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WATERWEAR



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Hackwith

Swimwear That Embraces All Shapes

When Lisa Hackwith launched her swimwear company, Hackwith Design Co., in 2013, she had a mission to produce quality, sustainable, locally made clothing.

Based out of St. Paul, Minn., Hackwith introduces a handful of new collections each week and produces a limited number of each design. Originally, she was a one-woman operation but has since expanded to employ five full-time seamstresses as well as Operations Manager Erin Husted. The collection soon grew to include Hackwith Limited Edition, HDH Basics, HDH Plus and HDH Swim, which debuted in January 2015.

“We launched really quickly, which is the beauty of doing our manufacturing in-house,” Husted said.

The swimsuits are constructed to fit diverse body types with varied cuts and silhouettes that flatter and support the body. The basic halter top has three hook options to ensure the perfect fit. The complete collection includes 13 tops, five bottoms and four one-piece swimsuits.



“I just love having tops and bottoms that I can mix and match, so I figured other women would be interested in suits like that as well,” Hackwith said. “I always have such a hard time finding a swimsuit that is both stylish and

flattering, so those are the two factors I kept in mind when designing HDH Swim.”

Fabrics are sourced from a locally owned fabric store that specializes in runoff fabrics as well as a Canadian fabric company that uses sustainable materials and methods.

Wholesale price points for tops are \$52, bottoms are \$37, and one-piece suits start at \$70.

“I like to view the swimsuits as a woman’s canvas,” Hackwith said. “I hope she finds the mix that works for her and styles it according to her own personal preferences.” For sales information, contact Husted at erin@hackwithdesignhouse.com.

—Sarah Wolfson

Giejo

Sustainable Fashion With an Edge

Gabby Sabharwal took her fashion marketing and public-relations experience and applied it to launch a swim brand, Giejo which mixes runway inspiration with street style to create pieces that can be worn on and off the beach.

“I know both sides of the industry because not only do I work closely with the designers during their process, but I also understand the business from a sales perspective as well as strategize how to market product and see how the press receives it,” Sabharwal said.

The collection includes mix-and-match swim separates and coverups featuring versatile monochromatic and colorful prints and figure-flattering silhouettes. Giejo features a range of traditional, low-rise bikini bottoms to chic, high-waisted styles to two-toned pieces to playful cutout bralettes and off-the-shoulder bikini tops. Multi-functional details such as removable string ties and multi-tie options offer a secure fit for outdoor activities. Standout pieces include the retro-inspired butterfly bandeau, which features a center knot detail, ruching, adjustable closure and side boning for added support. For an athletic look, the adjustable halter top paired with the boy brief bottoms dives into a sporty feel. The one-piece suits, including the black-and-white classic V-neck, feature a sheer side paneling, and the scoop neck offers a color-

blocked accent.

“Each season, I curate a selection of limited-edition prints and color combinations that can be effortlessly combined for endless possibilities to suit your style, ranging from eclectic and unconventional to classic and sophisticated,” Sabharwal said.

The designer also believes in staying connected with her customer.

“We take the pain out of swim shopping by offering our customers one-on-one personal style consultations to determine fit and silhouettes,” she said.

Wholesale price points for swimwear tops are \$48 while bottoms are priced at \$42 and one-pieces at \$80. Giejo is currently sold on its e-commerce site as well as at more than 30 retailers worldwide, including online retailers Shopbop and Shopstyle as well as major department stores such as Barneys New York and Saks Fifth Avenue and fashion boutiques Madewell, Creatures of Comfort, Tenoversix and Ron Herman.

For sales information, email info@shopgiejo.com.

—S.W.



FALL
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2016
COLLECTIONS



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For Love & Lemons

Contemporary Swimwear With Lingerie-like Details

Sexy, low-cut dresses have been a specialty of Los Angeles-based brand For Love & Lemons, said Laura Hall, one of the designers for the brand, which has been sold at high-end specialty stores such as American Rag Cie, Elyse Walker and Planet Blue.

In December, Hall and co-designer Gillian Rose-Kern announced the debut of For Love & Lemons Swim. Count on the swim line embracing the spirit and the style of the For Love & Lemons label.

The bikinis and maillots are made out of lace and Lycra material. They feature details such as gold logo clasps and charms. Like the brand's lingerie line, SKIVVIES, the swim line features scalloped edges, ruffle details and "cheeky-cut" silhouettes.

For Love & Lemons has designed and manufactured ready-to-wear, a line called KNITZ, and introduced SKIVVIES in 2013. In fact, it was the lingerie fans who requested a swim line. "A lot of them were asking for swimwear from us because our lingerie collection was almost passable as swimwear," Rose-Kern said.

After a year of design and testing the swim line, the designers felt that they had something that was unique as well as being true to the spirit of the line. A majority of fabrics

used in the line were developed in-house, the designers said. Laces are made waterproof, chlorine-proof and sun-proof so the garments will not fade.

Some signature pieces of the line are the "Barcelona" bikini and the "Riviera Crochet" coverups. The marketing campaign

ZOEY GROSSMAN



was photographed at some of Europe's most sophisticated beach getaway destinations.

For the next step, For Love & Lemons would like to expand the swimwear collection to include lifestyle items such as beach towels, sunglasses and beach bags.—Andrew Asch

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A woman with her hair in a ponytail, wearing sunglasses and a blue and white patterned one-piece swimsuit, stands on a beach. The background shows the ocean and some rocks. The text 'Miraclesuit' is written in a cursive font, and 'Look 10 lbs. Lighter in 10 Seconds' is written in a smaller, sans-serif font below it.

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Swimwear— On the Beach and Beyond

From the beach to the street—and now to the gym—swimwear is quickly becoming the new fashion “must-have.” “The swim market has a bigger platform than ever before, as women are looking at swimwear as something that they are excited to purchase,” said Oleema Miller, designer and cofounder of MIKOH. “We’ve noticed that customers are adding swim to their wardrobe, not as a necessity but as a way to make a style statement.” Think everything from loungewear to festival chic and sports and yoga apparel. “I think athleisure is a massive influence for the swimwear market as it is blurring the lines between swimwear, activewear and ready-to-wear,” said Sally Burgess, director of Kopper & Zink Swimwear. “This is driving exciting new shapes and fabrications and changing the context

of where swimwear can be worn,” she added. According to Howie Greller, vice president of merchandising at Manhattan Beachwear, “Athleisure is a huge influence as it crosses over all lifestyle categories, including swim and coverups. It can be seen in details, colors, fabrics and shaping,” he said. “The ‘70s is also a big one, with Coachella reinforcing the look this summer in tie-dyes, ditsy prints, mixed prints, earth tones and paisleys,” he added. One of the most directional trends at O’Neill is “Swimtimates,” or wearing a bikini as a layering piece under a dress or tank top. “More than ever, the bikini is becoming the most versatile piece in your wardrobe,” said O’Neill design director Rachael Hill, who added that the hybrid segment of the line that functions both in the water and on land continues to

gain momentum. “Our consumer is clearly gravitating toward products that can be used in multiple ways,” she added. Now women can be fashionable and functional, sporting rash guards, halters and surf leggings at the gym or while running errands. And don’t forget beach-to-bar dressing, where swimwear and coverups can double for a night out on the town. “People are loving pieces that can be worn [at the] beach and beyond,” said Frankie’s Bikinis founder and designer Francesca Aiello. From ‘70s boho chic and crochet treatments to high-neck halters, sporty styling, romantic prints, and macramé and mesh details, here are the key trends that capture the season’s multifunctional look.

—N. Jayne Seward



Hollie Watman

GOOD SPORT

“Active is a rapidly growing category,” said Nicole Hanriot, founder/designer of Beach Riot. “Since we always strive for our pieces to be functional both in and out of the water, we’re taking active lifestyles into account and creating sportier pieces that can be worn whether you’re laying out at the pool or being active at the beach.” Sporty tank-style silhouettes, boy shorts, rash guards, mesh, piqué, rib/specialty fabrics as well as digital, mixed prints and color-blocking epitomize the look. “I’ve always been inspired by athleisure, which has had an obvious influence in my swim collections and continues for SS16 swim, where you’ll see racerback tops and surf suits,” said Mara Hoffman who recently launched a fashion-driven activewear collection.

CAMILLO RIOS

TIM REGAS



Belusso

TIM REGAS



Luli Fama

TIM REGAS



Gottex Haute Couture

COURTESY OF O'NEILL



O'Neill



Beach Riot

CHRIS SHINTANI

'70s BOHO CHIC

The '70s get chic for 2016 with boho-inspired swimwear peasant tops, patchwork dresses and plenty of fringe details. Envision mix-and-match prints and a nod to the folkloric trend at Captiva or boho/gypsy inspiration at Lucky Brand with trendy paisleys, patchwork and a variety of handcrafted details. "This summer it's all about the earthy tones and colors," said Alejandra Boggiano, founder and designer of Solkissed Swimwear. "For silhouettes, I've been very inspired by '70s fashion and have incorporated high leg cuts, crisscrossed tops and off-the-shoulder styles into the Solkissed collection."

JEROME DURAN



ále by Alessandra

CHRIS SHINTANI



Beach Riot

PIERRE MANNING/SHOOT STUDIO



99 Degrees

TIM REGAS



Luli Fama

RICHARD HUME



BECCA by Rebecca Virtue

HANDCRAFTED

With the '70s trending, it's all in the details for summer. "Handcrafted items sourced from around the world are the most exciting aspect of this season," said ále by Alessandra designer and model Alessandra Ambrosio. "We are seeing more crochet, embroidery, tassels and other handwork details," she

explained, adding that the collection's bestselling pieces have crochet elements. MIKOH's macramé-detailed, sexy one-pieces have received a strong response from retailers, and, according to Oleema Miller, designer and cofounder of MIKOH, the most directional trends are "elaborate yet understated details that make each piece feel more multi-functional, allowing women to integrate swim into their everyday wardrobe."

SWIM TRENDS

BOUDOIR TO BEACH

From the boudoir to the cabana, swimwear is capturing the feminine, loungewear look of the season. Envision lacy rompers, floral prints, ruffles and swimwear in Rose Quartz and Serenity, Pantone's dual 2016 Color of the Year. "We're seeing lots of floral/tropical prints, low-waist bottoms, ruffles, off-the-shoulder and pastels with the continuation of the '70s," said 6 Shore Road owner and designer Pooja Kharbanda. Spring's feminine attitude is captured with crochet, lace and lace-like embroideries such as those utilized by CHIO di Stefani D. Bestsellers in the collection include lace coversups that can be worn during the day or glammed up at night with a pair of stilettos.

KRISTIN COSTELLO



6 Shore Road by Pooja

FAHIM KASSAM + IAN LANTERMAN



Beth Richards

TED EMMONS



L*Space by Monica Wise

PIERRE MANNING/SHOOT STUDIO



Hot Water

TED EMMONS



L*Space by Monica Wise

JOSE VALDEZ



Solkissed Swimwear

TIM REGAS



Belusso

TREVOR KING



Kopper & Zink Swimwear

COURTESY OF MIKOH



MIKOH

TATO GOMEZ



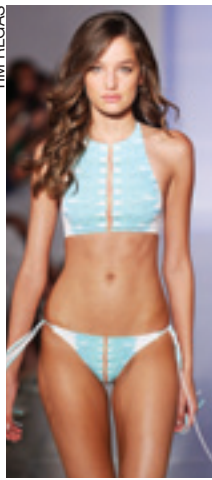
PilyQ

FINE LINES

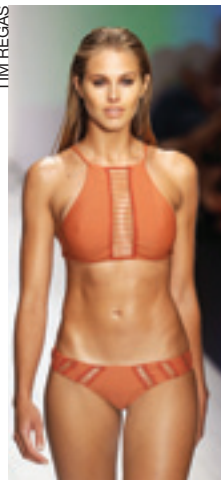
"Everything strappy is trending right now—cutouts, crisscross over the chest, side straps, you name it," said PilyQ cofounder Amber DeLecce-Forge. The look varies from MIKOH's signature multi-strappy look to bold silhouettes by Kopper & Zink Swimwear, which utilize straps engineered to compliment the body. "We love using mesh inserts as it conceals and reveals the perfect amount of skin. We also maintained our signature sleek, strappy look and use of bold color," Sally Burgess, director of Kopper & Zink Swimwear, said.



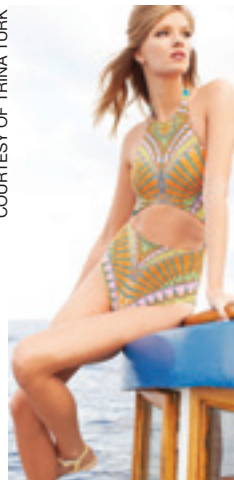
TIM REGAS
6 Shore Road by Pooja



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TIM REGAS
Acacia Swimwear



COURTESY OF TRINA TURK
Trina Turk



MIKOH
COURTESY OF MIKOH

HIGH-NECK TANKS

High-neck tanks are a key silhouette of the season. “The biggest trend right now would have to be high-necks and making them special, braided, crocheted—anything special and different,” PilyQ cofounder Amber DeLecce-Forge said. High necks in both cropped two-pieces and one-pieces are “leading the race” with retailers, according to Howie Greller, vice president of merchandising at Manhattan Beachwear. Many brands noted the popularity of the style, including ále by Alessandra, Beach Riot, O’Neill, BECCA by Rebecca Virtue, Hot Water, Lucky Brand and 99 Degrees.

THE ONE-PIECE

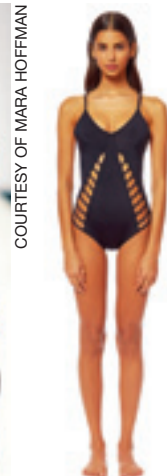
Going forward, it’s “one-pieces all the way,” said designer Mara Hoffman. From bandeau styles to deep V-necks and bodysuits, the one-piece takes inspiration from the sexy ’70s. “The era of the one-piece is definitely still strong, and you see a lot of retailers responding to different variations of the classic “one-piece,” said Amaìò Swim designer Samantha Khoury. “High necks and deep-V one-pieces are definitely two major signatures for this season that I see continuing longterm,” she added.



TIM REGAS
MIKOH



TIM REGAS
6 Shore Road by Pooja



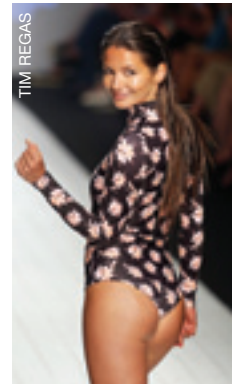
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Mara Hoffman Swim



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TIM REGAS
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CHRIS SHINTANI
Ella Moss



KARLA TICAS
LUXE by Lisa Vogel



TED EMMONS
L*Space by Monica Wise



TIM REGAS
6 Shore Road by Pooja

WHITE OUT

Taking cues from ready-to-wear, coverups in a fresh white palette are trending for 2016. “I think women are looking for coverups that are more in the spirit of ready-to-wear collections than the previous, more traditional coverup. They are definitely more the directional focus for this season,” Amaìò Swim designer Samantha Khoury said. Designers can cast a wide net this season as coverup silhouettes range from rompers to ponchos, pants, jumpsuits and kimonos. “We’ve brought the resort lifestyle to an everyday look that our customers love wearing on and off of the beach,” said L*Space Chief Creative Officer Monica Wise. “From rompers to tunics, our designs focus on that chic yet unfussy coastal/cool look.”



Arts & Culture

The art world and Miami street style converged in December during the annual Art Basel modern and contemporary art festival in Miami Beach. A few rain showers didn't put a damper on the fashionable crowd, which included a few familiar famous faces. The fashion on display was an eclectic mix of high fashion and beach-infused style. *Waterwear* contributing photographer Tim Regas was on hand to capture the stylish scene.







MAKING A SPLASH: Speedo performance suits are made with some of the industry's most innovative compression fabrics.

Speedo USA Dives Into Innovation and Technology

By Deborah Belgum, Senior Editor

Speedo USA has gone through a lot of changes lately.

The venerable swimsuit label, worn by Olympic athletes around the world, recently moved its headquarters from a lofty high-rise perch overlooking downtown Los Angeles to a massive warehouse of a space south of Los Angeles, where a swimming pool will be an essential ingredient in the office formula.

And the upcoming Olympic Games will be the first where Michael Phelps—winner of 18 gold medals—won't be donning a Speedo suit to torpedo through the water—if he makes it to the

games.

Instead, Phelps announced this year that he will be wearing his own swimsuit brand, MP, which he has been developing with Aqua Sphere and may wear at the Summer Olympic Games if he qualifies for Rio de Janeiro. Phelps' agreement with Aqua Sphere—an Italian company that started out making swim goggles in 1998—runs through 2020.

However, Speedo USA is still sponsoring 12 swimmers who have a good chance of heading to the Rio games. Those athletes



include Ryan Lochte, Missy Franklin, Conor Dwyer, Cullen Jones and Natalie Coughlin.

“Michael is an amazing athlete. He won 18 gold medals wearing Speedo,” said Jim Gerson, president of Speedo USA and Calvin Klein Swimwear. He explained the company met with Phelps after the Olympics and each decided to go his own way.

Gerson has been the man heading up Speedo USA for the last five years, navigating the label into an increasingly technological world, where social media, e-commerce and highly engineered swimsuits are part of the right stuff needed for success.

Speedo’s No. 1 customer is the competitive swimmer, whether it is the Olympic athlete or those aspiring to grab a piece of gold one day. Consequently, Speedo is a major sponsor of several high-profile swim events.

But the swimwear business is as competitive as the Olympic Games, and swimwear companies such as Tyr and Arena have been nipping at Speedo’s fins.

Three years ago, Tyr and Arena toppled Speedo’s 27-year agreement with USA Swimming to be the exclusive apparel sponsor for the USA Swimming National Team.

In addition, Tyr and Arena are developing their own high-tech competitive swimsuits to compete with Speedo’s Fastskin LZR Racer X, the latest incarnation of Speedo’s advanced technological suit devised to help Olympians cut through the water faster and grab that gold.

“We sell more LZR suits today than we have ever before,” Gerson said, declining to say how many suits have been sold. “The younger ath-

letes are moving into racing suits.”

The technological research that goes into them is phenomenal and more complicated than ever. Speedo came out with its first LZR Racer in 2008 after four years of research with the help of NASA and the Australian Institute of Sport.

In 2009, the International Federation of Swimming (FINA) banned tech suits made from polyurethane and other materials, which led to a streak of world records. Now racing suits have to be made from textiles, not plastics. Speedo’s latest LZR high-tech suit, which came out in 2015, required 10,000 hours of product development as well as input from 20 swimming experts and 330 world-class swimmers from around the world. “The new suit has bonding and unique taping and technology for high compression and freedom of movement,” Gerson said.

With all that technical development, the suits are far pricier than the standard \$50 to \$80 one-pieces that most recreational swimmers snap up at a sporting-goods store. The souped-up Fastskin LZR Racer X suits sell for around \$360 for a men’s jammer and \$490 for a women’s open-back kneeskin. Speedo also developed technologically advanced goggles and swim caps to further reduce an athlete’s drag in the water.

“We went to Kazan in Russia [for the 16th FINA World Championships in July] and had great success with this suit,” Gerson said. “Every four years the athletes step on the block and go with the brand they trust.”

Team Speedo athletes Ryan Lochte and Conor Dwyer with Speedo’s Vanquisher goggles

Continued on page 20

Speedo USA

Continued from page 19

Don't tread water

The \$1 billion competitive and fitness swimwear market is finding new consumers all the time.

The market is growing on the fitness side because swimming is a low-resistance form of exercise that is easier on the joints than running, basketball or tennis. It is being taken up by more baby boomers who find they can no longer jog long distances without pulling a hamstring or calf muscle.

On the competitive side, many professional athletes are doing more cross-training by dipping their toes into the water and exercising with underwater treadmills, paddles and water balls. The University of Kentucky basketball team has a YouTube video showing its players

headquarters in the Los Angeles-area industrial city of Commerce, Calif., when the company was owned by Warnaco Group. At that time, Warnaco not only made Speedo USA and Calvin Klein Swimwear but swimwear labels such as Cole of California, Catalina and Anne Cole.

Warnaco sold Cole of California, Catalina and Anne Cole in late 2007 and later moved its swimwear headquarters to a high-rise in the heart of downtown Los Angeles, where it was headed by Paula Schneider from 2006 to 2010. She is now the chief executive at Los Angeles clothing label American Apparel.

When Gerson came on board in 2010, Speedo USA and Calvin Klein Swimwear's revenues were \$257 million. By 2011, they had grown to \$275.5 million, the last year for which the swimwear group's revenues were made public.

In 2013, PVH Corp., the nearly \$8 billion company—whose labels include Calvin Klein, Izod, Arrow, Van Heusen and Tommy

Below right:
Team Speedo Shot in the LZR Racer X.
(Left to right): Ryan Lochte, Jessica Hardy, Conor Dwyer, Elizabeth Beisel, Nathan Adrian, Missy Franklin, Cullen Jones, Natalie Coughlin, Tyler Clary

Below:
With the explosive growth in water sports, Speedo is introducing products for the fitness and recreational consumer.



Speedo has developed collections of caps and goggles for performance and fitness swimmers.

doing underwater treadmill training to build up muscles and endurance. "We are seeing more athletes get in the water to do water-based fitness. It is high impact and low resistance," said Gerson, who swims about four or five times a week.

Speedo USA has a whole range of products it plans to introduce in 2016 for those cross-training athletes, such as water-based fitness shoes, fitness resistance balls, clutch paddles and elastomeric goggles.

The company will be able to test those products in the pool being built inside its new 68,000-square-foot facility in Cypress, Calif., the Orange County city that is also home to Manhattan Beachwear and Vans shoes.

"We will be able to walk in our consumers' shoes," Gerson said. "Water-based resistance training is what we want to introduce to athletes."

Years ago, Speedo USA had its own pool at its

Hilfiger—bought Warnaco Group for \$2.9 billion, bringing Speedo USA and the various Calvin Klein labels, including Calvin Klein Swimwear, under one umbrella.

Gerson, a seasoned sportswear and swimwear executive, made the transition from Warnaco to PVH Corp. without missing a beat. He used his years of experience working at corporations, such as The North Face and VF Corp., where he headed up California surf brand Reef, to continue to work on innovation and tapping new technologies, such as the recently launched Speedo Shine by Misfit, a waterproof fitness device that tracks lap counts, swim distances, walking, cycling, running and sleeping.

With PVH in charge, the decision was made to move Speedo's headquarters this year to a more spacious location. The new office was designed so the various Speedo USA teams in charge of design and development, marketing, and creativity could work better together to develop products for its consumers.

"We are going to celebrate the athletes and appeal to the broader fitness consumer," Gerson said. "Everyone's Everest is different." **WW**



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Hyosung, makers of creora highclo superchlorine resistant spandex, has partnered with Hung Yen of Vietnam; Billionrise, IBT, and Dejun of China; Hynjin and A Young of Korea; and Sitip in Italy to offer the latest swimwear fabrics for 2017. Key trends in swimwear include lighter weight, higher power, shaping, and compression using 20, 30, 40, and 55 denier creora highclo. Visit us at the Outdoor Retailer show Jan. 7–10, 2016, booth #37221. Please contact Ria Stern for more information at ria.stern@us.hyosung.com or visit www.creora.com.

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 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.



Splash! Drops of water run down the surface of your swimsuit, nose-diving into the tide. **Le Club Original** introduces SPLASH 2016: A passionate, bold, sophisticated and trendy new collection. This year everything is about water—bright solid colors, exclusive and refined prints, new fabrics and new styles are the essence of SPLASH. Classic prints such as Sailing to a trendy Tropico design, the 2016 prints portray Le Club's devotion to unique beachwear fashion. This collection will also introduce Le Club's very own Wet-Prints, the innovative two swim trunks in one! Jump into the ocean wearing a solid-colored suit and emerge with a stunning, signature Le Club print. Also new for 2016, Le Club is launching a resort clothing line evolving into a beach lifestyle brand that is sure to impress on the sun-setting shores of St. Barth to lavish pool parties in South Beach, a father fishing with his son to an elegant cruise through the Mediterranean Sea. Le Club's SPLASH collection maintains the iconic esteemed feature of a perfect fit and remarkable quality, remaining true to the brand's identity. The father and son look, that adorable familiar scene under the sun, returns in 2016 as Le Club continues to grow and consolidate. Le Club, making a SPLASH in 2016! <http://lecluboriginal.com>

LONGITUDE

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 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."



LYCRA® XTRA LIFE™ - The Secret Ingredient To Comfort, Fit, Style, and Confidence. The added stretch, shape retention, and comfort of LYCRA® fiber transformed fashion in the 1960s and has set the standard for quality products ever since. From flattering swimwear for the beach to the freedom to move favored by competitive swimmers, chlorine-resistant LYCRA® XTRA LIFE™ fiber helps swimwear stand out at the poolside and on the beach. For more information about LYCRA® XTRA LIFE™ fiber for swimwear, please contact Pattie Ficorilli at Pattie.Ficorilli@invista.com or (203) 949.9903. connect.lycra.com

MAGICSUIT™ by Miraclesuit®

Magicsuit is a contemporary, sexier, edgier collection with all-over 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-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 coverups that can be worn from sunrise 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

Miraclesuit®

Look 10 lbs. Lighter in 10 Seconds

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 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

LONGITUDE



212.231.7877

Continued from page 22



PilyQ 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. www.PilyQ.com



SlipIns SurfSkins, DiveSkins, GymSkins, Leggings, Crop Tops, and Sand Pants. We specialize in fun, colorful figure-flattering activewear for both land and water sports. Our fabric has 60+spf and is ideal for surfing, SUP, scuba, snorkeling, water skiing—you name it. We bring bold, colorful prints back to the

gym or yoga studio, and our products are said to feel better on than anything else on the market today. Our mission is to increase 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. Put us on and we guarantee you won’t want to wear anything else. SlipIns! A most fabulous active wear for women. Email Robin@slipins.com or visit www.slipins.com.



The Collective Shows presents **The Swim Collective Trade Show**, 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 swimwear categories. For more information, visit our website. www.swimcollective.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 swimwear 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 fashion-focused collections we are seeing from this area of the industry. Show dates are July 16–19 at the Miami Beach Convention Center. www.swimshow.com



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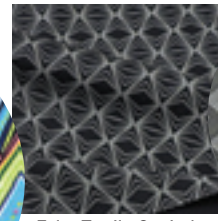
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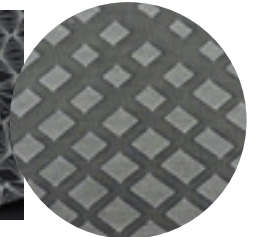
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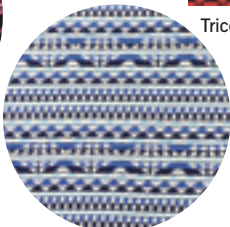
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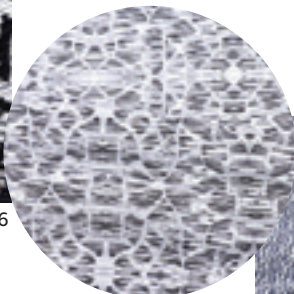
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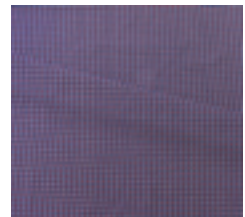
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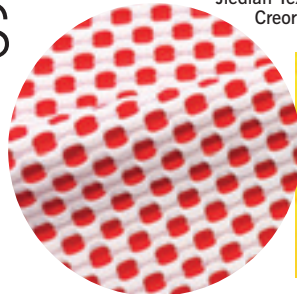
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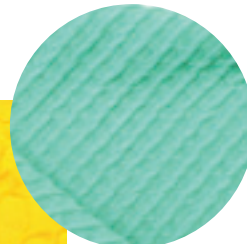
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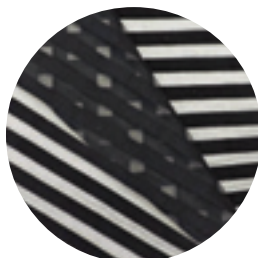
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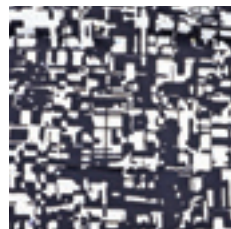
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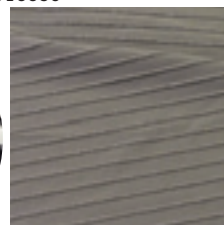
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