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On the cover: BECCA by REBECCA VIRTUE "Vanishing Point" banded top and boyshort. JON BURDINE elastic "Studded Cage Zip." REPLAY VINTAGE sunglasses. LISA FREEDE JEWELRY gold "Element" and "Cigar Band" rings. LULUS "Couples Repeat" gold ring set. Photo by Ben Cope.

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Boys + Arrows Aiming for Success

Meaghan Scott was hanging out in Brazil in the middle of studying to become a nurse when she decided "to rip off the Band-Aid."

"I just figured if I was going to take a risk in life, now was the time," she said, remembering when she decided to dump her formal studies and start her own swimwear line.

She returned to the United States in 2010, moved back to California's Ventura County and began plotting how to develop a swimwear label she now calls Boys + Arrows, a name that comes from letting go of your fears and enjoying your

strengths.

Scott's year and a half of creative development saw her gathering up all her swimsuits and dissecting them like fish and frogs. She took sewing classes, made her own patterns and took courses on how to start a new busi-

ness through Women's Economic Ventures. "I picked anyone's brain," Scott recalled.

With a slew of designs in her sketchbook and some contractors lined up, she garnered funding from the nonprofit where she had studied to launch her colorful line of two pieces that have a sleek and sophisticated look to them. "We are really known for our color choices," she said. "This season we have a lot of edgy prints. And we are doing color blocks and laser cut-outs."

Boys + Arrows, for women with a bohemian attitude, only does twopiece swimwear, shying away from

> one-pieces right now. The bottoms this season are more "cheeky" with less coverage. Tops are mostly in bandeau and triangle-top silhouettes.

Scott is adamant about sourcing quality fabric and is only using Italian material that is 72 percent polyamide

and 18 percent elastane. "In my eyes, material is everything," the designer said.

Since launching her line in 2011, Scott has won over more than 100 specialty stores and swimwear boutiques that carry her line, which wholesales for \$34 to \$40 per piece.

For more information, call (805) 366-0306.—*Deborah Belgum*

Howe's Poolside The Reversible Sure Thing

The Howe label recently introduced Poolside, the label's first reversible swimwear, said Jade Howe, creative director of his self-named Los Angeles–area men's fashion label. He's bullish that reversible swimwear will be a sure thing at boutiques and department stores.

Poolside will offer a geometric print on one side and a solid color on the other side. The guy wanting to make a simple statement can wear a solid side of the reversible swimwear. The guy looking for something more lively can wear the other side, which bears a geometric print.

Howe is bullish because the Poolside reversible shorts were inspired by one of the top categories in the Howe sports-



line-the

"Switch Stance" walking

shorts. The popular walking shorts have

"It's a signature piece," Howe said

of the Switch Stance, which was named

after a surfing technique. "It's a good

been repeated every season since they

debuted in 2007.

chunk of our walkingshort business. ... It was a natural progression to do swimwear." Other signature looks are Howe's "Personal Jesus" blazer, the "Skinny Puppy" jean and the "Mod Squad" suit. Howe also designs other swimwear in his collection, but Poolside is the com-

pany's first venture into reversible styles.

The first delivery of the Poolside will offer just two styles. For 2014, he is planning to expand the number of styles for the reversible short.

For sales information, contact Tom Nagy at *tom@howeclothing.com* or at (310) 817-2801.—*Andrew Asch*





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Dos Caras The Two Faces of Swimwear

When two women have been best friends for 15 years, what do they do to bond? They start a swimwear line.

Syncletica Maestas and Aida Soria met when they were working as teens in a toy/gift store at the San Diego Zoo. Then when they graduated from high school, they went their separate ways.

Maestas traveled to New York to attend Parsons School of Design, studying design and management. Soria attended California State University–San



Diego and became a news producer at KUSI-TV.

Soria, who books talent for one of the morning news shows, came across a press release for Fashion Week San Diego. She thought the two friends should take their love for swimwear and make their own line of beachwear for a woman who wanted to feel comfortable in her suit and have a little more coverage.

In February 2012 they applied to enter Fashion Week San Diego. By October, they were on the runway with a line of swimwear called Dos Caras, which means "two faces" in Spanish.

Because of a blogger attending the runway shows, the pair was invited to Nolcha Fashion Week in New York. "It's been a real roller coaster," said Maestas, who does the design and production. "We didn't even anticipate getting into Fashion Week San Diego, let alone putting together a company in a year."

But they have a full collection of 42 pieces ready to go for Spring/Summer 2014 with three different themes. There is La Sandia, or "watermelon"



in Spanish, which has vivid pinks, pistachios and white and has a girlie look. Del Mar, or "from the sea" in Spanish, is dominated by blues and has a sporty theme. And La Sirena, or "the mermaid" in Spanish, is filled with blues and pinks and classic silhouettes.

Wholesale prices range from \$60 for a top or bottom to \$120 for a one-piece.

"We don't have skimpy swimwear," Maestas said of the collection, which has more coverage. "Our whole thing is we want to be able to wear our swimsuits in front of our uncles, fathers—our family."

For more information, call (619) 400-9171.—*D.B.*

Lauren Moffatt Vintage-Inspired, Designed for All

Lauren Moffatt is a brand known for its vintage-inspired garments, with retro prints that hone in on a seasonal vibe. After more than a decade designing her ready-to-wear collection, the designer began dipping her toe into swimwear, adding a few looks into the collection.

This season, Moffatt introduces a full 2013 Spring/Summer swim collection with classic silhouettes and a 1960s flair. From one-piece bathing suits to bikinis and coverups, Moffatt's pieces are designed to be worn separately or paired with other items from the collection.

A halter one-piece and bustier bikini top features Moffatt's signature mixed prints, including zebra, polka dots, geometrics, florals, and allover hearts and stripes. Details include pleating, hardwear and ruffles. Coverups add a feminine touch in silk prints and hand-crochet cotton.

Made from cotton/Lyrca, the bathing

suits are created for the modest woman, the one who does not want to bare all in the sun while swimming poolside or beachside. "I wanted to make a bottom that would fit any body shape," Moffatt said. The high-waisted, hip-hugging briefs and ruffle detailing add a bit of coverage while still maintaining a stylish quality. There is a void in the marketplace, Moffatt said, for suits that are not sexy, more wearable and can be worn by all women. Tops include bandeau, bralette bikini and bustier styles. And some of the suits are reversible, as well.

Lauren Moffatt swimwear is currently sold at Steven Alan, American Rag, Cloak & Dagger, Poppy, California Sunshine, Standard Hotels, Madewell, Birdies, Willow and Holiday, with wholesale price points averaging \$90.

For more information, www.laurenmoffatt. net.—Sarah Wolfson

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Next year, Swim 'n Sport will celebrate its 60th anniversary as a family-owned chain of swimwear stores that has survived when many of its competitors floundered during the recent economic downturn.

Later this year, Swim 'n Sport will open its 33rd outpost in the high-end Easton Town Center in Columbus, Ohio, and then it is on to Indianapolis, where store No. 34 will debut before Thanksgiving. It's the company's first venture into Indiana.

This is quite a feat for a retail chain whose many competitors have either drowned in a sea of debt or vanished due to consolidations. At one time, malls were filled

> with nameplates such as Just Add Water and Water Water Everywhere. But both chains have disappeared in the years since they were acquired by Everything But Water, which

One of the original Swim 'n Sport stores on Biscayne Boulevard in Miami. Mark, with his father, Merle, the founder of the retail chain. Mark Sidle is now head of Swim 'n Sport, started by his father in 1954.

RIDING THE RETAIL

It can be challenging to stay afloat if you're a swimwear retailer limited to basically one season: summer. Swim 'n Sport seems to have developed the right formula for success. BY DEBORAH BELGUM



Mark Sidle

has weathered its own rough surf. (The 29-year-old company was purchased in 2006 by Bear Growth Capital Partners and then went on to file for Chapter 11 bankruptcy protection in 2009. The Orlando, Fla.–based company emerged from bankruptcy and today has more than 70 mall-based stores.)

"There is something to be said about longevity," said Los Angeles swimwear designer Rod Beattie, who last year introduced his new Bleu/Rod Beattie label at the Swim 'n Sport store in the Aventura Mall near Miami. "The stores that are on top have been able to adapt and continue. Swim 'n Sport has good locations."

But it's not just about location. It's about selection and service, which was instilled by the founder, Merle Sidle,





who opened his first swimwear store in 1954 in Miami. Merle Sidle operated a few juniors department stores in Florida, but it was a struggle. He noticed that the one department that always did well was swimwear. So he shuttered the department stores and concentrated on swimwear with a special focus on merchandise and customer service.

"He wanted to give the consumer a lot to choose from and make sure there was somebody there to fulfill their needs, whether it was to help them select a suit or bring them another size in the fitting room," said Mark Sidle, the founder's son and now the president and chief executive of the retail chain. "We spend a lot of time and energy and money in making sure that we have a staff that is knowledgeable. We put them through a training program and a selling strategy that is consistent for every employee working with a customer."

That has helped the company grow. When Merle Sidle passed away 17 years ago, the company had nine swimwear stores in Florida. Now the company is in 13 states, as far west as Colorado and as far north as Boston with the heaviest concentration in Florida. Indiana will be the 14th state.

Customer service is king in a world where annual swimwear sales are in the billions. According to The NPD Group, a New York retail-research group, women's swimwear sales in the year ending April 2013 totaled \$2.88 billion, up slightly from \$2.87 billion in 2012 and \$2.8 billion in 2011. Unit sales totaled 144.7 million in 2013, a bump up from 144.2 million in 2012.

So the challenge is to grab a piece of a market that isn't growing by leaps and bounds. "I think they have been in business so long because they know what they are doing," said David Shalom, chief executive of the Los Angeles–based swimwear line 1 Sol Swimwear, a 5-year-old label stocked by Swim 'n Sport. "They buy what the public wants. Their merchandise is good, and their prices are good, too."

Swim 'n Sport takes the attitude that fit is key and finding the right swimsuit is a process. "Our customers



spend a lot of time trying suits on. Some people will take 10 suits into the dressing room. It's not like buying a pair of shoes, where you slip it on and say, 'That's good,'" Sidle said. "It's work. So we make sure the dressing rooms are cool and comfortable."

Sidle also makes sure there are plenty of labels hanging on the racks—whether it is a new brand or a designer collection. The chain stocks swimwear collections such as Lauren Ralph Lauren, Red Carter, Nanette Lepore, Body Glove, La Blanca, Badgley Mischka, Trina Turk and Kenneth Cole New York. The average retail price for a suit ranges from \$125 to \$140 with the company's core customer being between the ages of 25 and 50. "We don't do a lot of juniors, but we do have young contemporary all the way up to misses," Sidle noted. An advertisement for Swim 'n Sport (above) and the Aventura Mall store (below)

The average retail space for a Swim 'n Sport loca-



The Houston Galleria store was recently remodeled to give it an updated feel.

Retail Wave Continued from page 21

tion is 1,500 square feet, and 95 percent of the emporiums are located in upscale malls. Keeping stores up-to-date is another key ingredient. "This year we have done several remodels," Sidle said, noting that being fresh and looking new is essential when appealing to a discerning customer. One recent remodel was at the Houston Galleria, where soft lighting that accents off-white walls creates an inviting ambience. The Aventura Mall store is decorated in cool colors and the countertops are lined with a wavy design. Indirect lighting makes the customer feel more at ease.

The retail chain's biggest competition these days are department stores, rather than other swimwear retail chains. Department stores carry huge volumes and discount their swimwear as soon as the Fourth of July holiday rolls around. "But we are getting in a lot of new product that they don't carry by mid-summer," Sidle said. "The industry makes two to three swimwear lines a year, and department stores don't bring in suits as frequently," he said.

In his more than 35 years in the business, Sidle has seen the swimwear industry change drastically. It used to be populated with labels that made their bathing suits in the United States and were able to supply merchandise within a month. Now it takes 90 to 120 days to get reorders.

Decades ago, there were more labels to choose from, and fabric and prints were better. "I think the creativeness of the product has become limited due to where the goods are being manufactured," Sidle said, noting that most swimsuits are now made in Asia. "I miss the days of Italian fabric."

But Swim 'n Sport will continue carrying multiple swimwear labels and forging its way as one of the largest family-owned swimwear chains. Whether that is passed on to the next generation is still a question.

Sidle's 17-year-old daughter, Alexis, has been to four Miami SwimShows and will attend again this year. His 14-yearold son, Andrew, went to his first Miami SwimShow last year and will be back for more. "He enjoyed seeing the models," Sidle said. WW



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Win the swim challenge with this season's athletic-inspired suits.—*N. Jayne Seward*

Photography by Ben Cope

GAME POINT



(Left) BEACH RIOT "Babe Daze" top and "Sandy" bottom. REPLAY VINTAGE sunglasses. STEVE MADDEN "Dubstep" platform heels. (Right) OAKLEY "Starfish" triangle bra and hip hugger. REPLAY VINTAGE sunglasses. ALL CAPS "Elm" lace-up platforms.

KENNETH COLE NEW YORK crop top with strap detail. LEE + LANI The Sorrento" Brazilian bottoms. COCO & BREEZY "Zesiro Omo" sunglasses. NEIVZ archival bracelets. LISA FREEDE JEWELRY gold rings. STEVE MADDEN "Dubstep" platform heels.



(Left) CM CIA.MARÍTIMA blue halter top and brief bottom. SEAFOLLY cropped rash vest. BRIAN LICHTENBERG "Bri" custom graffiti necklace. LULUS gold hinged ring. STEVE MADDEN "Hilight" wedge sneakers. (Right) HURLEY SWIMWEAR "Prime" anyway halter and "Prime" tunnel bottom. VITAMIN A "Cannes" cropped rashguard. LISA FREEDE JEWELRY gold rings. LULUS gold rings. BROOKLYN HAT CO snap-back cap. STEVE MADDEN "Hilight" wedge

LEE + LANI "The Amalfi" tankini and high-waist bottom. JOE ANTHONY SALAS "In Gold We Trust" beanie. Vintage leather backpack. LULUS gold hinged ring.

GAME POINT



KATE SWIM "Veronica" triangle top and highwaisted bottom. JON BURDINE neoprene "Cut Out Vest." TUMBLER and TIPSY by MICHAEL KULUVA gold "Sun" pendant. LULUS gold hinged ring.

SEAFOLLY "Net Effect" bandeau maillot. BRIAN LICHTENBERG "Homies South Central" mesh basketball shorts. NEIVZ archival earrings and knuckle ring. LISA FREEDE JEWELRY gold rings. STEVE MADDEN "Hillight" wedge sneakers. ANES

GAME POINT

(Left) GUESS SWIMWEAR gold lame "Corps Values" bustier bra and spider part. BRIAN LICHTENBERG "Balin Paris" muscle crop top. NEIVZ archival gold bracelet. SIMONE I. SMITH bracelet. BUNDS gold rings. INGENE JEWELRY gold rings. LULUS gold rings. TREEDE JEWELRY gold rings. LULUS gold rings. TREEDE JEWELRY gold rings. LULUS gold rings. (Right) LISA BLUE "Rite of Spring" over-lay monokin. CA by VITAMIN A "Indie" short. BRIAN LICHTENBERG "Homies South Central" trucker hat and "Bri" custom graffiti necklace. LISA FREEDE JEWELRY "Nikki" necklace and "Cigar" culf. NEIVZ and "Gigar" culf. NEIVZ



JON BURDINE leather and PVC "Peek-A-Boo Crop" top. KENNETH COLE REACTION banded one-piece. SIMONE I. SMITH archival hoop earrings. LISA FREEDE JEWELRY gold rings. LULUS gold rings. LULUS gold rings STEVE MADDEN "Hilight" wedge sneakers.



PEIXOTO "Flamingo" onepiece with t-back. BROOKLYN HAT CO snap-back cap. LISA FREEDE JEWELRY gold rings. LULUS gold rings. STEVE MADDEN "Dubstep" platform heels.

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CRUISE CHIC Swimwear gets chic for Cruise with looks

for Cruise with looks designed for jetsetting style. Look for striking blackand-white palettes, rashguards, lingerie styling and high-tech details to make a statement poolside or on the beach. -N. Jayne Seward

Photography by Ben Cope





BLACK & WHITE

(Above) LEE + LANI "The Santorini" deep V-neck one-piece

(Left) PILYQ BARCELONA "Black Diamond" braided bandeau and teeny bottom

(Below) SO DE MEL SWIM by SONIA DE MELLO "The Antoinette" high-panel briefs and fixed triangle top







HIGH TECH (Left) SEAFOLLY zip-front "Oasis" tank maillot (Above) LENNY NIEMEYER raffia bandeau bikini (Below) BEACH RIOT "Vice" bustier top



CRUISE CHIC





UNDER COVER

(Above) LEE + LANI "The Rio" underwire bustier one-piece

(Above, right) LULI FAMA "Burbujas de Amor" hard-cup top and "Sassy Cheeks" bottom

(Right) LISA BLUE "Sorceress" V-paneled one-piece and "Shorty Shorts"





SURF SETS

(Left) BECCA by REBECCA VIRTUE "Just A Peak" rashguard and bikini

(Below) O'NEILL 365 "Cella" long-sleeve surfsuit

(Below, left) SEAFOLLY "Net Effect" bustier maillot and cropped rash vest



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2014

The 2014 **Anne Cole** Collection was inspired by the chicest yacht, beach, and country clubs around the world. Yacht Club embodies the

iconic preppy Anne Cole fashion with white, navy, kelly green, and sophisticated floral prints while Beach Club and Country Club bring a variety of color to your swimwear style. A colorblast of pink, yellow, orange, turq, and indigo brightens up best-selling solids and pairs excellent with multi-colored stripes,



paisleys, and conversational. Kicking off this years swim collection, we are happy to announce new convertible and blousant silhouettes. We are also providing an extended size range for our plus customer. You are sure to find everything and anything your looking for in the Anne Cole 2014 Collection. *www.annecole.com*

No time like the present to start dreaming of summer, and nothing will knock 'em dead on the sand like the colorful and sporty new line of retro-inspired

swimwear, hats, beach bags, and playsuits from **Beach Bash!®.** The Beach Bash!® line was



inspired by the retro beach look and combined with a new summer twist for the modern generation of beach-loving women! Beach Bash!® curve-hugging stretch fabrics give women a haute couture feel and fit with summer-style colors ranging from nautical to exciting with patterns ranging from retro to vogue. The common goal of Beach Bash!® is to offer something new and expressive that makes every girl feel special in a unique way. We will be exhibiting at MAGIC/ISAM Aug. 19–21. www.BeachBashFashion. com or (702) 586-2591

Beach Rays, a division of JY Rays, Inc., has expe-

rienced a great response to its new direction and expanded divisions for 2013! Our contemporary women's (collection)—Wet—for the girl who's heading to an exotic island—and our surfer girl (young contemporary—Ray heads to the beach. The retro styling of high-waist two pieces, photo images,



and the vintage tropicals in prints give a total "glam look" for Wet, while its sister, Ray, uses these same themed prints in smocked tops and bottoms, midriff tops, and flirty shorts. Our children's divisions— Ray Ray (infant through youth) and Vroom Vroom (infant through toddler) and Vast for juvenile/youth boys—continue to evolve. The little guys reflect the "cuteness" of babies (owl prints and stripes for guys and petite florals and checks for girls) while the juvenile-through-youth look mom/dad or big sister/brother. Boys have same themes as seen in Vast, and girls are a combo of retro and beach play! The "hottest" news is the licensing with Surfer Magazine for a young men's surf line, "Surfer," and young gals' line, "Surfer Girl," which launched at Surf Expo! www.beachrays.com

BECCA® by Rebecca Virtue is known for putting together a perfect mixture of fresh vibrant colors and stunning

swimwear silhouettes and strikes a wonderful balance between sexy and delicate femininity.



Each collection is defined by the ability to beautifully adapt fashion to the female form by combining exclusive fabrics and prints with the perfect fit. In addition to eye-catching swimwear, BECCA® has created a resort collection of coverups and lightweight dresses that can be worn from the beach to the street. Rebecca Virtue, a native Californian and alumna of Otis College of Art and Design, resides in Orange County, California, where she creates her namesake, BECCA®. www.beccaswim.com

Atrium founder Sam Ben-Avraham and Atrium executive Janet Wong are diving into the swim business with the launch of **Cabana**, a high-end beachwear trade show debuting in Miami Beach, Fla., in July. Cabana will showcase 50 women's and men's

swim brands, including Mara Hoffman, Tori Praver, Lemlem, Calypso St. Barths,



Sundek, Miguelina, Bantu, Venroy, Michelle Jonas Travelwear, Basta Surf, Surf Bazaar and Eugenia Kim. The July 20–22 show will be held in a tent on the beach between the W Hotel and the Setai in Miami Beach. "When we thought about starting a beachwear show, it just made sense to house it in a chic, all-white tent on the sand as an alternative to the convention center or a hotel room, "Wong says. "The attendee experience should parallel what would be expected from the best hotels and restaurants in the world." *www.cabanashow.com*

Caribbean Joe is an American vision of comfort,

ease, and relaxation. It's a lifestyle brand that offers timeless, easy-to-wear swimsuits that reflect this warm and genuinely relaxed way of life. A style so comfortable, so relaxing, and so natural ... like sand between your toes, the warmth of sun on your skin, the sound of laughing children ... a style of life. Ours is a collection that is dedicated

to provide freedom and ease ... designed to offer the most flattering tankini tops in the market. Each Caribbean Joe top has soft cups for added support and comfort. Our trademark tapered styled tankini provides flattering torso lines, enhanced further by with beautifully designed bras. Our bottoms provide fashion and comfort for that perfect fit every woman wants. Caribbean Joe is more than a brand; it is a state of mind. www.caribbean-joe.com





CURVExpo is the only show in North America solely dedicated to designer Lingerie, Swimwear & Men's Underwear. CURVExpo will be presenting Spring/Summer 2014 collections of over 350 brands at CURVENY New York on Aug. 4, 5 & 6, 2013, at the Javits Center North & CURVENV Las Vegas Aug. 19 & 20, 2013, at the Venetian Hotel. For more information, visit *www.curvexpo.com* or call us at (212) 993-8585.



For more than 70 years, **Diva by Rachel Pappo** has been celebrating women. This year our collection is inspired by things that make women happy.

Dreams, a sophisticated stripe, Friends, elegant waves, and Gifts, a polka dot infused with a shot of color, round out this fantastic black-and-white story. Jewels, music, shopping, and art form the core of the collection, our beautiful florals. Cocktails, ice cream, parties, and rock stars represent the indulgence every woman desires. To finish the collection the de-



sign team gave us extravagance with Birthdays, a trendy Vichy print, Nail Polish, a soft micro-dot, and Vacations, an amazing Moroccan print. Finally, the anchor to this gorgeous collection, the solids, High Heels, Love Letters and Theater, all from sensitive micro-fiber in a rainbow of colors and styles. Each group has a distinctive Diva hand writing. Engineered prints and perfect-fitting silhouettes, provide the sophistication and elegance

every Diva woman demands. www.divaswim.com

ECO SWIM BY AQUA GREEN is made with every effort to reduce your carbon footprint in the sand. From

eco-friendly fabrics made from recycled plastics, bio-



degradable bra cups and FSC certified hangtags to better machinery, less fabric waste and local sourcing, ECO SWIM BY AQUA GREEN makes it easy to shop for greener products. While many have moved manufacturing overseas to find lower costs, ECO SWIM BY AQUA GREEN remains made in the USA, saving precious natural resources, lowering carbon emissions, and keeping jobs at home.



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Every suit is designed, tested, cut, and sewn in the USA at the highest quality while not sacrificing on any style, detailing, or fashion. As part of a fourthgeneration swimwear company, ECO SWIM BY AQUA GREEN believes that doing one's part is a lifelong and evolving responsibility. ECO SWIM BY AQUA GREEN works tirelessly to close the loop in their product life-cycle and creates a positive community by regularly hosting beach cleanups with their retail partners, already reaching over 3 tons of trash and miles of beach cleaned in their first year. Purchasing ECO SWIM BY AQUA GREEN helps restore our oceans and beaches back to the way we love them. http://ecoswim.com

We created Helen Jon with a Bohemian vibe, which we have interpreted three ways-with island,

modern, or classic influences. Each style and each piece features singularly beautiful patterns and a depth and richness of color that



bring these Bohemian feelings to life. You decide. Or choose them all. Gwyn Prentice and Missy Neville launched Helen Jon in July 2012 after recognizing the need for a fashionable and functional swimwear brand focused on beautiful prints and colors, and an evolution in swimwear was born. The swimsuits. boardshorts, and tunics to mix and match have been inspired through years of travel across the globe and take into consideration all women's shapes and sizes. Meant to be worn in and out of the water, Helen Jon ultimately changes the idea of swimwear fashion into a lifestyle concept. Helen Jon is fully designed and produced in the USA. www.helenjon.com

Honu (Sea Turtle in Hawaii) has quickly become the

leader in offering innovative casual sandals-delivering a brand that combines fashionable styles and technology-driven comfort to suit a more active lifestyle. As functional as they are comfortable, Honu provides unmatched value with unique, eco-friendly and multipurpose packaging. Most Honu sandals feature our patent-pending Footbed Tech-

nology-Fusion-a proprietary and revolutionary innovation to footwear that produces reinforced, fully contoured anatomical support that cradles your foot with each step and extends the life of the sandal. Honu is a US-based company headquartered in Orlando, Florida with offices in Cincinnati, Ohio, and Redondo Beach, California, and is available in retail locations worldwide. www.teamhonu.com

INVISTA has developed a fresh approach to fashion swimwear based on new consumer insights and technical advantages with XTRA LIFE LYCRA® fiber. Global research commissioned by INVISTA reveals perspectives on consumer priorities when shopping for fashion swimwear and beachwear, as well as behavior patterns and expectations in

its use. Reinforced by these new findings, new technical advantages for XTRA LIFE LYCRA® fiber have been demonstrated in the real-life swimwear

environment, bringing to life how XTRA LIFE LYCRA® fiber protects from the damaging effects of perspiration, chlorine, sunscreen, or heat. The global market-



ing campaign "Unstoppable" focuses on the confidence consumers feel in their swimwear with XTRA LIFE LYCRA® fiber, featuring extreme themes to symbolize the fiber's technical advantages in the severe swim environment. For more information, contact Elana Page at Elana.Page@invista. com or (212) 512-9294. LYCRA® is a trademark of INVISTA.

Koral Swimwear's Going Back Home 2014 collection takes you on an escape through the picturesque regions of Brazil with their stunning swimsuits, maillots, provincial

silk caftans, and handmacrame dresses. Elegant designs, exotic



prints, and luxurious eye-popping colors evoke "tera bonita," the beautiful land, and illuminate beauty, confidence, and charm. www.koralwear.com





2014 Collection

Miami Swim Show - Booth #153 Curve NY - Booth #316 Swim Collective Surf Expo - Booth #2343

i Spa - Booth #1129

913.713.6216 www.helenjon.com



What would you call a fabric that SCUBA divers use to pursue their goals? Well, of course, that would be called "SCUBA." La Lame is doing very well with their Scuba fabric they call "SPACER,"

which is a version of Neoprene. The "Neoprene" has



more than 10 solid colors with black and white often in stock and other fashion colors. The digital prints in the "Neoprene" fabric are beautifully executed with vibrant colors, some with 20 colors or more. For more information, visit *www.lalame. com* or call Glen Schneer or Joel Goldfarb at (212) 921-9770.

Drawing inspiration from vintage swimwear, art, travel, and eveningwear, **Lori Coulter** creates privatelabel programs comprised of chic, trend-right styles,

developed with the target customer's body shape and fit in mind. The design team brings to life



the unique product vision of retail and catalog partners in order to best represent each retailer's unique brand identity. *http://loricoulter.com*

Magicsuit by Miraclesuit, a collection of intricately designed updated silhouettes for the women of today, is both flattering and functional. Using a patented, "comfortable control" fabric, women now can have fashion with control. Magicsuit® by Miraclesuit, uniquely shapes, smooths, and adds support women want but are unable to find in other swimsuits. Our collection has made its mark styling sexy swimwear that fea-



tures hidden control benefits and full bra support. 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. Look slimmer in seconds®. www.miraclesuit.com

This July, Miami Beach will once again host the leading swimwear industry event in the world; **Mercedes-Benz Fashion Week Swim** brings the largest international

showing of the biggest swimwear designers to its runways. Strategically aligned with other key trade events, Mercedes-Benz Fashion Week Swim is the center of commerce



for industry professionals. With more countries represented each season, designers are connected to a global network of resources and initiatives. It all begins on July 18 with a runway show and the Official Kick-Off Party, which is the not-to-be-missed event of the summer. Designers showing include Lisa Blue, Éclairée, Agua Bendita, Poko Pano, Dolores Cortés, Vitamin A by Amahlia Stevens, Nicolita, Kooey Australia, Caffé Swimwear, Aqua di Lara, Mara Hoffman Swim, XTRA LIFE LYCRA® Brand, Cia.Marítima, BCBGMAXAZRIA GROUP, Gottex, Red Carter, L*SPACE by Monica Wise, White Sands Australia, Luli Fama, Suboo, Rose by Vanessa Jean, Wildfox Swim, ANK by Mirla Sabino, Aguaclara, Aquarella Swimwear, Cote D'or Swimwear, Sauvage, A.Z Araujo, Anna Kosturova, Dorit, Keva | J and Naïla. www.mbfashionweek.com



For over two decades **Miraclesuit** has been recognized as the leader in ladies' fashion control swimwear. In a Miraclesuit, a woman appears 10 lbs lighter in 10 seconds—in other words, slimmer

as soon as she puts it on. Constructed with a unique proprietary fabric that has three times more Lycra than most other swimwear made around the world, Miraclesuit swim garments provide a more trimming and slenderizing fit, with full comfort control and a longer lasting life. Miraclesuit...the originator



of slimming swimsuits continues to ride the wave of success with its innovative design. These garments are simply created like no other swimsuits in the world. www.miraclesuit.com





PAIN DE SUCRE. The company was established in 1983. The two maverick designers followed their

keen instincts and revolutionized the swim



the swimwear industry with their Haute Couture approach to bathing suit design: draped crossover bandeau, halter-style top with cups, chic classic bandeau top, under-wire one-piece, and the famous single underwire uplift bra-top bikini featured by Laetitia Casta in 1996 that made the brand famous. *www.paindesucre.com*

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,



seersuckers, 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 If the Amazonian Wonder Woman could look fierce in a high-waisted, legless suit, why can't we all?

RAZ Designs' diadem swim collection for Spring/ Summer 2014 brings out the superhero in every woman with



exceptional detail around the bust, hips, and derriere for the most empowering apparel experience for all shapes and sizes. Designed by Santa Cruz native Rachel Sprague, RAZ Designs comes from years of design training and real-world styling for pieces that inspire confidence, so you can enjoy the beach in Mykonos, the waves in Big Sur, or the yacht in San Tropez like a real superhero. *www.razswimwear.com*

Reebok provides the ultimate swimsuit ... Feel free to indulge in aquatic exercises or lounge by the pool

in our stylist pieces. This is your time to laze and enjoy the outdoors in our SPF 50 silhouettes. Our "Silver Lining" includes technology that provides enhanced tummy control and is made with an antimicrobial material, allowing each suit to have better hygienic quality (antiodor, anti-bacterial). The bras are designed with anti-bounce features and soft cups for opac-

ity and maximum comfort and surround support.

Our collection resists chlorine as well as most pool chemicals. This technology promotes the life of the swimsuit by retaining the color, shape, and longevity of the garment longer than traditional swim fabrics. Designed with a flair for fashion, this collection engineers a swimsuit that a woman can move, swim, while still looking and feeling confident and, more importantly, comfortable. (212) 730-9555



The **Salon Allure** Show, now in its fourth year, will take place Saturday, July 20 through Tuesday, July 23 on the fourth Floor of W South Beach Hotel and Residences. In 2013, Salon Allure is thrilled to announce

XTRA LIFE LY-CRA® Brand as the presenting sponsor, a partnership that



has grown since the first year of the show in 2010. Similar to the XTRA LIFE LYCRA® Brand, Salon Allure designers embody the excellence in style and craftsmanship that continue to move the swim industry forward. The landmark show evolves each year and creates new and exciting platforms that enable designers to stand out and shine among an already glistening coastline and very dynamic week. Each of the 40 participating brands will be featured in a one-of-a kind fashion event on July 19 and then throughout the week in private studios and suites to select buyers. The four-day event will showcase many leading design brands, such as Le Swim, Acacia, 6 Shore Road, Andres Sarda, Kikidoll and MIKOH SWIMWEAR. Industry Miami Swim Week at-



tendees are invited to join Salon Allure designers for happy-hour events in the Salon Allure Fourth-Floor Press Lounge from 4:30 p.m. to 6:00 p.m. on Saturday, July 20 and Sunday, July 21. For more details on the show schedule or to register, please go to www.salonallure-online.com. LYCRA® is a trademark of INVISTA.

Since 1962, the **Sensi** family has crafted the most unique sandals, flipflops, thongs, shoes, and spa slippers in the

world. The manufacturing facility in Assisi, Italy, pays special attention to detail and hand



assembles all SensiSandals. The foundation of Sensi's business is its long-term reputation for building a quality product. Italian styling, functionality, durability, and comfort are delivered in each pair. It has been said that Sensi is the greatest sandal ever crafted. They are the perfect spa, shower, beach, pool, sport, and everyday fashion sandal. Once you try a pair for yourself, we're sure you'll agree. That's why Sensi customers are customers for life. Please contact us at (800) 537-5238 or sales@sensi.com or visit www.sensi.com.

We, the brand **Solar**, are based on a tradition springing from 1927. We started as a small family business and have grown into a global brand. We are committed to our roots, combining attractive design with advanced technology to create products such as Tan Thru®, which allows seamless tanning with UV protection, as well as products such as Dry Weave®, a fast-drying breathing fabric that treats your



skin gently and reduces risks posed by dampness. Our high standards are manifested in design that is elegant, distinguished, colorful, vivid, graceful, and elaborated. There are styles and patterns for customers of every age: young and sexy with interesting cut-outs and nice bandeau details or fashionable female patterns for the more mature customer. The styles show all important trends as bandeau tops, ruching, frills, asymmetric tops, cut-outs, vintage boy-legs, high-waist fuller bottoms, and underwire tops. The 2014 collection will be shown at the South Miami Beach Convention Center July 20–23. www. solar-swim.com

Whether they're swimming, sailing, or just enjoying being a kid, children around the world are safer in the sun than ever before.

Zealand, a country with high rates of skin cancer.

internationally. The range-which now goes from

It proved to be a worldwide hit, with Snapper Rock

now one of the leading protective swimwear brands

thanks to **Snapper Rock Swim Wear**. This stylish gear, which blocks 98 percent of harmful UVA and UVB rays, was originally created in New



size 0 up to size 14, allowing tweens to get in on the action—includes swim suits, boardshorts, rash tops, kaftans, and hats. Best of all, they come in fun colors and patterns, so kids love wearing them. Visit Snapper Rock at the upcoming Swim Show, South Beach Miami, July 20–23, Booth #801, and view the fantastic new collection of swimwear, after-sun wear and accessories. Contact Julie Rich (julie@snapperrock.com) to make an appointment or visit www. snapperrock.com.

Spirit Activewear is casual lifestyle, loungewear, and sportswear apparel. Spirit Activewear garment dyes luxurious cotton,

linen, woven, and novelty fabrics in 25 vibrant colors and is known for a soft comfortable feel. Find Spirit Activewear clothing in better resorts and stores throughout the USA. Can-



ada, and the Caribbean. Home to the world famous, original, and unique unisex Spirit Football Jersey [™]—so unique that the overall appearance of the Spirit Football Jersey [™] is a trademark registered with the US Patent and Trademark Office. Proudly made in the USA. www.spiritactivewear.com





SUNSHINE ZONE

Sunshine Zone offers a complete line of swimwear for the family. We mix current fashion trends with chic functionality. Our unique fabrications, functional styling, and cutting-edge designs are available at affordable prices you need. Our experienced staff can assist in choosing the right products for your specific market needs. *www.sunshine-zone.us*

Surf Expo is the longest-running boardsport, beach/resort lifestyle trade show in the world and takes place twice a year in Orlando, Fla. The show offers over 2,200

booths of apparel and hardwoods and attracts buyers from 47 states and over 71 countries. 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 shows will be held at the Orange County Convention Center, Sept. 6–8. For more information, visit *www.surfexpo.com*.

The California Swimwear Association presents **The Swim Collective Trade Show** Aug. 12–13, hosted at the Hyatt Regency Huntington Beach Resort & Spa. The Swim Collective is recognized as the biggest West Coast swimwear trade show, offering buyers more than 1,000 lines across all swim categories. Other show dates are Jan. 6–7, 2014, in New York and



Jan. 24–25, 2014, at the Hyatt Regency Huntington Beach. 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

2,500 buyers from the United States and 60 different countries. It's the largest swim trade show in the world and the first opportunity for buyers to see the lat-

est designs for the upcoming cruise season. Show dates are July 20–23 at the Miami Beach Convention Center. *www.swimshow.com*



This is **Vitamin A**. This is no ordinary bikini. The seams lie flat against the skin. The quality is meticulous. The fit is hip-slimming, bust-boosting, figure-flattering perfection. We're inspired by travel,

modern art, and the cult of global style-setters who collect our designs (Gwyneth Paltrow, Scarlett Johansson, Jessica Alba, and Rihanna, to name a few). We're all about sexy, sun-kissed California beauty. What started in 2000 with the now-iconic California Cut has evolved into a complete resort wardrobe, including the LBB—the Little Black Bikini™, essential as the little black dress. About the designer: Amahlia Stevens' SoCal upbringing clearly informs her laidback design aesthetic and passion for natural beauty. She is a pioneering force for sustainability in swimwear. That West Coast ease and effortless sex appeal are in her DNA. *www.vitaminAswim.com*



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MJ Textile Inc. #20651





Taiana Virgilio #P10022



Bel Maille Creations #D555 DAR95

Right Stripes

From traditional seersuckers and rugby to more abstract variations, swim stripes get a modern update in saturated brights or come in sophisticated pairings of black or navy and white.



Designer Fabric Warehouse "Peek-A-Boo" jacquard knit stripe





Solid Stone Fabrics #SE1661



Liberty Fabrics #05503105A "Mike"



Bel Maille Creations #D190 R7295



ehindthescenes

2



Game Point

To shoot the "Game Point" Cruise '14 editorial, we spent a day soaking up rays at the Venice Beach Recreation Center at LA's iconic beach. Cement, sand and sky were the perfect backdrop to create the high-impact look of the editorial shot by photographer Ben Cope. Here are some images from behind the scenes featuring the *California Apparel News* cast and crew and the scene at Venice Beach. *–N. Jayne Seward*

Photos by Mark Fellman

VITAMIN >< A

BY AMAHLIA STEVENS

UNSTOPPABLE DORA

X

*

**

SUIT BY: KARLA COLLETTO

XtraLife

THE PERFECT START TO AN UNSTOPPABLE 2014 COLLECTION

Make your collection stand out. XTRA LIFE LYCRA[®] fiber stands up to the environment that causes fit loss and fiber breakage. Quality that's simply UNSTOPPABLE!

For more information, contact Elana Page | 212.512.9294 | Elana.Page@INVISTA.com