

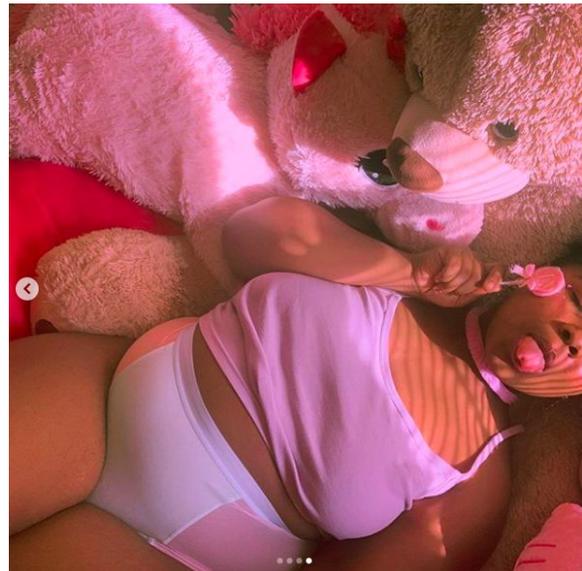
New Textile Report: Parade Underwear + Re:Play Fabric



Parade is a new direct-to-consumer underwear brand that launched in Autumn 2019 with a waitlist of over 70,000 buyers. They are a joyful, colorful, size-inclusive and sexy brand for the Gen Z woman. They believe that ‘sexiness isn’t one-dimensional- it’s a voice, it’s a feeling, it’s a technicolor mirror that reflects whoever is holding it.’

Parade was launched by 22 year-old Cami Tellez last October as a way to rewrite the American underwear story in full technicolor. Their collection of ‘creative basics’ undergarments are created in four main styles: thong, cheeky, brief and boyshort and a vibrant variety of colors each season. Their product is priced between \$9-\$11 per pair.

Parade’s focus is on sex education and on sustainability. Parade donates 1% of all it’s revenue to Planned Parenthood and donated over \$12,000 to Planned Parenthood of New York prior to launch.



Parade has also worked with the Yellowhammer Fund in

Alabama- a 501c3 abortion fund and reproductive justice organization dedicated to ensuring that all people can make autonomous decisions about their needs and access necessary resources regardless of race, income, location, age, marriage status, documentation, gender or ability.



On top of being passionate about the sexual education of

American women and men, Parade is incredibly eco-conscious,

and was started with a commitment to a zero-waste future.

The product was completely designed and developed in-house by a team of ex-Lululemon product experts. The fabric platform is called Re:Play; a proprietary pre-consumer recycled-nylon material. During the process of nylon yarn production, a lot of little pieces are left over and thrown out as waste. Re:Play is made of 85% recycled polyamide and 15% spandex, while the mesh uses 95% nylon and 5% spandex. Re:Play fibers are made into strong multifilament yarns and then warp knit structures. Parade's underwear is true to size, maintains its coloration and doesn't shrink in the dryer.



The product is made in China in an advanced garment manufacturing factory.

Their supply chain is Sedex Certified, meaning it upholds the highest standards of ethical manufacturing. The fabrics are Oeko-Tex certified Standard 100- they're tested for harmful chemicals at every stage in processing. They are also certified by the Global Recycling Standard to ensure the product has recycled content in it. Parade Underwear is shipped in compostable packaging that's made of wood cellulose and cornstarch, biodegrading in 300 days. CEO and Creative Director Cami Tellez says that this is only the first step into a zero-waste, sustainably conscious future for the brand.

At the most recent Salon International de la Lingerie in Paris, France January 2020, WGSN reported that the global lingerie industry is stepping up on sustainable solutions and is having dialogue on how inclusive sizing can lead to smaller volumes and less waste. Victoria's Secret was considered the top women's brand in the US, but they lost market share from 31.7% in 2013 to 24% in 2018. On February 20th, 2020, Victoria's Secret owner, L Brands, sold a 55% stake to private equity firm Sycamore Brands in a deal said to be worth an estimated £407 million. The struggling lingerie and underwear retailer suffered a 12% drop in same store sales during the most recent holiday season. Victoria's Secret reported a 10% decline in same store sales during the fourth quarter.

These numbers indicate a state of change for the underwear market. While tried and true brands still lead, new startups like Parade, and Knickey offer fresh altruistic alternatives to younger buyers who want to see changes in their underthings!

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