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The best in swimwear featuring resort, beachwear, lifestyle, men's, children's, accessories and lingerie

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Gideon Oberson 2016 Collection

- Plain-color fabrics with matching coverups in variations of mesh, plissé and piqué textures
- Urban two-tone prints in geometric, polka-dot and pied-de-poule designs
- Full color weaving and knitting of lookalike prints together with natural, ethnic earth-tone prints
- Special-embroidered black fabrics on basic flattering patterns such as one-piece tank suits with deep back decollétage









Zeki

2016 Collection

Zeki, a world leader in women's swim- and beachwear, has dressed the women of the world in beautiful, sophisticated and high-quality swimsuits for more than 50 years. Based in Istanbul, Zeki uses the finest fabrics and accessories from Italy, Spain and France.

The new 2016 collection is nothing short of spectacular. It embraces Zeki's signature style while integrating eye-catching neon colors, Swarovski crystals, animal-print effects and geometric cuts.

This season, Zeki's summer-inspired swimwear is perfectly complemented by its beach accessories collection, which includes pareos, skirts, dresses and tunics. The fabrics shape the body for a slimmer silhouette. Botanical and exotic floral patterns in neon yellow, orange, red and green hues turn each suit into a painting. The most promi-

nent trends of summer—neon, sugar and pastel shades—set us out on a journey through the world of colors.

With its modern style, pioneering designs and unstinting quality, Zeki is indispensable for women.

Swedish model and boxer Alexandra Burman is the face and inspiration for Zeki's 2016 collection and embodies the spirit of Zeki's designs with her athletic, powerful and sophisticated figure. In the past, Zeki has been worn and represented by celebrity A-listers Cindy Crawford, Heidi Klum, Tyra Banks, Naomi Cambell, Adriana Lima, Elle McPherson, Alessandra Ambrosio, Candice Swanpoel and Doutzen Kroes, among many others.

Zeki has been a licensee of the Gideon Oberson brand for two years.





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Earth tones, bohemian details and the wide-open sky set the mood for Cruise.

By N. Jayne Seward

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By Julie Gallego

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Chamorrita

Island Style in a Cheeky Cut

Sandrine Stewart didn't move from San Diego to Guam five years ago to start a swimwear line, but she soon spotted an opportunity on the beach.

She found plenty of urban streetwear looks for men, but for the chamorritas—Guam's indigenous charmorro girls—the cheeky-cut bikini was a novel idea. Stewart launched Chamorrita, a collection of itsy-bitsy bikinis in islandinspired colors and prints and trimmed with tropical details such as coconut and mother-



of-pearl shells. The company also serves as a platform for local models and photographers. Eventually, she hopes to produce fashion shows, as well.

"I'd like to think of the line as a first in the local fashion industry," said Stewart, who was born in France, grew up in Germany and whose career has taken her around the world. "Chamorrita swimwear is a cheeky line with modern looks but with an island touch, from the prints, colors, and with shell and coco accessories."



The line officially launched in 2013. Stewart researched several nearby apparel centers to produce the line, which is currently made in Indonesia, but she's considering moving production to the U.S.

Guam is a U.S. territory. While it's a 15-hour flight from Guam to the U.S., shipping between the two countries is relatively quick and inexpensive. "The product can easily ship within three to five days to the U.S. since we use the same USPS services," Stewart said. "Shipping rates are the same as the continental U.S."

The collection also includes coconut belts and arm wraps, which are currently handmade by Stewart. Chamorrita swim separates, which are wholesale priced from \$16.50 to \$25, are sold at a local shop on Guam, Sunglasses Etc. in the Agana Shopping Center. The suits are also sold online and have been picked up by customers in the mainland U.S., Hawaii, New Caledonia, Australia, New Zealand, South Africa, England, Croatia and France.

For more information, visit www.chamorritaswimwear.com.

—Alison A. Nieder

Elle Mer Swim

Bikinis and Surfing Should Be Perfect

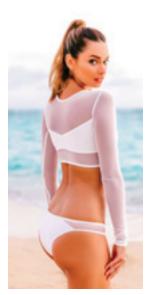
Bikinis and surfing should be a perfect match, Keri Ogden said. Even though bikinis designed for the fashion crowd look great at a poolside, they often fall off in the waves.

Ogden, a surfer and a graduate of the University of Hawaii's law school, wanted to do something to bridge the gap between the bikini's style and function. The first step was to take a fashion detail, thin crisscross straps on a bikini back, and make them as

sturdy as a sports bra for a ride on the waves.

With no formal fashion training, Ogden made a drawing of wide crisscross straps. She took the drawing to a manufacturer in 2013 and started building what was to become her brand. Elle Mer Swim.

The brand was formally introduced in Hawaii in January 2015. Since then she has opened a satellite office for Elle Mer in Santa Barbara, Calif., home of the famous Rincon surf break. She also started



manufacturing Elle Mer's looks in the Los Angeles area. She had investigated manufacturing the line in the surfers' paradise of Bali.

"We source fabrics from New York, and we wanted to support domestic manufacturing. It is more expensive, but it is worth it to us," she said.

In May, Elle Mer introduced its second collection, called Surf Candy, which features fashion-ready colors with monikers such as "Hot Guava," "Hi-C" and "Glacier." The line also features stylish details such as mesh inserts. For function, silhouettes are kept fitted. "Making bottoms small and tight will stay in the water better than a bigger bottom," she said. Smaller

bottoms don't retain as much water as bigger bottoms, which contain more fabric.

Next, Ogden plans to use fabrics such as neoprene, the fundamental fabric in wet suits, for upcoming collections. She also plans to exhibit the brand at the next Surf Expo trade show in Orlando, Fla. For more information, visit www.ellemerswim.com.—Andrew Asch









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Rosewater Engineered for New Moms

Before launching Rosewater swimwear for mothers, Tracey Montford did her homework.

Montford is the creative director of Cake Lingerie, an Australian maternity collection that combines technical construction with fashion-forward styling.

After conducting extensive marketing research, Montford found that pregnant and breastfeeding women were looking for the same quality, fit and sophistication in their maternity swimwear as they were receiving with Cake Lingerie bras.

Montford said the goal for Rosewater was to design supportive, functional swimwear that was comfortable and complemented the lifestyle of a modern woman.

The collection includes fully structured, supportive nursing bras and cups to suit multiple sizes, from small to extra-large. Rosewater offers four silhouettes: The "Shake," a fuller-busted nursing tankini; the "Soda Nursing" tankini, for B to D cups; the "Smoothie," a maternity active swimsuit; and the "Squash," a one-piece nursing option.

"We have plans to extend the Rosewater range in the near future with the addition of three new styles," Montford said.

Some features include fully adjustable straps, a racerback for added support, special nursing clips for discretion so it doesn't appear to be a nursing garment, side sling adjustable side panels for adjustment over the belly, flexible wire for shape and drop-down foam cups for easy feeding.



The brand has been well received by customers. "Sales of our 'Shake' tankini (for the fuller bust) have exceeded our every expectation. Shake has been constructed

specifically for fuller-busted women and will support an E through I cup. This has only strengthened our belief that the fuller-busted woman has once again been neglected," Montford said.

The suits come in rich, dark hues such as black, purple, navy and turquoise for a pop of color. All swimwear is lined and made from high-quality knit for a luxurious feel as well as chlorine resistance and a matte appearance for shapely contouring.

Rosewater is available at retailers in the U.S., including Breakout Bras, Figure 8 Maternity, Bosom Buddies and Babyology.

Wholesale prices range between \$35 and \$45 per piece/set.

For sales inquires, contact sales@cakematernity.
com or U.S. Sales Manager Sarah Carter at
sarah@sfshowroom.com.

-Sarah Wolfson

Karen Kane Swim

Diving Into Swimwear With a Splash

After more than 35 years of making women's clothing sold in stores such as Maey's, Nordstrom and Bloomingdale's, Karen Kane is wading into the world of swimwear.

"It feels like a natural fit," said Michael Kane, the Los Angeles company's director of marketing and the designer's son. "Karen grew up in Santa Barbara, Calif., and the ocean has always had a big play on her life."

About one year ago, Karen Kane and her crew started incubating ideas for a new swimwear collection, working with Fortune Swimwear, a Culver City, Calif., swimwear maker that will be manufacturing the line. "We tossed around some ideas we wanted to bring to the table," Michael Kane said.

With design ideas from Karen Kane

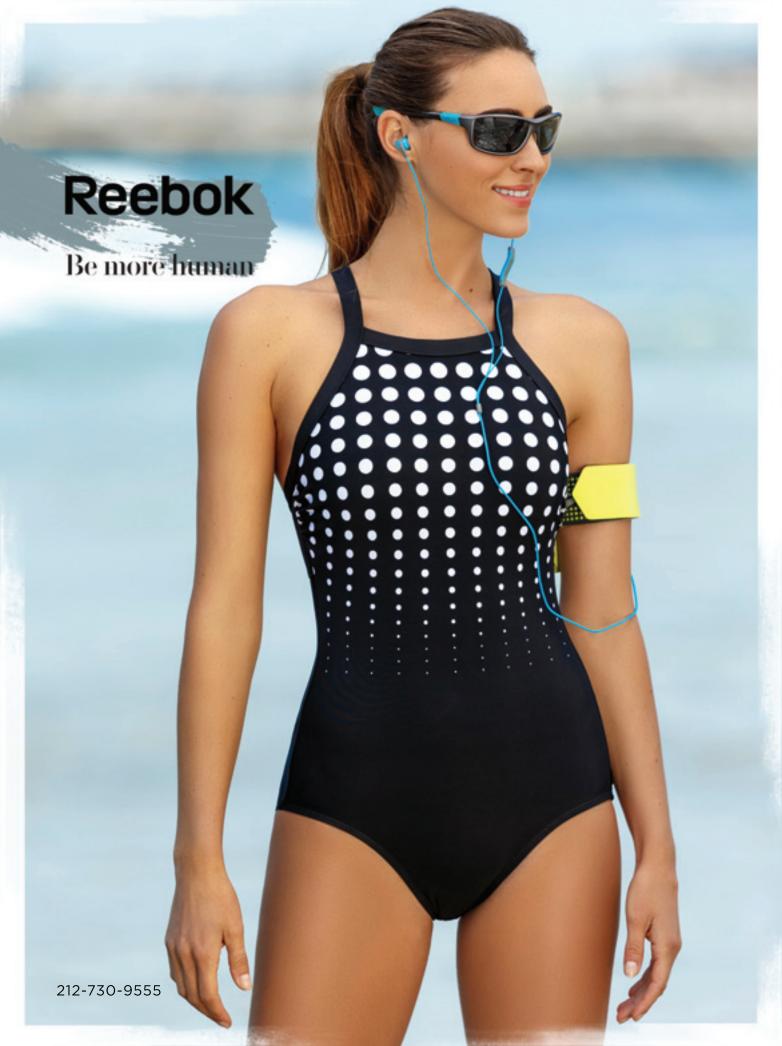
and the Fortune Swimwear staff mixed together, the new swimwear line is debuting for Cruise 2016 with 85 pieces in 20 styles, including cover-ups. "We are focused on the fit, which is something we have always heard about from our customers," Michael Kane said, noting the label's sizes run from 4 to 22.

Tropical colors inspired by places such as Fiji, Tahiti, Aruba and Bermuda are the focal point for the pieces, which incorporate vivid prints. There are deep shades of blue, turquoise and teal. There are also pops of violet, pink and bright poppy as well as classic black-and-white silhouettes that evoke an era of Hollywood glamour. The suits are made of an ultra-soft tricot, and the interior lining has four-way stretch.

Silhouettes include halter bikini tops, tankinis, wrap maillots, swim dresses, swim skirts, rash guards, and basic and high-waisted briefs. There are also wide-legged pants, kimono tunics and caftan cover-ups.

Wholesale prices range from \$35 to \$60. For more information, contact Caroline Hanley at (212) 944-6695.—Deborah Belgum





Cali Dreaming

Versatility Meets Simplicity

The founders of Cali Dreaming draw inspiration from natural and nude pigments, which they say are both sophisticated and flattering because the nude skin tones elongate the body.

For their collection, founded in 2010, artist and designer Carrie Jardine and retail consultant Lisa Priolo wanted to encapsulate a "versatility meets simplicity" aesthetic.

At the Cabana show during Miami Swim Week in July, Jardine and Priolo are launching two new capsules under the brand: Bathers, which is swimwear, and Covered, a crossover collection that includes a nude kimono robe. These pieces are geared more toward the Resort market and will have subsequent delivery dates as well as "small tweaks."

The core of the brand is comprised of a beige shimmer fabrication that is used every season. "It is a silk-like poly,



in the vein of neoprene, that does not wrinkle and has accelerated drying [compared with other fabrics on the market]," Priolo said.

Last year, the brand introduced 14 prints to its collection, which are all created in-house, as explained through the brand's #CanvasToClothing campaign. All designs are created in-house at the company's headquarters in Los Angeles' Venice Beach neighborhood, and fabrics are made in Long Beach, Calif. While in the first four years the company only offered bathing-suit sets, with recent increase in production scaling, it now offers separates, allowing for customers to build collections to their own liking.

Wholesale price points average around \$45 to \$55 for separates and \$95 for one-pieces and crossovers. Cali Dreaming is currently being sold at Free People, Madison, Diane's, Swell.com, Largo Drive and Bikini Bird as well as at Bucks & Does in Los Angeles' Silver Lake neighborhood and Molly Brown's in Las Vegas.

For more information, visit www.cali-dreaming.com.—Alyson Bender

Simbi Haiti

Sustaining Jobs and Clean Water in Haiti Via Fashion Accessories

Brigit Grossmann and Lori Manuel Steed's accessories company is on a mission to provide clean water and jobs to Haiti.

Grossmann, who has lived in Haiti for the past 17 years,

and Lori Manuel Steed, a native who still resides there, launched Simbi, Haiti, a for-profit accessories company, in 2012. The company was founded in conjunction with Aqua Haiti, a nonprofit foundation, as an answer to bringing sustainable jobs and clean water to various regions in Haiti following the devastating outbreak of cholera in 2010.

The accessories collection began with a hybrid accessory—a bracelet that can be worn on the wrist or used to tie hair without creasing or ripping hair. The company still offers

hair ties/bracelets in addition to headbands, twill jewelry and clay bracelets. Materials are sourced in Haiti, the United States, the Dominican Republic and China, and everything is designed, made and sold from Haiti.

"Simbi's uniqueness is attributed to our hip, one-of-a-kind

products and our stylish designs with select styles inspired by Haitian art and culture," said Brigit Grossmann. "Each Simbi product sold provides clean water and is handmade, which

provides sustainable employment to the people of Haiti." The company currently employs 50 local women.

Aqua Haiti is based in Port-au-Prince, Haiti, and was founded by the owners of Simbi USA Inc. to support, promote and finance water purification throughout the country. The foundation is funded through a portion of proceeds donated from sales of Simbi fashion accessories. Each Simbi item sold provides funding to purify at least 1 gallon of water per day, enough to support two people. The Aqua Haiti foundation has paid for and installed

two water-filtration systems to date—one of them for an orphanage and the other for the local community.

Wholesale prices are \$1.25 for hair-tie/bracelets, \$2.50 for headbands, \$2.75 for twill and \$13 for clay bracelets. For more information, visit www.simbihaiti.com. —Alyson Bender











COME DISCOVER SOME OF THE BEST SWIM & INTIMATE APPAREL BRANDS ON THE WEST COAST

24th & Ocean | Agua Bendita | Ale By Alessandra Ambrosio | Angel Beach Kids | Anne Cole Locker | Anne Cole Signature | Aubade | Babajaan | Bedhead Pajamas | Badgley Mischika | Beach House | Becca By Rebecca Virtue | Bikini Lab | Bingo Surf | Bloom Beachwear | Body Glove | Cleo By Panache Swimwear | Coco Rave | Coco Reef | Cole of California | Cosabella | Dear Bowie | DKNY | Dyanna Rosemary | Eberjey | Eidon | Elizabeth Jane | Else Lingerie | Empreinte | Freya | Gottex | Green Dragon | Heat Swimwear | Heidi Klum Intimates | Hobie | Huit | In Mocean Junior | Kate Spade | Kenneth Cole | La Blanca | Larissa Minatto | Lauren Ralph Lauren | LD Swim | Leonisa Swimwear | Lise Charmel | Loer Beachwear | Lucky Brand | Luli Fama | Lulita | Maaji | Magicsuit | Marysill | Maxine Of Hollywood | Michael Kors | Miraclesuit | Nanette Lepore | Panache | Pink Lotus | Polo Ralph Lauren | Profile by Gottex | Raz Swimwear | Samantha Chang | Sauvage | Seafolly | Skye | Sperry Top-Sider | Sub | Sunshine Zone | Trina Turk | UGG Australia | Vince Camuto and many more...

MEET WITH THE BEST INTIMATE APPAREL & SWIM BRANDS ON THE EAST COAST AT **CURVENY NEW YORK** I AUGUST 2 | 3 | 4







Amíta Naíthaní: Indían Artístry Wíth a Modern update

Fashion entrepreneur Amita Naithani

Growing up in New Delhi, India, designer Amita Naithani was enchanted by the embroideries her mother would painstakingly handsew for her—"very pretty work on fabric, she would just create something for us." As Naithani

went on to fashion school, and then the design rooms of New York City, she never lost sight of—nor appreciation for—this delicate, generations-old art form of her native country.

"That was always my forte, the craftsmanship," she recalls. "I not only studied the modern way but also the heritage of India textile, handcraftsmanship, and hand embroidery. I wanted to create something beautiful and different using artisans and skills passed down over the years, but making it contemporary."

When Naithani launched her eponymous line of swim cover-ups last July in the United States and Europe, Indian artistry was very much a part of her vision. The collection focused on beautiful fabrics—gauzy cottons and chiffons, oversized and delicate lace—and embroideries that hearken back to Naithani's heritage but are fresh and new.

"When I design, it has to be a multipurpose item, a crossover item that you can pack for vacation and wear it from beach to dinner," she says. "Resortwear was my lifestyle, my way of being—more relaxed, more peaceful."

Cover-ups in particular offered Naithani versatility and "the perfect opportunity for me to add an element of what India has to offer." With 200 artisans hand working under one roof in her Delhi factory, Naithani brings into play "all different kinds of nontraditional embroideries, new modern motifs produced with traditional techniques," she explains. The collection, superbly crafted, elegant, and smart, was a resounding hit. "The first year was so great, the collection was selling out within the first few weeks of receiving," Naithani says. Everyone has been waiting to see Act II.

For Resort 2016, Naithani offers multiple silhouettes, including an updated tunic dress, updated long and short ponchos and kimonos, and a mid-length lace caftan. "Modern, updated cover-ups that look like tops are a huge success for us," she notes. Crafted in tie-dyes and eyelet and lace, "they are very versatile." Her delicate fabrics, including chiffon, georgette, and gauzy cottons, drape and move beautifully and are "comfortable on the skin." Her palette this season is worked

around soft colors such as mint and melon and blush tones, with ombréd embroideries "a very important fashion forecast for 2016." Black and white, blues, and block prints are also key.

Naithani has always planned for her company

to "evolve into a lifestyle collection." For 2016, she is making the first steps toward that goal after taking a hard look at the results of her debut collection. "If you say, 'Amita, what did you learn?' I found that there is a demand for bathing suits along with my cover-ups," she says. "Women want swimsuits with a beautiful cover-up that blend together."

And so, Naithani created a line of swimsuits that will make its debut at the Miami Swim Show. The four styles—two bikini designs, one bandeau, and a one-piece—

coordinate with cover-ups and pareos.

Naithani's design inspirations come from her travels around the world. "It's very important for me to travel and see the energy, how women are feeling today, as well as what they wear and need." What she sees is that everyone can use a little more peace in their lives, a more centered life, even in the hurly-burly world of business. "My goal is always to approach business with kindness," Naithani says. "Living kindness day to day to create this peaceful atmosphere in your work environment and your life—how beautiful this world could be."

With her designs currently selling in high-end stores in the United States including Everything But Water and Lord & Taylor, as well as in Canada and Europe, Naithani has her sights set next on Australia. Going forward, she says, the "natural extension" of her line will be accessories, including jewelry, scarves, bags, and possibly shoes at some point. As an enticing sneak peek, customers at the Miami show will receive an assortment of handbeaded necklaces in a chic linen pouch.

For now, Naithani is happy to provide her clients with another round of beautiful resortwear. "It's timeless and ageless, you keep it forever," Naithani says. "That's what I like to do, offer women an item that looks exclusive and different, is comfortable to wear, and a woman feels feminine and beautiful in it."



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SPEE STATE

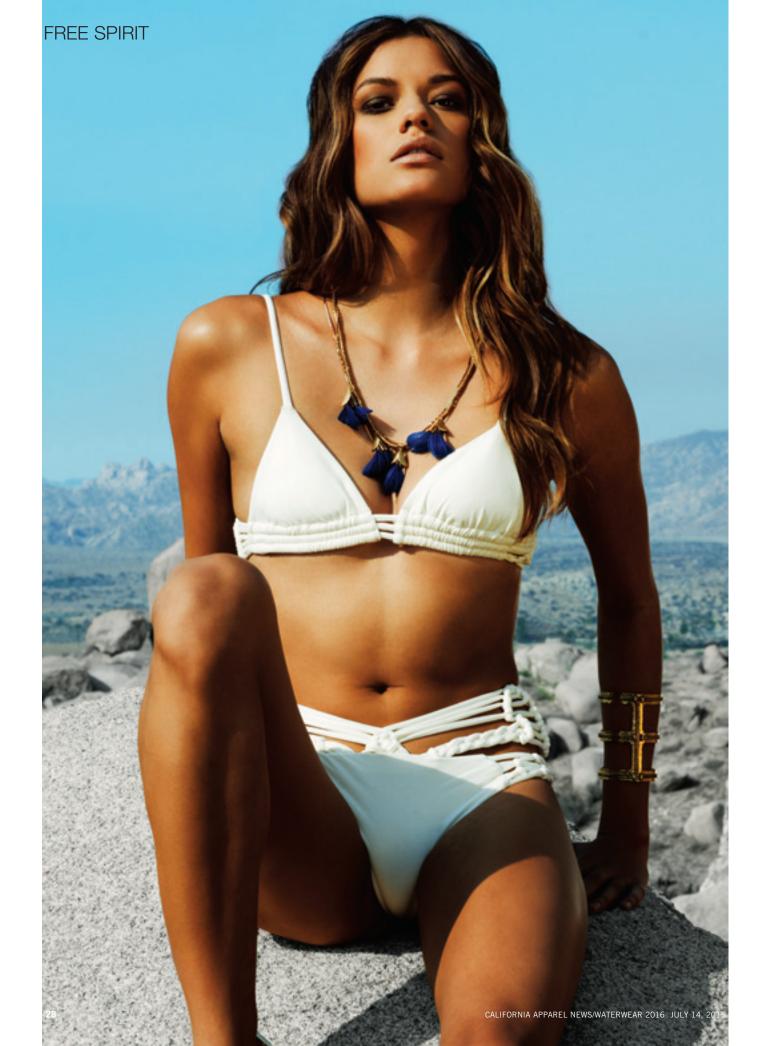
An earthy palette and bohemian styling capture the season's free-spirited mood.—N. Jayne Seward

DESERT CHIC

Photography by Ian Morrison

AMITA NAITHANI
"The Desert" hand
tie-dye caftan, VIX
PAULA HERMANNY
"Paula" bikini. PAULA
ROSEN JEWELRY
rope necklace.
GORJANA gold
necklace. NATIVE
GEM amethyst crystal
and vermeil ring.

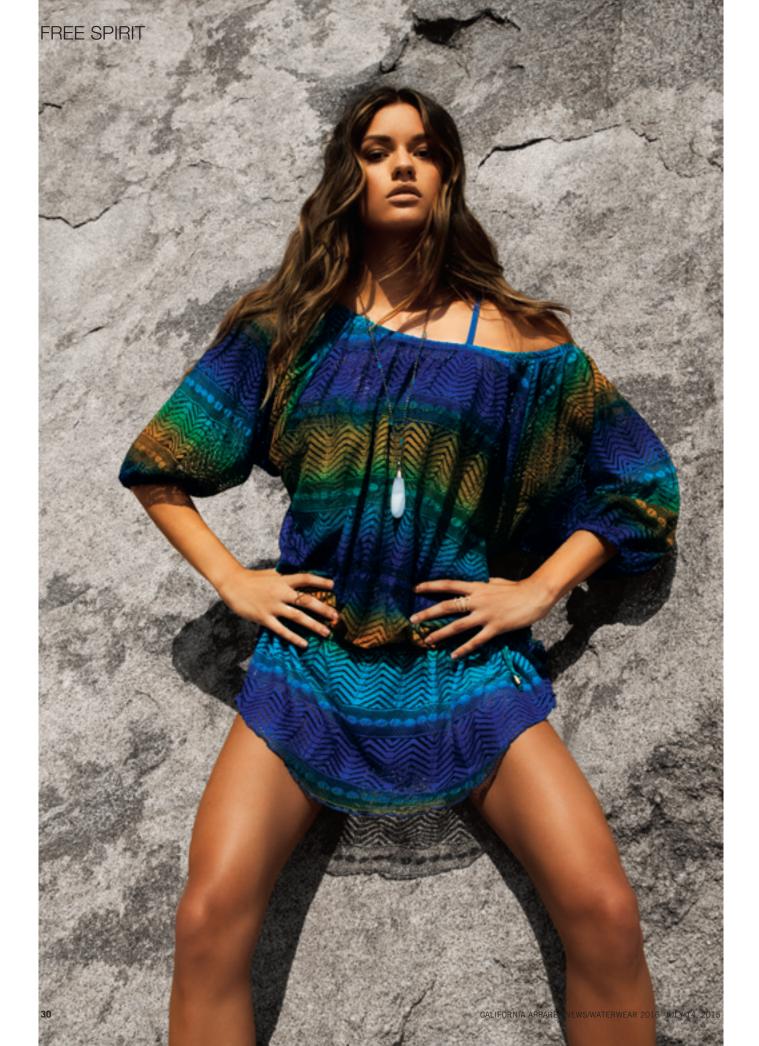


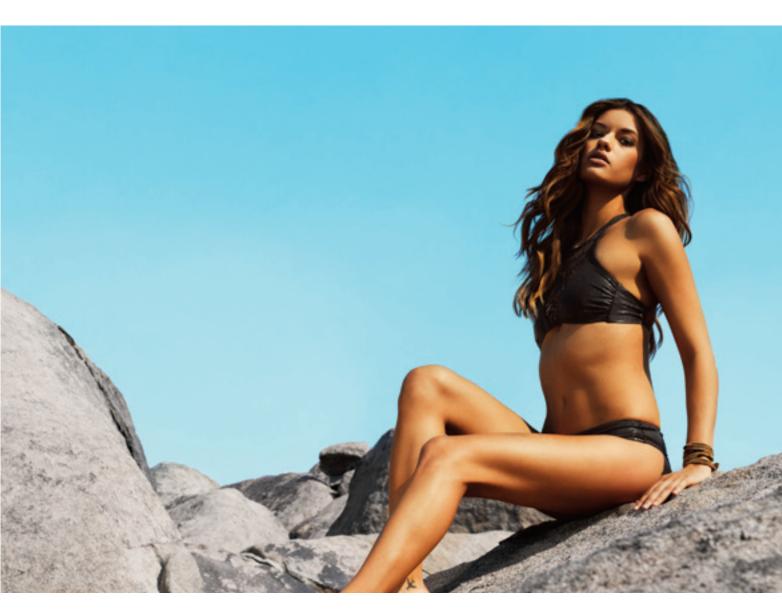




(Opposite) ENTREAGUAS macramé triangle top and bottom. SEREFINA "Dancing Feathers" necklace. KAREN LONDON "Joplin" hammeredbrass cuff.

(This page) VIX PAULA HERMANNY "Kara Ice" onepiece. NATIVE GEM horn necklace and vermeil ring. BLOOM bracelets. VINCE CAMUTO boots.





(Opposite) BECCA by REBECCA VIRTUE "Aquarius" peasant tunic and bikini. NATIVE GEM white agate necklace and vermeil rings.

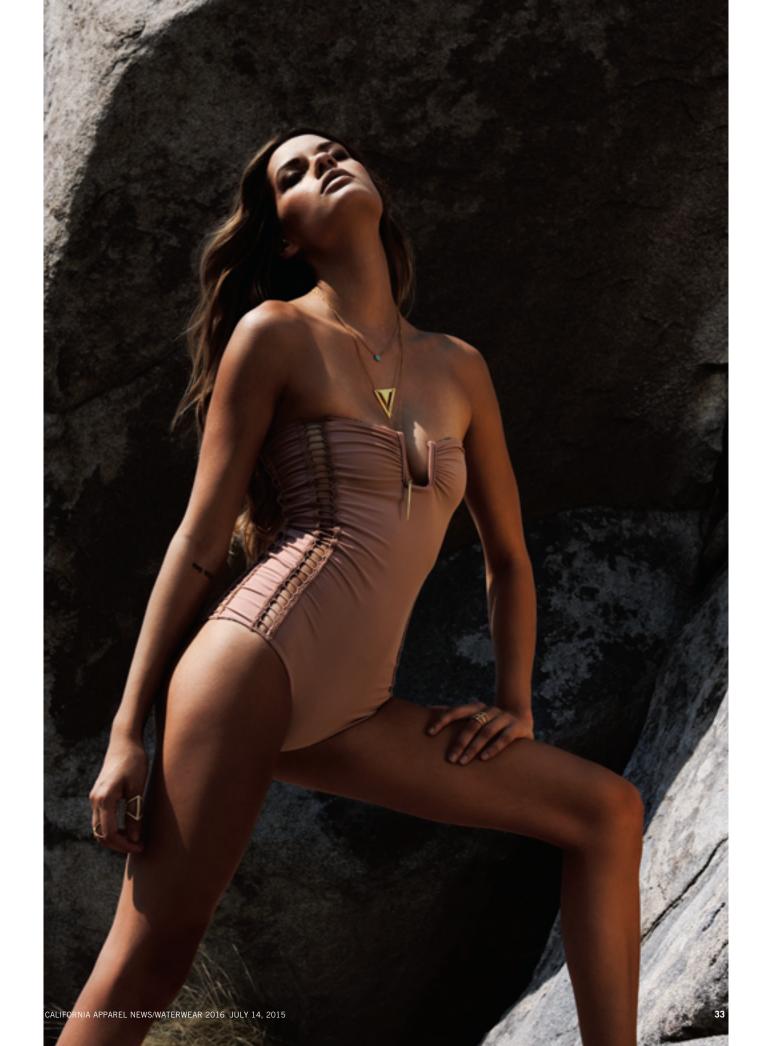
(This page) MANGLAR faux-leather bikini. SEREFINA triple-wrap "C" bracelet.

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(This page) ÁLE
by ALESSANDRA
"Groupie" bikini and
"Island Fire" caftan.
NANCY CATEN gold
drop necklace. NATIVE
GEM vermeil ring.
SEREFINA mix-andmatch bracelet.

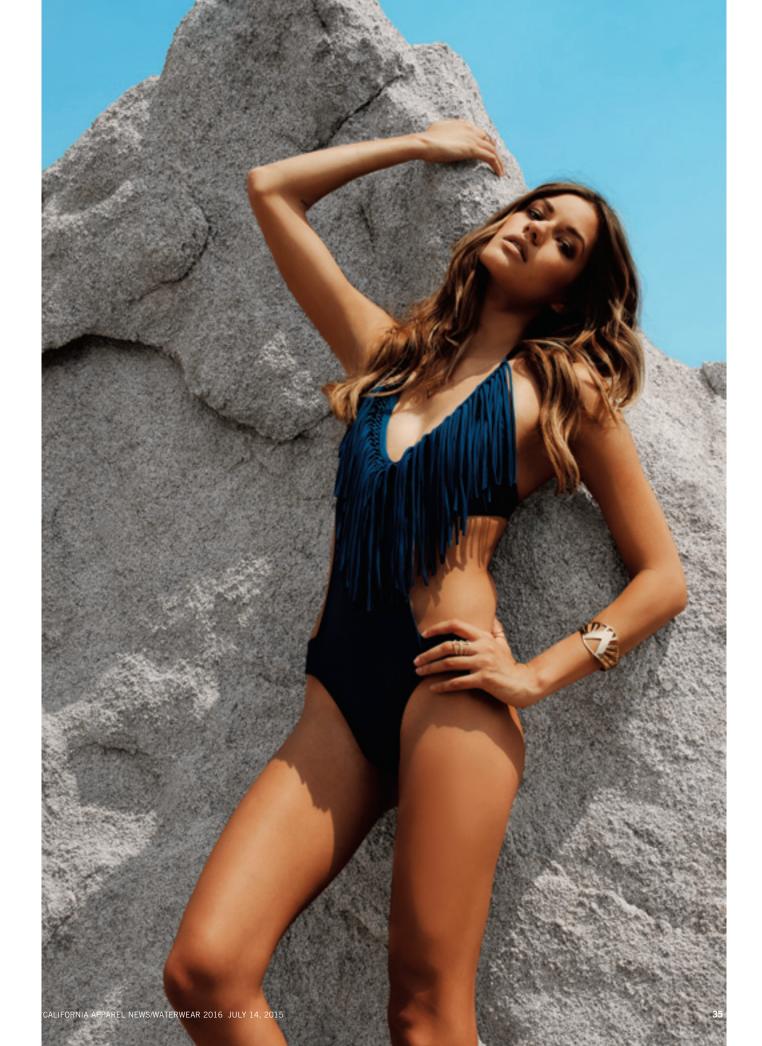
(Opposite) ACACIA SWIMWEAR "Africa" full piece. GORJANA arrow necklace. HEATHER HAWKINS "Tiny Dancer" necklace. NATIVE GEM rings.

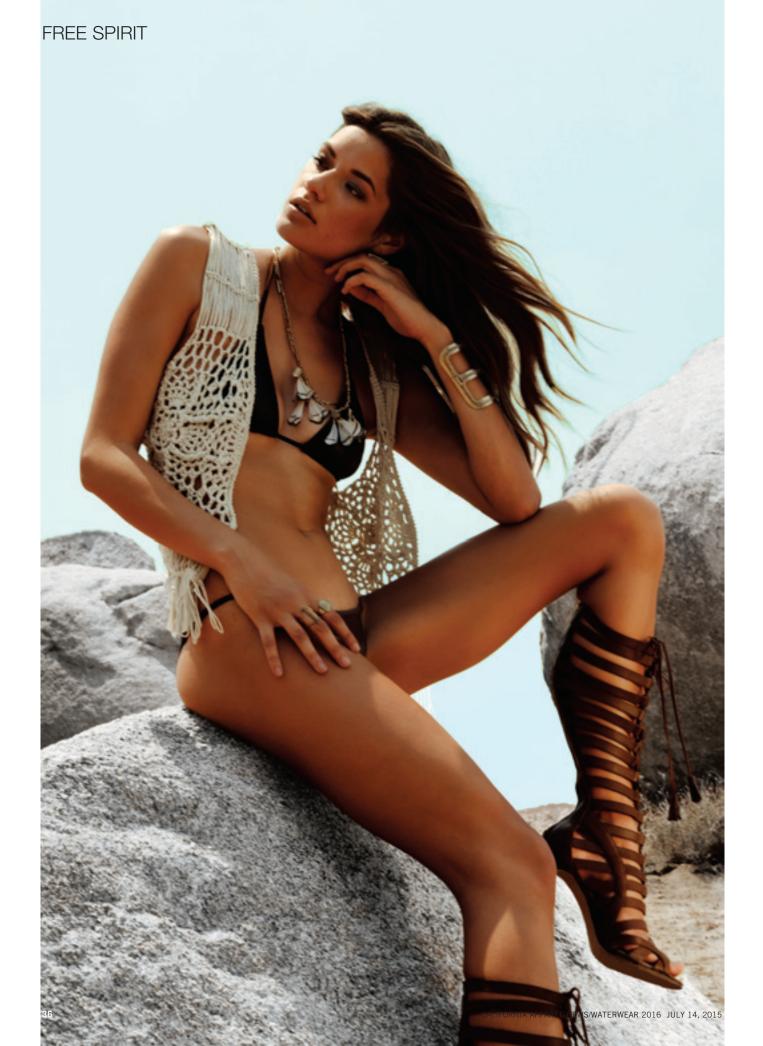




(This page) MANGLAR faux-leather bikini and fringe skirt. NANCY CATEN gold drop necklace. BLOOM bangles.

(Opposite) SAUIPE SWIMWEAR "Zoe" monokini. GORJANA arrow necklace and cuff. NATIVE GEM vermeil rings.

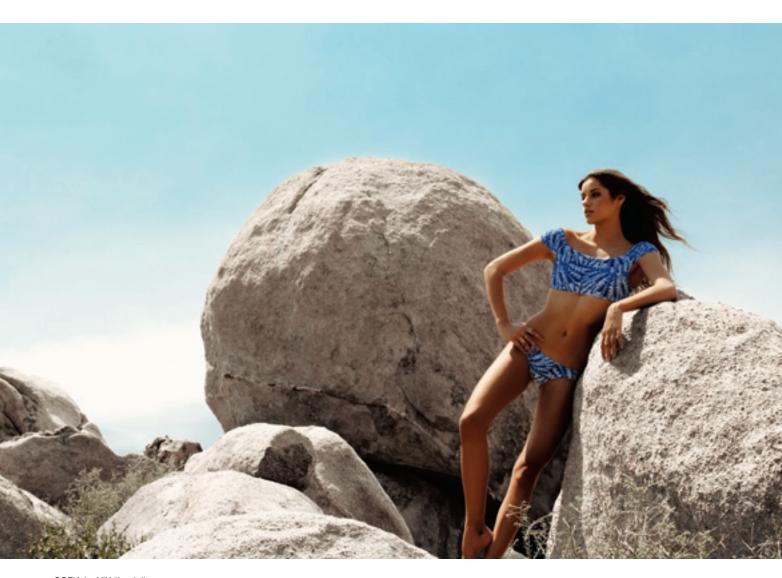






(Opposite) CHAMORRITA SWIMWEAR "Fu'A Neoprene Espresso" bikini. ÁLE by ALESSANDRA "The Nomad" vest. SEREFINA "Dancing Feathers" necklace. KAREN LONDON "Joplin" cuff. NATIVE GEM rings. VINCE CAMUTO boots.

(This page) SAUIPE SWIMWEAR "Celeste" onepiece. GORJANA cuff and necklace.



SOFIA by VIX "La Jolla Blue" top and "Rio" bottom. NATIVE GEM vermeil rings.

PHOTOGRAPHER: IAN MORRISON with OPUS REPS
CREATIVE DIRECTOR and STYLIST: N. JAYNE SEWARD/NORMAJAYNE.COM
MAKEUP: GARRET GERVAIS for TARTE at GRID AGENCY
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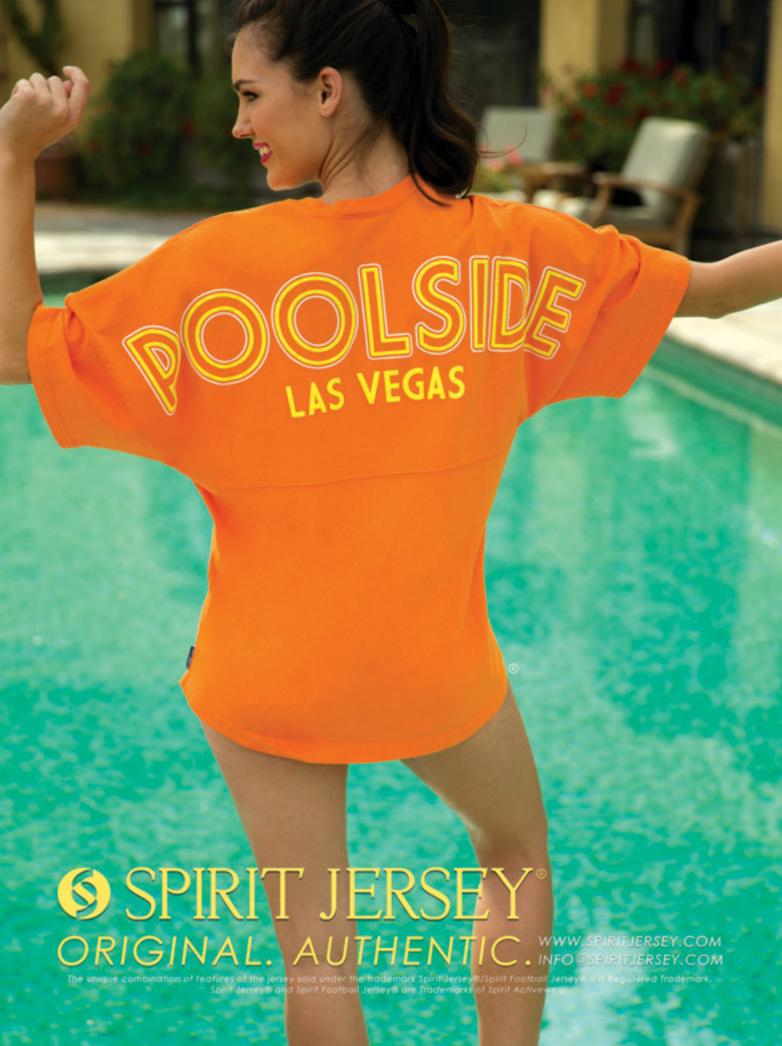


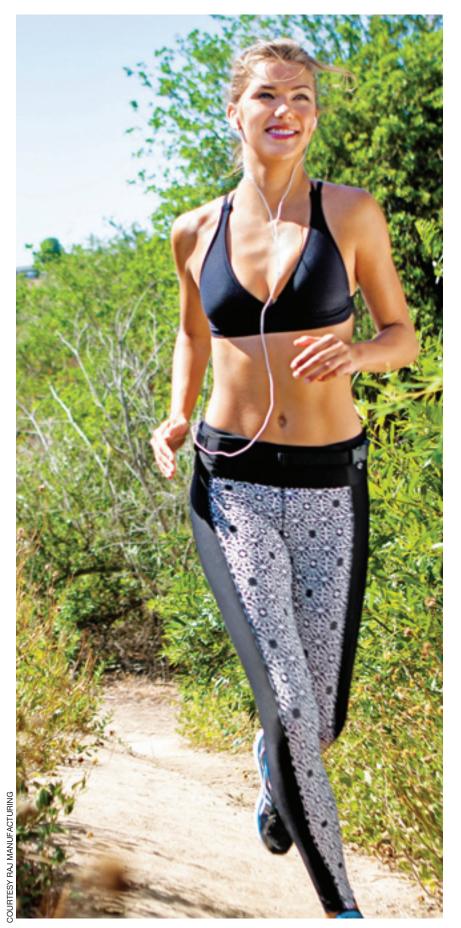


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SIGNATURE





The "Good Karma" cross-train bra and "Inner Chakra" yoga pant from Raj's activewear line, Next

Actively Pursuing the Future

Raj Manufacturing is building business with new brands, new categories.

By Julie Gallego

Lisa Bhathal Vogel and her brother, Alex Bhathal, grew up in the swimwear business watching their parents, Raj and Marta Bhathal, build their swim-manufacturing company, Raj Manufacturing.

But when the siblings took over the reins of the family-owned business from their parents 10 years ago, they soon found themselves in completely new waters.

"Alex and I took over the business from my parents, and then we had this recession. That was a heck of a learning curve for us," said Vogel, who serves as co-president of the company with her brother.

Raj, headquartered in Tustin, Calif., makes swimsuits and other products for brands such as Hurley, Reef, Ella Moss, Athena, Juicy Couture, Nautica and Splendid, but to beef up revenues it has expanded into activewear, even producing its own line, called Next. It recently added Foothill Ranch, Calif.—based Oakley to its roster of licensees.

Last year, Raj acquired Basta Surf Swimwear, a New York brand the company touted as filling the "contemporary beach sexy" niche for the company. "We felt Raj was the right fit for Basta Surf for many reasons," said Basta Surf cofounder Samantha August. "Their human capital and extensive infrastructure were exactly what we felt we needed to grow this brand to the next level and beyond."

In a nearly \$14 billion swim industry, Raj is a major player that has survived for decades. "I reckon it's one of the biggest in the industry," said Shannon Leggett, executive show director of the Swim Collective trade show. "Raj is unusual because they sort of cover all bases; they have a designer line, and they have brands they license and brands that they produce."

That difference is part of a strategy the brother-and-sister team began implementing when they took the reins from their parents.

At nearly 50 years old, Raj is said to be the oldest swimwear manufacturer in Orange County. The company has two California factories—one in Tustin and one new facility in Santa Fe Springs, which opened in 2013. Despite adding more factory floor—which allowed them to increase their domestic production to 70 percent—Vogel and Bhathal are aiming to take the business beyond manufacturing.

"One of the things that has changed is our direct-to-consumer outlet, Swimspot," Vogel said. "We have retail stores."

Swimspot launched in 2009—mostly as popup stores—at the height of the recession. There are now eight Swimspot stores in California and Arizona.

Getting through the recession required the siblings to utilize every lesson their parents taught them, especially the most important one: Be adaptable.

"What we did was inventory management and controlled production so we could make to order," she said.

Having the bulk of their production in the U.S. was also key, Vogel said.

"If you are projecting units from overseas—from China—you look at your crystal ball six months out and try to guess. 'I'll buy 1,000 of these, 200 of these, 5,000 of these.' And we're always wrong. No one knows. You have to wait for the consumer to vote. At the end of the day, if you are one of those companies that has China production, you get eaten alive when it comes to closeouts because you can't make up your money. So part of it was inventory management."

LIVING THE LUXE LIFE

But Vogel and Bhathal, after bringing in private-equity investors, did their homework. They studied the market and made decisions to cut loose what didn't perform. They didn't retract so much as they changed direction.

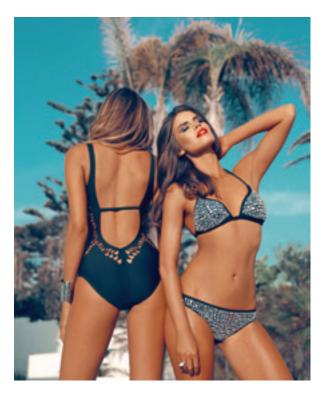


"We expanded our portfolio to the growing segments. We looked at where the business was growing. That was the time when we turned off some of our juniors business and focused more on luxury," Vogel said.

One of the ways Raj focused on luxury was the creation of Luxe by Lisa Vogel, Raj's sophisticated line (retail prices run from \$60 for bottoms up to nearly \$200 for tops), which launched in 2008.

Filled with fashion-forward details such as cutouts, crocheted backs, fringe and an eye toward figure-flattery, Luxe is the line a woman wears to lie by the pool at a five-star resort.

"We associate the women who wear Luxe as someone who goes to the Ritz-Carlton and is kind of a jet-setter and can wear these types of things that are a little bit elevated and also fashionable," said Britt Hertel, Raj's public relations and licensing manager.



(Top) The Bhathal family, left to right: Lisa Vogel, Marta Bhathal, Raj Bhathal, Alex Bhathal

(Above) LUXE by Lisa Vogel (left to right) Delicacy maillot, "Mirror Image" triangle top and beach pant



Athena "Summer Nomad" tankini and banded pant

Raj Manufacturing

Continued from page 41

Luxe's signature is an elevated mix of high-style and flaw-concealing details that manages not to look frumpy or dowdy. "We get to put ideas into Luxe that maybe licensed lines don't want," said Vogel, who serves as creative director for the line. "Every piece is about accentuating something that is positive on your body and camouflaging what's not."

The 2016 line, which will preview at the Swim Collective in August, includes "bandinis" that blouse over a woman's midsection as well as several selections of "bum-covering" styles for women who feel uncomfortable baring too much in public.

Vogel credits that particular aging demographic with keeping the company afloat. "I think this is one of the things that helped us stay in California," she said. "We made a shift so that we're more luxury, more misses, more contemporary-focused and less juniors because we can't compete with the Targets out there."

Coincidentally, industry watchers believe that Raj's steadfast dedication to Made-in-the-USA production and unwillingness to compete with retailers such as Target and Walmart as well as fast-fashion purveyors such as H&M and Forever 21 are what make the company's brands stand out.

"There's a massive difference between what Raj does and what mass-market chains do," Leggett said. Mass-market retailers

"There are trends, but nowadays it and making sure that every produ brand."—Lisa Bhathal Vogel

that manufacture private labels in China "generally copy last year's styles," he said. Made-in-America manufacturers bring you next year's styles.

"Fast fashion is really last year's design that has a shelf life of three months. Raj's quality level is much more superior," Leggett said. "They make products that you could wear for multiple seasons. A fast-fashion swimsuit will pretty much fall off the first time you go into the ocean; what those guys do is sell disposable clothing. With Raj, it's more art and design and future trends. Raj is actually setting the trends."

BEYOND SWIMWEAR

Vogel, born and raised in Southern California and living in Newport Beach, agrees that the swimsuit industry has

evolved, going from following trends to carving out your own space in the fashion apparel universe.

"We used to look at the runways and be like, 'It's about pink fringe this year.' There are trends, but nowadays it's so much more about, within the brand, focusing on the DNA and standing for that DNA and making sure that every product, every suit, within that collection, if you saw it hanging in the store, looked like that brand," Vogel said, pointing to a rack of suits and cover-ups from Raj's 2016 line. "If you see Basta, it has the neon pop. You see Next, it's the fashion active, and it needs to be true in that way."

Raj is at the forefront of that trajectory to bring the swimwear industry beyond the boundaries of bikinis vs. one-piece swimsuits.

These days, consumers see swimwear as part of a larger movement toward versatile activewear that takes the average woman through an entire day—from the gym to the beach to cocktails.

With the rise in the last few years of the "athleisure" segment, Raj has turned its attention to the active market and how it can work with activewear brands.

"If you look at our portfolio brands 10 years ago to now, it's different because we've had to change and evolve. We like to think that we're a company where we can really get under the skin of a brand and be chameleons and put out a product that represents that brand well," Vogel said.

One way that Raj has found brands to represent is by changing the way the company decides with whom to partner. For instance, 10 years ago, a brand's Instagram profile wasn't an issue. "We get is so much more about, within the brand, focusing on the DNA and standing for that DNA act, every suit, within that collection, if you saw it hanging in the store, looked like that

calls literally daily from companies that want to license their brands," Vogel says.

Before, Raj had a different set of criteria. Was this a mega brand? Did they have their own retail stores? Did they do consumer advertising?

"Now it's completely different," Vogel said. "We ask, 'Does it compete with our own portfolio? Is it a growing market? What is their social-media following and what does it look like? Are their social-media followers engaged?"

Raj's new licensing agreement with Oakley, known for its edgier, hardcore lines and iconic eyewear, fits the criteria. "With Oakley, we definitely expanded into this athleisure/athletic wear. That's probably a trend," Vogel said.

But it's a trend that Raj had already leveraged with its own activewear line, Next. Originally created for SUP (stand-up paddleboarding), Next is a collection of swimsuits, swim pants, shorts and shirts made of a special fabric developed by Raj called Next Flex.

"It's UPF 50, quick-dry, moisture wicking and has a really nice stretch that goes back to where it's supposed to, and it's camouflaging. The fabric is a big part of it," Vogel said.

The line—sold at Neiman Marcus, Dillard's and Macy's—with diffusion lines at Sports Authority and Kohl's, is perfect for women Vogel refers to

as "Latte Ladies," who go from the school drop-off to the gym to coffee with friends.

"They spend the whole day in it," she said.

The deal with Oakley includes a collection for 2016 of swim- and activewear—including swim leggings and running shorts—also rendered in a high-tech fabric. This time the fabric is from Italy, made of 100 percent recycled material with UPF 50 that is moisture wicking and resistant to suntan lotion. "They say 80 percent of swimsuits never touch water," Vogel said. "But this girl is in the water."

Raj would not release the financial details of the Oakley deal. (It does not release any financials.) However, Vogel did talk about the shared vision between the two companies. "There were conversations that we had together. We felt that it should be active but rooted in the water, and they were completely mirroring what we were seeing," Vogel said. "The other thing that Oakley liked is that they are an Orange County brand and they liked that we were made in the USA, too."

The clamor for all things "Made in the USA" seems to be an



Originally created for stand-up paddleboarding, Raj's Next collection includes activewear pieces made from a fabric called Next Flex. (Pictured: The "Malibu Zip Up" by Next)

integral part of Raj's longevity. But Vogel admits there are challenges ahead for their "American-made" model. Most pressing is the recent decision in Los Angeles to raise the minimum wage to \$15 an hour by 2020. Though Raj's Santa Fe Springs factory is just outside the bounds of the city, it is still located in Los Angeles County, which is considering a similar minimum-wage increase.

"With the minimum wage going up and up and up, we have to find ways to automate," Vogel said. "We're watching it."

In the meantime, Vogel and Bhathal will work on what happens next.

Will it be a men's line? "Women buy, on average, 1.5 swimsuits a year. Men buy one every six years," she said, adding, "I don't know. ... We have some ideas."

Or does the future for Raj lie elsewhere? "Swimspot is our big initiative. That's something that we see as a growth opportunity—that and international," Vogel said. "International fluctuates due to currency exchange, but we still see that as an opportunity." **ww**



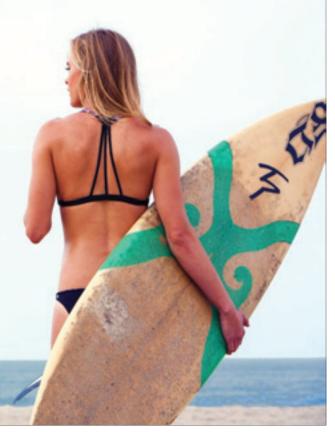


Surf Expo Booth 1904

We are the new California brand of swimwear for beach athletics:

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SWIM SHOW

July 18-21, 2015 Booth# 814 Convention Center Miami Beach. FL

PROJECT NEW YORK

July 19-21, 2015 Jacob Javits Center New York, NY

CHILDREN'S CLUB

August 2-4, 2015 Jacob Javits Center New York, NY

SWIM COLLECTIVE

August 13-14, 2015 Hyatt Regency Huntington Beach, CA

PROJECT LAS VEGAS August 17-19, 2015

Mandalay Bay Convention Center Las Vegas, NV



Premium swimwear for men and boys. www.tomandteddy.com

Amita Naithani presents a versatile collection of artisan-inspired resortwear and cover-ups with coordinating swimsuits. A sophisticated world traveler, Amita knows what women want and consequently has created the concept of "Day-to-Dinner" within her collection—coordinated wardrobe pieces that take a woman from the beach or pool to a glamorous evening out. "Beauty and harmony are what I want for my customers," says Naithani. In her homeland of India, Amita

Naithani works closely with



gifted craftsmen and textile experts to develop exclusive colors, fabrics, and embellishments. Amita is particularly devoted to India's ancient processes for textiles-the hand embroidery, crochet, and hand tie dyes—and incorporates these artisan techniques into her contemporary designs for modern women everywhere. http://amitanaithani.com

Anne Cole sets out to follow the sun in its 2016 collection with fabulous prints and bold colors. Graphic black-and-white paisley, bright multis and jewel-tone florals start the season off and evolve into hand-painted

bright pastels, bold engineered geos, and new lace crochet textures. With summer comes

pops of mints and corals in tropical palm-inspired prints. Effortlessly flattering silhouettes truly do offer something for every personality! www.annecole.com

Anne Cole introduces "LOCKER." a Swim/Sport Collection designed for an active lifestyle. From beach to volleyball, yoga to paddleboarding, LOCK-ER has everything you need for a day on the go. New silhouettes

in bright, energizing prints give a fresh look to your

LOCKER

active swim. Sports bras, rashguard tankinis, hooded jackets, shorts, skirts, and beach pants mix with core silhouettes. Designed with comfort, functionality, and fit for the way you move. www.annecole.com

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Badgley Mischka Swimwear is a designer-driven collection that is chic, timeless, and thoroughly elegant, constructed of the most luxurious fabrics and superior craftsmanship in classic silhouettes with elegant designer details. Rich, vibrant tones, delicate

and intricate pleats and draping create a collection of superb dedicated workmanship. Each garment is designed to enhance and define a



woman's assets. Sophisticated glamor is our trademark, which is why we are found in only the most prestigious department and specialty stores.

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BECCA® by Rebecca Virtue is known for putting together a perfect mixture of fresh, vibrant colors and stunning swimwear silhouettes and strikes a wonderful balance between sexy and delicate femininity. Each collection is defined by the ability to beautifully adapt fashion to the female form by combining exclusive fabrics and prints with the perfect fit. In addition to eve-

catching swimwear, BECCA® has created a resort collection of coverups and lightweight dresses that can be worn from the beach to the street.

Rebecca Virtue, a native Californian and alumna of

Otis College of Art and Design, resides in Orange County, California, where she creates her namesake, BECCA®. www.beccaswim.com

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Brazil: Fashion Beyond Summer. Beyond the curves, the sophistication, the feel of the breeze, the texture of the beach sand. The colors, fragrances, shapes, different cultures, a plural society. On the motion of a wave, in a deep con-

nection, a lot more than beachwear, the spirit of a lifestyle, an entire ocean to inspire. The beach blends



with the streets, and the streets go back into the sea. A fashion that draws inspiration from art, music, gastronomy. The cultural diversity of a continent-sized country that transforms the catwalk and brings an innovative cut, sophisticated materials and high-tech production. A seductive Brasil, an inspiring fashion beyond expectations. Visit the Brazilian brands at Miami Swim Show & Lingerie Show from July 18 to 21, and Cabana, from July 18 to 20. www.texbrasil.

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Chamorrita Swimwear brings the bikini back to its roots, where it all started in 1946 with French inventor Louis Réard and the Bikini Atoll in the Marshall Islands in Micronesia. The daring two-piece swimsuit was "the bomb," creating quite a stir as it was promoted as "smaller than the world's smallest bathing suit." Chamorrita Swimwear is a cheeky collection designed with love on Guam in limited editions, delicately crafted with natural tropical elements such as

coconut and mother of pearl shells and perfectly tailored to feature the natural beauties of our island. Using quality



fabric from around the world, cut for optimal coverage, and stitched to enhance the natural beauties of our island, Chamorrita Swimwear is carefully selected for vibrant colors and cuts, a blend of the Italian low cut and the flirty Brazilian fit, fused with local natural elements of the island. Established in 2011, Chamorrita Swimwear is the first bikini line locally owned and designed with love on Guam. Sandrine@ ChamorritaSwimwear. (671) 488-0890. www.chamorritaswimwear.com

For 2016, the Cole of California® collection takes inspiration from its moniker. The California lifestyle of sport, surf, and comfort is brought together in an athletic and sportswear-inspired collection of swimwear. Zippers are reminiscent of the morning surf, and

racerbacks and strap details are borrowed from yoga while buttons and space dye bring to active sport. Dots and stripes have become a staple in the Cole of California brand-each season



a fresh twist and increased mix-and-match opportunities. Two distinct color stories, each with different prints, solid and color-block options, make for cohesive and interesting merchandising. A wide variety of female body types are considered in the thoughtful mix of silhouettes, aimed at the contemporary misses and plus customer. Tankinis and bikini tops give the modern woman support and confidence. Hipsters, skirted bottoms, and boy shorts are flattering and versatile. www.inmocean.net

CURVEXPO is the only show in North America solely dedicated to designer lingerie, swimwear,



and men's underwear. CURVEXPO will be presenting the collections of over 350 brands at CURVENY NEW YORK Aug. 2-4 at the Javits Center North and CURVENV LAS VEGAS Aug. 17-19 at the Venetian (Toscana, San Polo, and Murano ballrooms). For more information, visit our website. www.curvexpo. com. (212) 993-8585

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Dara Inc. prides itself on customer service and quality products. Whether it's a swimsuit or a coverup,

Dara Inc. is there every step of the process. Now with our newly renovated thread and button showroom, we offer over 50,000 square feet



of inventory to suit all your company's needs. Dara Inc is no stranger to the fast-paced fashion industry either. Conducting business for over 30 years, we've established strong relationships with many major apparel companies nationwide. Visit us at Daraincusa. com to join the family!

Bringing you a new swimsuit experience ... DiMarco Swimwear creates something that benefits the planet by incorporating fashion with organic and recycled

fabrics. Fall in love with their mix-and-match pieces from the minute you set eyes on them to the moment you indulge in one! Look great and



feel even better wearing your new swimsuit! Each design is made with you and the planet in mind. We are minimizing pollution with these suits, and a portion of each piece will help fund the fight against cancer. We should care about what we put on our bodies as much as we are concerned about what goes in our bodies. Swimsuits with a purpose! http:// dimarcoswimwear.com

Emsig has added a new collection of swimwear accessories to its repertoire with its exciting and neverseen-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 **⊕BB** yEmsig

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 fireproof and will not support

combustion. As makers from the raw resins to the SwimShorts page 52

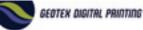


finished products, we are innovative and creative in our industry. We truly make a difference. www.emsig.com

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GEOTEX Digital & Heat Transfer Printing is a leading digital and roll-to-roll sublimation printer based in Los Angeles. We specialize in both small- and large-quantity printing projects with the most competitive rates in the industry. Just in case you don't have your

own designs, we also carry a large library of open line



designs for you to choose from. Not only do we carry an extensive selection of printable fabrics, we can also print on your fabrics. Please feel free to contact one of our associates for more info and a quote on your unique project. www.multitex.us

Gideon Oberson is one of the leading fashion designers in Israel, known as the king of luxury swim, beach, and top elite couture designs. His huge experience in comfort, image, and styling adds to his unique outfits designs, evening dresses, and wedding dresses. Gideon Oberson is a multi-talented

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Hammock (formerly Salon Allure) takes place July 18–20 at the W South Beach. The show continues to focus on its founding mission: to provide boutique swim and resortwear designer brands a sophisticated, event-based platform to launch their new collections in style. Once again this year the show is excited to an-

nounce LYCRA XTRA LIFE® Brand as the



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Helen Jon offers Americanmade luxury swim and resort wear for the customer who wants flattering fit without compromising style. We are known for modern styling, vibrant patterns, and attention to detail, se

Helen Jon

terns, and attention to detail, season after season. www.helenjon.com

Hyosung, the largest spandex producer in the

world, is launching new 20, 30, and 55 denier creora highclo super chlorine-resistant spandex for fine-gauge circular knit rashguards



and higher-compression swimsuits. Hyosung will also preview swim trends for 2017. To learn more, please visit Hyosung at the Outdoor Retailer summer show, Aug. 5–8, Booth # 255-313. www.creora.

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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 be-

havior patterns and expectations in their use. Reinforced by these new findings, new technical advantages for XTRA LIFE LYCRA® fiber have been demonstrated in the real-life swimwear environ-



ment, bringing to life how XTRA LIFE LYCRA® fiber protects from the damaging effects of perspiration, chlorine, and sunscreen. For more information, call or email us. (212) 512-9294, Elana.Page@invista.com

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Isle Poni Lo is a designer swim- and surfwear line born on the Big Island of Hawai'i. Each collection is made of premium eco-friendly Italian Lycra blends that feel buttery soft yet are strong enough to outlast

surfing, sand, chlorine, sun exposure, hiking, waterfall jumping or any other adventure found in the daily life of an island girl. Isle Poni Lo is currently headquartered in Redondo Beach, Calif., and is manufactured responsibly in Downtown LA. Isle Poni Lo works with international artists to develop exclusive prints



4683, robert@isleponiloswimwear.com, to book an

appointment, or visit www.isleponiloswimwear.com.

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JERIAN

Jerian Plastics Inc. is a global hanger manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through

our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market. www.jerianhangers.com

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Khongboon Swimwear is a collection of hand-made luxury

swimwear by KHON BOON designer Supa-

porn Khongboon. Inspired by her travels to faraway places, all the way from the shining Mediterranean Sea along the Côte d'Azur to the pristine white sand beaches of Thailand in the country she grew up—in combination with her love for the ocean and the search for the perfect bikini—Khongboon Swimwear was born. With its custom prints, soft, buttery fabrics, reversible tops and bottoms in combination with the flirty, unique designs and seamless comfort, Khongboon Swimwear is truly one of a kind. Khongboon Swimwear is Supaporn's statement for the chic,

modern woman, ready for any challenge—ready for the world. To dream and be adventurous—words that inspire Supaporn because that's what dreams are made of. Thank you for letting us join your journey. www.khongboonswimwear.com

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 its scuba fabric called "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 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 Première Vision in New York showing the elite French line Bugis Textiles of France. For more information, visit www.lalame.com.

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L.A. Swim Week (LASW) was founded for the purpose of providing a sustainable platform to increase engagement and foster connections between national and international designers,

premier retailers, and top fashion media. The exclusive event showcases the world's innovative lingerie, resortwear, swimwear, sport, and yoga wear. The fashion show at The London in West Hollywood takes place on July 23. www.swimweekla.com



Longitude swim is designed and created with a real women's body in mind. Each silhouette has a longer torso for a more comfortable fit. Our modern and timely colorful

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prints give classics a fresh point

of view for our discriminating lady. Stylish design lines coupled with figure-enhancing properties shape the body with smoothing comfort control. From flirty dresses that offer comfort and concealment to high-neck silhouettes to protect the skin from the sun, this is a refreshing new approach to youthful, ageless swimwear. Our lady craves beautifully made swimsuits that make her feel beautiful and make her "Figure Confident."

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Luli Fama has become known for its universally flattering fit and immaculate designs. Luli Fama

incorporates an eclectic mix of vibrant hues and bold prints, resulting in a unique signature that is festive yet sophisticated. Luli and Augusto are inspired by a variety of



factors, including Luli's Cuban finesse and Miami upbringing. The cosmopolitan culture and Latin influence in Luli Fama are apparent in the contemporary silhouettes and intense motifs. Luli and her brother-

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Continued from page 52

in-law Augusto Hanimian work with artists to create custom designs for all of their prints, making sure that each piece tells a story. www.lulifama.com

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Magicsuit is a contemporary, sexier, edgier collection with allover comfort control and designs that are sophisticated and enhancing. Stunning silhouettes boast dramatic draping and precise detailing that embrace

and enhance a woman's curves.
The styling is a trend-

MAGICSUIT by Miraclesuit

driven, fashion-forward look with sportswear inspired looks, coupled with the latest in shaping technology. New anti-wrinkle jersey fabric makes it easy to pack and go. Fabulous easy wear cover-ups that can be worn from sunise to sunset make this collection a must have. The Magic actually happens when the customer tries on a swimsuit—she not only feels the difference but sees it as well. www.magicsuit.com

Manglar Swimwear, designed for the modern woman of today, represents independence and luxury while not forgetting undeniable comfort. So-

phisticated and simple designs, carefully tailored garments made of high-quality fabric, 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. Made in Colombia, Manglar Swimwear is proud of the country that has offered the brand and its designer the opportunity to develop their creativity by making each one of their creations with an impeccable finish and quality. "My inspiration for the new 2016 collections comes from the blue crystalline waters and the warmth of the Amazonian jungle from the country where I was born, Venezuela," said designer Irene Sultan. "Ethnic, floral landscapes and a flash of psychedelic prints are mixed between solid colors and fabrics that simulate leather. Laser cut, crochet, and fringed are the final touches that make each piece uniquely elegant and totally chic to every woman who wears them." Enjoy our new 2016 collection. Feel elegant and comfortable with Manglar Swimwear. www.manglarswimwear.com

Miraclesuit® created the first collection of ladies' control swimwear and, decades later, still reigns as the leader in this category. Legions of dedicated fans throughout the world love the collection because it

delivers on the promise of looking 10 pounds lighter in

Miraclesuit
Look 10 lbs. Lighter in 10 Seconds

10 seconds®. The design team at Miraclesuit's first focus is on unique innovation, control, and comfort. New patented technologies provide Miraclesuit with exclusive innovation for a swimsuit simply created like no other in the world. Silhouettes are created with expert draping and shirring to enhance the body and provide comfort control while embracing a woman's curves. Miraclesuit garments are made with our unique proprietary fabric, Miratex®. These fibers contain two times more Lycra content, which assures

all-day comfort, color fastness, and fit. "Look 10 pounds lighter in 10 seconds." www.miraclesuit.com

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NoNetz is anti-chafe swimwear for boys and men. Features include: preventing the inner-thigh rash; anti-chafe, anti-bacterial liner; water-resistant; UPF

50+; chlorine-proof; functional drawstring; designed with the texture sensitive for maximum comfort; used for activewear, too; made exclusively



in Brooklyn, N.Y.; free shipping; parent-tested and parent-approved. www.nonetz.com

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Pepper Swimwear gets its name from the common volleyball warmup drill and is the new California brand of swimwear for beach athletics. Designed by beach volleyball players and worn by professional athletes in

North America, Europe, and Australia, Pepper Swimwear offers a unique combination of athletic performance and fashion styling. Cre-



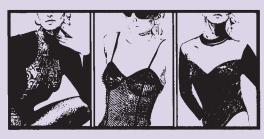
ated with a focus on exceptional quality, durability, and comfort, each piece is seamless and reversible, and the tops are fully adjustable with optional padding. Made with lots of love and California sunshine in downtown Los Angeles. Visit us at Surf Expo Booth 1904. www.PepperSwimwear.com

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IT STRETCHES



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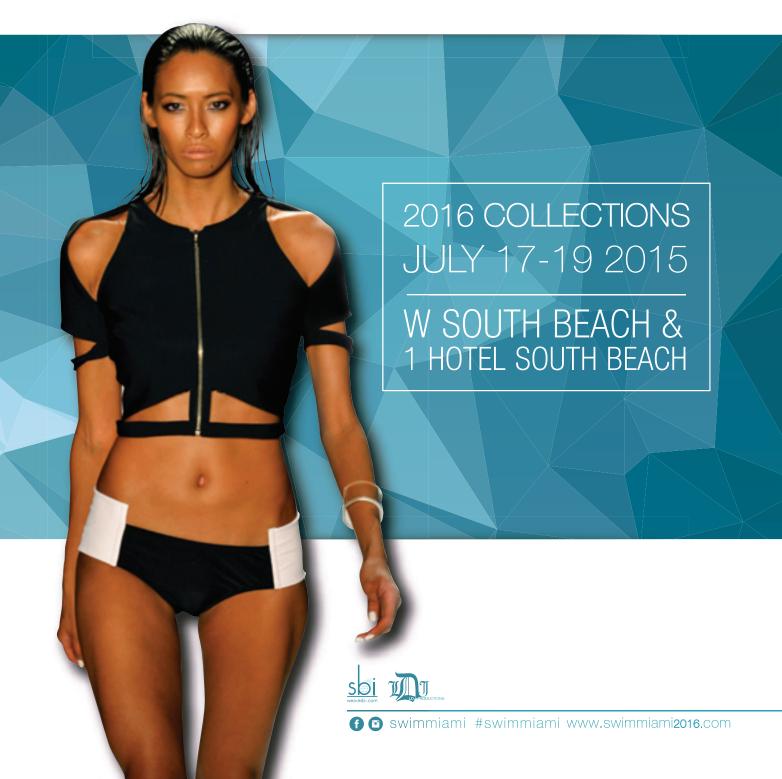
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presented by W







Continued from page 54

PilvQ is a European-inspired brand of "cabana chic" swim and resort wear. Offering an array of ultra-

feminine swimwear, graceful tunics, and flirty shorts, PilyQ encompasses everything a woman needs for a stylish getaway from sun up to sun down. Our alluring designs are inspired by our life's



travels ... always within reach of an exotic beach and the sun's glowing heat. The supportive fit and flattering cut is paramount to each PilyQ design. Our fabrics are carefully selected from the finest mills in Barcelona and Italy, whose distinctive design trends are an inspiration to the fashion community worldwide. We encourage women to feel beautiful and confident in each PilyQ garment.

Reebok swimwear is designed for the avid swimmer, combining high-tech, strong, waterproof fabrics designed for those

with an active lifestyle. One-piece features-like built-

in bras, thicker shoulder straps and tummy controlwill ensure comfort and confidence, whether doing laps in the pool or relaxing at the beach. We provide features and benefits such as anti-odor, anti-bacterial properties in all garments. Our silver lining provides comfort waist and tummy control. "Every swimsuit has a silver lining."

Ruby Yaya is global-inspired timeless fashion—apparel, swim, and accessories-for home or away. The range features vibrant colors, vivid prints, and

hand embroidery crafted with love. Visit us at Miami Swim. Project, or Surf Expo. Email info@rubvvava.com or visit www.rubyyaya.com.



Salon Allure has teamed up with retail visionaries Babalu to bring you Hammock, an expansion of the Salon Allure trade show that includes additional creative exhibition



space, previous sell-out suites, and new events. Hammock provides the optimal platform for exclusive designers and niche international brands to meet with swim and resort decision-making domestic and international buyers. www.hammockshow.com

Sands 51 creates and builds your line in an atmosphere molded to meet your needs in the Dominican Republic. WRAP-certified cut-and-sew exports of stretch-knit garments include activewear, sports-

wear, swimwear, yoga wear. and compression. Electronic pattern and grading for ease of data exchange. Worldwide



sourcing. An easy 3 1/2-hour trip from the East Coast to our warm beaches and 30 years of stretch-knit expertise. By the way, free ice-cold cerveza for those who take the plunge. Come, explore with us. Contact Seth H. Schreiber, president, at (516) 639-6211 (USA) or (829) 619-3549 (Dominican Republic) or seths@shschreiber.com.

Sassy Bikini Inc. is known for creating unique, one-of-a-kind exotic bikinis, costumes, lingerie, and dancewear. Our in-house designers will make your inner sassy and naughty dreams into reality! We

manufacture all of our sexy designs in house with full attention to every detail! Because we own our own fabric company, you can choose from our huge variety of in-stock fabrics



to make your wildest imagination possible! From one-piece samples to mass production, Sassy Bikini will provide you the best service and lowest price possible in the industry! Try us once and we can assure you that you will be a lifetime client! Be sassy, be sexy, be naughty. www.sassybikini.com

SlipIns SurfSkins, DiveSkins and GymSkins. Fun, colorful new activewear for both land and water

sports, at the gym or in the water. With fabric that has 60+ spf, they are ideal for surfing, SUP, scuba, snorkeling, water skiing-you name



it. And bringing colorful prints back to the gym or yoga studio is all the rage with our one piece Gym-Skins, capris, leggings, and matching crop tops. Talk about increasing the "fun factor"! SlipIns are bold, beautifully designed creations that will enhance your active lifestyle. We love making what you love look and feel great. So look as good as you feel in our SlipIns collection! Email Robin@slipins.com or visit www.slipins.com.

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Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced annually 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 2,600 booths of apparel and hardwoods and a full lineup of special events, including fashion shows, shaping competitions



and demos. The show attracts more than 27,000 attendees and was named among the Fastest 50 Growing Trade Shows by Trade Show Executive Magazine and among the Top 25 Fastest Growing Shows For Attendance by Trade Show News Network. Surf Expo will be held Sept. 10-12 at the Orange County Convention Center in Orlando, Florida. www.surfexpo.com

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The California Swimwear Association presents **The** Swim Collective Trade Show, Aug. 13-14, 2015, hosted at the Hyatt Regency in Huntington Beach, Calif. The Swim Collective is recognized as the biggest West Coast swimwear trade show, offering buyers more than 1,000 lines across all swim and active categories. For more infor-



mation, visit our website. www.swimcollective.com

. . .

SwimMiami is proud to announce the creation of venues for the 2016 collections with hotel partners W South Beach and 1Hotel South Beach. Running parallel with the swimwear industry's largest trade shows, the event (runnina July

17-19) provides runway platforms for designer swimwear and resort collections as well as exposure to international media

and buyers. Please go to our website to learn more. www.swimmiamicollections.com

SwimShow has grown to be bigger and better than ever! The show has expanded to encompass almost 550,000 square feet of exhibition space taking up all four halls of the Miami Beach Convention Center! From brand-new events to brand-new lines to a

complete redesign of the entire layout, this show will be bigger, bolder, and better than ever. As the industry's largest and most established swim-



wear trade show, we're kicking off the start of the buying season by hosting four days of the best swim brands in the world. Not to miss is the expanded men's, children's, accessories, resort, and lifestyle

areas-which feature the best new and fashionfocused collections we are seeing from this area of the industry. Show dates are July 18-21 at the Miami Beach Convention Center. www.swimshow.com

Since 2012, **Tom & Teddy** has been designing fun and fresh swimwear "for every big boy and little guy." This premium Australian swimwear brand specializes in super-soft yet durable swim trunks and rash tops

in contemporary prints and unusual color combinations—each and every piece is available in sizes 12 months and above for boys and up to XXL for men. In sun-safe UPF50 fabrics, which are also resistant to saltwater and chlorine, the label is wellknown for swim suits that look



great season after season and hold their shape both in and out of the water. www.tomandteddy.com

Tori Praver Swimwear's Resort 2016 collection embodies the spirit of rich Latin landscapes that the designer, Tori Praver, grew an appreciation for during her years of traveling to these often remote and exotic locales. Whether for a weekend getaway to a unique surf spot or

traveling to these tions for modeling shoots, Tori Praver



began collecting and cataloguing this inspiration. The designer releases her 2016 Resort collection building from this motif that is rooted in cacti, succulents, and

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swimshorts

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snakes while contrasted with calming motifs of waves, shore breaks, and beaches. The vibrant inspiration and color palette further extends from the collection's main line to the beloved "Keiki" line (meaning child in the Hawaiian language), which is a full line of swimwear for girls, created for the designer's daughter, Ryan. The Keiki line retains the same signature style and substance that has come to be expected of Tori Praver's designs, such as the unique ruching technique and seamless sewing. www. toripraverswimwear.com

 \bullet

The trademark **Zeki** has always been a pattern in the ladies' swimwear and underwear sector in Turkey with its creativity and dynamic nature.

Zeki has always created original and distinguished designs and, through the way of presenting them, shows



distinctly their unmatched understanding of the consumer's spirit. The technical details of the products. materials, and the selection of the color and the design create a collection of over 800 pieces every season. Zeki has strived

always for innovation, development, and improvement. We always use top models in our catalogues and advertisements. www.zekionline.com

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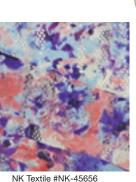
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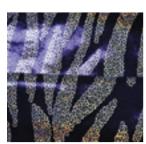
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Triple Textile Inc. #L-591-S



Confetti Fabrics #211072 "Soft Treador"



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From delicate pastel lavender to rich royals and saturated grape, swim and cover-up textiles are awash in summer purple hues.

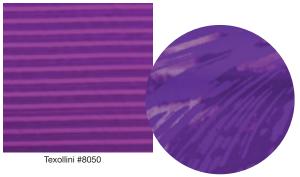
-Alison A. Nieder



Geotex Digital Printing #93938/1073 "Circle Foulard"



Geotex Digital Printing #5E381/015 "Tabitha"



NK Textile #NK-45875

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WATERWEAR

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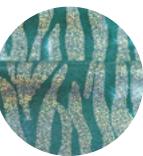


Trial Tuttle In MATE 1 II

Triple Textile Inc. #NFF-1-H "Finger Foil"



Solid Stone Fabrics #YL6498



Triple Textile Inc. #FH-8-U "Finger Foil Chain Zebra"



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Triple Textile Inc. #L-612-H "Fishnet Mesh With Glitter"

Triple Textile Inc. #FH-13-Q "Silver Dots"



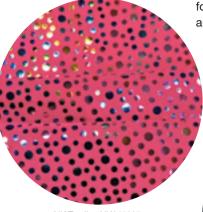
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Shine On

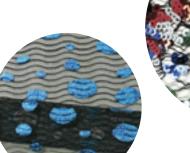
Oceanic shades of turquoise, blue green and coral are mixed with metallic shades, sequins and foil prints for a glamorous take on swim fabrics and cover-ups.—Alison A. Nieder



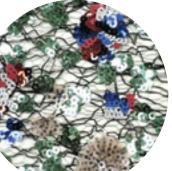
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