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Acacia Swimwear An Abbreviated Version of Swimwear

Growing up in Hawaii on the island of Maui, Naomi Newirth was sewing her own bikinis long before she started Acacia Swimwear.

But nearly two years at the Fashion Institute of Design & Merchandising in Los Angeles and a stint designing for an apparel company in Bali, Indonesia, led Newirth to launch Acacia Swimwear in 2008 with her friend Lyndie Irons.

Her take on swimwear is minimal. "I design for girls like myself in Hawaii. We kind of want smaller suits in Hawaii,"



said the petite designer. "When I moved to California, I saw there was a demand for smaller suits." These days, Newirth is back in her native Hawaii.

Acacia's smaller suits mean a bottom that shows a little more skin than most, taking a low-cut Italian bikini and blending it with a flirty Brazilian fit.

Newirth, who manufactures her suits in Bali, designs her own prints and printed linings, made from Italian fabrics that are 80 percent nylon and 20 percent spandex.

One element she has incorporated in her line are crochet accents, such as a crocheted back on a one-piece or a crocheted strap on a two-piece, a fashion twist that is selling well.

Popular prints have been a subtle snake print and a zigzag chevron design. Colors are vibrant but not too gaudy. They are incorporated into bikini silhouettes that, in the 2012 season, will see some high-waist bottoms that have more fabric but still have that Brazilian cut in back.

Wholesale price points for bikini sets and onepieces range from \$80 to \$95. Newirth said the suits have been selling at a number of specialty stores and at online stores including www.revolveclothing.com and www. butterfliesandbikinis.com.

For more information, send an email to *info@aca-ciaswimwear.com*.

—Deborah Belgum



Nycked New York State of Mind

Nycked swimwear, with its grungy urban feel, could be called the antithesis of the resorty vibe that infuses many beachbound labels.

Even its name says East Coast sophistication. Nycked (pronounced "nicked") is a take on NYC, or New York City.

Launched last year by Lorenzo Martone, the former boyfriend of Marc Jacobs, and jewelry designer Jules Kim, the label is getting a lot of publicity. It doesn't hurt that Martone also runs a public-relations company, Arc New York/Chandler Creative.

Even though he has a master's in business, Martone's creative side is alive and was well nurtured in his native Brazil, where summer is practically lived on the beach.

"Swim is part of my Brazilian heritage," said the model-handsome Martone.

Martone and Kim set out to create a line that said "made in Manhattan." That can

be seen in the color palette for Resort 2012, which veers more toward gritty taupe, light camo green, black and white, with a strong blue being the only vibrant hue.

One-piece suits tend to have racy cutout designs, and two-pieces have heavy embellishments not normally found on suits. Those embellishments include bold, corseted lacing and decorative bows in ciré Lycra.

Kim uses her background as a jewelry designer (Bijules) and as a novice lingerie designer—she launched a small lingerie line in 2009, which caught Martone's attention—to add more glam to certain pieces.

The suits are made by a swimwear factory in New York. The designers are targeting their label to a sophisticated crowd at a \$120 to \$130 retail price.

For more information, call (212) 966-6997.—*D.B.*

Tankfarm by Katin Classic Fit, New Look

Tankfarm Clothing is on a roll. The Orange County, Calif.–based company is scheduled to open Tankfarm boutiques in Hollywood, Calif., and Austin, Texas, in 2012, said the label's president, John Anderson. The men's brand debuted its first boardshort this summer.

In a nod to Orange County's surf heritage, the boardshort was designed in a collaboration with veteran boardshort brand Katin—hence, the formal name of the boardshort, Tankfarm by Katin. Doing a boardshort seems obvious to any fashion label headquartered a 15-minute drive away from the beach. "We surf. We're Orange County guys, and it's summertime," Anderson said at the boardshort's debut in August at the Project trade show in Las Vegas, where it wholesaled for \$32.



The boardshort's fit will be familiar to any fan of Katin's classic boardshorts; it falls above the knee, and it is made for surfing. Supplying the look and style was Tankfarm, which has been making its reputation since 2004 with a look it calls Americana.

Pockets are made from white boat-sail fabric. The fabric for the rest of the boardshort is made from chambray. The color is charcoal with white specks. Tankfarm plans to do a boardshort for every season.



For its first season, it will be sold at Tankfarm boutiques, on its website (*www.tankfarmclothing.com*) and at specialty stores. For more information, email *john@tankfarmclothing.com.*—Andrew Asch



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MIAMI SWIM WEEK

Mara Hoffman Sw

Norma Kamali Swimwear







A View From the Top: Atop The Raleigh hotel, overlooking the hotel's iconic pool. Designers debuted their swim collections, while partygoers enjoyed the view from the penthouse.



swim Scene

rom poolside parties to runway shows and a million itsy-bitsy bikinis—South Beach was the place to see and be seen during Miami Swim Week, held in July. A chic crowd—including designers, editors and buyers—descended on the glamorous resort scene with one goal in mind: discovering the hottest looks for Cruise 2012.

With Miami SwimShow & LingerieShow, Salon Allure and Mercedes-Benz Fashion Week Swim anchoring the event, Miami

Swim Week has become the largest platform for swim and resortwear in the world. Both local and international designers debuted their collections at the shows while soaking up the rays on the beach and enjoying the chic resort atmosphere of South Beach's luxury hotels.

From cocktail parties to runway shows and the business being done on the trade show floor, Miami is the place to catch the action. Here is a look at Cruise 2012 straight from Miami Beach.—*N. Jayne Seward*

MIAMI SWIM WEEF



Cia.Marítima

Cia.Marítima delivered a rockin' runway show for its Cruise 2012 presentation. Set to a Van Halen compilation soundtrack, the über stylish Brazilian brand showcased an equally high-energy look. Designers Marcella Sant'Anna and Patrizia Simonelli unveiled the collection, inspired by the 1970s jet-set style of some of the decade's most iconic and fashionable free spirits-Jane Birkin, Anita Pallenberg and Francoise Hardy. The sultry, boho-chic look epitomizes the style of the era and those who summered in Capri and St-Tropez. Swimwear came in animal prints combined with romantic florals and colorful digital prints decorated with gold fringe. The low-cut décolletage, gold beading and elaborate snake print on an artful one-piece offered a couture touch. And there were plenty of chic resort items to pair with Cia.Marítima's skimpy Brazilian bikinis-sexy cropped tees, denim shorts and colorful printed tunics-for a day of shopping or relaxing at the beach.—N.J.S.

Norma Kamali Swimwear

A poolside fête at Dream South Beach set the stage for the Norma Kamali Swimwear Cruise collection. Guests enjoyed bubbly and hors d'oeuvres while previewing the line at Highbar on the hotel's rooftop. It was a chic affair despite the sweltering heat. Models dressed in Kamali's iconic swimwear walked poolside, and guests pre-shopped the collection in a nearby cabana. The collection was glamorously modern yet timeless, blending Kamali's innovative designs and signature vintage silhouettes. Some items were highly functional, such as those made in washable poly jersey—perfect for traveling to chic resort destinations. Others harkened to Old Hollywood glamour, such as 1950s-inspired halter maillots and dresses decorated with rhinestones. Highlights included a flirty ruffled top and high-waist bikini with lingerie paneling, a black-and-white graphic-print gypsy gown, and a stripe crop top paired with flared pants. Never one to forget sex appeal. Kamali included several haute one-pieces with sheer paneling and cutouts.-N.J.S.

Diesel

Diesel kicked off Mercedes-Benz Fashion Week Swim with its Cruise 2012 collection featuring denim-inspired swimwear, eye-popping brights and high-tech boardshorts. This was the brand's second time opening the event and an opportunity to celebrate its free-spirited "Only the Brave" lifestyle. According to Diesel USA Chief Executive Officer Cristiano Quieti, the brand is taking the swim biz quite seriously. "Beachwear is one part of the lifestyle of the Diesel brand that extends from denim to apparel to watches," he said. "It's a whole lifestyle concept that is rooted into the values of the brand," he explained. The brand's innovative yet carefree attitude was reflected by unexpected details such as denim treatments, leather trims and riveting. For men, hybrid swim trunks that can be worn from the beach to the bar were key to the lifestyle look. For the finale, Kristin Cavallari of "Hills" fame (pictured far right) closed the show along with models wearing a capsule collection designed by Diesel and inspired by SKYY Vodka's iconic cobalt-blue glass bottle.---N. Jayne Seward



Mara Hoffman Swim

Mara Hoffman's swim and resort collections are the epitome of bohemian chic. The New York-based line debuted for the third season at Mercedes-Benz Fashion Week Swim with its artful prints and sexy silhouettes. Continuing on her worldly adventures for Cruise, Hoffman's nomadic muse traveled through Egyptian ruins and on to Mexico to explore her tribal roots. Bold, colorful prints named "Totem," 'King Tut," "Ibis" and "Tiki" were designed with a sometimes tongue-in-cheek humor. Details such as a Mexican serape, macramé and sexy lattice cutouts expressed Hoffman's unique design edge. She added her flair to tops and high-waist bottoms, which were covered in original works of art. One-pieces such as a black monokini with a macramé midriff were craftily chic. Hoffman expanded her offerings by adding more ready-to-wear pieces such as long peasant dresses, slouchy cropped pants, a new cocoon tunic and a "King Tut" maxi dress.—N.J.S.



CALIFORNIA APPAREL NEWS/WATERWEAR 2012 SEPTEMBER 6, 2011



Poko Pano

Brazilian designer Paola Robba continues to express her love for the flora, fauna, traditions and workmanship of her native land. Held in the beautiful setting of the "Oasis" tent at Mercedes-Benz Fashion Week Swim, the sand and palm tree scenery perfectly captured the natural essence of the Amazonian forest-inspired theme. Exotic fruits and floral and leaf prints decorated swim- and resortwear. Wildlife came in the form of playful monkeys printed on bikinis and chic snakeskin maillots. Paying homage to tradition, Robba incorporated symbols and colors of the Folkloric Festival of Parintins, a popular open-sky celebration. She utilized native handicrafts such as crochet, lacework and macramé for details. And staying in tune with the modern woman whose closet goes beyond the beach, she included beautiful caftans, flowing chiffon dresses and wide-leg pants for effortless chic. Robba is committed to contributing to her homeland, and part of the proceeds will help support and improve native communities.-N.J.S.

Red Carter

An intimate salon-style setting was the perfect way for Red Carter to present his Cruise 2012 collection. A select group of editors, buyers and longtime supporters from the Miami fashion community gathered in the chic penthouse of The Raleigh hotel to view the avant-garde runway show. The Miami Beach-based designer showcased looks from his high-end Glam collection as well as his eponymous line. Inspiration spanned the gamut from a natural ethnic-infused theme to a group of '60s-esque Rudi Gernreich-inspired color-blocked brights. Natural looks came in animal prints and neutral shades with intricate hand detailing and chic straw accessories. Pop culture and a sexy edge characterized the second group of boldly cut suits with intricate seaming, high waists and cutouts. Colorful capes and daring over-the-knee strappy heels added a kitsch factor to the show.-N.J.S.





Luli Fama

Known as the ultimate party-girl line, Luli Fama continued the celebration with its Cruise collection, titled "La Vida Es un Carnaval." Suitably, the show opened with samba dancers bedecked in feather regalia. Reminiscent of the fun-filled street carnivals of Havana set in the '40s, swimwear was bright, festive and decidedly sexy. Lourdes Hanimian and brother-in-law Augusto, creators of the Miami-based collection, once again explored digital printing techniques. There was everything from playful animal and conversational prints to beautiful paisley and mosaic patterns. Embellishments were on trend, including fringe, strapping and ruffles galore. And, of course, there were plenty of sexy silhouettes-push-up underwire tops and multiple variations on the brand's signature ruched-back bottoms.-N.J.S.



Caffé Swimwear

Caffé Swimwear took inspiration from the Bahamas for its Cruise 2012 collection, featuring a color palette of emerald greens, aquamarine, deep cerulean blue and bright magenta. Sleek sophistication was highlighted with the brand's signature V-cut bandeau tops and skimpy bottoms accented with twists and gold hardware. Caribbeaninspired paisley resortwear and bright Acapulco-style embroidered coverups added to the collection, showcased at The Raleigh hotel's Cabana Grande.-Deidre Crawford

MIAMI SWIM WEE



L*Space

World travel was the muse for designer Monica Wise's 2012 collection for L*Space at The Raleigh hotel's Cabana Grande. Panama hats, bright bohemian prints and feathered carnival dancers filled the runway with the fun of Rio Carnival. Stripes, bright florals, plunging necklines and fun-loving one-piece suits rocked the runway, along with fringed, strapless and triangle bikinis complemented by striped scarves, patterned wraps and beach hats.-D.C.

Beach Bunny Swimwear

Sports Illustrated swimsuit staple Beach Bunny looked to the '20s and '80s for inspiration with its all-American red, white and blue 2012 Spring/Summer collection, shown at The Raleigh hotel's Cabana Grande. Gold-tasseled bikinis, jeweled hairpieces and ostrich feathers recalled 1920s flappers while '80s-style ruffled suits and coverups harkened back to the days of TV's "Dallas." Designer Angela Chittenden also debuted her Beach Bunny Bride collection, featuring lots of ruching, pearls, crystal beading and big, puffy white bows. Megamodel Kate Upton closed the show with a full-cut, twopiece white bridal suit worn with many layers of pearls and a floor-length veil.-D.C.





White Sands Australia

Designer Leah Madden of Australian brand White Sands transported the audience back to the 1950s with a range of sophisticated swim- and resortwear in pale pink, subtle florals and animal prints at her Spring/Summer 2012 runway show at The Raleigh's Cabana Grande. Plunging necklines, skirted one-pieces, ruffled babydoll sundresses and vintage-inspired silhouettes took center stage for the show, complemented by a sleek one-shouldered one-piece, contemporary animal-print coverups and sleeveless mini-jumpers. Light floral patterns, zebra prints and color blocking in pale pink, black and crème were key looks for the line, coupled with upswept hair, chignon buns and strappy, high-heeled sandals.-D.C.

Luxe by Lisa Vogel

"Mercedes-Benz Presents" designer Lisa Vogel debuted her Cruise 2012 luxury swim line with both glamour and functionality in mind. The Southern California designer presented elegant eveningwear-inspired one- and two-piece suits designed to go from the beach to the resort in a range of soft gold, white, coral and blue-gray, accented by select pieces in navy blue, green, purple and animal prints. Built-in jewelry and metallic sheen glamorized the upscale resort line, featuring low-cut one-pieces and bandeau and triangle tops, complemented by feathers and pearl necklaces. Vogel said she designed the elegant collection to "get consumers excited again and give them a reason to buy."-D.C.





Crystal Jin

Designer Crystal Jin Eley of New York–based Crystal Jin looked to the desert for inspiration for Cruise 2012 with Native American–inspired suits in subtle shades of orange, blue and turquoise, complemented by feathered earrings and bold tribal necklaces. Set to a sultry electro-beat soundtrack, Eley's contemporary collection of sexy one-pieces and barely there bikinis in desert-hued diamond patterns and Southwestern graphics was shown at The Oasis at The Raleigh hotel. —D.C.

Aqua di Lara

Montreal-based Aqua di Lara delivered a collection of glitzy swimwear with high-gloss fabrics and overtly sexy cuts. The palette ranged from an earthy sand shade to a vibrant French rose and a darkly sophisticated inky blue color aptly named "deep sea." Prints were key to the collection, and creative director Reyhan Sofraci played on elements from nature for many, including textured snakeskins and subtly toned marbleized patterns. A sexy '80s edge was created with metallic netting and cutouts, and there was an ode to ethnicity with colorful digitized prints for swimwear and coverups. Swarovski crystals added an extra element of glamour to pieces such as the dominatrix-style monokini that closed the show.—*N.J.*S.





Kooey Swimwear Australia

Sexy, nature-inspired pieces were the focus of Australian design team Nikki Silverthorne and Charlene Harmer's Kooey Spring/Summer 2012 collection. Metallic pale green florals and vibrant shades of orange, deep purple and dark neutrals were the primary colors. Models sported a wide variety of styles—including triangle tops, bandeaux and tankinis with ruching—all centered around a tight, curve-hugging fit. Elegant printed coverups made with indigenous Australian designs completed the swim collection shown on The Oasis runway at The Raleigh.—*D.C.*

Swimwear Anywhere

Swimwear Anywhere Inc. féted the launch of its new Coco Contours line and showcased its stable of brands at the Gansevoort hotel. The New York–based swim giant presents its collections in the hotel to buyers each season, so it was a natural choice to hold a runway show there. Marc by Marc Jacobs Swimwear, Michael Kors, Michael by Michael Kors, Juicy Couture Beach, DKNY and Carmen Marc Valvo were presented alongside the house's own brands—Coco Rave, Coco Reef, Beach House and the newly launched Coco Contours. Trends spanned the gamut from neon brights and metallics to animal prints and ethnic designs. According to Chief Creative Officer Rosemarie Di Lorenzo, Coco Contours has been in development for several years. Its bra-sized suits have a two-layer patented control technology that shapes and contours the body. "We take the perfection fit technology, which is an inner shapewear panel, and do all the wonderful styling that we have been known for on the outside. It's been extraordinary." Made for all age groups, it's the perfect answer to fit. "It's not about your weight. It's about just wanting to have that smooth, confident feeling," Di Lorenzo said.—*N.J.S.*



MIAMI SWIM WEEK

































Miami Swim Runway Show

Nearly 300 designers were showcased at the Miami SwimShow & LingerieShow's annual fashion show at the Miami Beach Convention Center. Animal prints, metallics, bright solids, florals and Southwestern themes were all big on the runway at the packed event, which featured all of the trade show's exhibitors, including diNeila Brazil, Trina Turk, We Are Handsome, Beach Bunny and Wildfox.—D.C.





Be Creative



Los Angeles' swim designer du jour showed her sophisticated side for Cruise 2012. Shay Todd held her presentation at Villa Vecchia, a private estate in Miami Beach, and offered a chic new look with refined fabrics and silhouettes. The evolution of the 8-year-old line parallels Todd's personal growth. "I'm evolving, so it's growing with me personally. I'm getting older, and I'm trying to play on how you can still take sexiness into that fine line of sexy sophistication," she said. Infused with Todd's trademark ruffles and skimpy bikinis, the collection was inspired by the '70s jet set. She experimented with draping silk and chiffon fabrics to create dresses and jumpsuits to go everywhere from the beach to cocktail hour. "I had a lot of fun thinking about what Bianca Jagger would wear on a holiday in the '70s and stepping out of Studio 54 and onto the beach," Todd said.—N.J.S.





Nicolita

Cuba's tropical style was the inspiration for Nicolita's Cruise 2012 collection. Designer Nicole Di Rocco infused the vibrant heritage of the country into themes such as "Club Nautico," "Samba Stripes" and "Rumba Ruffles"—with plenty of turbans and bows to accessorize. Swimwear came in the Cuban designer's signature '40s- and '50s-era curve-flattering shapes. Colors were inspired by the teal waters off the shores of Cienfuegos and the colorful buildings that line the streets of Habana Vieja.-N.J.S.

Nycked

Nycked Swimwear, the collaboration by Lorenzo Martone—a.k.a. Marc Jacobs' former beau—and jewelry designer Jules Kim, launched during Miami Swim Week. The presentation was held at the Grove at the W Hotel in South Beach. Created from the vibrant energy of Martone, of ARC TALENT/Chandelier Creative and the chic jewelry designer for Bijules, the collection is made to suit the aspirational New York lifestyle. Nycked translates the onthe-go day-to-night look of the New Yorker into stylish suits that go beyond beachwear. Think elegant and intriguing to capture a chic city aesthetic.—N.J.S.





We Are Handsome

Australian duo Indhra Chagoury and Jeremy J. Somers rocked retro '70s and '80s looks with their 2012 collection presented at the Sagamore Hotel as part of Mod Swim Week. Sexy metallic suits and tight dresses that featured large graphics of owls, wolves and other wild animals were reminiscent of airbrushed T-shirts and '80s rock bands. Palest blue, light pink and black were used in night-sky and bright-day prints for the backgrounds, giving the suits an even dreamier look.-D.C.

MIAMI SWIM WEEK



Odabash Macdonald

Design heavyweights Melissa Odabash and Julien Macdonald teamed up for Cruise 2012 to launch a capsule collection. The 23-piece group bowed on the runway at the W South Beach during the Salon Allure trade show's opening-night festivities. Odabash lent her swim expertise, and Macdonald lent a couture touch fusing elegance and glamour into the collection. Envision David Bailey's famous 1973 road trip through the Riviera and Corsica starring an aloof Anjelica Huston as inspiration. Sleek swimwear, beautiful caftans and four made-to-order knitwear pieces made up the collection in a palette of clean white and nude contrasted with electric blue, green and purple. The dramatic orchids and angular zebra prints that decorated the swimwear and caftans were statement makers. Macdonald's bespoke knit dresses with intricate lace panels and exaggerated fringing reflected his couture design résumé, which includes Chanel and Givenchy.—*N.J.S.*





Belusso, 6 Shore Road, Martha Rey

A group presentation featuring 6 Shore Road, Belusso and Martha Rey completed the series of fashion shows that celebrated Salon Allure's opening night. Guests soaked up the poolside atmosphere at the W South Beach as the swimwear hit the runway. 6 Shore Road captured the playful spirit of Panama with its "Between Two Seas"–themed collection. Colorful floral prints, tribal patterns and crochet coordinated perfectly in swimwear and resortwear for beach to cocktail dressing. Former "Project Runway" contestant Kirsten Ehrig-Sarkisian debuted her Belusso collection, inspired by 24 hours in St-Tropez. Think everything you might need for a chic getaway from soft pastel bikinis to sexy strappy maillots combined with breezy beach pants, fringed ponchos and beautiful floral-print caftans. For Martha Rey, a romantic bohemian look took to the stage. The "Indie Tribe"–themed collection cleverly combined tie-dyed print dresses, ethnic print bikinis and floral accessories. Fringing and color blocking—two key trends of the season—updated the look.— *N.J.S.*

Cosmopolitan Summer Splash

Cosmopolitan En Español kicked off Miami Swim Week with "Summer Splash" at The Setai hotel, featuring 2012 Spring/Summer collections by Kmart, It's Bueno, Maya Swimwear, Elie Tahari, Samsara Imports, Bruna Santana and Inca. Key trends included metallics, bright graphic prints and an overall explosion of color, including turquoise, deep purple, lavender and multi-colored swimwear, gold one-pieces and loose, flowing electric neon pink, Moroccan-motif and leopard- and cheetah-print coverups and sundresses. Styles were complemented by blue wedge heels and closedtoe, ankle-bootie sandals by Sergio Rossi and ethnic-inspired beaded necklaces and bracelets by N&K Designs. Maya Swimwear designer Carolina Dinardi said she designed her signature ruched, Argentinian-cut bikini bottoms "to flatter a woman's body," while 22-year-old designer Zella Machadl of new label Bruna Santana said she based her debut line on three different looks: "girly girl, sexy bombshell and luxe resort."—*D.C.*





Sonia Vera Swimwear

A trip to Tahiti was Sonia Vera's inspiration for Cruise 2012. "I envisioned a girl jet-setting and stranded on this island but looking fabulous," explained the Los Angeles–based designer. Vera juxtaposed natural island looks in soft serene pastels with bold oceanic jewel tones that captured a powerful luxury feeling. The collection included a mix of animal-print bikinis, color-blocked one-pieces, chic lace dresses and chiffon jumpsuits. Vera said she focused on including transitional pieces that could be worn to the beach or out to lunch. Hand-dyed lace tops and crocheted cargo pants paired easily with a bikini or a blazer and heels, and long dresses inspired by Hollywood starlets of the '50s were perfect for the beach or cocktail hour.—*N.J.S.*

Jogo Beach/Perfect Tan Bikini/Tavik Swimwear/ Zingara

Jogo Beach, Perfect Tan Bikini, Tavik Swimwear and Zingara rocked the Cabana Grande at The Raleigh hotel with a burst of color and a combination of lively graphics and animal prints. A mix of bright solids and bold patterns in black, white, ruby red, lemon yellow, aquamarine, purple and neon pink lit up the runway. Zingara went for vibrant patterns in hues of mauve and rose, while Tavik Swimwear channeled a rock 'n' roll look with fringed one- and twopieces; Jogo Beach showed off jewel-toned bikinis with U-shaped hardware; and Perfect Tan Bikini showcased barely there string bikinis with removable straps.—*D.C.*





Keva by Keva J

New York City and "Sex and the City 2" were the inspiration for designer Keva Johnson's Keva by Keva J Cruise 2012 collection, shown in an intimate setting at the Sagamore Hotel as part of Mod Swim Week. "For this collection, I was inspired by New York and the big lights and the windows," Johnson said. Having grown up in both Miami and New York, Johnson said she wanted to channel some of that urban glamour into her pieces. Edgy, fashion-forward, metallic blue, green and gold bandeau bikinis and cutout one-piece suits with plenty of sequins and chunky hardware are sure to give Carrie and her friends a reason to travel. "These are the suits the girls would carry with them on a trip when they go to St-Tropez," she said.—*D.C.*

MIAMI SWIM WEEK

Wildfox Swim

Fun-loving Wildfox celebrated youth, rock and retro looks from the '50s, '60s and '80s with underwire bustiers, highwaisted sailor button briefs and a hot-pink tankini at its runway show/penthouse party at the top of The Raleigh hotel. Floral cowgirl print bikinis and '80s rock-inspired one-pieces with airbrushed night-sky and cat-eye graphics were showcased amidst DJs, live music and cocktails. The Los Angeles-based designers, Emily Faulstich and Kimberly Gordon, based their 2012 collection on nostalgia, Brigitte Bardot, '60s beach movies and Western cowgirls. "We wanted to keep it simple. Our girl is a daytime girl that likes to throw on some bright lipstick and flirt with all the guys," Faulstich said.—D.C.



diNeila Brazil

An intimate private showing at The Raleigh's penthouse was the perfect location to showcase diNeila Brazil's Spring/Summer 2012 capsule collection. The party was complete with tunes by DJ Nektar, a rooftop ocean view, fizzy cocktails and models sporting neon green, electric yellow, Day-Glo pink and bright purple bikinis with retro orange headbands. Singer John Legend took in the fun, along with Ocean Drive covergirl Chrissy Teigen, who worked with designer Neila Granzoti Rudden on the new collection, named "Chrissy Teigen for diNeila Brazil."

-D.C.



Dolores Cortés

All things found on a remote island were on Dolores Cortés' mind when she designed her Cruise 2012 collection. To visualize the look, imagine escaping to an idyllic and unexplored locale in the middle of the ocean in the '70s. The Spanish designer created looks ranging from crafty crochet one-pieces to elaborate monokinis and sexy low-cut body suits in an electric palette. Animal prints, including leopard and reptile, came in bright colors, including fluorescent shades. Primitive graphics were updated with colorful geometric designs for an ethnic edge. Resort pieces accented the collection, including ethnic-print robes, fringed skirts and fuchsia palazzo pants.-N.J.S.





Lisa Blue

Australian designer Lisa Blue managed to channel glam rock, aboriginal art and Renaissance paintings into her celestial, marine-inspired swim show at the Cabana Grande at The Raleigh hotel. Metallic sheen was key, with models sporting swirling patterns of striking black and gold, blue, orange, and silver, along with metal and feathered headpieces. Blue took inspiration from Down Under, stating that her collection "has once again been inspired by my passion for the whales." The bright, poppy, dotted aboriginal prints were based on art by Rosie Miller, an aboriginal artist from the Whale tribe in Southern Australia. Fitted one- and two-piece suits with capped sleeves and detailed cutout patterns in black, deep purple and galaxy prints gave the line a sophisticated polish.-D.C.

A.Z Araujo/Aguaclara/Aquarella Swimwear & Have Faith Swimwear

A group show featuring A.Z Araujo, Aquarella, Aguaclara and Have Faith Swimwear kicked off the final night of Mercedes-Benz Fashion Week Swim. The show gave the audience a chance to see a range of American and international designers on the runway. Aguaclara, created by the sibling design duo of Jorge and Liliana Villalobos, is inspired by their native homeland of Peru. A sexy snakeprint one-piece and a flirty embroidered bikini with a matching skirt were key looks. Costa Rica–based Aquarella, designed by Véronique de la Cruz, unveiled its sophisticatedly sexy collection, ranging from Parisian-chic prints to ethnic designs of Morocco. Created with the daring customer in mind, Beverly Hills–based Have Faith Swimwear showed metallic-gold bikinis and sexy jeweled wrap tops. Brazilian-born Araujo closed the show with a timeless collection featuring clean lines and modern fabrications and a slew of reality stars.—*N.J.S.*





Inca

Stacy Josloff presented her 2012 Inca collection with a cocktail party and live model installation at Therapy at the W South Beach. Josloff, who owns the recently opened boutique and Warren-Tricomi salon with her husband, Evan Kaye, decided bikinis, bubbly and blowouts were the answer to achieving some Swim Week pampering. The inspiration for this season's collection, Josloff said, came from the women in her everyday life. "It's friends, family, everyone's comments about what they were looking for, what they felt was missing from the market," she said. "My concept was to start with great fabrications and then make sure that the fit of the bathing suits worked on everybody," she added. She moved away from her signature beading and embroidery and focused on unique fabrications with snakeskin and camouflage prints. Lace, crochet and sequins created texture, and exotic animal-print coverups paired back with solid suits for a mix-and-match effect. Functionality was also key, including breathable, washable and travel-friendly fabrics. "I want to make it as easy for my consumer as possible," she said. "It's one-stop-shop lifestyle branding, and that's how we want to continue our philosophy."—*N.J.S.*

Los Angeles–based A.Ché rocked the Cabana Grande at The Raleigh with a tribal-themed show featuring sexy, cutout suits in a variety of solids and wild animal prints, along with sea green, magenta, purple and bronze coverups and bikinis. Designer Amanda Che's use of snakeskin and tiger prints made for the perfect beach safari. Bottoms ranged from full-bottomed or folded waist briefs to skimpy string bikinis, and an assortment of shirred, cowl-neck and tank dresses completed the line.—*D.C.*





Eco Swim by Agua Green

Mainstream Swimsuits—suppliers of Miraclesuit, Magicsuit, Reebok and Caribbean Joe—launched a new collection of eco-friendly swimwear during Miami Swim Week. Eco Swim by Agua Green debuted at the "Haute Natured" eco fashion show at The Setai hotel. Created by a fourth-generation, family-owned company, the swimwear is designed and produced in its home state of Pennsylvania. The brand has a singular mission in mind: to provide high-quality yet fashionable eco-friendly swimwear that will ultimately reduce its carbon footprint.—*N.J.S.*

SWIMSUITS



COLOR BLOCK Swim borrows from readyto-wear to add a colorful

and dramatic look to the season. Color blocking is infused into form-fitting shapes with intricate seaming and design lines.



Cia Marítim

Sonia Vera

Swimwear



Marysia Swim











C&M Camilla and Marc

Guess Swimwear **A FINE ROMANCE**

Designers turn up the dial on romance with everything from floral prints to ruffles and lace. The look ranged from light, feminine pastels to daring styles made from leopard and floral combinations.



Kenneth Cole Reaction

Tori Praver Swimwear

n Full Color

Seventh Wonderland

MIAMI BEACH, FLA.—From eye-popping brights to sizzling-hot prints, designers painted a colorful picture for Cruise 2012. Miami Swim Week was the place to see-and to be seen-as the season's hottest looks hit the runway and the trade show floor. Tropical escapes, nomadic adventures and romantic interludes were just a few of the themes designers presented on the runway. Many key trends from last season made a return appearance, such as high waists and animal prints, and others exploded into mass proportions, including ruffles, fringe and floral designs. Handmade treatments such as crochet and macramé added a bohemian touch while stripes and nautical themes aimed for the classics. An infusion of ready-to-wear-such as the maxi dress, leggings and shirts-added to the chic resort mix. Here is a look at the season's hottest looks straight from South Beach.-N. Jayne Seward

JWX40



Vhite

Sands

Australia

THE LONG **AND SHORT OF IT**

From crop tops to menswearinspired shirts tops made a statement poolside. Easy is the buzzword and key to updated chic.

> Kooey Swimwear Australia

Cia.Marítim **ON THE FRINGE**

Designers are hanging on the fringe this season, adding the detail to everything from necklines to midriffs and hemlines-and don't forget the requisite fringed handbag.

Luli Fama

Swim



CULTURE CLUB

With Southwestern prints trending for Fall, swimwear continues its exploration of ethnic style. Everything from Navajo prints to ikat and Aztec designs are the look for Cruise.

CALIFORNIA APPAREL NEWS/WATERWE



LEGGINGS

Charlie by

Matthew Zink

Leggings are the newest companion to swim. And it makes perfect sense with the

look already established as a

wardrobe essential. From neon brights to ethnic prints, the look is geared for

poolside chic.

We Are Handsome

wim

Nanette Lepore Swim

CRAFTWORK

designers look to hand-

made treatments to add

a bohemian touch to their

when combined with other

collections. From swimwear to

dresses, the look was freshest

fabrics or used as a trim or detail.



FINE LINES

Intricate straps are the newest style lines for swim. From elaborate multistrapping details to lace-up side seams, the look was hot, hot, hot on the runway.





Die



STRIPES

Classically chic stripes are a swimwear staple. And this season is no exception. Nautical looks. colorful brights and bold '80s graphics turned up in multiple collections.



Norma Kamali Swimwear









LOUNGEWEAR

Dressing for poolside parties is as easy as lounging. This season, designers created breezy beach robes that are decidedly chic. Chiffon fabrics and elaborate prints are the key to the glamorous look.



Luli Fama





ko Pano

Ruffles made a definite statement for Cruise 2012. The flirty detail appeared on everything from monokinis and even got cheeky on a few



Guess



ARTSY CHIC The one-piece is the designers' canvas this



Mara Hoffman Swim



Curvepeal

Designer Jessica Petersen launches a swim line designed for the full-figured woman. By DEIDRE CRAWFORD

WHEN DESIGNER JESSICA

Petersen decided to launch the first luxury swimwear line made exclusively for curvy women, she knew that having the right fit would be her key to success.

"It was critical to me that she [the customer] feel supported," Petersen said.

But Petersen didn't want ample support to mean discomfort. "I wanted everything to be soft against her body and non-abrasive, so she could be comfortable for a long time. I really wanted her to feel pampered in the swimwear—not like 'I can't wait to take this off."

The Pasadena, Calif.–based designer launched Sorella Swim at this year's Salon Allure trade show in Miami and said she felt that full-figured women are starting to be accepted in the fashion industry and recognized in a better market for the first time.

"It was really nice; we were the only line to get applause from the spectators [at the Salon Allure fashion show]," she said.

As a former children's apparel designer who specialized in childrenswear at the Fashion Institute of Technology, Petersen never planned to design clothing for fullfigured women, but, after falling into a position at plus-size retailer Torrid, she found the positive feedback from the customers so rewarding she decided to change paths.

"The more I started designing for these women, I found they had a voice. When they said, 'We like this' and they were so grateful, I felt like it opened up my eyes. I felt like I was making a difference for the first time in my career, and it wasn't just a job."

Part of Petersen's inspiration for launching her own swim line for curvier women was to challenge the notion of altering the full-size figure, which, she says, has been adopted by the swimwear industry.

"There was nothing of quality that was young or luxurious, and everything was trying to change or alter the figure, and I wanted to flatter the figure."

Petersen says the key to a slim fit is creating a piece that hugs the body rather than hides it.

"All of the fuller-figured swimwear that's out there right now sits away from the body and tents the body. The goal with that swimwear is to make them look straight and not show the curves, but I think that tends to make the women look bigger and like a box. If it can fit snuggly and it's a flattering cut, she's going to look thinner than she ever has."

All of the suits in Petersen's line feature fully molded cups with soft elastic under-bust support rather than hard underwires to hold a larger chest.

"It needs to have underwire'—I'd hear that a lot because that's what the industry said, but I knew it didn't have to be that way," she said.

Using a model with a size double-

D cup, Petersen worked for a year on creating ample support with molded cutand-sew cups in each suit.

Additionally, all of the Sorella Swim styles use a more-forgiving circular spandex knit to fit a range of sizes, she said.

"We range in size from 10 to 24, but it's 10/12, 14/16, so it gives that woman who doesn't really know what size she is the time to pick within the brand and feel a little bit better."

Each item has branded hardware—a gold Sorella Swim medallion—and is designed and manufactured in Southern California. There are a total of 10 pieces in the line, which consists of full suits, tankinis, coverups, a bikini top and three bottoms. Colors include iris, simply black, gray and iris jungle, with wholesale prices for the collection ranging from \$36.20 for a plain bottom to \$99.20 for a one-piece.

Petersen says that attention had primarily spread by word-of-mouth among plus-sized boutiques after the Salon Allure show, but, after a recent spot on "Entertainment Tonight," "everything has skyrocketed," and now she's attracting interest from traditional retailers, which was part of her goal.

"I think there's a lot of education that needs to be done about the plussize industry in general. It's a \$47 billion industry, and the retailers are really open to hearing it." ww



After working in children's apparel, designer Jessica Petersen fell into plus-size designing and found it more rewarding. The Pasadena, Calif.–based designer launched Sorella Swim, her line of swimwear exclusively for fullfigured women, at this year's Salon Allure trade show.

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Tori Praver

Surfer, model, swimwear designer. Tori Praver is a beach girl at heart.

Model cum designer Tori Praver grew up wearing bikinis on the beaches of Hawaii. Her star rose when she became the face of Guess and Billabong and graced the covers and editorial pages of publications such as Sports



Illustrated, Elle, Glamour, Numero and V. While her modeling career took off, her dream was always to be a fashion designer. She spent her childhood surfing and hanging out on local beaches in Maui, so it was a natural progression for her to launch a swimwear collection. Tori Praver Swimwear launched three seasons ago, and the collection has been an instant success. Its sexy, surf-tested fashion-forward silhouettes offer both high style and functionality. Fashion Editor N. Jayne Seward caught up with Praver at a poolside cocktail party at the W South Beach to chat about her collection.



What is the essence of Tori Praver swimwear? It's feminine, but I [also] want you to be able to wear it under clothes or wear it surfing and be sporty with it. So it's very versatile. That's something I'm really proud of. My signature ruching detail is very unique, and it's very form fitting.

Why did you decide to launch the line?

I'm mostly inspired by where I grew up and where I'm from. I'm from Maui, Hawaii, and grew up at the beach in swimsuits. My childhood was in a bikini. It was something that I always wanted to do.

Who is the Tori Praver girl? Well, that's what I think is so unique about my line is that I really hit every age group and every type of girl. My grandma

wears my suits, my mom wears them, my girlfriends wear them. I have suits that fit every body type, and I sell them as separates. Depending on your body type, different size tops can mix and match with bottoms, and different styles can match your body type, as well.

What was your inspiration for Cruise 2012?

This collection was inspired by Africa, deserts and sunsets, and nature itself. I have injected some really, really beautiful earth tones like olive green and ocean blue. I was also inspired by animal prints. I have a tiny little leopard print and some colored zebras like green and hazel as well as some neons and some bright florals that remind me of sunset

colors like watermelon pink and orange.

I understand you are moving to L.A. How do you feel about living on the West Coast?

I was living in L.A. for about three years before I moved to New York full-time. So I will be bicoastal, and I'm excited about that. I'm a beach girl from Hawaii. The ocean makes me happy, and that's where I need to be.

OBLOW

Molly Grad

Gottex's creative director brings her couture pedigree to the swim company's rich heritage.

Gottex is as iconic to swimwear as chic is to the South of France. The 55-year-old brand recently revamped itself when Molly Grad was named creative director in 2009. The Central Saint Martins-educated,



held positions at Stella McCartney, Yves Saint Laurent and Gianfranco Ferre before joining the Gottex team. Based in Israel with offices in New York, the company has garnered new acclaim and followers due to Grad's design flair and the contemporary femininity she brings to the collection. Artistic prints merge with beautiful fits, drawing on Gottex's rich heritage to encapsulate the Cruise 2012 collection. Fashion Editor N. Jayne Seward caught up with Grad in a private suite at the Mondrian hotel in South Beach to talk fashion, fit and resort chic.

What you're doing is quite sophisticated, but it's also contemporary. How has the brand evolved since you became creative director?

I feel like I'm taking the DNA of the brand, which is rich prints and a "wow" feel, and really taking it to contemporary, fresh ground. Even if a woman is mature, she does not want to feel that way. The key is making her feel special, young, contemporary, and, most of all, confident. This is my constant focus. I'm keeping the collections on par with what's going on in the ready-to-wear world yet on a "swimwear level," which is all about fit and technical support while maintaining a



"beachwear look." Gottex has always been the swim experts. Women come to us to look their best on the beach—and we provide both the fashion aspect and the right fit.

What is your goal when designing swimwear?

I really [try to] understand what a woman feels like when she goes into the store and buys a swimsuit. I know it's a challenging moment for women as they feel completely exposed and are seeking a suit that will make them feel confident with their body. When I'm designing, I always aim for many



different types of women, not one specific girl. I try to think of their needs and really understand their wish list!

What are the key elements you employ in your designs?

I really sympathize with how it feels to go and shop for a swimsuit because you need to feel complete confidence when you're wearing a piece. The fact that I'm a woman helps me sympathize, naturally! There are a few aspects I employ when designing: First of all, on a technical level, the fit has to be absolutely perfect. On another level is the fashion-awareness level because you want to feel like

you're going to the beach with something that's beautiful, colorful, special—and you want to feel like everyone is watching you for the right reasons. To me, it's important to provide the right confidence whether it's something more revealing or something that's complete coverage.

What is the special flair you bring to your designs?

I have an extensive fine arts and design background, as well as the fact that I illustrate and draw as my main working tool. That artistic feel gives the products depth and richness, which I think is very right for Gottex. It's all

about this beautiful, rich heritage.

What was your inspiration for this collection? It's a compilation of diverse inspirations. It's all about color, print and shape—all molded into one product. The collection has an ornamental vibe, which I love—and to me is very

Gottex. It's all about detail. For example, on one print we have delicate touches of gold, which gives a slight shine when in the sun. Or, in another design, the print was inspired by butterfly wings. It's very abstract—strong, saturated colors. It was taken from a giant version of a butterfly wing and then drawn by hand, so it's quite rich.

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2012

Anna Kosturova believes in the aquatic theory of man's origin because it perfectly explains her unusual love of water and fascination with sea life. Designing swimwear and resortwear is just a "full circle" thing for her—a perfect culmination



where everything that she loves comes together. Beauty is what she is addicted to, and beauty is what she wants to create. Always preferring real-life proportions to dolls, Anna grew up endlessly playing dress-up in front of the mirror and subsequently getting her aunt to make the "latest" fashion inventions. She earned a master's degree in mechanical engineering, specializing in textile technology. It took a few years for her to acknowledge her flair for art and fashion and to pursue it professionally. She refers to this radical change in her life as "a personal liberation... a process of decoding my DNA to claim my own happiness." *http://annakosturova.com*

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

perienced 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 RAYRAYeye-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

The idea for **Bettinis** came to Bettina Bell through a series of dream-like events that have shaped

and inspired her own life. Growing up, she spent her summers on the beaches of



North Carolina and ever since has been drawn to the beauty of the ocean, waves, sand, seashells,

dolphins, and sandcastles. That inspiration brought Bettina to her home today—Hermosa Beach, California. While having fun with friends, talking of her idea to design a small bikini, a slight twist on words happened between the designer's name, Bettina, and the word bikini—and Bettinis was born! Fun, feminine, and flirty is the way she feels when she wears some of her favorite styles—"itsy," "posh," and "wink." The freedom she has experienced while running her business and spending time on the beach inspires her every day in the simple yet hip designs. Bettina hopes that she can give you a little piece of this feeling, too, when you wear your Bettini! *info@ Bettinis.com*

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

flair, this collection boasts great styling and trendright looks and feel. Our

ECO SWIM

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 product and lifestyle accessories may be

found at surf, beach, swim, and hotel/resort and gift shops, as well as in boutiques, spas, sportinggoods stores, and department stores. *www. ingear.com*

Kariza Designs, one of the hottest specialty retail products in North America and around the globe, is proud to present 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 a fusion of Latin America with a Persian flavor. The collection is fully detailed, embellished, and authentic and



includes unique exotic prints. *www.karizade-signs.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 landscape. Featuring bold styles and striking colors,



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

La Lame, long known for its ability to forecast trends, has fresh new fabrics for this swim season. Its "Rolls Royce" stretch and rigid laces from its Premier Vision line from France have

been met with great acceptance. For the more priceconscious manufac-



turer, 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.

Whether you're running to the beach or just chasing after your kids at the pool, **Lynnina** swim

separates are designed to make putting on a swimsuit as pleasant as, well, a day at the beach!



SwimShorts page 32



SwimShorts, continued from page 30

Located in Northern California. CEO/Founder Lvnn Werner created a line of boardshorts with mixand-match tankinis, bikini tops, and rashguards for women over 40. Boardshorts come in two lengths and have built-in inner briefs, which are so comfortable, you won't even know they're there. Move with ease, knowing that the secure zipper fly with snap closure will prevent mid-swim surprises. Two underwire top styles are available for full support, and tankinis have shirring for a flattering waist. Rashguards come in solids with contrast stitching and are UPF 50+. All Lynnina tops and bottoms are sold separately for the perfect fit and custom combos. Go ahead ... mix and match to vour heart's content, with more than 40 individual pieces ranging from \$25 to \$35 wholesale and manufactured in Los Angeles. The collection ranges from solids to prints made of premium. ultra-soft fabrics and is carried by retailers such as Canyon Beachwear. www.lynnina.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 contem-



porary 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) 974-0049, or (954) 662-7734.

Miraclesuit®, the world leader in ladies' control swimwear, continues its mission to empower women. For 2012, the adage "We love curves" has never been stronger. Design inspiration was drawn from red-carpet gowns, and the use of vivid colors such as blues and reds-coupled with draping, twisting, and pleating-creates luxurious highlights and textures. The seemingly effortless appearance

of these modern masterpieces conceals an elaborate understructure that supports, shapes, and defines the wearer. Ours is the swimsuit that contours, shapes. and slims the body. When a woman puts on a Miraclesuit, she appears to lose 10 lbs. in

BOYNE

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.

Philips-Boyne Corp. offers high-quality shirtings and fabric. The majority of the line consists of long staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobbies, voiles, Swiss dots, seersuckers, ginghams, flannels, and more. Exclusive broadcloth

qualities: Ultimo®, Corona®, and Superba®. Knowledgeable customer-service team, immediate shipping, and highest-quality

textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations. www. philipsboyne.com or sales@philipsboyne.com





Snapper Rock New Zealand has now become one of the world's leading protective swimwear brands for children. Our origins began in the juniors sailing market and now extends to a range of stylish UV50+ prints and patterns that

kids love to wear. 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 great but protects children both on and off the water. http:// snapperrock.com. Visit us at Surf Expo in Orlando, Fla., Booth #2231 (September) and ENK New York (October).

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 seaside chic state-



ment 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. Expo-

sure 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.I.Matousek@INVISTA.com or (212) 512-9235.

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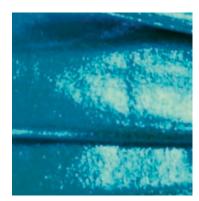
'70s DA

Swim designers are taking a dip in the '70s this season with groovy prints and colors that look great under black lights and disco balls. Look for whimsical conversational prints, flashy foil patterns, laid-back Hawaiian scenics and sophisticated jerseys to set the '70s mood for swimwear and coverups.

-Alison A. Nieder



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