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Apparel News

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2017 WATERWEAR

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Royal Treatment

Raspberry Crush

Manhattan

Beachwear:

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A woman with long blonde hair tied back is posing in a black one-piece swimsuit with a light green halter neck. The swimsuit features a decorative vertical panel on the front with horizontal stripes and gold studs. She is standing in a swimming pool with blue mosaic tiles, with a stone wall and potted plants in the background.

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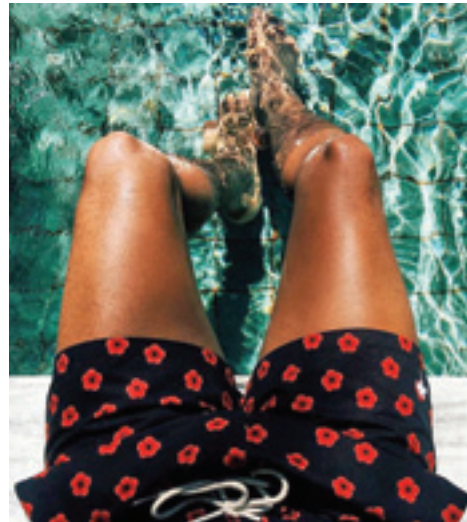
Swedish men's swim line OAS is launching in the United States and looking to expand to women's swim in 2017.

Originally launched as a footwear brand that sold espadrilles, OAS expanded into men's swimwear, which is sold in 15 countries around the world, including countries in Europe as well as Japan and South Korea.

Brand creator Oliver Lundgren described the OAS customer as a "well-experienced person—our customer loves to see and discover the world."

Lundgren said the company wants to be the "No. 1 go-to brand before taking off for vacation and exploring new places."

The swim trunks mix Scandinavian design and contempo-



rary prints, such as camouflage, a whimsical orange-slice pattern and bright florals. There are engineered styles such as the "Venice Swim Trunk," which features surfers cresting a wave. The "NYC Swim Trunk" has a vintage map of old New York.

Made from a fast-drying microfiber, the trunks are designed

OAS page 14

Revel Rey:

Focus on Fit, Fabric and Fun

Before launching Revel Rey at Miami Swim Week last July, designer Audrey Swanson wanted to perfect the look of her swimwear collection.

Swanson is a former interior designer, textile designer and graphic designer, and a scuba diver with a deep knowledge of what works in the water.

"I spent months working on fit, going back and forth with my manufacturer just on sizing," Swanson said. "We had multiple fit models, and we did a variety of fits."

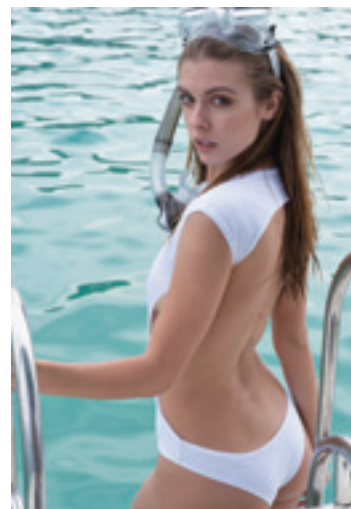
Swanson spent time finding the right fabrics—looking for something that sat well

on the skin and didn't cut into the body. And she thought about the styles, creating reversible separates that can be mixed and matched as well as one-pieces with unique details. The "Grace Jones" one-piece features printed mesh and a T-back design. The "Appaloosa" is a reversible halter style. The "Santos" is a daring backless one-piece with a deep-V mesh piece in front and cap sleeves.

"Since I'm an artist, I can get really creative with one-pieces," Swanson said. "I tried to think of unique fits that could be logical. They weren't too complicated to get on. They don't have too many crazy straps. I wanted them to be our standout pieces, and our one-pieces are by far our bestsellers."

The separates include tiny triangle bottoms as well as high-

Revel Rey page 14





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Courtney Allegra: Designed to Stand Out

Courtney Allegra's collection includes everything from the tricot fabrications typically used for swimwear to an ultra-fine microsuede, which is quick drying and has a luxe, lightweight hand.

"Those one-pieces have probably been our bestsellers," Allegra said. "They cling to your body. It's super thin fabric, it's soft—it's just amazing."

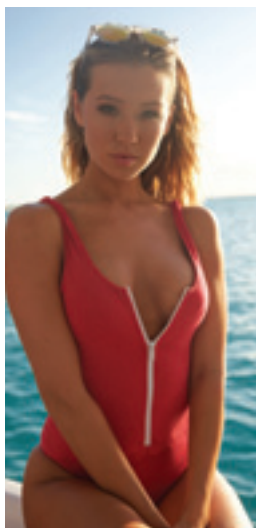
The Courtney Allegra swim collection launched for Summer 2015, beginning with women's styles before gradually adding men's suits as well.

The women's collection includes string-tie bikinis, wrap tops and ruched bottoms. The "Fiji" one-piece has a high-cut leg and a zip front. Styles come in a mix of fabrics, including microsuede in natural shades and brights, printed velvets, metallics and prints, including several original patterns—including "Sun Leopard," an animal print on an ombré background; "Fishies," a brightly colored fish graphic pattern on a white background; and "Tropicana," a lush green botanical design.

In September, the designer opened her first retail store, on Los Angeles' Melrose Avenue. Allegra would like to eventually add a second boutique in Miami, but for now the LA store serves as a showcase for her brand and a place for customers to feel the fabrics and try on the suits.

"It's different to touch it and see how it molds to your body," Allegra said. "I also have some interesting designs that you can't try anywhere else."

Customers have been com-



ing into the store to try on Allegra's "UB" top, a daring style cut to offer a glimpse of the underside of the breast. The women's collection also includes cover-ups, including a halter-style dress with ruched skirt and a romper version. Many of Allegra's suits work as cross-over pieces that can be paired with ready-to-wear.

For men, there are boardshorts and T-shirts with more styles in the works. She's also developing several surfboards made from an eco-friendly foam and featuring some of her original prints. She hopes to have the surfboards in the Melrose store by summer.

In addition to the retail boutique and online shop (www.courtneyallegra.com), the collection sells in boutiques in Southern California as well as at the Royal Hawaiian Resort in Hawaii. Wholesale prices range from \$20 to \$40. For more information, visit www.courtneyallegra.com or call (619) 778-3412.

—Alison A. Nieder



Revel Rey continued from page 13

waist styles. There are bandeau and triangle tops as well as strappy high-neck styles. Swanson designs all the prints, which are engineered for each style.

Revel Rey is designed for "somebody who likes a little sexiness but still likes to have fun," Swanson said.

Swanson's company is based in Washington, D.C., and the suits are made in Colombia using fabric that is sourced from that country as well. Going forward, Swanson is adding a few more detailed pieces, which will be produced in Bali.

Wholesale priced at about \$80 for one-pieces and about \$70 to \$80 for a bikini set, Revel Rey sells at Diane's Beachwear, Butterflies and Bikinis, Aisley & August as well as on the company's own site (www.revelrey.com).

For more information, visit www.revelrey.com or sales@revelrey.com.—A.A.N.

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to be worn in the water or out.

The beach-to-street aesthetic extends to details as well.

"As a Swedish brand, we do not only think about the function as a pair of boardshorts," Lundgren said. "We also add design elements to make our swim trunks not only another trunk but actually something that feels special. We are working with a cut and a choice of material that makes them more of a shorts that you can swim in rather than just another swim short in the market."

The swimwear is produced in Europe and Asia and retail prices range from \$85 to \$105. In addition to the women's collections, OAS will add a new group of embroidered men's shorts as well. A premium collection of handmade espadrilles is also in the works.

For more information, visit en.oascompany.com or contact The Park Showroom at (213) 250-6200.—A.A.N.



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The Cruise collection of La Blanca was modeled by Olivia Jordan, Miss America 2015.

Building a 21st-Century Swim Business

New Manhattan Beachwear CEO Kevin Mahoney is riding a growth wave.

By Deborah Belgum, Senior Editor

Kevin Mahoney's spacious corner office at the Manhattan Beachwear headquarters is still sparsely decorated since his arrival in August. But in one corner stands an artistic homage to his 18 years as the youngest president of The Arrow Shirt Co.

Under a Plexiglas case are suspended three white collars, ranging in size from small to medium to large—a piece created for the shirt company's 150th anniversary.

Mahoney is a long way from men's shirts and the East Coast, where he spent the bulk of his career. But five years ago, he moved to Los Angeles to become president of NYDJ (Not Your Daughter's Jeans) and later the chief executive of the juniorswear and misses clothing company Big Strike until his recent appointment as the new chief executive of Manhattan Beachwear.

Although most of his experience is with men's and womenswear, his more than three decades in the apparel industry also included a two-year stint at the Amerex Group—the decades-old New York apparel company that not only does outerwear and sportswear but swimwear labels that include Bleu by Rod Beattie, Jones New York and Red Carter.

"I have been in this business 30-plus years, and the last 15 years I have been running a company," said Mahoney, who took over from Allan Colvin, who founded the company 28 years ago when he licensed the Hobie name for a juniors surf-inspired swimwear

line. Colvin went on to create one of the largest fashion swimwear companies in the United States, based in Cypress, Calif.

Nearly seven years after selling the majority of his company to the Cleveland-based private-equity firm Linsalata Capital Partners, Colvin retired.

With seven of its own branded labels, 12 licensed labels and contracts to produce scores of private-label swimwear, life at Manhattan Beachwear is busy for Mahoney, who is embracing everything from sourcing and production to e-commerce and social media in a company that employs about 300 people.

There are many things on his to-do list, but most recently he has been putting the finishing touches on modernizing the company's 220,000-square-foot warehouse a few miles away in Buena Park.

"It will be finalized in early January and will be a state-of-the-art facility that is highly automated," he said. "The entire distribution center will be converted to garments on hangers. That is 1.8 million units on hangers. That will be a huge plus for us."

Every year, Manhattan Beachwear manufactures millions of swimsuits and garments that are sourced around the world. The company owns two factories in Mexico, which account for about 25 percent of production, and does the rest of production in China and Vietnam.

Marna Hann, the longtime owner of Jerrie Shop, with two



Kevin Mahoney stands in the sample sewing room at Manhattan Beachwear.

swimwear stores on Long Island, N.Y., said she carries about 90 percent of the labels made by Manhattan Beachwear. "Their fit is on the money and consistent. They have maintained it for many years," Hann said, noting she hopes that Manhattan Beachwear's stellar swimsuit fit continues under Mahoney's leadership.

Manhattan Beachwear's best-selling label is La Blanca, which at one time was owned by Apparel Ventures in Los Angeles until Colvin acquired Apparel Ventures in late 2010. The label sells at major department stores such as Nordstrom and Bloomingdale's and in more

brands at the company's two stores.

The La Blanca label soon will expand into a lifestyle brand that encompasses innerwear and loungewear. "It will probably launch in 2018," the new chief executive said.

Covering all demographics

Managing a stable of 19 brands is a challenge, but Mahoney oversaw a host of different juniors and misses labels at Big Strike. Manhattan Beachwear's own brands, besides La Blanca, are The Bikini Lab for juniors; Green Dragon, a boho resortwear line; Pink Lotus, an activewear line; 24th & Ocean, a misses bathing suit line; and Maxine of Hollywood, a swimwear label for a more mature customer.

Its licensed brands include Trina Turk, Trina Turk Recreation, Kenneth Cole New York, Kenneth Cole Reaction, Polo Ralph Lauren, Lauren Ralph Lauren, Nanette Lepore, Hobie, and Sperry. Manhattan Beachwear recently picked up the Lucky Brand swimwear license with its first season being Cruise 2016.

To take care of all these labels, the company has about 20 swimwear designers, with each brand having its own department on the ground floor of the huge 75,000-square-foot building located in a large industrial park. Vice president of design is swimwear veteran Howie Greller.

The color and style of each room describes the nature of each label. The La Blanca room has swimsuit sketches with more subdued colors, prints and several one-piece silhouettes coupled with stylish bikinis.

The Nanette Lepore room is bright with



Deborah Broome is the director of design for Ralph Lauren Swimwear.



Designs for the Nanette Lepore label

than 7,000 doors in the United States, plus it is distributed in more than 24 countries. "La Blanca has been around for 37 years and is constantly evolving," Mahoney said. A plus-size version was added a few years ago.

Sylvia Bailey, the chief executive and co-owner of Sylvia's Swimwear in Bellevue, Wash., said she has carried the La Blanca label as long as she can remember. "This year, they brought back the two-button suit, called the 'Anniversary' suit, and I think we are going to sell a lot of those," said Bailey, who carries more than 50



The La Blanca swimwear label is designed by Cat Oshman.



The juniors label The Bikini Lab was modeled in Joshua Tree by Nadia Mejia, Miss California USA 2016.

vivid prints and designs, and the Lauren Ralph Lauren room has swimsuits that gravitate to more stately and sophisticated colors such as navy blue and black.

Nearby is the sewing room filled with 75 sewing machines where garment workers make each label's samples. Beyond is a cutting table.

In the center of all these rooms is a large space that once housed a ping pong table for workers. Lately, it has been converted into an area for twice-weekly yoga classes.

Growth spurt

While Manhattan Beachwear will not reveal its revenues (estimated to be in the hundreds of millions), Mahoney believes there is ample room to grow.

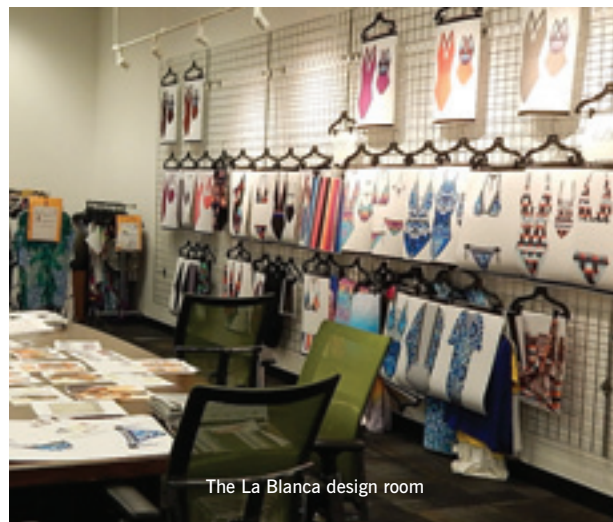
The company is about ready to sign an agreement with a European distributor that will boost the bottom line for all its swimwear labels.

And then there is that space beyond swimwear that Mahoney believes can be tapped. In 2014, Manhattan Beachwear acquired CMK Manufacturing, a Los Angeles venture that made activewear and resortwear under the Green Dragon and Pink Lotus name.

Mahoney is focused on growing that resortwear and loungewear category to fill in when swimsuit sales drop off during the winter months or in between seasons. Each swimwear label has its own cover-ups and resortwear already, but Mahoney would like to create a separate resortwear department that takes care of the design, pattern-

making, sourcing and production on a concentrated basis. "We would like to have resortwear done in one compartmentalized business," he said. "Right now, it is all over the place."

E-commerce is another major initiative the swimwear venture is focusing on. Believe it or



The La Blanca design room

not, some swimwear stores do more than 50 percent of their business online. "I have not seen that figure in my previous work experience," Mahoney said, noting that many women will order two or three swimsuits, try them on in the privacy of their own home and then return the ones they don't want. "We have to be aligning with our e-commerce partners to help them," Mahoney said.

And the company is always looking for new licensing opportunities. "We still have space for expansion in the business," the new chief executive said. "There are a lot of great brands out there that don't have a core competency in swimwear." **WW**

A woman with dark hair and red lipstick stands in the ocean, her hands on her hips. She is wearing a black and white patterned one-piece swimsuit with a dark mesh panel at the bust. The background is a blue ocean with white-capped waves.

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Summer Inspiration

Summer is right around the corner—on the fashion calendar, that is—which makes it the perfect time for some warm-weather inspiration shot by photographer Tim Regas in Miami Beach. From easy dresses, chic jumpsuits and maxi-dresses to tunics, sarongs and kimonos that can be layered over swimsuits, the looks include graphic prints, crochet, fringe and optic white.







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Hammock takes place July 22-24, 2017, in Miami Beach. The annual trade show provides designer swimwear and resortwear brands a sophisticated, event-based platform to launch their new collections in style. The three-day event is the ultimate destination for discovering the latest trends and connecting with retailers, media, and other industry influencers. For more details on the show schedule or to register, please visit www.hammockshow.com.



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Continued from page 26

MAGICSUIT[®] by Miraclesuit[®]

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-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 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.magicsuitswim.com

LA BLANCA

Manhattan Beachwear, Inc. is the leading U.S. manufacturer of women's swimwear. The Cypress, Calif.-based company designs, manufactures, and markets under licenses for Kenneth Cole, Ralph Lauren, Trina Turk, Nanette Lepore, Lucky, Sperry Top-Sider, and Hobie. In addition, Manhattan Beachwear also designs, manufactures, and markets its own brands, La Blanca, 24th & Ocean, The Bikini Lab, and Maxine of Hollywood. To strengthen its position in the lifestyle and activewear market, Manhattan Beachwear also designs, manufactures, and distributes under the brand names Green Dragon, Pink Lotus, and PL Movement. These brands are in addition to the company's current roster of active/lifestyle brands, which include Trina Turk Recreation and La Blanca Resort. Manhattan Beachwear's current brand offerings have an unmatched product mix in the swimwear, active, and lifestyle markets. www.mbwswwim.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

PB SPORT

The **PB Sport[™]** collection offers the active, on-trend woman of today the perfect mix of sporty styling complimented by fun and contemporary prints and

detailing. With the active woman in mind, the collection's focus is on its strategic design and new-to-the-market silhouettes. PB Sport is a lifestyle. Its focus is on fashion rather than performance, making it a fashion sport collection. PB Sport offers something for every body, including flattering one-pieces, high-waisted bikini sets, and matching zip-up and pull-over rashguards and crop tops. Features include tummy control, bust support, and adjustability with new styling including a criss-cross, high-neck silhouette and a sleeveless V-neck pullover rashguard.

RATTI

Ratti SpA, division of Marzotto, Europe's largest textile group, was founded over 70 years ago. Italian based, we are focused on printed and novelty fabrications for all aspects of modern life. Working with top designers around the globe, together, we create exclusive designs maintaining relationships for decades. Our painters, merchandisers, and product managers are always ready for the next creative challenge. The SETAMARINA division, which concentrates on cloth for beach and swimwear, now features activewear and technical sport fabrications. From swim to the gym, we have set extremely high standards for our clients quest for excellence in water as well as on land. We proudly maintain one of the most extensive print archives comprised of our past creative history as well as original art, books, and other artisanal media. Our new collection for Spring-Summer 2018 is now available for viewing in our New York showroom, by appointment only. www.ratti.it/en

Red Dolly Swimwear

Red Dolly Swimwear is bringing back classic vintage styles in modern fabrics. Based out of Southern California, Red Dolly offers modest styles in fun prints for women, girls, and babies. Retro polka dots have been its staple since the start. Offering Mommy & Me matching suits for all those fashionable moms and babes out there. Contact Thereddolly@gmail.com for current line sheets. www.RedDollySwimwear.com



Sliplns are bold, beautifully designed, sexy creations that will enhance your active lifestyle in fun and functional ways. Sliplns protect you from sun over-exposure with our unique 60+ UPF rating. We bring bold, colorful prints back into style, and our products are said to feel better on than anything else on the market today. Our mission is to increase the "fun factor" in your life. Sliplns are the finest sun-protective waterwear on the market today, and once you have us on you won't want to wear anything else. We love to make women look their very best in everything they do. Contact us at Robin@sliplns.com or visit www.Sliplns.com



Surf Expo is the largest and longest-running board-sports and beach/resort lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show is consistently awarded by the trade-show industry, most recently recognized as Top 100 and Fastest 50 For Growth by Trade Show Executive, and Top 25 Fastest Growing Tradeshow list for growth in attendance, by TSNN. The next Surf Expo is January 26-28, 2017, in Orlando, Florida. Surf Expo is a trade-only event. Surf Expo is owned and operated by Emerald Expositions, a leading operator of large business-to-business trade shows in the United States, producing more than 80 trade shows and over 100 face-to-face events in total, including conferences, summits and other events. More information about Surf Expo can be found at our website. www.surfexpo.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 800 lines across all swimwear categories. For more information, visit our website. www.swimcollective.com



From brand-new events to brand-new lines to a complete redesign of the entire layout, **SwimShow** will be 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 22-25 at the Miami Beach Convention Center. www.swimshow.com

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SHOW DATES

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Palm Beach, FL
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January 16-18

SURF EXPO

Orange County
Convention Center
Orlando, FL
January 26-28

TRENDZ WEST

Braclenton Area
Convention Center
Palmetto, FL
January 31 -
February 2

THE WEST COAST TREND SHOW

Embassy Suites LAX North
Los Angeles, CA
February 11-13

WWIN-WOMENSWEAR

IN NEVADA

Rio Hotel & Casino
Las Vegas, NV
February 20-23

OAHU
Ward Centre
Ko Olina Center

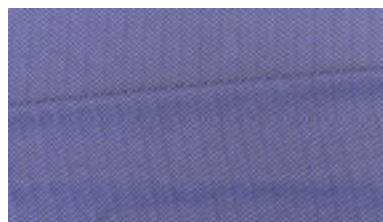
BIG ISLAND
Keauhou Shopping Center
The Shops at Mauna Lani



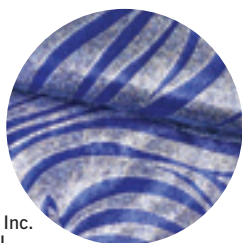
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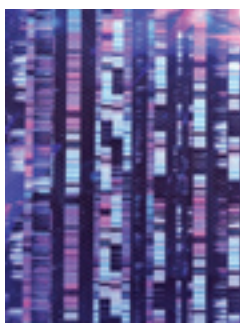
Texollini #3675D2



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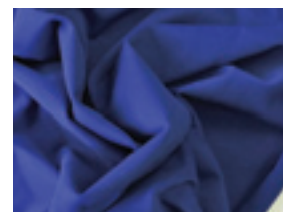
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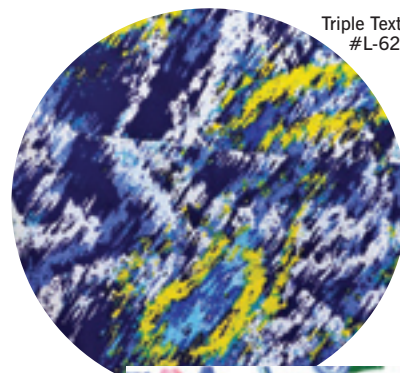
Texollini #3080D

Royal Treatment

Swim textiles get the royal treatment with prints, patterns and solid styles awash in bright, bold blue.

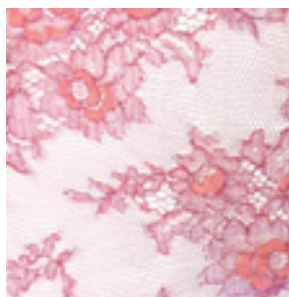
—Alison A. Nieder

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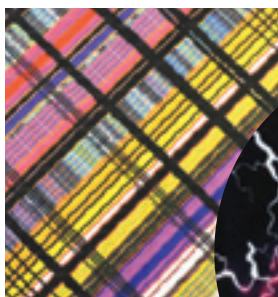


Raspberry Crush

Rich raspberry and plum hues color textiles for swimwear, cover-up textiles and activewear styles. Look for lace, novelty knits and bright graphic prints



Solstiss #810391



Texollini #3665D2



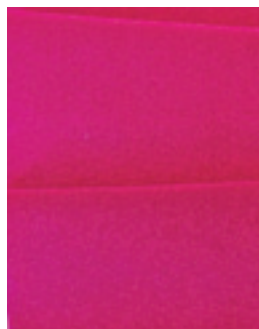
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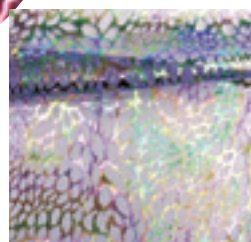
Texollini #3209D3



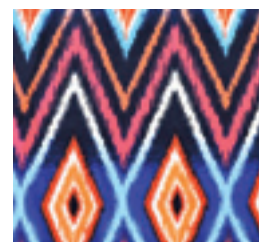
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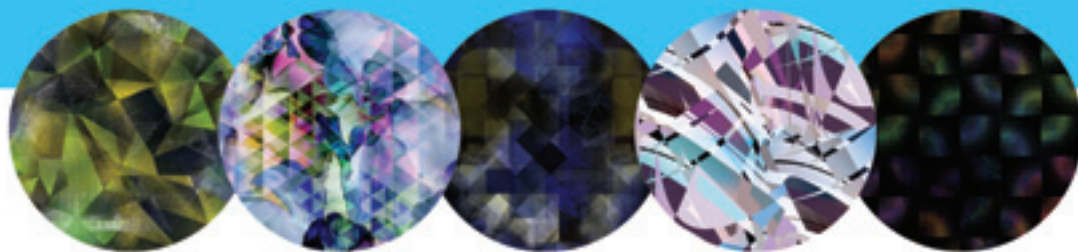
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