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By: Elena Gorgan, Life &amp; Style Editor



Sales of luxury lingerie items that can also double as outerwear are picking up, will peak over Christmas  
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## [Sales of Luxury Lingerie to Peak This Christmas](#)

*Retailers say items are selling out in hours*

They often say that, when the going gets tough, women will always undoubtedly [turn to cosmetic products](#) and lingerie items to get a boost of confidence and bring themselves into a better mood. Numbers seem to show that the latter more than applies, with several UK luxury retailers telling the [Daily Mail](#) that sales are already beginning to pick up, being expected to peak around Christmas time.

As it happens, we're not even talking regular lingerie here, but expensive items like Bordelle's Angela Cage bondage dress that sells for as much as  $\pounds 365$  but that also comes with the advantage of having the ability to pass for outerwear as well. The same goes for the designs of Alex Popa, who says that, although some of her pieces are priced in the  $\pounds 900$  range, because they can double as corsets or dresses that can be worn out clubbing, they are literally flying off the shelves.

Lingerie, it seems, is moving away from the traditional concept and into mainstream fashion, which also explains why [sales are peaking](#). "The items are more flexible than the traditional pieces. If you are daring enough you could pair a corset with a pair of leggings and go out clubbing or to a party, but they can also be worn in the boudoir. It is more of a mix between outer-wear and underwear. There was nothing out there that was doing in-between. Lingerie was very static but my designs focus more on design." Popa says for the Mail.

Celebrities' sense of fashion and their choices for daily outfits also play a very important part in women's decision to take more chances in terms of outdoor apparel. With performers like Lady Gaga, Rihanna and Beyonce constantly pushing the boundaries, it's no wonder regular women too want to do the same. "It has helped a lot that we are popular with celebrities. We made one of our designs for Lady Gaga, and we have made items for Shakira as well as pieces for Christina Aguilera's new movie 'Burlesque.'" Popa adds for the same publication.

Another explanation the Mail offers for the soaring numbers with luxury lingerie is that, now that winter is here, the nights are colder and longer. Women, it seems, no longer want to go out clubbing and would rather invest the money they thus save in a high-quality, high-fashion item of luxury lingerie. Whatever the reason may be, one might say, retailers are probably on cloud nine right now.&nbsp;