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Apparel News

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A woman with blonde hair is sitting on a large, textured, yellowish-brown rock formation. She is wearing a two-piece striped bikini. She is looking towards the camera with a slight smile. The background shows the ocean and a sandy beach.

ninety-nine°

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A woman with long, wavy brown hair is posing on a sandy beach. She is wearing a black and white horizontally striped one-piece swimsuit with a high-cut leg. She is also wearing gold-rimmed aviator sunglasses and has her left hand on her head. She is smiling and looking down. The background is a bright, slightly blurred beach scene.

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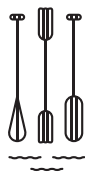
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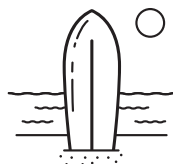
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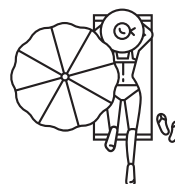
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Cruise '19— THE SWIMWEAR LOOK Designers' Point of View

From feminine frills to sportswear-inspired cover-ups, designers are delivering the hottest trends for Cruise '19. One-pieces continue to reign as the “must-have” suit while textures have gained status. High-cut legs, low-cut backs

and plenty of skin are most certainly in. Sustainability is growing in importance, and many brands are creating fabrics that are eco-friendly. Here is a look at the key trends of the season from the designers' point of view.—N. Jayne Seward



Brian Davis



Keren Gasner



Monica Echeverri



Pily Queipo and Amber
Delece-Forge



Kristyn Goddard



Angela Chittenden



Luli Hanimian



Mauricio Esquenazi



Melissa Odabash



Monica Wise



Sinead James



Tess Hamilton



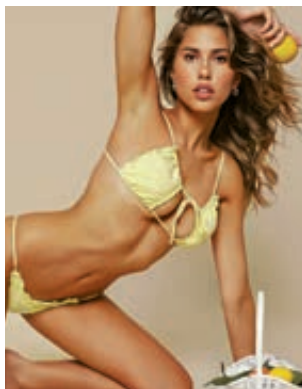
Vy Nguyen



Marina Hamm



Luli Fama



KAOHS

KEYHOLE CUTOUTS

The most directional trend going forward, according to Tess Hamilton and Ali Hoffmann, cofounders of KAOHS, are tops that offer a peephole. Many brands are finding new and innovative ways to add the detail to their collections. "It's a new way to show cleavage and actually enhances the look of your breasts as well. You will see a few variations from KAOHS in both Resort and Spring," Hamilton said.



Beach Bunny Swimwear



Saha

TIE IT UP!

"Tie and wrap details continue to be popular," said Monica Wise, founder and creative director for L*Space by Monica Wise. "Our new 'must-have' for the season is our 'Flash-back' bikini top, featuring a tie front," she said. Wrap tops are also a key trend, according to Brian Davis, designer for Magicsuit. "We feel strongly about dance-inspired ballerina looks that wrap and tie around the body. These looks are feminine, romantic and beautiful on every body type," he said. Key colors for the season are deep cranberry and lipstick red, he added.



Becca by Rebecca Virtue



L*Space by Monica Wise



Magicsuit



Charlie Holiday



Gottex



Becca by Rebecca Virtue

HIGH CUT

Sexy, high-cut legs and low-back one-pieces inspired by the '80s and '90s are some of the most directional trends, according to Gottex Creative Director Keren Gasner. Vy Nguyen, founder and designer of Lolli Swim, also feels the look is directional going forward. "The comeback of the flattering French-cut leg is going to stay as will the athletic 1990s influence, which is super fun," she explained.

SWIM TRENDS



Triangl



Volcom

GET SPORTY

“Sportswear as cover-ups are the thing. Jean shorts, tied-up T-shirts and flirty dresses make the best cover-ups,” said Marina Hamm, designer and merchandiser, women’s global swim, for Volcom. Many brands are noticing the trend. “Crossover versatility is going to continue to drive designs, creating items that can be worn out or worn to the gym. It gives swimsuits a life beyond the beach,” said Angela Chittenden, designer/founder of Beach Bunny Swimwear. Sportswear and multipurpose items are growing in importance. Kristyn Goddard, founder and designer for Paradise Ranch Designs, is also noticing swimwear is transitioning into streetwear, gym wear and athleisure wear. The collection pairs bikinis and one-piece suits with boardshorts, mix-and-match skirts, breezy jackets, sheer pants and form-fitting cover-ups.

THE FRILL OF IT

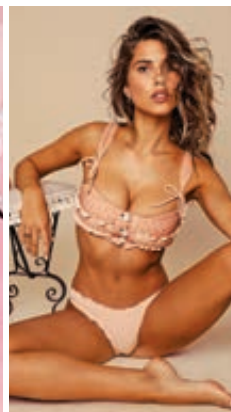
“The ‘must-have’ style is definitely embracing the frill,” said Sinead James, womenswear designer for Charlie Holiday. In fact, all things girly are trending this season in many collections. Feminine details such as ruffles and ties, and pretty floral prints, are some of the hottest trends, according to Angela Chittenden of Beach Bunny Swimwear, whose Cruise ’19 was French- and Moroccan-inspired. Femininity is also key for Lolli Swim. “You know we’re girly girls over at Lolli!” said the brand’s designer, Vy Ngyuen. “This season we’re loving frilly

ruffles, lots and lots of bows, textured fabrics and our first-ever animal print, leopard hearts! We put a lot of focus on

our high-waisted bottoms as well as our one-pieces for super flattering, flirty fits,” she added.



Lolli Swim



KAOHS



L*Space by Monica Wise



PilyQ



Isabella Rose

LACE IT UP

PilyQ’s signature scalloped lace continues to be a “must-have,” according to Head Designer Pily Queipo and Creative Director Amber Delecce-Forge. They are offering lace in a variety of swim bodies, including the tri, halter, bandeau and high-waist as well as cover-ups. One-pieces, high waists, textured fabrics, color blocks and florals are also hot trends, they said.



Charlie Holiday



Londre



Gottex

THE ONE-PIECE

One-pieces are still one of the hottest trends, according to many designers. Designer Melissa Odabash noted it's because they are so versatile. "I'm seeing so many girls wear them as bodysuits, and they look so chic," she said, adding that textured fabrics on swimsuits are also huge and, as always, nautical prints never go out of style. Cute one-pieces that can double as bodysuits are also the "must-

have" item for Cruise '19, according to Angela Chittenden of Beach Bunny Swimwear, and Saha Swimwear Creative Director Monica Echeverri said the high-cut maillot is a top look this season. Volcom's "Simply Rib" one-piece is the must-have item, according to Volcom's Marina Hamm. The suit is the one "that every girl absolutely must have and must wear every day, every way," she said.



Charlie Holiday



Melissa Odabash



Le Swim

TEXTURE

"Texture is the new solid," said Monica Wise of L*Space. "Ribbed fabric is everywhere, and we love it!" Indeed, swimwear is embracing ribbed fabrics, textures and surface interest. According to Mauricio Esquenazi, president and creative director for Peixoto, texture is one of the most directional trends going forward. "We started to see some smocking during Summer 2018. We will continue to see it moving forward into 2019 as a form of texture,

from bikinis to one-pieces to clothing," he added. For Luli Fama, the most exciting innovation is texturized swimwear, jacquards, layering and volume. "For the Cruise '19 trends we are definitely seeing a lot of textured fabrics for swim, which makes the styles more interesting," said Luli Hanimian, cofounder of the brand. "Silhouettes are feminine and chic, with small details that call attention, like ruffles and lace-ups. Bold colors are back on the forefront, which is what Luli Fama is all about."



PilyQ

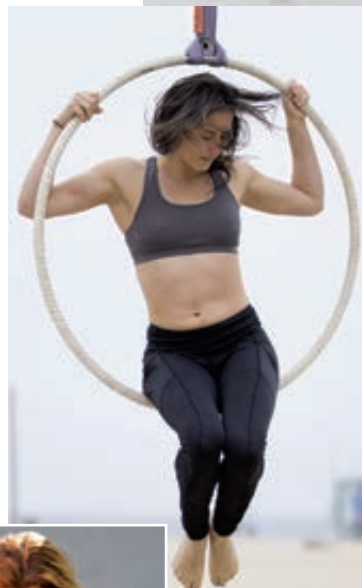


Peixoto



Endless Summer on the Beach

Swimwear and sandy beaches are the epitome of Southern California, where the Pacific Ocean meets the West Coast. Swim trends are often created on the shores of Venice, Santa Monica and Malibu, three Los Angeles seaside suburbs where the very trendy hang out all year-round to surf, jog, spike a volleyball or two and show off their gymnastic skills. *California Apparel News* Contributing Photographer Tim Regas checked out the sandy scene to capture the latest looks in beachwear.





Lunada Bay Swimwear Catches Another Wave After New Leadership Carries On

With a new chief executive at the helm, Lunada Bay is stepping out with some new labels in the mix as the Southern California company continues to grow.

By Deborah Belgum



A Becca suit for Cruise 2019



A stylish look from the Isabella Rose label

Bill Schlabach's journey to work begins at 6:20 a.m., when he leaves his lakeside house in Riverside County, drives 30 minutes to Chino, Calif., and hops a Metrolink train to Anaheim.

By 7:50 a.m. he walks through the front door of the Lunada Bay headquarters, not far from Disneyland, and past a white wall in the hallway bearing a poignant memorial to Susan Crank, the dynamic executive who led the swimwear venture for 30 years before she passed away last year at the age of 67.

As a tribute to her years of leadership and friendship, several photos show her posing with colleagues, standing in front of colorful fabric rows or hanging out in the office. In the middle of the wall is a painting that shows Crank's profile in different hues.

Crank took over as president and chief executive of Lunada Bay in 1987 when few women headed up swimwear companies or any apparel

companies for that matter. Through the decades, she stuck with it, even when the company's principal moneymaker, the Mossimo swimwear license, saw its parent company almost declare bankruptcy.

Instead, she built up Lunada Bay's own swimwear brands and designed swimwear for labels such as Lucky Brand, Betsey Johnson, Anne Cole and Catalina. The company's own swimwear label, Becca by Rebecca Virtue, took shape 18 years ago for the woman over the age of 25. Later, Becca Etc. by Rebecca Virtue was added for the curvy customer.

So when the longtime apparel veteran went into the hospital in November 2016 and died three months later from lung cancer, the company could have come crashing down.

But several months before she became ill, Crank had hired Schlabach to join the company and work on modernizing Lunada Bay's operat-



The Soluna label is for a younger customer.



Priyanka Patel is the designer for Soluna.

ing systems to make it a more efficient money-maker.

In the small world of California manufacturing, Crank and Schlabach had known each other for decades through their Ocean Pacific connections. At one time, Susan was Ocean Pacific Beachwear's head of sales and Bill had worked for a contractor who manufactured much of Ocean Pacific's sportswear out of a factory in Gardena, Calif.

The two kept in touch, and through a phone call Crank ended up hiring Schlabach, who has been in the industry so long he even knows how to sew. "My coming to work here in April 2016 was part of a plan to take over her job in a couple of years as she transitioned out," recalled Schlabach, a California native who grew up in Manhattan Beach with the sound of the ocean not far away. "Her passing away in January expedited the transition to my role as CEO. But it went as smoothly as you could expect when you lose someone who has been running the company for that long."

Schlabach has always carried the same business DNA as Crank, believing in keeping lean inventories, a tight budget and looking to maximize opportunities.

As head of the company, Schlabach's first major challenge was to launch new swimwear brands that complemented the Becca brand, which recently was named by market analyst The NPD Group as the fourth-best-selling brand in the United States.

"We wanted to be able to control our own destiny and not be reliant on the success or failure of our licensors," said the 61-year-old Schlabach, who is one of the company's 10 partners.

In 2017, the brand Isabella Rose appeared, considered the younger sister brand of Becca. It targets a 25- to 40-year-old age group and is a fashionable collection of swimwear that has more embellishments and carries a higher retail

price tag of \$148 to \$168. Becca sells for \$118 to \$138. Isabella Rose was launched with a campaign of fashion influencers and a social-media blitz that gave the label a positive start.

It is designed by Julie Ann Silverman, who for years worked on the Betsey Johnson swimwear label when Lunada Bay had that account.

Next came Soluna, which hit swimwear and department stores this year and is geared toward the younger customer ranging in age from 18 to 30. Its retail price tag hovers around \$98.

Soluna's motto is "Live by the sea. Love by the moon" and carries a carefree vibe of mix-and-match prints and solids that appeal to the bohemian woman. It is designed by Priyanka Patel, who for years worked under Becca designer Rebecca Virtue, who is head of design at Lunada Bay.

Lunada Bay, which owns the lifetime Mossimo swimwear license, is still designing that swimwear brand for Target. It is a decades-long collaboration that generates 35 percent of Lunada Bay's revenue. (As a private company, Lunada Bay does not reveal its annual revenues.)

But Target will soon stop carrying licensed apparel brands and instead plans to carry its own

Rebecca Virtue is the force behind the Becca and Becca Etc. labels.



Chief Executive Bill Schlabach

Continued on page 20



The sample room at Lunada Bay



Julie Ann Silverman is the designer for Isabella Rose.

Lunada Bay *Continued from page 19*

brands. So Lunada Bay has quickly switched gears and is designing a still unnamed private-label swimwear brand for Target that will be in stores in the near future.

With the Mossimo swim label still on Target shelves for a while, Lunada Bay is in talks with Iconix Brand in New York, which owns the Mossimo brand name, to figure out its next move.

Deep roots

Lunada Bay has been located in Anaheim ever since it was launched in 1980, but seven years ago it moved down the street to a larger industrial building that encompasses 40,000 square feet. More than half of that is occupied by

the venture's distribution center, where boxes are stacked to the ceiling and libraries of patterns, prints and swimsuits are stored.

The sample room, which could qualify as a small sewing factory, has 29 cut-and-sew operators, and the whirl of sewing machines sounds like a hive of bees pumping out swim-

wear. In a room lined with rolls of fabric and spools of colorful thread, sewers guide small pieces of fabric through the machines, work on embroidered cover-ups and put the finishing touches on samples.

There are about 90 full-time employees at Lunada Bay, which has been a steady number for about a decade, with an additional 20 to 30

temporary workers coming in during the busy season. When Crank took over the business, there were 32 workers.

Beyond the sample room are spaces devoted to each label, where the designers and their assistants hang newly designed swimsuits on wall racks to build and rebuild each collection.

Schlabach, a congenial man with a ready smile and a laugh in his voice, may have spent 40 years in the apparel-manufacturing business, but before his arrival at Lunada Bay he had never worked at a swimwear company.

His first job was with Joshua Tree, a women's clothing label, and its sister label, The Branch, based in Redondo Beach, Calif. He was the plant manager (where he learned to sew to understand the process) and later became head of production and operations until the company closed in 1981.

Then for years he worked for Lee Thomas, a sewing factory in Gardena, Calif., where he was the vice president of operations at the company, which did a lot of contracting for Ocean Pacific sportswear. Other stints included chief operating officer at Rampage Clothing, chief operating officer at juniorswear company Trixxi Clothing and, more recently, vice president of operations at Miraclebody Jeans by Miraclesuit Swimwear.

But the apparel industry is the apparel industry, with seasons, deadlines and sourcing problems to solve, whether it is outerwear or swimwear.

For years, Lunada Bay was one of the last California swimwear companies to keep its production in the United States, but these days most of the company's swimwear is manufactured in Asia or Mexico. For Mexico, most of the swimsuits are cut in the United States and then shipped south for sewing to take advantage of free tariffs under the North American Free Trade Agreement and lower labor costs.

The ups and downs of the business often depend on how hot the sun shines during the sum-



The Susan Crank memorial wall



The Becca collection inside the Lunada Bay creative area

mer. Last year was a very good year for the swimwear industry, Schlabach said, due in part to Victoria's Secret exiting the swimwear business and concentrating more on lingerie and beauty products.

That has left a lot of space for new product at swimwear stores such as Everything But Water, a large swimwear retail chain whose business makes up 15 percent of Lunada Bay's revenues. Nordstrom is another top retail account along with Diane's Beachwear with 18 stores. "We have carried the Becca line forever," said Diane Biggs, owner of Diane's Beachwear. "It is like a gold mine for us."

Bikini Ranch Boutique in Scottsdale, Ariz., carries three Lunada Bay labels—Becca by Rebecca Virtue, Isabella Rose and Soluna. Elaine Snider, the store's owner, said Becca is her No. 1 seller. "I've carried Becca for years, and it is great quality. I feel it is a suit that anyone can wear. You can be 15 or 60," she said.

Bestsellers such as Becca is what keeps the business interesting for Schlabach. "To get to do something new has been very exciting," he said. "It's amazing what you can do with only two-tenths of a yard of fabric." [www](http://www.apparelnews.net)



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CAPTIVA

CAPTIVA's 2019 collection has nautical undertones with a feminine twist; think seaside stripes paired with soft garden florals, beachy scarf and bandanna prints, and ocean-spray dots. Sophisticated styling details like embroidery, lace-up, novelty knit elastics, gold zippers and snaps, ruffles and bows are featured on our mix of underwire bras, tankinis, and fashion one-pieces. Sized D cups (SD, MD, LD, XLD) are an important selling feature for Captiva and has the customer asking for us by name. info@captiva-swimwear.com

CHRISTINA

Take a trip with **Christina**, as this year's prints are inspired by destinations such as Bali, Morocco, and Tahiti. Prints include rich tie dyes with mandala underlays, print-mixing patchworks inspired by tapestries from a Moroccan bazaar, mosaic-tile prints that evoke images of tiled fountains in Tangier, and a black-and-white print paired with hand-drawn paisley borders created from a vintage kaftan that evokes feelings of wanderlust whether the customer is escaping to her local pool or taking an exotic vacation. Christina, celebrating its 66th year, is synonymous with impeccable fit and quality. Fit features include waist and hip minimizer, bust enhancer, post-mastectomy, long torso, and full figure. info@christina-swimwear.com

CURVE

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 July 29-31 in New York and Aug. 13-15 in Las Vegas. The CURVE shows are produced by EUROVET AMERICAS, a EUROVET company. www.eurovetamericas.com



After designing for other well-known labels for over 15 years, the creators of **Gyv Me Body** wanted to design to fit a real woman's curves. They cater to women who have lived, enjoy life, are mothers, 25+, and are NOT Photoshopped but embrace their inner beauty and still desire to look good, sexy, and vivacious. Their suits and cover-ups can be worn on the beach, poolside, on cruises, at resorts, and outside of water or even in the bedroom. Gyv Me Body cover-ups are designed to not only provide modesty but show style. Most styles are offered in sizes S-4X. They will even customize designs just for you. The fabrication is a mixture of high multi chiffon and nylon/spandex that offers four-way stretch and control. All fabrics are machine wash, gentle, line, or flat dry, and, most importantly, made in the USA. www.gyvmebody.com

HOT WATER

Embrace summer with the beautifully crafted 2019 **Hot Water** swim collection. This season's prints are inspired by the surfer, the bohemian, and the romantic who lives inside all of us. Lush palm prints, romantic florals, and new geos are popped in the season's brightest hues. Tie dyes, stripes, and conversational prints are reinvented with a new look that keeps it feeling fresh and youthful. Wear the season's newest shapes, which represent every body type and needs. There is a silhouette for everyone inclusive of D/DD and Plus. Mix and match it all with ease and style. info@hotwaterswimwear.com



Hyosung, the largest spandex producer in the world, has partnered with Hung Yen Knitting and Dyeing of Vietnam to promote sustainability and longer life in swimwear with a new collection of recycled polyester and creora® highclo™, superchlorine-resistant spandex. Hung Yen Knitting and Dyeing Co. is an Italian-owned warp knitter with high-quality, technical performance fabrics in the latest fashion colors. creora® highclo™ is super chlorine-resistant spandex for a longer-lasting fit in swimwear. Hyosung will showcase lifestyle and sustainable fabrics for swimwear and activewear at the upcoming Outdoor Retailer show. www.creora.com

INTERFILIÈRE

INTERFILIÈRE is the leading trade show for intimates, beachwear, and swimwear fabrics. The show takes place July 7-9 in Paris, Oct. 17-18 in New York, and Sept. 26-27 in Shanghai. EUROVET is the undisputed world leader in lingerie and swimwear, 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



We at **La Lame** have captured the attention of a fabulous Italian digital printer and source for very exclusive print and "FOIL" solids for use in swimwear, sportswear, dresses, and intimate loungewear. Our "Beat Goes On" is the French assortment of woven/stretch. This collection is unique in its attraction of yarn-dye fabrics that apply to many apparel lines. Also, we are proud to claim our post-surgical fabrics with great compression and recovery are performing very well with leading medical garments, some with copper yarn that enhances their performance. We are now linked with a major knitting and finishing company in the USA that is the source for all apparel companies that must have a MADE IN THE USA label. We also supply beautiful lace fabrics from the

finest mills in Europe. Visit the new La Lame showrooms at 215 W. 40th St. by calling Glen Schmeer, Adrian Castens, or Joel Goldfarb at (212) 921 9770. www.lalame.com

Leonisa

Leonisa's 2019 Swimwear Collection is inspired first and foremost by the women who wear it. By popular demand, our new True-to-Size line features updated sizing, reconfigured to better suit the needs of our American customers. In addition to our standard aquatic offerings such as bikinis and monokinis, Leonisa's 2019 Swimwear Collection will also highlight swimsuits with three different levels of compression: Slimming, Moderate, and Firm. Whether you're looking for a little curve-smoothing action, a total body transformation, or something in between, Leonisa's 2019 line has got you covered whether you're going to the beach, the pool, or on a cruise. www.leonisa.com



What started in 1980 as a licensee is now the guiding force behind four cult-status swimwear brands. With 37 years of swimwear expertise under its belt, **Lunada Bay** strategically positioned itself with the hottest labels in the industry because, one day, it would create its own. Fiercely passionate about all things swim, Lunada Bay has evolved into a multiple award-winning apparel company that specializes in launching, as well as rebranding and elevating, reputable labels through strategic execution, ace operations, and vanguard designs. Since launching its fourth brand last year, the SoCal based swimwear firm is stronger than ever. Adaptable yet à la mode, formative yet focused, beautiful yet bold—swim into the wonderful world of Lunada Bay. Lunada Bay is the creative and directive force behind BECCA by Rebecca Virtue, BECCA ETC by Rebecca Virtue, isabella rose swimwear and SOLUNA Swim. For more information on Lunada Bay, please contact kaela@eightsixtysouth.com.



For decades, **Miraclesuit** has delivered on its promise to help women look and feel "10 pounds lighter in 10 seconds®". The collection is designed with every woman and every body in mind, using innovative construction and design techniques, with an emphasis on strong print development and slimming silhouettes. Miraclesuit swimsuits are made with a unique proprietary fabric, Miratex®, which has over two times the LYCRA® XTRA LIFE™ and three times the holding power of any other swimsuit, providing long-lasting fit, comfort, color fastness, and support. Created like no other suit in the world, the Miraclesuit allows women to look and feel more beautiful. www.miraclesuit.com



MIRACLESUIT
Look 10lbs lighter in 10 seconds*

miraclesuit.com

Continued from page 24

ninety-nine°

Conformity is not an option for the 2019 **Ninety-Nine Degrees** girl. She sees and embraces all the most up-to-the-minute trends that satisfy her ever-changing style. This year's collection includes a mix of bohemian textures such as hand-knit crochets and trims as well as one-of-a-kind embroideries and laser-cut eyelets. Her feminine side is cultivated with soft, romantic floral prints paired with mini ruffles and flounces, intricate macramé detailing, and all-over guipure laces. Rib textures, quirky conversational prints, and patches influence her sporty chic side. info@ninetyinineswimwear.com



PARADISE RANCH
designs

Kris Goddard's designs for **Paradise Ranch** deliver what she promises—fresh shapes with a vibrant, youthful appeal yet offering comfortable coverage on the top and bottom. Paradise Ranch goes bold with prints, an array of exuberant tropicals mainly sourced from Italy and France, with solids produced in the United States. The line's success has enabled Goddard to start buying print designs exclusive to Paradise Ranch. Beyond the bright look, Paradise Ranch is also developing a loyal customer base for its smart silhouette choices and Goddard's meticulous attention to fit details. "My collection is meant to be multifaceted," Goddard notes. "It's more than

just swimwear—it's wearable to many places, it's interchangeable, it makes for easy packing. That's the mainstay of what we're doing that makes us different. It's coverage but still sexy." Paradise Ranch Designs has been recently photographed on some of the brightest young Hollywood talent like Miley Cyrus in *Vogue*, actress Amanda Cerny, singer Ashanti and entertainer Chloe Lukasiak. www.paradiseranch-designs.com



PB SPORT

The **PB Sport** collection offers the active, trendy women of today the perfect mix of sporty styling complemented by fun and contemporary prints. The focus of the collection is strategic design, applying innovative function to new-to-the-market silhouettes. PB Sport strives to "add beauty to the active body" by offering something for all women and body types, including flattering one-pieces, high-waisted bikini sets, and matching zip-up and pullover rash guards and crop tops. With the athletic woman in mind, PB Sport is the culmination of fashion and performance. www.swimusa.com



Reebok Sport Fashion. Reebok performance DNA is what gives this swimwear collection its credibility, uniqueness, and attitude. Newly developed "Silver Lining" technology provides tummy control, keeping everything held in while maintaining its overall fit and

support. Chlorine-resistant technology and LYCRA® XTRA LIFE™ fibers provide long-lasting fit and color fastness, allowing the garment to last up to two times longer than traditional swimwear. With antimicrobial properties and built-in power-bra support, Reebok is at the top of its game when it comes to athletic swimwear. www.swimusa.com



Shebop beach is an ever-changing lifestyle brand that has been producing water wear since 2001. We began as a novelty swimwear option mainly geared toward that extra-special swimsuit with spectacular cover pieces. We try to be that special purchase while in the moment, on vacation, with styles that are hard to pass on because your girl is only going to be in the moment once. We rebranded our line in 2018 and have added sun-protective rash guards, leggings and accessories all with the original concept of over-the-top pieces for water and sun activity. UPF 50 keeps you safe yet stylish. PROUDLY made in the USA. www.shebopbeach.com



STUDIO
ANNE COLE

For **Studio Anne Cole's** Resort 2019 Collection, it ventured to the sunny isle of Greece, taking inspiration from the white sand beaches of Mykonos to the hillside homes of Santorini, the rich, deep blue of the

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Aegean and optic white and vivid floral blooms. Look for references in Lettuce Be, Mykonos Medallion, and Don't Smock Me deliveries. The bon voyage continues into the Cruise 2019 Collection, taking its roots from the colorful, rich textures of Turkey. Anne Cole loves the masterful, intricate tile prints as referenced in Tile Tease and Princess Charming deliveries. Watch for a reference to luxe textures and colors reminiscent of Turkish textiles in the Oh My Goddess styles as well as the new Solids. www.annecole.com
anne-cole-studio.com

SURF EXPO

Surf Expo is the largest and longest-running watersports 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 features more than 2,500 booths of hard goods, apparel, and accessories and a full lineup of special events including fashion shows, annual awards ceremonies, and demos. More information about Surf Expo can be found at our website, www.surfexpo.com.

SWIM SHOW

SwimShow, the premier trade show dedicated to the swimwear industry, will take place July 14-17, 2018, at the Miami Beach Convention Center in Miami Beach, Florida, with the support of the Miami Beach Visitor and Convention Authority. Produced by the Swimwear Association of Florida, this year will mark the iconic event's 36th anniversary as the most respected, comprehensive, and longest-running swimwear trade show of its kind ... a must-attend event of the buying season. The Collection, a curated fashion environment, will once again play a key role allowing retailers to discover the best emerging and established swimwear contemporary brands in a unique-intimate environment that will allow them to gather personal insights into the collections. Other special events surrounding SwimShow will include a FIT seminar, fashion-law seminar, swim-lounge happy hour, daily breakfast bar, high tea service every afternoon, and other amenities in our Zen Lounge areas including dry and braid bars, nail and makeup salons for quick touch-ups, henna tattoos, massage therapists, and reiki healers. www.swimshow.com

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Meet **Gyv Me Body**

After designing for other well known labels for over 15 years, we noticed the average Real Woman was not being represented in swimwear. In 2013, Gyv Me Body was created. We understand that Real Women have curves, stretch marks and yes... cellulite. We cater to women who have lived, enjoy life, are Mothers, 25+, are NOT Photoshopped, but embrace their inner beauty and still desires to look good, sexy and vivacious. Gyv Me Body Swimwear is designed to fit a Real Woman's Curves.

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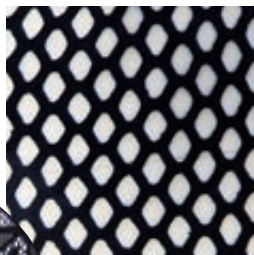
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Wear it on the beach, at the pool or for a casual afternoon. Cover-ups transform swimwear into multi-occasion wear. Fashion designers use terry, sheer and lace to create beautiful cover-ups.



Studio 93



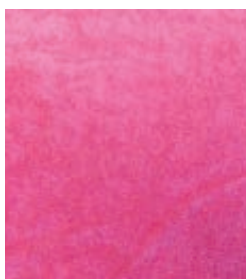
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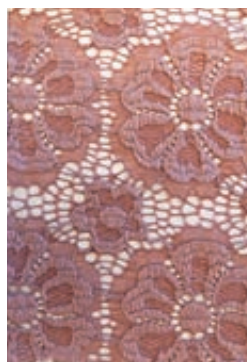
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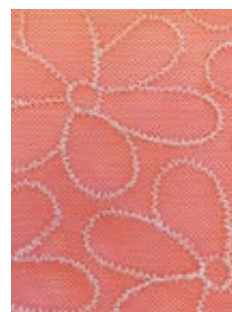
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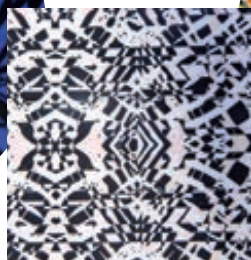
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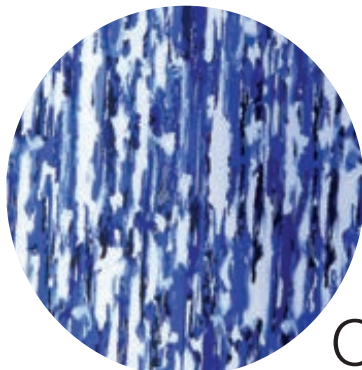
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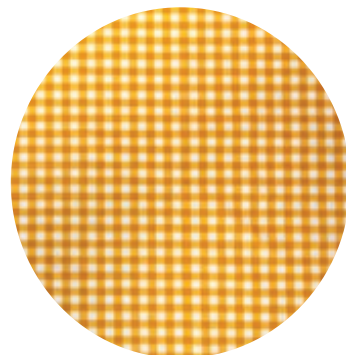
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Checked and Unchecked

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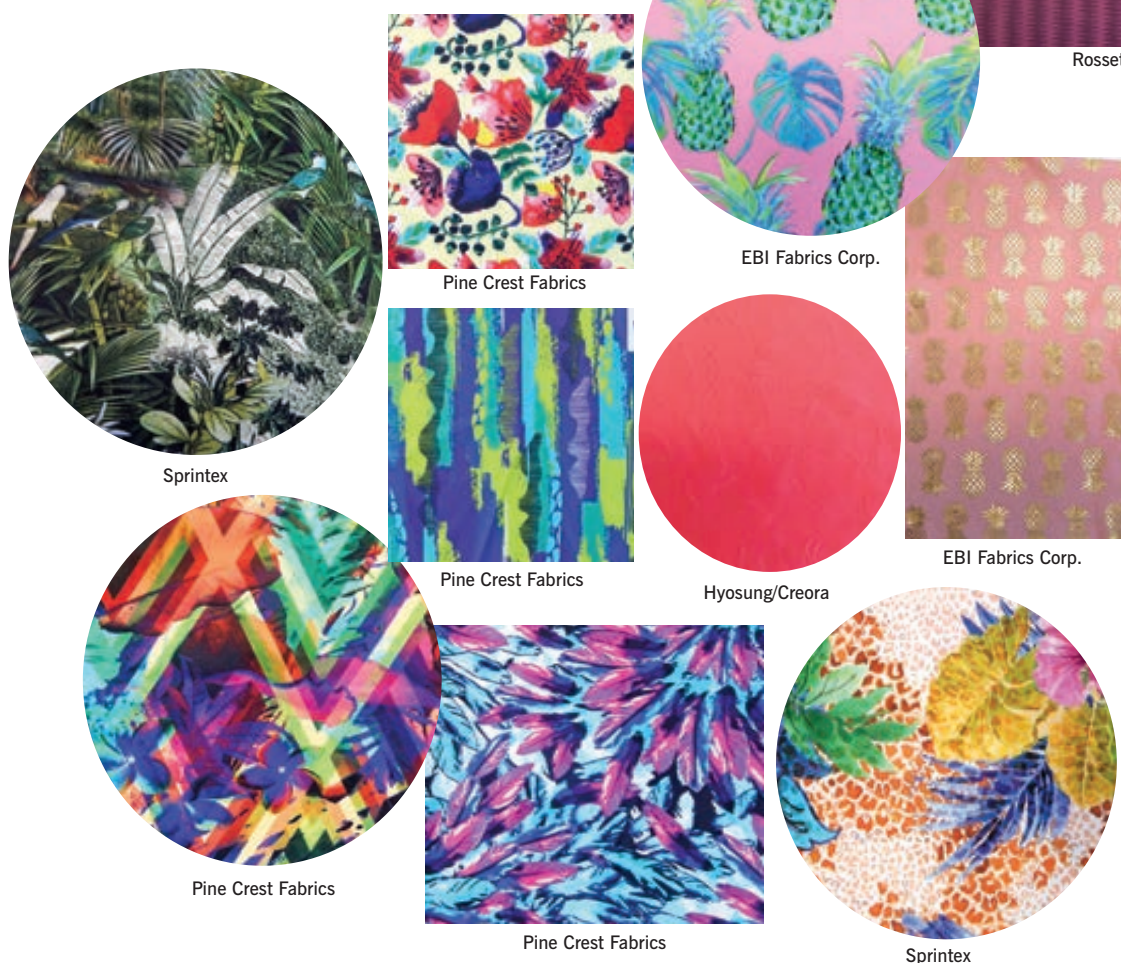


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