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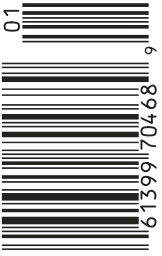
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Lingerie

Undergarments play a supporting role on your wedding day

by Marisa Zucaro

Without a doubt, for every bride, what she wears under her gown is almost as important as the dress itself.

And perhaps even more essential are the items she desires later that evening.

Delicate pieces of lingerie are a very big part of the wedding ensemble; just ask Karine Tousignant, project manager for Simone Perele Canada, makers of some of the most luxurious French lingerie in the world.

“A bride needs to feel comfortable and sexy at the same time,” Ms Tousignant said. “She wants to feel different than any other day but, at the same time, she doesn’t want to think about her lingerie all day.”

Simone Perele has a slogan that says it best: the perfect bra is the bra you forget you’re wearing.

At Linea Intima in Unionville, exclusive leading-edge designers such as Vera Wang and Betsey Johnson are featured, with their signature runway looks stamped on their intimate apparel.

Owner and lingerie guru Liliana Mann said, “This season, intimate apparel walks straight off the runway in a ready-to-wear mood, taking designer inspirations such as raw edges, belted waists and self hems for a spin. Retro dressmaker details such as lace, satin edging, floral prints and georgette ruffles play against simple modern

shapes and luxe comfort fabrics. Cross category, from sleepwear to intimate apparel and bras, the word on the street is design innovation.”

Comfort is the calling card of “the next generation of lingerie”, she adds. “Technology and design marry to create lingerie that fits, flatters and functions for maximum comfort and curvaceous control.”

She suggests Piege Hint of Skin panties for a fit like a second skin: “Feel nothing, see nothing and stay put for ultimate comfort. The raw-edge design prevents panty lines under the sheerest of fashions.”

Ms Mann cautioned, however, that panties — one of the smallest details — can be one of your biggest downfalls if not chosen wisely.

“This isn’t the day to wear a style you’ve never worn before. The most important thing you can do is select a style that you’re comfortable wearing, remain true to your usual panty preference, but select a more elaborate fabric or special colour. This isn’t the day to experiment with a tanga if you’ve never worn one before!”

Ms Tousignant said classic items are typically the favourites when it comes to bridal lingerie.

“White or ivory strapless bras are our signature pieces for day and, in the evening, many brides like our night dress.”

Ms Tousignant said the greatest leap a bride



Available at La Senza



Fidji Black Lacy Bra by Simone Perele Canada



Available at La Senza

may take is spicing up her evening look with a splash of colour.

“The big colour we’ll see a lot of next spring is coral.”

Elena Meic, senior director of marketing for La Senza, added, “The colour coral is making a huge comeback for spring.”

But she said other colours are also popular for evening pieces.

“Many brides are steering away from white at night. Instead, they’re choosing soft pastels like light pink.”

Baby doll nightgowns are also a hot item for brides on their wedding night or honeymoon.

“Brides are planning ahead, they’re not just thinking of that one day. So, baby doll nighties and empire waist teddies made of mesh or crinkled chiffon are really popular.”

Ms Mann said flaunting femininity is a big trend, as is evident with pole dancing as the latest craze in exercise and sexy bustiers busting out all over lingerie shops. If you’re thinking a bustier should be included in your bridal wardrobe only as a hot honeymoon enhancer, think again. Ms Mann says it’s not only about “show and tell” bustier styles.

“There is a much more important reason to think bustier. A bustier is a multi-purpose undergarment that does more than simply raise your groom’s temperature. This all-in-one wonder is both bra and body shaper and, more importantly for brides, it’s support under heavy bridal gowns — think of the support of a boxer’s waist belt.


If you plan on wearing a traditional gown with layers of fabric and beading — the average bridal gown can weigh as much as 10 pounds — then choose one of the more functional bustier styles that both flatter and fit.

“On that very special and especially long day, you’ll look fantastic and feel comfortable with the shaping and support your bustier will provide,” Ms Mann said. “And go ahead, include a hot one for the honeymoon.”

Ms Meic said while brides want to be sexy, the real trend in lingerie for 2008 is simplicity and femininity.

“Brides want something easy. They don’t want garters anymore with cut-off pantyhose.”

As for the preference of the men, Ms Meic said that’s easy.

“The most popular colours are, and always have been, red and black. They’re bold, sexy and sophisticated.” 



Fidji Ivory Set
by Simone Perele Canada