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On the cover: SHAY TODD's nylon/Lycra mesh bra bikini. SHAKUHACHI's "Burlesque Borders" classic blazer. DOGEARED's faceted "Karma" and "Live in Love" mantra necklaces. LEILA JEWELRY's "Live in the Moment" pendant.

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6 Shore Road

Around the World in Swimwear

California holds a dominant influence on swimwear styles, but Pooja Kharbanda hopes to represent a bit of Panama and New York beach culture with her 6 Shore Road label.

Kharbanda grew up in Panama and spent much of her adult life in New York. In 2010, she debuted 6 Shore Road. The name was inspired by Sunset

Beach on New York's Shelter Island, a popular getaway for Manhattanites.

Targeting women ages 18 to 35, the debut collection focuses on coverups and dresses. (Kharbanda also confessed that she is not a swimmer. "I'm a beach-to-the-bar person," she said.) For the debut Resort '12 collection, the designer includes plenty of Panamanian accents.

Some of the label's styles feature the stripe designs of the indigenous Kuna people of Panama. The lookbook for 6 Shore Road's Resort '12 collection was shot in the pristine town of Bocas del Toro, located on the Caribbean side of Panama.

But the label travels north for its silhouettes. They are American-cut and offer more coverage than skimpy Brazilian-cut bikinis, which have proven popular in the past decade.

Fashion also is a top concern for the line. "I wanted to introduce more than just a standard triangle bikini," Kharbanda said.

Some of 6 Shore Road's signature swim looks include the "Vista" swimsuit, a one-shoulder maillot with ruched shoulder strap and waist detail. There's the "Punta," which is a two-piece with revealing net paneling on the hips. The "Isla Grande" is a one-piece suit with crochet paneling in the midriff.

Wholesale price points for the label's separates are \$32 and less. Wholesale prices for one-pieces are \$50 and less. The ready-to-wear's wholesale prices are \$105 and less. For more information, contact Salon-9 Showroom at (212) 354-9220.—Andrew Asch



Becca Etc Expanding to Plus Sizes

When California swimwear maker Lunada Bay—known for such labels as Becca by Rebecca Virtue, Betsey Johnson, Lucky Brand and Mossimo—was looking for expansion opportunities, it saw potential in the contemporary plus-size market.

The result is that designer Rebecca Virtue has developed a new, large-size line called Becca Etc, which is an extension of her high-end Becca label. The plus-size label is being rolled out for Spring 2012.

Already, stores such as Nordstrom and Bloomingdale's have ordered the collection of primarily one-pieces and tankinis structured to give the plus-size woman a reason to slip into something for the pool or beach. "I really felt this particular gal is just robbed of having any type of style or design to choose from in her swimwear," said Virtue, a native Californian who studied at the Otis

School of Art and Design. "What I have seen in the market and during my 25 years of research is that plus-size women have to get into a matronly looking suit, and it adds 20 years to their look."

To add a touch of youthfulness to her new line, Virtue borrowed some of the elements she employs in her contemporary line.

Those elements are crochet and macramé, which have been implemented in Becca Etc.

To make the new line's suits more slimming, Virtue created several asymmetrical styles in the tankinis and one-pieces. "We've offered a silhouette that still has coverage but may have a ruffle or a trim or a younger print," Virtue explained.

Predominant colors are aqua, coral and black in nylon/spandex fabric. A python print of micropoly/spandex is also a mainstay of the "Animal Instinct"



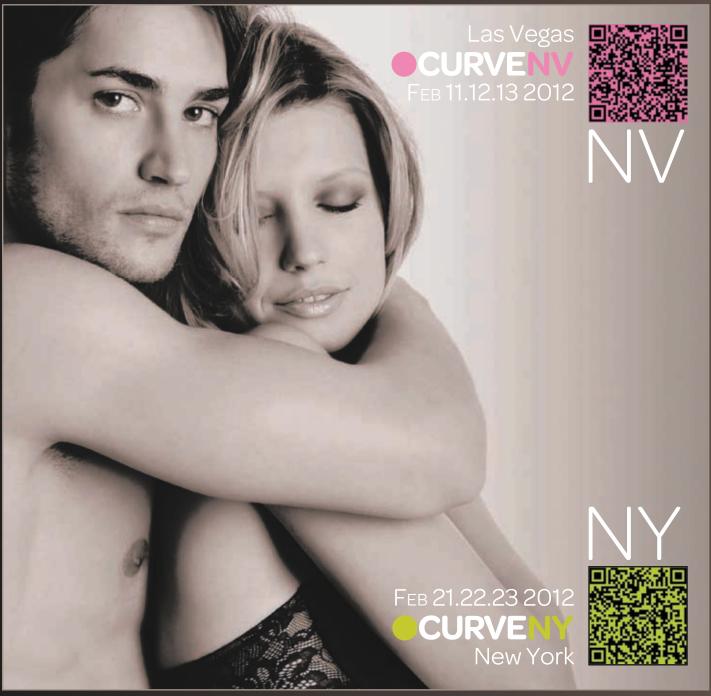
grouping.

Wholesale price points for the bathing suits range from \$58 to \$76.

For more information, call (212) 944-9788.—*Deborah Belgum*



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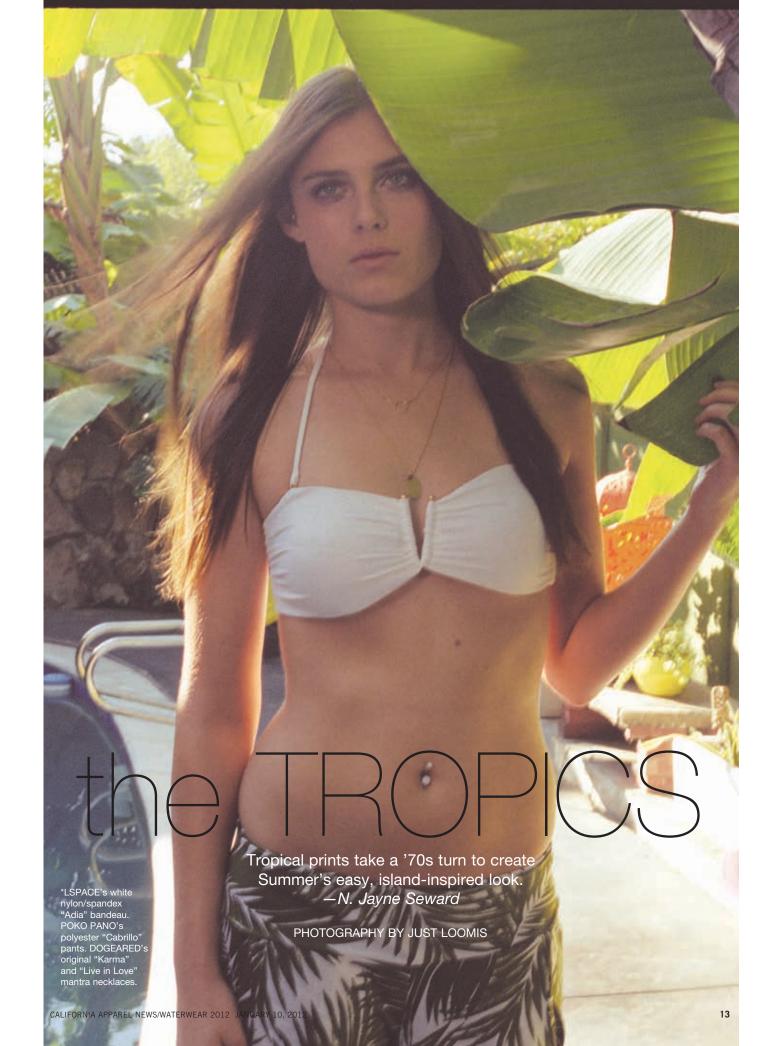


PHOTOGRAPHY— STEPHANE KOSSMANN

Fall/Winter 2012 Collections

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the TROPICS



On him: BILLABONG's polyester "Summer Short." CHAN LUU's single bracelets and sterlingsilver rings.
On her: SEVENTH WONDERLAND's nylon/elastane "Fiorella" knot high-waist bikini. DOGEARED's original "Karma" and "Live in Love" mantra necklaces. LYV ACCESSORIES' gold turtle necklace.



the TROPICS





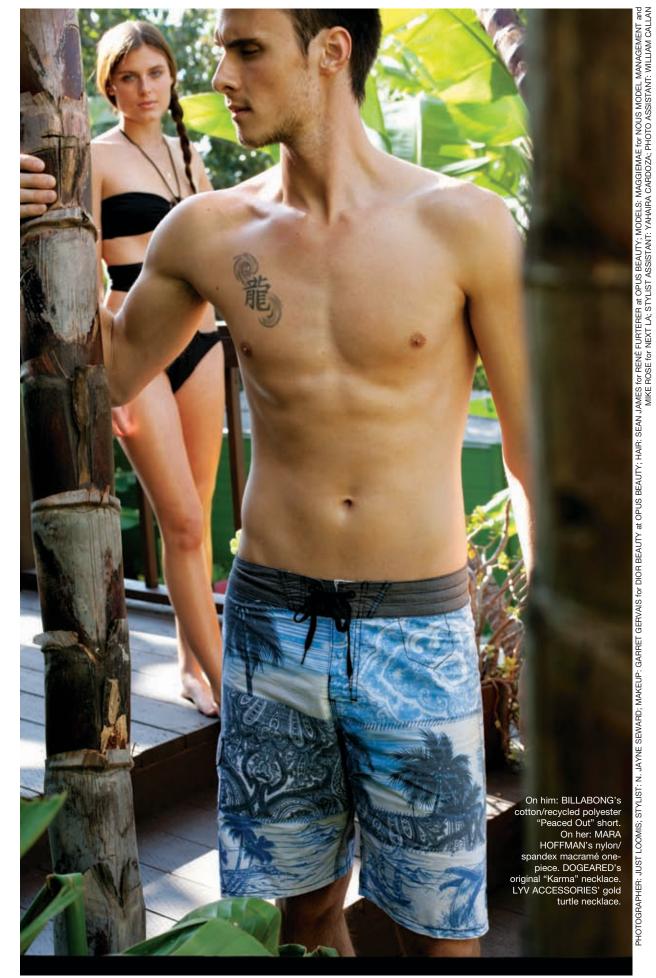
swimshort. CHAN LUU's single bracelets and sterling-silver ring.

Below: NOELLE SWIMWEAR's polyamide/elastane "Amber" one-piece. DARA ETTINGER's "Aria" necklace and "Vicki" and "Nadia" rings. LEILA
JEWELRY's "Live in the Moment" bar
pendant. DOGEARED's faceted "Karma" and "Live in Love" mantra necklaces. SERAPHINA's crystal pendant necklace. ERIC RUTBERG TRANSPARENT's "Fonda" cork wedge heels.

the TROPICS



SHAY TODD's nylon/Lycra mesh bra bikini. SHAKUHACHI's silk "Burlesque Borders" classic blazer. DARA ETTINGER's "Sabrina" druzy bracelets. DOGEARED's faceted "Karma" and "Live in Love" mantra necklaces. LEILA JEWELRY's "Live in the Moment" pendant.





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House of La Roux



Swimwear Anywhere's new line, Coco Contours, uses new shapewear technology to create a sleek silhouette.

WITH MORE THAN 250 EMPLOYEES WORLD-wide, Swimwear Anywhere is the largest privately held swimwear manufacturer in North America.

The New York-based company has been run by the husband and wife team of Joe and Rosemarie DiLorenzo for 19 years and produces swimwear lines Roxanne, Beach House, Coco Reef, Coco Rave and Gabar in addition to holding the swimwear licenses for DKNY, Juicy Couture, Juicy Beach Baby, Marc by Marc Jacobs, Michael Kors, MICHAEL by Michael Kors, Carmen Marc Valvo, Tommy Hilfiger and Vince Camuto. The DiLorenzos are also co-founders and owners of TYR Sport in Huntington Beach, Calif.

Waterwear's Deidre Crawford spoke with Rosemarie DiLorenzo, who serves as chief creative officer for the longtime swimwear manufacturer, to find out about Coco Contours, the company's latest swimwear line; its new collaboration with Tommy Hilfiger; and how the company has found success in the swimwear industry for so many years.

What is Swimwear Anywhere best known for?

For a certain expertise, as well as our cutting-edge trend setting and our integrity as a company and as a product—and for the people who are here. Those things are the most important. Also, our quality on a retail level and consumer level; we have quality garments across the board. We're leaders in fit, which is one of [my husband] Joe's expertise, and I've picked it up and morphed into a mini-Joe over the years.

Tell me more about your latest line, Coco Contours.

We decided to take some of the technology we have and put it into a sophisticated collection. It's a super-fashionable garment on the outside with a shaper underneath the swimsuit—it's a suit within a suit. It's based on some of the [compression and body-shaping] technology we've gotten from our sports and athletic side with TYR Sport, and it uses a lot of things [we've learned] from Olympians and elite swimmers. We're combining our technology and expertise from both companies in this collection. It will make a difference in the way that the industry looks at swimwear going forward.

It uses shapemaker technology in addition to the [Perfection Fit] bra technology used in our Coco Reef and Coco Rave lines. Roxanne was our first line using dressmaker bra sizes, and it goes back to the 1930s. We changed it and modernized it and developed Coco Reef, our contemporary modern line; that's for women [aged] 25 to 65. The bra tops are sized 32B all the way up to 40DD, and you can buy the tops and bottoms separately. Coco Rave goes down to 16–25, and it's more bikini and one-







Many of Swimwear Anywhere's swimlines, including Coco Reef and Coco Rave, use bra-sized tops that can be mixed and matched with different-sized bottoms

piece driven; it's younger and sexier and more flirty.

The response to Coco Contours has been fantastic. Everyone's been waiting for it. We've been working on it for two years and can't wait until it gets to stores and in consumers' hands.

Most women want to be the best they can be, and most women are wearing shapers under their gowns and dresses, and to bring that forward to swim was a natural thing for me. It doesn't matter if you're a size 2 or size 14—everyone wants to be sleek and sexy. It's for women to feel sensual and comfortable in their skin.

It's not a control suit, it's a patented two-layer technology with body shaping that smoothes over your curves and an inner lining that moves separately. The outer layer is another swimsuit that's designed for trend, and they move separately, so it's super comfortable. The shaper is bra-sized, and it's called "perfection fit," which is the floating bra-size technology. It was launched during Miami Swim Week at the Gansevoort Hotel, and it is in stores in January, in time for everyone who's going on vacation.

And what about some of your other lines?

We have Beach House, Roxanne and Gabar. Roxanne is our bra-size line for the older woman, Gabar is older and more conservative, and Beach House is our contemporary sports line—it's fashion athletic, with tanks, little shorts and skorts.

We also own TYR Sport, which was founded in 1985 by myself and Joe and

a dear friend of ours, Steve Furniss. It's technical apparel and equipment for swimmers and triathletes. It was named after Tyr, the Norse god of warriors, and it was started by athletes for athletes. It's a true active-sport company. We have swimmers and triathletes who work for the company, and we have the license for the Ironman apparel.

You also have a new partnership with Tommy Hilfiger and Vince Camuto.

These are our two newest licensed brands. Tommy Hilfiger is a collaboration; we're working with their design teams and bringing our expertise to the swimwear. We leveraged Tommy Hilfiger's American heritage—the plaids and the prints and their DNA—and we work with them to do fittings.

With Vince, we work in a partnership with him. He started his shoe brand and has this great love for fashion and wants to dress the next trend-setting woman. We're working with his vision of how that woman dresses to make sure that his thoughts and ideas are represented in his swimwear.

We work very closely, hand in hand, to capture their DNA through and through, so that the customer doesn't know it's Swimwear Anywhere.

Tell me more about your background. How did you get started in the swimwear industry?

Basically, I started as a textile artist. When I went to school, I was a graphic artist and textile artist, and when I first started looking for a job, I landed in a swimwear company.

My first love is print, color and pattern. I first worked as an artist, then as an assistant designer, then managing the whole art department, then I went to work for my own company, doing my own art and fabric and swim. I met my husband, who was a patternmaker, and we got married and brought our companies together.

Can you tell me about the company's trend forecasting?

We're constantly traveling and working together and looking for cutting-edge



Coco Reef is the company's contemporary line for women aged 25 to 65.



The technology used with Coco Contours was partly inspired by the shapers many women wear under their dresses.

advancements and fabrications and different ways of doing things in the industry. If Joe is developing something for the athletic side and it's applicable to the fashion side, I might use that, and vice versa. It's always a collaboration of thoughts, and ideas, and processes, and availabilities of fabrics and machinery that keeps pushing our envelope forward with creating.

How have you managed to succeed for so many years in this industry?

We work hard. We're constantly keeping our eyes open to what's new, and because we're a privately held company, we can move much faster than most of our competitors. That's one of the greatest assets of our company. We can keep it fresh and decide what we want to bring to market as quickly as possible, even in this economy. We take risks and continue to move forward and not move backward, and we've been doing very well through this crazy economy.

As chief creative officer, how does your role differ from Joe's?

There are absolutely no two days that are the same. I work on the creative end, working with the designers here and with the licensed brands. I handle the business and creative end, including some of the marketing and marketing of licenses. I'm working with almost all of them and directly with department stores and consumers. I balance

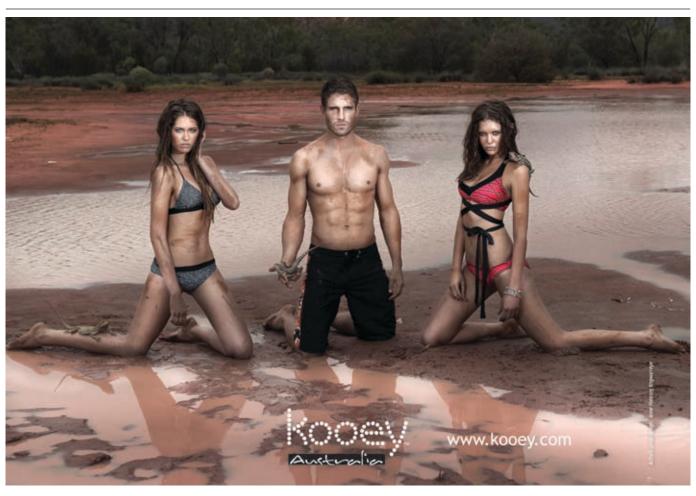
designing and running of day-to-day operations, along with my family and everyone who works here. I work in our showroom and design department, I travel, I tend to all the fashion markets, I shop, read, see the arts and keep my creative juices going as much as I can.

Joe handles some of the fit, as well as production, day-to-day business operations and sales. We overlap and work in each other's worlds. There's a synergy between the two of us that makes it come together.

What do you see for the future?

In general, I think the swimwear industry is phenomenal and will be making more advancements over the next couple of years. I think women are much more fashionable and fashion-oriented and youthful than they used to be, and they want to look good. I think the industry is looking to keep them as youthful and sophisticated as possible.

For us as a company, we will continue to grow and continue to bring on new lines and new collections and expand throughout the United States, Europe, Canada and Mexico. Tyr will be making changes to be a much more global force, and we will continue to have great relationships with manufacturers, stores and vendors. www



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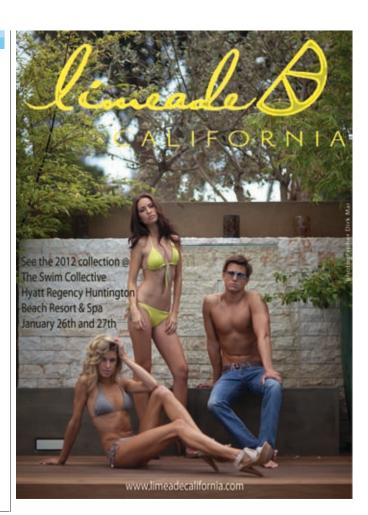
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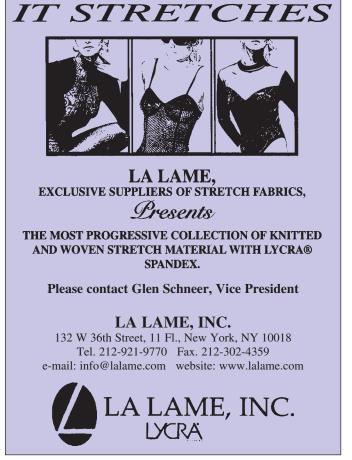
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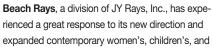
Anne Cole is always inspired and driven to color. And nothing reflects this more than Anne Cole

Signature Cruise and Spring/Summer collections. Cruise employs a rich dark navy base and pops it with white, cocktail pink, blue lagoon, passion pink, and palm green.

Designs include Anne Cole mesh tanks, clubhouse color blocks, twotone prints, and multicolor floral and



stripes. Shirring, underwires, and molded cups are being utilized in various silhouettes to accentuate the positives! For Spring/Summer, think Palm Desert at dusk. Tusk and dark teal provide the base, trimmed with cactus apple, Mojave pink, oasis blue, and sundown yellow. New, innovative knit "elastic" is a fresh trim element in keeping with Anne's DNA for clean, fun, playful, and sexy design. www.annecole.com.



men's divisions. Focusing on trends by infusing original artwork, strong color palettes, and fresh silhouettes, Beach Rays is trend-right with collections for the itop shelfi to volume with ikey itemsî for fast

turn. New for 2012 in contemporary swim is the WET division contemporary collection, joining her sister collection in young contemporary, RAY. In young men's surf, VAST, continuing with its quick-dry technical fab-



rics for surf and cool printed satin back microfiber, adds newness with its hybrid (retro) collection! And our namesake, Beach Rays, continue to offer great swim trunks in microfiber and in 100 percent nylon in many lengths. Youth girls' and toddler swim continue to grow with RAYRAY—eye-catching prints with ruffle and rosette details. Youth boys' and toddler swim have grown with "big boy" prints to match Dad/Big Brother. www.beachrays.com.

biKa was conceptualized and launched by AmbiKa Sanjana in Spring 2011. biKa's vision is to constantly provide unique designs that are a fusion of the tra-

ditional and the contemporary, styles that are individual and, yet, global. biKa specializes in garments designed by AmbiKa and handmade by talented Indian craftsmen who have inherited their trade through several generations. Each exquisite



piece is one of a kind: a fusion of traditional Indian embellishment techniques and modern swimwear patterns. Designer Ambika has been passionate about her creativity since she was a child and inherited her temperament and aesthetic from her artistically rich family. During her lifelong affiliation with the arts, she developed a powerful zeal for fashion. Each biKa creation is timeless and universal. www. bikabazaar.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 2012 collections of over 250 brands at CURVENV Las Vegas Feb 11–13, 2012, at the Sands Expo Hall G at the Venetian Hotel during Las Vegas Fashion Market Week. CURVENY New York will follow Feb. 21–23, 2012, at the Javits Center North. For more information, visit www.curvexpo.com.

Eco Swim™ by Aqua Green™ is debuting its first collection in 2012! Designed with a contemporary flair, this collection boasts great styling and trendright looks and feel. Our advanced fabrics and production techniques

make this collection the more sustainable choice when it



comes to choosing a swimsuit to wear. Touted in June 2012, GoodHousekeeping.com wrote, "Eco Swim by Aqua Green that's good for your figure and better for the environment. It's one of the only swimwear collections on the market that's taking steps to lower its impact on the planet." Our mission is to provide fashionable, excellent-quality, and planet-friendly swimwear. We will achieve this by embracing sustainable technologies and methods, hence reducing our "carbon footprint in the sandTM." For more information, please call (212) 730-9555 or email hminoff@swimusa.com.

"House of La Roux" swimwear is made specifically for the demands of full-figured women.

Created by Sharon La Roux, each swimsuit features a full inner bra with hook and eye construction. Patent-



pending, no-poke, bendable underwire creates a customized fit like no other in the industry. La Roux's

tankini pants all feature a 6" gut-busting wraparound control band that hourglasses the figure while being comfortable to wear. Fashion and functional one-piece, tankinis, and matching coverups round out this new and innovative collection. www. houseoflaroux.com. "SWIM by Chuck Handy" fully constructed swimsuits offer the missy and contemporary customer the added value of a FREE matching coverup with every swimsuit! Check out Chuck's new collection, featuring unique detailing such as his "Lei Ruffles" and new matching Kimkono coverups that flatter and camouflage. www.swimbychuckhandy.com.

In Gear, established in 1990 and based in Miami, is

a leading supplier of swim, resort, and casual lifestyle fashions, with distribution networks reaching across the globe. In Gear is all about fun and fashion, all designed to express yourself and look your best! In Gear product and lifestyle accessories may be found at surf,



beach, swim, and hotel/resort and gift shops, as well as in boutiques, spas, sporting-goods stores, and department stores. www.ingear.com

Kooey is an entirely Australian-owned and operated swimwear label. Each season, Kooey's design team,

Nikki Silverthorne and Charlene Harmer, focuses on a specific area of the Australian landscape. Featuring bold styles and striking



colors, each collection includes one-pieces, bikinis, separates, and resortwear. Sizes range from XS to XL in a wide variety of styles to suit every body type. Its signature prints are designed by Kooey print artist Anne Hanning, an Indigenous Australian artist. Anne has created a unique contemporary style that echoes her interpretation of the Australian country and culture. www.facebook.com/KooeySwimwear

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 2012 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 or call Glen Schneer or Joel Goldfarb at (212) 921-9770.

Limeade California is a forward, L.A.-based swimsuit company with a fresh, new look. Each piece

starts with a more advanced design, which is further enhanced by using the highestquality fabrics, an impeccable fit, and custom hardware,



creating a jaw-dropping look. Each style is expertly fit and constructed to ensure that you look and feel amazing, stylish, and modern. Limeade California's overarching design philosophy emanates from the distinctive style sense the designer derives from living in Los Angeles, the fusion of the laid-back endless summer combined with the ultra-hip L.A. scene. These intersecting influences are characteristic of what you will find in Limeade California swimwear. With the ability to mix and match tops and bottoms, you can create your own exclusive look. www.lime-adecalifornia.com or (310) 692-0205

Magicsuit®by Miraclesuit® is so trend-right...from its sexy one-shoulder silhouettes to bold graphic

prints—this is a brand that hits the mark! A collection that recognizes women have figure problems, "real or



imagined," and are looking for that perfect swimsuit. Magicsuit by Miraclesuit offers updated fashion while providing support, comfort, and control. Using a patented "comfortable control," this collection uniquely shapes, smooths, and provides support women want in their swimsuits. The magic actually happens when the customer tries a Magicsuit by Miraclesuit—she not only feels the difference but sees it as well. For more information, please call (212) 997-5030 or email pmorse@swimusa.com.

Malibu Dream Girl continues to strengthen its diverse portfolio of brands with the launch of Maidenform Beach! Maidenform's unrivaled expertise

in fit solutions is complemented by MDG's unparalleled design and swimwear quality. The collection is comprised of bra-sized swimwear with flatter-your-figure styling in vibrant prints and colorways, available at better specialty



swim and department stores. Along with the new additions of Maidenform Beach and Dotti coverups, Malibu's house brands continue to shine. Gossip's 2012 lineup features trends fresh off the runway, with stripes, dots, leopard print, neon colors and crochet detailing. See the entire collection at www. gossipswim.com.

Miraclesuit®, the world leader in ladies' control swimwear, continues its mission to empower women. For 2012, the adage "We love curves" has

never been stronger. Design inspiration was drawn from red-carpet gowns, and the use of vivid colors such as blues and reds coupled with draping, twisting and pleating creates luxurious highlights and textures. The seemingly effortless appearance of these modern



masterpieces conceals an elaborate understructure that supports, shapes, and defines the wearer. Ours is the swimsuit that contours, shapes, and slims the body. When a woman puts on a Miraclesuit, she appears to lose 10 lbs. in 10 seconds. This year, Miraclesuit had the distinct honor to sponsor the national 2011 Wilhelmina 40+ Model Search, where thousands of women entered this incredible contest. Across the country, the Miraclesuit team had the pleasure to meet so many incredible women, who all wanted one thing—to live life fully and completely. For more information, please call (212) 997-5030 or email <code>jbeckford@swimusa.com</code>.

Philips-Boyne Corp. offers high-quality shirtings and fabric. The majority of the line consists of long

staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobbies, voiles, Swiss dots, seersuck-



ers, ginghams, flannels, and more. Exclusive broadcloth qualities: Ultimo®, Corona®, and Superba®. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations. www.philipsboyne.com or sales@philipsboyne.com

The California Swimwear Association presents The **Swim Collective** Trade Show, coming Jan. 26–27 in Huntington Beach, Calif. The

Swim Collective is recognized as the premium West Coast swimwear trade



show, offering buyers more than 1,000 lines across all swim categories. Other show dates are Aug. 1–2 in Newport Beach, Calif., at The Balboa Bay Club and Resort, a luxurious fivestar hotel, spa, and resort on the coastline of sunny Southern California. For more information, visit www.swimcollective.com.

SwimShow showcases over 400 exhibitors representing nearly 2,500 lines. The show draws over

2,500 buyers from the United States and 50 different countries. It's the largest swim trade show in the world and the first opportunity for buy-



ers to see the latest designs for the upcoming cruise season. Show dates are July 21–24 at the Miami Beach Convention Center. www.swimshow.com

Swimwear with **Xtra Life LYCRA®** 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 re-



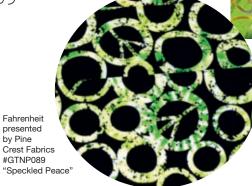
sists bagging and sagging and keeps swimwear fitting like new longer. Exposure to suntan lotion, body oils, and chlorine can compromise fabric stretch and recovery, quickly degrading the fit of a suit. Swimwear with Xtra Life LYCRA® fiber, the fit the customer loves is the fit she'll keep long into the season. For more information, contact Andrea Matousek at Andrea.l.Matousek@INVISTA.com or (212) 512-9235. LYCRA® is a trademark of INVISTA.

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Solid Stone Fabrics "Labamba"



"Hot Drama" Triple Textile #FH-6-X

Taiana Blu "Roxane"

Fahrenheit

presented by Pine

#GTNP089

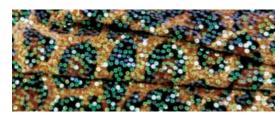


Pine Crest Fabrics #LTH380C3 "Storm Hologram"

Solid Stone "Cheetah Flock"

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