The Erotic Art of Lingerie

Edited by
Patrice Farameh
SECOND SKIN
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<table>
<thead>
<tr>
<th>Introduction</th>
<th>6</th>
<th>Kiki de Montparnasse</th>
<th>184</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>8</td>
<td>La Perla</td>
<td>202</td>
</tr>
<tr>
<td>Andres Sarda</td>
<td>10</td>
<td>Lascivious</td>
<td>226</td>
</tr>
<tr>
<td>Angelique Davill</td>
<td>32</td>
<td>Le Boudoir de Marie</td>
<td>244</td>
</tr>
<tr>
<td>Blush</td>
<td>42</td>
<td>Mala Monteiro</td>
<td>252</td>
</tr>
<tr>
<td>Capricine</td>
<td>54</td>
<td>Maya Hansen</td>
<td>264</td>
</tr>
<tr>
<td>Damiris</td>
<td>64</td>
<td>Morgana Femme Couture</td>
<td>278</td>
</tr>
<tr>
<td>Eternal Spirits</td>
<td>80</td>
<td>N de Sammi</td>
<td>294</td>
</tr>
<tr>
<td>Fred &amp; Ginger</td>
<td>90</td>
<td>Nichole de Cable</td>
<td>304</td>
</tr>
<tr>
<td>French Cancan</td>
<td>102</td>
<td>Pleasure State</td>
<td>314</td>
</tr>
<tr>
<td>Gonzalez</td>
<td>114</td>
<td>Strumpet &amp; Pink</td>
<td>328</td>
</tr>
<tr>
<td>Guia la Bruna</td>
<td>124</td>
<td>The Lake &amp; Stars</td>
<td>340</td>
</tr>
<tr>
<td>His Latex</td>
<td>134</td>
<td>Undrest</td>
<td>350</td>
</tr>
<tr>
<td>Hopeless</td>
<td>146</td>
<td>Valisebe</td>
<td>360</td>
</tr>
<tr>
<td>I.D. Sarberi</td>
<td>156</td>
<td>Velda Lauder</td>
<td>372</td>
</tr>
<tr>
<td>Jean Yu</td>
<td>164</td>
<td>Photo Credits</td>
<td>382</td>
</tr>
<tr>
<td>Keiko</td>
<td>174</td>
<td>Imprint</td>
<td>384</td>
</tr>
</tbody>
</table>
BLUSH
There's no need to be shy when talking about Blush's gorgeous unmentionables, whose delicacy and romance belie major strength and comfort. These durable and witty intimates carry a certain minx-like je ne sais quoi about them, which makes perfect sense considering they are made in Montreal, a city whose history is steeped in the luxurious fur trade and the charming traditions of Old World France. Blush has given women the choice of three versatile lines to play with: Simple Pleasures, Wicked, and Love Game. Working with durable lace, experimenting with rich colors and using interesting prints, the Montreal-based team makes the refined European silhouettes pop, so that a young woman, her mother, and her grandmother could all find something that suits them and still feel sexy.

Biography — Blush is a company with 50 years of fashion expertise laying its quality foundation. In 1959, Edward N. Ajmo launched a textile business in the fashion hub of Montreal, and soon after opened up a venture in Miami that employed over 1000 people. After successfully selling his US outpost, Ajmo moved back to his home of Montreal, a city steeped in rich French tradition and fur trading. His love and knowledge of fabric lead him to focus on a product where even the tiniest piece of material is of the utmost importance. So he opened Blush in 1988, which would turn into a leading Canadian lingerie company. His two children, Justin and Tiffany, have been at the helm since 2001. Blush has the backbone of family tradition, the fashion-forwardness of the cosmopolitan Montreal fashion scene, and tasteful marketing to lead it into the 21st century.
She knew how to allure by denying and to make the gift rich by delaying it.
Kahlil Gibran

——— LOVE is a magic ray emitted from the burning core of the SOUL and illuminating the surrounding earth. It enables us to perceive life as a beautiful dream between one AWAKENING and another.
A dress makes no sense unless it inspires men to want to take it off of you.

Françoise Sagan
I can resist everything, but TEMPTATION.

Oscar Wilde
PHOTOS

All images are used by courtesy of the respective lingerie designers featured in this book, including the special instances listed below:

All feature opener photography: Stefan Vorbeck

Andres Sardá: Sergi Pons (p. 13; p. 20; p. 26), José Manuel Ferrater (pp. 14-15; p. 14; p. 23; p. 25; pp. 30-31), Ugo Camera (p. 18; p. 28)

Angelique Devi: Francesco Santori (pp. 32-41)

Blush: Max Abadian (pp. 42-50)

Capricine: Aki Saito (pp. 54-60)

Damaris: Adrian Wilson (p. 63; p. 67; p. 70; p. 73), Aitken Jolly (p. 66; p. 72; pp. 75-76)

Eternal Spirits: Marcus Holdsworth (p. 80; p. 81; p. 84; pp. 85-86), Styling by Stylista (p. 80)

Styling by Sue Henson, Hair: James White, Makeup: Ali Gunn, Jewelry: Stuart Thexton, Model: Georgina Horsley (p. 81; p. 84; pp. 85-86)

Fred & Ginger: Marc Rogoff (pp. 89-99)

French Cancan: Chiaramonte Giuseppe (pp. 102-109)

Gonzalez: Gran Canaria Moda Calida (p. 117), Jesús Corminas, Model: Dora (p. 121)

Isami Aoki, Model: Lily (p. 118; p. 123)

Guia La Bruna: Romain Lienhardt (pp. 127-133)

HMS Lates: Monica Cazonmo also known as Phantom Orchid, Model: Marine (p. 137)

Aesthetic Alchemy, Model: Elissa (p. 138)

Viva Van Story, Model: Mosh (p. 140)

Mathie Richardoz, Model: Sister Sinister (p. 143; p. 145)

Hopeles: Jo Duck (pp. 148-155)

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Keiko: Kevin Hart (pp. 177-183)

Kiki de Montparnasse: Jenny Gage and Tom Betterton (pp. 187-201) (brydgesmackinney.com)

La Perla: Alastair Taylor Young (p. 204)

Nadir, Model: Masha Novoselova (pp. 206-207), Model: Amy Kingston (p. 209), Model: Maja Latinovic (pp. 210-211; pp. 216-217; pp. 224-225), Model: Elizabet Davidsdottir (p. 215), Model: Zuzana Gregorova (p. 218), Model: Olga Serova (p. 221), Model: Edita Vilkeviciute (p. 223)

Michelangelo Di Battista, Model: Rianne Ten Haken (p. 212)

Lascivious: Viktonja Skyte (p. 229), Rankin (p. 230; p. 235; p. 239; pp. 242-243), Ben Morris (p. 233), Vast (pp. 236-237), Ben Riggot (p. 240)

Le Boudoir de Marie: Nicolas Receveur (pp. 247; pp. 248), Julie Pradier (p. 250)

Malu Monteiro: Luis Gustavo Dias (pp. 255-263)

Maya Hansen: Marcelo Aquilo (www.aquilo.net) (pp. 267-277)

Morgana Femme Couture: Greg Daniels, Model: Roxanne Dale (p. 281)

Iberian Black Arts, Model: Patricia Martinez (p. 282; p. 288), Model: Johanna Brennan (p. 285)

John Barone, Model: Monika Trzpil (p. 287)

Maxime Avet, Model: Amelie Eklol (p. 291; pp. 292-293)

N de Samim: Lizzie Patterson (pp. 296-303)

Nichole de Carle: Richard Stow, Model: Maria Sokolovski (p. 307; pp. 312-313)

James Stroud, Model: Tabitha Hall (p. 309; p. 311)

Pleasure State: Steven Lyon, Model Amber Arbucci (p. 317; p. 319)

Steven Lyon (p. 320; p. 322; p. 325)

Anna Dabrowska, Model: Alina Baikova (pp. 326-327)


The Lake & Stars: Matt Sundin (p. 342), Tom Hines (p. 345; p. 346; p. 349)

Undaret: Maria Paz NAVALES (p. 353; p. 354; p. 356; pp. 358-359)


Velda Lauder: Bobette, Model: Maz (p. 375)

Regis Hertrich, Model: Bex (p. 376)

Maria Thompson, Model: Bex (p. 379)

Regis Hertrich, Model: Maz (pp. 380-381)
THE POWER WITHIN

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