

Beat: Lifestyle

## Presentation of AUBADE SPRING-SUMMER COLLECTION 2020

### HOTEL FAUCHON In PARIS

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**USPA NEWS** - Aubade is by far the number one Luxury Lingerie Designer in France. Aubade has a long History that spans back to 1875 with the Foundation of a Corset and Girdle Company that would later be acquired in 1958 by the Pasquier Family, the Creators of Aubade.... Seduction on the Skin. Inspired by Courtly Love, the name Aubade itself implies Seduction in French. Sophisticated. Dangerous. Risqué. Dominant. All these Words & more spring to mind when you think of Aubade. With its Stylistic Audacity and Stunning Photography, the Brand empowers Women to fully appropriate their Inner Powers of Seduction.

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Despite its Longstanding Presence in France it wasn't until 1992 that Aubade cemented its Status as the Nation's Favorite. It was that year that the Brand began its Famous Lessons de Séduction (Lessons in Seduction) ad campaign that propelled it to Center Stage, on every Parisian Billboard and into the Hearts and Imaginations of Millions of French Men and Women. The Lessons in Seduction are so Wildly Popular that they continue up to this Day.

The CALIDA GROUP is a Global Player specializing in Clothing with its Brands CALIDA, AUBADE, MILLET, EIDER, LAFUMA Outdoor, LAFUMA MOBILIER and OXBOW. The CALIDA and AUBADE Brands make the CALIDA GROUP one of the World's Leading Providers of High-Quality Underwear, Nightwear and Luxury Lingerie. CALIDA and AUBADE are sold in around 70 Countries via High-End Specialty Retailers, Upmarket Department Stores and CALIDA Stores and AUBADE Boutiques.

The Woman provokes Desire and envy with Simple Suggestions that she masters to Perfection. The Word is now Useless, everything depends on the Language of the Body, which finds itself liberated and able to do everything. Transparent Panties, Lace Bodysuits, Light and Playful Fringes, thanks to her Lingerie, all the Seductive Power is once again restored to the Woman, who no longer even needs Words to express her Mood and Desires.... That's the Language of Aubade.

Source : Aubade Spring-Summer Collection 2020  
Presentation @ Hotel FAUCHON - Paris

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