's swimwear. Labelled *8 for Men*, the new collection will arrive in retail shops in March this year, at prices ranging from EUR 39 to EUR 75. It comprises four styles: trunks, boxers and shorts in two lengths, all in a variety of prints.



8 for Men

*Rather than attract new male customers, we believe that the swimwear will be bought mainly by women for their husbands or partners. Even so, it is likely to achieve a very satisfactory volume of sales.*

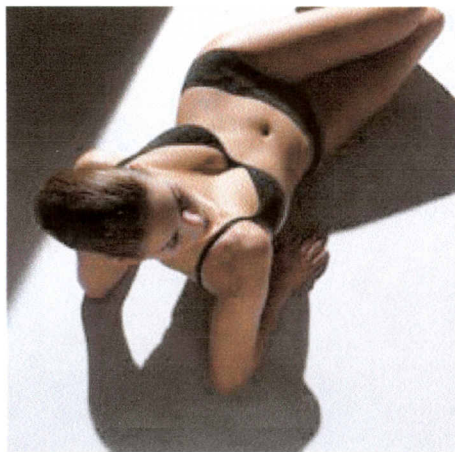
**RANKED** among the largest bodywear companies remaining in the UK, with annual sales of over GBP 80m, private label specialist **Stirling Group** has gone into administration. In fiscal year 2008/09, the company declared a loss of GBP 1.8m but the administrators said that the company would continue trading in the hope that a buyer can be found. Consequently, 200 of its 250 employees in the UK are being retained. Stirling also operates production units in Sri Lanka and India.

*The sluggish recovery of the UK economy will call for major downsizing and restructuring even if a potential buyer can be found.*

**CALIFORNIA** based **Manhattan Beachwear LLC** sold an 80 percent stake in its business to private equity firm **Linsalata Capital Partners** for an undisclosed amount. In addition to its own brands, *Maxine* and *24 & Ocean*, the company produces private label merchandise and operates several important licences, including *Kenneth Cole* and *Hobie*. It generates annual sales of USD 65m.

*Assuming that the deal gives the company access to fresh financial resources, it could mark the start of a significant expansion.*

**SAID** to be the first high-end collection in Italy to be produced entirely with *Lycra 2.0 garment technology* tapes from **Invista**, the *Sensation 2.0* range was launched by **Ritratti** at the S.I.L. in Paris. It consists of a basic range comprising 2 bras and three bottoms, with fabrics from **Penn Textile Solutions**, and a shapewear range with a body, a top and briefs in fabrics from **Piave Maitex**. Both ranges are said to provide exceptional fit and comfort. They are the product of a full year's R&D activity by the manufacturer



Ritratti + Invista