

THE WALL STREET JOURNAL

Agent Provocateur Debuts Luxe Naughtiness in 'Soiree' Collection



At high-fashion lingerie company Agent Provocateur, “naughty” is not frowned upon — it’s part of the business plan.

For the U.S. debut of the company’s new line, “Soiree,” Agent Provocateur put on an intimate runway event at the **Soho Grand hotel**. While the barely dressed models nearly melted the camera pit, the audience was decorous, and the ambiance was rarified.

Models in hand-beaded lace, see-through chiffon and figure-hugging silk sauntered past guests to austere opera and classical music. In a throwback to the early days of runways, Jess Morris, Agent Provocateur’s global marketing director, described the looks, occasionally tossing a quippy aside to the audience. Several times, the audience burst into applause; a tuxedo jacket paired with thigh-high stockings and an officer’s cap, the most-covered up look (relatively speaking), was a surprise hit.

The line, which ranges from \$750 bras to a \$2,790 playsuit, is unabashedly luxurious. “With this range, the point is to not step back, because there are people for whom money is no object,” Morris says. “These are the people whom we hope to be the customers for this collection.”

We know you’re dying to see the models, but the best the family-friendly *Heard on the Runway* can offer is this product shot of the Heloise, a \$4,900 hand-embellished leather corset with 2-inch metal spikes. There’s already a celebrity waiting list, Agent Provocateur reps said, but wouldn’t divulge any names.

But footage from this show may be showing up on your local Bravo station. The event was swarming with cameras, including several from Bravo, which is trailing publicist **Kelly Cutrone** for her new show, “Kell on Earth,” slated to debut next May. The cameras, who are following Cutrone five days a week, 12 hours a day, were in force for her first show of the fashion season. “They think they’re making a war documentary,” Cutrone said as she wagged a finger at a camera. “Actually the cameras are making us better publicists because the girls are being shot all day working.”

