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January 8-9, 2016

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SWIMWEAR



Swim Like a Mermaid

For Souls of the Sea

Sarah Fisk knew nothing about swimwear when she launched her Swim Like a Mermaid line in March 2014. She just knew her passion was bikinis and she liked being near the ocean.

So she watched some YouTube videos, bought some books, started taking swimsuits apart and had her boyfriend teach her how to use the sewing machine in his car design studio. Then she launched her swimwear line.

"For the first year, I was making everything by hand," said Fisk, who studied photography for a brief time at the Otis School of Art and Design in Los Angeles. "I literally cranked out six to 10 suits a day, depending on

what I had to get done. ... It definitely gets better the more you do."

This year, she is working with a factory in downtown Los Angeles for her Spring/ Summer 2016 line, which has a tropical print motif that gives the line a 1970s retro feeling. "I met with a lot of factories," said Fisk, who designs the collection. "I had samples made at a couple of places but was not happy with the quality or they weren't very fast."

She finally found a factory that met her standards, and she has been quickly



moving forward since then.

Her suits sell at Clean Aesthetic, a boutique in Playa del Rey, Calif., that sells only locally made goods such as art, jewelry, T-shirts and swimwear. The outpost also serves as the Swim Like a Mermaid showroom.

> Fisk is taking a mid-range view on silhouettes. They are neither too skimpy nor too conservative. She has high-waisted and low-waisted bottoms that are not too cheeky. Some of her tops have more of a cropped-top coverage that can be worn with a pencil skirt, high-waisted jeans or a skirt. "That way you get to use it all year-round," the designer

Made of 92 percent nylon and 8 percent spandex, the suits are reversible to a solid print. Wholesale prices are \$37.50 for separates and \$57.50 for one-piece suits. For more information, visit www.swimlikeamermaid.com.

—Deborah Belgum



Venice Rami

Outfitting Independent Venice and LA Women

Surfing and skating by the Venice Pier during the day. Partying in the Hollywood Hills at night.

It's the lifestyle that Tina Rani intended to outfit with her independent, Los Angeles-made swimwear line, Venice Rani. The Venice-born and -raised Rani self-financed her brand to bring her vision of swimwear to the market.

Like the woman who wears her brand, Rani said, her styles look glossy but are strong. The swimwear is sturdy enough to withstand waves, but they are made with shiny fabrics, such as a high-quality shiny tricot, for a touch of glamor.

> Rani also plans for her line to be provocative. The bottoms are cut in a Brazilian style. The halter top for the line's "Brooks" suit was designed to show a lot of cleavage. The fabric for the line's "Jones" suit is made in a polyester chiffon that is supposed to drape on the

body in clinging fashion after a dip in the water.

The 16-piece Resort '15 line also features rash guards, lace-up swimsuits and graphics such as ice-cream cones that remind Rani of her childhood biking around Venice.

Rani started her design career with gigs making clothes for contemporary women's, Los Angeles' bohemian Venice section. She also forecasts that her line will collaborate on capsule collections with other brands. Retail price points range from \$85 to \$210. For more

–Andrew Asch









miami swim week

Cruise



Luli Fama

MIAMI RUNWAY REPORT

Swimwear's Cruise '16 season kicked off in Miami Beach, Fla., with fashion shows, presentations and poolside parties spread across South Beach's chic resort venues at events organized by Funkshion, Hammock and LDJ Productions.

PHOTOS BY TIM REGAS



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It's our newest licensing collaboration at Lunada Bay ... Last year was our first season. Alessandra Ambrosio is a globally recognized, Brazilian-born supermodel and fashion icon with over 15 years' experience in the style industry. She is an international cover model of Vogue, Elle, and Harper's Bazaar to name a few and has walked the runway for many designers. Equally as important is the fact that she leads a balanced life. ... Alessandra is an International Ambassador for Multiple Sclerosis and a proud mother of two. With over 4.4 million Instagram followers, Alessandra conveys her authentic lifestyle in real time to her many supporters. The ále by Alessandra swim collection is inspired by "Brazil-Bohemiameets-Malibu-Chic" and includes feminine, colorful, and effortless beachwear. Like Alessandra, the ále customer has a personal style that is casual, chic, and effortlessly cool. Contact our New York showroom at (212) 944-9788. #ForeverOnVacation



Caribbean Joe offers exclusive tankini tops that are fashion forward and print driven and one-piece silhouettes. The Caribbean Joe woman is on the go and is active and conscious of her appearance. She prides herself on being the woman who has it all but doesn't have to sacrifice anything to get it. Tankini bodies range from the classic to fresh new styles, emphasizing coverage and a slight flair away from the bust line for a flattering look without the extra control fabric. Styles include a range of pleats, ruffles, halters, peasant tops, shirring, and strapless bandeaux. All tankini tops provide soft cup construction and adjustable straps to ensure greater comfort. Caribbean Joe believes laughter is the best medicine, life is meant to enjoy, sand and surf are true pleasures of life, a sunrise is the start of a day of promise, a sunset brings the serenity and peacefulness of night...live life well!



Since 2011, **Chamorrita Swimwear** has been the first bikini line on Guam, one of the Mariana Islands in Micronesia. The cheeky line takes the bikini back to its beginnings in 1946 with French inventor Louis Réard and the Bikini Atoll in the Marshall Islands. The bold two-piece swimsuit was coined "the bomb" after its first "drop" and promotion as "smaller than the world's smallest bathing suit." The collection is locally designed with lots of love—using quality fabric, delicately crafted with natural tropical elements like coconut and mother of pearl shells, and perfectly tailored to feature the natural beauties of our island. Sandrine@ChamorritaSwimwear. (671) 488-0890. www.chamorritaswimwear.com



Established in August of 1984, **Dara Inc.** is a credible distributor of the highest-quality trims, threads, notions, beauty and nail art materials, as well as arts and crafts products; it is known to the apparel,

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The ECO SWIM® by Aqua Green® mission is to provide leadership in style while providing fashionable, excellent quality, and planet-friendly products for the conscious consumer. Eco Swim is a sustainable-minded swimwear collection from recycled nylons and other eco-friendly materials and technologies. All garments are lovingly created in the latest and most advanced technologies, with innovative design and details that have become a must-have season after season. Styled and designed with fashion trend silhouettes in the latest colors and prints allows our legions of fans to look good while doing good for the environment. Along with green company initiatives and making every effort to use eco-conscious materials, while reducing ocean pollution and keeping plastic out of our landfills, ECO SWIM by Aqua Green is committed to several beach and river cleanups each year through retail partnerships. "With every sunrise we try harder.™" www. Ecoswim.com



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Hyosung, the largest spandex producer in the world, sees growth in the performance swim sector for 2017. Partner mills—including Hung Yen in Vietnam; Showmetex, Dejun, Billionrise, and Kboxing in China; Trischel in Sri Lanka; Hyunjin and Pucheon in Korea; Everest in Taiwana; and Advance in Brazil—all offer a variety of lightweight and compressive fabrics with creora® highclo™ super chlorine-resistant spandex for longer lasting fit in swimwear. Please contact Ria Stern for more information. ria.stern@us.hyosung. com. www.creora.com



Just Bones Boardwear™ revolutionizes boardshort design by offering edgy lifestyle apparel with comfort and flexibility. Awarded two patents, our design provides the perfect fit with a hidden adjustable waist on the back of our boardshorts, allowing them to be resized even while wearing. This is a feature unique to our brand. Just Bones Boardwear™ has expanded its lifestyle brand by offering its innovative design in more extensive toddlers', juniors, and men's collections—all with the same patented adjustable-waist technology and exclusive prints. Original graphic tees and tanks get you beach ready! http://justbonesboardwear.com facebook.com/justbonesboardwear

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



From the lush beaches of Miami and the spirited streets of Ocean Drive, Le Club introduces a swimwear line inspired by the city and its people, a sense of pride and family, while containing the spice and sexiness of South Beach. Each swimsuit is a canvas, portraying the symbols, tone, and passion of the Latin world mixed with the urban flavors of Lincoln Road. From Cancun to Ibiza, Rio to Havana to the Florida Keys, this swimwear line is tailored for the extravagant and exotic lifestyle of the people who wear it. The Caribbean sun shines brighter as a father and son, in matching fashion, float on turquoise water. Rich artistic embroideries allow you to feel the patterns, the designs, and textures—bringing the color and fiesta, the sea and the sun, back to the beaches in the classiest way. Le Club Original introduces the 2016 SPLASH collection. Available for Resort delivery. An amazing array of bright colored prints, our own exclusive WET PRINT: a solid swim trunkwhen wet, a unique print comes to life! For additional information or to request a line sheet, contact us at info@lecluboriginal.com or (305) 610-0010. Join the vibrant revolution. Join the club. Join Le Club. http:// lecluboriginal.com



Anastasia Ashley, a professional surfer, model and blogger, was selected for the **LYCRA®** Challenge. The challenge is all about how well swimwear with

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Continued from page 20

LYCRA® XTRA LIFE™ fiber performs. Anastasia lives an active lifestyle, so it was perfectly fitting for her to take the challenge. The journey started in San Clemente, Calif., her hometown, where she loves to surf. Wearing TYR and Vitamin A swimwear with LY-CRA® XTRA LIFE™ fiber, we put Anastasia through many challenges, from stretching to yoga, running, skateboarding, and surfing. The next phase took place at Staniel Cay Island in the Bahamas, where Anastasia went through other challenges, from swimming with the pigs, paddle boarding, and deep ocean dives to learning how well swimwear with LYCRA® XTRA LIFE™ fiber was performing while conducting all these activities. Lastly, Anastasia journeyed to Newark, Del., and visited the INVISTA Applied Research Centre to learn about the technology behind the innovation. To learn more about LYCRA® XTRA LIFE™ fiber visit www.connect.lycra.com



Owner and designer Amber Wagner founded **Mia Marcelle** swimwear to reflect the lifestyle of California with all its elegance, beauty, sensual nature and free-spirited yet focused demeanor. Designed in Napa Valley and made in the USA, each collection showcases luxurious fabrics, sophisticated styles, and meticulous design. Her handcrafted suits exude a sexy aura with classic appeal, made to enhance a woman's pure femininity and natural beauty. She has also recently designed a men's swimwear line named M. Marcelle that launched with the Spring/Summer 2015 collection. Amber lives a busy life in Napa Valley with six children. Her philosophy is simple: Less

is more, love your body, and love yourself. Mia Marcelle is perfect for any woman who has an appreciation of the finer things in life. As part of Copper Cane Wines and Provisions—home to a family of luxury brands—Mia Marcelle perfectly complements the portfolio, which also consists of fine wines and premium cigars. www.miamarcelle.com

Penbrooke

For over 50 years, Penbrooke has prided itself on being at the forefront of design and fashion trends, making swimsuits for the timeless classic woman who seeks beautifully crafted and designed swimwear. Penbrooke offers women a collection of swimsuits that are updated, modern at accessible prices. and that will elevate her sexy and confident self. The collection is print- and silhouette-driven with an emphasis on body shaping and figure-flattering designs. Penbrooke is designed to enhance women's attributes while addressing fit concerns: the bust, hips, thighs, and tummy body. A unique tummy control (power net) feature, underwire bras with comfort bust support and shirring to shape curves make our lady feel confident in how she looks and feels. Every style is identified with "Body Typed" hangtags identifying the features and benefits of each garment.



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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 3½-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 in the Dominican Republic. Contact Seth H. Schreiber, president, at (516) 639-6211 (USA) or (829) 619-3549 (Dominican Republic) or seths@shschreiber.com.



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On the cover: Mara Hoffman Photo by Tim Regas



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PUBLISHED BY TLM PUBLISHING INC. APPAREL NEWS GROUP

Publishers of: California Apparel News Waterwear

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California Market Center 110 E. Ninth St., Suite A777 Los Angeles, CA 90079 (213) 627-3737 Fax (213) 623-5707 Classified Advertising Fax (213) 623-1515

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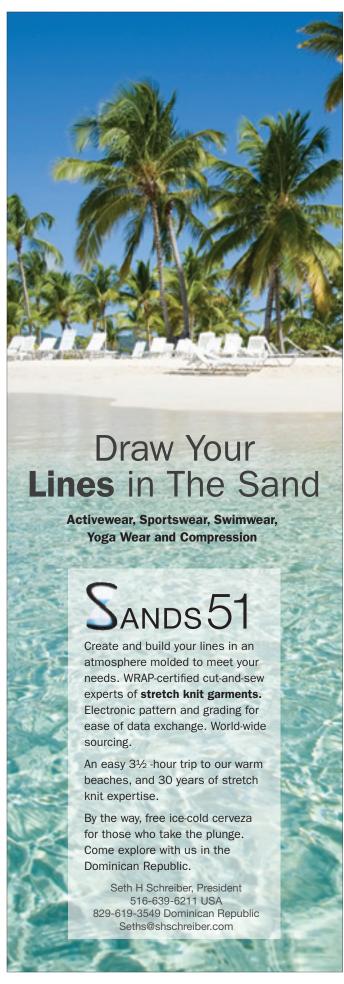
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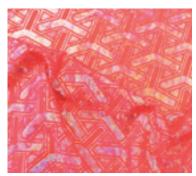


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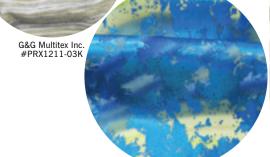


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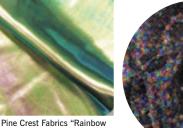
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