Aubade's imaginary LOVE
« Beauty begins the moment you decide to be yourself. »

*Coco Chanel*

« What is most beautiful in virile men is something feminine, what is most beautiful in feminine women is something masculine. »

*Susan Sontag*

« I can therefore, I am. »

*Simone Weil*

For the 60th anniversary of Aubade, we are imagining for the winter 2018 collection a storyline of films about the diversity of femininity.

Portraits of Aubade women who seduce with their romanticism, creativity, spirit, independence, desire for freedom, passion, charm and sensuality...

Here, we are celebrating all women and their many ways of seduction.

*There is a bit of the Aubade woman in all of us...*
Femme Romantique

Primrose: MB14-MB26
Noir Vénus: MB14-MB70
Noir Vénus: MB40-MB26

#SpeakAubade

Noir Vénus: MB14-MB26-MB52

Parlez-vous Aubade?

Femme Romantique
Go on a weekend escape to the countryside and enjoy an autumn romance. Our Aubade woman loves to snuggle up in nature for a romantic adventure full of love and poetry. For this romantic country escape, Aubade has created a **printed multicolour embroidery** piece with a **hint of lace** and with seductive embellishments.

**Material:**
- Lycra and rigid embroidered trim on multi-strand tulle.
- Small rigid two-toned embroidered band on multi-strand tulle.
- Decorative picot-stitched straps.

**Composition:** polyamide, elastane, polyester, cotton.

**PRIMROSE**
- Opal background with hints of grey, pearl and pink.

**NOIR VÉNUS**
- Black background with colourful hints of prune.

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**MB08-N**
- Moulded Plunge

**Material**:
- Multicolour print transferred onto embroidery.
- Lycra jacquard lace panel.
- Lacing and satin bow.

**Composition:** polyamide, elastane, polyester, cotton.

**MB12**
- Plunging Triangle

**MB12-02**
- Comfort Triangle Plunge

**MB14**
- Half-Cup

**MB22**
- Brazilian Brief

**MB24**
- Highwaisted Brief

**MB26**
- Tanga

**MB42**
- Babydoll

**MB50**
- Suspender Belt

**MB70**
- Saint-Tropez Brief

**MB98**
- Stay-up Stockings

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**FR**
- FR EUR UK / US
  - A 85-95
  - B 85-100
  - C 85-100
  - D 80-95
  - E 80-90
  - F 80-95
  - G 80-90

**EUR**
- EUR EUR UK / US
  - A 70-80
  - B 70-80
  - C 70-80
  - D 70-80
  - E 65-75
  - F 65-80
  - G 65-75

**UK / US**
- UK / US UK / US
  - A 32-36
  - B 32-38
  - C 32-38
  - D 32-38
  - E 30-34

**MB14-02**
- Comfort Half-Cup

**MB120**
- Plunging Triangle

**MB12-02**
- Comfort Triangle Plunge

**FR**
- FR EUR UK / US
  - E 80-90
  - F 80-90
  - G 80-90

**EUR**
- EUR EUR UK / US
  - F 65-80
  - G 65-80

**UK / US**
- UK / US UK / US
  - D 32-38
  - E 30-34

**Plus size up to G cup**
Parlez-vous Aubade?

#SpeakAubade
Our Aubade woman is taking a walk down memory lane: a heritage filled with history and vintage seduction. To celebrate her anniversary, she’s fantasising about wearing the little bustier she wore on their first date. For this nostalgia-filled flashback, Aubade has created a metallic Calais Leavers lace, paired with jacquard satin for a vintage look. An interplay of lace enhances this line for a boldly retro and festive seduction.

Material:
- Rigid, soft straps enlarged for plus sizes (18 mm => 22 mm).
- Matching Lycra jacquard lace panel with metallic-style thread.
- Lycra lace band.
- Lycra and rigid Leavers lace trim with metallic-style thread.
- Jacquard stretch satin.
- Golden rings, buttons and satin bow.

Composition: polyamide, elastane, polyester, cotton.

**BLACK**
Deep black with touches of gold.

**BISCUIT**
Gourmet rose with touches of gold.
Soie d'Amour

Or Noir: MS38-MS61

Or Noir: MS40
Aubade has created a **new line of silk nightwear** in a range of colours matching its lingerie collection, for cross-functional merchandising with both lingerie and ready-to-wear pieces: this beautiful **silk** lingerie range features **delicate lace details**. This line can be mixed and matched perfectly with the corsetry lines.

**Material:**  
♦ Rigid lace trim.  
♦ Matching jacquard lace width.  
♦ Silk satin

**Composition:** polyamide, elastane, polyester, cotton.

**OR NOIR**  
- Gold silk mixed with black lace.

**BLEU VELVET**  
- Black silk mixed with blue velvet lace.
Porcelaine: MA15-MA24

Nocturne: MA18-MA26
In a Parisian apartment in the late afternoon, a young woman gently reminisces about her first loves. Paris and its creative atmosphere are the backdrop for her to express all of her desires. Aubade has created an original Calais Leavers lace lingerie, mixed with delicate floral prints embellished with seductive detailed suspenders: lingerie that's both gentle and creative.


Composition: polyamide, elastane, polyester, cotton.

PORCELANE
- Opal lace and opal print background, with powder rose and prune hues.

NOCTURNE
- Black lace and black print background, with midnight blue and yellow hues.

**MA04 Comfort Moulded Half-Cup**
- FR A 85-95 B 85-100 C 85-100 D 85-105 E 80-100 F 80-100
- EUR A 70-80 B 70-85 C 70-85 D 70-90 E 65-85 F 70-85

**MA13 Comfort Full-Cup**
- FR D 80-105 G 85-95
- EUR F 65-80 G 70-80
- UK / US F 30-38 G 32-38

**MA14 Half-Cup**
- FR B 85-100 C 85-100 D 80-100 E 80-100
- EUR B 70-85 C 70-85 D 65-80 E 65-80
- UK / US B 32-38 C 32-38 D 30-38 E 32-38

**MA15 Three Quarter Cup**
- FR B 85-100 C 85-100 D 85-95 E 80-95
- EUR B 70-85 C 70-85 D 70-80 E 70-80
- UK / US B 32-38 C 32-38 D 32-38 E 32-38

**MA18 Plunge**
- FR A 85-95 B 85-100 C 85-100 D 80-95 E 80-95
- EUR A 70-80 B 70-85 C 70-85 D 65-80 E 65-80
- UK / US A 32-38 B 32-38 C 32-38 D 30-38 E 30-38

**MA24 Highwaisted Brief**
- FR 1-6
- EUR 36-46
- UK / US XS-XL

**MA27 Italian Brief**
- FR 1-6
- EUR 36-44
- UK / US XS-XL

**MA40 Nightie**
- FR 1-6
- EUR 36-44
- UK / US XS-XL

**MA70 Saint-Tropez Brief**
- FR 1-6
- EUR 36-44
- UK / US XS-XL
Aubade à l'Amour

Rouge Darling: DA14-DA20-DA26

DA
Our Aubade woman is a loving woman. She likes to love and be loved. With her strong personality, she boldly lives these moments with sensuality and assertiveness, always confident in herself. Aubade is offering its successful “Aubade à l’Amour” line in sensual red. A line entirely in Calais Leavers lace and embellished with draped tulle and guipure patterns: all of the seductive magic of beautiful, sensual and delicate lace lingerie.

Material:  
- Lycra and stiff Calais Leavers lace trim.
- Stretchable multi-stranded tulle.

Composition: polyamide, elastane, polyester, cotton.

ROUGE DARLING  
a bright, glamorous red.
Amusing and creative nods which create a bond between men and women: an Aubade couple that likes to seduce and be seduced. Aubade has created a collection of boxers with **prints that match** those of the collection’s theme or corsetry, with a new style of *brief* to enhance the masculine range.

**Material:**
- Soft and comfortable elastic cotton modal fabric.
- Foil, inkjet and cylinder printing depending on the style.

**Composition:** polyamide, elastane, polyester, cotton.

**Delivery:** July 2018

**Material:**
- Belt featuring the Aubade brand name.

New shape

**XB73M**
**Men Boxer**
**ICONIC**
- Print that matches the Bahia Tweed.

**XB73M**
**Men Boxer**
**ILLUSSION**
- Print matching the MA Porcelaine.

**XB73M**
**Men Boxer**
**CINÉMA**
- Small nods to our collection’s theme, in the spirit of our Aubade episodes in the cinema.

**XB73M**
**Men Boxer**
**PARLEZ-VOUS & BLACK**
- Our best-selling theme, reworked here as a all-over black pattern on a grey background.

**XB73M**
**Men Boxer**
**PORCELAINE & UNI OPALE**
- Print matching the MA Noctune.

**XB73M**
**Men Boxer**
**NOCTURNE & BLUE**
- Print matching the MA Noctune.

**XB73M**
**Men Boxer**
**TWEED**
- Print that matches the Bahia Tweed.

**XB89M**
**Men Brief**
**ILLUSION**
- A black, white and blue graphic print matching the MB and MJ Bleu Velvet.

**XB89M**
**Men Brief**
**STARS**
- A print with red stars on a black background.

**XB89M**
**Men Brief**
**GRAFFITI & RED**
- Many graffiti-inspired multicoloured hearts on a black background.

**XB53M**
**Men Boxer Duo**
**WORLD & TURQUOISE BLUE**
- A multicolour print of the globe against a navy background.

**XB53M**
**Men Boxer Duo**
**PORCELAINE & UNI OPALE**
- Print matching the MA Porcelaine.

**XB53M**
**Men Boxer Duo**
**NOCTURNE & BLUE**
- Print matching the MA Noctune.
Femme Glamour

Parlez-vous Aubade?

#SpeakAubade

Or Noir: MD14-MD26
On the agenda for our Aubade woman: a date with her lover in a luxury hotel suite, where champagne, silk sheets, gold embellishments and pleasure await this glamorous evening. Aubade has designed a lingerie line with two-toned black and gold Leavers lace, mixed with an ultra-luxurious golden silk satin. Beautiful diamante jewels add radiance to this luxurious piece for a delicate and elegant seduction. This line pairs perfectly with the MS Nightwear line in matching silk.

Material:
- Silk stretch satin.
- Two-toned matching Lycra jacquard panel.
- Rigid and Lycra two-tone Leavers lace trim.
- Diamante jewels on the straps and the rear of the briefs.

Composition: polyamide, elastane, polyester, cotton.

**OR NOIR**
two-toned black and gold lace, mixed with golden silk satin.
Gabrielle Chanel's spirit has graced the Aubade woman. She dreams of being a modern woman with a strong personality. To give free rein to her creative whims, Aubade has just launched new colours in its best-selling Bahia line, with a very chic coloured tweed print. Aubade has reinterpreted its essential line with “broderie anglaise”-style soft cotton and seductive lacing and picots.

Material:  
- Rigid and Lycra cotton jersey  
- Embroidered panel on Lycra cotton  
- Tweed pattern print  
- Fancy picot stitching and lacing  
- Embroidered trim on rigid and Lycra cotton

Composition: polyamide, elastane, polyester, cotton.

**TWEED**

a blue-mauve tweed print re-embroidered with a bright blue thread.
Femme Sensuelle

Parlez-vous Aubade?
#SpeakAubade

Parlez-vous Aubade?
#SpeakAubade

Femme Sensuelle
The Aubade woman gives free rein to her fantasies and hidden desires. For the holidays, she dreams of forbidden love and adorns herself in exceptional pieces with erotic accents. Aubade has created a spectacular range of lingerie: luxurious embroidery meets studded leather bands and lacing with golden rings for an erotic and memorable seduction. A line that can be matched perfectly with the assorted silk MS Nightwear range.

Material:
- Lacing and satin bow.
- Leather effect band with eyelets and golden zamac studs.
- Golden rings.

BLACK
Exceptional black embroidery with eyelets, studs and golden rings.

Composition: polyamide, elastane, polyester, cotton.

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<tr>
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Material:
- Lacing and satin bow.
- Leather effect band with eyelets and golden zamac studs.
- Golden rings.

Exceptional black embroidery with eyelets, studs and golden rings.

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- Lacing and satin bow.
- Leather effect band with eyelets and golden zamac studs.
- Golden rings.

Exceptional shape

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Exceptional shape
Femme Aubade

Black: MC14 - MC70

Biscuit: MC12 - MC26
Bleu Velvet: MS40

Or Noir: MS38-MS61
Femme Sensuelle

Or Noir: MD14-MD26

AW18 T1

ME