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Winter in Southern California means hoodies over shorts and wetsuits over swimwear. Photos by Tim Regas and John Eckmier

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Cheeki Swim Reversible Chic

In launching her swimwear collection, Cheeki Swim, Rosie Davenport was inspired by her globetrotter lifestyle as well as her California coast upbringing.

"I was actually most inspired to start this line after a post-college graduate trip to Hawaii where I saw so many body

Mia Marcelle Swimwear on the Vine

Amber Wagner's idea for her new swimwear label, Mia Marcelle, designed in Napa Valley, Calif., had been fermenting for some time.

Wagner, whose husband, Joe, is a winemaker and viticulturist, had been contemplating starting some kind of clothing label. "For many years,



my husband and I toiled with the idea of lingerie," said Wagner, a mother of six. "However, I am just very comfortable and familiar with swim-

wear. It is just part of my life."

So Wagner took all the ideas that had been aging in her head and started designing her first collection, which debuted in time for the Summer 2014 season. After showing at two trade shows, she was picked up by a handful of boutiques in California.

The designer's focus is on luxury

types rocking 'cheeky' cut swimwear, and they looked amazing! I was motivated to design a piece of swimwear that could be worn multiple ways and look great every which way," Davenport said.

The collection was first launched last August at the Swim Collective trade show in Huntington Beach, Calif.

Cheeki swimwear is reversible, so the pieces can be worn in multiple ways. The standard top can be worn as a halter, bandeau or knotted in the middle with a twist to the shape; the bikini top also serves as a bottom.

There are two-tone color options that

come in brown and yellow, blue and red, blue and orange, violet and purple, and pink and yellow, as well as solids. The "Kinky" top features cross-string details and cutout sides, and the "Deviant" bandeau wrap top has string ties along the top and midsection. The "Volatile" monokini



has multiple strings crossing the stomach and back. There is also a solid cobalt-blue monokini with detachable metal clasps along the middle that can be worn in different ways. There are coverup maxi

> dresses and bottoms with a drawstring waist and cutout bow ties along the leg.

"The idea to design suits with multiple ways to wear was the basis of the entire brand's conception," Davenport said. Bikini tops come in A to D cup sizes, and all of the swimwear is manufactured in Bali.

Bikini bottoms wholesale starting at \$27 with bikini tops at \$30 and one-pieces averaging \$45.

The line is currently being sold in local boutiques, and

an online shop will be launching shortly. "The type of girl who most appreciates

Cheeki swimwear is bright and playful," Davenport said,

For information, contact Rosie Davenport at *info@getcheeki.com*. —Sarah Wolfson



fabrics that feel so good you never want to shed your swimsuit. "I fell in love with a nylon-based fabric that is really soft," Wagner said. It is blended with spandex for stretch. She sources her fabrics from mills in Brazil and France. All her suits are sewn in northern California.

For her first season, Wagner designed about a dozen styles that veered more toward minimal coverage for the two-pieces and more traditional coverage for the one-pieces. "I think for swimwear, less is more," the designer said. "For 2015, we are doing a combo of both minimum cuts and full to moderate silhouettes."

The Summer 2015 season offers seven one-piece

silhouettes and about 10 two-piece silhouettes. The two-pieces have tops that are fashioned into a twisted bandeau, triangle tops or halters. Bottoms are abbreviated.

She is injecting the collection with some prints and colors that have a Polynesian theme, reminding her of her honeymoon in Tahiti. "I am really loving the prints we came up with this year," she said.

Wholesale prices for one-pieces are \$100. Separates wholesale for \$50 to \$60 per piece.

For more information, call (707) 339-0680 or visit *www.miamar-celle.com.*—*Deborah Belgum*



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<mark>Mi Ola</mark> Swimwear With a Pura Vida Sensibility

Swimwear designer Helena Fogarty has about 15 years of fashion experience under her belt and has worked for top brands such as Chanel, Ferragamo and Zac Posen, as well as *Harper's Bazaar*. Nearly five years ago, she left her New

York fashion life and moved to Costa Rica to surf every day. "Once I was in the water being active, I needed great swimwear



that was sexy, high quality and functional. I couldn't find any," Fogarty said. "The industry has great brands making beautiful, amazing suits that are very stylish and high quality. The industry also has wonderful functional suits, which often sacrifice style." Fogarty's swim collection, Mi Ola, brings style, quality and functionality together—and each style is wave-tested and surfer-approved.

All of the suits are made in New York from a high-quality, durable, 80/20 nylon/ spandex blend for the solid suits containing a UPF50. "I've tested all the fabrics in saltwater and chlorine to make sure the color stays. We self-line, which makes for a more sturdy and substantial garment," Fogarty said. Even the hardware, which is made in Rhode Island, is stress tested by surfers. The metal rings are molded out of brass so they won't tarnish or leave residue.

The colorways are vibrant and colorful but not too ostentatious. All of the prints are exclusive to Mi Ola with new designs chosen for each season. "I love a great palm print, but it's hard finding one that's not kitschy. We have other prints in our [2014] collection which are inspired by



jellyfish, bones, feathers and more—in a beautiful way," Fogarty said.

The tops and rashguards often have a double-back tie, offering extra support. The bottoms have a special gripper elastic to hold the suit in around the waist.

Bottoms wholesale for \$34, tops are \$38, and rashguards are \$48.

Diane's Beachwear in Huntington Beach, Calif., and Palm Springs, Calif., carried the 2013 collection, and the current collection is available at the company's website (*www. mi-ola.com*).—*Sarah Wolfson*

Tom & Teddy Father-and-Son Boardshorts

Tom & Teddy is a premium swimwear brand that was created for men and boys—fathers and sons, uncles and nephews—to celebrate their bond and mutual love for the water. The contemporary active swim line includes colorful printed trunk shorts made with a snug-fit elastic waistline and midthigh length offering an elevated boardshort.

Husband and wife Jelle de Jong and Michelle L'Huillier launched the line in 2012 in Australia but with a global reach thanks to its e-commerce site (*www. tomandteddy.com*). The line is carried in a few Los Angeles boutiques, and, in 2014, the company is focusing on further building business in the U.S.

"The concept was born out of our experiences of living near the beach in Sydney," L'Huillier said. "Our Australian lifestyle had a huge impact, both on the initial idea and the development of the product. We wanted to

design something that was functional, fun and flatter-

ing to wear, and we felt the options at that time were fairly limited." The line also commemorates L'Huillier's family lineage. The

name Tom & Teddy was with them from the inception. "We were looking for a name that symbolized the relationship between a father and his son and that also resonated with us as a family," L'Huillier said. Both Tom and Teddy are names that have been in L'Huillier's family for generations. Her great-grandfather was named Thomas Edward, her grandfather's name was Teddy (short for Edward), and her son is also called Thomas Edward. She also has cousins named Tom and Ted. The line features original graphic

The line features original graphic prints of octopi, fish and turtles, as well as stripes and solids. And sizes range from 1-year-old up to men's XXL. "When we first put together the

specifications for the fit models, we were very conscious of producing a length that would be extremely comfortable to wear—shorts that people could wear all day at the beach or pool without feeling the need to get changed after swimming," L' Huillier said. "Comfort, durability and quick-drying fabric were all key for us."

Along with a functionality factor, Tom & Teddy swimwear offers side and back pockets with Velcro clo-

sures, rear eyelets for air circulation, a braided draw cord at the waist and an integrated microfiber/cotton mesh lining. The suits, which are produced in Shanghai, are saltwater and chlorine resistant as well as UV protected. Wholesale prices range from \$30 to \$55.

For sales information, contact Michelle L'Huillier at *michelle*@ *tomandteddy.com.*—*S.W.*

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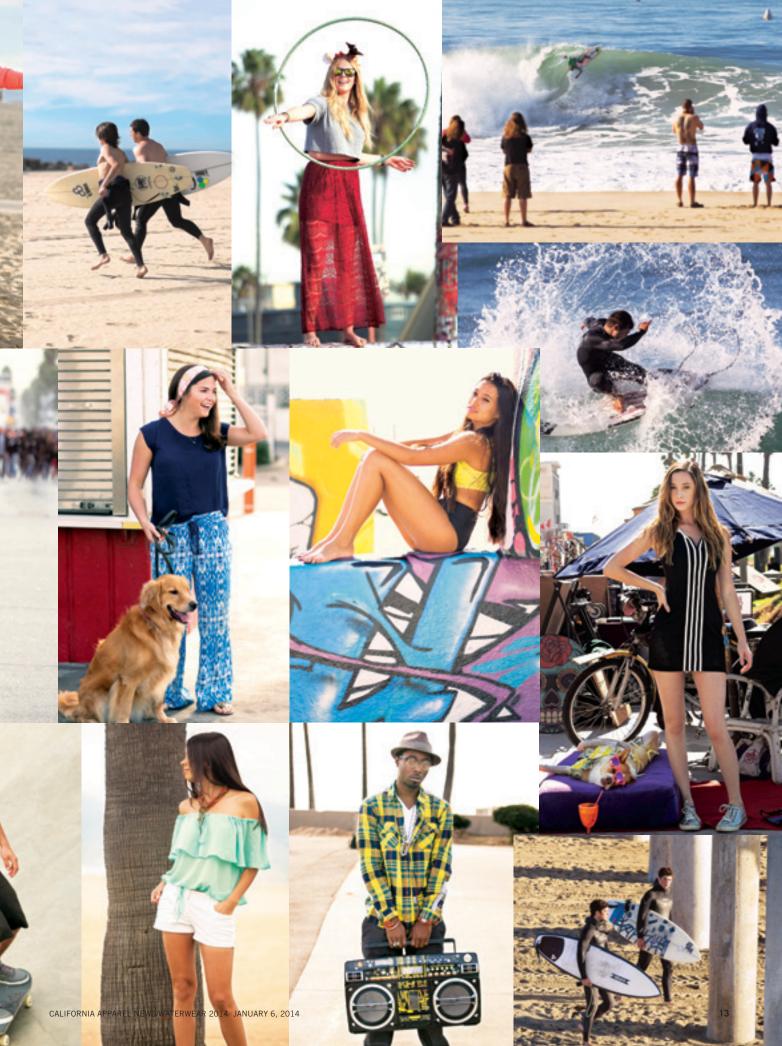
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Winter in Southern California is no excuse to skip th beach. "Chilly" temperatures in the 70s just means hood is are layered over shorts and surfers break out th wetsuits. We headed out to Los Angeles' iconic Venic Beach and the original surf city, Huntington Beach, Calif to capture the scene. Photos by Tim Regas and John Eckmier

Winter in Southern California is no excuse to skip the beach. "Chilly" temperatures in the 70s just means hoodies are layered over shorts and surfers break out the wetsuits. We headed out to Los Angeles' iconic Venice Beach and the original surf city, Huntington Beach, Calif.,

O/





The reintroduction of vintage surf brands seeks to recapture the excitement of surfing's apparel pioneers. BY RHEA CORTADO

In the denim market, vintage labels such as Dittos from the '70s have been plucked from flea markets for contemporary revival when high-waist silhouettes are predicted to come back. Meanwhile, original brands such as Levi's have introduced capsule collections that tinker with vintage styles for today's customers craving a piece of the past. Not unlike the way rare vintage jeans are coveted by denim aficionados for their authentically worn scars, surfers have been in a nostalgic mood about the wild and exciting yesteryears of surfing—and the shorts those surfers wore. The vintage apparel evokes an era when surf shorts and surfboards were custom and handmade versus the mass-produced multimillion-dollar industry it is today.

Capturing the

"The next generation, they are all looking at the lifestyle of surfing," says Jonathan Paskowitz, current president of Lightning Bolt, who grew up in the thick of surf culture in the 1960s. "[Today's youth says,] 'I just want to buy an old Econoline van, put a queen-size mattress in the back, take my girlfriend, go the beach and spend the whole day surfing. To just chill and surf with your friends that's the part in the past that everyone's really craving. That's real surfing."



Famous surfer Gerry Lopez during a surf competition in Hawaii in the 1970s

That allure of the endless-summer lifestyle is what catapulted early brands such as Lightning Bolt to international fame. Lightning Bolt's trajectory is similar to many surf apparel brands that blew up, then faded from relevance. Paskowitz said Lightning Bolt caught on viral fire in Hawaii as the most stylish surfers in the world rode boards bearing the bolt logo. During the late 1960s to 1970s it grew to mass global distribution. The brand exploded into excessive licensing during the 1980s, diluting its name among core surfers, until finally it ceased to produce apparel.

Resurrected in 2009, Lightning Bolt parlayed the beloved part of its surf history into the contemporary market with bolt-adorned premium T-shirts made in Los Angeles. Paskowitz said he initially showed the line



The carefree beach life in Lightning Bolt's latest collection

to surf shops but buyers complained it was too expensive.

"We started getting into that more fashion, art, music, contemporary sportswear mindset just leaned back on the notoriety of Lightning Bolt—and made good stuff. Through that process, we were able to find an alternate tier to run on," Paskowitz said. Today the brand offers both the nostalgic vintage T-shirts and casual sportswear at competitive contemporary price points.

M.Nii draws inspiration from the earliest days of surfing in the 1950s, before there was such a thing as surf trunks. Surf-industry veteran Randy Hild stumbled upon a pair of M.Nii "Makaha Drowners" shorts, which he brought to colleague John Moore to help investigate their history. They found that "M.Nii" was the mark of the tailor in Oahu who sewed only madeto-measure shorts for each customer. Vintage photos show that Hollywood celebrities and members of the Rat Pack wore shorts made by the M.Nii tailor.

"In our case, the 'second time around' is the creation of an actual brand," said Moore of the new M.Nii, which honors the spirit of Hawaii in the mid-century but is designed for a modern consumer.

"I believe you can track the intangible cool of our surfing lifestyle back to that little tailor shop. There was no surf industry yet, and there were no functional trunks—just the desire to paddle into the unknown and have a damn good time," Moore said.

Another way that Moore honors M.Nii's handmade origins is to manufacture under close watch in Los Angeles.

"In the '70s and '80s the surf industry was built in Southern California and Australian factories, but, in the '90s, all of the sourcing went to China and India so they could pay lower labor wages and get higher margins for investors. Quality suffered and the soul was sucked out of the product," Moore said.

"With M.Nii it's important to us that the collection has an elevated taste level and wearability for all seasons regardless of your location—beach or city," said Moore, citing New York and Japan as two of the brand's strongest markets.

Riding the vintage wave

Capturing the vintage spirit has taken different forms for different brands. Original Jams—a brand founded in Hawaii that was big in the 1960s for its colorful pajama cutoffs announced a rebirth by new investors and showed modern versions of shorts in the original vintage prints as well as men's casual sportswear. Since Original Jams exhibited last August at Liberty Fairs in Las Vegas, the brand's release date had been moved to 2015 with no comment by the brand spokesperson as to further details.

Hang Ten Gold was launched in 2012 as a high-end version of the brand separate from the Hang Ten products that currently sell at Kohl's.



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Top: Vintage-inspired M.Nii shirts made in Los Angeles. Bottom: The original bespoke vintage M.Nii shorts that inspired a contemporary line.







Clockwise from above, left: Original Katin vintage patterns, which are still used to make custom trunks. Sato Hughes has been sewing trunks since 1961. A pair of boardshorts from the contemporary Katin collection featuring drawstring design details as the retro versions. The current Katin surf shop in Huntington Beach.



Endless Summer Continued from page 15

Hang Ten Gold was originally conceived by Jason Bleick, a veteran of the surf apparel industry who has since parted with Hang Ten Gold though the premium label continues to forge ahead with a new designer. The 1970s brand Sundek was able to find a successful niche rebirth with European investors and customers that favor trunk hemlines at mid-thigh length and in the brand's signature bright colors.

As one of the first surf trunk brands to emerge in California in 1959, Katin honors its history by continuing its business as usual. The original owners of the brand, Walt and Nancy Katin, started out with shorts made of boat canvas cloth sewed in their Surfside, Calif., shop with the help of hired seamstress Sato Hughes to fulfill the growing demand for surf trunks at the time. Hughes inherited the business when Nancy Katin passed away in 1986, and today Hughes can still be found in the back of the Katin surf shop in Huntington Beach, Calif., sewing custom Kanvas by Katin trunks.

About eight years ago, Katin spearheaded a young contemporary apparel division that draws upon the company's 60-year history—from the original boardshort fabrications to abundant archive imagery of Katin-sponsored surf contests throughout the years.

"I think [Katin's] unique vibe is our story," said Mac Beu, president of Katin USA. "It's something that we live and breathe. It's not something we wrote on a piece of paper and paid a bunch of money to market."

Katin's story has attracted collaborations with fashion brands from Club Monaco to Apolis for one-off capsule collections. It's resonating with the

youth, too. Katin's contemporary apparel won the Best Swim/Active award by the Blogger Project Awards last August.

"A lot of the new emerging brands are doing a great job of differentiating themselves and doing something cool. That's who we're sitting with [at retail]," Beu said.

Both Moore and Paskowitz agreed from experience that relaunching a recognizable brand name is no easier than starting a new label from scratch. In both regards, customers are looking for something that has a fresh perspective that they can personally relate to.

"There's so much noise in the marketplace today, and we're all searching for something meaningful," Moore said. "Technology is meaningful because it can improve the quality of our lives, and history is meaningful because it's already tried and tested. I think we need to find the perfect balance—something informed by the past but reimagined for the future."

Paskowitz said that the emergence of surf apparel brands in the late 1960s and 1970s was all new territory. "We're the underdogs in that way, and people respect that," said Paskowitz of Lightning Bolt competing in the current surf lifestyle space.

"It was different back then; there was more pasture. Now you have to make it yourself." **WW**





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Resort Season in Southern California's South Bay

In Manhattan Beach and Hermosa Beach, Calif., swimwear is a year-round business.

BY ANDREW ASCH

It's resort season in the South Bay of Los Angeles County.

But instead of the world coming to swim or play volleyball in Hermosa Beach and Manhattan Beach, the residents of these wealthy seaside towns take trips to Mexico, the Caribbean and even the South Pacific.

Those traveling aim to escape the relative gloom in the South Bay. During the week of Dec. 19, the skies were a little cloudy and the temperatures registered in the mid-50s. For the South Bay, that's inclement weather. For someone from Chicago or Minnesota, it's time to hit the beach. The strange juxtaposition of the weather being kind of nice and kind of bad does a lot to explain a schizophrenic boutique business in these towns, said Richard O'Reilly of Spyder Surf in Hermosa Beach.

"I read the sales reports, and we're selling boardshorts, walk shorts-and fleece," he said.

But Spyder's sales reports also confirm that swimwear sales go year-round in Southern California. It's a business to sell to people who are traveling abroad and those swimming and surfing along Southern California's waters. Here's a look at what's selling in Hermosa Beach and Manhattan Beach during resort season.

Spyder Surf

Hurley's "Phantom" series of boardshorts has repeatedly taken awards for "Best Boardshort of the Year" from the Surf Industry Manufacturers Association. It's no surprise that Hurley's "Phantom Fuse 3" boardshorts have been doing well at Spyder.

"It's the most technologically advanced boardshort we sell," O'Reilly said. The waistband features perforated neoprene fabric. The boardshort is constructed out of Hurley's Fuse technical fabric, which offers support and an ease of movement that a Hurley statement called being like a second skin. The boardshorts retail for \$125.

A hipper guy is buying the "pool short," O'Reilly said. It's a boardshort with more color and is a little shorter than the surf-industry standard for men's swimwear. Billabong's "Invert Stab" boardshort retails for \$59.50 at Spyder. O'Reilly said the board-

short's prints and



At Spyder Surf: (clockwise from top) L*Space's Savasana top, L*Space's strappy back top, Billabong's Invert Stab, Hurley's Phantom Fuse 3

colors have made it popular at his shop.

For the women's side of Spyder, L*Space is one of the leading brands, said Allison Hopkins, manager/ buyer for Spyder. Hermosa Beach's craze for athletic activities, including volleyball and surfing, is a reason why locals and tourists have been purchasing L*Space's "Savasana" top. It retails for \$76 and offers what many volleyball players are seeking in swimwear—support and style, Hopkins said.

L*Space's strappy back also is popular with the sports crowd for the same reason. The set of straps in the back of the suit's top gives support, but it also makes a stylish statement.

Blvd

The contemporary store had been called Bombshell when Brieana Altamura was the sole owner. But in March 2011. Altamura joined forces with Jen Moller. The shop's name changed to Blvd, and it branched into men's fashions. Swimwear remains a crucial part of the merchandise-more than 35 percent of floorspace-for this seaside boutique in Manhattan Beach.

The Acacia brand's "Teahupoo" bikinis and maillots, which feature crochet work, have been popular. "It's for someone who gets the fashion of the bikini." Moller said of Teahupoo's two-pieces. The style's separates range from \$101 to \$111. The maillot retails for \$219.

The Tori Praver brand's "Chelsea" top retails for \$145. It is elegant, sophisticated and sexy, Moller said. The suit has intricate hand-woven netting on the back.

The Mikoh brand's "Neoprene" bikini looks like swimwear for the









At Blvd: Acacia Teahupoo maillot, Tori Praver bikini (above right), Mikoh Neoprene (above left)

nightclub set, but sex appeal is only one part of its story. This bikini's neoprene is the same material used in wet suits, which surfers use to repel the elements. "It would be difficult not to wear this in the water," Moller said. It retails for \$275.

Diane's Beachwear at Manhattan Village

Housed in a bungalow in the parking lot of the Manhattan Village mall, Diane's Beachwear represents the best traditions of the Diane's Beachwear chain of swimwear and beach lifestyle fashions.

Swimwear with a strong back is in vogue at Diane's Beachwear. L*Space's three-string strappy-back halter top has been a top seller. Retail price points range from \$68 to \$77. "It's been super popular with people who do a lot of sports. It's trendy, but it's not for the girl who likes to lie out in the sun," said Ashley Steinhauer, a Diane's manager.

Bottoms from L*Space have been highly popular. Their retail price points range from \$50 to \$100, Steinhauer said.

"They make bottoms for every type of client," she said. There are fuller bottoms and very skimpy bottoms, too.

One of the top sellers is Mikoh Swimwear's "Lanai" string loop side bottoms, which retail for \$100. Mikoh's "Banyans" string racer back also is popular. It retails for \$100.

> "They have a lot of different designs," Steinhauer said. "It's for someone who likes to take risks."

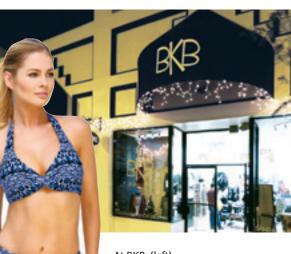
BKB

When BKB opened in the 1990s, it sold only women's swimwear and did business as Beachy Keen Bay. In 2009, it took over an adjacent space and shortened its name to BKB to expand its business.

At 2,500 square feet, it still sells more women's swimwear along with men's and women's casual fashions and clothes inspired by sports-team merchandise and college T-shirts.

Sunsets Inc.'s underwire twist halter top has been popular for seasons, said Bobbi Barbour, BKB's marketing director. "This top does amazing things with people who need support. It looks stylish and comes in an array of prints and solids. It also comes in an array of sizes. You tie it in back and adjust as you need." Retail prices range from \$78 to \$82.

Vitamin A's "Bel Air Bandeau" retails for \$90, Barbour said. "Even if they don't want to spend a lot, they buy it. ... If a woman can find a bandeau that can lift them up, they'll buy it. It's very fashionable." WW At Diane's: Mikoh separates, L*Space threestring strappy back (on mannequin)



At BKB: (left) Sunsets' underwire twist halter top

swim**shorts**

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better machinery, less fabric waste and local sourcing, ECO SWIM BY AQUA GREEN makes it easy to shop for greener products. While many have moved manufacturing overseas to find lower costs. ECO SWIM BY AQUA GREEN remains made in the USA, saving precious natural resources, lowering carbon emissions, and keeping jobs at home. Every suit is designed, tested, cut, and sewn in the USA at the highest quality while not sacrificing on any style, detailing, or fashion. As part of a fourth-generation swimwear company, ECO SWIM BY AQUA GREEN believes that doing one's part is a lifelong and evolving responsibility. ECO SWIM BY AQUA GREEN works tirelessly to close the loop in their product life-cycle and creates a positive community by regularly hosting beach cleanups with their retail partners, already reaching over 3 tons of trash and miles of beach cleaned in their first year. Purchasing ECO SWIM BY AQUA GREEN helps restore our oceans and beaches back to the way we love them. http://ecoswim.com





Emsig has added a new collection of swimwear accessories to their repertoire with its exciting and never-seen-before swimwear collection! Includes novelty closures and accessories with the largest color and style assortment. Products are salt water-, sun- and sand-resistant, and custom logos and details are available. Emsig Manufacturing Corporation was founded in 1928 in America. Ownership and management remain with the founding family. Now managed by a third and fourth generation who are proud of their international reputation and guided by their commitment to integrity, quality, and developments of new materials, ideas, and services. This continuing commitment keeps Emsig a world leader in the manufacturing of buttons for the apparel industry. We have buttons that are U.L approved, as well as OKEO-Tex approved. Besides its factory in the USA, Emsig also operates factories in China and India. All operated with the same ethical and moral standards of a company dedicated to the safety of the environment and the well-being of its employees. Some of our most recent innovations include buttons that are bio tech in that they resist the growth of viral and bacterial organisms. We have introduced the world's first truly unbreakable shirt buttons. Our melamine buttons are all made in our USA factory. Our glow-in-thedark buttons are unique. Many of our products are



fire-proof and will not support combustion. As makers from the raw resins to the finished products, we are innovative and creative in our industry. We truly make a difference. (800) 364-8003, Ext. 309. *sales*@ *emsig.com www.emsig.com*

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The bold, bright, exotic colors splash across flowing garments, transporting you to the South Seas, the Greek islands, the beaches of the Carib-

bean...The Fall 2014 premium resort wear collection



from Heather Blond - featuring fabulous caftans, tunics, dresses, swimwear and other pieces, along with jeweled accessories -- debuts in January at showrooms in New York, Dallas and Atlanta, and by representatives across the country. "In my latest collection, in addition to our beach-luxe resort wear and accessories, we will celebrate the launch of our swimwear line, which harkens back to old-world Hollywood glam," Heather said. "The Fall 2014 collection was inspired by the watercolor sunsets of the Maldives, the vibrant jewel tones of South Africa, and the textural richness of the Middle East." Heather's easy-care yet elegant prints replicate the fun and beauty of the locales she has explored: exotic prints of Bali; leopard, cheetah and ocelot patterns; bright turquoise, fiery red, deep blue. "My designs all reflect one simple philosophy: One day, your life will flash before your eyes. Make it worth watching!" For more information, contact Joseph Zuk at joe@heatherblond.com or (657) 215-LUXE.

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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. Reinforced by these new findings, new technical advantages for XTRA LIFE LYCRA® fiber have been demonstrated in the real-life swimwear environment, bringing to life how XTRA LIFE LYCRA® fiber protects from the damaging effects of perspiration, chlorine, or sunscreen. For more information, call or email us. (212) 512-9294 *Elana.Page@invista.com*

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What would you call a fabric that SCUBA divers use to pursue their goals? Well, of course, that would be called "SCUBA." La Lame is doing very well with

their Scuba fabric they call "SPAC-ER," which is a version



of Neoprene. The "Neoprene" has more than 10 solid colors with black and white often in stock and other fashion colors. The digital prints in the "Neoprene" fabric are beautifully executed with vibrant colors , some with 20 colors or more. The Lace line at La Lame has been expanded. We now offer laces that have been embroidered, giving a *new* textured look. Also, our geometric laces with

sequins give our customers a larger line of choice. These features are receiving a positive reaction to many new customers. Note: La Lame will be at Premiere Vision in New York in January together showing the elite French line Bugis Textiles of France. For more information, visit www.lalame.com or call Glen Schneer or Joel Goldfarb at (212) 921-9770.

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Magicsuit by Miraclesuit, a collection of intricately designed updated silhouettes for the women of today, is both flattering and functional. Using a pat-

ented, "comfortable control" fabric, women now can have fashion with control. Magicsuit® by Miraclesuit, uniquely shapes, smooths, and adds support women want but are unable to find in other swimsuits. Our collection has made its mark styling sexy swimwear that features hidden control benefits and full bra support. Excellent fit and exceptional quality is the mantra for Magic-



suit® 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

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Manglar Swimwear, designed for the modern woman, represents independence and luxury while not forgetting the undeniable comfort and the fulfill-

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SWİMshorts

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ment of being by the ocean. Sophisticated, simple designs; carefully tailored garments made of quality fabric imported from Europe; and careful stitching

allow Manglar Swimwear to perfectly hug and sculpt a woman's



body without covering up or hindering her figure's natural beauty. Manglar Swimwear has kept at the forefront of digital prints, and this new 2014 collection is no exception. Each piece is a handcrafted showpiece that blends seamlessly to perfection with harmonious and clever designs and a touch of distinction. *http://manglarswimwear.com*

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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 styles. There is nothing more beautiful than a woman who is secure in her body, regardless of size or shape. The notion that her pure femininity and sensual beauty comes from her own con-



fidence is a philosophy in which Amber Wagner, creative director, believes down to her core. Amber and Joe Wagner have six children—four boys and

two girls. They have a passion for crafting high-end swimwear, and they focus on using extremely soft, supple fabrics that contour to a woman's natural curves. Although knowing trends is an important piece to creating suits that are up to date, Mia Marcelle focuses on following the goal of producing suits that use just the right balance of sexiness, simplicity, and exoticism. The end result of having a suit that is of top quality is very important to Mia Marcelle. www.miamarcelle.com

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For over two decades **Miraclesuit** has been recognized as the leader in ladies' fashion control swimwear. In a Miraclesuit, a woman appears 10 lbs

lighter in 10 seconds—in other words, slimmer as soon as she puts it on. Constructed with a unique proprietary fabric that has three times more Lycra than most other swimwear made around the world, Miraclesuit swim garments provide a more trimming and slenderizing fit, with full comfort control and a longer lasting life. Miraclesuit...the originator



of slimming swimsuits continues to ride the wave of success with its innovative design. These garments are simply created like no other swimsuits in the world. *www.miraclesuit.com*

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Riviera by CURVExpo[™] is a regionally focused trade show dedicated to developing the swimwear and activewear Californian market, launched by CURVExpo[™] in partnership with ISAM, the Inter-

national Swimwear and Activewear Market[™]. Riviera by CURVExpo will be featuring the Spring/Summer 2015 collections of the top 100 swimwear and activewear brands and presenting them to 200 of the most wanted stores from California. The show will be held at the Hyatt Regency Beach Resort and Spa in Huntington Beach,



California, on August 11th & 12th, 2014. www.curvexpo.com

Kese Conzales

Designer **Rose Gonzales** has already taken the accessory world by storm causing a fashion frenzy amongst celebrities such as Katy Perry, Jessica Biel and Vanessa Hudgens. With the intuitive artistic passion behind designer, Rose Gonzales, comes a fun and energetic label that offers pieces to fit each woman's unique spirit. Whether you are in the mood



Don't miss the next issue. **JULY 2014** For space reservations contact Terry Martinez at 213.627.3737, Ext. 213 IT STRETCHES



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for something fun and flirty, or a more elegant and sparkly piece to dress up at night, Rose Gonzales offers a versatile line that is accessible for every fashionista at heart. Wear on its own or stacked and get ready for some serious arm candy! www. rosegonzales.com

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Whether they're swimming, sailing, or just enjoying being a kid, children around the world are safer in the sun than ever before, thanks to **Snapper Rock**

Swim Wear. This stylish gear, which blocks 98 percent of harmful UVA and UVB rays, was originally created in New Zealand, a country with high rates of skin cancer.



It proved to be a worldwide hit, with Snapper Rock now one of the leading protective swimwear brands internationally. The range—which now goes from size 0 up to size 14, allowing tweens to get in on the action—includes swim suits, boardshorts, rash tops, kaftans, and hats. Visit Snapper Rock at the upcoming Surf Expo, Jan. 9–11, Orlando, Fla., Booth #1701, and view the fantastic new collection of swimwear, after-sun wear and accessories. Best of all, they come in fun colors and patterns, so kids love wearing them. Contact Julie Rich (*julie@snapperrock.com*) to make an appointment or visit *www. snapperrock.com*.

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Sophie Versus Emily offers the world's only 8-in-1 reversible and interchangeable swimsuit. The tops of the bikinis split at the middle, and, with a simple pull of the string, each side of the top can be worn



on the left or the right side, creating four ways to wear each top. Pair the top with the reversible bottom and it creates eight ways to wear one bikini. And because the tops are interchangeable, they allow you to mix and match with the other bikinis in the collection to create hundreds of swimsuits to match any style. Visit us at Surf Expo, Jan. 9–11, Orlando, Fla., Booth #1710. www.sophieversusemily.com, info@sophieversusemily.com

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Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced in January and September the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. Surf Expo features

approximately 2,500 booths of apparel and hardgoods and a full lineup of special events, including fashion shows, annual award cer-



emonies, and demos. The show attracts more than 27,000 attendees and was recently named Fastest-Growing Attendance Show by Trade Show News Network. Surf Expo will be held January 9–11, 2014, at the Orange County Convention Center in Orlando Florida. The show has been chosen as the official kickoff for the 50th Anniversary Celebration of Bruce Brown's iconic film "The Endless Summer." www.surfexpo.com

SUNSHINE ZONE

Sunshine Zone offers a complete line of swimwear for the family. We mix current fashion trends with chic functionality. Our unique fabrications, functional styling, and cutting-edge designs are available at affordable prices you need. Our experienced staff can assist in choosing the right products for your specific market needs. www.sunshine-zone.com

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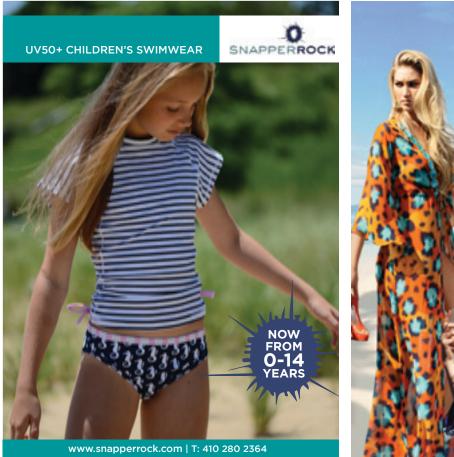
SwimShow showcases over 400 exhibitors representing nearly 2,500 lines. The show draws over 2,500 buyers from the

United States and 60 different countries. It's the largest swim trade show in the world and the first opportunity for buyers to see the latest designs



for the upcoming cruise season. Show dates are July 19–22 at the Miami Beach Convention Center. www.swimshow.com

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Splash

From moody to quirky, textile prints get a splash of paint-inspired effects.



Asher Fabric Concepts #WW38 1650

Pinecrest Fabrics #BTP072C1 "Torn Rainbow"

Sportek International Inc. #4082-1006

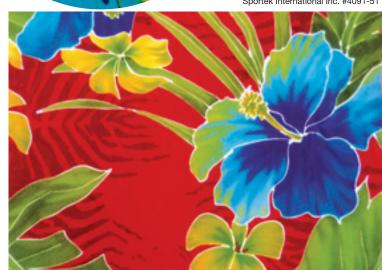
Taiana Blu #H260573 "Rating"

Asher Fabric Concepts #WW24 1652

Tropical

A mainstay for swimwear and coverups, tropical prints get a modern makeover in sophisticated, saturated shades.

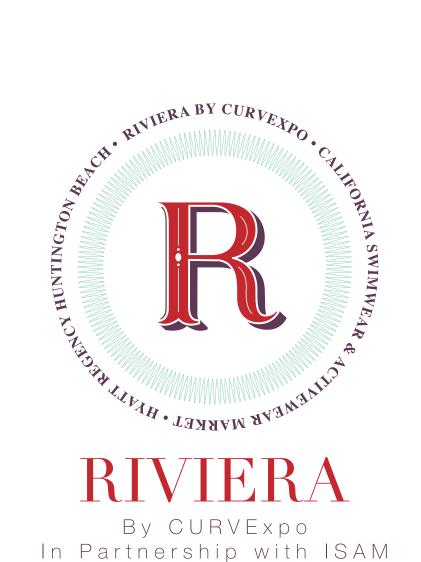
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Textile Secrets International Inc. "Jungle Beat"

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Sportek International Inc. #4112-008

Mediterranean Mood

Swim and coverup textiles are awash in cheery Mediterranean blues. From seersucker stripes to cheeky conversational prints, the mood is blue.



Sportek International Inc. #SCP479-00







Taiana Blu #2000178 "Delfix"

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