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2015
WATERWEAR

Islands in the Stream

Swimwear's Long-Distance Designers

GIDEON OBERSON
International Man of Swimwear

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fashion

25 Swimming Pool

The look lounging around the pool is bright and eclectic for the Cruise '15 swimwear season.
By N.Jayne Seward
Photography by Sophia Alvarado

features

18 International Man of Swimwear

Gideon Oberson brings an international perspective and haute couture training to his newly relaunched namesake swimwear brand.
By Alyson Bender

38 Islands in the Stream

Swimwear designers Anna Kenney, Laurie Allyn and Rod Beattie keep up with corporate demand without sacrificing a West Coast view.
By Deborah Belgum

departments

12 New Resources

HeartSoul
Malu Swim
Manglar Swimwear
Lime Ricki

44 What's Checking

48 Swim Shorts

56 Textile Trends

'80s Inspiration
Teal Ideal



On the cover: (Left) LEE + LANI "The Rio" bikini and "Cleopatra" PVC necklace. (Right) BEACH RIOT "The Paradise" one-piece in "Blue Lagoon." Photo by Sophia Alvarado

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HeartSoul Flirty and Cool

Fans of the HeartSoul juniors line will soon find a collection of swimwear and coverups following a licensing agreement between Gardena, Calif.-based Big Strike, owners of the HeartSoul brand, and Miami-based swim maker In Gear Fashions Inc.

The agreement covers all of Big Strike's brands—including Soulmates, Love Haight, Halo, Tracy Evans, Star City, Workshop and Sugar High—but

the first collection to debut is HeartSoul, which bows at the Miami SwimShow in Miami Beach, Fla.

The boho-chic collection takes inspiration from music festivals, island getaways and surf culture.

Featuring sunset scenic prints, bold graphics and global-inspired patterns as well as beading, braiding, ruffles and knotted details, the collection includes flirty bikinis, one-pieces with cutouts and coverups.

"Our HeartSoul brand is all about being feminine and instantly recognizable, cool and desirable, with reliable fit and construction at an affordable price," said Kevin Mahoney, chief executive officer of Big Strike.

Designed in Los Angeles, the HeartSoul Swim collection is wholesale priced from \$15 to \$24.

"HeartSoul is a very strong brand and has a loyal customer base," said Kevin Frija, president of In Gear Fashions. "The much anticipated

HeartSoul Swim collection will be girly and flirty, with all the special accents the HeartSoul customer is looking for."

Abi Smith, head designer for the collection, said the line is based on a range of different girls. Before designing the line, Smith, who is based in Huntington Beach, Calif., spoke to potential customers.

"I do a ton of research," she said. "I go out and talk to our customers and ask them what they want."

The HeartSoul collection includes sexy, skimpy styles as well as styles for more-modest customers. The line also incorporates HeartSoul's signature

animal and chevron prints as well as earthy tribals and watercolor prints, Smith said.

The unique prints are carried through to the coverups, which include crop tops, drawstring pants and several dresses with interesting back detailing.

For more information about HeartSoul Swim, contact Patti Luner, In Gear's director of sales, at (818) 424-8357 or pattil@ingear.com. —Alison A. Nieder



Malu Swim Creative Cooperation

Venezuelan-born sisters Maria and Lucia Rivas were inspired by fashion since they were young, and the two moved to the United States to continue their education at the Art Institute of Fort Lauderdale in Florida. Maria Rivas graduated with a degree in fashion design and fashion merchandising while Lucia Rivas studied graphic design and photography.



The two decided to combine their experience, creativity and skills to launch their own collection and began working on a line of handbags and swimwear in 2013. Malu Swim officially launched in early 2014 on their e-commerce site.

The functional yet cute pieces



use a lot of color blocking and take on variations with shape and style. Some have a sports appeal while others are more playful. A few suits have halter strings for extra support. The bandeau top styles offer more coverage. The one-piece styles feature peek-a-boo sheer paneling. Malu suits come in brushed blues, gray, teal and lime green, as well as staple colors such as black and white.

"Our collection is defined by the simplicity, minimalistic and specific details that make it

trendy, comfortable and one of a kind," the sisters said.

Malu wholesale price points range from \$35 to \$75.

For sales information, email contact@malu-designs.com or visit www.malu-designs.com. —Sarah Wolfson



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Manglar Swimwear A Brand Between Land and Sea

Designer Irene Sultan's swim collection, Manglar, pays homage to her Latin roots and cultural upbringing and more than 30 years of experience in textile and fashion manufacturing.

"I am often inspired by fashion, fabric, color, travel and handmade details," she said.

Sultan's mother's family owned a fashion and shoe-store chain in the 1960s, and her father owned Graffiti, a fashion, footwear and home-goods retail chain in Venezuela.

"I became exposed to the fashion industry and learned the ropes of production at a very young age," she said.

The collection is named for the manglar—or mangrove—trees Sultan would see on sailing trips with her father.

"Since I was very little I used to go to one of the most beautiful beaches in Venezuela, called Morrocoy, and we used to sail between mangroves during the sunset," she said.

Manglar first launched in Venezuela,



but Sultan moved production to Medellín, Colombia, where she found factories that could realize the intricate details—including ties, fringes, laser cuts and threading—in the collection.

Manglar swimwear is print heavy, and Sultan mixes and pairs patterns such as animal prints with tie dye and sea-

blue swirls with a black-and-white ethnic trim. Fabrics are sourced from Europe and South America.

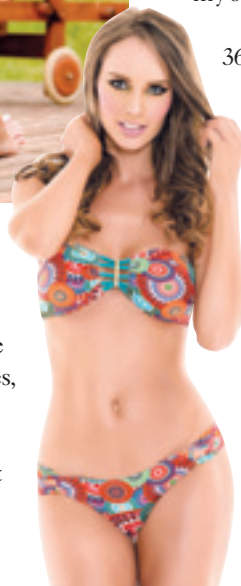
"I have always worked with digital printing," Sultan said. "Digital printing offers a unique color enrichment and realism to drawings. This year, I worked with a group of graphic designers, including my daughter, and for the first time I am incorporating my own patterns in some of my styles."

The current collection includes 36 styles, including halter-, ruffled bandeau- and bustier-top styles, as well as coverups that include a crochet fringe skirt, a canary-yellow off-the-shoulder boho dress and a geometric deep-V-shaped tunic. Wholesale price points range from \$65 to \$80.

Manglar is sold at boutiques in South Florida and in Honduras, Panama, Holland, Colombia and Venezuela. They are also sold on their online retail site (www.manglarswimwear.com).

For sales information, visit info@manglarswimwear.com.

—S.W.



Lime Ricki Comfort, Confidence and Summer Memories

When sisters Colette Callister, Jennifer Anderson and Nicole Bruderer decided to create a collection of swimsuits for women of all sizes, the three drew inspiration from their summers spent as lifeguards and swim instructors in the local pool followed by lime rickys at a local burger joint.

Their Utah-based collection, Lime Ricki, began as a grassroots effort in 2007 with emailed announcements to friends and family. As word spread, orders started coming in.

"We set up little boutiques in each of our homes where locals could come and try them on," Bruderer said. The first collection included six tankini styles.

The sisters originally designed all of their styles, but two years ago, they hired Lyndsay Galbraith, who is now the senior designer.

Filled with prints

and bold colors, Lime Ricki's latest collection of tankinis can be mixed and matched to create 39 different options with top styles ranging from halter to one shoulder, bustier underwire and peplum and bottoms available in skirted styles with ruffle or fringe, drawstring boyshorts and boyshorts. The line also includes six one-piece styles in 14 colors and patterns and two rash-guards.

The sisters create all their prints, which include florals, polka dots, animal, checkered, palm trees and geometric shapes. The suits are made with a UV50+ nylon/spandex-blend fabric sourced from China, as well as Mexico, where the suits are manufactured.

Wholesale price points range from \$14.50 for bottoms to \$22 and up for tankinis and \$32 for one-pieces.

Lime Ricki is primarily sold online; at the company's two retail stores, in Salt Lake City and Provo, Utah, as well as at several small boutiques and department stores.

For wholesale and sales inquiries, contact colette@limericki.com.—S.W.





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INTERNATIONAL **Man** *of* **SWIMWEAR**

Swimwear designer Gideon Oberson reacquired his namesake label last year and is reestablishing his place in the international swimwear market. Oberson is known for his playful and creative approach to designing swimwear and accompanying accessories and has been doing so for more than half of his 50-year career designing high-end apparel.

The current collection, which bows at Mercedes-Benz Fashion Week in Miami Beach, boasts 130 styles—including swimwear, coverups, and accessories—and he sought inspiration from “24 hours in the day.”

“I was inspired by the cycle of light and color over a 24-hour period for this collection,” Oberson said.

It is vibrant and colorful—with cutting-edge textiles, print work and exclusively designed accessories—and will hit retailers in early 2015.

The collection is broken into three color categories. The first light of the day includes fresh hues of “Mikonos” blues, indigos and whites and includes coverups

Back at the helm of his namesake label, Gideon Oberson channels his international perspective and haute couture training to the fine art of swimwear design.

BY ALYSON BENDER

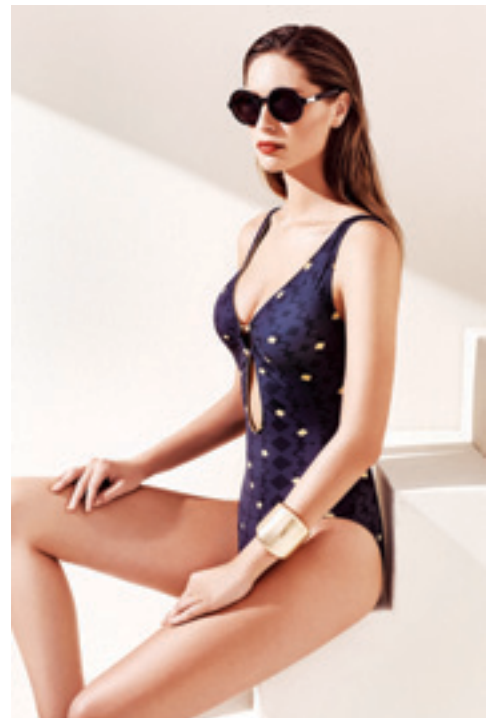


in sheer knit Galaba and light cotton dresses. Then, noontime brings “Caribbean” warm hues of oranges, reds, lime and yellows in geometric prints, accessories and pareos. Finally, nighttime was inspired by the bright city lights of Manhattan, which incorporate black, gold, shiny materials with stones, black-and-white embroidery prints and sexy mesh looks.

Already selling across Spain and Israel, Oberson’s sales team is focusing on breaking back into the U.S. and Russian swimwear markets. In the U.S., they are participating in Mercedes-Benz Miami Swim Week with a sales team based in Miami, as well. The collection is priced at medium to high, starting at \$150 wholesale.



Gideon Oberson



HAUTE COUTURE HISTORY

Born in Italy, Oberson studied couture fashion and design at the world-renowned Ecole de la Chambre Syndicale de la Couture Parisienne in Paris

International Man

Continued from page 19

before launching his own haute couture house, Gordon 36, in Tel Aviv. In 1975, he switched to swimwear, opening a factory and launching his namesake swimwear label. Oberson's swimwear and luxury beachwear brand was built on the premise of creating top-quality, chic and sexy styles and accessories for the contemporary, sophisticated woman. Everything was designed and produced in Tel Aviv. His designs sold in top department stores and boutiques in numerous countries around the world.

In 2002, Oberson was appointed to be the Gottex Models Ltd. (parent company to Gottex) head swimwear designer while designing both for Gottex and Gideon Oberson collections. He designed for both labels for nearly 10 years until Gottex Models Ltd. bought out his label and moved the production to Asia. Although he says he did not mind working with production in Asia, he preferred to design and produce in his backyard, relatively speaking. From there he solely focused on his haute

couture house for 10 years.

Part of the agreement when Gottex Models Ltd. bought his label was that if it ever ceased production for any reason, he would reacquire his namesake swimwear label in full, which is what happened in 2013.

Upon reacquiring Gideon Oberson swimwear, he continued to design in Tel Aviv and produces each collection in Turkey. He officially relaunched his brand under his own direction in 2013, selling throughout Spain and Israel as of 2014, when returning and new customers welcomed back his designs with excitement.

"I am very happy to be back designing swimwear," Oberson said. "It is a good feeling. Fashion should have a different way of consideration aside from aesthetics. It needs to express life and society. My collection was very successful in the past, and we look forward to what the future holds."

More information about the Gideon Oberson collection can be found at www.gideonoberson.com. For sales-related inquiries regarding the 2015 swimwear collection in the U.S., contact Maria Minnis at (305) 446-8016. [www](#)

"Fashion should have a different way of consideration aside from aesthetics. It needs to express life and society."—G.O.





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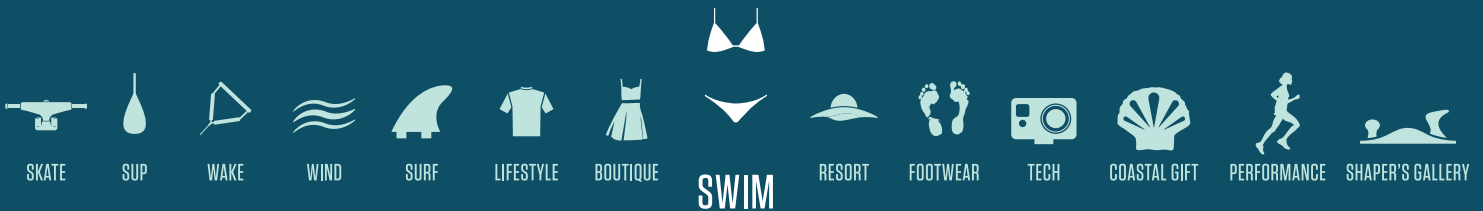
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A woman with long, wavy blonde hair is posing on a rooftop. She is wearing a two-piece bikini with horizontal stripes in white and a light brown or tan color. She is also wearing dark sunglasses and a long, thin necklace with several small, round, light-colored beads. Her hair is blowing in the wind. The background is a clear blue sky and a white railing of the rooftop.

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KARLA COLLETO
"Pinstripe" zip-front
swim vest and
matching hip pant.



SWIMMING POOL

Prepare for a chic getaway with Cruise '15's bright, eclectic mix of swimwear. Here are some of the hottest looks to wear poolside.

— *N. Jayne Seward*

Photography by Sophia Alvarado



(Left) BEACH RIOT "Mary Ann" top and "Ginger" bottom in "Skipper." JG by JAD GHANDOUR purple and black "Discotheque" skirt. (Right) SAHA teal "Cocuy" bikini. GENEVIEVE CLIFFORD snake-embossed motorcycle vest.



6SHOREROAD by
POOJA "Chloe" top
and bottom.





Opposite: (Left) BECCA
by REBECCA VIRTUE
scuba wrap suit.
(Right) LULI FAMA
SWIMWEAR "Verano
de Rumba" multi-string
triangle top and bottom.
NUR yellow print short.
This page: KUSHCUSH
by KERRY CUSHMAN
"Lovey" floral-print one-
piece.





Opposite: LULI FAMA
SWIMWEAR "Mermaid
Glitter" intertwine
scoop halter top.
OAKLEY "Boundless"
strappy bottom. COCO
JOHNSEN "Streva" string
coverup.
This page: (Left)
GREENLEE SWIM
"Retro-Cheek" one-piece.
FISICO turquoise print
blouse.
(Right) GREENLEE SWIM
convertible bandeau.
NUR blue-and-white print
circle skirt.



This page: (Left) LEE + LANI "The Rio" bikini and "Cleopatra" PVC necklace. (Right) BEACH RIOT "The Paradise" one-piece in "Blue Lagoon."

Opposite: LENNY NIEMEYER long-sleeve maillot in "Trancoso." TEBAZILE green leaf earrings.







Opposite: CA by VITAMIN A "Miami Vice" "Emma" bandeau and "Luna" bottom.
This page: (Left) KARLA COLLETTO "Pinstripe" zip-front swim vest and matching hip pant.
(Right) LEE + LANI "The St. Lucia" one-piece.

Photographer: Sophia Alvarado/www.sophia-alvarado.com; Creative Director/Stylist: N. Jayne Seward/www.normajayne.com; Makeup: Garret Gervais at Opus Beauty using DiorSkin; Hair: Daven for Rene Furterer/Celestine Agency; Manicurist: Destinee Handy for Cloutier Remix; Models: Kristin Hoppe at Ford LA and TK at Elite LA; Photo Assistant: Josh Fogel; Stylist Assistant: Sarah Wolfson

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ISLANDS IN THE Stream

How swimwear designers do their job far away from corporate headquarters

BY DEBORAH BELGUM

Designing swimwear and running a swimwear company are worlds apart.

So why shouldn't a swimwear designer's studio be a world apart from corporate headquarters? Many are.

The corporate suits may be in Manhattan, but the bathing suits are on the beach, particularly in California.

California has spawned some of the greatest historic names in swimwear—Catalina, Cole of California, Tyr and Ocean Pacific. That's why several swimwear designers whose corporate headquarters are on the East Coast have set up shop not far from the Pacific Ocean. It's the perfect spot to inhale the sea air and soak up inspiration.

Three swimwear designers share how they work thousands of miles away from their bosses and still get the job done.

ANNA KENNEY

Keeping the California Vibe in Anne Cole Swimwear

If you climb to the rooftop deck above Anna Kenney's Southern California design studio, you can capture a sweeping view of white-capped waves cresting along the long, sandy

beach located just a few blocks away. The Hermosa Beach pier sticks out into the Pacific Ocean like a big wooden stick. Skinny California fan palm trees punctuate the picture-postcard view.

Kenney doesn't have to go far for inspiration when she designs the tankinis, one-pieces and bikinis that make up the Anne Cole collection of swimwear. But the corporate headquarters of In Mocean Group, which owns the label, is 2,800 miles away in the bustling and busy world of New York.

"This is pure design here," said Kenney, inside her studio, which is one of a handful of creative office spaces inside a contemporary-style commercial office building. "It's

nice to separate ourselves from the corporate office."

Kenney is one of a number of swimwear designers who have opted to keep their design studios close to the beach instead of grabbing a corner in the corporate headquarters.

"This is the new way," Kenney said, surrounded by blasts of colorful fabric. "There is less interruption, and we can focus on design."

The studio is compact, with barely enough room for Kenney and her new assistant designer, Susan Blahut, to move around. Two large Apple desktop computers anchor down opposite corners, an Epson Stylus printer commands a sizable space in another corner, and a lime-green surfboard is propped up in a fourth corner. In the middle is a rectangular table littered with colorful fabric swatches.

Kenney has been designing swimwear for more than 20 years. Most of that time was spent creating bathing-suit styles inside corporate offices for Apparel Ventures, Authentic Fitness, Lunada Bay and Warnaco. At Warnaco, she worked on the OP label until it was sold to Iconix Brand Group in 2006. That same year, after some urging and help by former OP Chief Executive Dick Baker, Kenney decided to set up an independent swimwear design studio in Manhattan Beach, another seaside suburb of Los Angeles.

Baker helped Kenney wrangle some new accounts: one from Warnaco, one from Sperry Top-Sider and another from Crocs. She also worked on the Hot Tuna label. "That was the



"This is the new way. There is less interruption, and we can focus on design."

Anna Kenney in her So Cal design studio.

"For me, personally, the freedom of my thought process is much more efficient because I am not interrupted by the day to day that goes on in an office."

Laurie Allyn in her Woodland Hills studio.



beginning of my having a satellite office," Kenney recalled. "And after one year, I said, 'Wow. It's working.'"

When In Mocean came knocking at the door in 2011 and asked Kenney to be the chief designer for Anne Cole Swimwear, she was thrilled. The Anne Cole label exudes California, and she had worked on the label many years ago.

The label is named after a real person, Anne Cole. The veteran swimwear executive launched the brand in 1982 after working in marketing and sales for years for her father, Fred Cole, who founded Cole of Catalina and Catalina swimwear. Anne Cole, now in her late 80s, retired from the swimwear industry several years ago, but she still lives in Beverly Hills.

"The spirit of Anne Cole is bright, fun, colorful and very sassy," Kenney said, explaining why it was important to keep the design space in Los Angeles and near the beach.

With so many technological advances in communications, freight logistics and design, a satellite design office is no longer an impossible accomplishment. Kenney uses Skype for most of her meetings with New York executives. Print designs and patterns can be uploaded by computer and emailed. Samples and fabrics can be dispatched overnight with quick-acting logistic services.

Once a month, Kenney flies to New York for back-to-back meetings on Seventh Avenue with Gary Silverman, executive vice president at Anne Cole Swimwear, and Meredith Glasser, vice president of sales at Anne Cole Swimwear.

"I show them my whole process, where I am going on color, prints and silhouettes. I do a whole blown-out presentation," Kenney explained. "And then I come back, and we do another round of prints and color. We have three or four meetings before the line is done."

But everything from design to patterns is done in Los Angeles. "All the color services are here, and the print studios are here, too," the designer said.

For patternmaking, Kenney tracked down the original patternmakers for the Anne Cole label when it was made by Authentic Fitness, a division of Warnaco, once headquartered in Commerce, Calif. The patternmakers now have their own company. "I do all the fitting there and oversee it on a fit model," Kenney said. "Then when it's done, I send the patterns to New York. They do the finishing touches there and push it overseas for production."

Laurie Allyn

Going Solo in Swimwear Design

Laurie Allyn's design studio may be 20 miles away from the Pacific Ocean, but an acid-blue tile floor could almost double as the bright blue sea.

Color is everywhere in this two-room space housed in a generic concrete and glass office building in Woodland Hills, Calif. The hooked rug under the designer's vivid red desk has a field of psychedelic flowers woven into a soft turquoise background.

The walls are an explosion of swimsuits in all sorts of shapes, sizes, fabrics and hues. Swatches of prints hang next to suits. Straw baskets are filled with zippers, beads and braids.

More than one year ago, Allyn decided that after decades of designing at some of the top swimwear companies in California and New York, she was ready to venture out on her own as a freelancer.

It really wasn't much of a stretch. For 14 years, she had been designing bathing suits for New York-based In Mocean, but she always maintained a design studio in the San Fernando Valley. "When I started with In Mocean, my son had been born. I didn't want the rat race of working in corporate life. I wanted to have my own setup and more flexibility," said the designer, whose company is called Bikini Guru Inc. "For me, personally, the freedom of my thought process is much more efficient because I am not interrupted by the day to day that goes on in an office. ... I like being able to start early with emails and get that done, and then in the afternoon I have time that is quiet."

And Allyn can organize her office exactly the way she wants. "I like to keep my surroundings in a bit of chaos. I find it creatively more stimulating," she explained. "That is not always the best situation in an office. I always felt guilty if management came in and I had to be digging through things."

Allyn's principal client as a freelance designer is A & H

Islands in the Stream

Continued from page 39

Sportswear, the 77-year-old swimwear and sportswear company in Pennsylvania owned by the Waldman family. The company is famous for its Miraclesuit label as well as other misses swimwear brands, such as Mainstream, Cyberswim, Penbrooke and Eco Swim.

Allyn is in charge of the new Eco Peace by Aqua Green label, a juniors swimsuit label debuting in July made of sustainable fabrics made of recycled plastic bottles and other materials. The fabric is being knit by one of the top swimwear fabric makers in the Los Angeles area.

“Sustainability is on young people’s conscience a lot more,” said Allyn, who is always tracking trends and consumers’ attitudes.

Allyn flies back to Pennsylvania every three or four months to meet with executives at A & H Sportswear, detouring to Manhattan to scope out trends in clothing, art and lifestyles. Likewise, executives from the company fly to California to visit the designer’s studio and go over color schemes, print ideas and silhouettes. “That has been the most productive,” the designer said.

Allyn may be miles from the beach, but it is still close enough to visit quite often. She frequently ventures to Zuma Beach on the north side of Malibu to get a handle on what young women are wearing at the popular sunbathing and surfing spot. “The girls at Zuma are very indicative of what everyone is wearing in California,” she explained. “I also like to go to the Midwest and

look at the stores and what people are wearing at the lakes to see what is going on there. That customer should not be forgotten.”

The trend she has spotted at Zuma Beach is the brief bikini bottom with a Shirred back. “I haven’t seen that much butt cheek on the beach before, but they are all wearing it,” the designer said.

Stylish young women right now are also in love with one-piece black maillots that have some pizzazz with cutout sides and more skin showing.

Allyn has spent nearly 30 years tracking swimwear trends. After studying at Brooks College in Long Beach, Calif., and the University of California, Los Angeles, her first job in the swimwear industry was at Apparel Ventures in Gardena, Calif. She started out as a piece-goods buyer, becoming familiar with the vast world of fabric salespeople and swimwear resources. Then Marvin Goodman, the swimwear company’s founder, gave her a chance to help design swimsuits.

After nearly seven years of designing bathing suits at Apparel Ventures, Allyn moved over to Authentic Fitness/Warnaco, which had a number of swimwear labels such as Anne Cole, Cole of Catalina, Catalina, Calvin Klein and Speedo. She worked primarily on the juniors line Sunset Beach as well as the Oscar de la Renta and Cole of California labels.

She was at Authentic Fitness/Warnaco for seven years before taking a job with In Mocean, where she worked primarily designing the Xhilaration swimwear label for Target. “I made a presentation every six weeks,” Allyn recalled.

Now the swimwear designer is on her own at Bikini Guru, still making those frequent swimwear presentations.

ROD BEATTIE

From White to Blue

The idea of working out of New York was out of the question for swimwear designer Rod Beattie, whose label Bleu/Rod Beattie was bought early this year by New York-based Amerex Group.

“When the Amerex team came out for a meet and greet, they asked me how I felt about coming to New York on a permanent basis,” said the swimwear designer, who got into the business shortly after finishing school more than 25 years ago. “I said, ‘I’m an Angeleno and get inspired by the West Coast. There is a lot more creative energy out here. Here the climate is at least 75 degrees almost all year-round. I live an indoor/outdoor life, and I like to swim.’”

Water is very important to Beattie. He used to be on his high-school swimming team. He has a pool in his backyard, and he often goes to the Rose Bowl Aquatics Center in Pasadena, Calif., not far from his home, for some serious lap swimming.

So everyone agreed that Beattie would keep his design studio in South Pasadena, a 10-minute drive from his house, in a creative commercial office building that has 11 large spaces with exposed wood beams, polished concrete floors and a basketball hoop in the patio. His neighbors include a brand-management company, a sustainability consulting firm and a design company.

Since Amerex acquired the label in February, Beattie and his



“I’m an Angeleno and get inspired by the West Coast. There is a lot more creative energy out here. I live an indoor/outdoor life, and I like to swim.”

Rod Beattie in his Pasadena design studio.

Continued on page 55

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A woman with short, wavy blonde hair is standing outdoors, smiling slightly. She is wearing a strapless, tube-style swimsuit with a bold floral pattern in black, white, and teal. The background is a soft-focus outdoor setting with green foliage and a bright light source on the left, creating a warm, sunny atmosphere.

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SwimShow & LingerieShow July 19th – 22nd

2Rios Lingerie - 611

Água de Coco por Liana Thomaz - 1385/1488

Amir Slama - 1587/1688

ANK Swimwear - 787/888

Blue Man - 1187/1288

Brigitte - 1480

Cecilia Prado Mare - 1375/1476

Cia.Marítima - 523/626

Dalai Beach Wear - 1384

Desiree Nercessian - 707/808

Despi - 423/532

Feriado Nacional - 613

Guria Beachwear - 332

Hope - 1069/1170

Kiminis - 1177/1276

Larissa Minatto - 787/888

Lemons & Limes - 1455

Lenny Niemeyer - 683/788

Limonada - 1177/1276

Lisa Riedt - 1169

Loér - 787/888

Salinas - 1153/1258

Sauipe Swimwear - 1455

Sinesia Karol - 1475/1576

Sol e Energia - 1630

Cabana July 19th – 22nd

Adriana Degreas

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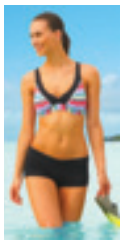
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Vix Swimwear

swimshorts

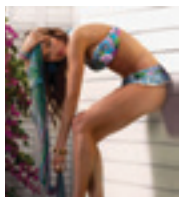
The 2015 **Anne Cole** Collection is introducing some new, great prints, color, and silhouettes. "Mighty Jungle" is designed around ethnic, skin, palm leaf prints. It has a sophisticated and fresh color palette using teal, brown, cranberry, and pop coral. "Garden State" is a very bright, happy, preppy collection of prints and color with hot pinks, turquoise, coral, and peri. Prints include a multi-color hand-painted paisley, a floral print, and a bright ethnic engineered print. We also offer sporty, chic color blocking. As usual, Anne Cole is so excited to introduce this colorful collection. Color the world happy. www.annecole.com



Azul Swimwear gets its name from the fun mother of two Carina Goldfarb. After years of failing to find the perfect suits for her daughters, Carina took matters into her own hands and created her own ideal line of swimwear. The combination of her South American roots, her vibrant sense of color, and her attention to fit and proportion proved to be an instant success. Not only did she design unique swimsuits, but she also provided fun matching hats, headbands, and skirts for a complete outfit. Carina's daring bold color and print combinations were an instant hit. After much success, Azul Swimwear ventured into boys' swimwear with fun, printed European-style shorts, surfer-style boardshorts and matching 50% UPF Rash Guards. She even took design a step further by introducing a new line of unique boys' tunics for 2015. Carina will continue with her passion for design and providing parents with quality swimwear that their children will love. www.azulkids.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



Bellissima, most beautiful in Italian, was born with the idea of creating a luxury brand that combines exquisite design with the highest quality materials available. Our swimwear is designed to complement the natural beauty of a woman's body and engineered for a perfect fit and luxurious feel. Bellissima's founder, Joyce Amato, spent many summers traveling throughout Italy, Greece, and France and was so inspired by the beauty, fashion, art, architecture,



and Mediterranean culture. After a 25-year-career in finance, Amato, a graduate of the Fashion Institute of Design and Merchandising, decided it was finally time to pursue her lifelong passion for fashion design, and the result is Bellissima. www.bellissimaswimwear.com.



Brazil: Fashion Beyond Summer. Beyond the curves, the sophistication, the feel of the breeze, the texture of the beach sand. The colors, fragrances, shapes, different cultures, a plural society. On the motion of a wave, in a deep connection, a lot more than beachwear, the spirit of a lifestyle, an entire ocean to inspire. The beach blends with the streets, and the streets go back into the sea. A fashion that draws inspiration from art, music, gastronomy. The cultural diversity of a continent-sized country that transforms the catwalk and brings an innovative cut, sophisticated materials and a high-tech production. A seductive Brasil, an inspiring fashion beyond expectations. Visit the Brazilian brands at Miami Swim Show & Lingerie Show, from July 19 to 22, and Cabana, from July 19 to 22. www.texbrasil.com.br.



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 providing 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 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.



Chica Rica Bikini Company and Jelly Swimwear of Miami have manufactured top-quality juniors swimwear since 1989. Born out of trendy South Beach, Chica Rica brings you the latest looks and the hottest styles for cutting-edge fashion in swimwear. The company offers two top-selling lines: the Chica Rica line, which is composed of several vibrant and exotic prints, and the Jelly line, which is composed of 14 solid colors. All are available in a variety of mix-and-match styles for the perfect fit. Visit us at the Miami Swim Show Booth 1007-1108 and Surf Expo Booth 2501. www.chicaricabikini.com



For the 2015 collection, the **Cole of California®** collection takes inspiration from its moniker. The California lifestyle of sport, surf, and comfort is brought together in an athletic and sportswear-inspired collection of swimwear. Zippers are reminiscent of

the morning surf, and racer-backs and strap details are borrowed from yoga while buttons and yarn-dye stripes bring to mind the comfort of relaxed weekend apparel. Dots and stripes have become a staple in the Cole of California brand—each season with a fresh twist and increased mix-and-match opportunities. Two distinct color stories, each with different prints, solid and color-block options, make for cohesive and interesting merchandising. A wide variety of female body types are considered in the thoughtful mix of silhouettes, aimed at the contemporary misses and plus customer. Tankinis and bikini tops give the modern woman support and confidence. Hipsters, skirted bottoms, and boy shorts are flattering and versatile. www.inmocean.net



CURVEXPO is the only show in North America solely dedicated to designer lingerie, swimwear, and men's underwear. CURVEXPO will be presenting the Spring/Summer 2015 collections of over 350 brands at CURVENY NEW YORK Aug. 3-5, 2014, at the Javits Center North and CURVENY LAS VEGAS Aug. 18-19, 2014, at the Venetian Hotel (Toscana, San Polo, Murano Ballrooms). For more information, visit www.curvexpo.com or call us at (212) 993-8585.



Diva 2015 is for the lady who wishes to be unique and indulge herself with a special piece. Carnaval Du Monde is diverse to an extent that each and every woman can find her fantasies, colors, and adventures in the collection...her true self. The collection tells you a story of a journey around the world, of craftsmanship, and of a woman's potency. It is all about art, elaboration, embroidery, and perfection. Please find the following highlights of the collection. Diva Exclusive: new timeless suits in two outstanding groups. This year we have added to the collection two exceptionally luxurious groups—Zanzibar and Venezuela. Zanzibar's leopard print is on sensitive fabric with handmade embroidered rhinestones meticulously sewn is on a three-dimensional jewelry print. Venezuela suits are classic solid black with rhinestone embroidery on black sateen stripes. Carnaval Du Monde offers a new Diva hat and a bag (100% cotton) in three different prints (Grand Canyon, Ukraine and Zanzibar from Diva Exclusive). Diva Beachwear includes elegant dresses, clever tops, caftans, and kimonos. Make sure you see all styles. In order to emphasize the variety and diversity of the collection, each group is a story about different places in the world, cultures, sceneries, smells, and energies. From classic Diva to ethnic prints to the latest trends in fashion, Carnaval Du Monde is a must-see collection. Come visit us at the shows. www.divaswim.com





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swimshorts

Continued from page 48

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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 hang tags 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. Every suit is designed, tested, cut, and sewn in the USA at the highest quality while not sacrificing on any knitted, detailing or fashion. As part of a 4th generation 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. www.ecoswim.com



Emsig has added a new collection of swimwear accessories to its repertoire with its exciting and never-seen-before swimwear collection! Includes novelty closures and accessories with the largest color and style assortment. Products are saltwater-, sun- and sand-resistant, and custom logos and details are available. Emsig Manufacturing Corporation was founded in 1928 in America. Ownership and management remain with the founding family. It is now managed by a third and fourth generation who are proud of their international reputation and guided by their commitment to integrity, quality, and developments of new materials, ideas, and services. This continuing commitment keeps Emsig a world leader in the manufacturing of buttons for the apparel industry. We have buttons that are U.L approved, as well as OEKO-Tex approved. Besides its factory in the USA, Emsig also operates factories in China and India. All operate with the same ethical and moral standards of a company dedicated to the safety of the environment and the well-being of its employees. Some of our most recent innovations include buttons that are bio tech in that they resist the growth of viral and bacterial organisms. We have introduced the world's first truly unbreakable shirt buttons. Our melamine buttons are all made in our USA factory. Our glow-in-the-dark buttons are unique. Many of our products are fire-proof and will not support combustion. As makers from the raw resins to the finished products, we are innovative and creative in our industry. We truly make a difference. www.emsig.com



Gideon Oberson has recently reentered the international swimwear arena with high-quality swimwear

and full control over his namesake label. Oberson is known for his playful and creative approach to designing swimwear and accompanying accessories and has been doing so for more than three decades. His current collection is inspired by light over a 24-hour period and made with cutting-edge textile print work and exclusively designed accessories. <http://gideon-oberson.com>



In Gear Fashions, Inc. debuts the new HeartSOUL swim collection in Miami for 2015 Swim. Retailers may preview the collection at HeartSOUL Booth #1011 during Mercedes-Benz Fashion Week, July 19-22. The much-anticipated HeartSOUL Swim collection will be girly and flirty, with all the special accents the HeartSOUL customer is looking for. Silhouettes will include new knotted detail and edge stitching; braiding; unique bandeaus; retro-inspired, skirted bottoms, ruffles; imaginative one-pieces; and flowing tops, as well as classic silhouettes with exclusive trims. The HeartSOUL collection includes prints ranging from ethnics, watercolors, animals, and scenics to the ever popular HeartSOUL chevron. Our coverups will be available in both solids and prints. They will include a flowy open-back maxi dress, a soft pull on drawstring pants, crop tops, and a back-detail dress. We will take the HeartSOUL girl on a journey to music festival road trips, island hopping, making waves in the surf, electric jungle safaris, and tapping into her bohemian spirit. www.heartsoulswim.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 "SCUBA," 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 are available. Our highest-quality Neoprene is now featured in Bloomingdale's and Saks. The digital prints in the "Neoprene" fabric are beautifully executed with vibrant colors, some with 20 colors or more. We are now developing our Neoprene with Laser executions. This development will be available shortly. The Lace line at La Lame has been expanded. We now offer laces that have been embroidered, giving a new textured look. Also, our geometric laces with sequins give our customers a larger line of choice. These features are receiving a positive reaction to many new customers. Note: La Lame will be at Premiere Vision in New York showing the elite French line Bugis Textiles of France. For more information, visit www.lalame.com.



Liberty Art Fabrics—Original British design since 1875. An international leader in print design and textile innovation. Liberty Art Fabrics has been creating original and inspiring designs for more than 130 years. Shortly after Arthur Liberty opened the Liberty Emporium on Regent Street, London, he began working with local artisans and manufacturers to produce Liberty's own textiles and objets d'art.

By the 1890s, Liberty Art Fabrics was a byword for the very best of Avant Garde textile design. Liberty Art Fabrics' designs are renowned for their fine detail, intricate pattern and original Liberty colour palettes. Iconic florals and paisleys, graphic geometrics and colourful conversationals are offered on a wide range of premium-quality cloths from traditional cottons, woollens and silks to the latest in manmade fibres and blends such as denim and nylon. For more information, contact gina@ginavaldez.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 features 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



Manhattan Beachwear, Inc. is the leading US manufacturer of women's and men's swimwear. The Cypress, Calif.-based company designs, manufactures, and markets under licenses for Kenneth Cole, Ralph Lauren, Trina Turk, Nanette Lepore, Sperry Top-Sider, Adidas, and Hobie. In addition, Manhattan Beachwear also designs, manufactures, and markets its own brands, La Blanca, 2Bamboo, 24th & Ocean, The Bikini Lab and Maxine of Hollywood. In order to strengthen its position in the lifestyle and activewear market, Manhattan Beachwear recently acquired CMK Manufacturing, a leading provider of women's active and lifestyle apparel. CMK Manufacturing designs, manufactures, and distributes under the brand names Green Dragon and Pink Lotus. The CMK brands are a welcome addition to the company's current roster of Active/Lifestyle brands, which include Trina Turk Recreation and La Blanca Resort. With the addition of Green Dragon and Pink Lotus to Manhattan Beachwear's current brand offering, they will have an unmatched product mix in the swimwear, active, and lifestyle markets. www.mbwswwim.com



Mariak offers roll-to-roll digital dye sublimation printing on polyester and polyester-treated fabrics. We carry stock of over 32 fabrics that you can choose from or you can provide your own. We have state-of-the-art equipment that can print from 72" up to 126" widths. You can provide your own patterns and images, and we also have a library of thousands of images from which you can choose. Pantone color matching is available. We also offer digital UV and solvent printing on vinyl and leather at up to 120" widths,



SwimShorts page 52



**TAKE YOUR
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REEBOK SWIM SPORT FASHION



Reebok

swimshorts

Continued from page 50

as well as vintage film transfer. You'll find that our printing services may be of use to you when creating active wear, leggings, bathing suits, intimate apparel, pet products, costumes, internal and external portions of handbags and shoes, and so much more. We are made in America, doing all of this out of our facilities in Los Angeles, making lead times just two to three weeks. Our digital equipment allows us to print with one-roll minimums, so you are not required to invest in 10,000 yards of material. You can even double up multiple patterns on a run of fabric. www.maria.com



Mercedes-Benz Fashion Week Swim is set to celebrate its 10th year as the fashion industry's most impactful Swim event and Miami Beach's status as the capital of swimwear. The event attracts visitors from around the world, generates millions of dollars for the local economy, and offers the world's top Swim brands an unsurpassed platform to debut their collections to an audience of media, buyers, and global consumers. Designers showing their 2015 Swimwear collections on July 17-21, 2014, at The Raleigh are: Poko Pano, Dolores Cortes, Frankie's Bikinis, Clover Canyon, Wildfox Swim, We Are Handsome, Sinesia Karol, Beach Bunny Featuring the Blonds, Caitlin Kelly Designer Swimwear, L*Space by Monica Wise, Mikoh, Rip Curl, Mara Hoffman Swim, Maaji Swimwear, CM Cia.Maritima, Profile & Blush by Gottex, Gottex, Caffe Swimwear, Belusso, Meegan Elizabeth Hawaii, Luli Fama, Suboo, 6 Shore Road by Pooja, Sauvage, Aguaclara Swimwear, Aquarella Swimwear, Mia Marcelle, Toxic Sadie Swimwear, A.Z. Arujo, Liliana Montoya Swim, Minimale Animale, and Indah. In honor of the 10th anniversary, numerous events and activities have been planned at The Raleigh and around the city. The week will commence with the official MBFW Swim Kick-Off Party, commemorating the last 10 years with a special presentation around The Raleigh pool, honoring designers who have helped make Mercedes-Benz Fashion Week Swim a success. www.mbfashionweek.com



Mia Marcelle is a luxury line of women's swimwear that is designed in Napa Valley and made in the USA. The couple behind the brand, Amber and Joe Wagner, focus on craft couture, luxurious fabrics, and sensual styles. There is nothing more beautiful than a woman who is secure in her body, regardless of size or shape. The notion that her pure femininity and sensual beauty come from her own confidence is a philosophy in which Amber Wagner, creative director, believes down to her core. They have a passion for crafting high-end swimwear, and they focus on using extremely soft, supple fabrics that contour to a woman's natural curves. Although knowing trends is an important piece to creating suits that are up to date, Mia Marcelle focuses on following the goal of producing suits that use just the right balance of sexiness and simplicity. The end result of having a suit that is both unique and of top quality is very important to Mia Marcelle. www.miamarcelle.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 designs. ...These garments are simply created like no other swimsuits in the world. www.miraclesuit.com



For over 30 years **Penbrooke** has targeted women's main figure concerns: bust, hips, thighs, and tummy. Our collection is ageless, for women that are both fashion savvy and price conscientious. All swimsuits feature our unique tummy control power net and shirring to shape curves. All garments have either a soft cup bra or underwire bra for added comfort and support. These slimming attributes provide the confidence and comfort so desired. Classic designs are reminiscent of the golden Hollywood days with a modern twist. Trends on silhouettes range from bandeau styles to the must-have fashion dress of the season. Moderate coverage and complete comfort are staples for all styles. Sizing 8 thru 16 and 18w thru 24w. The Penbrooke Mastectomy collection has been a staple in the marketplace, bringing comfort for this consumer. Our complete understanding of women's needs and concerns in swimwear propelled Penbrooke to become a top vendor in specialty retailers throughout Canada and the USA.



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 (anti odor, anti bacterial.) The bras are designed with anti-bounce features and soft cups for opacity 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 flare for fashion, this collection engineers a swimsuit that a woman can move in and swim in while still looking and feeling confident and more importantly comfortable.



The **Salon Allure Show**, now in its fifth year, will take place July 19-22 at the W South Beach with a special 5th Anniversary Opening Show on July 18. Salon Allure continues to focus on its founding mission: to provide boutique swim and resort-wear designer brands a sophis-



ticated, event-based platform to launch their new collections in style. Once again, this year, the Salon Allure Show is excited to announce LYCRA XTRA LIFE® Brand as the presenting sponsor. This five-year collaboration continues in strong fashion, demonstrated by participating brands that use the fiber in their production like Posh Pua, Salt Swimwear, Mandalynn Swim, House of Au 'Ora, and the launch of a new swim collection by SPANX. The four-day event will feature other leading swim brands like MIKOH, Lolli Swim and Bikini Thief. Salon Allure will host attending retailers, media, and designers for Industry Happy Hour events July 19-21 from 4:30 to 6 p.m. in the Salon Allure Media Lounge. For more details on the show schedule or to register, please visit www.salonallure-online.com. LYCRA® is a trademark of INVISTA.



Whether they're swimming, sailing, or just enjoying being a kid, children around the world are safer in the sun than ever before, thanks to **Snapper Rock Swim Wear**. This stylish gear, which blocks 98 percent of harmful UVA and UVB rays, was originally created in New Zealand, a country with high rates of skin cancer. It proved to be a worldwide hit, with Snapper Rock now one of the leading protective swimwear brands internationally. The range—which now goes from size 0 up to size 14, allowing tweens to get in on the action—includes swimsuits, 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 19th-22nd, Booth #1237, and view the fantastic new collection of swimwear, after-sun wear, and accessories. Contact Julie Rich at julie@snapperrock.com to make an appointment or visit www.snapperrock.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 such 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 Miami Beach Convention Center July 19-22. www.solar-swim.com



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Surf Expo is the largest and longest-running board-sports and beach/resort lifestyle trade show in the world. Produced in January and September, the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America and around the world. Surf Expo features approximately 2,500 booths of apparel and hardgoods and a full lineup of special events, including fashion shows, annual awards ceremonies, and demos. The show attracts more than 27,000 attendees and was recently honored by being named Fastest 50 by Trade Show Executive in three categories: growth in attendance, number of exhibitors and net square footage. Surf Expo will be held Sept. 4-6, 2014, at the Orange County Convention Center in Orlando, Florida. www.surfexpo.com



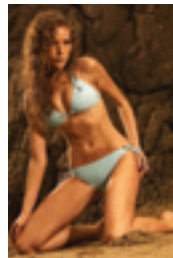
The California Swimwear Association presents **The Swim Collective Trade Show**, Aug. 12-13, 2014, hosted at the Hyatt Regency in Huntington Beach, Calif. The Swim Collective is recognized as the biggest West Coast swimwear trade show, offering buyers more than 1,000 lines across all swim and active categories. For more information, visit our website. www.swimcollective.com



• • •
SwimShow has grown to be bigger and better than ever! The show has expanded to encompass almost 550,000 square feet of exhibition space taking up all four halls of the Miami Beach Convention Center! From brand-new events to brand-new lines to a complete redesign of the entire layout, this show will be bigger, bolder, and better than ever. As the industry's largest and most established swimwear trade show, we're kicking off the start of the buying season by hosting four days of the best swim brands in the world. Not to miss is the expanded men's, children's, accessories, resort and lifestyle areas—which feature the best new and fashion-focused collections we are seeing from this area of the industry. Show dates are July 19-22 at the Miami Beach Convention Center. www.swimshow.com



• • •
 Established in 2012, luxury swimwear brand **WET** is a contemporary line for women, devoted to one-of-a-kind designs. WET is proud to debut its 2015 collection in *Waterwear*, offering a variety of retro styling, lingerie-inspired constructions, and unique, high-quality fabricated swimsuits. WET swimwear has generated great interest amongst celebrities and fashion influencers such as Tammin Sursok, Carmen Dickman, Snooki and Naty Baby, the blogger from "A Love Affair with Fashion," and has received coverage on Huffington Post, Seventeen.com, *US Weekly*, Who What Wear, and Elvis Duran



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 An artistic balancing act between style and technique. Known for its unique designs and attention to detail, Zeki has dressed the women of the world in beautiful, sophisticated, and high-quality swimsuits for more than 30 years. Founded in 1958 and producing swimwear since the 1980s, Zeki is a world leader in women's swim and beach wear. Designed and produced in Istanbul, Turkey, Zeki uses the finest fabric and accessories from Italy. The Zeki design team consists of four talented designers, who together create an impressive collection of 600 pieces a collection year. Worn and represented by many of the top models, Zeki has a rich history. Cindy Crawford was the first face of Zeki swimwear in the '80s, followed by Claudia Schiffer, Nikki Taylor, Stephanie Seymour, Elle MacPherson, Heidi Klum, Rebecca Romjin, Eva Herzigova, Naomi Campbell, Tyra Banks, Adriana Lima, Alessandra Ambrosia, Candice Swanepoel, and more. Zeki brings fashion, glamour, and elegance. The woman who wears Zeki feels beautiful, sexy, confident, whether she is at the beach, poolside at her favorite resort, or on a yacht—she knows she's worth it. www.zekiswimwear.com or www.zekitriko.com.tr



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BUTTON STYLISTS THROUGHOUT THE WORLD

Islands in the Stream

Continued from page 40

senior designer, Harriet Fleming, have made a few trips back to New York to develop the first collection under Amerex.

So far, Beattie's trips to the East Coast could be likened to parachute designing. He flies in on a Tuesday, makes presentations and does back-to-back meetings on Wednesday, and then returns to the West Coast on Wednesday night.

For the most part, Kelly Logsdon, Amerex's vice president of sales, ventures to Beattie's spacious studio for several meetings to develop the collection. "It is better when we work here because there are less disruptions," said Beattie, surrounded by racks of swimsuits, swatches of fabric, plastic boxes of trims, long white tables for conferences and design strategy, and a wall of windows that let in a blaze of light. "There are not people constantly coming by and interjecting. It gives a little more intimacy and privacy working here."

Beattie's design studio is divided into

two separate offices. On one side, he and his senior designer hammer out the creative side of the collection. The room next door is all about production. Beattie has two pattern-makers, three garment sewers and one cutter who make his samples. "I think Amerex felt our pattern and sewing team was a valuable asset to leave here. When they work in New York, they don't have a sewing and pattern team. It is all done in Asia," Beattie noted.

To keep up design communication, a flurry of emails is sent back and forth to New York as well as to Amerex's office in Shanghai, China, which handles fabric acquisition and production for the contemporary line, sold at Nordstrom, Bloomingdale's, Everything But Water and other stores around the country.

Bleu/Rod Beattie is a relatively new swimwear label that hit the poolside circuit in 2011. For several years, Beattie had been working on the La Blanca by Rod Beattie line at Apparel Ventures in Gardena, Calif. After Apparel Ventures founder Marvin Goodman died in 2009, the company was sold to Manhattan Beachwear.

Around this time, Beattie was approached by A.H. Schreiber—a New York company whose swimwear labels include Longitude, Badgley Mischka, Delta Burke and Sirena—to join forces and launch his own label with them. That was at the end of 2010. This year, A.H. Schreiber sold the brand to Amerex, known more for its line of coats and jackets rather than swimwear. But the company is trying to round out its apparel offerings to cover all seasons. Other swimwear labels it owns or produces include Red Carter, Jessica Simpson and Jones New York.

Already, Beattie is expanding on the swimwear line. With Amerex's office in Shanghai, the designer is looking forward to creating more pieces such as coverups that go with his label, geared for the woman between the ages of 25 and 55.

For Beattie, it would complete the design circle. After graduating from the fashion department at Otis College of Art and Design in Los Angeles, his first job in the swimwear trade was designing coverups at Apparel Ventures. [www](#)

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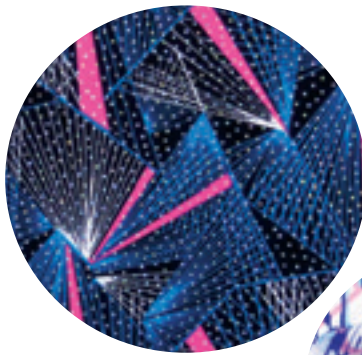
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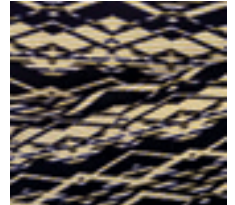
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'80s Inspiration

Textile designers dive into the '80s for inspiration for swimwear and coverups. Look for New Wave geometric patterns, Day-Glo colors and conversation prints with stars, graffiti, lips and newsprint.—*Alison A. Nieder*



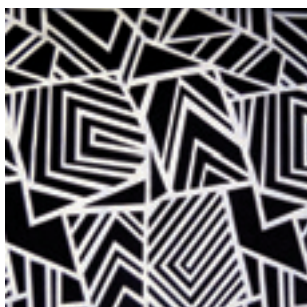
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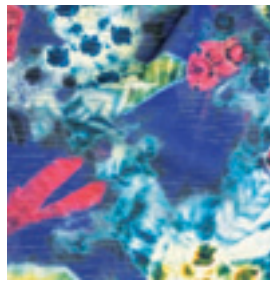


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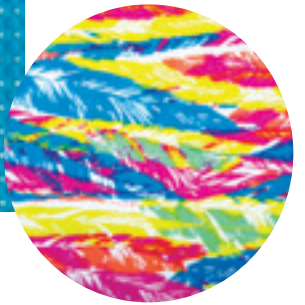
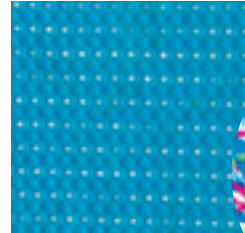
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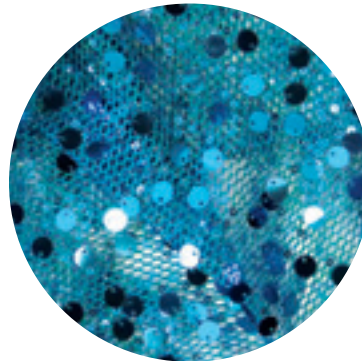


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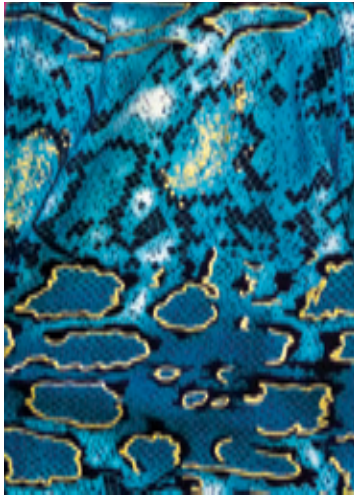
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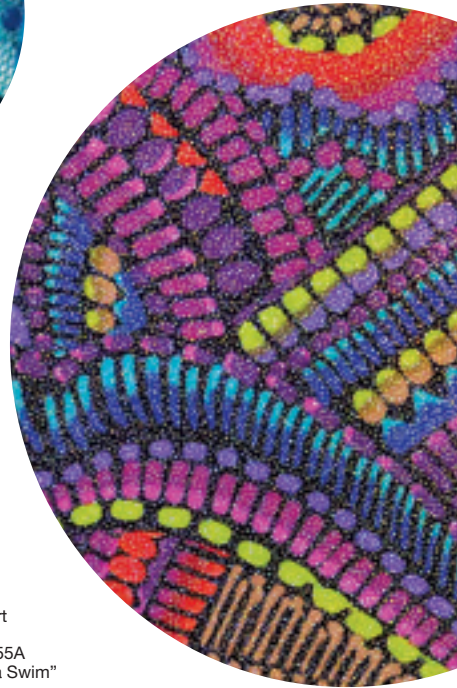


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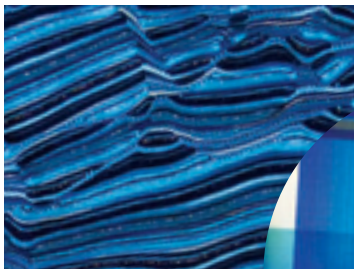
Teal Ideal

Teal, that moody shade between blue and green, makes a comeback for swim and coverup textiles as a watery ground shade for florals, mesh, sequined styles and textured knits, as well as an accent color paired with cheery brights or crisp back-and-white patterns.

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