



DORINA

- SINCE 1968 -

LOVE YOUR CURVES

press release

Hong Kong, July 2019

D O R I N A SPRING/SUMMER 2020 FASHION LINGERIE COLLECTION

Established in Germany in 1968, D O R I N A is a **design house** for women seeking fashionable, comfortable, quality lingerie and swimwear for every moment of their diverse life. We genuinely celebrate the beauty of all women; being natural, confident or sensual in her own way, and proud of her unique body shape. Hence, we **refuse to retouch** our models' skin, marks or tattoos.

We design and produce **Pure to Sensual intimates** and offer **smart prices**. We make it our quest to source the best materials to deliver the highest quality possible, **with 99%** of our products being **OEKO-TEX® certified**.

We are committed to protecting the earth that inspires us. We are rapidly increasing the use of **ECO Fibres** in each D O R I N A collection. By 2020, we will have **eliminated all virgin plastic and paper** in our packaging, using only **100% sustainable materials**.



We are excited to announce **THREE** major initiatives for the Spring/Summer 2020 lingerie season.



OUR ECO COMMITMENT

To further reduce our environmental impact by increasing the use of regenerated and organic ECO Fibres within every new collection.

We have increased the use of **ECO fibres** by **300%** in the Spring/Summer 2020 collection. Our target is to have **more than 40% of our products** created from **regenerated fabrics & organic products** in cotton and laces in our Autumn/Winter 2020 lingerie collection. We have also dramatically **reduced our packaging and packing combinations by more than 99.99%**.

In our workplace, we source reconditioned computer equipment, environmentally-friendly office and kitchen supplies, and have established recycling collections. Our staff regularly participate in **community-led environmental projects** with organisations such as Plastic-Free Seas and Hands-On Hong Kong.



DORINA **AIR** SCULPT

SensELAST® technology
contouring - shaping - comfort

Shaping your future

Launching our newest and most innovative shape-wear. AIR SCULPT with patented SensELAST® technology delivers supreme comfort, incredible sculpting and compression shaping. Seam-free, unique body-mapping design. Barely-there feel.



DORINA AIR *LITE*

New SoftDRY technology
for supreme lightness - comfort - support

Liberating your body.

Further expanding our new technology to move freely with supreme lightness, softness and support. Designed with ultra-fine yarn, AIR *LITE* offers a luxurious and soft multi-way stretch. Moulded with invisible seams, AIR *LITE* allows your body to move effortlessly. Quick dry innovation and wire free design delivers additional comfort.



“MOTHER NATURE”

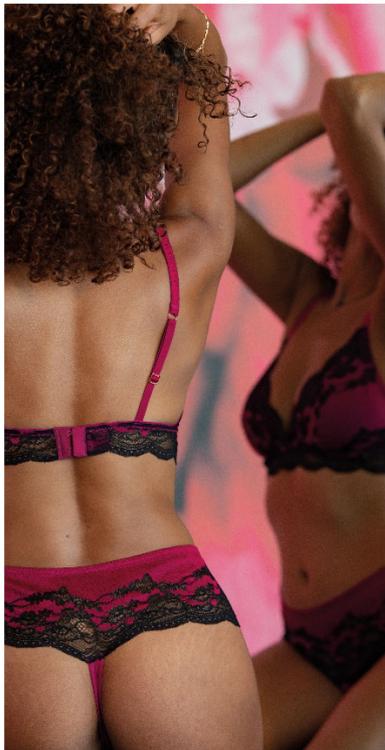
The D O R I N A Spring/Summer 2020 Fashion Lingerie collection draws inspiration from the incredible beauty of Mother Nature: jungles, forests, deserts, botanicals, air and water. Matched with our ongoing commitment to sustainability and the environment, these five trends feature an increased use of **ECO fibres**, and are our most inspired yet.



1. FORBIDDEN FRUIT

In-Store from DEC 2019

Anticipation. A **romantic richness** and unspoken sensuality, made with lace and **recycled mesh**. Lavished in lace and **deep berry tones**. Barely-contained desire expressed in sweeping lace scallops. Flirty pleated mesh, strappy detail and lace-on-lace translucent layering. Dusty pinks, moody blacks, soft greys and reds. **Delight in the forbidden!**



2. MONSOON

In-Store from JAN 2020

Journey into the Amazon. Leafy prints, hibiscus lace, tangles of vine embellishment and graphic mesh. **Electrified tropicals** hint at mystery with dramatic clashes. Stormy greys and blues strike out with bolts of neon yellow and electric pink. **Eco-aware micros** in deep blues and stunning neons. Experience the storm's power!

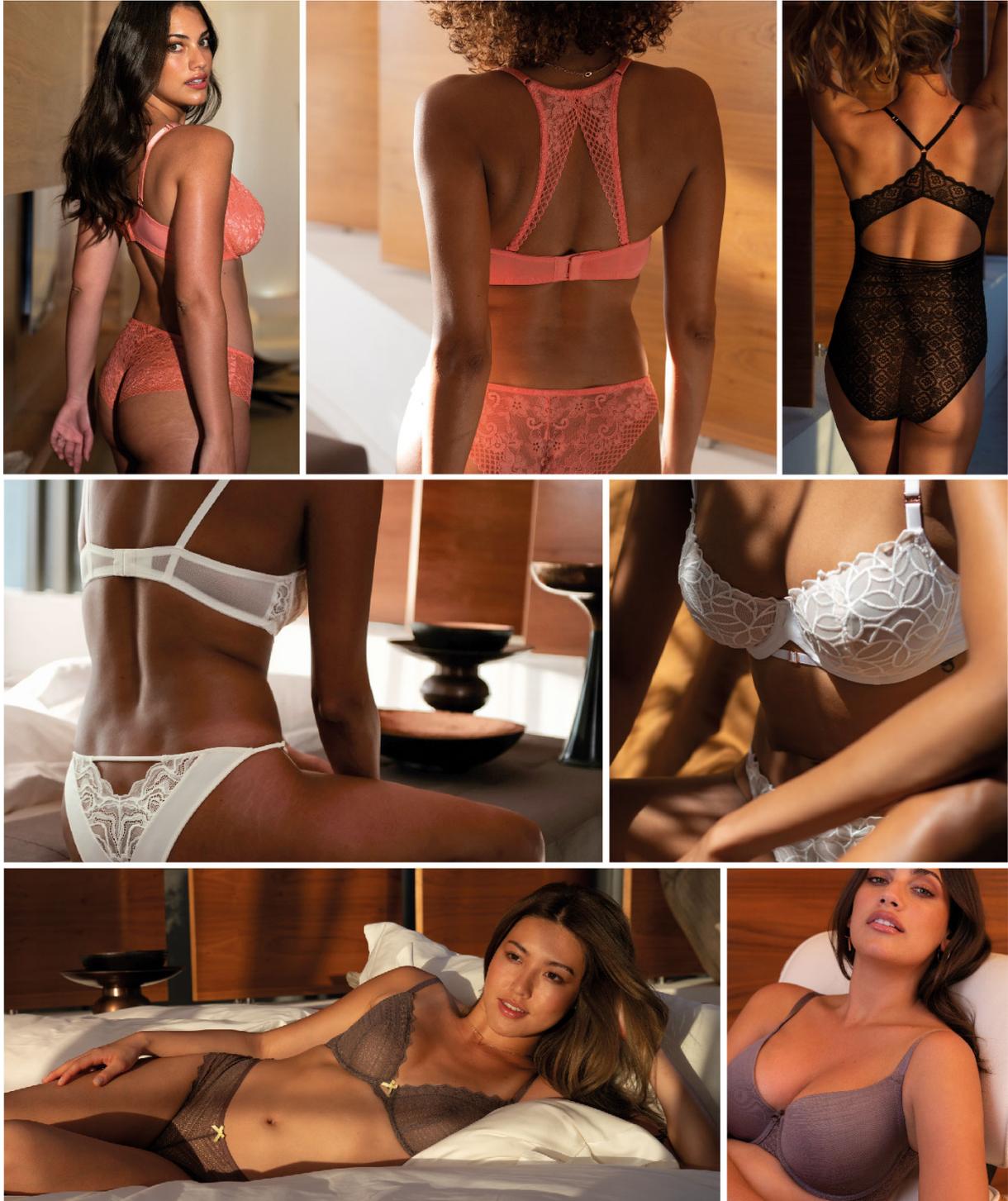


3. SANDSTORM

In-Store from FEB 2020

Invoking the **sand-sculpted lines** of the Sahara. Mosaic-inspired textures and rippling patterns emerge from a sun-kissed earth. Embellished textures form shifting layers through **rich embroideries** in earthy tones, dusty corals and bleached pinks. A mirage of shimmery melange and satins mixed with delicate marbled finishes of ivory lace and translucent **recycled mesh**.

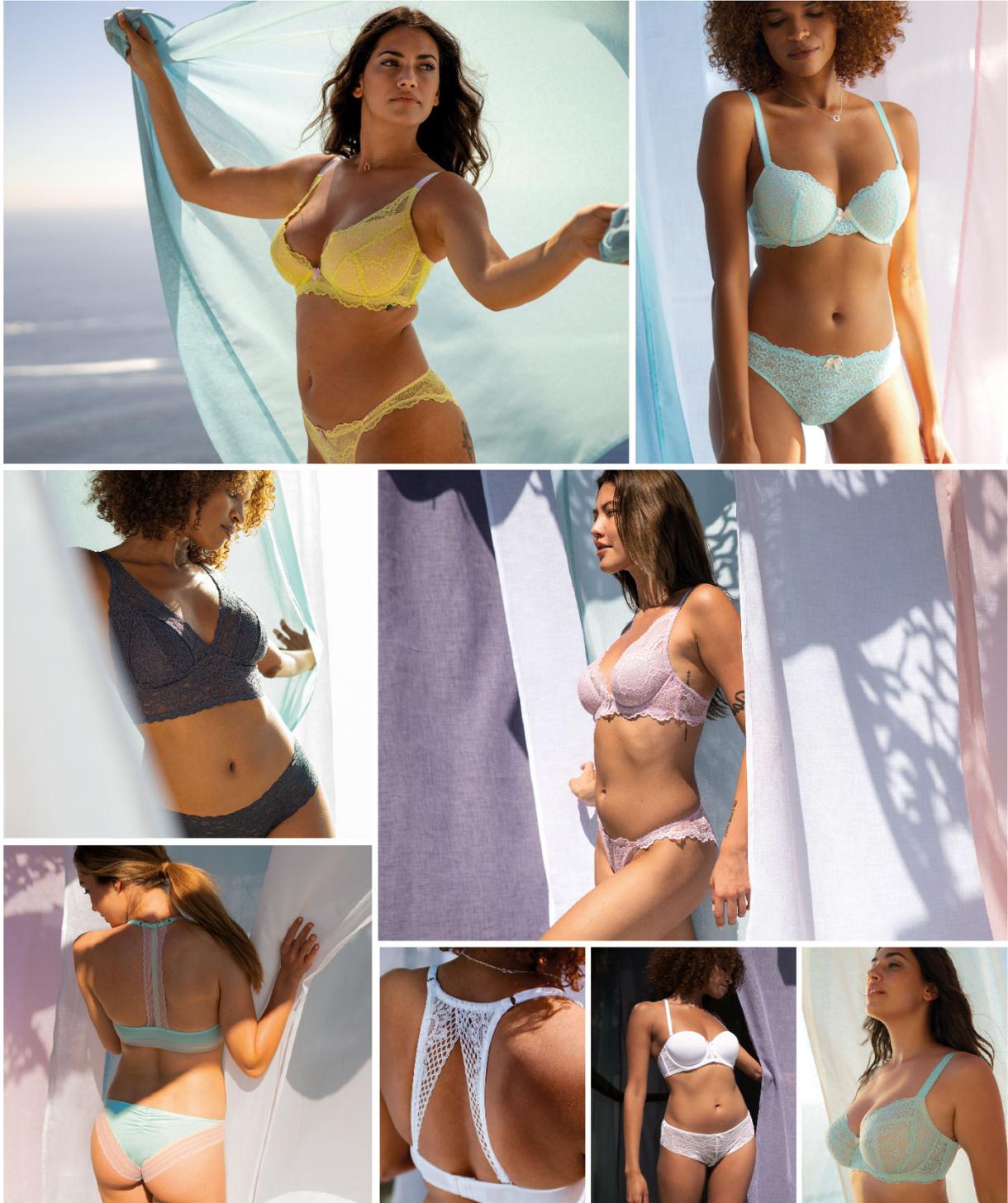
Embrace the desert's beauty!



A **romantic garden party**: vintage lace, net and jacquard satin textures. Pastel shades of pinks, ivory and corals. A soft breeze arrives in cool striped micros, floral laces, **eco-friendly organic cottons** and translucent dot mesh finishes. A sun-dappled corner festooned with bouquets of pink, mauve and lemon cottage flowers in **ditzy prints and rich floral embroidery**. **Time to blossom!**



The **pure lightness** of a sunny morning. Uncomplicated lines of cool organics, calm neutrals, ozone greens, natural textures. Soft dot meshes and two-tone laces. Airy lace trims meet **smooth recycled micros**. Bright yellow and cooling charcoals reflect the contrasts and zest of Summer. **Inhale. Exhale. Repeat!**



FURTHER INFORMATION

Size Offering

Regular Ranges: 70A-85E & XS-XXL

Curves: 80-100C / 70D-100F / 70-90G & S-XXXL

Full Size Range: XS-XXXL

Price Range

€13 - €30 bras, €8 - €14 bottoms

About D O R I N A

Established in Germany in 1968, D O R I N A is a **design house** for women seeking fashionable and quality lingerie and swimwear for every moment of their diverse life. D O R I N A sells internationally through reputable online and retail channels, including ASOS, Zalando, Next, Namshi, Zalora and many more.

About Hop Lun (Hong Kong) Limited

To maintain its high quality standard, D O R I N A has formed a long-term strategic partnership with Hop Lun, one of the top intimates manufacturers globally.

Established in 1992, Hop Lun specialises in lingerie and swimwear manufacturing within its wholly-owned factories, offering reliable services from product design to manufacturing, and achieving the best quality at a competitive price. Hop Lun ethically employs a skilled workforce of over 30,000 people, and owns 8 manufacturing facilities located across 3 countries, with centralized pre-production offices and logistic centres.

CONTACT INFORMATION

Sales

europa@DORINA.com +49 21 31 402727

usacanada@DORINA.com +1 212 219 9798

restofworld@DORINA.com +852 2359 2652

Marketing

enquiry@DORINA.com Jamie Leung