# VOL. 69 NO. 38

2014 WATER WEAR

## Miami Swim Week Runway Report MIAMI HEAT Swim Trends Cruise '14

Swim Textiles Black & Blue

Behind the Scenes in Miami Beach



Catching Up With CM Cia. Marítima's Benny Rosset

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#### fashion

- 9 Miami Swim Week **Runway Report** By N. Jayne Seward
- 16 Catching Up With CM Cia.Marítima's **Benny Rosset** The founder of the Brazilian swim label discusses business, rebranding and textiles. By N. Jayne Seward

26 Behind the Scenes in Miami Beach

#### departments

- 18 Miami Heat Swim Trends Cruise '14
- 20 Swim Textiles Black & Blue
- 22 Swim Shorts



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### miami swim week

Miami Beach was the place to be and be seen during Miami Swim Week. The style set flocked to the city's chic hotel scene for fashion shows, trade shows and cocktail parties.

Designers from around the world presented their Cruise 2014 collections featuring the season's hottest styles. Here is a look at the runway shows held throughout the week at Mercedes-Benz Fashion Week Swim, Miami SwimShow, Salon Allure, Funkshion Fashion Week and more. -N. Jayne Seward



Mara Hoffman Swim



Minimale Animale





Diva by Rachel Pappo Chromat N.L.P.



Miami SwimShow CALIFORNIA APPAREL NEWS/WATERWEAR 2014 SEPTEMBER 3, 2013

#### **Original Penguin**



9

#### **RUNWAY REPORT**



Aqua Di Lara



Beach Bunny



CM Cia.Marítima





Dolores Cortés 10

TIM REGAS

TIM REGAS



Suboo



Maaji Swimwear



Luli Fama



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Agua Bendita



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OF GOTTEX

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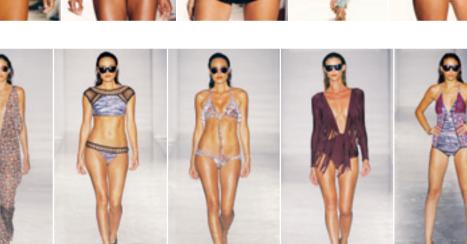
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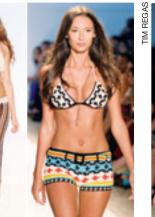


Sauvage

TIM REGAS



Anna Kosturova







Lolli Swim



Beach Riot

TIM REGAS





A.Ché





Aquarella Swimwear CALIFORNIA APPAREL NEWS/WATERWEAR 2014 SEPTEMBER 3, 2013



Indah







Caitlin Kelly



Cia.Marítima is one of Brazil's top names in swimwear and is worn by celebs, including Rihanna and Gisele Bündchen. The brand is owned by The Rosset Group, the country's premier producer of textiles, and its U.S., Canadian and U.K. operations are handled by Oxnard, Calif.-based Style West. This year in Miami the iconic collection relaunched in the U.S. under the name CM and created special cuts and silhouettes for the U.S. market. During Mercedes-Benz Fashion

## **Catching Up With** CM Cia.Marítima's **Benny Rosset**

Week Swim, California Apparel News Fashion Editor N. Jayne Seward caught up with founder and design director Benny Rosset to talk inspiration, trends and new developments for the season.

#### What was the inspiration for Cruise '14?

The inspiration is the gypsetters—those people travel all around the world looking for new things and new behaviors. So, we explored that behavior and brought a lot of new things for the collection-new cuts, new styles, new prints and new colors. Mainly, we have our trademarkthat is, the animal prints-which we have to have every year. We brought ethnic prints, also, and very bright colors like orange, purple and blue and the combination of all of them.

#### CM Cia.Marítima is owned by The Rosset Group. What are some of the fabrics you used?

We created a new fabric with a new yarn that we've been developing for the last year. It's a very bright yarn. When you print on that yarn, it's like you watched HD television. The background helps you to print better.

#### Does it have a specific name?

We have a technical name [but it's known as "Marakesh"].

#### What else is new?

I think the hot pants will be something hot for summer. In Brazil, they are used to very tiny bottoms, and the Brazilian woman is wearing hot pants now.

#### Are you offering all of the runway pieces in the collection?

Yes, all the pieces are in the collection. It will depend on the buyers.

Dynamic ethnic and animal prints characterize the 2014 collection.

**CIA.MARÍTIMA** 



Benny Rosset and model walk the runway in Miami.



Behind the scenes: The CM team casts models in Miami Beach for the runway show.



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#221 Neon Lime Slide Halter Top W/ Soft Cups

Brazil Back Lace-Up Scrunchie



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#### Corset Effect



Luli Fama

Maaji Swimwear







Black & White

IM REGAS, ARUN NEVADER/GETTY IMAGES, N. JAYNE SEWARD



Maaji Swimwear

Short Take



## Miami Heat

Swimwear was hotter than hot at this year's Miami Swim Week. And so were the newest trends, which designers presented on the runways and trade shows, held in Miami Beach July 18-23. From scuba-inspired styles to ethnic chic, swimwear has turned into an art form. There were plenty of neoprene, intricate strapping, original artwork and high-tech construction. Surf-inspired looks and rashguards are the new must haves while mesh fabrications, crochet and black-andwhite color palettes are key for the season. Look for sporty activewear, tropicalisland kitsch and sexy Bond Girl looks to heat up the beach this season.

Pily Q

Crochet

Anna Kosturova



Naila

Vitamin A

Vitamin A



Bettinis



Mara Hoffman Swim CM Cia.Marítima

-N. Jayne Seward

Suboo



Mara Hoffman Swim



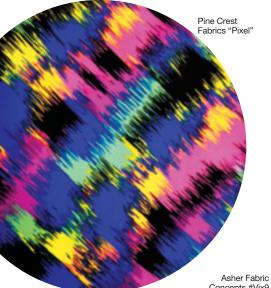




CALIFORNIA APPAREL NEWS/WATERWEAR 2014 SEPTEMBER 3, 2013



Tessitura Taiana Virgilio style #Z011383



Black & Blue

Marine blue adds a punch of color to black-and-white trend, from preppy rugby patterns to cheery conversational prints.



Sportek International #MIR287-09

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## swim**q&A**

For this new edition of Swim Shorts—now called Swim Q&A—we decided to ask you a few questions, from the whimsical to the practical to the profound. The questions this edition were: What's the most memorable swimsuit you've ever worn? What trend do you think will gain the most traction this season? What is the one most important thing buyers should know before attending market? What inspires you? Why swimwear? Here's what you told us.



#### Beach Rays

WET, a brand devoted to redefining sexy, creates one-of-a-kind contemporary swimwear that combines sophistication, elegance, and revolutionary prints and designs into one unbelievably sexy package. www.beachrays.com

What's the most memorable suit you've ever owned, and how did it inspire you?

Back in 2000, arriving in Southern California for the first time, I remember purchasing a beautifully designed hibiscus-printed two-piece swimsuit. While it looked great aesthetically, the fit was far from perfect. Since then, as a designer, I've realized that a great suit is only as good as its fit. When designing WET, this is constantly in the back of my mind. I believe WET is the true definition of a perfect swimsuit because of the importance our team places on the balance between the design and the construction of the suit. WET redefines sexy by giving you nothing less than a great swimsuit.

...

#### Bikini Joes

What is the secret to "Bikini Joe" (Joe Clinard Jr.)? He says he is also a mall retailer and listens to his customers and gets his direction from the street, mall fashion, and the beach. Clinard says: "I have had stores through the years;

fit, style, value-added, quality, and service stand out. AQ-WA.com, LegalBeach.com & Twitter.com/ RealBikiniJoe.

#### What's the one most important thing buyers need to know before attending market?

In Bikini Joe's recent MAGIC show interview with Fashion One TV, he says, "I could very well be the only 68-year-old bikini designer." He designs and produces his second-year AQ-WA Contemporary Separates & Legal Beach Bikini Mix-Match lines and consults on a third, H2oh, which he developed six years ago. "After over 20 years, these are the most successful lines I have ever had."





#### California Label Products California Label Products has serviced the apparel industry for 20 years. Our in-house Art Department can help create a new look for your tags and labels or

price your current items! *www.californialabel.com*, *info@californialabel.com*, or (310) 523-5800 Which trend this season will be the most influential?

We know swimwear requires special attention. Whether you want the sleek look of a spot UV or a transparent PVC tag, an eye-catching metal charm or a plastic seal, we can bring your brand to life. Translucent labels that are soft on your skin, tagless labels, and high-density woven labels are other options we offer. Call us, and we'll inspire you from design to delivery!





#### Emsig

Emsig's creative line of swimsuit accessories is ready to be shown to you. These trim items are chlorine-, saltwater- and sand-resistant. Call Mike in L.A. at (818) 787-7209 or N.Y. at (800) 364-8003. *www. emsig.com* 

#### What's the one most important thing buyers need to know before attending market?

Always be on the lookout for what is new and creative in trims, so as to enhance your swimsuit and coverup apparel. Think of yourself as the consumer for your product by looking for what you could do in making the decision to buy your brand of swimwear. You always have the opportunity to create the new trends, and our accessories will enhance that!



#### Fashionista Cafe

Fashionista Cafe is a social community focused on the six creative industries of fashion, beauty, interior design, graphics, photography, and luxury and the professionals working therein. Our network offers discussion forums, trending topics, job openings, coaching, and networking. *www.FashionistaCafe. com* 

#### What's the one most important thing buyers need to know before attending market?

Buyers need to make appointments with sellers before attending market. They need to get all the line sheets and prices to already be able to make decisions on the inventory they are willing to buy during their meeting at the booth. This way it is easier for them to get organized, line up their merchandise, and stay within budget.

What's the most memorable suit you've ever owned, and how did it inspire you?

I owned a white and beige striped skirt suit, which was very striking. It looked elegant, refined, and sophisticated but at the same time modern and contemporary. I looked like a dynamic and confident businesswoman in it!

#### Which trend this season will be the most influential?

The floral-botanical trend is still very powerful. We also noticed a lot of mixture among plaids, floral prints, and embroideries. It's going to be very interesting!

#### ...



H2oh! is a collection of extraordinary solid color swimwear separates. We focus our line to flatter any

body shape, and our 15 colors allow us to complement any skin tone. *www.h20hcolours@gmail.com* Which trend this season will be the most influential?

As a company we believe the most influential trend this year is going to be the bra cup bandeau style. It is already being shown in all of the major swimwear companies as their top style for spring. We currently have this style in production, and it will be ready to order by Nov. 15 of this year! We also think that bright pastels are going to do amazingly this year. We are keeping up to date with this trend by offering three new colors: mint, peach, and bright yellow.

#### • • •



INVISTA has developed a fresh approach to fashion swimwear based on new consumer insights and technical advantages with XTRA LIFE LYCRA®

fiber. Global research commissioned by INVISTA reveals perspectives on consumer priorities when shopping for fashion swimwear and beachwear, as well as behavior patterns and expectations in its use. (212) 512-9294 or *Elana.Page@invista.com* **What's the one most important thing buyers need to know before attending market?** 

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Continued from page 22



florals, to graphics, to no pattern/patterns. Our fabric prints have bright, vivid colors for swimwear and deep, dark colors for the dress and sportswear trade. Call Glen Schneer or Joel Goldfarb at (212) 921-9770 to schedule a visit.

#### Which trend this season will be the most influential?

When reading the fashion section of the NYT in the last few days, one can not miss the often-mentioned fabric trend in NEOPRENE. From the runways in Europe, to the apparel shows in Miami, the fabric Neoprene jumps out to the reader. La Lame is proud to say we have had a huge success with this fabric. In addition La Lame offers a solid range of colors that go from white and pastels to mediums and darks. We can provide strike-offs and production edge quickly with our digital print application for the strike-offs and proceed with heat sublimation for the production. Delivery is quick and tends to meet all requests. The fabric is available in two weights: 1) for the sportswear and dress trade, and 2) in a heavier weight for swimwear and wet-suit trade.



#### Mia Marcelle

Mia Marcelle is a luxury line of women's swimwear that is designed in Napa Valley and made in the USA. The couple behind the brand focus on craft couture, luxurious fabrics, and sensual

ous t styles. www.miamarcelle.com

#### What's the most memorable suit you've ever owned, and how did it inspire you?

There is nothing more beautiful than a woman who is secure in her body, regardless of size or shape. The notion that her pure femininity and sensual beauty comes from her own confidence is a philosophy in which Amber Wagner, creative director, believes down to her core. A few years ago, while on vacation, Amber was inspired by a buxom older woman who was lounging around the pool topless and in a sexy bikini bottom, and she just radiated beauty. You could tell that her husband was enthralled with her and cherished every so-called flaw that she may have had. Above all else, her beauty came from the confidence she had in herself. She was the most beautiful woman at the pool, and you could tell everyone agreed. Amber realized from that moment on what a gift the woman had and that any woman can simply give that gift to themselves.

Which trend this season will be the most influential?

Amber and Joe Wagner have five children with one

more on the way. The have a passion for crafting high-end swimwear, and they focus on using extremely soft, supple fabrics that contour to a woman's natural curves. Although knowing trends is an important piece to creating suits that are up to date, Mia Marcelle focuses on following the goal of producing suits that use just the right balance of sexiness, simplicity, and exoticism. The end result of having a suit that is of top quality is very important to Mia Marcelle—perhaps that is the most crucial "trend" they are following this season.



#### Miraclesuit Swimwear

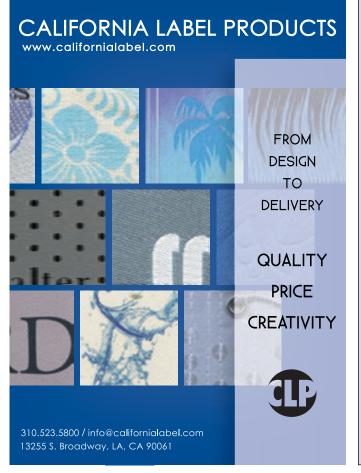


Miraclesuit Swimwear remains an iconic, staple swimsuit making women feel fabulous for over two decades ... and the way it makes women feel is simply priceless. Miraclesuit is more than an investment piece ... it's a revelation. Women of all shapes and sizes wear Miracle-

suit because, quite simply put, it is created like no other swimsuit in the world.

#### What's the one most important thing buyers need to know before attending market?

It's alot of work! Lots to see in a short period of time. Know your market, what inspires you, your clientele. ... Check out the trend booths and reinterpret



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#### What's the most memorable suit you've ever owned, and how did it inspire you?

My favorite suit was a halter flyaway trapeze tankini 2 pc with an open back. I was all of 10 and thought it was so sophisticated! I loved how I felt in it ... grown up, so cool in my Indian motif pattern. I still remember it vividly! It made me feel like a teenager but gave me the coverage I needed-not that I had much to cover, but I knew if I wore the right thing if it fit my body, I would like the way I looked in it and feel confident.

#### Which trend this season will be the most influential?

The return to vibrancy in color and print ... love all the cutout details, mysterious meshing, and calls of the wild in patterns.

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#### What's the one most important thing buyers need to know before attending market?

Make appointments before the show, know the booth numbers, and leave some time for walking the show. You just never know when you might stumble on a great find!

#### What's the most memorable suit you've ever owned, and how did it inspire you?

It was a tiny bikini that was given to my daughter when she was born. Despite being oh so cute, coming from New Zealand, where the sun is intense, you would never put your baby in the sun in something so skimpy. It was part of the inspiration to further develop the baby side of our sun-protection range. With pediatricians recommending you don't put sunscreen on babies, it is vital their delicate skin is protected from the sun in UV50+ sun suits.

#### Which trend this season will be the most influential?

Island-inspired prints, pure colors, sea creatures, and, as always, the classic fresh and fun stripes.

. . .



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as well as production, is two weeks. We are in the heart of Asia and can do distribution there. info@ trimnetworks.com or www.trimnetworks.com What's the one most important thing buyers need

#### to know before attending market?

The buyer needs to know what the current fashion or trend is.

#### What's the most memorable suit you've ever owned, and how did it inspire you?

Giorgio Armani. It is simple yet elegant and comfortable.

#### Which trend this season will be the most influential?

I am not a designer, but I see that there is plenty of attention to the hardware and trims.



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## Apparel News WATERWEAR 2014

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#### Miami Swim Week Behind the Scenes

There was plenty of action on and off the runway during Miami Swim Week. From poolside fashion shows to cocktail parties and everything in between, here are a few shots captured by Fashion Editor N. Jayne Seward from behind the scenes. Enjoy! OM

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