

CALIFORNIA

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2015
WATERWEAR

Cruise
'15

SWIM
TRENDS

Building
a Better
Boardshort

NEW RESOURCES

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Isle Poni Lo

TEXTILE TRENDS

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Apparel News

SEPTEMBER 2, 2014 \$6.00



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REPORT

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Le Swim Sophisticated Swim to Social Hour

Le Swim is in its sophomore season offering sophisticated swimsuits and après swimwear across the globe.

“I am inspired by the glamour of the late 1960s and early 1970s Mediterranean lifestyle, particularly those iconic shots that capture how fashion can set a mood,” said Adriana Caras, founder and designer of Le Swim. “The perfect wardrobe is the ultimate mood setter because it can make a woman feel gorgeous and put her in that state of mind.”

The line incorporates details such as bandaging, cutouts and convertible necklines. Most of the suits are reversible with seamless construction using thin elastic around the edges,



which holds the suit in place without digging into the skin.

“With my coverups, I always design them with the notion of creating fashion-minded styles that can easily be worn from the pool or beach to dinner or social hour,” Caras said.

Each Resort season, the designer collaborates with an artist to design a print for the collection. For Resort ’15’s “London Eye” print, Caras worked with Los Angeles-based photographer Paul Robinson. The image of the London skyline is from Robinson’s series of photographs taken in cities around the world.

“An up-close look at what appears to be an abstract graphic pattern reveals images of the London Eye shrunk down to minuscule scale for a print that is more than what meets the eye,” Caras said.

Le Swim sources all its swim textiles and après swim cottons in Italy. The matte crepe silks the company uses in its après swim collection are sourced from mills in India.

Le Swim is sold around the world, including Cannon Beach Wear locations; Elizabeth & Prince in Palm Desert, Calif.; Water Lilies Swimwear in San Francisco; Caesars Palace in Las Vegas; and Maison du Maillot, which is opening stores in Abu Dhabi and Dubai this fall.

Swimwear wholesale prices, including separates and one-pieces, range from \$45 to \$115. Après swim cotton pieces wholesale for an average of \$120, and silk pieces average \$160 wholesale.

For more information, visit www.leswim.it.

—Alyson Bender

Isle Poni Lo Run Wild With the Ponies

In her first luxury swimwear collection ever designed, Ashley Morgan Foster knew she wanted it to be as ecologically viable as possible.

So she is producing all her swimwear in Los Angeles, using fabrics from a green mill in Italy, and even has recycled-paper hangtags embedded with wildflower seeds to be sewn in your garden. “I wanted it to be eco-friendly and fair trade,” said Foster, whose company is based near the ocean in Redondo Beach, Calif.

The public got its first glimpse of the Isle Poni Lo label in July. What they saw were 12 looks from the “Braids of Paradise” collection, which has reversible mix-and-match separates incorporating three Australian artisan prints: Hanalei dragon, abstract orchid and botanical garden. Long braided rainbow ties are a key element in the looks. The fabric is 80 percent polyamide nylon and 20 percent elastane.



There are nine basic styles, which include triangle tops, halter tops, a monokini that is longer for taller torsos, a few skimpy bottoms, a low-rise boardshort and a high-rise bottom.

For several years, Foster lived in Hawaii and then moved to Los Angeles, where she enrolled at The Art Institute of Hollywood (formerly called California Design College), where two years ago got her bachelor’s degree in fashion marketing and management. “After 2012, I started working on the swimwear idea,” she said. “I put the business plan together. Everything was centered around an eco-friendly, luxury collection that had the island lifestyle with fashion mixed in.”

Currently, the swimwear collection is being sold online. Wholesale prices range from \$38 to \$65.

For more information about the Isle Poni Lo collection, visit www.isleponiloswimwear.com.—Deborah Belgum

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A woman with long, wavy brown hair and purple eye makeup is posing outdoors. She is wearing a bright blue, one-piece swimsuit with a dark blue floral pattern. The swimsuit has a halter-style neckline with a crisscross design. She is leaning back with her eyes closed, and her right hand is resting on a grey ledge. She is wearing a large, ornate ring on her right ring finger. The background is a blurred outdoor setting with green grass and a blue sky.

Miraclesuit
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Cruise



TIM REGAS

Mara Hoffman Swim



JOE SCHILDHORN/BFANYS

Sinesia Karol



TIM REGAS

Minimale Animale

RUNWAY REPORT

The swim industry's latest Cruise '15 collections debuted on the runway shows at Mercedes-Benz Fashion Week Swim and at the Miami SwimShow during the shows' July 17-22 run in Miami Beach, Fla.

TIM REGAS



Suboo

TIM REGAS



Maaji Swimwear

TIM REGAS



Luli Fama

TIM REGAS



L*Space



TIM REGAS

Poko Pano



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Beach Bunny



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Caffé Swimwear

TIM REGAS



Gottex



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Gottex Profile & Blush

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Liliana Montoya

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Indah

TIM REGAS



Aguaclara Swimwear

TIM REGAS

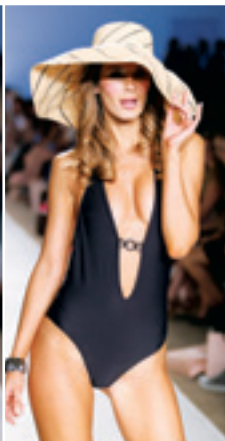
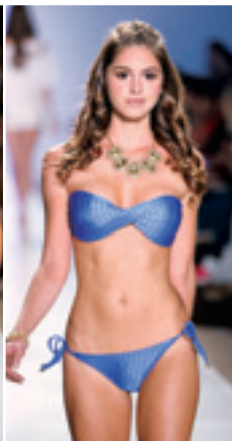


Aquarella Swimwear

TIM REGAS

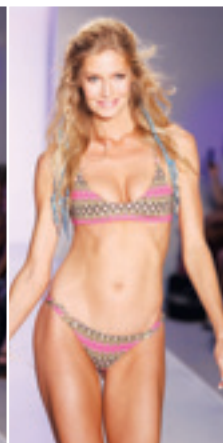
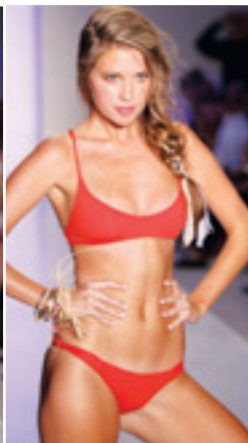
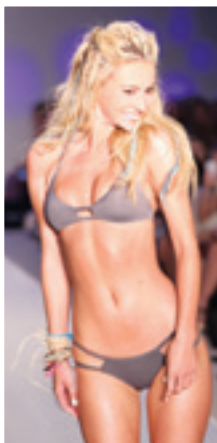


6 Shore Road



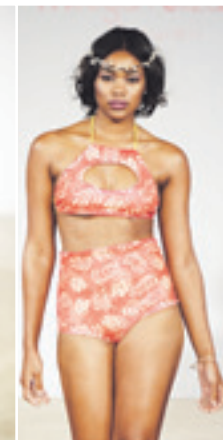
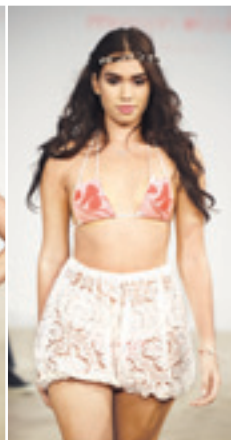
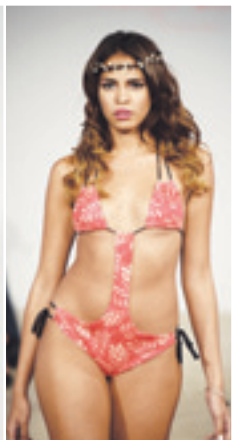
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Mia Marcelle



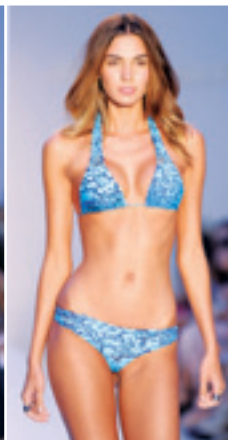
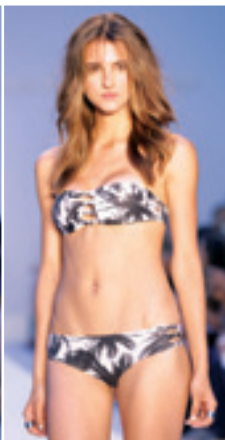
TIM REGAS

Frankie's Bikinis



PHOTOS COURTESY OF MEEGAN ELIZABETH HAWAII

Meegan Elizabeth Hawaii



TIM REGAS

Mikoh

TIM REGAS



Rip Curl

TIM REGAS



Toxic Sadie

TIM REGAS



We Are Handsome

TIM REGAS



Sirena by Karina Red Point Ipanema Kailani Dalai Beachwear Mar-de Rosas Belabunda Andrew Christian Cynthia Rowley

Miami SwimShow



Sports-Minded

Swim designers have added plenty of sporty silhouettes such as track jackets, shorts, leggings and drawstring pants to complement the swimsuits.

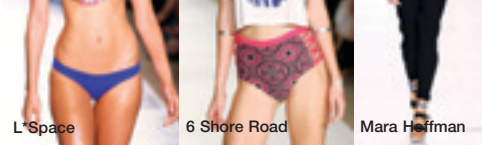


Fringe & Feathers

Look for fringed styles and feather detailing to add a touch of the exotic to swim styles.

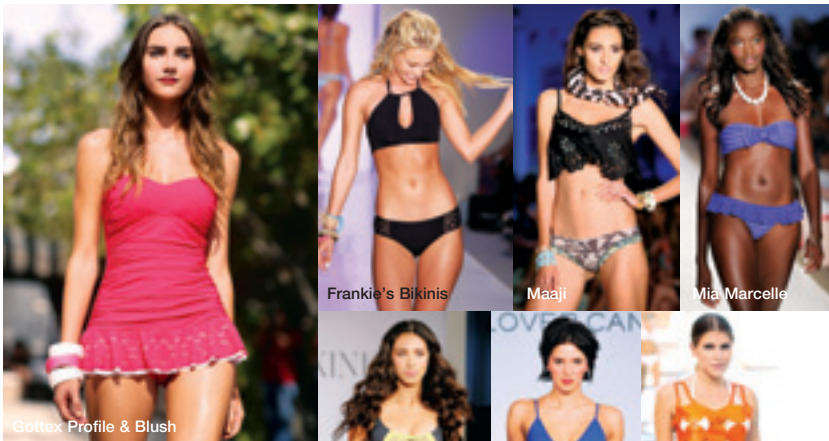
Cruise Watch

When swimwear designers showcased their latest Cruise '15 collections in July in Miami Beach, several key trends stood out. Look for everything from laser-cut details, activewear silhouettes and edgy leather to color trends such as yellow, gray, and pastel shades of pink and blue.



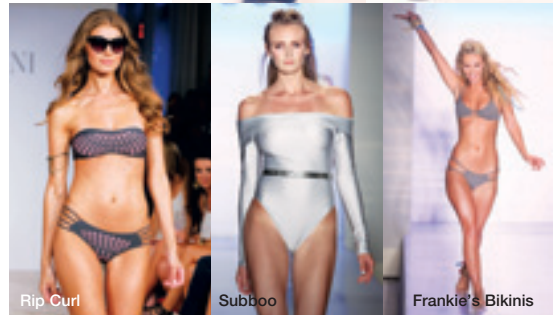
Shades of Gray

Designers offer plenty of sophisticated gray shades from metallic silvers to pale smoky shades to deep charcoals.



Laser-Cut Details

From lacy looks to modern geometrics, laser-cut details add a sexy surface interest to swimwear.

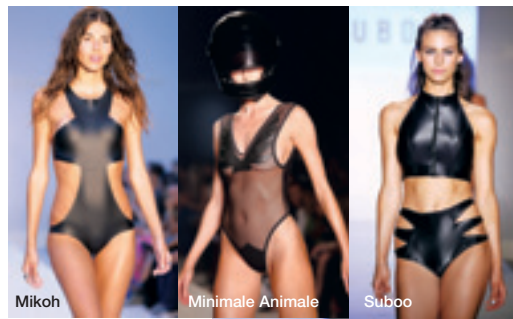




Poco Pano

Luli Fama

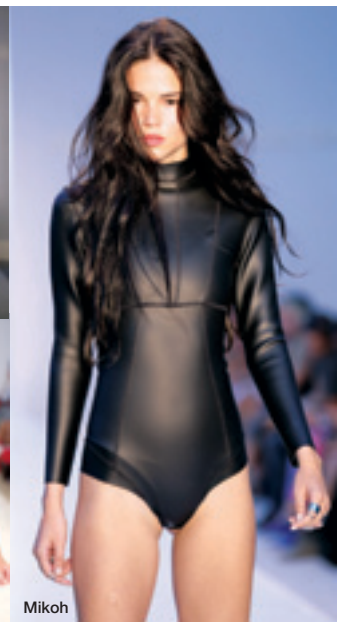
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Minimale Animale

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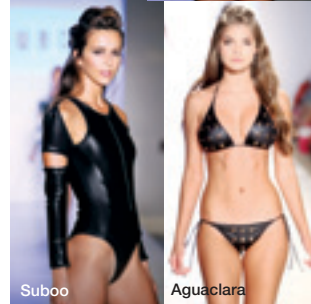
Beach Bunny

Maaji

Indah

Looks Like Leather

Leather looks add a sexy edginess to bikinis, monokinis and maillots.



Suboo

Aguaclara



Liliana Montoya

Caffé Swimwear

Indah



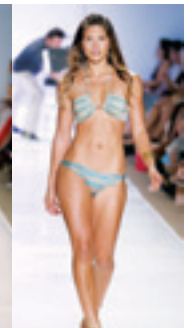
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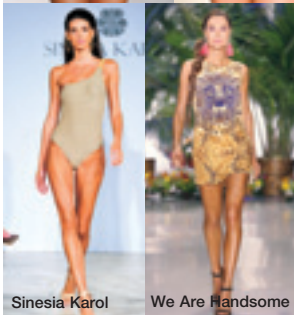
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Dolores Cortés



Mia Marcelle

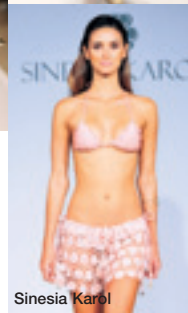


Sinesia Karol

We Are Handsome

Neutral Zone

Designers turn to neutral shades of tan, khaki, ochre and sand to set off bright prints, ditsy florals and pops of contrast trim.



Sinesia Karol



Toxic Sadie



Wildfox Swim



Toxic Sadie

Gottex Profile & Blush

Mikoh

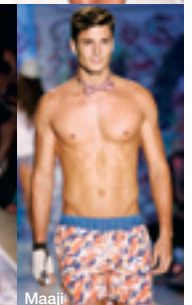
Caffé Swimwear

Pretty Pastels

The palette may be pale, but the suits are high-impact as swim designers reach for the candy-colored shades.



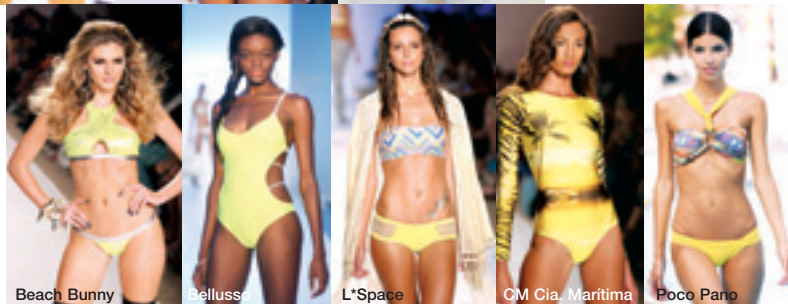
L*Space



Maaji

Mad About Saffron

Swim designers are mad about shades of yellow to add a warm, sunny touch to bikinis, one-pieces and coverups.



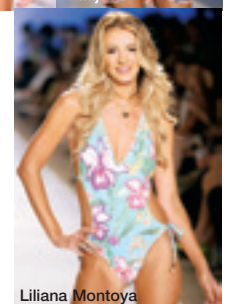
Beach Bunny

Belluso

L*Space

CM Cia. Maritima

Poco Pano



Liliana Montoya



Building a Better Boardshort

Fashion and function are at the core of surfing's boardshort industry. By Andrew Asch

Modern surfing was born in Hawaii, took root in California and spread across the world. Since its early days, surfers have been on a quest to find the right gear to wear while surfing. The first attempts were catastrophes. Some of the pioneering surfers would wear cutoff shorts, which would fill up with water and balloon out when the surfer tried to stand up. Or they would fall off, causing some embarrassment and potentially destroying a good ride. Or they would get waterlogged and take hours to dry. After hours of surfing and beachcombing, the shorts would turn into a health hazard. They would chafe the surfer's skin and cause some awful rashes, said Todd Roberts, co-founder of the ZJ Boarding House surf shop in Santa Monica, Calif. Even for a hardy group of people, there was a call for comfortable, durable gear to brave the waves and live the beach lifestyle.

Bragging rights for the first professionally made boardshorts have been taken by Katin Surf Shop in Huntington Beach, Calif. Katin label lore says that a surfer asked Nancy Katin, a sailboat-cover maker, to make swimwear out of sailboat-cover canvas in the mid-1950s. The swimwear experiment was meant to create a garment that would tough out the elements. Word spread, and more surfers asked for the canvas shorts meant to be worn on a surfboard. A new garment category was born, said Glenn Hughes, who owns Katin Surf Shop.

"They had no idea what would come of it or what it would be. They knew it was making money for them," Hughes



Top left, a boardshort from the Vissla brand. Above, Sato Hughes, former owner of Katin Surf Shop, who, at age 86, still sews custom boardshorts every work day. Below, boardshorts by Katin.



said of boardshorts. In 1961, Katin and her husband hired Sato Hughes, Glenn's Japanese-born mother, specifically to sew the boardshorts for them. When Nancy died in 1986, Sato took over Katin Surf Shop. At age 86, she still works seven-hour days, five days a week, sewing Katin boardshorts.

The first boardshorts featured four panels of sturdy fabric, a fly area and a cinched waistband. Since then, they have always been more than swimwear, said Rob McCarty, designer for the Vissla brand, who grew up surfing in South Carolina. "It's a piece of equipment," he said. "You need it for surfing. It has been a uniform since [surfing's] counter-culture days of the '50s and '60s. It defines your personality."

Boardshorts' distinctive look can be compared with other sports uniforms, said Vans designer Gulliver Farnan.

"A boardshort is a 3-D graphic poster, really," he said. "The best boardshorts are impactful. You have to be recognizable to the brand."

You also have to be recognizable in the water. Just like a jockey will wear unique silks in a horse race, a surfer wants unique boardshorts to stand out.

"You have got to tell who is riding what horse," Farnan said.

McCarty and Farnan are part of an elite group of designers with the understanding and know-how to elevate a pair of trunks into essential gear. It's a lot of responsibility and information to pack into a few ounces of fabric. But these designers are also surfers who have a close understanding of what works and what doesn't when facing the onslaught of monster waves.

"It's not just designing product," ZJ



Boarding House's Roberts said. "Surfers are designing for themselves."

At core surf shops, some of the most significant parts of retail real estate are devoted to boardshorts. At ZJ Boarding House, boardshorts comprise one-third of the shop's apparel revenue.

"It is why we dedicate boardshort walls," Roberts said of the massive boardshort displays in the three shops in the ZJ Boarding House compound. There's multi-brand ZJ Boarding House and separate boutiques for the Billabong and Hurley brands, all of which Roberts and Mikke Pierson own and operate. "In the Hurley building we have two boardshort walls," he said.

SURFING PERFORMANCE

Before the Great Recession, jeans, T-shirts and a lot of fashion became baroque. Boardshorts were no exception. Many of them bore elaborate appliqué and stitching, which made a great fashion statement, but in the water the appliqué would fall off or make the suit unnecessarily heavy or get tangled up in heavy surf.

The complaint made its way to the designers of the Hurley label, said Ryan Hurley, the creative director of the Costa Mesa, Calif.-based brand, owned by Nike.

"One of the things we've been focusing on is insight from our athletes," Hurley said. "It started with Rob Machado." Machado is one of the sport's top stars, with more than 12 titles from the Association of Surfing Professionals to his name.

"If I can be lighter, faster and more flexible, that would be a big help," Hurley recalled Machado saying. "That put us on the path to Phantom innovation."

The Phantom was able to make such a splash because of its performance focus, Hurley said.

It uses less fabric than other boardshorts. It has a slimmer fit. The Phantom also has no stitching between seams, which can chafe the skin, Roberts said. "Instead of stitching the seam, they weld it," he said.

A key point of difference for the Phantom is perhaps a sense of minimalism. "It's about what's not in it," Hurley said. "We probably have a reductive approach to design. It's stripping things away. It's getting to a second skin."

The Phantom features four-way stretch fabric and a waistband designed to mimic movement of the waist, which offers better flexibility in the waves. There is special coating on the boardshort's material, which is waterproof and minimizes water absorption once in the water. It's made from recycled fabric made from 12 plastic bottles per pair.

Since the Phantom was introduced, the performance-oriented boardshort was honored with the "best boardshort" award six years in a row by a group of Hurley's peers, the Surf Industry Manufacturers Association.

But when Hurley introduced it more than seven years ago, it was a little too different. "Everybody thought we were nuts," Hurley said. "It was double the price point of what was out there. It was so much more flexible, it was disruptive. Looking back, the market needed the disruption."

Roberts remembered being bullish on the Phantom, but there was still no guarantee that it was going to perform well.

"It was technically in your face. It was very expensive. We liked the technical aspect. We liked how it was marketed," Roberts said.

Individual Phantoms came packed in boxes and with DVDs. "We were sticker-shocked," Roberts said. "It was over \$100. To our surprise, we sold dozens of them. We had some people buying two and three pairs."

SHOES TO SHORTS

Vans started in the 1960s as the originators of the skateboarding shoe. The Cypress, Calif.-based brand, now owned by VF Corp., has been making surfwear for



Top left, Gulliver Farnan of Vans. Top right, Ryan Hurley, creative director of Hurley, wearing sunglasses, and Carson Wach, Hurley's head boardshort designer. Hurley's SP15 Phantom, above, will be for sale on Nov. 25.



Boardshorts by Vans

Better Boardshort

Continued from page 19

a long time. It hired Australian-born Farnan in 2013 as its boardshort designer. It's Farnan's job to blend performance, Vans heritage and fashion to make a boardshort that will help with a good ride, be true to Vans style and look good.

For Spring '15, Vans introduced a new fabric called Vans Sturdy Stretch. "It's the perfect balance between durability and performance stretch without being too light and clingy," Farnan said. But the official slogan for the Sturdy Stretch is humorous. It "keeps the cling off of your thing," marketing material says, which is good perspective, according to Farnan. "We don't take ourselves too seriously," Farnan said. "After all, it's a boardshort, not a space suit."

Farnan works with the Vans surf team to come up with unique looks. Nathan Fletcher, a Vans team rider, wanted to note his Native American heritage on his boardshorts.

For Joel Tudor, another Vans team rider, the style for his boardshorts mixes elements of surfing history with Tudor's interest in military looks. "We mixed a '60s-looking indigo daisy print with a vintage-looking, pigment-printed, army-green solid to make it look like an old canvas rucksack carried by a soldier," Farnan said.

HERITAGE MEETS INNOVATION

The Vissla brand is headquartered in the south Orange County town of Aliso Viejo. When surf veteran Paul Naude started it in late 2013, he wanted to give surfers a new, modern take on surfing and boardshorts that he felt the other brands were not offering. Naude gained surf-industry prominence when he served as the president of the American division of Billabong International Ltd. His Stokehouse Unlimited company started business shortly after he left Billabong in 2013. Stokehouse also is the parent company of Vissla, Amuse Society and D'Blanc, an eyewear brand.

For its boardshort program, Naude and

McCarty, Vissla's vice president of design, included performance fabric for the sake of comfort and to support efforts to catch a great wave. But they also wanted to reflect the surf culture in the boardshorts and take the design a few steps further.

Many Vissla prints are inspired by African and Hawaiian graphics. Some have retro-like graphics of lifeguard stations and outrigger canoes in the Vissla's "Hellbent for Hawaii" boardshorts.

Vissla also introduced a new fabric, which is inspired by many surfers' passion for the environment. It's called Cocotex. The fabric is made out of coconut husks and offers the elasticity of any other boardshort, according to a Vissla statement, but it's constructed out of a natural fiber. Cocotex also repels water and dries faster. The fabric is said to breathe easier than others, so it fights odors and is durable. Cocotex is blended with Repeve recycled polyester yarns.

"We try to keep them simple, clean and also make them function well," McCarty said. "They are tech, but they don't look tech." **ww**



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Emsig has added a new collection of swimwear accessories to its repertoire with its exciting and never-seen-before swimwear collection! Includes novelty closures and accessories with the largest color and style assortment. Products are saltwater-, 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. It is 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 OEKO-Tex approved. Besides its factory in the USA, Emsig also operates factories in China and India. All operate 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-the-dark 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. www.emsig.com



Invista has developed a fresh approach to fashion swimwear based on new consumer insights and

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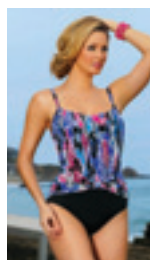


LA LAME, INC.

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 "SCUBA," 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 are available. Our highest-quality Neoprene is now featured in Bloomingdale's and Saks. The digital prints in the "Neoprene" fabric are beautifully executed with vibrant colors, some with 20 colors or more. We are now developing our Neoprene with Laser executions. This development will be available shortly. 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 from many new customers. Note: La Lame will be at Premiere Vision in New York showing the elite French line Bugis Textiles of France. For more information, visit www.lalame.com.



Magicsuit® by **Miraclesuit®**, a collection of intricately designed updated silhouettes 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 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 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



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, Amber and Joe Wagner, 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 come from her own confidence is a philosophy in which Amber Wagner, creative director, believes down to her core. 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 and simplicity. The end result of having a suit that is both unique and of top quality is very important to Mia Marcelle. www.miamarcelle.com



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 designs. These garments are simply created like no other swimsuits in the world. www.miraclesuit.com





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For space reservations contact Terry Martinez at 213.627.3737, Ext. 213

CALIFORNIA **Apparel News**
2015
WATER
WEAR

swimshorts

Continued from page 22

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 swimsuits, boardshorts, rash tops, caftans, and hats. Best of all, they come in fun colors and patterns, so kids love wearing them. Visit www.snapperrock.com to view the fantastic new collection of swimwear, after-sun wear, and accessories.

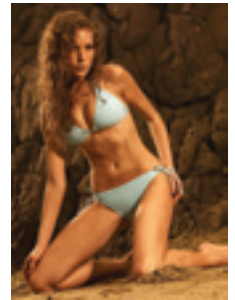


2015 **SWIM by Chuck Handy**. "Look like a million for the price of a missy separate!" Celebrating its 5th

year, father-and-son duo Chuck Jr. and Chuck III (VH1 Bachelor) continue to offer stunning swimsuits with matching coverups sold as a set. Ease of purchase, excellent margins, multiple sale turns, lower SKUs, and no end-of-season mismatched prints and sizes to deal with are some of the many benefits the line offers. On-trend contemporary, mis-sy, and plus-sized swimsuits come with tummy control, molded and form-fitting cups, beautiful trims, and detailing guaranteed to please. Matching coverups focus on fashion and function camouflaging the waist, hips, and thighs. The RESORT by Chuck Handy coverup collection extends sales with additional separate pieces that match the SWIM collection. This South Florida family-owned and -operated company is proud to introduce its West Coast sales rep, Dave Miller Sales & Assoc., dmiller@bychuckhandy.com. To receive a catalog and personalized attention, please contact Rachael Amrein at (888) 504-5525 or rachaela@bychuckhandy.com and visit us at www.swimbychuckhandy.com. "More than a swimsuit, it's an outfit!"



Established in 2012, luxury swimwear brand **WET** is a contemporary line for women, devoted to one-of-a-kind designs. WET is proud to debut its 2015 collection in Waterwear, offering a variety of retro styling, lingerie-inspired constructions, and unique, high-quality fabricated swimsuits. WET swimwear has generated great interest amongst celebrities and fashion influencers such as Tammin Sursok, Carmen Dickman, Snooki and Naty Baby, the blogger from "A Love Affair with Fashion," and has received coverage on Huffington Post, Seventeen.com, US Weekly, Who What Wear, and Elvis Duran & The Morning Show. WET. Redefining Sexy. www.wetswimwear.com



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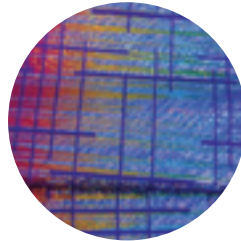
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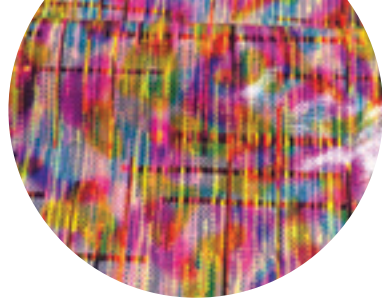
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Taiana Blu #9210836 "Athletic"



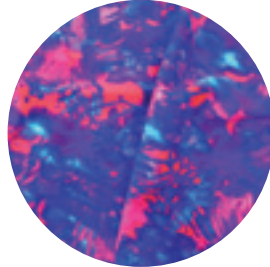
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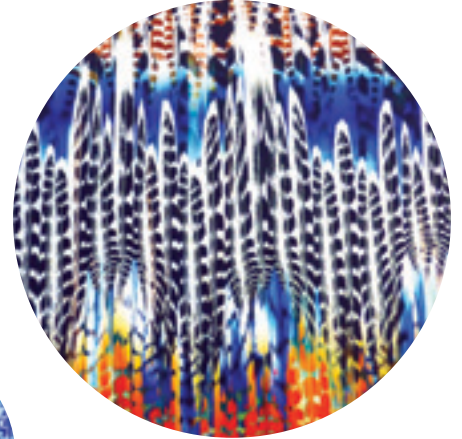
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Fahrenheit Presented by Pine Crest Fabrics #DTP187C1 "Vibrant Vapors"



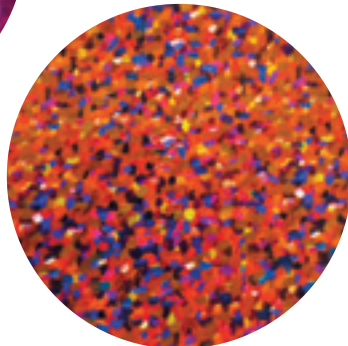
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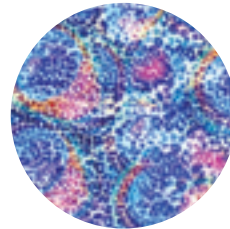
Avid Ink #A184244 "Feather Whispering"



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Liberty Art Fabrics #05075151/SW "Pointilism"



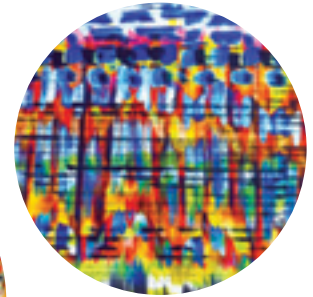
Fahrenheit Presented by Pine Crest Fabrics #DTP016C1 "Tiny Cheetah Multi"

Wild Style

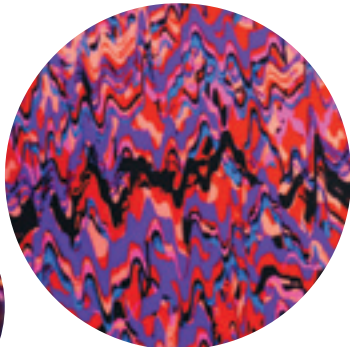
Textile makers go wild with Op Art-inspired prints, eye-searing colors and all-over abstracts. —Alison A. Nieder



Avid Ink #A181487 "Texture Tapper"



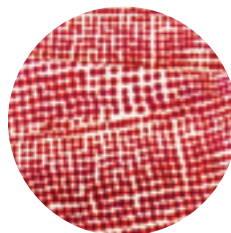
Avid Ink #A181190 "Unified Marker"



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