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Swimwear shows off the full spectrum in bold, bright sundrenched shades.

By N. Jayne Seward

features

40

Into the Bleu

Designer Rod Beattie and swim maker A.H. Schreiber debut their new line, Bleu Rod Beattie, in Miami.

By Alison A. Nieder

departments

12, 14

New Resources

34, 36

Accessories

50

Swim Shorts

56

Directory

58

Textile Trends



On the cover:
VITAMIN A
by AMAHLIA
STEVENS' nylon/
Lycra "Runway
Wrap Maillot"
in Caribbean.
CESARE
PACIOTTI's teal
suede and orange
patent leather
peep-toe pump.

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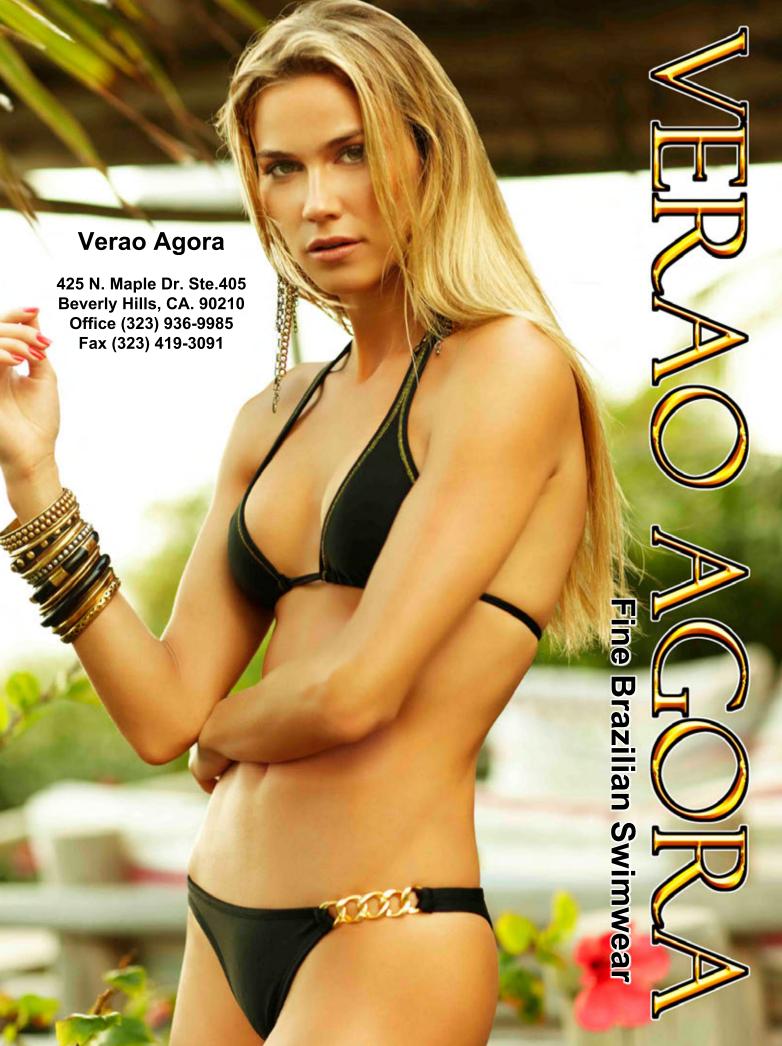
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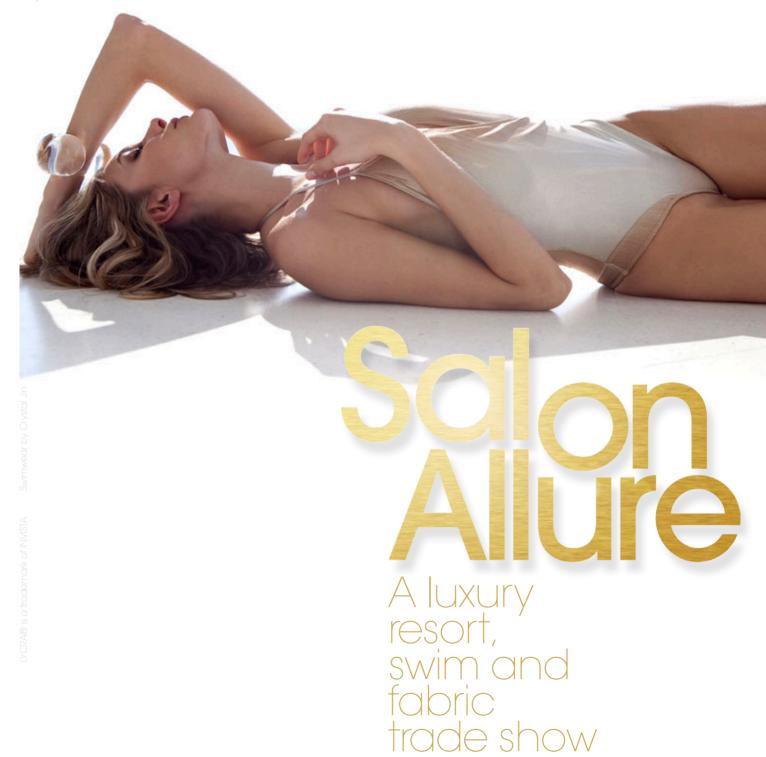
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Mikoh Two Sisters With a Dream

As tweens, Kalani and Oleema Miller lived the life of surfer girls.

They were on the Roxy surfing team for nearly a decade and modeled for the brand started by Quiksilver to cater to fresh-faced ocean-going girls who wanted to look cool after riding the waves.

So it seemed only natural that the 20-something Miller sisters would launch a swimwear brand born of their love for the sea, which

comes from growing up in San Clemente, Calif., and being part of a surfing family.

"It was a natural progression from wearing swimsuits every day for work to starting a line of our own," said Oleema, who is the design force behind the label. "We felt there was a hole in the marketplace. There were some suits that were functional and you could surf in, but they weren't really great fashion."

In February 2010, the sisters launched their line, called Mikoh, at the same time that the 2010 *Sports Illustrated* swimwear issue came out. The magazine's annual swimsuit issue is considered an influential launch pad for new swim brands. Last year, the magazine featured one Mikoh suit. This year, the sisters had three suits in the issue.

"One of my friends working in public relations had a contact for *Sports Illustrated*, and on a whim we sent them some suits, and they loved them," said Kalani, who handles the business side of operations and is also dating surfing legend Kelly Slater.

The suits, all handmade in Bali, Indonesia, are seamless constructions with no hardware. For Resort 2012, there

are four different styles for one-pieces, including a string design on the back of one suit.

The two-pieces have halter tops, bandeau tops and triangle tops. Bottoms are both a skimpier bikini cut and fuller silhouettes such as a boy bottom. Strings of fabric are employed for straps on the tops and as side panels on the bottoms. Stringed fabric appears in some of the suits as a very long tassel.

The entire collection is made of 80 percent nylon and 20 percent span-

dex with double lining for extra fit and comfort. Wholesale prices for separates are \$40 to \$47 and \$95 for one-pieces.

For more information, contact HM Showroom at (310) 828-9454 or visit www.mikohswimwear.com.—Deborah Belgum



D'amore Swim

Two Sides of Swimwear

She's a model, actress, DJ, and friend of Paris Hilton and Kim Kardashian. Now Caroline D'Amore can call herself a swimwear designer, too.

Her D'amore Swim label debuted its Gemini Collection June 8 on the rooftop of the Thompson Hotel in Beverly Hills, Calif. It also sells at the Kardashian family's Dash boutiques as well as at popular Southern California retailers such as Fred Segal Santa Monica and Milk.

Ryan Horne, D'amore Swim's cochief executive, said the label, which is manufactured in California, is meant to communicate two sides of every woman.

On the outré, rock 'n' roll side of the 30-piece collection, there's a backless



one-piece made in faux-denim Lycra and studded with a rust-free metal. For the more demure, there's the Gemini Collection, which includes two-piece suits in stretch nylon lace. But even D'Amore's demure suits have some sass, thanks to a touch of gold shimmer.

The designer, pictured left, guarantees that her swimwear will give any woman curves. Tops come with the choice of two to three different padding inserts, so cup size can be adjusted. Waistlines are low and cinched. Prints for all D'amore Swim pieces are intended to evoke a vintage look.

Wholesale price points range from \$50 to \$150. For more information, email *ryan@damoreswim.com*.

—Andrew Asch





Calavera

A Surfer Girl's Dream

A few years ago, Anna Jerstrom gave up her job as an investment banker in London to take on an endless summer of waves in Costa Rica.

She had visited the Central American country on a vacation and immediately became hooked on surfing. For months, she studied with Costa Rican surfing legend Alvaro Solano and learned two things: She's not a bad surfer, and it's hard to keep a bikini in place when you are dancing between the waves.

So she set out to launch a line of swimwear that would stay on no matter how high the waves or how rough the surf. And it had to look good on a surfer girl's body. "I looked into the market, and I realized there was a huge gap," said the Sweden-born Jerstrom.

This May, she launched Calavera. which means "skull" in Spanish, the image Jerstrom had emblazoned on the side of her surfboards. The Swedish investment banker, who had always made her own clothes, started sketching and came up with some hardy bikini tops and bottoms that stay in place in the waves. She employs Velcro straps to adjust the bottoms and tops. She also uses fillers and low-flexibility materials to improve fit. Bikini tops also have a string tie-up feature that runs down the back and attaches to the band to reduce stress on the neck and keep tops on. The suits are made of extra-thick nylon/spandex.

Jerstrom tested the bikinis on her surfer girlfriends in Costa Rica before debuting her product from her headquarters in Newport Beach, Calif., and manufacturing them in Southern California.

Bottoms have three silhouettes: a hipster, a regular bikini and a boyshort. Tops come in a halter and two triangle shapes. Wholesale prices for separates range from \$16.50 to \$19.50.

For more information, call (646) 401-0160 or visit www.cala-veraswimwear.com.—Deborah Belgum



Limeade California

Sweet on Swimwear

For the past 12 years, designer Louise Kolesnikow's background as a designer traditionally has been in the contemporary sportswear field, working for companies such as Poleci and ABS by Allen Schwartz.

But the Los Angeles designer felt there was a void in the swimwear world that needed to be filled with quality swimwear made in Los Angeles. So in 2010, she



created Limeade California, a name that reflects the vivid colors in her collection.

"I try to stay on trend. Traditionally in sportswear, I have gone with a more sophisticated palette, but for swim, it is different. You are more concerned with how the color

looks on a person's skin."

For a splash of sunny shades, look no further than the label's Mexicali collection, with bright corals and greenish yellows. A burst of colorful embroidery is employed on the tops as well as smocking.

Kolesnikow always loved the look of crocheted swimwear but was never enamored with the cotton yarn used in many creations because it isn't very water friendly. So her version of crocheted swimwear is made of poly yarns that will



hold up during a splash into the swimming pool.

Her third theme is laser-cut fabric, which is soft and drapes well.

Most of her swimsuits are made of a nylon/spandex fabric. All the hardware is designed and cast in Los Angeles.

Wholesale price points are \$40 to \$46 for each separate piece and \$79 to \$84 for a one-piece.

For more information, call (310) 692-0205.—*Deborah Belgum*







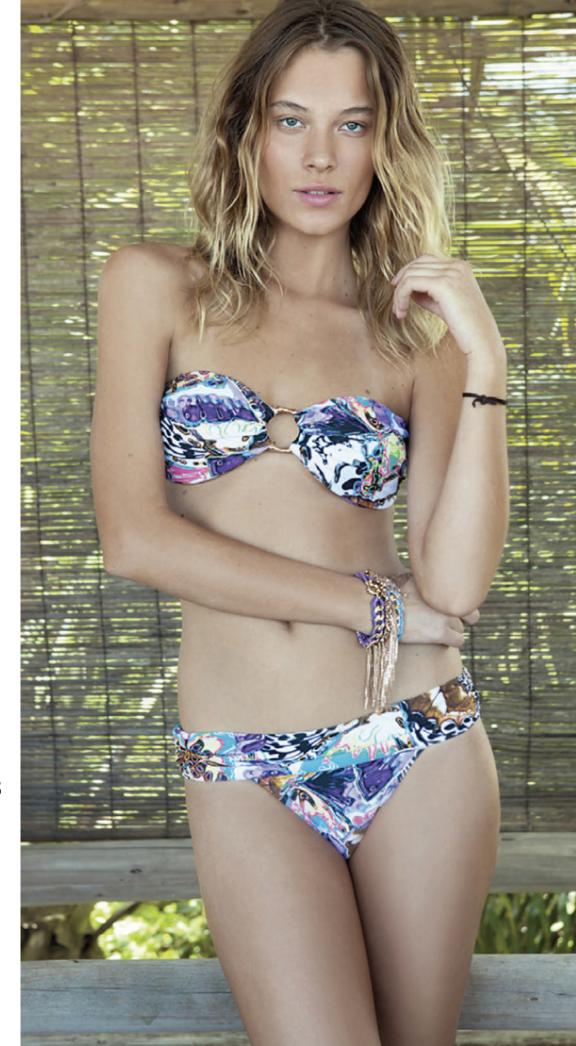
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Left: LENNY's nylon/spandex "Diamond" top and American bottom in sapphire. Right: INCA's "Cameron" tangerine nylon/spandex one-piece.

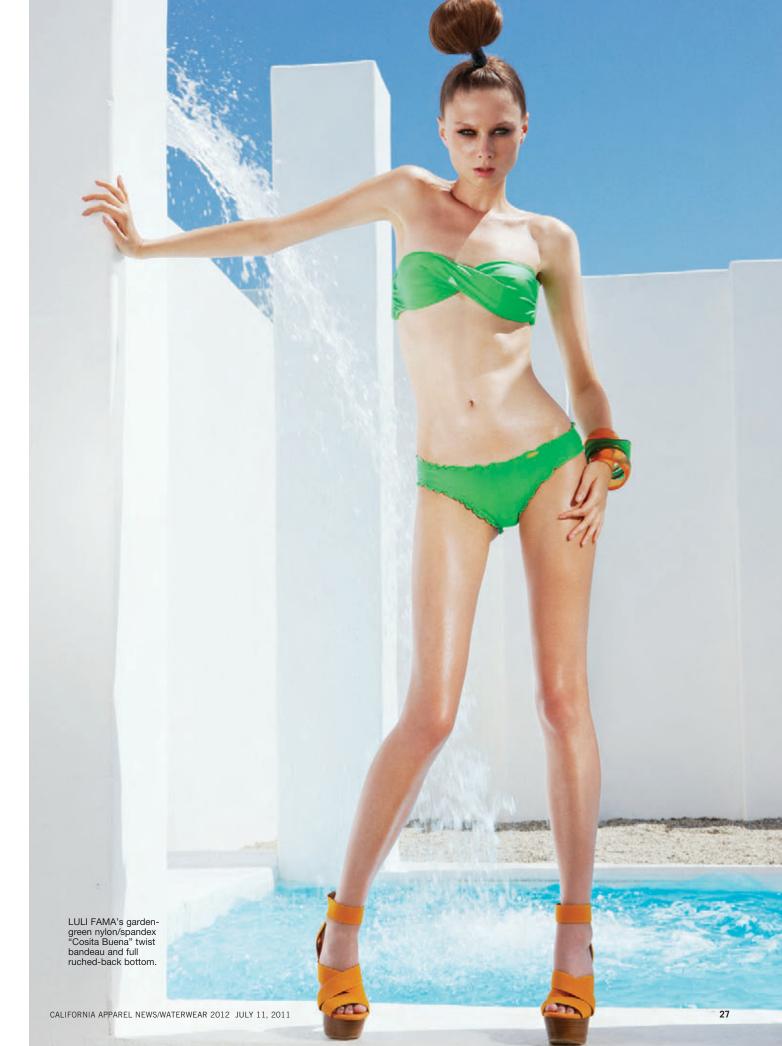




L*SPACE's nylon/spandex "Vera Cruz" "Angel" halter and "Catwalk" bottom in limon. IVANA PAIVA for ANK's yellow resin "Neo Bangle." CESARE PACIOTTI's bright-blue patent-leather sandals.



BRIAN LICHTENBERG's pink body con "Canyon Dress" in spandex/Lycra/polyester.







BLEU ROD BEATTIE's nylon/spandex "Modern Mix" empire maillot. IVANA PAIVA for ANK's pink resin "Neo Bangle."

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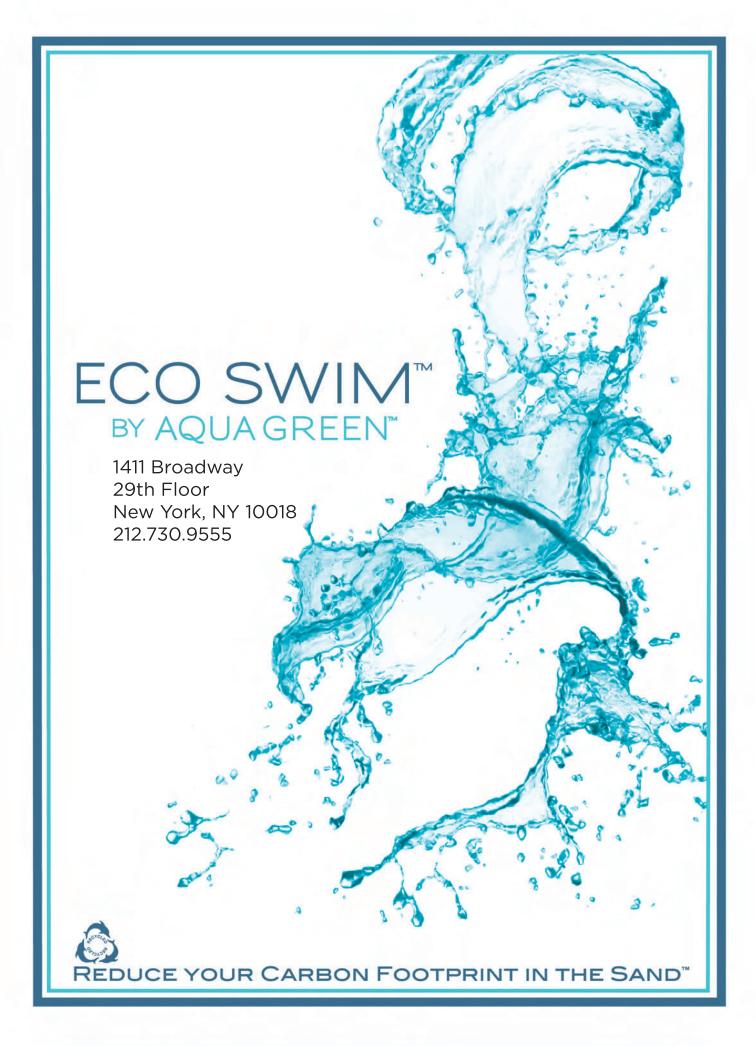


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Into the Bleu

Bleu Rod Beattie may be a brand-new swim brand, but the collection bows in Miami with plenty of swim success behind it.

By Alison A. Nieder Photography by Volker Corell



Bleu Rod Beattie is the newest collection from designer Rod Beattie and swimwear maker A.H. Schreiber.

DESIGNER ROD BEATTIE IS SITTING IN HIS NEW light-filled studio reviewing his new Bleu Rod Beattie collection and fielding questions from a reporter. His eyes keep sliding across the room, where a final fitting is taking place. He stops the interview to discuss the placement of the gold hardware on a black bikini and asks the fit model whether the seam on a bandeau top is rolling. No? Good. He returns to the interview.

Bleu Rod Beattie officially debuts at the Miami SwimShow, but several key retailers—including Everything But Water, Macy's and Swim'n Sport—received an early delivery at the end of June—in time for the crucial Fourth of July holiday weekend.

"If you are not in the stores during that peak selling period, you will miss a key selling opportunity," Beattie said. "It was important for our first shipment to be in the stores before the Fourth of July weekend to catch and build on the momentum of that holiday sales weekend. The retail sales of that weekend give us a great buzz and excitement to build on heading into the Miami market."

The designer is keenly aware of what retailers—and his customers—want, thanks to a long career at some of the swim business's best-known brands—La Blanca and Anne Cole.

Last year, he joined New York—based swim maker A. H. Schreiber Co., which Adolph Schreiber and his four brothers started in 1923, making lingerie. In the 1960s, the company switched to swimwear, and today the third generation of Schreibers runs the company. A. H. Schreiber's brands include Beach Girl Native, Ocean Front Properties, Delta Burke, Longitude and Robbie Len. The company also holds the swimwear license for Badgely Mischka.

Bleu Rod Beattie will fill a void in A.H. Schreiber's lineup, said Avram Schreiber, the company's principal, who oversees the Bleu Rod Beattie business.

"It's a designer contemporary collection, which we really did not have. For us, it fits perfectly into that white space," he said. "Over the last number of years, I've tried to round out the company in the various swimwear categories where we don't play."



Designer Rod Beattie

For Beattie, this is the chance to blend experience—and Schreiber's-and build a brand from concept to collection.

"I've been given this amazing opportunity," he said.

At first, Beattie worked out of his home in Pasadena, Calif., starting the new collection, assembling a team and finding a location for A.H. Schreiber's West Coast design studio. In January, Beattie and his team of about 10—which includes an associate designer, divisional planner/office manager, several patternmakers, cutters and sewers-moved into a 4,000-square-foot studio space in South Pasadena, a 10-minute drive from Beattie's home. The studio is divided into two spaces. There's a bright and sunny design and fitting room, where Beattie works next to a wall of windows overlooking the quiet and leafy suburban neighborhood. The patternmakers, cutters and sewers work in a separate space a few steps down the hall.

In this convenient and idyllic location, Beattie has been overseeing the birth of Bleu, from design to final production. The designer acknowledges the challenges of launching the new line, including learning A.H. Schreiber's processes and working with a new team, new fabric suppliers and new production facilities.

"It was important for our first shipment to be in the stores before the Fourth of July weekend to catch and build on the momentum of that holiday sales weekend."—R.B.

A.H. Schreiber manufactures all its suits in Asia and maintains its distribution center on the West Coast in San Bernardino, Calif.

When Bleu's first samples came back from China and they weren't quite right, Beattie's patternmakers

ripped them apart to see how they'd been constructed.

"They counted the threads per inch," Beattie said, laughing at the memory, but he added, "If we allow them to do things that we don't like, it's going to suffer in the end."

For some of the more-complicated production, Beattie's team videotaped the sewers at the South Pasadena facility and sent the video overseas to show the workers in Asia how to re-create certain effects.

"There were certain sewing techniques they were not understanding," the designer said. "We pay a lot of attention to detail. Ultimately, we want to make a great swimsuit."

That detail shows in the collection, which features original prints and hardware. The hardware was developed in Los Angeles and manufactured overseas. Beattie worked with a vertical textile mill in Asia to create his prints, which include sophisticated regatta stripes and chevrons, oversized florals, and cheery polka dots. There's also



Bleu Rod Beattie operates out of a loft-like studio space in South Pasadena, Calif., where the designer works with a team of about 10, including an associate designer, a divisional planner, patternmakers, cutters and sewers.

"In swimwear, it's all about fit. If it doesn't fit, it's not going to sell."—R.B.

a lingerie-inspired group that features laser-cut lace-like details.

In addition to prints, there are plenty of color-blocked styles in saturated brights.

"On the whole, the buyers are responding to color," Beattie said.

The fabrics are made with 22 percent spandex. For Summer, Beattie plans to add Xtra Life Lycra, Invista's stretch fiber developed to provide the added stretch and recovery needed to help swimwear hold its shape. Xtra Life Lycra helps swimwear withstand the deteriorative effects of chlorine and other pool chemicals.

The clean and modern collection bears Beattie's signature aesthetic—as well as his commitment to fit.

"In swimwear, it's all about fit," he said. "If it doesn't fit, it's not going to sell. Fit has always been part of my success."

The designer pledged that women who buy his suits will find the fit consistent from suit to suit and season to season.

And Beattie has a well-developed image of his target customer: "She's a contemporary woman who has a

fashion sense—but she wants fashion that's well-priced. She wants fashion, but she doesn't want a \$400 suit."

And he's confident he knows what his customers want: "We're not T&A; we're not string bikinis and thongs. We are a great-quality suit. We offer fashion and consistent fit, higher Lycra content, and we're not skimping on the hardware. That's how you build a business."

And Beattie should know—he's been part of the industry for more than 20 years. The designer got his start in swimwear in 1988, when he joined the La Blanca division of Apparel Ventures. After six years, he left to design for Anne Cole, then a division of Warnaco. He returned to Apparel Ventures in 1999 as the head of the La Blanca brand, which was renamed La Blanca by Rod Beattie.





The collection is designed for a modern, contemporary woman who is looking for a well-priced and fashionable swimsuit with a consistent fit and quality materials.

Shortly after Apparel Ventures was acquired by Cypress, Calif.—based Manhattan Beachwear Inc. last year, Beattie left to join A.H. Schreiber.

Avram Schreiber and Beattie had met years before when A.H. Schreiber held the license for La Blanca girls' swimwear.

"I knew he was a great talent, and his reputation preceded him in the marketplace," Schreiber said, adding that when he heard Apparel Ventures might be up for sale, he called the designer to see if there was an opportunity to work together to fill the "white space" in A. H. Schreiber's lineup.

"He was gracious enough to allow me into his home, and we had a great discussion. I thought he could fit the bill," Schreiber said. "On my way out of the house, he said, 'What's your sign?' I said, 'Taurus.' He said, 'All the people I've worked with that I've loved was a Taurus. I'll get back to you.' And the rest is history. We've already made the first early Cruise line, and we got rave reviews."

Bleu's full Cruise collection bows at the SwimShow in Miami. The collection has its own booth at the show, but Beattie is opting for a quiet launch for the line rather than the splashy debut of a runway show or big party.

"The buzz for us will be that we already have some retail sell-through and lots of market appointments," he said.

Beattie plans to build a following for the collection through retail sup-

port, an online presence, and social networking on Facebook and Twitter.

The designer has another brand-building project in the works. He was contacted by a talent agent from ABA, an agency with offices in Beverly Hills, New York and Nashville. The agency has a reality-show division, and the agent is currently pitching a series to showcase the Bleu Rod Beattie collection.

Tentatively titled "Suiting Up With America's No. 1 Swimwear Designer," the show will feature Beattie and his team working on upcoming seasons, focusing on the design process and the challenges of building a swim brand and producing a collection. And, of course, there will be plenty of swim fashion. ww





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2012

Anne Cole goes back to her rich history of color for 2012. Resort opens up the season with pepper, paprika, and sea salt. Cruise raises the bar in color with citrus brights off a navy base. Spring takes on rich hues of the desert Southwest with teal, Mojave, apple, and sundial off a camel base. Trend-right stripes, color blocking and artsy floral prints, and shirr-



ing and twisting are important elements. Also, clean new inside construction and innovative trim details capture a clean, sporty look emblematic of Anne's DNA. www.annecole.com

Beach Rays, a division of JY Rays, Inc., has experienced a great response to its new direction and expanded contemporary women's, children's, and men's divisions. Focusing on trends by infusing original artwork, strong color palettes, and fresh silhouettes, Beach Rays is trend-right with collections for the "top shelf" to volume with "key

items" for fast turn. New for 2012 in contemporary swim is the WET division contemporary collection, joining her sister collection in young contemporary, RAY. In young men's surf, VAST, continuing with its quick-dry technical fabrics for surf and cool printed satin back microfiber, adds newness with



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

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, Calif., where she creates her namesake, BECCA®. Visit www.beccaswim.com.

Betty Bangs Swimwear, created by Miami native Beth Gerharts (a.k.a. Betty), got its start creating handmade bikinis out of vintage-inspired rock

'n' roll T-shirts. Each suit is individually cut, adorned with hundreds of Swarovski crystals and hand-stamped with its own limited-edition



number. With Betty Bangs swimwear already in many boutiques from Miami to Vegas and parts of Canada, this year Betty has expanded her line. Her new collection is a luxurious high-end mix of captivating Lycras mixed with sleek metallic finishes and hand-embellished rustic hardware.

Each piece in this collection exudes sexiness and commands attention. Keeping true with Betty's signature style, this collection includes a variety of body-enhancing tops, curve-flattering scrunch butts, Brazilian backs, and side-tie bottoms. And if that is not enough, Ms. Bangs' commitment to excellence does not stop there. Determined to have everyone look flawless in her suits, arrangements can be made to have bikinis custom-made and tweaked to perfection for each individual. For more information, call (877) MSBANGS or visit www.bettybangs.net.

California Label Products is excited to be adding water-soluble material to its eco-friendly trim division! This is available in 12-pt thickness for hangtags. These

tags are great for everyone who is eco-



conscious! Here are some of the important facts: 100% biodegradable, non-toxic, environmentally friendly, made of 100% cellulose fibers. It looks and feels like regular paper. It is temperature-resistant and suitable for long-term storage (will not be affected by humidity)! Made in the USA, and, most importantly, this product dissolves in not or cold water. If you want to sample this material, email us at <code>info@californialabel.com</code>. For more information on our eco-friendly items, go to our website at <code>www.californialabel.com</code>.

The quintessential sense of tranquillity and relaxation is **Caribbean Joe® Swim**. This collection offers the market's most flattering ladies' separates in tankini tops with soft cups for added support and comfort. The signature tapered tankini is stylish and modern for today's discriminating woman. The bottoms are designed to offer both coverage and versatility. Fresh florals,



bold graphics, ruffle tops, and tiered details are but a few of the fabulous styles the Caribbean Joe 2012 collection has to offer. For more information, please call (212) 221-5805 or email <code>lgander@swimusa.com</code>.

Cia.Marítima was launched in 1990 by Brazilian de-

signer Benny Rosset. The beachwear brand stems from The Rosset Group, the largest textile manufacturer in Brazil. Cia.Marítima applies Rosset's expertise in textiles to create beachwear with new and technologically advanced, lightweight, and luxurious fabrics that make a woman feel confident and comfortable. Cia.Marítima is committed to enhancing the shape and beauty of women. Cia.Marítima features



highly detailed hand-work and fine design. Each collection includes bold prints, colors, and new twists on timeless classics. The custom-made feel and structure of each suit offer great support with a balanced silhouette to complement every body type. Visit www.ciamaritimaus.com.

CURVExpo will be the only show in North America presenting the 2012 Spring collections of the best swimwear and lingerie brands in New York, at CURVENY New York

July 31–Aug. 2 (Jacob K. Javits Convention Center), and in Las Vegas, at CURVENV Las Vegas Aug. 22–24 (The Venetian). Check the list of over 300 brands and register at www.curvexpo.com.

For 2012, the **Diva** family will be celebrating its 70th anniversary by paying homage to three generations of designers. Our 2012 Cruise collection is inspired by the glamour of "Divas" worldwide. The collection exudes elegance through the use of color and our unusual mix of exclusive prints. Sensitive microfiber—highlighted in prints, solids, and coverups—



provides a remarkable feel and incredible fit. Expanded cup sizes along with signature detailing such as plissé and beautiful floral, animal, and geometric prints round out the collection to offer the well-traveled cruise customer fit, form, and function while maintaining the updated designer look. www.divaswimusa.com

Dorit's Cruise/Spring/Summer 2012 Swimwear and Resort Wear Collection consists of four the-

matic collections—each theme having a print and solid alternative offering the opportunity to mix and match beautifully. The use of the finest Italian fabrics, accessories, and exclusive prints creates magnificent twisted bandeaux, adjustable halters, unique under-wires, specially designed



cutouts, and form-flattering one-pieces for the ultimate in figure flattery. And to add the proverbial cherry on top—each swimwear theme is complemented by a stunning collection of resortwear dresses, caftans, sarongs, and coverups. www. Doritinternational.com

Eco Swim[™] by **Aqua Green**[™] is debuting its first collection in 2012! Designed with a contemporary

flair, this collection boasts great styling and trend-right looks and feel. Our advanced fabrics and production techniques make this collection the more sustainable choice when it comes to choosing a swimsuit to wear. Touted in June 2012, GoodHousekeeping. com wrote, "Eco Swim by Aqua Green that's good for your figure



and better for the environment. It's one of the only swimwear collections on the market that's taking steps to lower its impact on the planet." Our mission is to provide fashionable, excellent-quality, and planet-friendly swimwear. We will achieve this by embracing sustainable technologies and methods, hence reducing our "carbon footprint in the sand™." For more information, please call (212) 730-9555 or email hminoff@swimusa.com.

In Gear, established in 1990, is a leading supplier of swim, resort, and casual lifestyle fashions, based in Miami, with distribution networks reaching across the globe. In Gear is all about fun and fashion under the sun, all designed to express yourself and look your best! In Gear



SwimShorts page 52



SwimShorts continued from page 50

product and lifestyle accessories may be found at surf, beach, swim, and hotel/resort and gift shops, as well as in boutiques, spas, sporting-goods stores, and department stores. www.ingear.com

Jacqueline Arnaud merges the color of the sky and the ocean to make unique wraps, skirts, and dresses. Fabrics are soft, light, and elegant and have been chosen to embellish women of all ages at the beach. Upcoming trade shows are Mode City in Paris July 9–11; Swim Show in Miami Beach, Fla., July 16–19;

Beach, Fla., July 16–19 CurveNY in New York July 31–Aug. 2; Trendz in Palm Beach, Fla.,

Aug. 7–9; and SurfExpo in Orlando, Fla., Sept. 8–10. Visit www.jacquelinearnaud.com, email info@jacquelinearnaud.com,

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products in North America and around the globe, is proud to announce its launch of Kariza Swim! The new Kariza Swim collection has been inspired by "Kariza Dreams," a world of color, costumes, and Brazilian carnival drums with blossoming, seductive, and versatile designs, Kariza Swim is fully detailed, embellished, and authentic and in-



cludes unique exotic prints. Kariza Swim is a fusion of Latin America with a Persian flavor, showcasing two signature prints—Buenos Aires Batik and Persian Paisley. www.karizadesigns.blogspot.com

Kooey is an entirely Australian-owned and operated swimwear label. Each season, Kooey's design team, Nikki Silverthorne and Charlene Harmer, focuses on a specific area of the Australian land-scape. Featuring bold styles and striking colors,

each collection includes one-pieces, bikinis, separates, and resortwear. Sizes range from XS to XL in a wide variety of styles to suit every body type. Its signa-



LA LAME, INC.

ture prints are designed by Kooey print artist Anne Hanning, an Indigenous Australian artist. Anne has created a unique contemporary style that echoes her interpretation of the Australian country and culture. www.facebook.com/KooeySwimwear

La Lame, long known for its ability to forecast trends, has fresh new fabrics for this swim season. Its "Rolls Royce" stretch and rigid laces from its Premier Vision line from France have been met with great acceptance. For the more priceconscious manufacturer, La Lame offers laces

from Asia that have a similar feel. As sequins are in demand, La Lame provides a large assortment of

sequin fabrics and sequins with embroidery and prints. La Lame's 2011 line is not only suitable for swim but also for dresses and sportswear. Performance fabrics in the La Lame line provide wicking moisture management and anti-bacterial finishes. For more information, visit www.lalame.com or call

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

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

starts with a more advanced design, which is further enhanced by using the highest-quality fabrics, an impeccable fit, and custom hardware, creating a jaw-drop-



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

Maaji Swimwear would like to extend you an invite to join an adventure never been told, nor lived. We'll pedal our bikes, flap our wings, ride invisible

zebras, and cover thousands of miles, plunging ourselves into a fascinating world. As scuba divers, we'll explore the depths of the ocean, and we'll swim among seaweed and corals, conquering every reef found. We'll discover old shipwrecks and stumble upon treasures. Fish will take part as sidekicks in our feats. We'll conquer the ocean; it will be captured by seductive silhou-







ettes, colors, patterns, and details all inspired by underwater elements, atmosphere diving suits, and exceptional creatures. Feminine and captivating shapes, innovative cuts, subtle texture combinations, and materials will serve us as tools. Visit us at www.maajiswimwear.com.

Magicsuit®by Miraclesuit® is so trend-right...from its sexy one-shoulder silhouettes to bold graphic prints—this is a brand that hits the mark! A collection that recognizes women have figure problems, "real or imagined," and are looking for that perfect

swimsuit. Magicsuit by Miraclesuit offers updated fashion while providing support, comfort, and control. Using a patented "comfortable control," this collection uniquely shapes, smooths, and



provides support women want in their swimsuits. The magic actually happens when the customer tries a Magicsuit by Miraclesuit—she not only feels the difference but sees it as well. For more information, please call (212) 997-5030 or email pmorse@swimusa.com.

Malibu Dream Girl announces a new addition

to the family—Dotti, the premier coverup brand in the swimwear industry. Dotti's commitment to fashion-forward cover designs and Malibu's unparalleled swimwear quality make for an ideal pairing. For the 2012 season, Dotti takes on a fresh new vibe. Targeting the youngattitude misses, Dotti provides functional yet stylish coverups with a sophisticated flair. For news on



Dotti, visit www.weardotti.com. Dotti will complement Malibu's other brands, especially Gossip Collection, a contemporary line with a luxurious look. Dotti and Gossip Collection will be sold at better specialty and department stores. For the latest updates about Malibu's brands, visit www. malibuswim.com.

Masquenada combines Italian fabrics, luxury, and craftsmanship into a fresh, contemporary line that debuted at the Miami Swim Show in July 2010. Masquenada is an Italian label produced under Mabell Moda Mare, a

swimwear manufacturer that is almost 60 years old. Its designer, Marco Staderini, designs the collection in Florence, Italy,



with the best materials and with exclusive prints developed by the company. Staderini originally developed the bikini line with the 20- to 30-year-old woman in mind but says that in the past few years his target audience has expanded to the mature woman with a young mentality and fit body. For more information, contact Paul Luis Celis at paul. celis@masquenadausa.com, (305) 370-5258, or (954) 662-7734.

For the seventh year, thousands of fashion industry professionals will migrate to the sands of Miami Beach for Mercedes-Benz Fashion Week Swim to see what's in store for the swimwear industry in 2012. The activities begin on July 14 with a sizzling runway show by Diesel and the not-to-be-missed official kickoff party presented by SKYY® Vodka around the iconic Raleigh pool to usher in the week of shows and events. In addition to the opening, shows will include collections from White Sands Australia, Poko Pano, Beach

Mercedes-Benz FashionWeek

Bunny Swimwear, Crystal Jin, L*Space by Monica Wise, Wildfox Swimwear, Caffé Swimwear, Dolores Cortés, Mara Hoffman Swim, Aqua Di Lara, A Ché, Natori, Cia. Marítima, Luli Fama, Luxe by Lisa Vogel, Lisa Blue, Aguaclara, Aquarella, A.Z Araujo, Kooey Swimwear Australia, Nicolita and True Religion. http://miami.mbfashionweek.com

Miraclesuit®, the world leader in ladies' control swimwear, continues its mission to empower wom-

en. For 2012, the adage "We love curves" has never been stronger. Design inspiration was drawn from red-carpet gowns, and the use of vivid colors such as blues and reds coupled with draping, twisting and pleating creates luxurious highlights and textures. The seemingly effortless appearance of these modern masterpieces conceals an elaborate understruc-



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

SwimShorts page 54



SwimShorts continued from page 53

Olesja Mueller is a renowned fashion, celebrity, and beauty photographer based in Los Angeles and available nationwide. With an ever-growing list of swim and fashion clients such as True Re-

ligion, Malibu Dream Girl (Gossip, Hula Star, Smoothies), Ed Hardy, Christian Audigier, and others, Olesja offers gorgeous and affordable photography solutions for fashion firms of all



sizes. From lookbooks to e-commerce to publicity to national campaigns, Olesja Mueller can help elevate your brand's creative to the next level. Email studio@olesjamueller.com or call (818) 749-0549 to begin discussing your next campaign.

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 Su-



perba®. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations. www.philipsboyne.com or sales@philipsboyne.com

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Reebok@swimwear provides the ultimate stylish swimmer's suit. Our "Silver Lining" includes technology that provides tummy control and is made with an antimicrobial material, allowing each suit to have better hygienic quality (anti-odor, anti-bacterial). The swimsuit bras are designed with anti-bounce features and soft cups for opacity and

maximum comfort and surround support. Reebok Sport Fashion swimsuits resist chlorine and most pool chemicals, thus promoting the life of the swimsuit by retaining its color and shape. Designed with a flare for fashion and function, this collection engineers a swimsuit that a woman can move swim and



and fashion for the swimmer. Our clientele knows

that with Reebok, "Every suit has a Silver Lining!" For more information, please call (212) 730-9555 or email *mrutta@swimusa.com*.

Salon Allure is the first and only exclusively luxury trade show to feature swimwear, resortwear, accessories, and fiber all under one roof during Miami Swim Week. The show will host the industry's most relevant designers from the U.S. and around the world. Running July 16–19 from 9 a.m. to 6 p.m. daily,

from 9 a.m. to 6 p.m. daily, or by appointment, the fourday event is a departure from the conventional trade show,

combining the latest collections from designers in a modern, oceanfront setting. The show will also feature innovative programs such as daily cocktails, fashion presentations, and on-site luxury-brand installations. For more information, visit www.salonallure-online.com.

Snapper Rock's origins began in the junior sailing market. As New Zealanders living in one of America's great sailing capitals, Annapolis, Md., we saw the need for fun, fresh, and functional protective gear for kids on the water. Its popularity now extends from the South Pacific to global shores. Snapper Rock's range

blocks 98 percent of harmful UVA and UVB rays and includes baby one-piece sun suits, swim sets, boardies, kaftans, and hats. We use the latest fabric technologies and design innovations to bring you gear that not only looks hot but protects children on and off the water—which means a lot more water time for kids and a lot less worry time for parents. http://snapperrock.com. Visit us at Swim Show Miami (July, booth #162), ENK New York (August and October) and Surf Expo in Orlando, Fla. (September).





STA-COOL® is a new concept for moisture movement with quicker drying times, improved stain-release properties, and unbelievable softness. These attributes combine to benefit the modern consumer with lasting Softer-Smoother-Cooler comfort. Now, garment manufacturers and apparel designers alike can STA-COOL® and source this innovative yarn technol-

ogy for their latest designs, allowing their customers to stay on the leading edge of this important performance market. The STA-COOL® product is a revolutionary fiber enhancement offered in spun and filament polyester for a variety of applications. For more information, visit www.fiberandyam.com or call Fiber and Yarn Products Inc., Hickory, N.C., at (800) 648-2425.

Surf Expo, which takes place twice a year in Orlando, Fla., offers more than 4,000 lines in the resort, swim, boutique, and surf

and skate markets. Surf Expo gives buyers the opportunity to compare lines side-by-side and meet face-to-face with

decision makers, both with the established lines and the new-to-market brands. Surf Expo's next show will be held at the Orange County Convention Center Sept. 8–10. For more information, visit www.surfexpo.com.

With over 29 years of experience, the **Swimwear Association of Florida** has become recognized as the leader in swimwear exhibitions worldwide. SwimShow is the foremost global trade show, where the best of the best gather to network, exhibit, and purchase next year's trends. Expanding our reach this year, we are entering the synergetic

market of lingerie to premiere at the annual trade show. The Swimwear Association of Florida presents two shows annually. SwimShow, the main event, is held in July and attracts over 2.000 buyers

attracts over 2,000 buyers representing 1,000 stores from across the United

States and from 50 countries. The regional show, held in August at the Manatee Convention Center in Palmetto, Fla., is a more intimate show, giving the retailer a one-on-one with the local Florida reps. www.swimshow.com

SWIM at WWDMAGIC, sponsored by ISAM WWDMAGIC, in collaboration with ISAM, presents its August 2011 swim show, featuring the best in swimwear, coverups, pareos, and swim accessories. Exhibiting brands include B Swim, Donna Karan New York, Hurley, Juicy, Lisa Blue, Raisins, Roxy, Salt Swimwear, Shimmi, Split,

and Trina Turk. Show dates are Aug. 22–24 at the Las Vegas Convention Center—Central Hall. For more information, visit www.magiconline.com.

The Californian Swimwear Association presents

The Swim Collective Trade Show, coming this

Aug. 2–3 in Newport Beach, Calif. Our host venue
is The Balboa Bay Club and Resort, a luxurious
five-star hotel, spa, and resort
on the coastline of sunny

Southern California. The

Swim Collective is recognized
as the premium West Coast
swimwear trade show, offering buyers more than
1,000 lines across all swim categories. For more

information, visit www.swimcollective.com.

SwimShorts page 56







Verao Agora is a familyowned company that was established in July 2006 and incorporated in February 2007. The family has developed several successful businesses worldwide and integrates over 80 years of business experience. This particular company was set up to import and market from Brazil an



exclusive range of designer swimwear, primarily for women. The name Verao Agora actually means "Summer Now" in English and expresses vibrant fabrics and embellishment and awareness about the line and product due to participation in trade shows in Miami and Las Vegas. Repeat buyers are in Miami, Mexico, and the Caribbean, with interest now mounting in South America and home markets such as California, Arizona, Baltimore, and Puerto Rico. Excellent exposure has also contributed to the line when one of the designs was selected to appear in the Sports Illustrated Online Swimwear Collection. The swimsuit was one of VA's top designs and boasts a gorgeous array of authentic, sparkling Swarovski crystals. www. veraoagoraonrodeo.com or email saida@veraoagoraonrodeo.com.

After 20 years of designing and manufacturing private label for other companies, designer **Vicky Moreinis** decided to introduce her own collections. She believes that "When you design for others, you present your ideas, and they decide. I wanted to have total involvement in doing my creations."

The Vicky Moreinis collections combine the best of European fabrics with exquisite South American art, thereby creating pieces and collections that exemplify the true meaning of the word art. Her passion combines the best of both worlds—her artistic nature and her passion for designing. Visit www.vickymoreinis.com for more information.

Sunny and sophisticated with signature prints and uber-chic silhouettes, Australian fashion and swimwear label **White Sands** epitomizes effortless glamour. From tiny Brazilian bikinis to plunging maillots and effortless statement coverups, White Sands pieces are undeniably sexy with a nod to the carefree

lifestyle that is so Australian. Reflecting a love of exotic destinations and haute fashion, designer Leah Madden crafts sea-



side chic statement pieces that are infinitely wearable, referencing vintage icons and faraway locals in ways that are purely of the minute. With the launch of the high Summer collection 2012 at MBFW, White Sands fashionistas can expect lingerie-inspired designs and high-waisted pants with a few added surprises. Visit www.whitesandsaustralia.com or email info@whitesandsaustralia.com.

Swimwear with Xtra Life LYCRA® fiber has been adopted by some of the leading brands in swimwear and has brought a higher standard for fit to consumers around the world. Swimwear with Xtra Life LYCRA® fiber provides a longer-lasting fit that resists bagging and sagging and keeps swimwear fitting like new longer. Exposure to suntan lotion,

body oils, and chlorine can compromise fabric stretch and recovery, quickly degrading the fit of a suit. Swimwear with Xtra Life LYCRA® fiber, the fit the customer loves



is the fit she'll keep long into the season. For more information, contact Andrea Matousek at *Andrea.l.Matousek@INVISTA.com* or (212) 512-9235.

LYCRA® is a trademark of INVISTA.

The inspiration behind **Yokini®** swimwear was the designer's favorite pair of yoga pants. Every woman that owns a pair of yoga pants with the fold-over top knows how great they make you feel. In 2010,

Yokini® swimwear was launched with the vision to create a yoga-inspired bathing suit bottom that can make you feel just as fabu-



lous on the beach—hence, the name Yokini. Yokini® Swimwear was initially designed to give each woman a micro fit control. The versatile and incredibly comfortable bottom allows you to find your best personal fit. The seamless (patent-pending) bottom is self-lined, allowing you to wear it all the way up, folded down, shirred down, halfway down, and as a fitted skirt. What makes this design revolutionary is that the bottom adjusts perfectly to nearly every body type, giving you the control and coverage that you need. Visit www.yokiniswimwear.com or call (800) 961-0076.

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AMERICAN DESIGN INNOVATIONS #21514 "Bright Tribal"



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EVER GREEN

Textiles designers are seeing green for swimwear and coverups. Fabrics get a fresh wash of color, ranging from acid to olive and Kelly to mint.—Alison A. Nieder



TAIANA BLU "Kite"



AVID INK #A139935 "Amusing Landscape"



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