

THOUGHT LEADERSHIP REPORT: PLM WITHOUT BOUNDARIES

Technology & Business Insight – From Concept to Consumer

# Apparel™

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## 2014 TOP INNOVATORS

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# Apparel's 2014 TOP INNOVATORS

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Apparel congratulates FannyPants as our 2014 Top Innovators award for their moxie, creativity and good old-fashioned elbow grease — because, let's face it, turning innovation into reality means getting your hands dirty! This year's award winners moved the industry forward in a host of truly unique ways.



It's all here: From a hoodie that doubles as a drink holder to yoga pants that address the challenge of a leaky bladder, from the power of an 18-year-old social media trendsetter to making inventory available across channels.



**fannypants**  
smartwear

Chantilly, Va. | [www.fannypants.com](http://www.fannypants.com)

**NOMINATED BY:** Primotex

Let's face it: a leaky bladder isn't only a byproduct of advancing age. It happens to 25 percent of women over the age of 18, according to the *Urologic Nursing* journal, and female athletes can experience the occasional "oops," too — not to mention the legions of women recovering from surgery or childbirth and dealing with incontinence. Whatever the cause, it's a problem that demands a solution.

That's what prompted the creation of Fannypants, the brainchild of Sophia Parker, who experienced some leakage while downward dogging it up during yoga class and

discovered that other women were reporting the same issue as well. "When I started looking for undergarments [that] could provide some comfort and assurance for women, I found there was a limited choice of colors, styles and fabrics," she notes.

The Fannypants brand started with underwear designed to be different: functional and fashionable. Parker stresses that the company focuses on "making a difference in women's lives with fun colors, feminine styles and designs typical of classic undergarments while still building in much-needed protection for daily use."

proof gusset lining that keeps moisture from leaking onto outer garments. When customers see the panties, Parker says, they're pleasantly surprised by what Fannypants offers, such as the seamless designs and removable pads to allow for a fresh change whenever it's needed.

Naturally, Fannypants has fine-tuned the design as new fabric technologies have come to market. The company chooses 100 percent biodegradable performance yarns that deliver moisture management, comfort and antimicrobial control. "What this

means to our customers is Fannypants garments last longer and can stand up to greater wear and tear," explains Parker, who says Fannypants fabrics are sourced strictly from the United States and Canada, while the garments are manufactured in those countries in addition to South America.

Today, Fannypants has expanded from its core underwear products to yoga pants and tank tops, and Parker says customers are begging for new garment lines, such as maternity wear and expanded sizes (the Smart-Capri runs from small to 2XL, for example).



**Fannypants panties — and now yoga pants — have been designed to address a very specific need: the problem of a leaky bladder.**

Each pair of Fannypants undies features a four-layer moisture-trapping system: a layer of microfiber, followed by a eucalyptus core that traps and locks moisture, another layer of microfiber and a water-

Fannypants' biggest business comes through its wholesale operations, selling to catalogs and online stores, hospital gift shops, lingerie retail stores and through Amazon.com, in addition to selling direct to consumers through its own e-commerce site. Parker says the company is eyeing new channels in specialized niches such as outdoors and recreational sports shops, travel outlets, women's specialty retailers and lifestyle stores.

— Jessica Binns