

# Shop Scouting® WorldWide

## The book

**Launched in Paris, New York and soon in Hong Kong, the first book ever to present the world's most beautiful lingerie stores, "Shop Scouting WorldWide The Book" features texts and images of 100 boutiques in a prestigious publication with over 200 pages in full color.**

### **The Shop Scouting WorldWide project**

The year 2000 saw the start of the project with research and the selection of the finest and most innovative commercial outlets in the intimate apparel and beachwear sector. *Shop Scouting WorldWide*, published by Pisani Editore, was given concrete form in the first special edition of *The Book*, an evocative photographic collection of 200 pages in full colour presenting 100 of the most prestigious stores around the world.

### **The Book**

Enriched with texts in Italian, English and French, the volume presents stores chosen in 4 categories: Reference Shops, Concept Stores, Personal Touch Shops and Brand Name Shops, synonymous with new concepts of space and original expressions of style.

A representative selection of the finest, most beautiful and functional stores in the period, discovered around the world by our shop hunters and the editorial staff of our 10 magazines (Intima, Linea Intima, Cyl, Chick Intimate Cult, Underlines, Sous, Mody, Punto&Seguido, Linea Intima Asia and The Best of Intima).

### **The launch**

Three platforms were used for the official launch of *Shop Scouting WorldWide The Book*: Paris, at the Salon International de la Lingerie, New York, during Lingerie Americas and, at the start of April, Hong Kong, at Hong Kong Mode Lingerie. Keen interest was expressed by operators, businesses and distributors, who acclaimed *Shop Scouting WorldWide The Book* as an invaluable source of inspiration, but also by press and public, who recognized the uniqueness of a product now appearing for the first time.

### **Where to find *Shop Scouting WorldWide The Book***

The special edition *Shop Scouting WorldWide The Book* will be available from March 2007 and can be purchased at the price of €45.00 (inclusive of shipping costs) directly from the offices of the Publisher in Milan or on its website [www.networkdessous.com](http://www.networkdessous.com).

More information and images of the Book are available on request

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## **The 100 Stores in The Book**

### **CONCEPT STORES**

ABSOLUTELY SUITABLE  
AMOUR DELICES ET ORGUES  
APHRODISIA 2  
AQUAGIRL  
COLORS DO BRASIL  
COMMUNE  
EAST 13Th  
FANCY PANTS  
FULLE IN HULLE  
G.U.S.  
I de B  
JOSEPHINE  
LE BOUDOIR - ( I )  
LE BOUDOIR- ( E )  
L'INDUSTRIE LINGERIE  
LULA LU  
L'ULTIMA VOLTA CHE VIDI PARIGI  
NIGHT DELIGHT  
PRIVATE DRAWERS  
SEMPIONE \$€¥  
SLEEP  
SLIPS  
STRANDBAD  
TAD  
THE T BAR  
TEZUK  
THE FULL CUP  
ZZZ'S

### **REFERENCE SHOPS**

CHARME  
CONFIDENZE  
COQUETTE... MOI?  
COUP DE FOUDRE LINGERIE  
CULOTTE  
DEL BO  
DER WAESCHELADEN  
GIRIBON  
GUJIN  
IL FILO  
INTIM  
INTIMACY  
LES SONGES DE PSYCHÉ  
LINGERIE S  
LYLA  
MINERVA  
PENELOPE L'INTIMO  
SAINT TROPEZ  
SPERL  
VALISI

VANITA'  
VI LEGION  
VITTORIO TORREGROSSA  
WILD ORCHID  
ZOVO LINGERIE  
ZUBIRI

### **PERSONAL TOUCHE SHOPS**

59 VITTORIO EMANUELE II  
AZZURRO  
BIONDI  
BLUSH  
CALERI  
CATRIONA MACKECHNIE  
FAIRE FROU FROU  
FRESAS Y CHOCOLATE  
INTIMATES  
KIKI DE MONTPARNASSE  
LA PETITE COQUETTE  
L'APE OPERAIA  
LE BRA  
LES PETITES FOLIES  
LES DESSOUS D'ISABELLE  
MADELEINE  
MASSIMINA  
MISS LALA'S BOUDOIR  
OH BABY  
SWEET DREAM  
VIREVOLTANTE

### **BRAND NAME SHOPS**

AUBADE L'ART D'AIMER  
AGATHA RUIZ DE LA PRADA  
ANDRÉS SARDÀ  
ARIANNE  
BANANA MOON  
CHANTAL THOMASS  
CHRISTIES  
ESPRIT BODYWEAR  
LA PERLA  
LA PERLA UOMO  
MADAME V  
MARLIES DEKKERS  
PULL-IN  
ROSA CHÀ  
SHAN  
TCN  
VILEBREQUIN  
VIVA BRASIL  
WACOAL DIA