

**LADY AND THE VAMP**

"Agent Provocateur pushes the boundaries of being ladylike, edgy and a little bondage-y, but we never do sleazy," says Shotton. "Lingerie is like a secret weapon: No one else needs to know about it."

**START ME UP**

"When you're introducing luxury lingerie to your wardrobe, start with a few pieces that make you feel comfortable and confident. Get fitted, find out your size and then you can play."

**HANDLE WITH CARE**

Handwash lingerie in cool water and hang to dry. (If you use the machine, choose the delicate cycle and "put your pieces in a lingerie bag so nothing gets snagged.") Keep your lingerie drawer organized. "Fold the bras in two and store them with the straps in the cup and your knickers and suspenders rolled up next to them."



**TREND ALERT**

"Women are now building lingerie wardrobes—they treat lingerie like clothing," says Shotton. Her recommended building blocks: "A beautiful lacy set, a stretchy set, a bright-coloured set, an evening set and an everyday set." Oh, and a playsuit: "Everyone should have one."

**STAR POWER**

AP's celeb clients include babes Beyoncé, Rihanna and Kate Moss.

**WHAT LIES BENEATH**

"Love" lace bra and suspenders, Agent Provocateur (\$190 each, agentprovocateur.com)



67% of readers surveyed say that black is their go-to lingerie colour.

FASHION DNA

**WELL, HELLO THERE**

*Ready to sex up your lingerie drawer? Enter Agent Provocateur.*

**S**arah Shotton has long had a predilection for the glam life. "I used to waddle around in my nappy wearing my mom's glittery ruby-red boots," recalls Agent Provocateur's creative director in warm, plummy tones that suggest instant bosom-buddy potential. By the early '90s, when Shotton became a fashion student at London's Central Saint Martins, she was a regular AP customer. "I was an FF cup—that's probably how my fascination started." Shotton credits her curves with informing her understanding of what women want from their underthings. "It's about empowerment," she explains. "I know about lumps and bumps—and how to make the most of your shape." Her number-one must-have? "A sexy black-lace set with a suspender belt. It'll make you feel like a million dollars." □

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