

# CALIFORNIA ApparelNews

THE VOICE  
OF THE  
INDUSTRY FOR  
3  
years

Where fashion gets down to business™

\$2.95 (\$3.50 OUTSIDE CALIFORNIA) VOLUME 63, NUMBER 6 FEBRUARY 2-8, 2007

## LingerieFeature

# Cyber Skivvies

Lingerie retailers head to the Web

By Rhea Cortado  
EDITORIAL ASSISTANT



**LOOKS MATTER:** GraffitiPink.com's dynamic graphics, selection of fashion-forward brands and original photography make shopping online more visually appealing.

### GraffitiPink.com

As an online shopper, Jasmine Imani believed that the look of a Web site made a huge difference in the shopping experience. When Imani teamed up with partner Light Silver to create **GraffitiPink.com**, she was interested in creating an e-commerce site that was visually dynamic and exciting for the customer. Imani met Silver while working at an online company together.

Other lingerie e-commerce sites "were kind of boring to us," Imani said. "It wasn't as cool looking as a Shopbop.com or Kitson online or any of those stores."

The lingerie Web sites that made the grade by Imani's standards were e-tailers based in Europe and the corporate Web sites for European-based lingerie lines.

For the look of GraffitiPink.com, Imani was inspired by the spirit of European lingerie companies with artsy campaigns that elevated the look of lingerie as high fashion. The site has now come to look like an online magazine, with attention-grabbing graphics and original photography.

GraffitiPink.com went live for business in December 2006 and carries a mix of bestsellers (**Hanky Panky**), lesser-known fashion-forward lines (**Malicious Designs**), jewelry (**CC Skye**) and its own label of Modal loungewear, **Cotton Candy**.

Imani saw the potential of e-commerce sites when she ran an eBay business with her brother that eventually grew to become its own e-commerce Web site. In the first six months, their site, which specialized in reselling computer software, grossed \$2 million.

"The way we were able to reach people from anywhere over the Internet, I knew that online shopping was going to be a huge thing," Imani said. ■