

# INTIMA

## Asia

### TRENDS

LINGERIE

AW 2020-21

2020-2021 年秋  
冬内衣

BOUTIQUES

Stores from  
around the  
World

世界各地的精品店

*Exclusive*

Hong Wai for  
Aubade  
与 Aubade  
合作的洪慧

*Exhibition*

DIALOGUES:

LANVIN 130 YEARS

对话：

浪凡 130 年

INTERVIEW

ATELIER INTIMO

不可阻挡的扩张



— atelier intimo —





THE UNSTOPPABLE  
EXPANSION OF  
Atelier  
Intimo

ATELIER INTIMO  
不可阻挡的扩张



A CLEAR CONCEPT, A SOBER THUS EXQUISITE AESTHETIC, ATELIER INTIMO CONTINUES TO STRETCH ITS REACH WITH THE OPENING OF NEW LOCATIONS. WE MET WITH CHRISTY LIANG, ITS INSPIRED FOUNDER.

青色atelier intimo品牌拥有清晰的定位，有素净而精致优雅的审美，正不断地在各地开拓新店。我们采访到了品牌创始人，Christy 梁小姐。

Christy, we, at Intima, have been following your adventure since the beginning. Can you give our readers an update on your new projects?

We have a newly increased swimsuit and floral print collection for vocation, men's underwear, and accessories such as socks. These new collections were all planned based on our customers' needs. May 21st was the grand opening date of our flagship store at No. 841 Huai Hai Road in Shanghai. The theme of this store is "Renewal, Elegance, and Boundlessness". We were inspired by the renewal of plants after the fires in Australia, and the blooming

梁小姐，我们在intima是从一开始就关注了您的创业历程，您能给我们的读者们介绍一下您的新项目吗？我们今年在产品方面增加了泳衣、印花度假系列，男士和袜子，都是围绕我们用户的生活方式来规划的。

2020年5月21日我们在上海市淮海路841号旗舰店，整家店铺的主题是“焦土重生，优雅磅礴”，受到澳洲大火过后万物复苏，疫情过后樱花盛开的启发，我们希望通过店铺来表达人与自然的共情，我们敬畏自然，实际上我们从来都只是在心理上战胜灾难。





## interview

sakura in Wuhan city after the pandemic, and through this store, we would like to express the empathy between human and nature. We revere nature, we always defeat disasters, but psychologically only. Nature is a great, mysterious, and thrilling existence. On June 22nd we will publish a new video that expresses our latest collection, the theme of the video is: "Wear Atelier Intimo and perform your inner drama". Using the techniques of drama within drama and the dream within the dream, it reveals the recognition of self-value of women in an urban city. There is a line in the video, "No matter you like it or not, your beauty is a miracle rewarded by Time". The



whole shooting took place in the flagship store. We also have an art project called "15+1". We scanned the bodies of our first employee and 15 VIP customers and made them into 3D models. They were displayed on the wall in the flagship store. The "non-standard" bodies are very beautiful, and it represents the mutual definition relationship between Atelier Intimo and our customers.

### Can you tell us more about why you are continuing to open stores under the current circumstances?

It is because of the pandemic, we realized the importance of regular communication and social contact. If the product capability of a brand is strong enough, the customers want to feel the warmth of service and communication in the offline stores, no matter what.

### This now brings you to how many stores in total? Are they still half-owned by the brand and half-franchised to a local partner?

Until July 2020, we will have 13 stores in total. 2/3 of them are owned by the brand and the other 1/3 are franchised to a local partner.



大自然是非常伟大，神秘和令人颤抖的存在。2020年的6月22日，我们会发布一个体现我们新一季潮流的视频，主题是“青色，穿出你的内心戏”，用戏中戏，梦中梦的表达手法，凸显都市女性对自我价值的认可。里面有一句话：不管你爱不爱，你的美，都是时间赏赐的奇迹。整个视频都在旗舰店里拍摄。有一个15+1的艺术项目，我们用一号员工和15个VIP的身体进行3D扫描放到旗舰店的墙上，非标准的真实身体非常美，也体现我们和客人是一个共同定义的关系。

### 您能告诉我们为什么在目前的情势下还要继续开新店吗？

就是因为疫情，我们才发现，寻常的交流非常重要，人是需要社交的。如果品牌是产品力是强大的，那么客人无论如何都希望在线下体会服务和社交的温暖。

### 那目前青色总共有多少家店铺了？这些店铺仍然是一半品牌自营一半是当地代理商吗？

到2020年7月底，13家店铺，直营占2/3，合作店铺占1/3。

### How do you choose the cities where you want to open new stores?

Currently, we are mainly developing in east China. We will open stores in Wuhan at the end of the year and Beijing is in the plan too. We have already opened stores in Shanghai, Hangzhou, Ningbo, Changzhou, Shenzhen, Chongqing, and Kunming city. We choose the cities that have good economic performance and make decisions based on the retailer's operational ability, surely we also have our own pace. The city, business district, retailer, and location are all important for a store.

### In such a fragmented Chinese market, how do you find suitable partners for your stores?

What's interesting is that we don't find partners, they come to us. All of our partners started from the appreciation of our products and aesthetics, then approached us for cooperation. For example, our partner in Shenzhen city, started as our customer in Shanghai, after shopping in the store and learning more about the brand philosophy, she became our partner naturally. And now the Shenzhen store is first in the online ranking. Our partner must be someone



### 您是怎样选择要去开店的城市的？

我们现在重点在华东，年底会去武汉，而北京也在筹备中。已经开的城市有，上海，杭州，宁波，常州，深圳，重庆，昆明。我们会选择经济靠前的城市并且根据零售商的运营能力做一些判断，当然我们有我们的节奏。线下店关键是城市、商圈、零售商和落位都要合适。

### 中国市场是比较碎片化的，您是怎样找到合适的代理商的呢？

有趣的是都是代理商找我们，我们代理商都是从认可我们产品和美学开始，来找我们洽谈合作。比如深圳代理商，她就是在上海店铺买好产品以后，跟我们一拍即合，现在深圳店铺在全城内衣线上评分排名已经第一了。我们的代理商一定是要懂品牌，讲究审美力的人，才愿意和我们达成合作，毕竟我们不是传统内衣。理念不同就不会有未来。

您是一位聪明且敏感的人，在目前我们正在经历疫情的情况下，您觉得女性的需求和期望有着怎样的变化？她们的习惯是否正在改变？





that understands the brand and aesthetic, otherwise, I cannot see the future for the cooperation, we are not traditional underwear brand after all.

**As a smart and sensitive person; how do you feel women's expectations and needs have changed due to the pandemic we are experiencing? Are their habits changing?**

More and more women start to participate in the social division of labor. The women we serve are elegant, professional, and upright. What they are using or wearing represents their aesthetic. After the pandemic, the consumers will pay more attention to value consumption. The brand which has the biggest opportunity to develop in the future must be the one that has the strongest product capability. Women's habits have changed a lot. We feel that the quantity they buy at one time is much more than before. And the younger customers expect your product to break their original cognition.

**Has your online retail grown faster during this pandemic crisis?**

Our online retail has been growing rapidly during the crisis. Before our customers could get to know their Asian size only by getting measurements in our stores. Since we had been considering, for a long time, to do underwear education, we launched the "Asian size bra", which has extreme value for money, to let the younger women get accurate measurements and purchase online, and to experience thin underwired bra in high quality. This product is becoming social topics and has brought us high flow online.



女性的需求就是，她们越来越参与社会的分工，我们服务的女生，优雅，专业，磊落。她们需要把自己用的所有东西，投射自己的审美取向。疫情结束以后，消费者会更多的关注价值消费，最有机会生存发展的是产品力强大的品牌。她们的习惯很大改变，我们感受到的是她们一次性购买的产品数量反而上升了。年轻消费群体她们期望你的产品打破她们过去的认知习惯。

**在疫情期间您的线上零售是否迅速增长了？**

线上零售是涨得比较快，我们增加了尺寸衣，因为很多消费者以前只能通过线下测量获知自己的亚洲尺码，但是因为我们一直想做内衣教育就设置了一款性价比超高的产品，让年轻中国女性透过线上测量和购买，体验优质薄款内衣。这款产品给我们带来了很好的话题性和流量。



**Are you considering selling your lines to wholesalers?**

Up to now, we have not sold any line to wholesalers. We manage all of our local partners in the same price system. Maybe in the future, we will have distributors in other countries in Asia, but the premise is the same price level and agree on the brand concept.

**Please tell us more about your latest collection. We know that you like to conceptualize your designs, and it is always very interesting to learn more about the ideas that lead to the products.**

The new collection is named "Renewal" to reference this special period we have experienced. We use many prints and colors such as avocado green and brown sugar, to present a special charm. The prints we use in the collection for vocation represents people's passion for life and the hope to walk out the shadow of sorrow. In the men's collection "Mountains and Sea", we no longer use the traditional black, white, or gray, we chose the dusty green of the mountain rock, the gray-purple of the lichen. We hope the gentlemen could feel the strength of the Chinese colors.

**Last, could you tell us about your favorite piece, the one that you love to wear for yourself?**

My favorite piece is the slip dress in the "Overspread" collection. It has the combination of leavers lace and silk, and a slit up the side which is our special style. I also love the slip dress in the honeysuckle print. It makes me feel soft but strong. Fine printing must have the power to awake our passion for life.



**您是否考虑将您的产品系列卖给批发商？**

我们一定会控制零售定价，目前我们还没有卖给代理商以外的合作伙伴。现在国内的代理渠道我们用统一的系统进行价格管理。我们不排除在未来，亚洲其他国家寻找到合拍的总代，但是前提一定是价格统一，认可品牌理念。

**请您介绍一下品牌最新的系列吧。我们知道您喜欢将您的设计概念化，我们很希望听到更多关于设计想法是怎样转化为产品的故事。**

新的系列叫“焦土重生”系列，纪念我们走过这段特殊时期，产品上我们用印花和牛油果绿，焦糖色等表达一种独特的魅力，用印花做了全套的度假风产品，我们都希望唤起大家对生活的热情，尽快走出悲伤。为男士做的山海系列，我们不再用传统黑白灰，我们先用了山石的颜色，地衣的灰紫，希望男士可以充分感受中国色力量。

**最后，您能告诉我们哪一款是您最中意的，是您自己最喜欢穿的？**

我最喜欢的是新系列的蔓延，用手工蕾丝和真丝的拼接，镂空方式做的工艺，加了一个旗袍的小侧开衩，是我们独有的风格。还喜欢双色忍冬的印花吊带，让你觉得又温柔又强大。高级的印花，是一定会唤起我们对生活的热情。