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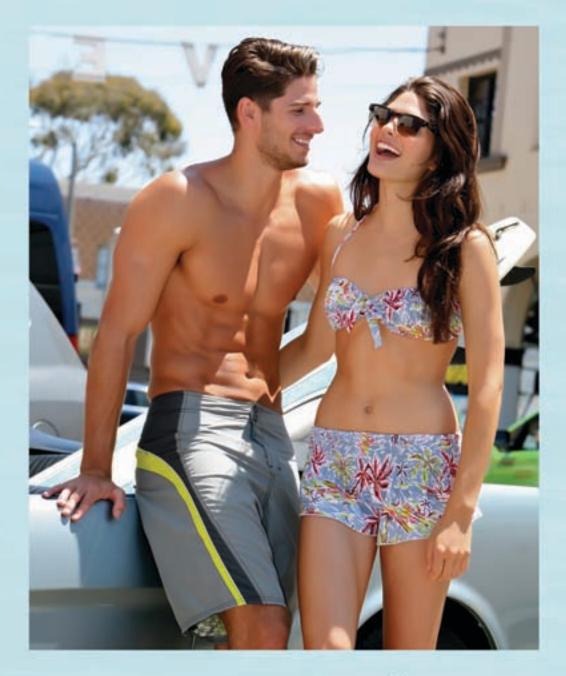
The Runway Report From Miami

Swim Trends '13 Wise Move

L*Space's Monica Wise Dives Into Ready-to-Wear

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Solar Swim Combines Legacy With Style

Buyers who made their way to Solar Swim's array of swimwear shows in July and August were treated to an eye-popping array of color, prints and patterns that mark the 2013 collection of the German company's innovative swimwear lines. Well known to the industry as the inventor of the groundbreaking Tan Thru technology, the patented fabric that enables its wearer to achieve an all-over tan without compromising modesty, Solar has more than one trick up its sleeve, as its latest fashion-forward offerings attest.

The success that greeted Tan Thru when it was first introduced back in the '90s continues today. Originally targeting a misses consumer, Solar now is aiming younger and trendier. It has expanded its line to include seven print collections, including more than 40 onepiece silhouettes in addition to generous lines of bikinis and tankinis. Tan Thru suits, as those familiar with the swimwear know, achieve their opacity through complex detailed fine patterning that fools the eye and provides complete coverage while allowing light to pass through the fabric's pores. The suits are light as a feather, but the Tan Thru fabric's signature light weight belies its inherent strength, which gives the suits exceptional resilience to sun and surf, and durability on coarse surfaces.

For 2013, Solar Swim explores both classic and modern designs. Ocean Treasures works off a stylized multicolored compass and seahorse designs in marine blue, aqua, red and gold. The demure might prefer the sweetness of Flower, fields of tiny blossoms in pairings of red and purple and blue and brown, accented with small black ruffling at the bodice and bikini leg. Adventure Voyage uses tropical floral motifs, while Wild Skin features a leopard on a finely patterned Discover Perfect Tan Tan Thru sola G

info@solar-swim.com www.solar-swim.com 1-866-937-2336 background. Retro Stars offers red and blue plaids in a variety of silhouettes, and Bohemian Savage has intricate sweeps of paisley-style patterns in mélanges combining red, orange, gold and green, plus blue, purple and violet. The biggest seller, one Solar is targeting at a younger consumer, is Digital Dream, with pixilated subtle rainbow bands of fine print in multi-colors and blues, in modern silhouettes, including a dramatic monokini. Adding to its prodigious Tan Thru collection. Solar bas

Tan Thru collection, Solar has added a series of Lycra lines that, in contrast with Tan Thru's signature soft look and feel, offer distinctive bold coloring and patterns and substantial weight. The Lycra collection includes Summer Dream, abstract color blocks in two distinct looks. Retro-styled blue and fuchsia spatterings on black or coral pink backgrounds, graceful one- and two-piece suits that feature sweetheart necklines and ruffle-bottomed tankini skirts; while blurry blocks in strong multi-color or white, silver and gold lend stained-glass drama to one-shoulder one- and two-piece suits. Ocean

Glimmer uses reflective paillettes and rhinestones on mainly white or marine blue backgrounds for subtle glamour. Scent of Flower has a distinctive Hawaiian feel with tropical mixes in shades of blue and red and elegant ruffles adorning deep V necklines.

As Solar continues to develop the marketing of all its lines in the United States, the response has been overwhelmingly positive. With "at least 150 styles" this vear. savs Joseph Hau, U.S. operations manager for Solar, "we are aiming for both boutiques and department stores, and for a younger consumer as well. Fabric-wise they always have the same high quality, but the primary focus now is on colors, patterns and cutting." Those who know Tan Thru, he continues, "now see everything else we have to offer, and they are impressed."



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On the cover: Mara Hoffman Photo by John Eckmier

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Eco Swim by Aqua Green: Building a Better Swimsuit

oney isn't always the sole motivation for the way a company does business. For Eco Swim by Aqua Green, "it's critical to be the most sustainable brand of swimwear," says Bruce Waldman, president of corporate marketing and third generation in the family's 75-year-old A&H Sportswear Co., known worldwide for creating Miracle Suit. "Yes," he continues thoughtfully, "that is a requirement."

When it made its debut in July 2011 at the Miami Swim Show, Eco Swim could boast an eco-friendliness unparalleled by any other swim manufacturer. Created from a mix of Invista's Lycra and Unifi's Repreve yarn, made from postconsumer plastic, the suits had a silky hand, great stretch and wonderful fit that left buyers frankly amazed. Bra cups were fashioned from vegetable oil, not petroleum, and Eco Swim's own underbra elastic, which uses 50 percent recycled plastic, was "nicer than elastic without the recycled components," Waldman says.

Eco Swim's suits were the culmination of three years of development after the Unifi fiber became available—and a dozen years since the company's "green team" began looking for ways to reduce its carbon footprint.

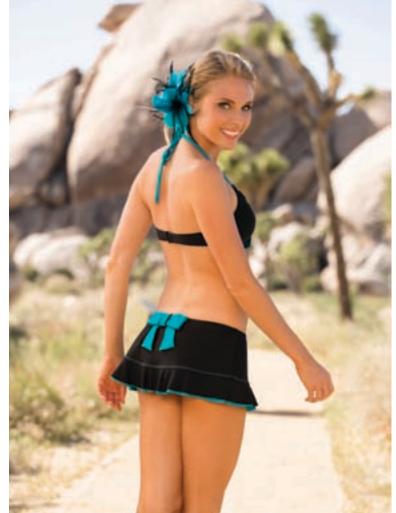
Recycling and repurposing every factory scrap in sight, manufacturing at home in Pennsylvania using local supply chains, hosting company and community cleanups that to date have pulled 5,000 pounds of rubbish from waterways and continually pushing the technology envelope to develop better environmental solutions for swimwear production—Eco Swim is putting its money where

its mouth is. As Sandra Davidoff, director of corporate public relations, puts it, "Miracle Suit is our mothership, but Eco Swim is our passion. That is our tomorrow."

For Waldman, the desire to tread lightly on Earth's resources came early. "I grew up as a hippie," he says, "so it was always on my radar as a kid. Now, my children are hippies and they are very much on my case and on our company's case to do the right thing."

However, doing the right thing, Waldman understood, could not come at the expense of the fashion and fit that are critical to swimsuit sales. "If the product is as good or better than a non-environmentally conscious product, the consumer will always pick the more sustainable choice," he says. "If the fit and quality are there, the consumer is happy to vote with her pocketbook. That's what we feel we've achieved with this brand. I think it sells first for fashion, second for sustainability. The whole key is, the consumer picks it up, 48—soccer moms with a social conscience and an eye for fashion—with one-piece, tankini and bikini options, the latter two mix-andmatch. The iconic suit is the Bow Dress, a retro-inspired skirted one-piece halter in black with a large bow across the bodice that has been a "phenomenal" seller, Davidoff reports. "It has incredible appeal across the board. I have never seen such an acceptance at retail

like this."



feels it, says it's the coolest suit she's ever seen, it's sustainable and it's a slam dunk."

The buzz has grown steadily since July 2011. "Our retail success has exceeded our expectations by a lot," Waldman says. For Davidoff, "It's been an incredible ride, it really has been. When I first presented it to media and editors, they could not believe how it felt. It's a universal 'wow.' And our prices are competitive with everything in the marketplace. We want to have Earth-kind garments that are affordable."

Eco Swim targets consumers 18 to

With the success of Eco Swim, this July saw the launch of a junior line called Eco Peace by Aqua Swim— "plaids, stripes, fun colors of coral and purple, very understandable for tweens and teens," says Davidoff, and generating interest from *Teen Vogue* and *Seventeen*. "It's been received with open arms. The tween market does not have a swim manufacturer of an organic line that stands behind it."

Also in production are cover-ups made from the corn fiber Sorona, and a fabric called S Café made from recycled coffee grounds and limestone that is cool to the touch and odor-resistant. Waldman talks about a new generation of fabrics in development for Summer 2013 "that hopefully will take this three steps further. Innovation that no one has done before-that's key to what Aqua Swim brings to the market. We really try to be on the cutting edge, to think about what we can do to make the world a better place for future generations."

Innovation does not come cheap, but, for Waldman and his colleagues, the bottom line is not the ultimate goal. "It's very nice that, being a privately held company,

we can make decisions that might not be the most profitable thing to do," Waldman muses. "We hope that in the long run, if the industry follows us and there is a critical mass, everyone will benefit."

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Adidas Diving Into Swimwear

Swimwear isn't necessarily the first sport that comes to mind when everyday consumers think of the Adidas stripes. Under a license with Manhattan Beachwear, the company hopes to change that perception.

"To take nothing from [our competitors in swimwear]—because they are great companies—but they've been entrenched for so long, I think the market is looking for some newness and freshness," said Kim Wagenaar of Manhattan Beachwear.

"The fact that Adidas is established as a brand, but not yet established through North America as a swim brand, really sets us apart and gives us an advantage."

Like most athletic brands, the collection will have multiple tiers of distribution. The "performance" line will be geared toward athletic sporting-goods stores. Its "beach fashion" line will have an "athletic vein" with cooler styling. Bright colors, cropped bra silhouettes, and unique and interesting back details make it look out of the ordi-

Helen Jon Fashion Meets Function

Gwyn Prentice was on quest for the perfect boardshort. When Prentice and business partner Missy Neville set out to create their own collection of swimwear, the two made sure to design boardshorts with a great fit and a design that coordinated with the collection of swim separates and one-pieces.

"We had numerous fit sessions to make sure we reached our goal," Neville said.



in and out of the water, the boardshorts feature the same sophisticated and understated hardware as the suits and feature many of the same vintage-inspired prints. The suits are designed with a "more conservative cut-it's sexv but not too revealing," Neville said.

Made to wear

And to round out the newly launched lifestyle brand, Helen Jon includes color-blocked rashguards, caftans, tunics and board skirts in the same color stories and prints. There are coordinating headscarves, as well. Styles include triangle, halter and tankini tops, as well as bandeaus, banded halters and tie-front styles. Bottoms include string, tie-side and hipster bottoms, as well as a retro high-waist style. One-pieces include halter, tie-back and plunge styles.

Wholesale prices range from \$41 to \$47 for separates up to \$60 to \$70 for one-pieces. The boardshorts are wholesale priced from \$33 to \$40, and coverups are priced from \$32 to \$60.

Designed and headquartered in Shawnee Mission, Kan., and produced in Southern California, Helen Jon launched at the Miami SwimShow in July, then headed to New York for CurveNY and Las Vegas for CurveNV. Boutiques and resorts in the Hamptons in New York, the Caribbean and the West Coast have already placed orders for the collection.

"The enthusiasm was terrific,"

nary from the standard women's athletic swimwear.

Wagenaar describes the look as "something that you could be active in, should you choose, yet the styling is cool enough that you can hang out by the pool and have a margarita."

For men, shorts were inspired by the famous Adidas basketball triple stripes for elastic volleys, e-boards and boardshorts. Wagenaar kept in mind that the shorts will spend more time dry than wet and added apparel design elements accordingly.

> "They can throw a T-shirt on, and go run errands and do what they want to do. We're not looking at this as strictly as a swim garment; the men's category for swim isn't as clear cut as it used to be."

For more information, contact Brad Tobin at (212) 221-6152 or *btobin@mbwswim.com* or visit *www.mbwswim.com*.

-Rhea Cortado



Neville said. "People got us and understood who we are and what we want to accomplish. We're both mothers and businesswomen. We're from the Midwest, and we have an understanding of the East Coast and the West Coast. [We] have a passion for making women feel beautiful and confident in her swimwear."

For more information, call (855) 645-1887 or visit *www.helenjon.com*.

—Alison A. Nieder





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miami swim week

The Cruise '13 swim season made a splash in Miami Beach, Fla., with fashion shows, trade shows and poolside cocktail soirces. The chic resort setting in South Beach was the perfect backdrop for the world's best swim designers to present their collections. Miami Swim Week events include Mercedes-Benz Fashion Week Swim, Miami SwimShow, Salon Allure, Cosmo Summer Splash, Funkshion Fashion Week, as well as independent shows and parties. Here is a look at the week's events in South Beach.

Mara Hoffman Swim

Known for her signature ethnic prints, Mara Hoffman's fourth showing at Mercedes-Benz Fashion Week Swim was statementmaking. She continued her fascination with nature and mythology for her Resort '13 "Desert Outlaw Gypsies"-themed collection, drawing inspiration from indigenous folk art. This season, Aztec and Egyptian art were key. Colorful prints named "Electric Casino," Psychic Readings," "Feather," "Snake" and Pow Wow" were both mystical and graphic. Beaded U-shaped necklines, braiding and lattice detailing added a couture feel to swim and resortwear. Hoffman continued with her signature best-selling shapes, including the V-wire and tie-side styles, and added silhouettes such as cropped tops, a one-piece with cutout lattice sides and slouchy pants. Chiffon dresses were sexy and alluring in sheer fabrics and Hoffman's artistic prints.-N. Jayne Seward





Gottex

For Gottex Creative Director Molly Grad, traveling, the brand's rich heritage and the body itself served as inspiration for Cruise '13. "I get my inspiration everywhere and anywhere. So to me it was all about color and shape and how you make up the body shape with colors and with print and with detail." she said. The collection debuted poolside at the SLS Hotel South Beach with an intimate presentation to press and buyers. Grad incorporated original artistic printsincluding paisleys, florals and ethnic patterns - into chic bikinis and one-pieces with matching robes. "Gottex is a heritage brand, and it has this capacity to have beautiful prints and artisinal touches, so I literally try and draw everything by hand and really make sure the hand touch is apparent throughout the collection." The look was chic sophistication for the woman who wants a complete resort wardrobe-part of Grad's modern approach to transforming the 56-year-old brand's DNA for today. Swimwear was made with the woman's body in mind, combining fit and structure balanced with a high-fashion sensibility. Subtle touches of luxury and delicate finishing such as Swarovski crystals and embroidery were added for timeless appeal. -N.J.S.

miami swim week



Caffé Swimwear

Caffé Swimwear kept its Latin American inspirations sizzling when it introduced a 54-look runway show on July 21 at Mercedes-Benz Fashion Week Swim for its Spring/ Summer 2013 season.

Designer Paula Saavedra offered bikinis and sheer coverups with bright floral patterns. Other looks offered embroideries reminiscent of indigenous South American peoples. The line's solid pieces offered looks with an electric blue and a dark black on shapes such as traditional bikinis and monokinis.

Cia.Marítima

For its 2013 collection, Cia.Marítima took inspiration from the Hawaiian islands. The brand, which is manufactured by the Rosset Group in Sao Paulo, debuted on the runway at Mercedes-Benz Fashion Week Swim on July 21. Cia.Marítima's founder and designer, Benny Rosset, said he and his team were inspired by their recent travels to Hawaii. "We were talking about the feelings that we had there and the colors of the island, the beauty of the place, the story of Elvis Presley, and movies I remember from my childhood," Rosset said. "We had the same feeling that we were very welcome there. We put different things in the collection that we translated for Brazil and for the world," he explained. The collection combined the colors of the islands, its tropical foliage and crystal-blue waters with signature Brazilian handcrafted beading and embroidery. Colorful pineapple, seahorse and palm-tree scenic prints captured the island lifestyle with chic sophistication. New this season were larger cuts on bottoms, which, according to Rosset, are trending on the beaches of Brazil, as well as fluid dresses and sarongs. - N.J.S.





-Andrew Asch

Poko Pano

Brazilian swimwear label Poko Pano introduced its runway show for its Spring/Summer 2013 season at the Mercedes-Benz Fashion Week Swim on July 20 with a 45-look show. The first look was a full-length butterfly sleeve caftan, which opened over an adjustable push-up and a bottom with a tropical print.

Other looks included a foliage-print monokini with cutout sides and a plunging neckline and a white micro-terry bandeau top. Poko Pano also took a lot of chances with appliques. A few pieces featured seagull appliqués; others used "chain-mail" details made form soda-can tabs. Just to mix things up, the show also featured red track pants made by the label. - A.A.

BCBGMaxAzria

BCBGMaxAzria debuted its Cruise '13 collection with a poolside presentation at the SLS Hotel South Beach. The hotel's pastel palette was a perfect backdrop for the collection, which came in soft shades of blue, yellow and pink, and bold shades of black. The collection included classic solids and stripes as well as flirty florals and conversational prints. Silhouettes varied from simple triangle tops and underwire bras to banded bottoms and high waists with latticework. Easy denim vests and jackets were paired back to the collection for a casual lifestyle look.-N.J.S.





Dolores Cortés

Elaborate artistic prints and artisinal touches are just a few hallmarks of Dolores Cortés' designs. Gleaning a rich heritage from her more than 50-year-old family-owned swim business, the Spanish designer has a decidedly original yet modern flair. It's not surprising to learn that Cortés designed the Spanish synchronized-swimming team's outfits for the London 2012 Olympics.

To create her Cruise '13 collection, Dolores Cortés took inspiration from Miami Beach, where she showed the collection on the runway on July 20 at Mercedes-Benz Fashion Week Swim. There were plenty of artsy prints and handcrafted crochet details as well as elaborate cutouts and criss-cross strapping. The palette—in pink, light blue, yellow, purple and black—captured the Miami theme with art deco motifs, animal prints and painted effects. The look was chic on bandeaus, one-pieces and a column dress where the prints could be seen to maximum effect. Lingerie styling including bra tops, and corset detailing added a sexy sophistication to the collection.—N.J.S.



Aqua Di Lara

Fashion Week Swim on July 21.

Swimsuit silhouettes typically rely on classic shapes, but Montreal-based Aqua Di Lara stressed some new looks with its Cruise 2013 line, which took a bow at Mercedes-Benz

The 45-look show displayed some of Aqua Di Lara's "Briella" tops, which emphasize cups cut in a square shape, not the circle shapes on many swimsuit tops. The line also focused on more

maillots, said Reyhan Sofraci, the line's designer. "I wanted to make one-pieces sexy this year," she said. Those looks included a one-piece with a modern art print, as well as one-pieces made risqué with various cutout panels.—*A.A.*

Red Carter

Red Carter is known for his over-the-top runway presentations, and this season he didn't disappoint. Inspired by the glitz and glamour of famed '70s discotheque Studio 54, Carter sent disco balls, foiled psychedelic prints and color-blocked showgirl looks down the runway—complete with cone hats and feather regalia. The show was held on July 22 during Mercedes-Benz Fashion Week Swim. It served as a relaunch for Carter's namesake collection and presentation of Resort '13 following his recent move to New York, where he partnered with the Amerex Group. Sexy corset tops paired with strappy bottoms, ruffles cascaded down necklines, and elaborate art deco and Aztec prints decorated one-pieces. Details were key, such as beading, geometric hardware and intricate lattice work.—*N.J.S.*



Kooey Australia

Nikki Silverthorne, Kooey Australia designer and owner, was inspired by the country's national gemstone to create her Cruise '13 collection. "[Opals] come in so many different colors, which is why we've got more color in the range this time," she said. "We think it's beautiful, and it's got such a fluid effect to it that we think it works beautiful with the ocean," she added. The collection was made in bright colors—such as turquoise, orange and purple—and vibrant opal-esque prints. Color blocking was utilized for contrast, and a turquoise underwire bandeau one-piece with printed side panels was a standout. "We've gone with really bright colors because we think that it is something that's really quite unique to the Australian lifestyle," Silverthorne said. "We always wear color; not many people wear black and white." This season, the Australian brand branched out from its aboriginal art prints to make the collection more commercial. There was a wide variety of cuts and body styles—including bandeaus, triangles and underwires—as well as plenty of easy resort pieces to complement the collection. "This is the first collection that we've done where we've got everything from a kaftan through to skirts and dresses," said Silverthorne. "It's something that you can wear to the beach, or you can wear it to lunch or even dress it up and wear it out at night."—*N.J.S.*



miami swim week



Tori Praver Swimwear

Tori Praver debuted her Resort '13 collection at The Webster boutique in Miami Beach on July 21. Guests enjoyed cocktails while viewing the collection in an intimate, low-key setting. The model turned swim designer channeled her personal style into the collection, titled "Ventus Scopis," Latin for "wind swept." The collection conveys the feeling of being wherever the wind takes you. "For me, it's my travels or just my way of life in general," said Praver, who grew up in Maui and now divides her time between New York and Los Angeles. "All of my prints are based off of that, whether it's a feather or a wing or a palm tree. It's all based around that idea and muted tones or colors that remind me of home, the ocean, my travels and things that makes me happy," she explained. The palette came in sea glass, clove, plum, and butter, Praver's favorite color. She included her signature ruching and seamless construction and added an intricate ladder detail and a logo charm. Prints are also inspired by artwork created by her fiancé and pro surfer, Danny Fuller. -N.J.S.

Vitamin A by Amahlia Stevens

This year's "Mercedes-Benz Presents" designer, Vitamin A by Amahlia Stevens, debuted on the runway on July 20 during Mercedes-Benz Fashion Week Swim. The '70s chic "Summer Fever' collection was a tribute to Donna Summer. Designer Amahlia Stevens said, "I grew up in Southern California in the '70s in the disco era. It was basically all of these older teenagers that I was looking up to that were really living that life in that style. It's very glam, but it's very natural in the same way. It's like raw glamour." A recent trip to Sayulita, Mexico, also inspired the collection. "It's a very natural, beautiful, organic, rustic, raw kind of place but-extremely beautiful," she said. The collection took shape with a mix of earth tones and vibrant colors and a multitude of sexy cuts. The designer's signature ring bottoms and wrap tops were plentiful as were her ethnic-print caftans, dresses and jumpsuits. Beading, fringe, braiding and dip-dye effects added a bohemian touch.-N.J.S.





L*Space by Monica Wise

Designer Monica Wise showed three collections on the runway during Mercedes-Benz Fashion Week Swim. Her popular brand, L*Space, opened the show, which was held on July 22, followed by The Collection, a new readyto-wear line, and Mäio Swim, her new sophisticated swim collection. Wise said inspiration for L*Space came from the human senses—what you see and feel. She experimented with laser cuts and added reversible styles and vibrant animal and ethnic prints in pastels and vibrant pop colors. She also continued her flirtation with fringe. "It's not too often that you see movement in bikinis and swimwear, [so] I decided to do more pieces that have a lot of shape to them and movement rather than form fitting," Wise said. To launch The Collection, Wise brought in a designer formerly at Free People to help create the line of dresses and jumpsuits geared for the day-to-night beach lifestyle. She also launched Mäio Swim, which was created to answer the need for her maturing customer base. Models walked the runway in underwire bandeaus, high-waist bikinis and one-pieces with low-cut décolletage. - N.J.S.

Cote d'Or Swimwear, Sauvage, Aquaclara, Aquarella Swimwear

The Cruise '13 looks by Sauvage, Aquaclara, Aquarella and Cote d'Or hit the runway at Mercedes-Benz Fashion Week Swim on July 23.

Devoted the style of poolside chic. San Diego-based Sauvage featured looks such as a black monokini with neckline that plunged to the waist and a bikini with artfully placed straps around the suit's top and bottom. Peruvian swimwear label Aquaclara delivered unique on-shoulder bikini tops, held together by double black straps as well as bikini straps that looked like they were made out of pieces of jade.

Costa Rica-based swim label Aguarella also presented bikinis and ruffled monokinis embellished with gold rings. Swim label Cote d'Or introduced its latest looks including maillots, bikinis and monokinis with unique details and prominent strapping.-A.A.





Nicolita

inspired look.

Luli Fama

Luli Fama transported its party-girl muse to Italy by way of Miami for Cruise '13. The Miami-based brand, which is created by Lourdes Hanimian and brother-in-law Augusto Hanimian, has a "La Dolce Vita Miami" theme for the season. "We feel that Miami's lifestyle right now is like la dolce vita in the '60s in Italy," Lourdes Hanimian said. "So we showed how it should transition from those styles to today's looks." They incorporated Italian scarf prints with florals, pastels, tie dye and the very bright prints for which the brand is known. In addition to swimwear there were jumpsuits, rompers, and matching shirt and short sets. Cuts were sexy, including the brand's signature ruched-back bottoms and underwire push-up tops. "Everything is about contouring the body and really enhancing-trying to get the body to look as best it can," Lourdes explained. A trendy high-waist bottom was an unexpected addition to the collection this season-with a ruched-back bottom, of course. "That's the only way we would do it," Lourdes said. "It's still very sexy, and it's for that girl that really wants to wear something different. She's going to put on a pair of wedges and look sexy. It's not about the high waist to cover up." -N.J.S.



"Havana Nights" was the theme for this year's Nicolita collection by Christina Milian. The brand returned to the runway at Mercedes-Benz Fashion Week Swim on July 20 with celeb power, thanks to actress and singer Milian. Designer Nicole Di Rocco collaborated with her fellow Cuban to create the collection, which added a sexy twist to the brand's signature retro '40s Cuban-

Curvy silhouettes combined with rich fabrics in metallics, leopard, black and jewel tones. There was something for every body type, including halters paired with skimpy bottoms, maillots with cutouts and bandeaus that topped high-waist bottoms. Models donned bangs with retro pinup-girl styling while suits, including a black monokini, had modern-day appeal. Jeweling, ruffles and lace added a touch of glamour evoking the "Havana Nights" theme, and

soft pastels were suitable for daytime on the beach. Styles were flirty such as a bandeau top and bottom decorated with bows while a high-waisted pant

added subtle sophistication for poolside glamour. -N.J.S.



Anna Kosturova, Naïlia, Keva J & Dorit International

Anna Kosturova, Dorit, Naila and Keva J Swimwear joined forces for a group show, held July 23 at Mercedes-Benz Fashion Week Swim. Vancouver, Canada–based Anna Kosturova showcased a range of crochet swim looks, including coverups and dresses out of crochet.

New York-based Keva J Swimwear included a twist-front monokini called the "Aria," which featured an orange-and-black print. New York-based Dorit International Swimwear used Italian fabrics to make its suits, which feature twisted bandeaus, adjusted halters and uniquely designed cutouts on suits. With the slogan "Made in New York, designed in France," Naïla presented its Spring/Summer 2013 collection for men, women and kids. For women, there were bikinis, one-pieces and monokinis with Xtra Life Lycra, the "Danube" twisted bandeau, and the "Follis" one-shoulder swimsuit with incrusted stripes.—A.A.

Eco Swim

When the Eco Swim line took the runway at Funkshion Fashion Week on July 19 in Miami Beach, it sought to prove that ecologically sustainable swim lines could be fashionable, too.

With sustainable fabrics, such as the recycled fiber Repreve, Eco Swim displayed looks such as the bow-detail tank dress along with the line's tankini, which featured tuxedo sashing and tassels, as well as recycled grommets and zippers. Eco Swim also showed bikinis and bandeaus with ruffles, which bought the suits some 1950s-era glamour, said an Eco Swim representative. -A.A.



miami swim week



Suboo

Rica Swimwear

Rica Swimwear showcased its Cruise '13 collection at the Lifestyle Retreat Lounge at the Shelborne South Beach on July 21 during Miami Swim Week. The low-key presentation included 10 looks from the 27-piece collection. For its second season, designer Ava Saniurio said she wanted to take the brand to a more sophisticated level with construction, color and style. The collection was modern in bold colors with intricate cutouts such as a circle on the stomach of a blue maillot and a color-blocked one-piece with a mesh midriff. Colorful coordinating robes and dresses complemented the collection. Sanjurjo said she was inspired by luxury, photography and fashion icons of the '80s and '90s. "I'm obsessed with pop culture and photography," said the designer. "I looked at a lot of Herb Ritts photography for line and symmetry. ... I'm very into fashion photography of the '90s. I had a good time looking at Helmut Newton-all those greats. Tina Chow is also an inspiration for me this season as far as making something so simple but elegant at the same."-N.J.S.



Australian "it brand" Suboo made its U.S. runway debut at Mercedes-Benz Fashion Week Swim on July 22 at The Raleigh hotel. Designer Sue Di Chio found inspiration for this collection in photographer Slim Aarons' 2005 book, "Slim Aarons: A Place in the Sun," which featured socialites and celebrities holidaying in beautiful resort destinations. "The imagery in the book is really light and fresh and everyone is relaxing and enjoying themselves and having a jet-set lifestyle. I think that's where this range takes you," Di Chio said. The Sydney-based company, which originally launched as a line of beach umbrellas five years ago, has guickly expanded into a fashion brand. The runway was the perfect way to showcase its swim and resortwear in silks and cottons, as well as a number of exclusive prints. The soft palette-in pale vellow, orange, pink and blue-was accented with edgy design lines and color blocking. Details such as pleating, a peplum on a dress and lace embroidery

on a robe showcased exquisite workmanship. "There is a lot of detailing in our work," Di Chio said. "We tried to include a lot of different fabrications, a

lot of different things-just to keep it fresh."-N.J.S.



White Sands Australia

Designer Leah Madden returned to the runway via Australia on July 22 to show her romantic White Sands collection at Mercedes-Benz Fashion Week Swim. Titled "The Violet Hour," the collection was full of pretty floral prints, feminine styling and subtle sophistication. Imagine a weekend escape, hours in the sun, romantic evenings and bouquets of flowers to capture the mood.

Madden referenced vintage style and happy times with a soft pink, lavender, lime and black palette. The collection ranged from sweet to subtly sexy. Delicate ruffles covered underwire bra tops, and chic plunging maillots added sex appeal. Bottoms ranged from tiny Brazilian cuts to retro high-waist bottoms. Coordinating coverups and dresses complemented the collection with easy-towear silhouettes.-N.J.S.

Angela Martini

Designer Angela Martini crafted the look of her swimwear to evoke romance, fun and sex appeal. On July 21, the New York-based designer introduced her 2013 swimwear collection at the W Hotel South Beach in Miami.

The runway show exhibited 39 looks. They included bikinis, which juxtaposed colors such as rose and dark green and light gray and lilac.

Some of her looks featured a metal gray bikini with a sequin detail and a dark gray top with a flower applique, as well as monokinis made in colors such as pink, mint and red.

-AA





Swim Soiree presented by Hawaiian Tropics

With Hawaiian Tropic beach balls bobbing in the pool of The Raleigh hotel, Australian fashion model Jessica Gomes and Laurie Brookins, fashion editor for Niche Media, publisher of *Ocean Drive* magazine, sat at the Miami hotel's poolside July 21 to talk about swim fashion trends at the Swim Soiree event, presented by Hawaiian Tropic.

With the help of models showing off swim looks from labels Trina Turk, Laundry and Jantzen, Gomes and Brookins agreed that a retro look was *en vogue*. They pointed to a high-waisted Jantzen bottom for an example of a 1940s look making a return.

Another popular look is a modern interpretation of traditional tropical prints, Brookins said. One trend that is never out of style is glitzy poolside chic. Of course, stylish swim mavens will be wearing poolside glitz this year.-A.A.

Lisa Blue

Australian swim label Lisa Blue presented its own sense of theater when its Spring Summer 2013 line was unveiled July 19 at Mercedes-Benz Fashion Week Swim.

Gracing Lisa Blue's runway were Chinese-dragon dancers, vivacious Flamenco dancers and statuesque models in swimwear inspired by classical Greek art.

Bikinis, monokinis, one-pieces and coverups provided a common theme to the collection, and much of it was made with a silky fine fabric from Bali. But the line's difference was in the details. They featured unique straps and sleeves for the Greek section, dragon graphics for the Asian section, and brilliant colors and beads for the Flamenco section. For those with retro-American tastes, the label also served up one-pieces and bikinis with graphics of 1940s pinup girls.—*A.A.*







Style Saves

For its second year, Miami nonprofit Style Saves threw a fabulous party to raise funds to buy Back-to-School clothes for kids from lower-income neighborhoods in the Miami area. Prominent multi-brand shops Atrium and IShine365 helped Style Saves party for a good cause July 19 at the pool of the Soho Beach House. Joining in on the stylish fun were fashion brands Trina Turk and Papi.

Trina Turk, based in the Los Angeles area, showed its early Cruise 2013 collection, which was inspired by the style of the Mayan Riviera around the Mexican resort city Cancún. Looks included a "Yukateca" print one-piece with side cutout. Another Trina Turk signature look was the "Cozumel Zebra" push-up underwire top with a surf-hipster bottom. The look had a retro-inspired fit. Tunics and colorful men's boardshorts also were seen on the runway in the Turk section of the show.

Perfectly timed to coincide with the Olympics, Papi Inc., based in the Miami area, showed its men's swimwear and underwear, both of which featured the colors of the flags of Latin American nations and the United States. The collection had been updated from its 2011 debut, when was featured during Macy's Hispanic Heritage month celebration. Using materials such as cotton spandex and poly microfiber, the Papi show also featured other fashion underwear and swimwear that showcased neon colors and geometric designs with black and white colors.—*A.A.*



La Perla

A rainstorm on July 22 forced venerable Italian lingerie house La Perla to scrap its outside runway show on the rooftop of the Soho Beach House in Miami Beach. Instead, the label produced an informal installation of its Spring/Summer 2013 swim line inside the Soho Beach House. Fortunately, La Perla designer Giovanni Bianchi was on hand to tell the story of the collection.

Inspired by rural Sicily, La Perla's most recent swim collection featured some baroque styles, floral looks, and pink for the terracotta building materials in many Sicilian towns. With the label's roots as a lingerie house, some of the pieces featured corsetry. Bianchi said developing swimwear is second nature for La Perla. "The development of the product is the same," Bianchi said of swimwear and lingerie. "It's easy for us." – A.A.

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miami swim week



Salon Allure

For luxury resort and swim, the producers of Salon Allure believed buyers would find every product they needed at their trade show, which ran July 21-24 at the W South Beach Hotel in Miami.

On the night of July 21, the Salon Allure producers gave a preview of their vendors' latest styles with a more than 50-look fashion show at the W. Hotel's Poolside Lounge.

Every Salon Allure vendor was featured in the show, which included art-inspired looks of Haeckel Haus Co., the black bikinis of Wanderlust and the Hawaiian-inspired styles of Kikidoll.-A.A.





OHN ECKMIER

Wildfox Swim

The sleek high-gloss look is a perennial for women's swimwear, but according to Wildfox Swim, it's time for an alternative. For its Spring/Summer 2013 runway show, held on July 23 at Mercedes-Benz Fashion Week Swim, Wildfox exhibited swimwear with mostly a washed-out cotton look, said Leilani Shimoda, the swim and intimates designer for Wildfox.

"We were not against shiny at all," Shimoda said. "We wanted to play with a 1960s look." She and Wildfox Creative Director Kimberly Gordon put together a 40-piece line that stressed a faded, classic rock look. Maybe it's a mix of Woodstock and classic go-go girl hitting the beach. For a mod look, prints of the American and British flags were placed on some suits. Others featured slogans such as "Vacation, Get a Tan, Swim Forever, Margarita" placed on the seat of some bottoms and the chest of some sheer coveralls.-A.A.

A.Z Araujo

Brazilians have a knack for designing sexy swimwear. But Brazilianborn A.Z Araujo planned to make a sexy swim line with a special Rio de Janeiro panache. Araujo's sexy and humorous Spring/Summer 2013 line took a bow July 23 at Mercedes-Benz Fashion Week Swim.

The show started with zaftig woman in a Carmen Miranda headdress dancing to a samba, then segued to a woman wearing a floral white bikini top and high-waisted floral shorts. There were guys wearing knee-high pants made out of the same material. Guys and girls wore swim suits made out of the same hot orange- and red-colored pattern, and a one-piece featured a "black parrot" print embellished with Swarovski crystals and a bow. The show ended with Araujo walking the runway to take a bow and then samba with a model and the woman in a Carmen Miranda headdress. - A.A.





Rose by Vanessa Jean

Vanessa Simmons debuted her new swim line, Rose by Vanessa Jean, with a late-night presentation and party in The Penthouse of The Raleigh hotel on July 22 during Mercedes-Benz Fashion Week Swim. The MTV reality star co-founded multi-million-dollar shoe line Pastry with sister Angela in 2006 and is now venturing into swim and lingerie.

The "Diamonds Are a Girl's Best Friend"-themed collection suits Simmons' lighthearted personality and is geared for women of all shapes and sizes. It also is a platform to give back. To celebrate the show's theme, Vanessa partnered with the Diamond Empowerment Fund, a nonprofit founded by her uncle Russell Simmons to empower youths and support education initiatives in Africa. Silhouettes ranged from classic to costumey. There was a simple color-blocked maillot as well as heavily jeweled vintage styles, an athletic mesh crop top with cutouts and Vegas showgirl-esque dresses. Simmons said, "I'm the ultimate girly girl. So I really just wanted to have fun with it and play with different shapes and fabrics for women."-*N.J.S.*

ABEST

The Brazilian Association of Fashion Designers (ABEST) celebrated Brazilian swim design with a cocktail party and presentation on July 23 during Miami Swim Week. More than 200 guests attended the event, held poolside at the SLS Hotel South Beach. The event feted the launch of +Beach Brasil, the entity's latest project, which helps promote Brazilian swimwear and the country's vibrant lifestyle. Models debuted the suits with an informal presentation while designers—including Mirla Sabino of ANK, Cecilia Prado of Cecilia Prado Mare and Paola Robba of Poko Pano—mixed and mingled with the crowd. In total, the event featured 17 of Brazil's top designers, including Água de Coco by Liana Thomaz, Amir Slama, Brigitte, Cia,Marítima, Clube Bossa, Dalai Beachwear, Jo de Mer, Larissa Minatto, Lenny Niemeyer, Salinas, Skinbiquini, Treza, Triya and Vix Swimwear.—*N.J.S.*





Éclairée

The words "conservative" and "sexy" are not often used in the same sentence, but designer Kelly Carrington planned to find the intersection of the two with most recent collection of her Éclairée swim line. There was an installation viewing of the New York-based line at Mercedes-Benz Fashion Week Swim on July 20.

For conservative, Carrington designed classic swim silhouettes for her 19-piece line of maillots, bikinis and coverups. For sexy, she worked a nude mesh material, as well as deep, plunging necklines, into many of the suits.

The line's mission also is to bring the runway to the beach. To reach that goal, Carrington designed wide, horizontal stripes with an art deco look on some of the suits. -A.A.

Agua Bendita

"Lovely Heroes" was the theme for Agua Bendita's Cruise collection, which debuted on July 20 at Mercedes-Benz Fashion Week Swim. Created by Catalina Álvarez and Mariana Hinestroza, the Colombian brand is known for its colorful designs and hand-crafted details. This season, the pair paid tribute to the 700 artisans and families who collaborate to create the brand's unique pieces. To capture the hero theme, a range of military-, nautical- and cowboy-themed pieces was designed with high-tech, modern and multicultural appeal. Though thoughtful, the collection was playful and dynamic, chock-full of colorful digital, Navajo and conversational prints. Standout pieces included a graphic print one-piece with neon banding, a flirty skirted bottom paired with a Western shirt and a high-waisted nautical print suit with a striped cardigan. -N.J.S.



miami swim week



Murena y Sol









Hurley





Toxi Sadie





Solar Tan Thru





Miami Swim Show

Every day is a party at South Beach, but July 22 marked the 30th anniversary of the Miami Swim Show & Lingerie Show, and the venerable trade show marked the anniversary with an epic fashion show of 270 looks at the Miami Beach Convention Center.

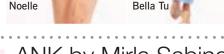
After veteran show vendor Maryan Mehlhorn made some introductory remarks on how SwimShow grew from a small event to the sprawling trade show, event producers evoked a theme of the runway show, 1980s pop music, which most likely formed the soundtrack to the SwimShow's first events.

Despite nostalgic music, the giant runway show's look was all modern swim styles, what with the technical fabrics of labels such as Calavera; the lingerie-inspired, luxe poolside looks of Beach Bunny; the Latin American sizzle of labels such as Caffé; and the crochet swimsuits of Anna Kosturova.-A.A.









ANK by Mirla Sabino

Mirla Sabino said her move back to Brazil after many years of living in Miami inspired the look for her Cruise '13 collection. "Brazil really influenced me, and also as I was unpacking I found a lot of old memories to create this new collection," said the designer. "I believe from tropic to tropic you can find different things, but the main thing was to dock in another port and find a new culture with different colors," she explained.

Her palette reflected the flora and fauna of Brazil. Digital prints captured the color of the trees, its earthy stones and feathers of birds. But at the same time she mixed the glittering golds and soft pastel palette of Miami into clean-cut, color-blocked bikinis and one-pieces. Silhouettes ranged from structured bra cups paired with high-waist bottoms to asymmetric athletic cuts and sexy plunging one-pieces. There were plenty of easy coverups, including shorts, tunics and dresses-perfect for her new home in Bahia, one of Brazil's vacation destinations.-N.J.S.



















Cosmo Summer Splash

Cosmopolitan en Espanol kicked off Miami Swim Week with its "Summer Splash" event at the Soho Beach House. The event feted the magazine's 40th birthday along with its sixth annual event poolside at the South Beach hot spot. Guests enjoyed cocktails and a fashion show debuting some of Cruise 2013's hot new looks. Alejandra Espinoza of Univision emceed the show, which included Barraca Chic, Maya Swimwear, Eberjey, Luli Fama, Zingara and Samsara Imports by designer Lissette Atassi. Latin pop duo Domino Saints closed the show with an upbeat performance on the runway. -N.J.S.

Xtra Life Lycra Brand

Xtra Life Lycra Brand debuted its new "Unstoppable" global marketing campaign with a fashion show featuring some of swim's top designers during Mercedes-Benz Fashion Week Swim. The show, which was held on July 21 at The Raleigh hotel, featured brands that use the Xtra Life Lycra fiber. "We're very excited because we've conducted global research, and we've taken that research to really reach a new understanding of the fashion swim consumer," said Ninabeth Sowell, global marketing director, intimate apparel and swimwear, for Invista. "We have new consumer insights, new technical understanding, and a new campaign and message to go with it," she added.

Known for its fit, recovery and strength, the Xtra Life Lycra fiber provides resistance to damaging environmental conditions such as sunscreen and chlorine. The show illustrated the idea with three environmental themes-Lily Pad, Desert and Winter Wonderland-which are featured in the campaign. Brands on the runway included Agua de Coco, Maaji, Bleu Rod Beattie, Shan, Andres Sarda, Badgley Mischka, La Perla, Lise Charmel, Banana Moon, Sauvage, Salinas, Blueman, Cia. Marítima, Red Carter, Empreinte, Gottex, Jantzen, Karla Colletto, Miraclesuit and Tommy Bahama.-N.J.S.

Sansara Imports

Maya Swimwea

Luli Fama

Mava Swimwea



Zingara

JOHN ECKMIE





It's a Wrap

Dolores Cort

Tan-line alert. Swimwear is getting the wrap treatment. From halter tops to one pieces, designers are using strappy styling to create a sexy bohemian touch.

High Rise Waistlines are on the rise as retro style continues. Even Brazilians known for skimpy styling are finding the look très chic.

Dolores Cortés





The Lingerie Effect Corset tops, underwires and lingerie styling are adding

a decidedly

details and

silhouettes to

this season.

boudoir touch to swim. Look for

body-enhancing

shape swimwear

OHN ECKMIER, TIM REGAS

Lisa Blue



Dolores Cortés



Maaji



Themes from South Beach chic to Slim Aarons-inspired retro glamour set the Cruise control for 2013. During Miami Swim Week, designers from the around the world showcased their collections-and all the key trends of the season. South Beach's Art Deco district, ethnic allure, and the ocean and surf lifestyles were key inspirations. Pastel hues and prints of all kinds were statement making as were coordinating resort sets. Think conversational prints, ethnic patterns, scarf prints and scenic Hawaiian imagery on swimwear and matching coverups. Lingerie had a major influence this season as underwires and corset tops were back in full force. And leotards, tube suits, crop tops and rash guards are breakout fashion silhouettes. Retro styling continued with high waists, and details such as keyholes, cutouts and dramatic strapping have the season all wrapped up. Here are key looks of the season.-N. Jayne Seward

Ethcentricity

Designers went globe trekking this season, finding inspiration in the many cultures of the world. Egyptian, Aztec and Native American designs turned up in bold artistic prints and details.

Agua

Bendita

Dolores Cortés

Gotte



Agua Bendita

Mara Hoffman Swim













Qiss Qiss

South Beach Chic

Miami is swim's resort

locale of choice this

season. Pastel hues, art deco motifs and color blocking add a

South Beach flair.

Aguaclara

Red Carter

Osklen

Cia.Marítima



Clover Canyon





Clover Canyon



Sunset Beach Tropical prints are swim's ode to island style. Photo-real imagery and conversational prints depict colorful sunsets and palm trees.

Cia.Marítima







Leotards

Designers must have caught Olympic-mania before the London 2012 games began. Leotards captured the look of gymnasts and synchronized swimmers, turning up in sleek form-fitting styles and with bold shoulder treatments.

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Mara Hoffman Swim



Crop Tops

The cropped silhouette debuted last season, and for Cruise the look is hotter than hot. Everything from swimwear to coverups sported a sexy midriff.



Clover Canyon

Hobie



Trina Turk

Agua Bendita

The Matched Set Matching sets are Resort's fashion statement this season. Prints are key and turned up on swimwear with matching blouses, pants and robes.



Gottex

Clover Canyon

Maaji

Tube Suits

The tube suit is a 6 Shore breakout look for Road the season in solids and a multitude of colorful prints.

Zimmermann

rim regas

Mäio



The Collection

Wise *space

L*Space designer Monica Wise branches out with two new collections, Mäio and The Collection. By Alison A. Nieder Monica Wise, the designer and founder of Irvine, Calif.– based L*Space, has had her eye on new markets for some time. At the recent run of Mercedes-Benz Fashion Week Swim in Miami Beach, she made her move with two new collections, The Collection, a ready-to-wear line with resort at its core, and Mäio Swim, a collection designed for her original L*Space customers who are looking for a more modest alternative to L*Space's sexy, skimpy suits.

The designer has been expanding her coverups options under the L*Space brand for several seasons, but with the launch of The Collection, she dives into a broader look at resort and ready-to-wear with an eye to providing resortwear for her core swim retailers, as well as reaching new distribution beyond the swim market.

After showing all three collections on the runway in Miami Beach, Wise headed west to show at Swim Collective in Huntington Beach, Calif., and to Las Vegas, where she showed L*Space and Mäio Swim at CurveNV and The Collection at WWDMAGIC.

Waterwear Executive Editor Alison A. Nieder recently caught up with Wise to talk about the impetus for the new lines and what impact they will have on the L*Space collection.

Tell me about your new ready-to-wear line, The Collection.

It's really exciting for me. I've been wanting to do this, but the timing had to be perfect. This was the time to do it.

There's always been a desire for me to go heavy and deep into sportswear and apparel. I've always liked the idea of having ready-to-wear apparel for the resort season, but I didn't want to be completely locked into coverups only. Gals want apparel that's great on and off the beach. Gone are the days of one way to wear a coverup. It used to be a coverup worked for a lot of gals heading to the beach. Now they want a lot more for their money; they want to be wearing it on and off the beach from daytime to nighttime. It's a whole different animal these days when it comes to resortwear.

I have the capabilities to do it now. I have the backing. I have enough doors to launch something like this, and I have the great accounts that can pick it up. We have it going into our top key accounts like Everything but Water and Diane's, and we're also picking up new accounts like Neiman Marcus and Shopbop.

I have it contemporary priced to keep it aligned with the swimwear. I knew we'd have a lot of accounts that would pick





Wise Move

Q&A with Monica Wise

those price points. They can [sell a contemporary price point] with swim, but they get a little nervous with sportswear. But I think a lot of our surf accounts will test it and try it—and I think be really successful, and they'll be back and heavy with it next year.

We took The Collection to MAGIC [in August], where we thought we'd have the best accounts looking at [the line]. We want new doors; we want doors that don't even do swim. That's our goal.

It's all produced in Orange County. The initial offering is 22 pieces, ranging from caftans to ponchos to wide-leg pants and a lot of dresses—long maxi dresses that fit the resort mentality, with a very easy breezy and very versatile look. It hits the floors in November.



You also launched Mäio in Miami. Why a separate collection?

I've been doing the L*Space collection for years, and I've seen my [original] customer age gracefully. A lot of them look fabulous, but maybe they had a child or two and they don't want to wear the skimpy little bottoms that L*Space is known for. There is a huge need for one-pieces and mid-kinis with the high-waisted bottoms. They have a little more coverage, but I didn't want to



go too conservative. It's for my original customer who has aged a little, and she's not quite able to wear the skimpy.

So it's for the Orange County mommy?

It's true—it is the Orange County mommy. She still looks great, and she just has become a little more modest. I always dreamed of filling the void of chic one-pieces, and this was the way to do it. It was about the





girl that outgrew our skimpy bottoms.

Mäio is all about the beauty of the suit being very modest. We're doing a lot of textured [fabrics] with contrast details and a lot of demi cups and underwires. We plugged in a few reversible. I'm known for reversibles in L*Space, and I brought it over into Mäio.

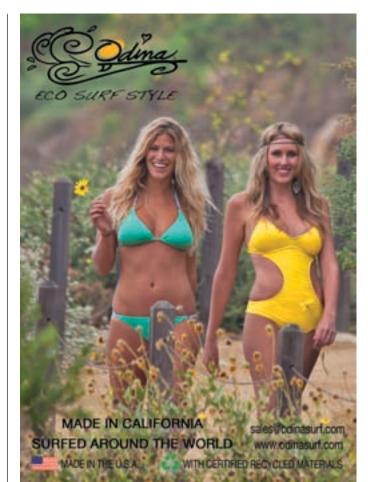
We have a total of 27 styles in multiple colors, and it's all about the details. The inside [of the suit] is just as pretty as the outside. We're dong branding on the interior [of the suit], and any hardware we use is 19-karat gold plate, which I love. I want to make sure we keep that high premiere look to it.

We have two deliveries on the Mäio—November and December. And we've [already] opened some new online stores who couldn't pick up the L*Space line due to the skimpiness.

Now that you're juggling three collections, does it change the core collection at all?

I feel like I need to bring in a little more skimpiness into the L*Space collection.

That's my next plan—to inject a little more of that into the L*Space collection so that I don't lose that customer. WW







2Chillies offers the market young fresh vibrant prints and fashionable shapes - and always at an accessible price point. 2Chillies ensures that its product meets the highest quality standards and places tremendous focus on the importance of fit. We are aiming at the 16 to 26 year old market. The beach babe who has a dozen bikinis in her wardrobe and loves living by the ocean and the coastal lifestyle. 2Chillies ladies'

ranges also cater for different body shapes and comfort fits with DD cups, tankinis, and onepieces with power mesh.



2Chillies is unique because we are a fashion-forward label that sits comfortably in surf stores and fashion boutiques; it is unusual for a swimwear brand to successfully appeal to both markets. 2Chillies has been well-established for over 10 years and is based in the glistening city of the Gold Coast, Queensland, Australia, famous for its pristine beaches, beach culture, and never-ending sunshine. From dawn till dusk the beach lifestyle and fashion-savvy girl is our inspiration. www.2chillies.com

No time like the present to start dreaming of summer, and nothing will knock 'em dead on the sand like the colorful and sporty new line of retro-inspired swimwear, hats, beach bags, and playsuits from Beach Bash!®. The Beach Bash!® line was inspired by the retro beach look and combined with a new summer twist for the modern generation of beach-loving women! Beach Bash!® curve-hugging stretch fabrics

give women a haute couture feel and fit with summer-style colors ranging from



nautical to exciting with patterns ranging from retro to vogue. The common goal of Beach Bash!® is to offer something new and expressive that makes every girl feel special in a unique way. www.beachbashfashion. com or (702) 458-1632, Ext. 6

Beach Rays, a division of JY Rays, Inc., has experienced a great response to its new direction and expanded divisions for 2013! Our contemporary women's (collection)-Wet-for the girl who's heading to an exotic island-and our surfer girl (young contemporary-Ray-heads to the beach. The retro styling of high-waist two pieces, photo images, and the vintage tropicals in prints give a total "glam look" for Wet, while its sister, Ray, uses these same themed

prints in smocked tops and bottoms, midriff tops, and flirty shorts. Our children's divisions-Ray Ray (infant through youth) and Vroom Vroom (infant through toddler) and Vast for juvenile/youth boys-continue to evolve. The little guys reflect the "cuteness" of babies (owl prints and stripes for guys and petite florals and checks for girls) while



the juvenile-through-youth look mom/dad or big sister/ brother. Boys have same themes as seen in Vast, and girls are a combo of retro and beach play! The "hottest" news is the licensing with Surfer Magazine for a young men's surf line, "Surfer," and young gals' line, "Surfer Girl," which will be previewed at Surf Expo in September with a line launch in January 2013, showing again at Surf Expo in January! www.beachrays.com

biKa was conceptualized and launched by AmbiKa Sanjana in Spring 2011. biKa's vision is to constantly provide unique designs that are a fusion of the traditional and the contemporary, styles that are individual and yet global. biKa specializes in garments designed by AmbiKa and handmade by talented Indian craftsman who have inherited their trade through several generations. Each exquisite piece is one of a kind: a fusion of traditional Indian embellishment techniques and modern swimwear patterns. Designer Ambika has been passionate about her creativity since she was a child and inherited her temperament and aesthetic from her artistically rich family. During

ECO SWIM

her lifelong affiliation with the arts, she developed a powerful zeal for fashion. Each biKa creation is timeless and universal. www.bikabazaar.com

trend-right fashion, excellent quality, and planet-

friendly swimwear. Finally, a collection where fashion

and sustainability join forces! We understand happi-

ness comes when you take the step as an individual

and do your share to make a difference in the world.

OUR PLEDGE is to the environment, OUR PASSION

is great swimwear, and OUR COMMITMENT is to

bon footprint in the sand. http://ecoswim.com

ers should have a little True Crush

Our happiness comes from offering you an alternative.

providing the best-quality products-often better than

embracing sustainable technologies, reducing our car-

non-sustainable alternatives. We will achieve this by

Since 1988, Jamaican Style has been bringing the

public the freshest, hottest styles in men's and juniors

ECO SWIM by AQUA

GREEN is where sustainability meets cutting-edge design in the swim industry. Our mission is to provide



launch in 2008, Kooey has become an internationally recognized brand, participating in fashion week's around the world. Kooey is the official swimwear sponsor for the 2012



MISS USA® and 2012 MISS UNIVERSE® competitions. Visit www.kooey.com and www.facebook.com/ KooeySwimwear or follow us on Twitter (@Kooey-Swimwear)

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 price-conscious manu-



facturer, 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 2012 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.

Magicsuit by Miraclesuit, a collection of fabulous updated sihoulettes for the women of today, is both flattering and functional. Using a patented, "comfortable control" fabric, women now can have fashion with control. Magicsuit® by

swimwear. Jamaican Style Jrs separates is our core Miraclesuit, uniquely line. Our Solids are easily merchandised with our shapes, smoothes

MAGICSUIT by Miraclesuit and adds support women want but are unable to find in

other swimsuits. Excellent fit and exceptional quality is the mantra for Magicsuit® by Miraclesuit®. The magic actually happens when the customer tries a Magicsuit® by Miraclesuit® on and not only feels the difference but sees it as well. Look slimmer in seconds®. www. miraclesuit.com

THE world leader in ladies control fashion swimwear. a perfect marriage of comfortable all-over control with fabulous styling and detailing. The Miraclesuit® 2013 swim collection is fresh and fashion-right while still focused on the comfort and needs of real women. The

theme ranges from playful to sporty to timelessly classic, and we have incorporated lively and vi-



brant colors in textures and patterns. Whether a woman is wearing her swimsuit at the pool or beach with family and friends or just simply lounging and relaxing, we have something for her every mood and occasion. And our suits are engineered to give a woman's body the support, fit, and shaping she has come to know and love. www.miraclesuit.com

Odina creates earth-friendly swimsuits for the fashion minded, active beach girl! Whether you're on an SUP, diving into the depths of the sea, or doing yoga on the beach, Odina has you covered! Using recycled and reclaimed fabrics, they have brought sustainability to your active lifestyle. For 2012, the popular In the Curl razor-back top made its way into two hot onepieces! Both feature an open back with cut-out sides and either a tie-bottom or booty short option. 2013

styles feature bright colors, braids, and accent trims that represent the Odina lifestyle! Made in California and tested throughout the world! www. odinaswimwear.com



CALIFORNIA APPAREL NEWS/WATERWEAR 2013 SEPTEMBER 9, 2012

Color Block and Print groups. For the trendsetters, Kali Girlz Jrs separates is the line to look at. And all teenagin the lives. Caribbean Sand Missv separates has the body styles, colors, and fashion that the Missy customer

wants. For further information, please visit our website at www.jamaicanstyleinc.com or email us at info@ jamaicanstyleinc.com.

Having spent years creating custom swimwear for family, friends and pageant girls, Kathleen Bruening, the owner and designer of Kate Swim, decided in 2012 to expand her design skills and attack the retail market. Since creating the suit for Kate Upton that graced the cover of Sports Illustrated in February, Kathleen and her team have been very busy rebrand-

ing their swimwear line from Suit Yourself Bikinis by Kathleen Bruening to Kate Swim and setting up high-quality American



manufacturing. Kate Swim's 2013 lineup will feature one section devoted entirely to the suits that have been featured in Sports Illustrated plus, being true to herself, one section of hot-off-the-runway, unique, high-quality designer fashions, many with coordinating coverups. Kate Swim offers impeccable customer service and only the highest-quality products. Call (800) 2-SWIM-33, email info@kateswim.com, or visit www. KateSwim.com.

Designed in Western Australia, Kooey is an entirely Australian-owned and operated swimwear label. Fully "home grown," the label is also inspired by Australia. Each season, Kooey designs men's and women's swimwear and resort wear featuring bold styles and striking colors with custom-designed prints that are exclusive to Kooey each season. Since its Australian





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

As a full-time kiteboarder and watersports enthusiast, **Sensi** was constantly looking for a bathing suit that would perform at the same high level she did. After countless slip-ups and lost tops, she decided to create a suit that would provide support and functional-



ity while remaining fun and flirty with that hint of sexuality Sensi was always looking for. Seeking to bring greater functionality and fun to bathing suits, she started Sensi Bikinis—where she pursues her vision of swimwear that is feminine and strong, supportive yet fun and playful. All styles are cut to stay in place when active. Sensi Bikinis allows freedom of movement and non-slip action that lets you focus on your riding while still demonstrating a girl's graceful, gleeful and seductive side. Sensi Bikinis are made to stay put. Whether learning a new handle pass or duck diving Teahupoo, our suits keep up with you. http://sensibikinis.com



Zealand has become the world's leading protective swimwear brand for children newborn to 12+ years old. Our origins began in the juniors sailing market and now reaches

children around the world. Snapper Rock's range blocks 98 percent



of harmful UVA and UVB rays.

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ADVERTORIAL



biKa Swimwear: Classy, Glamorous, Exotic

ne look at the exploding palette of colors, textures, and bling that characterize biKa Swimwear's 2013 Spring/Summer swim collection and you know you are in for something very different. Think Bollywood in a bathing suit and you have the exuberant Indian spirit that designer and founder Ambika Sanjana imbues in each of her distinctive, 100 percent handmade suits.

These are not suits for the shy. "The ideal biKa Swimsuit customer is a woman who enjoys feeling like a superstar," Sanjana says. Sanjana, who splits her time between Mumbai, Miami, and Los Angeles, borrows aesthetic elements from each of these cities for her creations. "I have been fortunate to have lived by the ocean my entire life," she says. "Spending countless summers at the beach has given me a deep understanding of what swimwear standards are."

When biKa Swimwear launched at Miami Swim Week in July



www.bikabazaar.com info@bikabazaar.com 888-811-0223

2011, the market took immediate notice. "I love the opulence of Indian traditional garments and also the sassiness of a sexy swimsuit," Sanjana explains. "I was inspired to create a line that was an amalgamation of the two."

Using exclusively Italian fabric and employing the skills of a team of artisans. biKa Swimwear hand fabricates each suit at its Mumbai master workshop and factory. Last year's "overwhelming response" to the collection of bikinis, monokinis, one-pieces, bandeaux, tankinis, tunics, ponchos, panta pareos, sarongs, and beach accessories has enabled Ambika Sanjana and cofounder and director of operations Avani Patel to sell not only in Los Angeles, Miami, and Mumbai but also to launch the line in Ibiza this summer.

"BiKa Swimwear is a perfect blend of the eastern exotic and western stylish," Sanjana says. "Each suit is a special creation that will make a woman feel like a goddess."

SwimShorts, continued from page 31

York (August and October), Swim Collectives, Huntington Beach (August); ISAM, Las Vegas (August); and Surf Expo, Orlando (October & January). Please visit our website (*www.snapperrock.com*) for booth information and contact information.

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Sportek International Inc. is one of the leaders in importing, converting and distributing sportswear and functional fabrics, including swimwear, in the United States. We have more than two decades of experience and presence in the apparel industry in the United States, Canada, and Mexico and are the proud supplier of the leading swimwear, cycle wear, rash guard, dance wear, and outerwear manufacturers. Our headquarters

and distribution warehouse is located in Los Angeles with more than a million yards of goods in stock, making us one



of the largest elastic, pile and fleece, technical, and functional fabrics distributors in the country. Our fabric selection is vast and includes Nylon/Spandex, Poly/ Spandex, Moisture Management Spandex in both solids and prints. Fast friendly and responsive service is our philosophy, and we have been able to bring this in action as our policy. www.sportek.com

Ula Swimwear is an exotic, high-end swimwear line named after the Roman goddess "Ula," who is the "Sea Jewel." These swimsuits are designed with precision to create the perfect fit for young women. Ula

Swimwear is made in Los Angeles, California, with a guarantee of quality and design perfection. With fit precision, quality fabrics, vibrant colors, and original designs, Ula Swimwear makes every young woman look and feel like the



woman look and feel like the goddess she truly is! www.ulaswim.com

Invista recently revealed new consumer insights and technical advantages regarding swimwear with Xtra Life LYCRA® fiber. This information offers new perspectives on consumer behaviours and priorities when shopping for swimwear. Research commissioned by Invista confirms that fit is the most important factor when shopping for swimwear. Reinforced by these new findings, Xtra Life LYCRA® fiber is known for its superb fit and resistance to degradation from the swim

environment, with a proven record of strength when faced with the damaging effects of perspiration, chlorine, sunscreen, or heat. The new global marketing campaign "Unstoppable" focuses on this con-



sumer confidence in swimwear with Xtra Life LYCRA® fiber. This unique campaign features three extreme themes to symbolize the technical advantages of Xtra Life LYCRA® fiber in the severe swim environment. For more information, contact Ninabeth Sowell at *Ninabeth.g.sowell@INVISTA.com* or (704) 586-7658. LYCRA® is a trademark of INVISTA.

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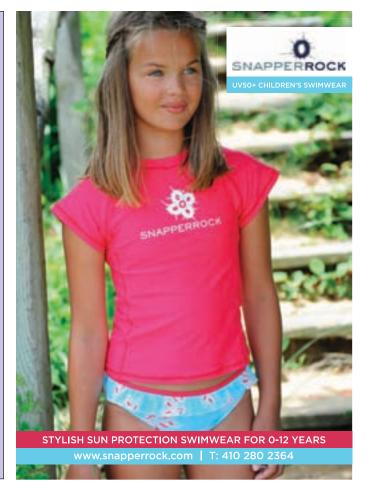
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In the Garden

Textile designers head to the garden for inspiration. Awash in bright colors, floral prints and botanical imagery turn up in prints, embroideries and knitted fabrications for swimwear and coverups.-Alison A. Nieder



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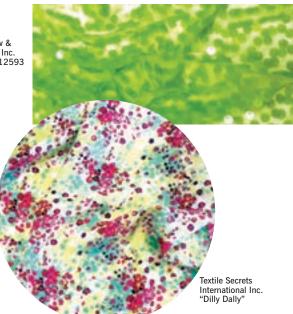
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