



LM SEWS UP SEAMLESS INNOVATION

Innovation has paved the path to success for Abbotsford-based lingerie manufacturer turned fashion powerhouse LM Australasia (LM), writes Susan Cowen.

FROM ITS BIRTH, more than a decade ago, to its current role as a pioneer for the seamless fashion pack, LM has been a brand on the up, says chief executive Michel Abeysekera.

"I started the company 14 years ago, focusing on lingerie and sleepwear. But, over the years, we have evolved into fashion," Abeysekera says.

"Now, 95 per cent of the business is ladies' fashion, with lingerie making up only five per cent."

Seamless knitting using Santoni machines has always been LM's specialty, with whole garment knitting on Shima Seiki machines another area of expertise.

Fusing hosiery and knitting technology on jersey and double jersey fabrics, seamless knitwear – often created in a matter of minutes – is an innovation that has spread quickly since 2000.

Offering a number of highly desirable market differentiators including resilience and enhanced comfort and fit, LM's favoured product has proven a favourite among fashionistas worldwide.

"We have always done seamless knitting but whole garment knitting is more top end."

"It is a costly type of knitting at the moment due to the expensive technology, scarcity of machinery and lack of expertise, but it is an area we are really moving into."

From the company's riverside Melbourne office to the new Chinese headquarters, LM is a company thinking big.

"We have 20 staff in Melbourne and for five years we have had an office of 10 people in China."

"All offshore production is done out of the Chinese office; from logistics to quality control, they do it all."