

The best of

# Intimama

10 €  
(Free copy  
for US and  
Canada)

NETWORK  
DESIGNS

**Newer Notables**  
Relevant stores  
around the world

**Best Sellers**  
The top best selling  
for S/S 2008

**Best Shop Awards 2007**  
Gala evening and complete report

Le Mystère

ISSN 1120-5644  
70067  
9 771120 564017



# ELLE MACPHERSON

In 1907, Vogue coined the term 'brassiere' and launched a billion dollar industry that changed the way women dress. As the world celebrates a century of the 'bra', The Best of Intima gets "intimate" with Australian supermodel Elle Macpherson.

## Elle Macpherson's Career Timeline

- 1982** - CAREER LAUNCH: TVC FOR TAB COLA - THE MODELING WORLD'S FAVOURITE 'AUSTRALIAN GIRL NEXT DOOR'.
- 1986** - TIME MAGAZINE FEATURE ANNOUNCED HER AS THE BIG ELLE
- 1990** - LAUNCH OF ELLE MACPHERSON INTIMATES IN AUSTRALIA/NEW ZEALAND
- 1993-1995** ELLE STARS IN TEN MOVIES INCLUDING SIRENS, IF LUCY FELL, FRIENDS, JANE EYRE, BATMAN AND ROBIN.
- 1992-1994** WORLDWIDE SELLOUT OF ELLE MACPHERSON SWIMSUIT CALENDAR
- 1995** - 'YOUR PERSONAL BEST THE BODY' WORKOUT VIDEO WAS VOTED THE YEAR'S BEST BY BILLBOARD MAGAZINE
- 1998** - BIRTH OF FIRST SON, ARPAD FLYNN ALEXANDER BUSSON
- 2000** - LAUNCH OF ELLE MACPHERSON INTIMATES IN UK
- 2003** - BIRTH OF SECOND SON, AURELIUS CY ANDREA BUSSON
- 2005** - LAUNCH OF THE ELLE BODY COLLECTION IN UK
- 2005** - LAUNCH OF ELLE MACPHERSON INTIMATES IN THE UNITED STATES
- 2007** - ELLE APPOINTED TO THE BOARD OF HOT TUNA SURF
- 2007** - MONEY PROGRAM CITES ELLE MACPHERSON INTIMATES AS A CORPORATE SUCCESS STORY AND ONE TO WATCH FOR FUTURE GROWTH

**DISTINCTIONS:** A RECORD 6 COVERS OF SPORTS ILLUSTRATED'S ANNUAL SWIMSUIT EDITIONS, FIG LEAVES ENTREPRENEUR OF THE YEAR AWARD (UK) 2005; GLAMOUR MAGAZINE STYLE ICON AWARD (UK) 2006; ELLE MAGAZINE INTERNATIONAL STYLE ICON AWARD (SPAIN) 2006; NATWEST 'EVERYWOMAN AMBASSADOR' AWARD 2007; U.S. FEMMY AWARDS - DESIGNER OF THE YEAR AWARD 2007

**PHILANTHROPY:** AMBASSADOR FOR FASHION TARGETS BREAST CANCER 2004 UK, AMBASSADOR FOR THE UNICEF UK BABY FRIENDLY INITIATIVE 2005. 2007 EUROPEAN AMBASSADOR FOR RED.

### Elle, what is the place of lingerie in your mind?

I have always been passionate about lingerie since I was a little girl. I still remember when my mum bought my first matching training bra and knicker set. I was a late developer and never really filled it out until I was 16, but I loved them and wore them anyway.

I had many licensing opportunities available to me (ie swimwear etc.) I knew I had to capitalise on my broad exposure in Australia and the US. I chose to do lingerie because it was unexpected. Licensing was a very unusual choice in those days (20 years ago). Today I work on equity deals.

Today, lingerie is a big part of my life. It's a business that is seventeen years old and it is the most significant part of my business today; although my body products, 'The Body, by Elle Macpherson', is catching up. Elle Macpherson Intimates has only been in the US for two years and in the UK for five, so by its 20th birthday, I would like to celebrate knowing my lingerie business has continued global expansion.

### What is the place of lingerie in your wardrobe?

I think I have more lingerie than anything else in my wardrobe - all organised in lingerie drawers. I have one of everything I designed this season and some old favourites.

### How has the Elle Macpherson Intimates woman changed over the last ten years?

I have always designed for my own needs, therefore, one could say that the Elle Macpherson Intimates woman has grown and matured as I have over the years and naturally I have also seen the market mature. The woman of today has a more attuned sense of "self". As women, we want to feel beautiful and sexy and we want to invest in something that makes the most of our bodies. The woman of today wants to wear lingerie that is functional, comfortable and also pretty. Today, lingerie can be all three.

### What is the personality of the Elle Macpherson Intimates brand?

The Elle Macpherson Intimates brand is about "every woman". The girl who aspires to be an Elle Macpherson Intimates woman is as young as 12 years old and as old as 60. It's not about a particular age or a particular body type.

### In your mind what characteristics define the modern woman of today?

“ I THINK I HAVE MORE LINGERIE THAN ANYTHING ELSE IN MY WARDROBE - ALL ORGANISED IN LINGERIE DRAWERS ”



“THE MODERN WOMAN’S THINKING IS MORE FLEXIBLE TODAY. LOGIC IS IMPORTANT TO HER BUT IT’S ALSO ABOUT HER HEART AND HAVING A MORE ATTUNED “SENSE OF SELF”, AS WELL AS BEING CONNECTED TO ONE’S INSTINCT”

The modern woman's thinking is more flexible today. Logic is important to her but it's also about her heart and having a more attuned "sense of self", as well as being connected to one's instinct. I believe the Dalai Lama once said, "If everyone spent as much time developing our hearts as we do our minds, then the world would be a better place."

**Where do you find inspiration for your designs?**

Life inspires me. Right now I am inspired by the fact that I cannot find a white bra in my drawer that I "want" to wear. So I go into my design phase this month and you can be sure that there will be at least "three" white bras because of course I will overdo it. So my functional needs play a large part in my inspiration. For example when I was breast-feeding my son, I designed a maternity bra that made me feel beautiful and that was functional and affordable because I couldn't find the one I wanted in a store. I designed a collection "boudoir" that was special occasion in style and made me feel pretty, but comfortable enough to wear every day. When I created "sheer ribbons" it was a basic mesh bra, but in shocking colors and contrasting straps to replace the boring every day black and white bra.

I am also very inspired by my travels. I have just returned from China and I was in awe of the beauty and creativity I found in Beijing. The exquisiteness of the eastern printed silks and the incredible combination of terracotta colors in the Forbidden City. The places I visit, the art, the music or the literature that I am reading, the style of the furniture that I am designing are all inspiration.

**What is your personal philosophy behind the creation of your latest lingerie collection?**

I am not really a designer who follows "trends". Not in clothing and not in spirit. This collection was simply made for women. Our points of difference are that every piece I designed was made for "every woman." It's beautiful, affordable, accessible and colorful.

**How has becoming a mother had any influence on your Collections?**

I think as I have matured so has my perspective on sensuality and that reflects in the lingerie that I am looking to wear. I am no longer personally looking for flimsy, girly underwear. "I am 44 years old and my body and spirit are not the same as when I was twenty years old."

**Do you care for providing plus sizes to women?**

Absolutely. I think it's incredibly important. Only a few of my designs don't translate well into bigger sizes. But I do cater for DD and E sizing. Sizing is critical to my range. For example, I have just hired a specialist to make sure we get it right in Asia.

**What are some of the latest lingerie trends that you are using in your latest collection?**

As I said earlier I am not really a trend person. I don't look at other lingerie designers and see what they are doing, or bind myself to the latest color wheel. I also don't spend my time producing gimmicks. However, I examine new textiles and see how they can translate into my latest collection. For example I am currently exploring the use of sustainable fabrics and bamboo.

**Do you have a preference for biological fabrics?**

I am "conscious" of biological fabrics and I am exploring ways how I can use them right now.

**What steps is Elle Macpherson Intimates taking to protect the environment?**

As a Company we are "conscious". I think that the opportunity to "change" must stem from recognition and consciousness. One cannot change if they are not consciously aware.

But there is a difference in translating this into "reality". For example in my new 'The Body' by Elle Macpherson beauty range (available at Boots UK) we explored using completely biodegradable and sustainable packaging. Besides the fact that it is not economically viable, it is pointless having a biodegradable product if you then cover it in plastic and then later it is dumped carelessly in landfill. Maybe we need to spend





“ I AM 44 YEARS OLD AND MY BODY AND SPIRIT ARE NOT THE SAME AS WHEN I WAS TWENTY YEARS OLD ”

more time examining the lifecycle of our products and the processes for waste disposal. Also, perhaps government support is required to run awareness campaigns and educate the consumer.

**What is your opinion on the latest trends such as mixing and matching lingerie?**  
I personally don't mix and match my lingerie, but I think women should wear what makes them feel comfortable. It's about being comfortable in your own skin and finding lingerie that works for you. Simple things like finding a bra that supports you and "fits" you. Any combination is possible if it makes you feel good. Personally, I'm a matching girl.

**The U Bra?**

What's that?

**The Bum Bra!**

All interests in lingerie (even gimmicks) are great as it opens up the market for lingerie expansion into other areas.

**Vanity Sizing?**

Absolutely!

**What are your favourite pieces from your latest collection?**

I personally love the Boudoir Collection. But of course, it depends on how I am feeling.

**Who are your favourite style icons and why?**

I don't really have specific style icons. For example I don't study other women and think I should imitate their style. As I said earlier I don't really follow trends in clothes or in spirit. There are a thousand celebrity magazines on the market but I don't read them. There are periods of style that inspire me. I grew up in the sixties and seventies for example and I love all the music, the architecture and the furniture from these periods. Actresses such as Jane Birkin, Julie Christie, and Ali MacGraw inspire me. In a fashion sense, I love Charlotte Gainsbourg and Serge too.

**To what do you attribute your success as a Business Woman and Designer?**

That is a good question. My father is a successful businessman and my mother is also great. She is both supportive and creative - not to mention beautiful and dynamic. Genetically speaking, I am blessed. I have also been surrounded by people who believed in me and allowed me to make mistakes, people who supported me through my expansion and growth. Also, being Australian and living in a multi-cultural society and traveling so extensively has been an asset. Living in America, France, and now London, has taught me to be open, flexible, ready for any opportunity and most importantly, to enjoy the journey.

