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Agent Provocateur sales show recession fails to take its toll on women's fancy for luxury lingerie news-parfums

## [Agent Provocateur Sales for Luxury Lingerie Are Going Strong](#)

*Lingerie outperforms other clothing items, figures show*

It was founded in 1994 by the son of famous designer Vivienne Westwood and, for a long time, it was associated only with extravagance and a certain sense of deviant boudoir behavior. Since then, though, Agent Provocateur has established itself as a luxury company, receiving endorsements from the most famous women in showbiz, including singer Kylie Minogue and supermodel Kate Moss. In fact, Agent Provocateur is doing so well these days that it can also proudly report a [boost in sales](#), regardless of the recession.

Recent figures posted at Companies House show a clear rise in sales for Agent Provocateur, with the company even being in a financial position to expand its brand in major cities across the world. The luxury lingerie items it retails have now become widely popular, being embraced by average women as well, and not just by celebrities. At this point, and given the current circumstances, the company can't be but thrilled by what the future might bring, as Chief Executive Garry Hogarth makes it clear in a recent interview.

"Agent Provocateur is going from strength to strength. Despite the challenges of the global economic environment, we continue to trade strongly." Hogarth says for the [Daily Mail](#). In fact, not only does Agent Provocateur continue to trade "strongly," but it's also expanding at an almost unbelievably fast pace. In recent years, the company has opened new stores in countries all over the world, including the US, Dubai and Bahrain, as online sales are soaring. At the same time, Agent Provocateur has also launched into previously unexplored realms, such as fragrances and beauty accessories, all bearing the AP brand.

"This significant investment program, including new store openings in some of the most exciting locations in the world, has given us the platform to grow the business." Hogarth further explains. With endorsements coming from the likes of Kate Moss, Maggie Gyllenhaal, Daisy Lowe and Kylie Minogue, it's no wonder that more and more women are looking forward to their next trip to an Agent Provocateur store to get their hands on the much-mediated items.

Speaking in numbers, sales for the luxury lingerie items went up by over 20% to  $\pounds$ 20.7 last year. Agent Provocateur has now 11 franchise outlets and 32 stores across the world, while also showing a strong foothold on the Internet as well.