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JULY 10, 2017

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ON THE COVER: Photographer Tim Regas captured the stylish scene at LA's Venice Beach.

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#### A MARCUS LEMONIS COMPANY

## Drupe: Around the World With an International Staff

When Mireya de Andrés told her parents she was quitting her banking job in Geneva, Switzerland, to start a fashion line, they thought she was crazy. Fashion seemed to be on the flip side of the finance world.

De Andrés, who studied business administration and management, had worked in the family's decades-old realestate company in Valencia, Spain, before she headed to her next job in Switzerland. But banking wasn't her bag.

She eventually convinced her parents that fashion was her passion. "I am very creative," she said. "I love to draw. Being in an office was a nightmare for me. My life was not fulfilling."

Her father finally embraced her ca-

reer transition, but there was one condition. She had to find a financial backer. She didn't have to look far. Her brother, Dimas, who works in the family's commercial real-estate business, became a cofounder and investor in her new company, called Drupe, a stone fruit generated by the palm tree and other fruit trees.

De Andrés moved to Los Angeles to start her new company, a lifestyle brand that makes casual clothing and swimwear for men and women.

The beach-oriented brand is organized in a millennial fashion,

with Skype meetings between de Andrés and her staff scattered all over the world. Her designer, Lucia Ribes, is in Valencia. Her print and pattern designer, Anna Caldas, is in São Paulo, Brazil; her public-relations person is in Los Angeles; and her swimwear factory is in Barcelona, Spain. She has freelance designers in England.

The banker turned swimwear and clothing manufacturer describes the line as relaxing, colorful, a little bit sexy and edgy.

She works with her Brazilian designer to come up with unique prints, such as a ladybug or green speckles print for the Lycra swimwear fabric she uses. Her silhouettes, many reversible, can be

skimpy or more modest. Bottoms come in an abbreviated bikini form or higher-rise shapes that cover more territory. Tops come as triangles and bandeaux as well as halters.

Each bikini set wholesales for about \$45. While most of Drupe's sales have been online, de Andrés will be expanding her sales to stores after she finishes up a big rollout of her line in Mykonos, Greece, later this summer.

For more information about Drupe, go to *www.drupe-la.com/ contact.*—*Deborah Belgum* 

## Horizon Swim: A Swimwear Label With a Personal Touch

By day, Jessi Taylor is an executive assistant at a Los Angeles advertising company. By night she is a swimwear designer who makes her own patterns and sews her own swimsuits—one by one—for her line called Horizon Swim.



"I am a one-person show right now," said Taylor, who graduated in 2007 from the Fashion Institute of Design & Merchandising in Los Angeles. "I have been sewing forever. I have three sewing machines that I have set up like an assembly line. I can crank the swimsuits out pretty fast these days. I can do three to five a night."

Taylor has always been in love with the beach culture. Her years of working at Quiksilver and Roxy taught her how to make patterns and about the swimwear industry.

Taylor buys her nylon/spandex fabric from a supplier in downtown Los Angeles that only carries custom prints to help distinguish her line from other swimsuit labels. She designs her patterns, cuts the fabric and sews the suits in various bikini silhouettes.

Taylor's bikini bottoms tend to have more cheekiness to them, but they come in mid-rise silhouettes or styles that are more revealing. Tops are made in triangle shapes and sports-bra styles.

While her Spring/Summer collection was filled with vivid turquoise, orange, blue and pink hues, the Resort collection that debuts in August veers more toward desert-influenced shades such as beige and rose.

Also for Resort, she is working on more surf and action-girl silhouettes that are lifestyle friendly. "A lot of the styles I am creating are reenforced with elastane at every seam," she said. "I have sent them to surfer girls and girls who play volleyball to get their feedback," she said.

Currently, Horizon Swim sells online, with each piece going for \$58, including shipping and sales tax.

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## Z Supply: Jewresource Classic Styles in Figure-Flattering Fits

Z Supply LLC, the Irvine, Calif., maker of Z Supply fashion basics, is diving into its first swim collection for Spring 2018. Combining sleek, figure-flattering looks in a nylon/spandex fabric, the launch collection will include 10 bikinis and one-piece styles.

Tops include a strappy, cross-back sport bikini top, a classic triangle top, a high-neck style and a V-cut ladder lace-up style. Bottoms include a Brazilian-style ruchedback bottom, a side lace-up style, a medium-coverage bottom with keyhole cutouts and a side-tab ruched bottom with a fuller cut.

One-piece styles include a halter suit with a ladder laceup front and a classic style that offers more coverage in front and a V-cut low back with ladder lace ties.

The suits will be available in black, olive, plum shadow. spiced coral, Directoire blue and iceberg, and sizes run XS through L. The suits will retail for under \$100.

"Z Supply offers so many pool-friendly, sport-inspired pieces already," said designer Khrystyn Buelva. "We always hear that women are layering our pocket tees, tanks and dresses over their swimwear, so we really wanted to cater to these customers and provide a cohesive collection of essential swimsuits to complete their Z Supply wardrobes."

For more information, visit www.zsupplyclothing.com or email info@zsupplyllc.com.—Alison A. Nieder



## Old Bull Lee: After Walk Shorts, Go Surf

Rent a Manhattan Beach address, and it might only be a matter of time before you are in the surf business.

It should be part of Lee Johnson's story. He started the Old Bull Lee label in the affluent beach enclave in the South Bay of Los Angeles County. Old Bull Lee focused on making walk shorts and Oxford shirts. The label gained popularity with the cultured crowd who weekends in the Hamptons, outside of New York City; Texas; and at haunts such as the North End bar in Hermosa Beach, adjacent to Manhattan Beach. The bar is a favorite with local surf dogs and the NHL Los Angeles Kings team.

After Johnson sold his first walk shorts, South Bay surf guys kept peppering him with the question, "When are you going to make boardshorts?" After five years in business, in late 2016 Johnson decided to dive into the boardshort market. It wasn't a seamless transition. He found if men in the Hamptons lived in their walk shorts, California dudes lived in their boardshorts. Johnson extended Old Bull Lee's colorful prints to his new boardshort program. But he found that almost everything else about making boardshorts



was different from making walk shorts. Cotton is fine for walk shorts. Boardshorts must use polyester and Lycra.

To manufacture Old Bull Lee boardshorts, Johnson traveled to the cradle of the surf industry-Orange County, Calif. This summer, Old Bull Lee is selling four-way flex boardshorts, which are particularly popular with the surf crowd. The label's boardshorts have a Lycra buttonless fly and a front pocket, meant to fit an iPhone, Johnson said. For more information, email info@oldbullshorts.com.—Andrew Asch



## Tori Praver Swims in New Direction

#### By Andrew Asch

Tori Praver modeled for the *Sports Illustrated* swimsuit edition in far-flung locales such as the Canary Islands off of Spain, her home island of Maui, and Turks and Caicos in the Caribbean. This year she is going to be modeling for her own brand.

The blonde, blue-eyed Praver will be the ambassador for her self-named Tori Praver Swimwear. It's part of a new direction for her brand.

The model, designer and mother of two recently announced that she licensed Tori Praver Swimwear to Curynt Group, a Long Beach, Calif.–headquartered design and marketing agency cofounded by Summer Rapp, a swim/surf-industry veteran. Rapp's résumé features stints at

dustry veteran. Rapp's résumé features stints at Quiksilver, Volcom and Amuse Society, a brand she cofounded in January 2014. Curynt was formed in 2017. The agency is a collaboration between Add Black Design and In Private. The design and

fashion consultancies have been doing business for seven years. Also coming up, a new brand logo. The first looks of the collaboration will be showcased in the Tori Praver Resort '18 line, which is being presented in July at the Swim Collective trade show in Huntington Beach, Calif., and the Cabana swim trade show in Miami Beach, Fla.

Praver said that after more than six years of running an independent line, which included a collaboration with Target Corp., Tori Praver Seafoam, it was time to find strength in numbers.

"I felt like it was time to make a move, to collaborate and to grow the business in ways that I couldn't do alone," Praver said.

Praver will work with Rapp in design and charting the future of the brand. Rapp will serve as the creative director for the brand. "Our plan is to evolve Tori Praver Swimwear into a meaningful lifestyle swimwear brand to compete with the big guys," Rapp said.



Curynt will direct the brand's design, sourcing, manufacturing and sales. Sales will be handled by Angi Hart, who until recently served as director of sales and merchandising at prominent swim brand L\*Space.

When Praver started her independent brand in 2009, the brand created a reputation as swim's go-to collection for smocked swimwear. The upcoming Praver line will feature smocked silhouettes and some high-waists. Also look out for triangle tops and bandeaux, Rapp said. The suits will be clean-finished with little seam work. The new line also will feature new fabrications such as rib knit and embroidery work.

The brand increased deliveries, forecast to be 10 months a year. Also coming up, kids' swim with matching prints to the women's swim, and ready-to-wear such as beach pants and cover-ups.

"The collection introduces an elevated sense of fashion yet also is very functional. We have put an extreme focus on fit and quality so that our girl looks and feels sexy. Whatever the end use is, she is covered," Rapp said. **WW** 

## Raj, Sports Illustrated Team for Swim Brand

For more than 50 years, the annual *Sports Illustrated Swimsuit* issue has been making headlines with its pictorials of supermodels posing in fashion's most stylish swimwear in exotic locales.

After side ventures such as SI swimsuit calendars and television specials, Time Inc., *Sports Illustrated*'s publisher, recently announced that it had signed a multiyear agreement with Raj Swim to make a brand called Sports Illustrated. The Tustin, Calif.–based swimwear manufacturer will design the swimwear with input from MJ Day, the editor of the *SI Swimsuit* issue.

"The opportunity to expand the *Sports Illustrated* brand into the premium apparel space is a perfect fit, and it falls in line with our strategy to unlock new consumer programs leveraging Time Inc. brands, said Bruce Gersh, Time Inc.'s senior vice president of strategy and business development.

Brenda West, Raj's chief executive officer, said that the brand will offer three swim collections and four active collections in 2018. It will include styles that the models will wear in the pages of the 2018 *SI Swimsuit* issue.

The collection's silhouettes will include a variety of other suits including one-pieces swimwear for athletic pursuits such as swimming and surfing. The venture also will mark Raj's largest expansion into athleisure and exercise clothes such as sports bras, leggings, hoodies and jackets bearing the logo of Sports Illustrated. Raj will manufacture four collections annually of the line's athleisure. Retail price points for the activewear will start at \$30. Swim separates will start at \$50. The clothes will be made in Raj's factories in Tustin and also in Asia and Mexico.

The collection will be sold on the magazine's upcoming ecommerce shop (*siswim.com*). It also will be sold at Raj's Swim Spot boutiques and across the retail spectrum from high-end department stores to swim shops. West said that the first deliveries of Sports Illustrated will arrive in stores in January 2018, just a few weeks before the 2018 *SI Swimsuit* issue hits newsstands.

West did not give a sales forecast, but she anticipated that it will be the biggest brand that the company has ever offered in its 50-year history.—*A.A.* 

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#### SWIM TRENDS

# Cruise '18— Designer Viewpoint

From travel lust to Wonder Woman-inspired power suits, beachwear is being influenced by all manner of pop culture. This season, we caught up with designers from Bondi Beach to Lima, Peru, and the shores of SoCal to find out the latest trends for Cruise '18. Femininity and floral prints are strong influences this season, and the '80s and high-cut legs are back. Sporty Bond Girl-

inspired suits are all the rage, and the sexy one-piece is the "must-have" suit of the season. Swimwear is taken to new dimensions with innovative textures, embroidery and metallics. And multipurpose beach-and resortwear go from the beach to the bar to the gym to poolside. Here are the trends of the season from a designer pointof-view.-N. Jayne Seward



Liliana Villalobos



Amber Delecce-Forge



Vy Nguyen



Adriana Caras





Casey W. Greenlee



Christine Geiger



Sinead James



Luli Hanimian



Courtney Allegra





Summer Rapp



Alejandra Londoño



Nicole Tracy and Jessica Tracy-Shulz



Dale McCarthy



Mauricio Esquenazi







Kaohs



Lolli Swim



Tori Praver Swimwear



Reling

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#### **FEMME & FLORAL**

"I love how girly everything is looking and also '90's fits!" said Lolli Swim designer/founder Vy Nguyen, who added that feminine silhouettes that really flatter all figures are directional. "Lolli is very flirty and feminine this Resort," Nguyen added. "We're doing some vintage florals mixed in with blush and nude tones." Nguyen channeled California beach babes and their golden glows as her inspiration this season. "I loved watching 'Gidget' and all the beach bombshell movies with my sister growing up. The music, the style of hair and just everything about that era inspires me," she added.

Saha's "Mirage" 2018 Resort collection explores exotic cultures of the world with vibrant colors and textures. "Feminine floral prints, paisleys and animal textures—exotic and tropical" are key trends, according to Saha designer Alejandra Londoño. The most exciting new development in swimwear, Londoño said, are high cuts, solid exotic colors, feminine prints and long-sleeved swimwear.

Floral prints are also key for Tori Praver Swimwear. "We are standing for elevated florals and batik prints that are timeless and sexy," said Tori Praver Swimwear Creative Director Summer Rapp. The color palette this season is sophisticated and elegant in palm, driftwood, indigo, Bali sky, pink, and black and white. For coverups and accessories the concept of beach to street is key, Rapp said. "We built our items around what our girl feels most feminine and naturally beautiful in, and it's so important that she can go from beach to street in the same outfit!" she said.



Vera Bradley

#### SWIM TRENDS



Peixoto



Magicsuit



"High-rise '80s bottoms" are the "must-have" item for Cruise '18, said Tess Hamilton, co-owner/designer of Kaohs. She creates the Los Angeles-based collection with partner Ali Hoffmann, who is the brand's production and sales manager. The Kaohs Cruise/Resort collection includes everything from classic, timeless bikinis to '80s bright colors and prints as well as fun, new textures. "This is new for Kaohs, so I think people will be really excited to get something fresh from us," Hamilton said. The hottest women's swim trends for Cruise '18, Hamilton said, are "textured bikinis, '80s bright colors as well as '80s-inspired styles such as bottoms that hit high on your hips and tops with wire."



Tee Ink



Naons

#### **NATURE MADE**

"The Greenlee collection this season was inspired by our love for all things Tulum," said designer Casey W. Greenlee. "From the light turquoise waters, the native pink dahlias to the naturally colorful landscapes, nature always makes the perfect muse," she added.

The hottest swim trends for Cruise '18, Greenlee said, include sporty, sexy silhouettes in geometric prints and pretty pastelsthink Bond Girl chic with long sleeves and zippers accompanying unexpected feminine prints. Pink is a big color for the season, Greenlee said, along with fullercut bottom styles. "Customers are stocking their bikini drawers with both cheeky and more-conservative options," she said. The "must-have" item for Cruise '18, Greenlee said, is "the perfect onepiece...or two...or three ... "



Magicsuit





#### **BEACH TO STREET**

"Our 2018 collection was inspired by the desire to escape everyday life," said Mauricio Esquenazi, president and creative director of Peixoto.

"Whether you're off to the pool for the day or jet-setting around the globe, we are inspired by jazzing up everyday vibes into fresh, free designs," he said. Key trends for the season, Esquenazi said, are triangles with interesting designs, textured fabrics, one-piece suits, easy and classic silhouettes, and more-muted and earth-toned colors. One of the most exciting new developments this season is versatility. "Swimsuits are not just going in the pool anymore," Esquenazi said. "They are well-designed, beautifully structured pieces of clothing. We see more textures and more 'beach-to-street' capabilities this year. The swimsuit has matured."

According to Aguaclara Creative Director Liliana Villalobos, sexy, sophisticated off-the-shoulder tops, one-pieces, long dresses and caftans are key trends of the season. "Strong colors and full contrasts in very advanced digital prints [are also key trends]. Very elaborated embroidery is back," she said. In swimwear today there are no limits, Villalobos said. "[It's] very exciting that everything is possible," she said, adding that long sleeves, "unthinkable" necklines, shapes and materials can be used. "The swimwear business gets stronger every time and for these reasons [it's the] most versatile business that joins the resort, beach life and summer days and nights."







Elan

PilyQ



Kore Swim



Saha

#### SWIM TRENDS

#### SUPERFICIAL

"The most exciting new development has to be the incredibly rich palette of fabric textures," said Dale McCarthy, founder and creative director of Bondi Born. "For Cruise '18, I have incorporated velvet, metallic, paper-feel, sculpting, woven jacquards. It's a designer's dream," she added. Key trends in the Bondi Born collection this season include minimalist bodies with sophisticated trims, tropical graphics, luxury metallic Lycra and a complementary burnt-orange palette. Clean, minimal lines, she said, are the most directional going forward. Ruffles and 3-D appliqués are big this year, according to Courtney Allegra. "I'm incorporating lots of frills, braids and 3-D elements to my collection," the designer said. Allegra's Cruise '18 line is inspired by the Caribbean and includes vibrant colors, original prints, fun silhouettes and textures. "Even though I've incorporated velvet fabrics into past lines, this year lots of swimwear companies are offering velvet swim," Allegra said. Key cover-ups and accessories include anything stretch mesh or chiffon such as rompers, blouses and shifts, which have a more romantic feel.



Thaikila

#### **POWER PLAYER**

"Sport is definitely here for a while! It's got a little '90s slant with track looks, color blocking and high-cut one-pieces," said Le Swim founder/designer Adriana Caras. Femininity is also key. "Female power is so pervasive right now-it's a great moment with women banding together. My collection, 'Parallel Lines | A Butterfly Story,' has traces of all of that-embracing your femininity and strength," she said. Pop culture and current events are indeed influencing fashion right now. "I think 'Wonder Woman' is pop culture reflecting the state of mind women are in right now. For many reasons, the message is clear: We are women. We are strong! We will own our strength and femininity!"







Active Spirit



Le Swim



Kiki Rio



Tee Ink







Lolli Swim





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Bondi Born



Kiki Rio



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Laundry by Shelli Segal



**TRAVEL LUST** 

"The growing popularity of travel blogging has really sparked the imagination of the consumer and has inspired her to plan her own escapes-whether to far-off destinations or even a daytrip getaway," said Christine Geiger, fashion swim designer for Jantzen and Laundry by Shelli Segal. "People have become more interested in experiences, and we design swimsuits that embody the spirit of that travel lust so that we can become an integral part of those experiences," she added. "Our consumer wants to be noticed and wears prints that capture the imagination and romance of travel," Geiger said. Pretty, feminine ruffles are directional she said, and the hottest trends for the season include lacing/strapping, sleeve details, cold shoulders, hints of metallic, tropical prints, sexy one-pieces and shades of "Greenery," Pantone's Color of the Year.

The 2018 Luli Fama collection is inspired by "all things Cuba-the people, the culture, the architecture and the beaches," said founder Luli Hanimian. "It is a gem in the Caribbean with so much untouched beauty and such a happy atmosphere that it was the perfect inspiration for this year. Being from Cuba myself, it has always inspired me for our swim, but this year we really went deeper into my roots," she said. Some of the designer's favorite trends this season include cut-outs, textured ribbed fabrics, lacing and flirty but ultrasexy pieces. "We are known as a brand for our bold colors and prints, but this season we have included nudes, pastels and neutrals, and the outcome has been amazing," she said.

#### SWIM TRENDS

#### **AU NATUREL**

"The hottest swim and beachwear trends we are seeing for Cruise 2018 are crop tops, high-cut onepieces and string bikinis," said Tee Ink designer Sinead James, who added that the brand is digging string bikinis in washed, muted tones such as blush, navy, gray and nude. "A little vintage throw-back goes a long way," James said. "We are enjoying the neutrality of the color nude in swim this season." Key inspirations for the collection include minimalist shapes, printed triangles and crop tops paired with high-cut '80s-inspired briefs or cheeky Brazilian bikini bottoms for the ultimate poolside look, she said. "The 'musthave' item for the season, James said, is the '80s-inspired, high-cut, highwaist brief. "This retro-inspired silhouette has made a huge comeback on the runways. It is the perfect stylish cut to accentuate your waist," she added. Innovative cover-ups in transparent and sheer fabrics provide different types of layering, such as sheer beach pants, wrap tops, capes and kimonos. "Palm-leaf woven beach bags are a must," she said.



Saha

Tee Ink

#### THE ONE-PIECE

"I think the new hot buzz over sexy one-pieces is all the rave," said Amber Delecce-Forge, creative director of PilyQ. "Everyone is now trying new ways to create a one-piece style that has never been done, simple, unique, cool fabrics, cut-outs etc., etc.," she said. For Cruise '18, "everyone is getting 'back to basics," Delecce-Forge said. "We feel high-necks are slowing down, triangles are doing better and one-pieces-especially sexy ones-are the hottest thing

right now." The brand is currently doing well with updated versions of color blocking, laces and macramé. Going forward, Delecce-Forge said, key trends include muted earth tones, simple details and textured fabrics. "Our must-haves are all lace-inspired this year in basic black-andwhite colors. Everyone hitting the beach has to have a lace cover-up, an easy pair of pull-on shorts and a sexy one-piece," she said.







Kaohs



Thaikila

Jantzen



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Le Swim

Kiki Rio

#### **CLEAN & CHIC**

"We were inspired by seaside simplicity, and you'll be able to see this in our collection's use of fresh, classic colors as well as a new luxe textured ivory fabric," said Jessica Tracy-Schulz, cofounder/designer of Kore Swim, who worked with New Orleansbased artist Frances Beck to create an oyster print to add a coastal feel to the collection. "The print is playful yet subtle and stirs up longings for an après-sea happy hour filled with oysters and champagne," she explained. Key trends for the season Tracy-Schulz said are higher-cut legs, textured fabrics, swimwear with ties and onepieces. "We've been focusing on one-pieces for quite some time, and it's exciting to see previously 'bikini-only' customers taking the plunge and buying their first onepiece," Tracy-Schulz said. "We're also seeing a lot of really cool new textured fabrics that are elevating swimwear from beachwear to ready-to-wear." Resortwear that can be worn from the pool to predinner cocktails is also important, she said. "Our new cover-ups and resortwear this season are simple and easy to wear and are available in two great fabric options-classic linen and a beautiful, rich Italian sheer knit," she said.



Tori Praver Swimwear



Tee Ink



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Bondi Born



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## Sun, Sand, Surf and Sports in LA's Venice Beach

Los Angeles' Venice Beach is world famous for its crowds of sun lovers and fitness buffs. On any summer day, you can find sunbathers working on their California tans, scantily clad volleyball players demonstrating a perfect spike, and surfers and stand-up paddleboarders making the most of the waves. *California Apparel News* Contributing Photographer Tim Regas was on hand to capture the stylish scene.



CALIFORNIA APPAREL NEWS/WATERWEAR 2018 JULY 10, 2017



## Siloett Gets a Made-for-TV Makeover

With decades of swim business experience and a label on the rocks, the Handy family found an avenue to rebrand and rebuild on reality TV.

#### By Alison A. Nieder

Ever since appearing on "The Profit" reality show in June, Chuck Handy Jr. has been slammed.

"We've had thousands of hits on our website. It's been crazy," Handy said. "Yesterday I had almost 400 emails."

The second-generation apparel manufacturer spent his career working in the swimwear busi-



ness for companies including Jaycee Swimwear, Jordache and A.H. Schreiber before setting out on his own to launch Swim by Chuck Handy in 2010. Handy's concept: create a collection of misses and plus-size swimwear that would be sold as a set with a matching cover-up. But by late last year, when Handy and his family met with entrepreneur Marcus Lemonis, the founder and star of CNBC's "The Profit," Swim by Chuck Handy was drowning in debt due to crushing interest fees owed to its factor.

Under Lemonis' guidance, the swimwear company got a new name—Siloett—and a new direction. The new company would continue to create misses and plus-size swimwear as well as matching cover-ups—but they would not be sold as a set. And that was just the beginning. In addition to swimwear and cover-ups, which are made in America, the Siloett brand also includes sportswear and accessories, including bags, hats, shoes, scarves and sunglasses. And there are more product extensions on the way.

"It merchandises together," Handy said. "You can buy a hat, put a scarf on, put the shoes on, put a cover-up over your swimsuit and you are styling. It's a big-buck look, and it's competitive with other companies that are manufacturing in Asia."

Handy described the collection as the "upper tier of moderate." Swimsuits are wholesale priced "in the \$80 range," and the collection includes onepieces and swim separates.

Integral to the rebranding effort was Handy's daughter, Mary Ellen McAteer, who stepped into a new role as president and designer of Siloett. McAteer had studied fashion design at Drexel University but ended up working as a technical designer and fit specialist for large retail chains.

"I've been out in the corporate market," McAteer said. "I've worked at Dressbarn. I've worked at Destination Maternity. I learned everything from a corporate perspective to bring back to the mom-and-pop perspective."

A model wearing one of the new Siloett swim styles (center) with Chuck Handy Jr. and ML Group President Stephanie Menkin (left) and Handy's children and business partners Mary Ellen McAteer and Chuck "Charlie" Handy III.



The original company, Swim by Chuck Handy, was rebranded and reimagined to become Siloett.

Siloett is truly a family business. There were two Chucks at Swim by Chuck Handy, father Chuck Handy Jr. and son Chuck III-referred to as Charlie on "The Profit." Mother Mary Lou Handy, a middle school teacher and former assistant dean at Cornell Medical College, oversaw the books for the swim business. For the relaunch, it was all hands on deck as McAteer redesigned the collection, Chuck Handy Jr. leveraged his many contacts in the swim business to find domestic factories, and Charlie Handy oversaw just about everything else. Among the tasks assigned to him was creating a custom trade-show booth for the brand's relaunch at Curve New York in February. The booth was built by another Lemonis company, Precise Graphix, based in Allentown, Penn., and Charlie Handy found himself putting in 20-hour days traveling between New York and Pennsylvania to oversee the project. Fortunately, this was familiar territory for Handy.

"I started working with my dad in 2005," Charlie Handy said. "I ended up learning the business from the ground up. I knew warehousing, shipping, all that jazz. I've really grown up in the whole business."

It was Charlie Handy who first pitched his family to "The Profit." This was also familiar territory for him. He had appeared on MTV's "Dating Naked" reality show in 2014.

"I've been on camera before, and I know my parents' personalities," Charlie Handy said. "I said, 'You guys are camera gold.""

Since the show wrapped, Charlie Handy is going on to work on another one of Lemonis' projects, overseeing the construction of new stores.

"My goal was to keep this company alive and keep my family employed," he said. "I'm happy everybody is working and I have the opportunity to do my own [thing] now."

For McAteer, the transition hasn't just been from the corporate world to helming what essentially is a startup brand. When the show began filming, McAteer had left her corporate job to be a stay-at-home mom to her then-11-month-old



Marcus Lemonis (center) with the Handy family, pictured at left, Chuck Handy Jr. and Mary Ellen McAteer, and at right, Chuck "Charlie" Handy and Mary Lou Handy

daughter.

"I was on maternity leave, I left Dressbarn and I decided not to go back because I enjoyed staying home with my daughter," McAteer said. "All of a sudden this opportunity presented itself and I wasn't ready to go back to work. But sometimes life has funny timing."

McAteer joined the company and brought her daughter along to work with her in the company's office in Ridgewood, N.J. (The company also has offices and showrooms in New York and Los Angeles.)

"I wasn't ready to let go," McAteer said. "We started filming back in December. It's now June and I just now said, 'Maybe I need to hire a nanny.' I'm not a big outsourcing person. I

like having my hand on the product. So when it came to my daughter I'm the same way."

To create the collection within the three-week window needed to meet the show deadlines, McAteer designed the line during her only free hours.

"I designed this collection between the hours of midnight and 4 a.m.," she said. "My daughter was fed and I went to work. It took me one week to get everything designed."

She then had two weeks to print fabric, produce the collection and create a catalog.

The family worked with another Lemonis company, Printed Village, on the original fabric prints featured in the launch collection. Los Angeles– based Printed Village crowdsources designs from graphic designers from around the world.

"We have designs from artists from Brazil, Australia, England, New Jersey, New York and Brooklyn," McAteer said, explaining that the artists get *Continued on page 32* 



Siloett styles feature original prints created by crowdsourcing graphic-design company Printed Village.



#### Siloett Continued from page 31

paid for the print and the company gets a royalty from items made using the print.

"We're getting really beautiful artwork that just happens to work for swimwear. I think it sets us apart," she said.



In addition to swimwear and cover-ups, the Siloett collection includes sportswear and accessories, such as scarves, sunglasses, hats and bags, including the popular "Etta" weekender bag. The company purchased a bulk order of a Japanese fabric—a 70 percent nylon/30 percent spandex blend—that features a special construction that made it ideal for digital printing. The fabric's yarns have a triangular shape, which allows for considerably better ink coverage and less "grinthrough," or the effect of seeing the original base color of the fabric when it is stretched.

"The Japanese fabric is great," McAteer said. "It's strong and shapes the torso beautifully but still maintains a soft hand and [is] quite comfortable—something that is hard to achieve!"

McAteer said Siloett suits retain their shape wear after wear and, unlike other shaping suits, are comfortable enough to keep on all day.

The fabric was printed locally—in Fairlawn, N.J.

"We printed the fabric domestically since our swimsuits and cover ups are sewn here in New York and New Jersey," McAteer said. "So we really own the process from beginning to end!"

The launch collection features three capsules. The "Tonal Sophisticate" group features blackand-white suits with a pop of coral.

"It got a fantastic review at our first trade show," she said. "They filmed quite a bit of that capsule at the show, and it sold out because everyone saw it on TV."

The "Coastal Chic" group is geared to the classic New England consumer with a new take on

nautical in white, blue and coral in place of the traditional red. The "Vintage Cabana" group is an homage to swimwear prints, McAteer said. The group is designed for the on-trend consumer who is not afraid to mix and match prints for a coordinated look.

"Down to the sunglasses, everything is merchandised by customer," McAteer said. "When you look at the collection, even the basic T-shirts and the poly chiffon cover-ups are in specific colors per capsule."

But when it comes to the prints, McAteer worked on finding the perfect mix of style and pattern.

"It's easy to drop the same print into a hundred body styles," she said. "It's a lot harder to find out which is the right body style and only offer one. That's where the merchandisers do their work. We'll give you one and it's the right one. You're not getting overlapping styles in the group. It takes a lot of the guesswork out."



Throughout the relaunch of the company one thing remained the same: Chuck Handy Jr.'s commitment to creating misses and plus-sized swimwear.

"Your size doesn't dictate whether you're fashionable or not," McAteer said. "We wanted to make fashion attainable. Everyone should have access to it."

Siloett swimwear sizes run from 2 to 26.

Sportswear runs from size 0 to 28. To drive home the message about the range in fit, the Handys included both misses and plus-sized models in the company catalog.

"Because the curvy fit is different, we have a curvy fit model," McAteer said. "In the photo shoot we used the size 18. We didn't photograph the 12 and call her the plus. We went with our fit samples and photographed those. Those are true 18s. And it makes a difference."



DANIELA VESCO

McAteer's heart may be in design, but her experience is in the design development process—and that is what she tried to impress on Lemonis during the filming of "The Profit."

"I looked at the whole TV show as a job interview," she said. "At the end of the day Marcus didn't have to invest in us. If we wanted to do this right we had to do it to a T."

McAteer said she wanted to make sure Lemonis understood that even though the company had run into financial difficulties, there were many things the family had done well.

"We'd been three people and doing just under \$3 million in sales in an industry surrounded by really big players. We may not have had the whole thing together, but we were doing something right."

Swim by Chuck Handy had built a following among a niche clientele in the swim business, McAteer said.

"We needed the process, but everything else was there. We had the quality. We had the niche clientele. We just needed an infusion of money and an infusion of process."

On "The Profit," once Lemonis decides to invest in a company, it becomes part of his portfolio of brands. Siloett is now part of the Marcus Lemonis Fashion Group, said group President Stephanie Menkin.

"Marcus connected with the Handys right away," Menkin said. "He called me and said, 'You're going to love these guys.' One of Marcus' strengths is that he sees the value of people. Mary Ellen is fantastic at tech packs and every little detail of design. Charlie is a character, but he can implement ideas really well and he's creative as well. Right now I'm learning a lot from Chuck Jr. He's very knowledgeable—has great contacts. He really understands the swim business. Mary Lou sits on the side a bit—she does have an outside job, but she really runs that family. She's the mama of all mamas. They're good people with a good work ethic. They've been an interesting addition to the team. They brought really good hustle."

Each business Lemonis invests in falls into a different vertical or pillar of his business, from food to manufacturing to Menkin's fashion group, which includes apparel, accessories, beauty and home.

"It's complete financial control from the minute you shake hands," Menkin said. "For a lot of people that's a tough process. These small businesses are used to doing everything themselves and monitoring their cash flow from a checking account perspective versus actual daily bookkeeping. It's hard for them to let go of that."

Within each group there are shared services. For example, there is an in-house e-commerce





and creative division that builds the websites for the companies in the fashion group, including Siloett's website, *http://shopsiloett.com*. Companies under the Lemonis umbrella get to take advantage of economies of scale, which can mean lower shipping rates or better insurance rates because they're part of a larger parent company, Menkin said.

Companies in the group also get to work with Lemonis and Menkin and other executives to come up with strategies for growing the business.

"When Marcus says he's 100 percent in charge, it's no joke," Menkin said. "What he says goes. But, I mean, the guy knows a thing or two about a thing or two." WW

Siloett debuted at the February run of the Curve New York trade show.

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# cabana

The show environment of **Cabana** is inspired by the best beach resorts around the world, from Tulum to Cote d'Azur to Ibiza. While inspiration is an important aspect, comfort is also at the top of the list. Cabana is a place where brands and buyers can do business but also reunite and relax. Service is taken into consideration in all aspects of the show whether it's golf carts between venues, creative food options, or a personalized bracelet instead of a badge as you enter the show—at Cabana it's all in the details. This year's show dates are July 22–24 in Miami Beach. www.cabanashow.com



Caribbean Joe offers exclusive tankini tops that are fashion forward and print driven as well as 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 bustline 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, and a sunset brings the serenity and peacefulness of night...live life well!



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**CURVE** is the only show in North America solely dedicated to intimate apparel, swimwear, and men's underwear. The CURVE shows will be presenting the collections of over 350 brands at CURVENEWYORK Aug. 6–8, and at CURVELASVEGAS Aug. 14–16. The CURVE shows are produced by EUROVET AMERI-CAS, a EUROVET company. *www.eurovetamericas.com* 



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The meaning of FILTHY HAANZ is a celebration of life. The human hand is the symbol of creation, and while filthy has come to define "dirty" or "messy" we term "a filthy hand" as the ultimate tribute to work and creation, the foundation of life. The clothing created by this label uses the human body to create the beauty of the clothing, just as clothing many times creates the beauty of the body. For that reason FILTHY HAANZ was created with all in mind, a North America-based fashion label that is for the international community. We did not spell "hands" with a traditional English spelling, because this label is not just English. We created a new spelling that is neutral, therefore belonging to all languages and all nationalities. We invite you to join our celebration of life. https://filthyhaanz.com



Friedmans is considered one of Europe's premiere specialists in stretch fabrics. Proud to be based in Manchester, England, and offering exceptional print designs on high-quality Lycra fabrics sourced from Italy, Friedmans offers a stunning choice of prints, which can be embellished with exceptional quality foil applications. Clients can also print their own exclusive designs at Friedmans, taking advantage of their considerable expertise. Friedmans is a forwardthinking, innovative company that is dedicated to investing in the latest design technology and personnel to help make the most of this cutting-edge tech. Manchester has been the center of many innovations in the textile industry over the last two centuries, and Friedmans continues to innovate in the digital age. In 2017 Friedmans launched an online colouring service on its website called ColourMe. This tool allows customers to select a design and create their own colourway live on screen. www.friedmans.co.uk

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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, visit www.hammockshow.com.



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**INTERFILIÈRE** is the leading trade show for intimates, beachwear, and swimwear fabrics. The show takes place July 8–10 in Paris, Sept. 27–28 in New York, and Oct. 10–11 in Shanghai. EUROVET is the undisputed world leader in lingerie and swimwear,

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with international events in Paris, New York, Shanghai, Hong Kong, Las Vegas, Cannes, and Moscow. It is also the French reference for sports textiles and equipment trade shows. www.eurovetamericas.com

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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. mbwswim.com



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Sea & Her, a new swimwear collection debuted last fall, makes a splash targeted to a 25- o 45-vearold customer who is looking for a flattering fit with trend-right silhouettes and prints. Using a 12-screen printing technique to achieve what looks like Morrocan medallion and scarf prints, embellished denim, textural prints, and velvet. Sea & Her delivers swimsuits that are drenched in bold color. Several styles come in D and DD cups, which look to fill a huge void in the market. Designed by fashion industry veteran Nova Gallegos, who designed Trina Turk swimwear for five years and designed and launched Trina Turk activewear, the new collection is fashion forward without sacrificing performance. The Cruise collection will be available for November 2017 delivery and is inspired by the hand crochet, strappy details, lingerie styling, and tropical colors of Latin America and Morrocco. www.trimerabrands.com or www.seaandherswim.com





SILOETT, a Marcus Lemonis Company, is the rebranding of Swim by Chuck Handy, a family-run business consisting of an unmatched wealth of expertise in misses and plus-size swimwear with matching cover-up, featured on the June 6 season

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premiere of CNBC's "The Profit" with Marcus Lemonis. With swimsuits and cover-ups now made in the USA, its team continues to push boundaries in creating high-quality garments, sourcing only the finest fabrics while printing domestically and fine-tuning the fit. Siloett is proud to release a curated line of accessories and getaway must-haves, with extensions into sundresses, tees, hats, beach and travel bags, shoes, sunglasses, and more, all available in sizes 2–26. Every body deserves a perfect fit. For wholesale appointments. Email, call or, text Chuck at *chandy1@ShopSiloett.com*, (201) 679-0215. *shopsiloett.com* 



Surf Expo is the largest and longest-running boardsports 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 both the January and September show were ranked 95 and 96 of the largest trade shows in the U.S. by TSNN. Surf Expo is a trade-only event. Surf Expo is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with its oldest trade shows dating back over 110 years. More information about Surf Expo can be found online at www.surfexpo.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



Designers, buyers and media from around the world are welcomed to view the 2018 collections at the W South Beach July 20–24. The **SWIMMIAMI** team focused on building on the last season's success to create a hub where swim week attendees can mix, mingle, and attend runway shows on the outdoor runway set atop the W South Beach pool and a more intimate state-of-the-art tented runway dubbed the "Lycra Swim Salon." The schedule features swimwear's hottest designers, including Frankie's Bikinis, Gottex, Hot-as-Hell, Indah, Issa de' Mar, KAOHS, Mint Swim, Revel Rey, and Robb & Lulu. Visit www. swimmiamicollections.com.



Creating an international whisper from the charming island of Bali, THAIKILA is a glamorous French swimwear brand that has built its reputation upon bikinis of exception and innovation including "glam on the beach." Established in Bali and operating since 2004 (our company operates in Paris since 1989), we run 13 company-owned stores and wholesale to 105 countries. We own our production unit. Luxe fabrics, fluid silhouettes, and distinctive prints make up Thaikila's signature aesthetic, which is complemented by delicate details and an authentic handmade feel. All pieces are sold separately and designed to mix and match to suit you. A sense of timeless lifestyle embodies each collection. Thaikila believes in acting mindfully with materials made from recycled plastic bottles and strives to empower its employees as well as its customers.thaikila.com

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#### Friedmans Ltd.—the Best-Kept Secret in Stretch-Fabric Printing

hen it was founded in 1962, Manchester, England–based Friedmans Ltd. peddled parachute silks and surplus fabrics left over from World War II. Since CEO David Kaitiff acquired the dormant fabric company some 26 years ago, Friedmans has developed into a major wholesaler of Lycra of a quality once only found in Italy.

Starting "from scratch," Kaitiff says, "I invested in the correct machinery to master techniques of transfer printing and foil effects so we wouldn't have to import." When British retailers found out "there was this little company locally producing these fabrics, majors such as Marks & Spencer came banging on my door," he goes on. "Which was incredible for a three-person company."

Kaitiff has kept the employee head count relatively lowabout 17-but Friedmans has expanded into a 30,000-square-foot facility housing nine digital printers that spin out a variety of techniques and color palettes. They employ Italian Lycra print bases, German foil, and "the Rolls Royce" of transfer calendar technology from the Netherlands. Currently boasting clients in more than 120 countries, Friedmans has a strong online presence in its exceptionally comprehensive website, which showcases an inventory approaching 1,500 prints in Lycra-perfect for the swim market-and other fabrications.

Friedmans has distinguished itself among its expansive



The website's most recent and exciting feature is its ColourMe application, which allows a designer to choose from hundreds of print patterns from the company's collection and a palette of 100 colors to create its own custom digital print, which Friedmans will turn into fabric of desired length. "Once designers go to it and have a play, they become addicted to it." Kaitiff notes.

Friedmans has U.S. clientele in the boutique swim market, "but we are very keen on expanding our U.S. footprint," Kaitiff says, especially with private-label manufacturers and Internet retailers—places "where the owner/manager is going to appreciate having a bespoke design service employed for their collection." Friedmans controls production on-site, enabling short lead times, even for bespoke orders.

"We're everybody's best-kept secret," Kaitiff says. "We love to take somebody's idea and weave our magic onto that idea and show them the full strength of what that partnership can achieve."



sales@friedmans.co.uk 00 44 161 975 9002 www.friedmans.co.uk





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# In the Pink

Textile designers are finding inspiration in all shades of pink—from warm cranberry to bright raspberry to sweet rose shades—for swimwear and cover-ups.





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