



**Workshop**  
**Women's Underwear** | **FW19**

EMPORIO  ARMANI



**Market  
Overview** | **FW19**

# FW19 | MARKET TRENDS



Gestuz



2nd Day



Samsøe o Samsøe



ANIMAL PRINT & TARTAN

# FW19 | LIFESTYLE



intimissimiofficial • Segui

intimissimiofficial The always beautiful @irinashayk in her favourite travel outfit wool & silk total look! {CGD49T-AIA49A} #intimissimi #travelstyle #irinashayk

Carica altri commenti

monica.facciolo 🙌🙌🙌

gemad\_t 😊

cristianaki @agnesakiiii

belle\_foto\_ukr\_it 🍑🍑🍑

100x100\_limited\_edition Un altro livello @irinashayk ...

agnesakiiii @cristianaki sorema amo

anninaviva ❤️❤️❤️

missystar325 Presa la maglia a collo alto nera ❤️❤️

mamiebouraeoise ☐☐



Piace a 11.261 persone

1 GIORNO FA

Accedi per mettere "Mi piace" o commentare.



TRAVEL COLLECTIONS

EMPORIO ARMANI

# FW19 | CATWALKS THAT INSPIRE



EMPORIO  ARMANI



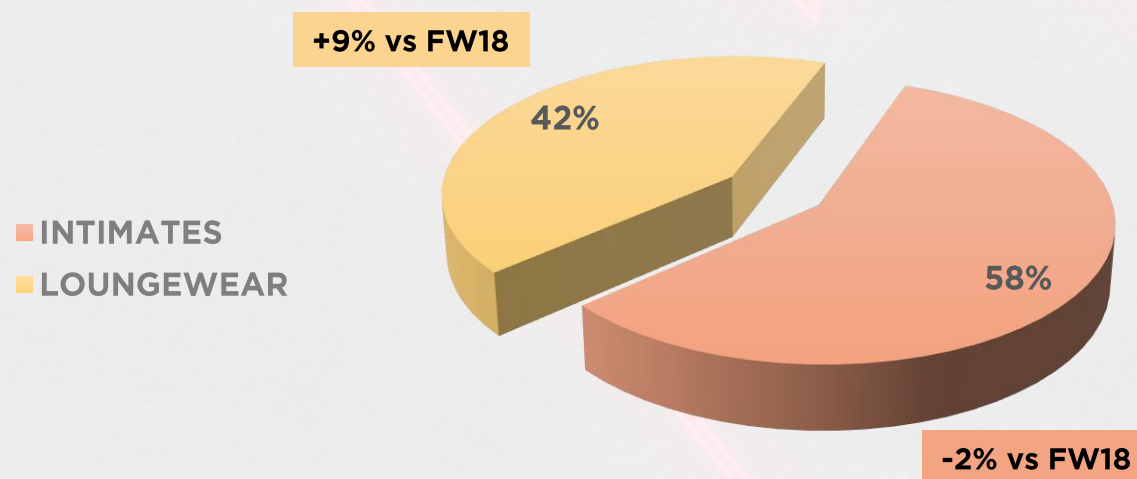
**Product  
Presentation** | **FW19**

# FW19 | COLLECTION STRUCTURE

## 145 STYLE FABRICS

+2% vs FW18

+4 style fabrics vs FW18

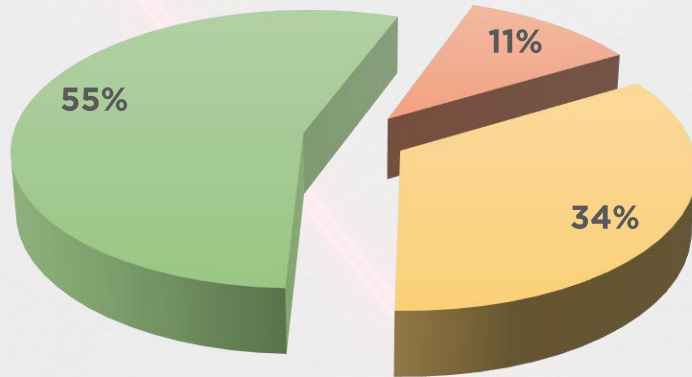


# FW19 | COLLECTION STRUCTURE BY SEGMENT

## 84 STYLE FABRICS

-1% vs FW18

-1 style fabrics vs FW18



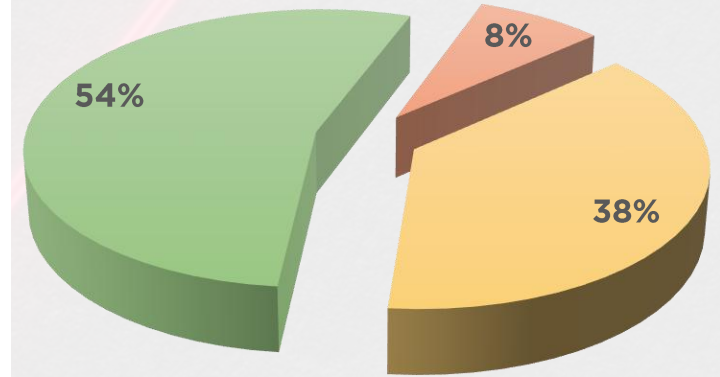
HOLIDAYS NEO ROMANTIC VISIBILITY

INTIMATES

## 61 STYLE FABRICS

+9% vs FW18

+5 style fabrics vs FW18

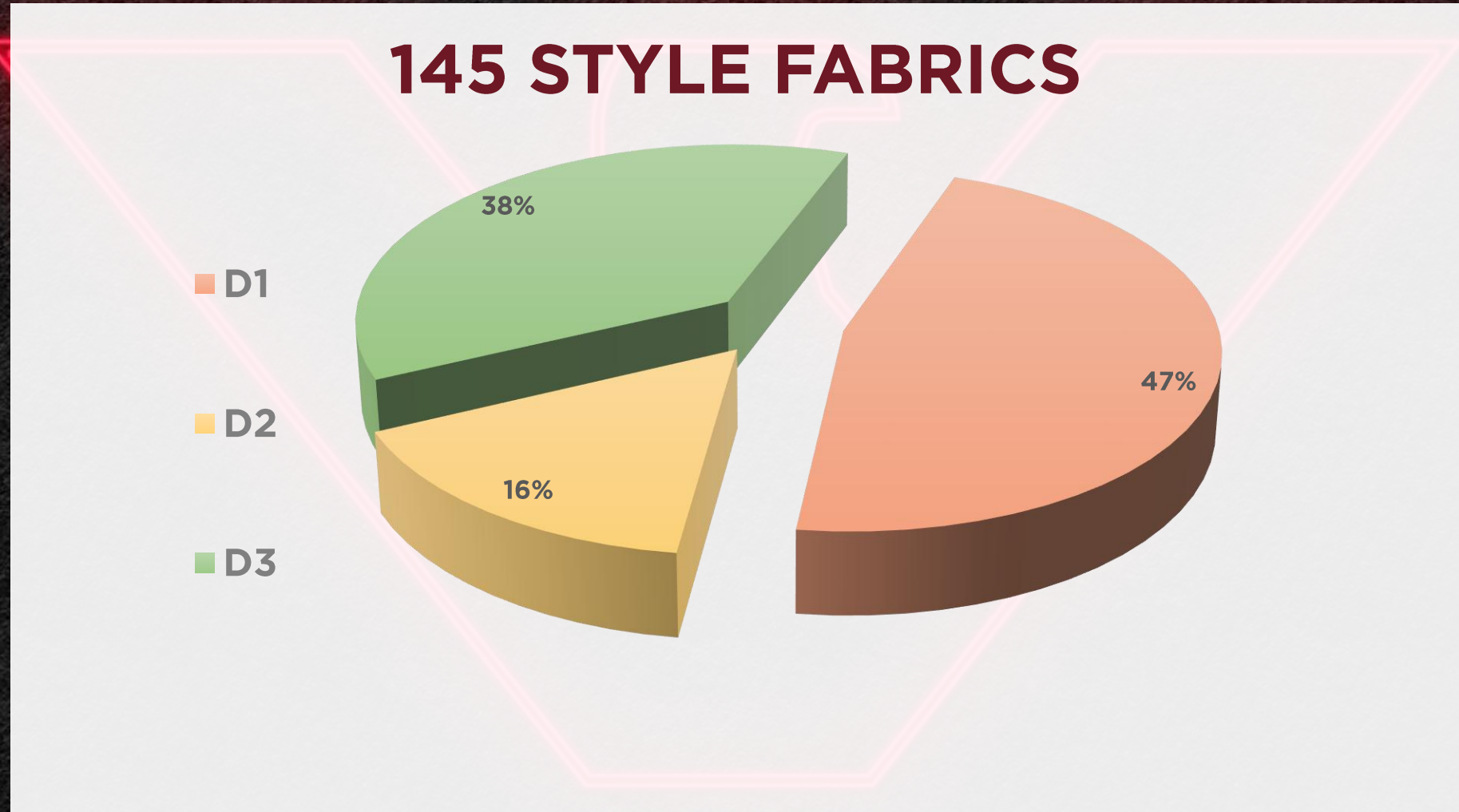


HOLIDAYS HOMEWEAR LOUNGEWEAR

LOUNGEWEAR



# FW19 | COLLECTION STRUCTURE BY DELIVERY



# FW19 | COLOR PALETTE



**PANTONE®**  
19-1522 TCX  
Zinfandel



**PANTONE®**  
19-1557 TCX  
Chili Pepper



**PANTONE®**  
18-1550 TCX  
Aurora Red



**PANTONE®**  
15-1512 TCX  
Misty Rose



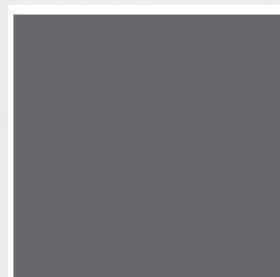
**PANTONE®**  
18-1306 TCX  
Iron



**PANTONE®**  
16-1325 TCX  
Copper



**PANTONE®**  
11-1001 TCX  
White Alyssum



**PANTONE®**  
MELANGE  
GREY



**PANTONE®**  
18-3922 TCX  
Coronet Blue



**PANTONE®**  
19-4020 TCX  
Dark Sapphire

# FW19 | KEY POINTS VISIBILITY



## NEW BRA

### ➤ NATURAL PUSH UP



*The special tilt of the cup supports the breasts and provides volume, bringing out a more seductive, feminine shape with a natural appearance.*

### ➤ SOFT CONTOUR



*The ultra lightweight structure of this innovative moulded cup is perfect for enveloping and supporting every type of bust, guaranteeing maximum comfort and an exceptional fit*

### ➤ BRALETTE



New shape added on microfiber

# FW19 | KEY POINTS VISIBILITY

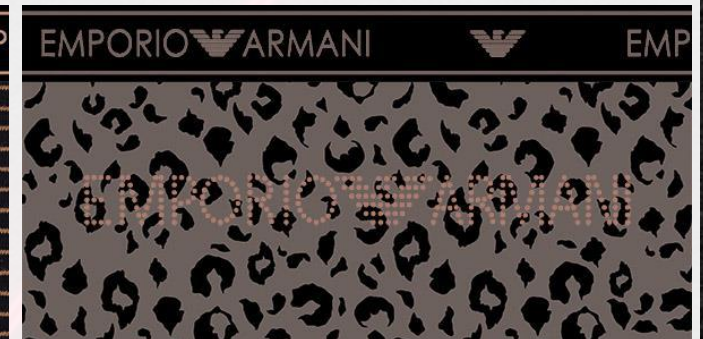


9A219

Same story as in SS19, but with 2 different patterns and techniques:

➤ YARN DYED COTTON

➤ PRINTED COTTON



# FW19 | KEY POINTS VISIBILITY



## PURE ORGANIC COTTON & NEW SWEATSHIRT

### 9A232 - Pure Organic Cotton

- Couple Set
- GOTS certified
- Good Value for money
- Special pack & Tag



### 9A258 - Maxi Logo Sweatshirt

- Couple set

# FW19 | VISIBILITY MOOD BOARD



**PANTONE®**  
15-1512 TCX  
Misty Rose

**PANTONE®**  
18-1306 TCX  
Iron

# FW19 | KEY POINTS NEO ROMANTIC



## NEW BRA

### ➤ BRALETTE

*The new sensual bralette offers the same support of an underwire bra thanks to the innovative construction.*



# FW19 | KEY POINTS NEO ROMANTIC



## PRINT ANIMALIER

- **BUTTERFLY PRINT** on intimates & loungewear (9A201 and 9A266)



- **SNAKE SKIN EFFECT** on 9A231





# FW19 | KEY POINTS NEO ROMANTIC



## TRAVEL INSPIRED LOUGEWEAR COLLECTION

Loose shapes and comfortable fit, wrinkle resistant fabrics:

- **9A233 Lurex Viscose**
- **9A260 Chenille**

# FW19 | NEO ROMANTIC MOOD BOARD



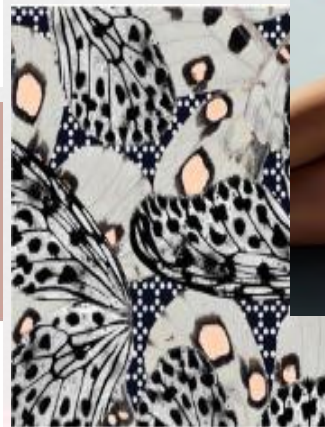
**PANTONE®**  
18-1550 TCX  
Aurora Red



**PANTONE®**  
18-1306 TCX  
Iron



**PANTONE®**  
15-1512 TCX  
Misty Rose

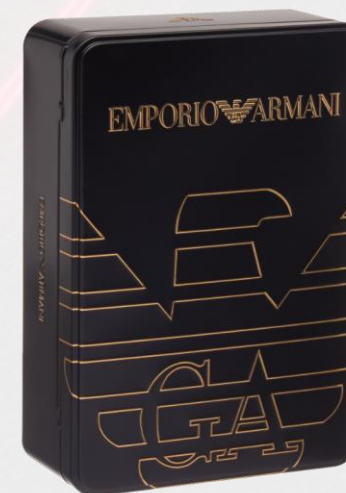


# FW19 | KEY POINTS HOLIDAYS



## NEW ENTRIES ON HOLIDAYS

- **9A232 Christmas Eagle:** Couple set & mega logo gift box Short Pajama (t-shirt & brief)
- **9A277 Flannel:** Tartan couple set
- **9A258 Fuzzy Fur:** Couple set



# FW19 | HOLIDAY MOOD BOARD



**PANTONE®**  
19-4020 TCX  
Dark Sapphire



**PANTONE®**  
19-1557 TCX  
Chili Pepper



**PANTONE®**  
15-1512 TCX  
Misty Rose

