

CALIFORNIA

VOL. 67 NO. 1

# Apparel News

JANUARY 3, 2011 \$5.00

# 2011

## WATERWEAR

# Sun Kissed

The season  
in the sun

## Accessories Trends

Textile Trends

## Bright Spot

# Balancing Act

Domestic or offshore?

A woman with long brown hair is posing in a two-piece bikini with a light blue background and large orange and red floral patterns. She is wearing a turquoise beaded bracelet on her right wrist and a large yellow ring on her left hand. She is also wearing white high-heeled sandals with yellow straps. She is standing next to a white stone pedestal with seashells on top. A large seashell is on the floor in the foreground.

White Sands



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## Lisa Blue Dances With Whales

Lisa Burke wants to prove that you can save the world—and do it dressed in a bikini.

Burke introduced her Lisa Blue swimwear to America in 2010. The Byron Bay, Australia-based line donates 25 percent of its net profits to nonprofit group Australian Whale Conservation.

Burke—a designer, model, surfer, activist and mother—started the line of sexy swimwear in 2009 in part to raise funds to preserve whales. Many species of whales suffer from

dangerously low population counts, according to environmental group Greenpeace and The International Whaling Commission, a group that regulates the whaling industry.

Burke became committed to the preservation of whales after swimming off the waters of the South Pacific nation of Tonga. The purpose of the trip was to swim with whales—an activity only allowed by a couple of nations, Burke said. During her dip, clad in snorkeling gear, she encountered a submarine-sized mother whale and her refrigerator-sized baby. The baby swam inches away from Burke.

“It was like a religious experience,” she said. “It was similar to giving birth to my first child.”

She vowed to find a way to protect whales and marine environments. The result is a line that features bikinis with classic triangle tops and bandeau tops as well as maillots. Some maillots feature a stylish one-shouldered strap. Other suits feature lace on bikini bottoms and molded halter-style tops.

The prints and designs feature Australian aboriginal art (from the Whale Tribe, naturally) and graphics from Italian Renaissance paintings. The prints broaden the appeal from surfer girls to women who would prefer to lounge in the sun, Burke said.

Wholesale price points range from \$25 to \$40 for separates. For more information, call (213) 622-5997, e-mail [showroom410@aol.com](mailto:showroom410@aol.com) or visit <http://lisablue.com.au>.—*Andrew Asch*



## 1 Sol Swimwear Finding Your Inner Soul

The contemporary woman is the focus of 1 Sol Swimwear, which launched in September 2010 with the idea of making stylish suits designed and sewn in Southern California.

Designer Jennifer Pyle, who attended the Fashion Institute of Design & Merchandising in Los Angeles, works in a small studio tucked behind a large

embroidery and embellishment factory in the industrial neighborhood of Vernon, Calif.

The embroidery factory is the hub for stitching the intricate pocket designs and other details on high-end denim labels such as Citizens of Humanity and 7 For All Mankind. But denim wasn't enough. The factory owners, brothers David and Azad Shalom, wanted to

start a swimwear company to round out some of the embellishment services their company, Basic Line Inc., had to offer.

The result is a sophisticated line of beautifully crafted swimsuits that don't go wild on embellishments but have enough delicate details to make them attractive.

“We focus on handcrafting our garments and doing embellishments,” Pyle said. “We are trying to stay away from the trend of being flashy, which is on its way out.”

Pyle said the Spring/Summer 2011 collection has 37 silhouettes and 22 coverups.

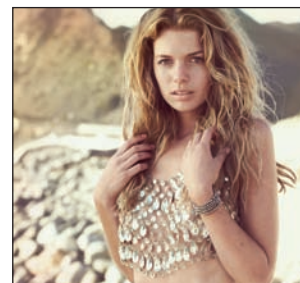
Silhouettes vary from off-the-shoulder looks and Grecian tops to Shirred tops and bottoms.

Colors range from metallic blues and coppers to bright teals, blacks and whites. Pyle uses light nylon/spandex fabrics made domestically that feel silky and are easy to drape. Most of the swimsuits, which retail from \$150 to \$179, are sold primarily in swimwear boutiques and hotel resort shops.

For more information, call (323) 973-1855 or visit [www.1solswimwear.com](http://www.1solswimwear.com).—*Deborah Belgium*

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1922-2000  
PUBLISHED BY  
**MnM PUBLISHING CORP.**  
**APPAREL NEWS GROUP**  
Publishers of:  
*California Apparel News*  
*Waterwear*  
**EXECUTIVE OFFICE**  
**LOS ANGELES:**  
California Market Center  
110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777  
(213) 627-3737  
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(213) 623-1515  
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PRINTED IN THE U.S.A.



On the cover: CHAN LUU's resin crystal cropped top. NAKAMOL's antique-silver bead wrap bracelet



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ELIZABETH COLE JEWELRY's  
24-kt.-gold-plated bangles



CAFFÉ SWIMWEAR's hand-woven  
handbag with horn detail



ZZAN JEWELRY's  
24-kt.-gold-plated  
earrings



A PEACE TREATY's  
"Kokna" bone  
necklace with  
antiqued gold-  
plated brass



CHAN LUU's  
cashmere/silk  
leopard-print scarf

## Urban Safari

Safari-inspired accessories make a stylish statement poolside. Think neutral palette, leopard prints and graphic shapes for a modern take on the look.

—N. Jayne Seward



PELLE MODA's metallic leather  
"Ocean" wedge sandal



ZIMMERMANN's "Ebony  
Rose" frill one-piece



ELEGANTLY WAISTED's  
"Lauper" belt in cheetah



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JEANNE SIMMONS/  
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KRISTEN KAHLE's "Linda" Italian  
cotton elastic belt with brass hardware



ZAMBOS &  
SIEGA's cotton  
canvas "Malibu"  
tote in oatmeal



RICH IN  
FRIENDSHIP's  
"Jackie"  
necklace with  
pearl and  
rhinestone  
roundel



RODRIGO OTAZU's beige stone  
and Swarovski-crystal bracelet



RICH IN  
FRIENDSHIP's  
"Marilyn" glass  
rhinestone ball ring



IMOSHION's straw and lace "Sandra" clutch



CHAN LUU's  
cotton crochet  
top and shorts  
in doeskin



REPORT  
SIGNATURE's  
off-white leather  
"Calyer" heel



SPARKLING SAGE's gold-plated "Signature" bangles

## Vintage Charm

Sassy-yet-sweet accessories add a touch of vintage charm to summer beach chic. Cat-eye sunglasses, a neutral palette and vintage-inspired jewels are the essentials.

—N. Jayne Seward

A woman with blonde hair and bangs is leaning against a thick rope. She is wearing a black one-piece swimsuit with white straps and a white band across the bust. The background is a clear blue sky with a blurred view of a harbor and sailboats in the distance.

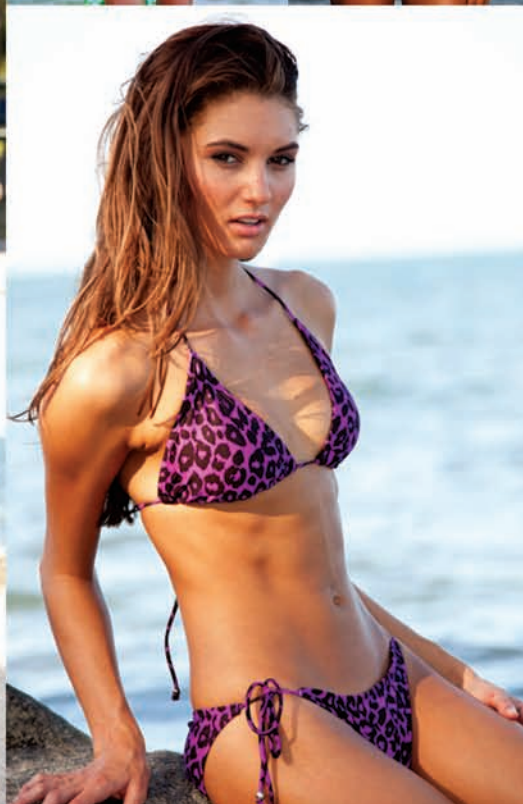
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# SUN KISSED

Summer's sun-drenched look is captured in the season's chic retro mix.—*N. Jayne Seward*

PHOTOGRAPHY BY MICHAEL SCHMIDT

On her: NIKKI POULOS' nylon/spandex "Ali" gold shimmer ruffle maillot. ROXY's fiber lite/Glide Skin "Retro Vest."  
On him: PARKE & RONEN's blue cowboy-plaid cotton/spandex "Angeleno Snap! Short."

# SUN KISSED



TORI PRAVER SWIMWEAR's floral-print "Betty" ruched bandeau and high-waist brief. SUN 'N' SAND's "Calique Cove" large-brim paper-braid hat. NAKAMOL's green stone "T-shirt necklace." CHAN LUU's shell ring.



PARKE & RONEN's  
"Blue Montana"  
polyester microfiber  
"Ixtapa Boardshort."

# SUN KISSED



On her: JUICY COUTURE BEACH's nylon/spandex "Lacy Layers" ruffle bandeau bra and rollover bottom. NAKAMOL's three-layer beaded necklace. CHERYL DUFAULT's pearl ring.  
On him: SHAN's "Décontracté" polyester swim trunk. NAKAMOL's bead and box-chain bracelet.



CHARLIE BY  
MATTHEW ZINK's  
"Charlie Flora" print  
"Andie" triangle top  
and string bottom and  
matching silk "Charlie  
Jumpsuit." NAKAMOL's  
fresh-water pearl  
crochet bracelet.

SUN KISSED



BLUE GLUE's "All Black Lace" micro-polyester/Lycra bikini.



On her: ZIMMERMANN's nylon/Lycra "Ebony Rose" frill triangle bikini. CHAN LUU's doeskin nylon mesh maxi skirt. REPORT SIGNATURE's "Carle" almond leather platforms. MARY GOLD's blue kyanite "Ringo" necklace.  
On him: BEN SHERMAN's laundered shirt in soft blue and drop-crotch denim jean. NAKAMOL's antique-silver bead wrap bracelet.

# SUN KISSED



BLUE GLUE's micro-polyester/Lycra "Schizo Body Oxyde" one-piece. MIKOH SWIMWEAR's kelp-print "Avalon" silk robe. NAKAMOL's four-strand bead necklace. CHAN LUU's shell ring. PELLE MODA's "Seth" heels in air.

PHOTOGRAPHER: MICHAEL SCHMIDT/MESFOTO.COM  
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MODELS: CAMBRIA for VISION and LEON for PHOTOGENICS  
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CHAN LUU's resin  
crystal cropped top.  
ROXY's fiber lite/Glide  
Skin "Retro Long John."

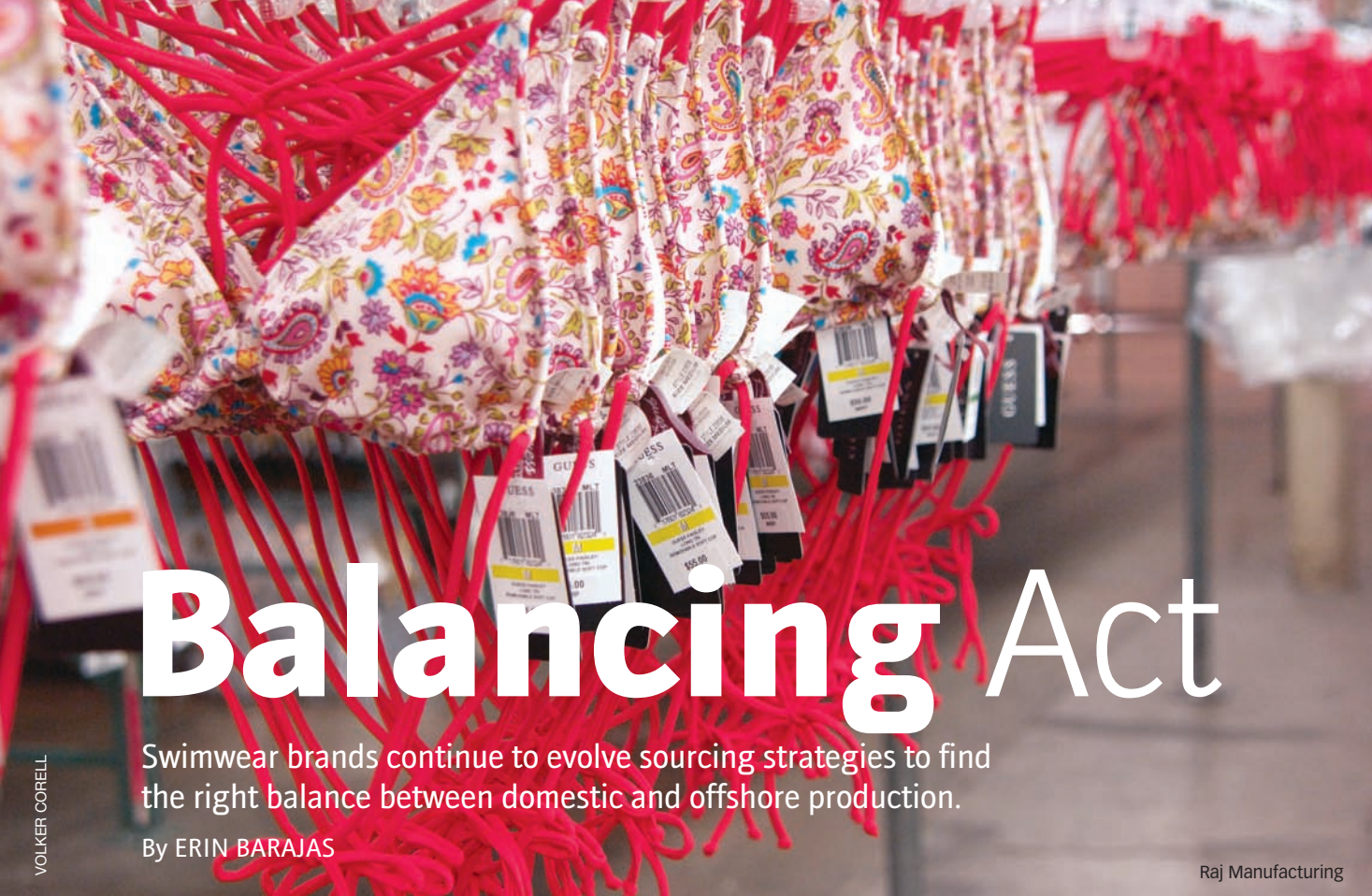
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VOLKER CORELL

# Balancing Act

Swimwear brands continue to evolve sourcing strategies to find the right balance between domestic and offshore production.

By ERIN BARAJAS

Raj Manufacturing

Producing swimwear, whether domestically or abroad, is a tricky proposition. On the one hand, overseas production offers highly competitive pricing, plenty of factories to choose from and expertise in some more-labor-intensive techniques, such as embroidery. On the other hand, producing domestically drastically cuts turnaround times and allows for lower minimums and more hands-on control of production. In the past, a general rule of thumb said small and specialty brands would produce domestically while mass and mid-tier brands took their production overseas.

That is no longer the case.

“It’s a global economy and now, more than ever, it’s necessary to find balance,” said Susan Crank, chief executive of Lunada Bay, the Anaheim, Calif.-based maker of Becca by Rebecca Virtue, Betsey Johnson, Lucky Brand and Mossimo-brand swimwear. “What that means is different for every company.”

China, where many U.S. brands produce their swimwear, is in flux as labor prices increase and factory capacity among some categories is no longer seemingly limitless. Emerging production hubs, such as Mexico and Indonesia, continue to evolve, offering as many opportunities as questions for brands looking to exit China and the United States. Domestic production is also a moving target, as some mass and mid-tier brands, burned by fast-turning trends and production misfires, look to move chunks of their supply chain stateside. At the same time, some domestically entrenched designer and contemporary brands struggle with diminishing expertise among local contractors, price limitations from licensees and threats to their contractor base.

As a result, swimwear manufacturers large and small are making a departure from the status quo to rewrite their production strategies to best suit their individual needs.

“Every brand has its own variety of needs,” said Tunia Kaawa, vice president of sourcing and production at Irvine, Calif.-based La Jolla Group. “Do you want to work as close to market as possible to hit the trends? Do you want to work close to home for faster turns and flexibility?”

## Different strokes, different folks

For Lunada Bay, aggressive diversification in production is key to a successful business model. “We put our production eggs into as many baskets as possible,” Crank said. Roughly 60 percent of Lunada Bay’s production is domestic, with the remaining 40 percent parceled out between contractors in Asia and Mexico, she said. But that picture could change, depending on emerging pressures that push and pull at Lunada Bay’s supply chain.

Domestic production, wherever possible, is ideal for some Lunada Bay brands, Crank said. “We’d love to be able to produce 100 percent of Betsey Johnson, Lucky Brand and Becca domestically, but there are a variety of factors that are major concerns.” Chiefly, Crank said, a slow but steady ebb of swimwear contractors makes domestic production challenging. The manufacturer does not operate its own sewing facility, and state laws and federal laws, including the impending healthcare law, could further compromise its contractor base, Crank said. “California isn’t a very business-friendly state, and if, at some point, our contractors aren’t able to thrive, we don’t want to be left at the end of the day with-



Hurley



Becca by Rebecca Virtue



Undrest



Lucky

“It’s important that we find a balance that allows us to be competitive with the brands that are produced exclusively here as well as those produced exclusively overseas.” —Tunia Kaawa, La Jolla Group

out production capabilities.” Ultimately, Lunada Bay hopes to keep its 60/40 supply chain but is proactively searching out alternatives.

Diversification is also a key word at La Jolla Group, a major licensee in the action-sports industry that produces swimwear and apparel for brands such as O’Neill, Rusty, ...Lost and Metal Mulisha. Historically, the company has relied on overseas production, but now,

Kaawa said, the company is pushing to bring back as much as 25 percent of its swimwear production to California. And, she said, La Jolla Group isn’t alone in turning its focus to domestic production.

“Many of us made the transition into China, and now a lot of us are trying to figure out how to bring part of [our production back],” said Kaawa, who, prior to joining La Jolla Group, was the senior vice president of production for Quiksilver in Huntington Beach, Calif. “The goal is to create a hybrid supply chain for certain portions of our production to give us greater flexibility.”

La Jolla Group currently waits a minimum of four months for swimwear produced overseas. That’s too long to wait for fashion-forward pieces that help the brand market itself but don’t necessarily sell like gangbusters, Kaawa said. It is these key but perishable styles that La Jolla wants to produce domestically. “We’re not looking to sell thousands and thousands of these pieces, and we only manufacture [several hundred] of them, so it would be more cost-effective to produce those here than overseas, where the minimums [at La Jolla contractors] are 600 to 1,200 units,” she said.

As she plots La Jolla Group’s return to domestic production, Kaawa acknowledges that the brand will be returning to a changed landscape. “It is definitely a



challenge to bring production back,” she said, “especially for a company like ours that is looking for a full-package swimwear contractor with infrastructure that can deliver a finished swim piece worthy of the price we’ll be paying for it.”

However, the need for speed-to-market is very real, Kaawa said, and mitigates the costs and challenges associated with producing domestically. “It has been a main topic of conversation for us and others since the swim industry took a major downturn last year,” she said. “All of us were challenged with an inventory position that didn’t make any of us comfortable.”

Producing domestically, though pricier, would also allow La Jolla to hedge its bets and wait until the last minute to place an order. Last-minute orders based on more-accurate trend information and actual orders from retailers could help La Jolla avoid close-outs and markdowns—something that can take a big chunk out of a brand’s bottom line. “Producing here would mean we make less money on the front end, but at the back end of the selling season we’d take less markdowns. That’s a big deal, especially in today’s retail climate.” The manufacturer hasn’t finalized any plans yet, but Kaawa said she expects La Jolla Group



**HOME-GROWN:** Undrest (above and above right) makes all of its swimwear domestically.

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VOLKER CORELL

**U.S.A., MOST OF THE WAY:** Raj Manufacturing produces the vast majority of its swimwear in Tustin, Calif.

to begin producing domestically for the Spring 2012 season. “It’s important that we find a balance that allows us to be competitive with the brands that are produced exclusively here as well as those produced exclusively overseas.”

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A handful of companies, both large and small, are opting to focus their swimwear production stateside, but that doesn’t mean their manufacturing strategies are any less involved.

Tustin, Calif.–based Raj Manufacturing, which finds itself in the unique

“Knowledge, how-to—those things are very valuable. Once you decide to outsource production, you lose so much of that knowledge base, and it is very hard, nearly impossible, to get back.”

—Alex Bhathal, Raj Manufacturing

position of being quite possibly the largest domestic swimwear manufacturer, produces the vast majority of the swimwear and coverups for its in-house and licensed brands at its 70,000-square-foot factory. Raj, which has 11 brands in its portfolio—including St. John, Hurley and Hurley Girl, Ella Moss, Splendid, Guess? Inc., Tommy Hilfiger, and Reef—only works with factories in India and China to produce some price-driven, private-label swimwear and labor-intensive styles, said Alex Bhathal, Raj’s co-president.

“The standard guideline is, ‘What is the greatest driver of cost?’ If the answer is ‘fabric,’ then it is economically beneficial to produce locally. If the answer is ‘labor,’ then it is more cost-effective to go overseas,” Bhathal said. “Our business model is such that we are able to

control inventory, react to sales opportunities and offer quick turnaround while, at the same time, not making month-long inventory bets, which are often wrong and can lead to a warehouse full of mistakes.” Close-outs account for only an enviable 2 percent to 3 percent of units at Raj.

That isn’t to say Raj hasn’t experimented with additional foreign production. “We will always adapt,” Bhathal said. Mexico, which some companies are turning to as a compromise between domestic production and far-flung overseas sources, did not pass a trial run. “We won’t be going back there again,” he said. Beyond being geographically well-positioned, Raj counts the expertise of its 300 factory employees as another key advantage to domestic pro-

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duction. Bhathal said keeping as many functions as possible within its own factory is key to the health of the company. “Knowledge, how-to—those things are very valuable. Once you decide to out-source production, you lose so much of that knowledge base, and it is very hard, nearly impossible, to get back,” he said.

Maria Paz Navales of Los Angeles-based Undrest puts a similar premium on the expertise of domestic workers. Undrest—which makes lingerie, loungewear and swimwear—is a vertically integrated manufacturer, she said. Launching in 2007, Navales hired away sewers, sample sewers, cutters, pattern makers, production managers and quality-control workers from her contractors in 2009 to start her own factory. “For me, producing domestically and in my own factory is good business sense but also speaks to my business philosophy. We’re a socially responsible company, and going overseas may make for a wider margin, but it would mean giving these jobs away.”

**There and back again**

Whitney Andresen, founder of the fledgling Bikini Thief line of contemporary swimwear, had no problem finding



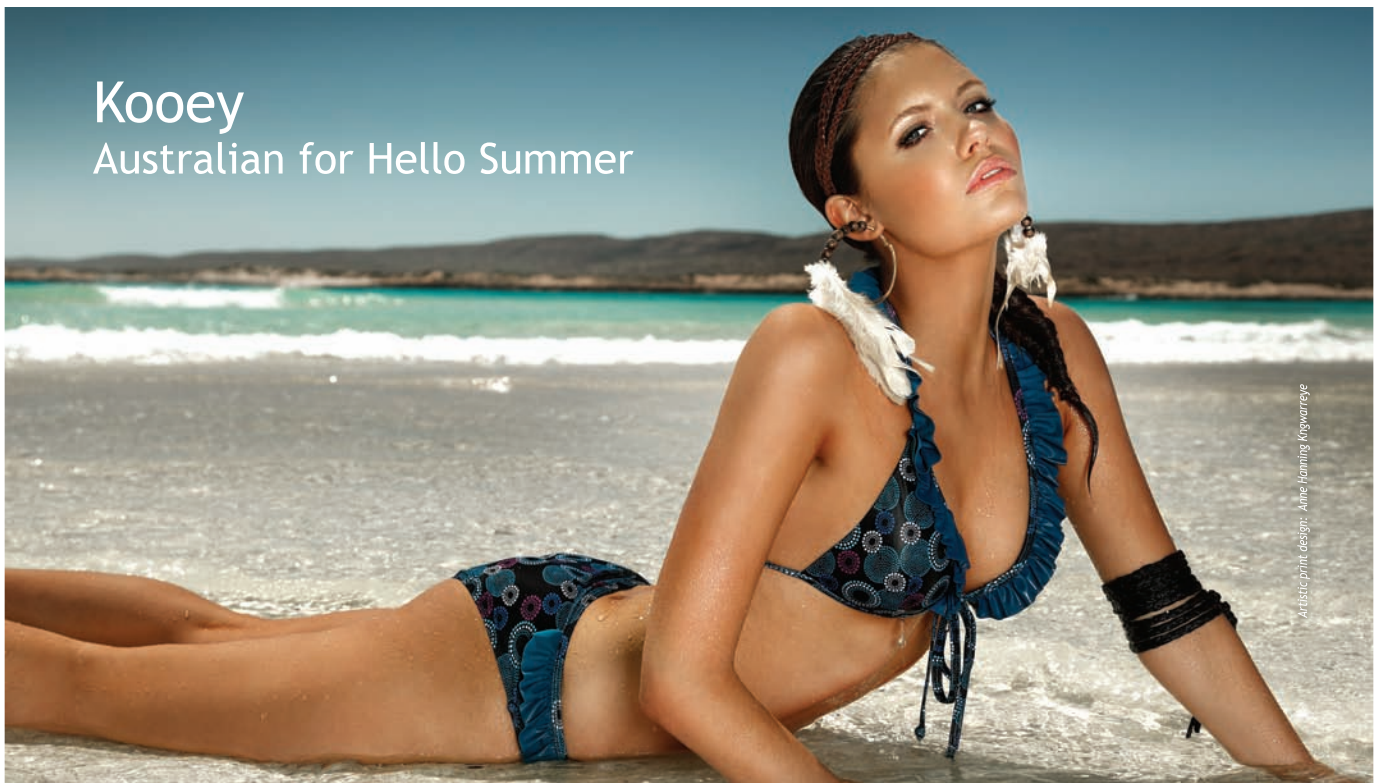
**BATHING BEAUTIES:** A portion of the Raj Manufacturing portfolio.

a Chinese factory to work with her small orders. “But it was a logistical nightmare. I’ll never go back again,” she said.

“The problem was that as a small brand with our 300-per-style-per-color orders, we weren’t a priority. We weren’t important, and it was a hard lesson to learn.” Bikini Thief’s first season sat on a loading dock waiting for a cargo plane for three weeks, she said. Later shipments took more than two months to reach them by boat. “Now we’re working with a factory in California. It’s pricier, but the turnaround time is better, the factory isn’t as busy and we have better control of our product.” As the brand grows, Andresen said, she would explore the possibility of produc-

ing in Indonesia, Brazil or Cambodia.

Dylan Odbert, whose Ambn surf/skate brand sells in both core and better specialty retailers, said he had a fantastic experience in China—but after one season he also brought his boardshort production back to the United States. “It was a lot easier than I expected,” he said. “Everything was done in time, the quality was good, they shipped on the day they said they would.” The problem is that the factory expected increasing orders every season—something Odbert wasn’t willing to commit to. The brand, which has been earning interest from investors, won’t take its production overseas again until it reaches a size that justifies the move, he said. [ww](#)



Kooney  
Australian for Hello Summer

Artistic print design: Anne Hamming Kogwarreye

ningaloo collection  [www.kooney.com](http://www.kooney.com)

# 2011

**Caribbean Joe** is the standard of casual living, island life, and a relaxed attitude. The 2011 color palette ranges from Caribbean-inspired hues of ocean blues to the lushness of a tropical island.

Fresh floral prints and bold graphics such as geometrics, abstracts, and mixed-media prints bring excitement to the collection. Styling details include meshing, ruching, and draping. Caribbean Joe Swim is dedicated to providing freedom and ease. The collection is designed to offer the most flattering tankini tops in the market with soft cups for added support and comfort.

The trademark tapered and styled tankini provides flattering torso lines, enhanced further with beautifully designed bras. Bottoms range from the basic brief to a fashion skirted swim pant to a fashionable side-tie brief. For more information, call (212) 221-5805 or e-mail [Lgander@swimusa.com](mailto:Lgander@swimusa.com).



Located in Tustin, Calif., **CBF** is a custom designer and manufacturer of woven labels, printed labels, hangtags and sticker hangtags, patches, stickers, badges, and zipper pulls. CBF has been helping businesses bring their garments to market since 1992 with exceptional service and the most competitive prices available. For more information, visit [www.cbflabel.com](http://www.cbflabel.com) or e-mail [Jamie@cbflabel.com](mailto:Jamie@cbflabel.com).



The distinctive Moroccan culture and its combination of earthy tones, eye-catching jewels, and rich taste were the inspiration for **Cia.Maritima's** 2011 collection. This boho-chic vintage style, which defines the essence of the collection, is a mix of classic meets contemporary. Cia.Maritima is a premier Brazilian beachwear company that was founded in 1990. The company is owned by The Rosset Group, the largest producer of fabrics with Lycra® in the South American continent. The Rosset Group lends its cutting-edge expertise to the textile development of the products while the Cia.Maritima designers create trend-setting designs with the ultimate fit. For more information, visit [www.CiaMaritimaUS.com](http://www.CiaMaritimaUS.com).



**CURVExpo** is the only show in North America solely dedicated to designer lingerie, men's underwear, and swimwear. CURVExpo will be presenting Fall/Winter 2011 collections of over 250 brands at CURVENV Las Vegas Feb. 14-16 at The Venetian hotel during Las Vegas Fashion Market Week. CURVENV New York will follow Feb. 21-23 in the Galleria at the Jacob K. Javits Convention Center. For more information, visit [www.curvexpo.com](http://www.curvexpo.com).



**Frederick's of Hollywood** presents the hottest wholesale opportunity for Summer 2011 with Hollywood Sizzle, a new collection of swimwear. After a wildly successful launch in Frederick's stores, a catalog, and online, swim retailers will now be able to market these sultry suits. Retailing from \$88 to



These short takes on Swim 2011 feature the latest styles, innovations, and resources from designers, manufacturers, sourcing suppliers, and trade shows. From feminine and flirty to tropical, figure-flattering boho chic, a diverse range of resources is represented here.

\$108, each piece is inspired by the sexy lingerie and Hollywood heritage that made the Frederick's brand an icon. From the exclusive Extreme Cleavage™ bikini to a gold-sequined "Tinseltown" two-piece, these sizzling suits will make a splash at the hottest pool parties—from L.A. to Vegas to Miami. For more information, call Ron Solomons at (323) 945-8047 or e-mail [ronsolomons@blue-byyoo.com](mailto:ronsolomons@blue-byyoo.com).



### iSwimX International Swim Exchange

brings together the finest swim factories from across the globe, offering customers a direct, full-range swim program. iSwimX designs and delivers the best pricing for the best-selling swim styles in the industry. Private-label programs are available, as are many brands, including Playboy Swim, Plunge, Your Best Look, Marilyn Monroe, and INGEAR—home of the \$5 swimsuit. For more information, visit [www.iswimx.com](http://www.iswimx.com).



Since 1988, **Jamaican Style** has been bringing the public the freshest and hottest styles in men's and juniors swimwear. Our solids are easily merchandised with our color-block and print groups. For the trendsetters, **Kali Girlz** juniors separates is the line to look at. **Caribbean Sand** misses separates has the body styles, colors and fashion that the misses customer wants. For more information, visit [www.jamaicanstyleinc.com](http://www.jamaicanstyleinc.com).

[www.jamaicanstyleinc.com](http://www.jamaicanstyleinc.com).

Women of all ages from around the globe love **Kariza Designs**, which uses exotic colors, unique patterns, and luxurious fabrics in its garments. These remarkably versatile pieces of wearable art can be worn for a variety of occasions, allowing a woman to achieve any number of looks—from simple to flirtatious to conservatively elegant. Featured as one of the hottest specialty retail products in North America and around the world, Kariza Designs is also proud to announce its launch of Kariza Swim for the 2011 season. For more information, visit [www.karizadesigns.com](http://www.karizadesigns.com).



Designed and made in Western Australia, **Kooley** is an entirely Australian-owned, -operated and -inspired swimwear label. Instantly recognizable by their distinctive designs, Kooley's 2011 collection is inspired by the Australian Central Desert, which is captured in the striking artwork of Australian Indigenous artist Anne Hanning. The collection of bold styles and fashion-forward cuts includes separates and one-piece swimwear as well as resortwear, including kaftans and coverups. Sizes range from XS to XL in a wide variety of styles to suit every body type. Kooley Australia is the official swimwear of Miss Teen USA 2011 and has been the major sponsor of Miss Universe Australia since 2009. For more information, visit [www.kooley.com](http://www.kooley.com).



**La Lame**, long known for its ability to forecast trends, has fresh new fabrics for this swim season. Its "Rolls Royce" stretch and rigid laces from

its Premier Vision line from France have been met with great acceptance. For the more price-conscious manufacturer, La Lame offers laces from Asia that have a similar feel. As sequins are in demand, La Lame provides a large assortment of sequin fabrics and sequins with embroidery and prints. La Lame's 2011 line is not only suitable for swim but also for dresses and sportswear. Performance fabrics in the La Lame line provide wicking moisture management and anti-bacterial finishes. For more information, visit [www.lalame.com](http://www.lalame.com) or call Glen Schmeer or Joel Goldfarb at (212) 921-9770.



**Magicsuit® by Miraclesuit®** embraces the adage that "All women have figure problems, real or imagined" and are seeking swimwear that offers control and up-to-the-moment fashion. The Magicsuit® by Miraclesuit® collection is both flattering and functional. Using a patented "comfortable control" fabric, women now can have fashion with control. Magicsuit® by Miraclesuit® uniquely shapes, smoothes, and adds support women want but are unable to find in other swimsuits. Excellent fit and exceptional quality is the mantra for Magicsuit® by Miraclesuit®. The "magic" actually happens when the customer tries a Magicsuit® by Miraclesuit® on and not only feels the difference but sees it as well. For more information, call (212) 997-5030 or e-mail [Pmorse@swimusa.com](mailto:Pmorse@swimusa.com).



**Masquenada** combines Italian fabrics, luxury, and craftsmanship into a fresh, contemporary line that debuted at the Miami Swim Show in July. Masquenada is an Italian label produced under Mabel Moda Mare, a swimwear manufacturer that is almost 60 years old. Its designer, Marco Staderini, designs the collection in Florence, Italy, with the best materials and with exclusive prints developed by the company. Staderini originally developed the bikini line with the 20- to 30-year-old woman in mind but says that in the past few years his target audience has expanded to the mature woman with a young mentality and fit body. For more information, contact Paul Luis Celis at [paul.celis@masquenadausa.com](mailto:paul.celis@masquenadausa.com), (305) 370-5258, or (954) 662-7734.



The **Miraclesuit®** heritage of fit, form, and function continues to be the basis of the collection. Miraclesuit® has expanded its separates collection and introduced new silhouettes and print directions with an emphasis on strong print development, new bodies utilizing innovative construction, and design details. A collection of coordinating coverups completes a woman's beach wardrobe. Miraclesuit® swimsuits begin with the unique and innovative fabric Miratex®, which contours, shapes, slims, and firms the body. The Miraclesuit® collection is designed to appeal to women of all ages and all sizes—there is something for everyone and every body. For more information, call (212) 997-5030 or e-mail [jbeckford@swimusa.com](mailto:jbeckford@swimusa.com).



**Stretchtex** is a world-leading manufacturer of chlorine-resistant and sun-protective swimwear and



sportswear fabrics. Stretchtex offers a wide range of superior-quality performance fabrics. Its innovative products are designed and created to meet the most demanding specifications and performance criteria. Stretchtex's swimwear fabrics are world class, featuring maximum chlorine resistance, maximum UV protection, maximum durability, excellent shape retention, excellent color fastness, super-soft hand feel, and weight range from 160 to 210 gsm. Stretchtex is a supplier to major international swimwear brands and to Beijing Olympic medal winners in water polo and triathlon. Stretchtex is the home of premier swimwear fabric brand Chloroban®. For more information, contact Nathan, the North American representative, at [Nathan@stretchtex.com.au](mailto:Nathan@stretchtex.com.au) or call (416) 856-6119 for a sample.



**SwimShow**, the largest and most comprehensive swimwear exhibition in the world, is excited to announce the inaugural launch of lingerie at the annual trade show in July. Already recognized as the worldwide leader in swimwear exhibitions, Swimwear Association of Florida (SAF) is expanding its reach into the synergetic market of lingerie in response to the needs of its buyers and vendors. SwimShow is recognized as the premier resource for buyers from all swimwear categories and caters to designer boutiques, resort shops, specialty stores, surf shops, department stores, mass merchants, and more. Every year, brands are juried to ensure that only the finest swimwear is presented and the top brands from around the world are featured. This high standard of exhibition will also be in place for the Lingerie Show. SAF will continue



to guarantee that only the best quality brands and most creative new companies are offered space to showcase their new collections. Lingerie Show debuts during the four action-packed days of SwimShow at the Miami Beach Convention Center July 16-19. For more information, visit [www.swimshow.com](http://www.swimshow.com) or call (305) 596-7889.

**SWIMSHOW Australia** is an exclusive industry-only event offering a three-day schedule as a one-stop shop for swimwear and resortwear. Featuring on-site showrooms, runway shows and off-site events. SWIMSHOW Australia carefully curates each show, balancing fresh talent with established brands and ensuring a well-rounded representation of styles. Show dates are March 23-25 on Australia's glamorous Gold Coast. For more information, visit [www.swimshowaustralia.com](http://www.swimshowaustralia.com).



**White Sands** is an edgy new contemporary swimwear and resortwear line by designer Leah Madden. White Sands is the epitome of glamour and the care-free style that is quintessentially Australian. These uber-chic swimsuits are made to look fabulous both in and out of the water. Each piece in the White Sands line is constructed with a commitment to excellent quality and a flawless fit. White Sands is stocked in high-end fashion boutiques, specialty swim and resort stores in Australia, NZ, USA and the UK. For more information, visit [www.whitesandsaustralia.com](http://www.whitesandsaustralia.com).



**WWD MAGIC**, in collaboration with **ISAM**, presents its February 2011 swim show, featuring

the best in swimwear, coverups, pareos, and swim accessories. Exhibiting brands include Kenneth Cole NY, Kenneth Cole Reaction, La Blanca, Lauren by Ralph Lauren, Manhattan Beachwear, Maxine of Hollywood, Nanette Lepore Swim, Puma, Rampage and Trina Turk. Show dates are Feb. 14-16 and Aug. 22-24 at the Las Vegas Convention Center. For more information, visit [www.magiconline.com](http://www.magiconline.com).



As shapely silhouettes define the season, swimwear with **Xtra Life LYCRA®** fiber ensures a sensual, caress-every-curve, comfortable fit for some of the hottest looks of the season. This revolutionary fiber has been adopted by some of the leading brands in swimwear and has brought a higher standard for fit to consumers around the world. Swimwear with Xtra Life LYCRA® fiber provides a longer-lasting fit that resists bagging and sagging and keeps swimwear fitting like new longer. Exposure to suntan lotion, body oils, and chlorine can compromise fabric stretch and recovery, quickly degrading the fit of a suit. Swimwear with Xtra Life LYCRA® fiber, the fit the customer loves is the fit she'll keep long into the season. For more information, contact Andrea Matousek at [Andrea.I.Matousek@INVISTA.com](mailto:Andrea.I.Matousek@INVISTA.com) or (212) 512-9235.



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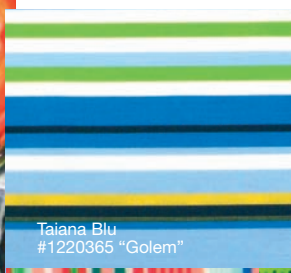
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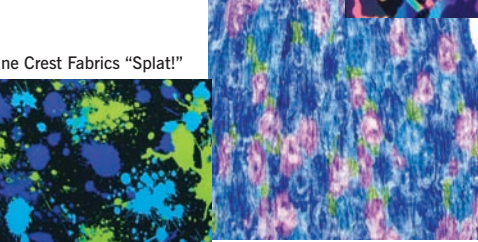
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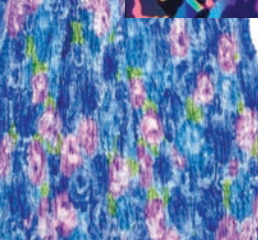
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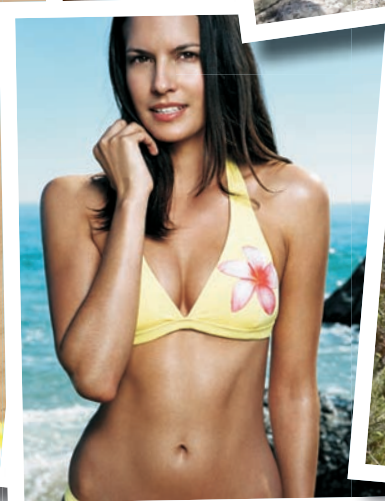
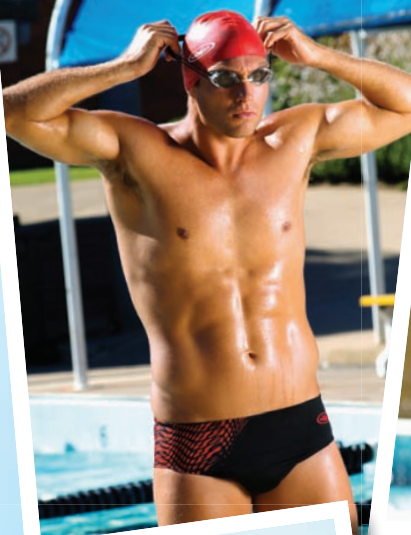
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Swimwear courtesy of Sauvage

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