

CALIFORNIA

Apparel News

VOL. 66 NO. 39

SEPTEMBER 7, 2010 \$6.00

2011
WATERWEAR

Runway Report
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Beat

Swim Trends

Miami
Heat

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A woman with long, wavy blonde hair is lying on her back on a dark red, textured surface. She is wearing a teal-colored bikini with a textured, possibly woven or knitted pattern. The bikini top is a strapless tube top with a knot at the center, and the bottom is a matching thong with a bow detail. Her arms are raised above her head, and she is looking directly at the camera with a neutral expression. The background is a deep red with a subtle, intricate pattern.

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MADE IN ITALY

Koral Jet-Set Style

Los Angeles-based and Brazil-minded swim line Koral has something not found in many swimwear collections: velour.

In addition to the traditional Lycra-blend prints and solids, the collection boasts a group of luxe velour suits.

Inspired by the jet set and exotic coastlines of her native Brazil, designer Ilana Kugel set out to create a sexy, one-of-a-kind look for her collection.

"I wanted to create a flattering bikini with a twist of glam and versatility for the girl who wants to look and feel good at a yacht party or on the beach," Kugel said. "Our designs are sophisticated and timeless."

Styles include flirty bikinis, one-pieces and coverups. Bikinis feature a bottom that's cut smaller than a traditional American suit but not quite as teeny as a Brazilian style. There are also high-waist styles, including a nautical number in black and a cutout style that exposes the hips. Tops include twist-front, ruffled and corset bandeaus; rouchéd halters; and string-tie triangle styles.

One-piece styles include a color-blocked suit with lattice lacing in the back, a coquettish strapless style that zips up the front and a cowl-neck halter suit that is pure Hollywood glamour.

Embellished with girly ruffles or sophisticated gold hardware, the suits are available in classic white and black, as well as sun-drenched brights and pastels and silver. Prints include ethnic geometrics and lady-like lace.

Wholesale prices range from \$60 to \$90.

For more information, visit www.koralswimwear.com.

—Alison A. Nieder



Ambn Beach Volley. It's Back.

Ambn, the boutique action-sports lifestyle menswear brand launched by brothers Dustin and Dylan Odbert, saw the tank top trend that's been sweeping the menswear market coming from miles away. The San Clemente, Calif.-based duo have been selling the skin-baring tops for years. They've also been at the forefront of the shorter, slimmer boardshort movement. Now, for Spring 2011, the Odberts have added a retro throwback—volleyball shorts—to their collection.

"The volleys are geared toward a more high-end clientele," Dustin Odbert said. "They can live in the surf/skate world, but the styling and aesthetic are more in line with those of contemporary retailers."

Featuring 14-inch outseams, mesh lining and elastic waistbands, the shorts are fully functional

for poolside lounging and ball-spiking. Cut from the same silicone-washed microfiber that Ambn uses for its boardshorts, the volley shorts wholesale for \$40 and are available in a variety of quirky prints as well as two solid colors.



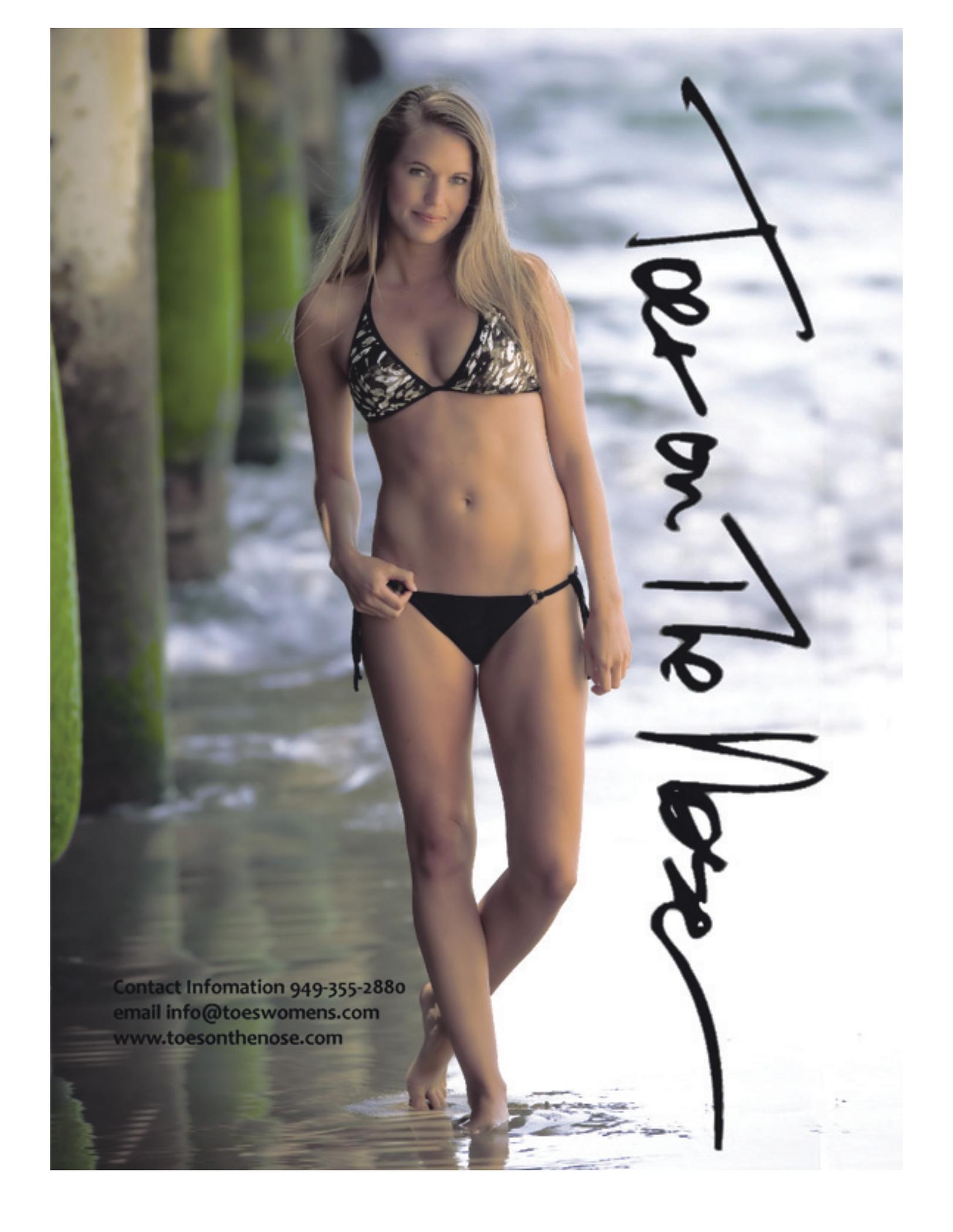
So far the shorts have gotten the right kind of attention, landing orders from key retailers such as Beams Japan and Becker Surf & Sport. The Odberts, who built their brand on quirky T-shirts and staple pieces that bounce between kitschy and preppy, are keeping the brand's sense of humor even as it goes more upscale. Some of the volleyball shorts are cut from fabric printed with lions and tigers and bears; others from trippy love-child flowers; and, still, others with an American flag.

For more information, call (949) 429-5809 or visit www.ambn.com.—Erin Barajas

CALIFORNIA Apparel News WATERWEAR

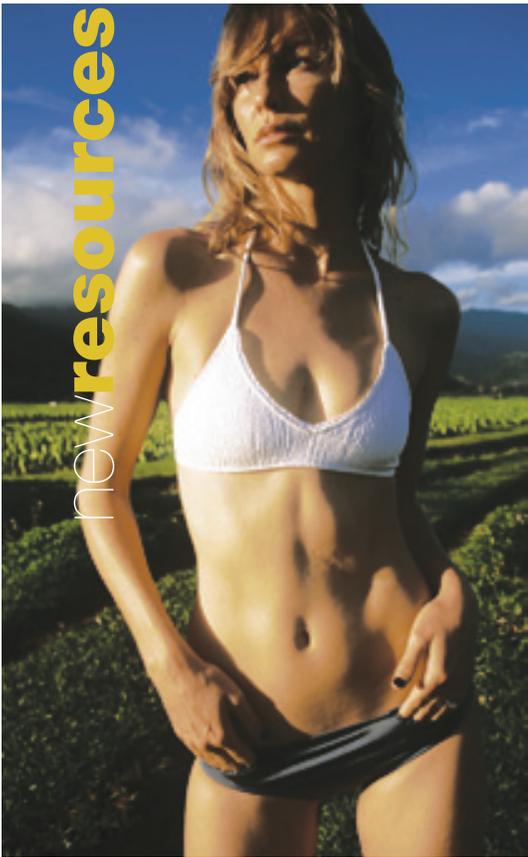
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SALLY PETERSON

Made by Dawn The Muse Makes Her Own

Designer Dawn Peterson knows a thing or two—or 20—about swimwear. A surfer and former model who grew up on the beaches of Hawaii, Peterson lives the lifestyle—and has the figure—most swimwear designers envision for their muse. “I love fashion and was looking for a way in. Swimwear seemed like the best way,” Peterson said. For Summer 2010, Peterson and her husband, Kirk Peterson, launched Made by Dawn, a line of bikinis designed in Santa Barbara, Calif., and made in Los Angeles.

The collection, which draws on Peterson’s love of all things beach and fashion, debuted with three bikini tops and five bottoms. “I was a fit model for Karl Lagerfeld, and I saw him sketching designs and then would put on the dresses the next day. I’ve been sketching since I was little, and I wanted to see my own sketches come to life, too,” Peterson said.

Wholesaling for upwards of \$30 per piece, Made by Dawn includes a classic triangle top, a modified bandeau top with a back cutout and two side-tie bikini bottoms. Peterson, who likes a dose of practicality with her swimwear, included a “Shell Picker” bottom—a sporty little bottom that includes two tiny pockets designed as a place to stash sea shells. A matching scoop-front bikini top is designed to stay put in case of swan dives or surfing. Additional styles, including a maillot, are planned for Resort 2011.

Made by Dawn, which boasts a fit that isn’t quite a Brazilian but is skimpier than traditional American fits, targets better specialty boutiques. So far, the label has landed in retailers such as Planet Blue in Los Angeles and Angel in Montecito, Calif. For more information, call (808) 266-0449 or visit www.madebydawn.com.

—Erim Barajas

Paste

Art-Driven Boardshorts

Brooklyn, N.Y.-based designer Jason Laurits was looking for a way to expand his 3-year-old graphic T-shirt collection, Paste—but, more pressingly, he was looking for a swimsuit—when he decided to launch a collection of boardshorts under the Paste brand.

“It was one of those things where all the signs just hit me all at once,” he said. “I was shopping for a suit for myself last summer and couldn’t believe the lack of options and fits. Either too long and bulky or too tight and stretchy—nothing in between.”

Laurits’ tailored boardshorts feature a classic, retro cut—and the designer’s original prints.

“I love working with graphics, designing my own,” he said. “I just thought, swimwear! There’s something I can still be bold with graphics on. And to be a swimwear line from the untraditional setting of Brooklyn, N.Y., was just icing on the cake. I just loved the whole idea.”

Laurits said the swim line is designed for the same market as



Paste tees: “Laid-back, fashion-subconscious guys; often city dwellers; often bold and funny; quirky, maybe; retro-loving, definitely, who hit the beach on the weekends.”

West Hollywood, Calif.-based men’s boutique Alpha, which carries the T-shirt line, was one of the first boutiques to place an order for the swimwear.

Produced in Los Angeles, the collection includes a solid style with a roll-up hem that allows the wearer adjust the length. Printed styles are available in a classic tie-waist with side pockets and a buckle-waist style in an inside tie—“to keep

it functional and adjustable during swim,” he said.

The suits in the launch collection are wholesale priced at \$34. “Next season, I’ll introduce a more tiered price structure with more styles, fabric options and prints,” Laurits said.

For more information, visit www.pastetshirts.com.

—Alison A. Nieder



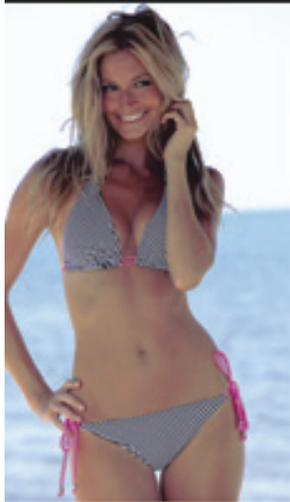
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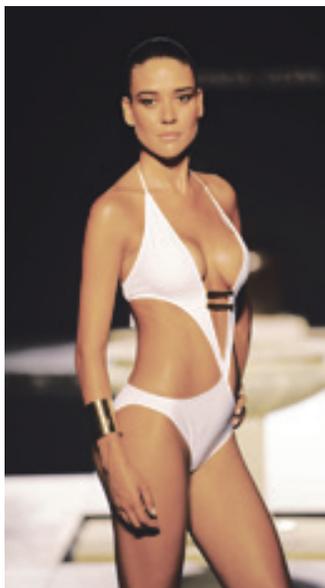
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A woman with long, wavy blonde hair and blue eyes is the central figure. She is wearing a dark grey, one-piece swimsuit with a draped, asymmetrical neckline and a gathered waist. She stands on a sandy beach with the ocean waves visible in the background under a soft, twilight sky. The overall mood is serene and elegant.

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Sonia Vera

JET-SET CHIC

From Bianca Jagger's Moroccan romps to Halston's glam Studio 54 goddesses, swimwear takes inspiration from the '70s jet set. Sexy, chic and glam, the look is created with gold hardware, colorful prints and cut-to-there décolletage.



Caffé Swimwear



Trina Turk



Charlie by Matthew Zink

Miami HEAT

Swimwear is hot, hot, hot. And designers turned up the heat during Miami Swim Week with exciting new trends for Cruise 2011. From itsy-bitsy bikinis to couture one-piece designs, swimwear is sizzling this season. Designers reinvented styles from the past and innovated new styles for Cruise, channeling inspiration from around the world. Ready-to-wear was key to the category, influencing the look of swim and resortwear for the season. Military fatigues, denim fabrics, rompers, vests and jumpsuits merged into many of the collections. Trends from last season—such as cutouts, high waists and asymmetrical styling—continued to make a statement. Femininity is a key buzz word going forward as designers opt for floral prints, soft palettes, ruffles, lace, skirts and flirtatious styling. And classics prevail, including nautical themes and the requisite animal print. From the beach to the city streets and the yacht to the glamorous spa retreat, here is a look at Cruise 2011.

—N. Jayne Seward



Ray by Beach Ray



Guess

Marc by Marc Jacobs Swimwear



Zimmermann



Betsey Johnson



Tori Prayer Swimwear



IN BLOOM

The '90s have inundated ready-to-wear, and this season, floral prints go big in swim. Everything from tiny ditsy prints to classic Hawaiian florals decorate the swim scene.

PHOTOGRAPHY BY: GEORGE ACHI; LULI FAMAGETTY; VOLKER CORELLI; JOHN PARRAGETTY IMAGES



Luli Fama



Chio di Stefania D

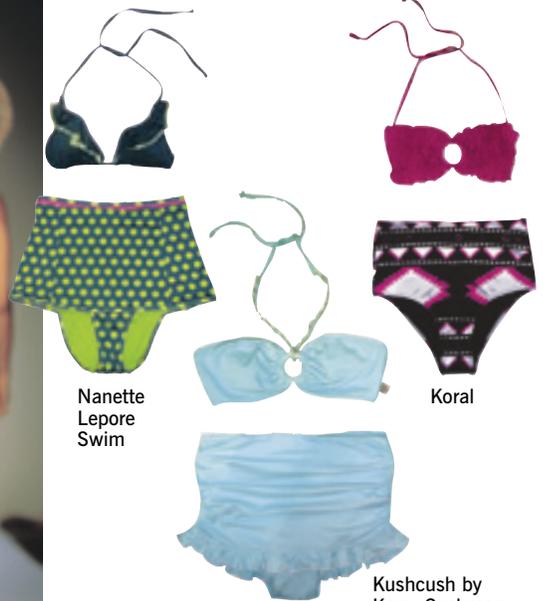
Zimmermann

DIGITAL AGE

Designers find new means of expression this season as digital printing techniques continue to evolve. Floral prints, ethnic patterns and computerized graphics find their way onto bikinis, leggings and silk dresses.



Marysia Swim



Nanette Lepore Swim

Koral

Kushkush by Kerry Cushman

HIGH RISE

Designers are keeping above the line with high-waisted silhouettes. The chic vintage look makes waves with nude palettes, intricate seaming, ruffles and skirted silhouettes.



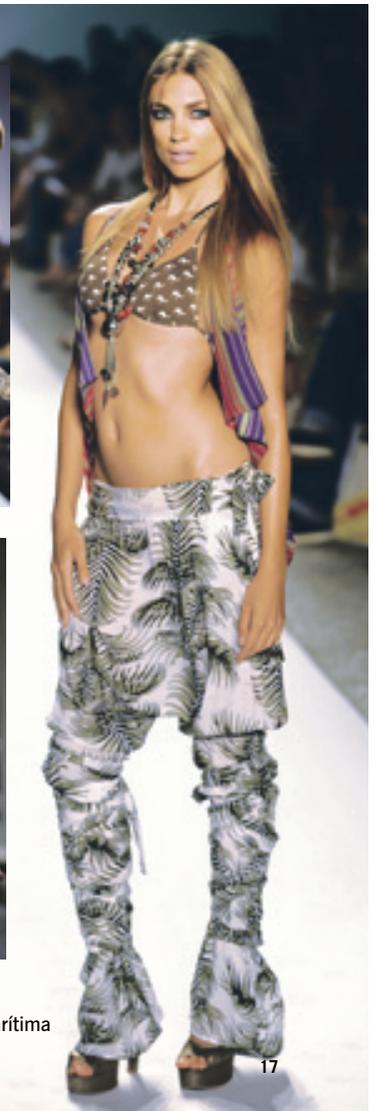
Mara Hoffman Swim

DESERT SAFARI

Designers channel safari-inspired themes via the great deserts of the world. Think Bedouin chic, Moroccan jet set and African safaris. Turbans, harem pants, animal prints, ethnic patterns and a khaki palette create the look.



Sans Arcidet



Cia. Marítima



Coco Rave

THE ROMPER

The romper melds perfectly with the ethos of beach chic. Comfortable, yet stylish, it's easy to see why the look turned up on the runway in more than a few collections.

Luli Fama



Sears

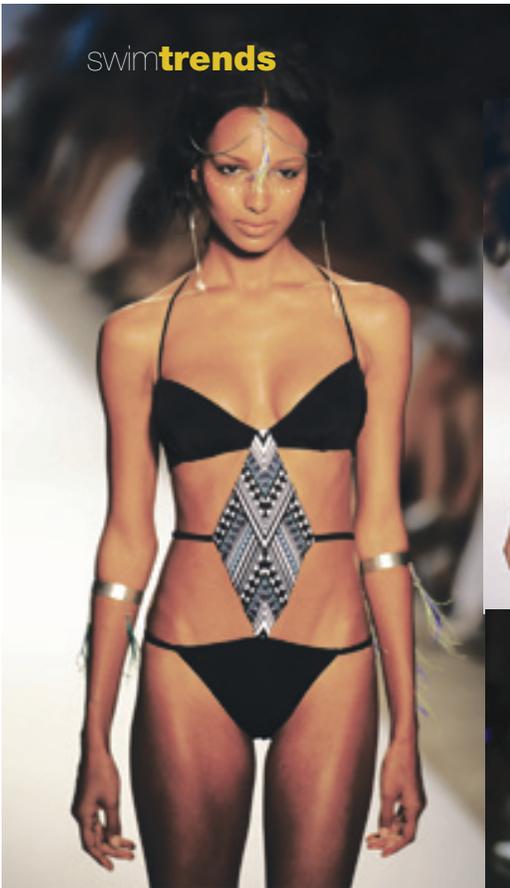


Paula Herbert



Kmart

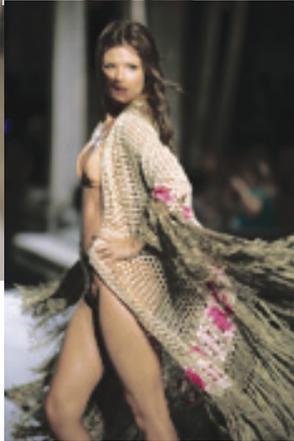
Miami HEAT



Mara Hoffman Swim



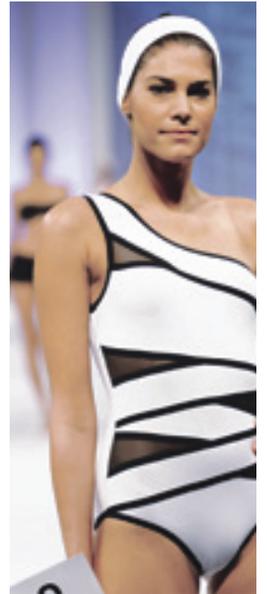
Lisa Blue



Ashley Paige



Cia. Maritima



Karla Colletto



Ray by Beach Ray

MY TRIBE

Ethnic looks are always apropos for swim market, and this season, designers again turned to far-off places to find inspiration. From Mexican floral prints to Aboriginal artwork and Incan graphic designs, the look is decidedly chic.



Betsy Johnson

Seafolly



Juicy Couture Beach



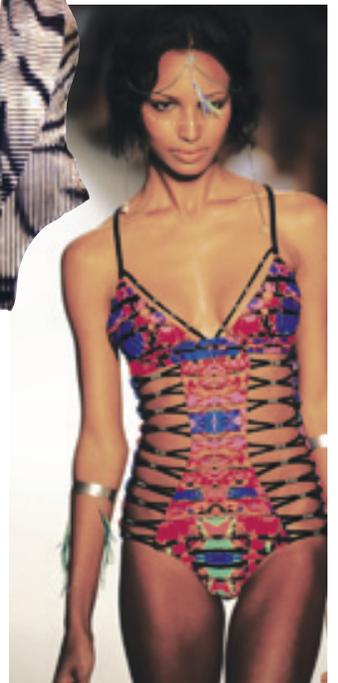
Becca by Rebecca Virtue



Lenny



Nanette Lepore Swim



Mara Hoffman Swim

SKIRT STOP

Swim skirts made a comeback for Cruise, appearing on everything from vintage styles to swim dresses and high-waisted bottoms.



Rosa Chá



Jo De Mer

DIVE IN

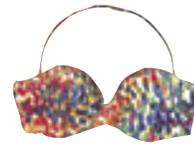
Scuba gear inspires Bond Girl-worthy looks for the beach. Neoprene fabrics, neon colors, bold color blocking and black-seam detailing create the look.



Ivana Sert



Diane von Furstenberg

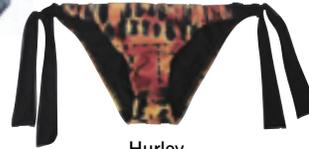


Nanette Lepore Swim

Becca by Rebecca Virtue

INTO THE WILD

Designers go wild this season with exotic animal prints. The look is spot on in natural animal patterns and color-infused prints.



Hurley



Maneater Swimwear



True Religion



White Sands Australia

FLIRT

Ruffles, lace and lingerie styling flirt with swimwear this season. Taking cues from the bra, underwires return and corsetry and lace-up details make a stylish statement.

THE ONE-PIECE

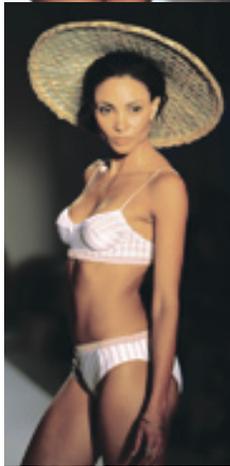
The one-piece continues its trend to the avant-garde. Designers present couture looks with sexy lace-up sides, innovative cutouts, intricate seaming and draping.



Rosa Chá



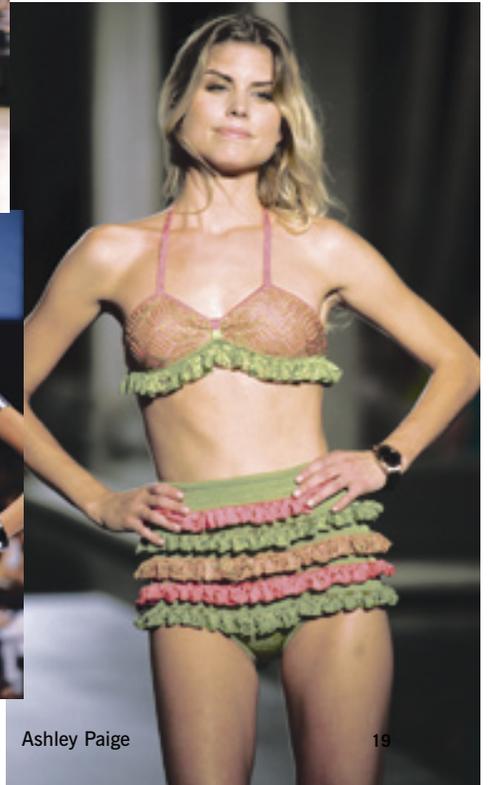
Lisa Maree



Marysia Swim



Salinas



Ashley Paige

MIAMI SWIM WEEK



BIKINI BEAT

The swim scene in Miami Beach, Fla.

Miami Beach was on the bikini beat this summer thanks to a jam-packed lineup of runway shows, trade shows, poolside parties and events. Miami Swim Week offered an international look at the Cruise 2011 season, covering swimwear's top names and hot up-and-comers from around the world.

The ambiance of South Beach, with its glamorous hotels and chic poolside locations, created the perfect storm for a chic week of swimwear. Central to the scene was Mercedes-Benz Fashion Week Swim at The Raleigh, which featured catwalk presentations by designers such as Cia.Marítima, Luli Fama,

Mara Hoffman Swim, Red Carter, Marysia Swim, Trina Turk and Aqua Di Lara.

Longstanding trade show SwimShow 2011 hosted its annual four-day trade show and runway presentation, featuring brands such as Billabong, Kushcush by Kerry Cushman, Chio di Stefania D, Gottex and Shan. And Salon Allure debuted this season at the W hotel with a chic resort atmosphere and poolside fashion show. Brands included Koral, Belusso, Red Carter, Tori Praver Swim, Ivana Sert and Xtra Life Lycra. In addition, there were several independent designer shows and group shows organized by Funkshion Fashion Week and newcomer MOD Fashion Week. Here is a look at the scene from South Beach.—*N. Jayne Seward*

On the cover: Caffé Swimwear. Photo by Volker Corell.

Trina Turk

Designer Trina Turk brought her retro Palm Springs-meets-Acapulco swimwear to the Miami runway for the first time and kicked off the Mercedes-Benz Fashion Week Swim festivities on July 15 at The Raleigh in Miami Beach, Fla. With its swimwear in bright, psychedelic prints and saturated hues paired with crisp white and acid-colored coverups and apparel, Turk's Cruise 2011 collection for men and women featured a casually tropical and sometimes preppy-chic vibe. If a modern-day Great Gatsby were having a pool party, he'd probably wear Turk's knit micro trunks and chartreuse blazer. —*Erin Barajas*

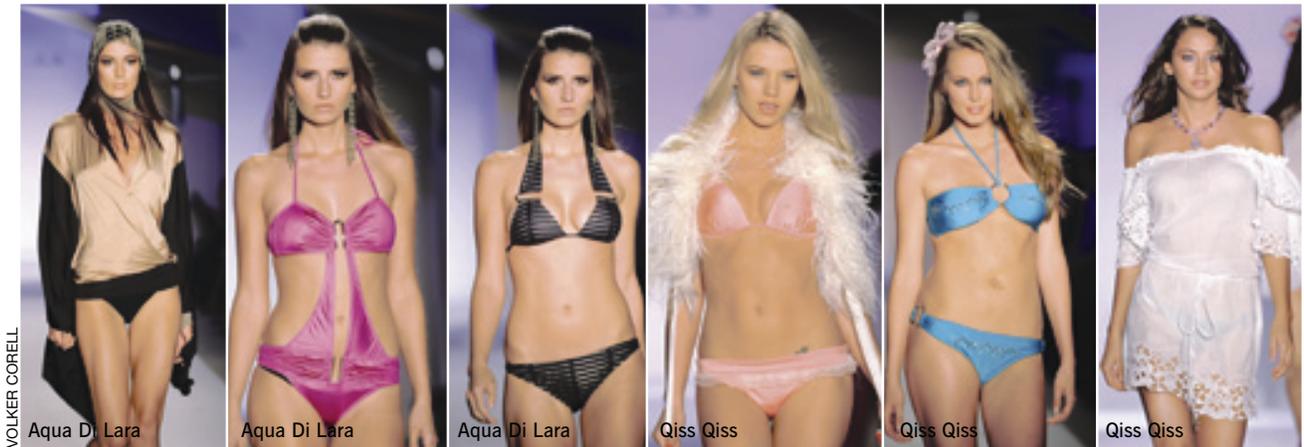
VOLKER CORELL



LULI FAMA/GETTY

Luli Fama

Itsy-bitsy bikinis, colorful floral prints and gold metallic fabrics were just a few of the looks that Luli Fama sent down the catwalk for Cruise 2011. The runway show, which included a performance by singer Robert Elias, channeled the party spirit of the Caribbean. Created by Lourdes Hanimian and brother-in-law Augusto, the brand is perfectly suited to the beach scene in Miami, where it is based. "The Luli Fama girl likes to feel sexy, has confidence, loves to wear a swimsuit and show off," Lourdes explained. And there were plenty of colorful prints to keep the party going. Vibrant digital prints appeared on everything from ruffled monokinis to the tiniest of ruched-back Brazilian cuts. —*N. Jayne Seward*



VOLKER CORELL

Aqua Di Lara

Aqua Di Lara

Aqua Di Lara

Qiss Qiss

Qiss Qiss

Qiss Qiss

Aqua Di Lara & Qiss Qiss

Montreal-based Aqua Di Lara returned to the runway on July 17 at Mercedes-Benz Fashion Week Swim to present its Cruise 2011 collection and to debut its secondary collection, Qiss Qiss. U.S. Creative Director Reyhan Sofraci used the runway as a playing field for creativity. Femininity, power and confidence were the key concepts for the Aqua Di Lara collection, which was designed with a luxurious warrior goddess in mind.

Sofraci fused innovative design techniques and fabrications with a futuristic appeal. Colorful jewel tones came in shiny technical

water-repellant fabrics, draping techniques were incorporated into necklines and liquid-metal fabrics featured hardware accents.

For the Qiss Qiss collection, Sofraci focused on femininity—but with a flirtatious girly look designed for a younger customer. The line, which launched in Canada a few years ago, has a more playful side. "[Qiss Qiss] has done well, so we wanted to introduce it to the U.S. market," Sofraci said. The collection ranged from coquettish lingerie-inspired suits in pastel colors and lace trims to brightly colored bikinis with ethnic embellishments and graphic giraffe prints. —*N.J.S.*



VOLKER CORELL

Caffé Swimwear

For Cruise 2011, designer Paula Saavedra channeled the 1970s to create her Caffé Swimwear collection. The glam era was a perfect fit for the brand's trademark jet-setting lifestyle look. The Colombian designer created a chic, sophisticated sensibility with colorful ethnic prints, gold hardware and handmade embellishments. Silhouettes were sexy, including tiny yet figure-flattering bikinis and one-pieces with cut-to-there décolletage. Unique, custom-made accessories, such as oversize straw handbags, added a touch of the designer's native homeland. —*N.J.S.*

True Religion

Los Angeles-based True Religion got back to its laid-back California roots with its show July 17 at Mercedes-Benz Fashion Week Swim at The Raleigh. The brand showed denim swimwear for women, including a bikini trimmed in suede, a denim bustier suit, and a one-piece that featured distressed cutouts, and denim boardshorts for men. Also on the runway were bohemian tie-dye bikinis, rocker-girl suits covered in studs, vintage surfer girl-inspired bikinis featuring low-slung bottoms, and '80s mall-rat styles featuring pops of neon and metallics. —*E.B.*



VOLKER CORELL



Lisa Maree

Lisa Maree

Lisa Blue

Kooley Swimwear Australia

Aquarella Swimwear

VOLKER CORELL



Aquarella Swimwear

Lisa Blue

Kooley Swimwear Australia

Lisa Maree Kooley Swimwear Australia Aquarella Swimwear Lisa Blue

It was an Australian extravaganza July 19 during a group show that exclusively featured designers from "Down Under." The show, held during Mercedes-Benz Fashion Week Swim at The Raleigh, included swimwear from Lisa Maree, Kooley Swimwear Australia, Aquarella Swimwear and Lisa Blue. The show, which focused on the designers' Resort 2011 collections, illustrated the breadth of contemporary swimwear styles coming out of Australia. —*E.B.*

Cia.Marítima

Always sexy and sophisticated, Cia.Marítima's fashion show July 18 during Mercedes-Benz Fashion Week Swim at The Raleigh did not disappoint. Designer Benny Rosset sent teeny but impeccably fit suits in mismatched fabrics down the runway along with flowing, sportswear-style coverups and vampy animal-print suits. Hardware on the minimal-chic collection ranged from chunky, ethnic-inspired jewels to rows of small shells and delicate embroidery strung along bikini bottoms and around the necklines of tunic-style coverups. —E.B.



VOLKER CORELL



VOLKER CORELL

Mara Hoffman

New York-based designer Mara Hoffman showed a "Mystic Jungle"-themed collection July 17 at Mercedes-Benz Fashion Week Swim at The Raleigh. The trippy, tongue-in-cheek theme made for a beautiful, totally wearable collection of swimwear and coverups, which included a collaboration with Alternative Apparel for a faded pastel fleece poncho. Standouts included a four-strap bikini with strings and beads, an underwire bustier, and a capsule that featured criss-cross lattice detailing. Bright pinks, turquoise, lime green, yellow and blue clashed perfectly with Hoffman's quirky take on ethnic prints, including psychedelic batik and a geometric Native American-tinged graphic. —E.B.

Marysia Swim

Marysia Reeves transported her audience on a dream vacation to Fiji with the presentation of her Cruise 2011 Marysia Swim collection. The designer sent straw hat-clad models down the runway to the beat of Fijian drummers on July 19, the closing night of Mercedes-Benz Fashion Week Swim. The polished collection showed the maturity of a designer who has learned the beauty of simplicity and a good edit. "I wanted to be really polished," Reeves said. "The makeup was really soft. Everything was really toned down." Key silhouettes included underwire tops paired with high-waisted briefs, silk chemises with flirty ruffled necklines, and maillots with strong seaming details. —N.J.S.



VOLKER CORELL



VOLKER CORELL

Poko Pano

Paola Robba, founder and creator of Poko Pano, was inspired by Brazil's diverse landscape, intense aromas and vibrant scenery for Cruise 2011. Simply titled "I Love Brazil," the collection playfully captured the essence of the country during its July 17 presentation at Mercedes-Benz Fashion Week Swim. Robba utilized colorful prints and Brazilian handicraft techniques such as embroidery, macramé and needlepoint. Flowers, watermelon prints and toucan birds decorated the colorful collection. —N.J.S.

MIAMI SWIM WEEK



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Carmen Marc Valvo

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TYR

Swimwear Anywhere

The pool deck at The Raleigh was a chic setting for Swimwear Anywhere Inc. to debut its new Coco Contours and Carmen Marc Valvo Resort Wear collections. The July 17 show was also the first time the New York-based swimwear manufacturer presented its range of swimwear brands during Mercedes-Benz Fashion Week Swim. The company showcased a wide assortment of trend-driven looks from its brands, which include designer labels such as Marc by Marc Jacobs Swimwear, DKNY Swim, Carmen Marc Valvo, and Juicy Couture Beach.—N.J.S.



Coco Contours

Juicy Couture Beach

Coco Reef

Marc by Marc Jacobs Swimwear

Beach House

DKNY Swim

VOLKER CORELL

Swell Suits Miami

The guys came out in full force for Swell Suits Miami, a group show featuring men's swimwear from Naila, Parke & Ronen and Olasul. Prevailing trends on the runway included slim boardshorts, trim swim briefs, short shorts and even barely-there briefs. Naila showed linen shirts trimmed at the cuff and collar with prints to match its trunks and boardshorts. Parke & Ronen went for a retro, sporty Palm Springs, Calif., vibe packed with saturated plaids, animal prints and stripes. Olasul referenced the surf culture, with plenty of beachy, surf-dude prints and sun-washed brights.—E.B.



Parke & Ronen

Naila

Olasul

FRAZER HARRISON/GETTY IMAGES



VOLKER CORELL

Dolores Cortés

Classic silhouettes, mismatched prints and breezy island-girl coverups filled the Cruise 2011 Dolores Cortés collection. Shown poolside July 16 at The Raleigh during Mercedes-Benz Fashion Week Swim, the tightly edited collection featured denim-inspired looks, subtle stripes, and spots and shots of color.—E.B.

Beach Bunny Swimwear

There are good girls, and there are bad girls. For her 2011 collection, designer Angela Chittenden whipped up suits for both. At Beach Bunny Swimwear's July 16 show at The Raleigh during Mercedes-Benz Fashion Week Swim, Chittenden showed swimwear that bounced between looks perfect for 1980s music-video vixens (lots of wet-look fabrications, asymmetrical cutouts, tassels, lace and animal prints), suits that are more suited for uptown girls lounging poolside (understated but super-sexy silhouettes, minimalist embellishments, muted colors and lingerie details), and suits with playful details and sporty silhouettes.—*E.B.*



DAN & CORINA LECCA



NILS ERIKSMILE XXVII STUDIOS

Ed Hardy Swimwear

Ed Hardy Swimwear turned out a Cruise 2011 collection that didn't deviate from the Los Angeles brand's more-is-more aesthetic. Foil, crystals, mesh, layers of tattoo-inspired graphics, chains, studs and grommets bedazzled both women's bikinis and men's boardshorts. The July 16 show at The Raleigh during Mercedes-Benz Fashion Week Swim was one of the hottest tickets of the night and featured a party atmosphere that complemented the in-your-face quality of the suits. Some standout pieces included a bikini that featured a lace-up bustier top and a collection of suits with a sporty, vintage collegiate theme.—*E.B.*

White Sands Australia

Designer Leah Madden opted out of the catwalk during Mercedes-Benz Fashion Week Swim in favor of an intimate press-only showcase July 16 at The Raleigh's penthouse. Madden showed her Resort 2011 collection, which included bustier-style one-pieces and plenty of bikinis bearing tropical-themed prints. Sophisticated matching coverups in jungle prints could take a girl from the pool to the bar and even the office.—*E.B.*



JOHN PARRAGETTY IMAGES



VOLKER CORELL

Tyler Rose

Tyler Rose designer Nichole Carroll loves the '80s, and she has a full swim collection to prove it. At the Tyler Rose fashion show at The Raleigh during Mercedes-Benz Fashion Week Swim on July 19, Carroll sent a cadre of '80s-video-vixen suits down the runway. Wet-look fabrics, saturated animal prints in colors not found in nature, tassels, lace and an abundance of cutouts were paired with sky-high heels and out-to-there hair. But not all of her suits played to the era's bad-girl image. Sweet pink and pastel suits, ruffles, polka dots, and rainbows evoked a cinematic, John Hughes heroine take on the era.—*E.B.*



VOLKER CORELL

Nicolita

Designer Nicole Di Rocco transported the audience at her Cruise 2011 swimwear show to the Golden Era of Cuba. Her signature Latin glam look included bold red lips, finger-wave curls and flirty lashes. The designer was inspired by her Cuban-American roots and a recent trip to Cuba to create the collection. Vibrant red, green, blue, yellow and white hues created a festive look that was tailored to the curvy Latina figure. Polka dots, stripes and kitschy Cuban sandwich and mojito prints decorated the flirty collection.—*N.J.S.*

Crystal Jin

Designer Crystal Jin Eley's Cruise 2011 swimwear collection is feminine without being girly and sophisticated without being stuffy. Not a single floral print made it into the mix at her July 16 show at The Raleigh during Mercedes-Benz Fashion Week Swim. Instead, rich solids complemented tiny triangle bikinis, Grecian-inspired one-pieces, ruched bandeau suits and sporty bikinis.—*E.B.*



VOLKER CORELL



THOMAS KLETECKA/CREATIVE EDIT.

Red Carter

Theatrics are always par for the course for a Red Carter fashion show. And this season, the designer didn't disappoint. Carter presented his eponymous and high-end GLAM collections with a cocktail party and runway show at the Bass Museum of Art. The July 18 presentation was part of Mercedes-Benz Fashion Week Swim. Take away the costume accessories—such as plastic football pads, feather purses and a ball gown cape made from netting—and there was some seriously fierce swimwear in the mix.—*N.J.S.*

A.Z Araujo

Nikki Beach Miami was the setting for A.Z Araujo's Cruise 2011 presentation. The New York-based designer presented the collection on July 18 during Mercedes-Benz Fashion Week Swim. The South Beach hot spot's bikini-clad crowd soaked up the party atmosphere while viewing the collection inspired by the designer's Brazilian homeland.—*N.J.S.*



FRAZER HARRISON/GETTY IMAGES FOR IMG

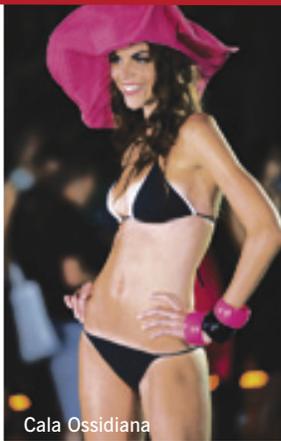


Miami SwimShow

The SwimShow 2011 trade show hosted its annual fashion show July 18 at the Miami Beach Convention Center's ballroom. Always a packed show, the fashion show included suits from all of the trade show's exhibitors, including B. Swim, Tibi, Zimmerman, L*Space, Vix, Anna Kosturova, Tavik, Diane von Furstenberg, Steve Madden Beachwear, Jantzen, Hale Bob and Reebok. —E.B.

VOLKER CORELL

MIAMI SWIM WEEK



Cala Ossidiana



Pin-Up Stars



Red Carter



Xtra Life Lycra



Maneater Swimwear



Vilebrequin



Belusso



Jessica Simpson

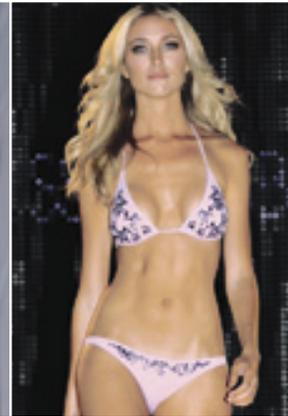
VOLKER CORELL

Salon Allure

Salon Allure made its debut on the Miami swim scene with a poolside fashion show and opening-night party in South Beach. The W South Beach hotel formed a chic backdrop for the July 16 event, which celebrated the inaugural season of the trade show. Presented by Diesel, the party kicked off with a splash with a routine by synchronized swimmers. Guests enjoyed the poolside atmosphere and fashion show featuring Salon Allure's 20 exhibitors. Designers included Diesel, Red Carter, Marysia Swim, Xtra Life Lycra, Hot Tuna, Charlie by Matthew Zink, Resort Life, Belusso, Korai, Vilebrequin, Tori Praver Swimwear, Jessica Simpson and Ivana Sert.—N.J.S.

Melissa Odabash

Melissa Odabash is known for her chic collection of glamorous swimwear. And for the first time, the London-based designer presented her collection on the runway during Miami Swim Week at W South Beach. For the July 16 presentation, Odabash presented looks from her swimwear line as well as her ready-to-wear collection. The collection included vintage prints revamped in modern colors, chic caftans, breezy cotton dresses, vintage-inspired silhouettes and plenty of the designer's trademark animal prints.—N.J.S.



REDEVE PRODUCTIONS



Keva by Keva J



Azure Swim



House of Jackie Brown



Kirsti Grinna

JOSUE RAFULS, RICARDO IGLESIAS & POLO FILMS, NATALIE B PHOTOGRAPHY

Mod Swim Week

Mod Swim Week, held poolside July 16–17 at Nikki Beach in Miami Beach, featured runway shows from designers such as House of Jackie Brown, Betsy Moss, Keva by Keva J, Azure Swim and Kirsti Grinna Swim. Keva by Keva J showed unconventional and sexy suits in bubble-gum hues. Azure showed Bond girl—worthy bikinis, and Betsy Moss sent her muse to the French Riviera. Kirsti Grinna showed a versatile collection of beachy swimsuits.—E.B.

Inca

Inca celebrated Cruise 2011 with an intimate dinner and tribal-themed fashion show on July 16 at The Setai hotel in South Beach. Principal Stacy Josloff presented the bohemian chic collection that celebrated the brand's Incan roots. The suits came in plenty of body-conscious cuts with bold embellishments.—N.J.S.



GEORGE ACHI



Sears

Kmart

Be Seduced

Iemangá Swimwear

Ashley Paige



Charlie by Matthew Zink

Iemangá Swimwear

Charlie by Matthew Zink

VOLKER CORELL

Cosmo Summer Splash

Cosmopolitan En Espanol kicked off the festivities at Miami Swim Week with a cocktail party and runway show at The Setai hotel. "Cosmo Summer Splash," held on July 14, presented a range of chic looks from retailers and designers for the upcoming season. Styles ranged from value options at Kmart and Sears to boutique designer collections by Be Seduced, Ashley Paige, Iemangá Swimwear and Charlie by Matthew Zink. Key trends for swimwear included ruffled bikinis, high-waisted bottoms, animal prints, '70s glam and feminine crochet knits. To complement the swimwear, there were plenty of chic ready-to-wear pieces, such as denim shorts, rompers, safari dresses and oversize jumpsuits.—N.J.S.

Funkshion Fashion Week Miami Beach

Funkshion Fashion Week Miami Beach, held poolside July 14–18 at The Setai, featured runway shows from Inca, Eva Danielle, Sonia Vera, Paula Herbert, and Luxury Life Brands' licensed swimwear for Just Cavalli and Laguna Beach. Cosmo Summer Splash kicked off the five-day event.—E.B.



GEORGE ACHI

Just Cavalli

Sonia Vera

Paula Herbert

swimshorts 2011

Beach Rays continues to expand its men's, women's, juniors, and children's swimwear offerings with the addition of subdivision Vast for young men and Ray for contemporary women for 2011. Vast is a performance-driven line featuring four-way stretch fabrics and athletic details. Ray provides a comprehensive offering of structured bikinis, mono-kinis, tankinis, and shorties in all the top trends of the season: Americana, scuba, hippie chic, and neon pastels. Beach Rays men's continues its eco-friendly agenda with a capsule of boardshorts using recycled plastic fabric. The company stays true to its reputation for price-consciousness for a well-made product. Beach Rays sells its branded line to department stores and swim chain stores as well as running a successful private-label business for better-priced specialty department stores and chain stores. For more information, visit www.beachrays.com.



California Label Products' newest innovation is the first biodegradable, "Water Soluble" hangtag available in the garment industry. This hangtag is made from a material that will dissolve in water. When wearing your new swimsuit, walk into the ocean with the hangtag still attached, and then slowly watch it vanish! This option helps continue to keep the earth beautiful. And California Label Products continues its commitment to helping the environment. Visit www.californialabel.com.

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.



The distinctive Moroccan culture and its combination of earthy tones, eye-catching jewels, and rich taste were the inspiration for **Cia.Marítima's**

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.

Summer 2010/11 collection. This boho chic vintage style, which defines the essence of the collection, is a mix of classic meets contemporary. Cia.Marítima is a Brazilian beachwear company that was founded in 1990. Being a company from Grupo Rosset, the largest producer of fabrics with Lycra® in the South American continent, the brand uses its expertise to underpin the textile development of its products. Fabrics and trims are of the highest technology, as are its exclusive prints. For more information, visit www.CiaMaritimaUS.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 swimsuits. For more information, visit www.iswimx.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.



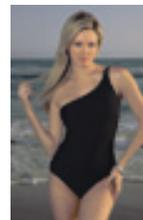
La Lame, long known for its ability to forecast trends, has fresh new fabrics for this swim season. Its "Rolls Royce" stretch and rigid laces from their Premier Vision line from France have been met with great acceptance. For the more price-conscious manufacturer, La Lame offers laces from Asia that 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. Call Glen Schneer or Joel Goldfarb at (212) 921-9770.



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. 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. With Xtra Life LYCRA® fiber, the fit the customer loves is the fit she'll keep long into the swim season. For more information, please contact **Andrea Matousek** at Andrea.I.Matousek@IN-VISTA.com or call (212) 512-9235.



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.



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.





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SwimShorts, continued from page 30

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 Mabeil 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. Contact Paul Luis Celis at paul.celis@masquenadausa.com, (305) 370-5258, or (954) 662-7734.



1 Sol, launched in 2009, is Southern California's premier brand in today's swimwear market. Creating a niche through beautifully crafted, unique and classy designed swimsuits, the new collection has coordinating coverups. 1 Sol designs flatter a woman's natural curves with simplicity and grace. In addition to keeping the silhouettes and embellishments timeless, 1 Sol has focused on quality and fit with an essence of luxury. Each piece is hand-crafted with meticulously placed metal studs and Swarovski crystals that complement hand embroideries, laser cuts, and custom hardware. No matter where you are, you will be one of a kind. For more information, please contact Alma at (323) 973-1855.



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Surf Expo, which takes place twice a year in Orlando, Florida, offers more than 4,000 lines in the resort, swim, boutique, and surf and skate markets. Surf Expo gives buyers the opportunity to compare lines side-by-side and meet face-to-face with decision makers, both with the established lines and the new-to-market brands. Surf Expo's next show will be held at the Orange County Convention Center Jan. 6-8, 2011. For more information, visit www.surfexpo.com.



Surf-inspired and fashion-driven contemporary swimwear line **Toes on the Nose** is growing and is excited to offer for Spring/Summer 2011 delivery "The Itsy Bitsy Collection," designed for customers looking for a modified Brazilian cut. This additional collection complements the current contemporary line in solids and prints. Striking yet classic prints with rich and vibrant coordinating solids along with a wonderful complement of coverup and sportswear offerings make the Toes on the Nose line something very special this year. Toes on the Nose is truly a collection to keep your eye on in 2011. Contact Toes Women's at (818) 718-9834. E-mail info@toeswomens.com or visit www.toesonthenose.com.



Voda Swim is the new concept in bikini design featuring the patent-pending Envy Push Up® technology. Voda Swim's Envy Push Up® bikinis are made to maximize a woman's bust by providing cleavage, lift, and support for a visual increase of one to two cup sizes bigger! The Envy Push Up® top utilizes no underwire and is low water absorbent, which allows it to retain its extraordinary fit even when wet. Making an even bigger splash this season, Voda Swim presents their 2011 swimwear collection filled with bolder colors, dynamic custom designed prints, and sexy silhouettes. Hues including yellow sunshine, pink lipstick, and pearly whites are paired with elegant turquoise and tiger's-eye stones, luxurious lace, and enticing 14-kt.-gold-plated accents. For more information, visit www.vodaswim.com.



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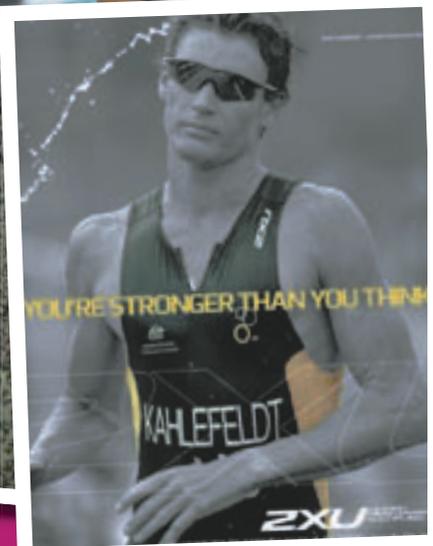
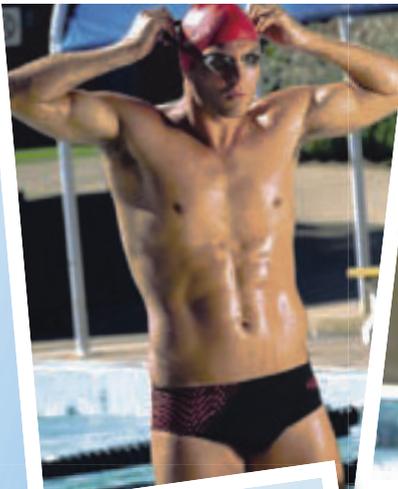
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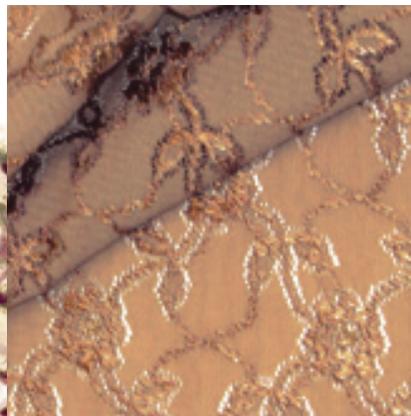
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Lace prints, printed lace—and actual lace—are all part of the ladylike and lace-like looks for swimsuits and coverups.

—Alison A. Nieder

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