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# Apparel News

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# Snapper Rock Grows Its U.S. Presence With Hire of DeAnna Lamphere

By Dorothy Crouch Associate Editor

As safety becomes more stylish, swimwear brand **Snapper Rock** is carving out a large area of the swimwear industry for its line of apparel, which offers UPF 50+. While the company was founded in 2003 as a juniors line of protective sailing apparel for kids up to 16 years of age, it expanded to include adult offerings in 2016.

With greater awareness placed on skin health, consumers are searching for ways to enjoy their lives yet remain protected from the damaging effects of the sun. "The swimwear industry is a very exciting one to be part of. It's fun but competitive," said Liz Eglinton, the company's founder and chief executive officer. "The year 2019 for Snapper Rock is ensuring the building blocks are in place so we can scale up as needed. We will continue to place a big emphasis on growing our family range while being true to our core kids' range."

To prepare for its next stage of growth, Snapper Rock is also expanding its executive leadership. The Auckland, New Zealand-based company recently announced it hired DeAnna Lamphere as its new president. This new role complements the work of Eglinton and Julie Rich, who is

director of sales and of U.S. operations at the company's Annapolis, Md., office.

"DeAnna's deep insights into the United States apparel industry will help shape the next 10 years of our brand positioning as we continue on our journey to become the leading UPF swim and beach lifestyle brand," Eglinton said.



DeAnna Lamphere

An apparel-industry veteran, Lamphere, based in Tampa, Fla., served as president and chief executive of **Naked&Famous Consulting**, the brand and retail-strategy firm she founded in 2016.

Focused on men's and women's apparel, Lamphere said she felt the calling as a fashion merchant early in her life. She has worked with major industry leaders such as **Macy's**; the **TJX Companies**; **Ross Stores, Inc.**; **White House Black Market**; **Nordstrom**; and **BCBG**.

"This is a great time to join Snapper Rock, and I am glad to be part of the family," Lamphere said. "They've built a valuable brand that is highly recognizable."

While making the transition from the men's and women's apparel field into swimwear might seem to be a stretch, Lamphere has experience in the swimwear segment. During her time with White House Black Market and Nordstrom, she developed swimwear for the two major brands.

"Women's swimwear isn't a stranger to me," she said. "I don't think it's something that is terribly different from fashion overall. It's another category with a different set of intricacies, whether it be fabric, fit, needle or

technology."

With a mission to create classic styles that protect its customers, Snapper Rock will allow Lamphere to work with clothing that relies heavily on sun-protection technology. Fashion elements remain important, but the brand is continuing to examine how trends such as UPF 50+ swim leggings—introduced in 2018—and one-shoulder styles fit into its long-term goals.

"The trends that are relevant to take the brand to the next level are the coordinates and prints," Lamphere said. "We want to make sure that we're representing the trends in the right way that is best for our brand."

Introducing fresh designs that nod to trends, which have the potential to become classic features in swimwear, is important to this brand, which serves a high-end clientele. With wholesale price points for its women's and men's pieces ranging from \$25 to \$46, the Snapper Rock brand counts big names in apparel and tourism among its customers.

Snapper Rock currently manufactures its women's swimwear, swim leggings and men's rash tops using a blend of 80 percent nylon and 20

percent elastane. Manufactured with a dense fabric composition and tight weave, the pieces yield the UPF 50+ rating for which the brand has become known. Under Lamphere's leadership, Snapper Rock is looking to serve as the authority for this type of protective swimwear.

"Snapper Rock is in the game to build dominance in the industry with UPF 50+ and fashion for a lifestyle brand in all the areas of the business," Lamphere said. "2019 will be spent building that base of operational excellence to take on a huge scale." ●



## Revly: Building Confidence Through Simple Cuts in Swim



Jordan Robbins

While swimwear brand **Revly** launched in June 2018, its mission was established in 2017 when San Diego native and former Division I volleyball player Jordan Robbins started writing a blog confronting the body-image issues she and her friends experienced.

Now based in Santa Monica, Calif., Revly has grown into a swimwear brand that uses simple cuts that are flattering on many body types.

"There are people across the world who are tired of being told what the standard of beauty is," Robbins said. "Our brand spoke to this because we were extremely vulnerable when we spoke about our own personal struggles."

The Revly blog invited readers to "Show us your worst and let us help you find your best," with Robbins sharing her own struggle with scoliosis in a post titled "My Back Story." Establishing this community allowed Robbins to identify women, similar to herself, whose body type fell within a stage she refers to as "the in-betweeners."

"The curve models are taking off, but there isn't representation for a size 6 or an 8. Either you're a size 0 or you're Ashley Graham [a

plus-size model]," she said. "I wanted this line and brand to be for anybody—any girl who feels insecure about the way she looks."

Following her 2017 graduation from the **University of Wisconsin—Madison**, Robbins returned to her parents' home, where she looked through a drawer filled with her old swimsuits. She designed Revly's swimwear based on styles she had accumulated over the years, taking her favorite elements from different suits to create the perfect cuts she envisioned.

"Sports bras were used to inspire the designs, but with a strap I liked on one suit, and I wanted to use a band from another suit," she revealed. "I even pulled from a junior-life-guard suit."

Committed to domestic manufacturing, Robbins makes Revly in Southern California with a four-way-stretch material that is 82 percent nylon, 18 percent spandex and sourced in Los Angeles. The line is sized XS to XL, with the smallest size fit for tween girls and the largest able to accommodate a size-14 woman.

Preparing for her next collection, Robbins explained that she will maintain the cuts from the previous line but wants to introduce new colors and patterns each season.

"These are suits that aren't going out of style," she explained. "We'll change out the colors, but the cuts are very simple and flattering. There are three different bottoms, and it's all based on coverage—full, cheeky or skimpy."

Marketing for Revly highlights the beauty of everyday women. The models are Robbins' friends, and she doesn't permit promotional photos to be airbrushed.

"All the models are girls who I know. This is who we are," Robbins said. "You wear the suit—don't let the suit wear you."

Revly is sold exclusively online at [www.revlysport.com](http://www.revlysport.com). Direct-to-consumer price points range from \$48 to \$95.—Dorothy Crouch





## Power 2 The Flower: Cultivating a Community of Female Artisans

After 18 years of working in private-label swimwear, Esther Maya, the owner and creative director of **RW Designs, Inc.**, wanted to start her own line. With a Los Angeles-based team of 12 to 15 employees, Maya set out to create a brand that celebrates women.

"It was more of a passion project," she said. "Our bread and butter is in the private-label realm."

Under the name **Power 2 The Flower**, or **P2F**, Maya's team created a collection of bikini separates, one-pieces and cover-ups that feature strong floral prints. The line is set to launch on March 15 with wholesale prices ranging from \$12 to \$34.

"We are able to leverage a lot of relationships, so we can provide customers with the best price off the bat without compromising fabrications or design silhouettes," Maya said.

These relationships include factories located in China's Jinjiang province, a region where RW Designs has an office with five employees dedicated to quality control. Using chiffon to create the P2F cover-ups, Maya relied on a micro-poly fabric with a sueded finish and soft jersey lining for her swimsuits.

"We used a jersey lining with a brushed finish, so it looks doubled up, similar to a higher-end product, but the whole idea behind the line is to make beautiful things that are attainable," she explained.

With pieces available in XS through 3X, and a children's capsule,



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Maya is allowing women of different ages and sizes to wear P2F designs. Remaining aware of the environment is also important to Maya, who uses biodegradable poly bags and hygienic liners made from 100 percent recycled paper.

Because P2F is all about power to women, Maya decided to share her e-commerce site with other emerging brands owned by women to build a community of women working together.

"The idea behind P2F is to create a platform that is curated, but we allow other women-owned brands to be a part of the website," she explained. "It's geared toward emerging brands or those that don't have a lot of funding but they offer products that we believe in and are passionate about."

Supporting female-run brands on the P2F website isn't the only way Maya is supporting other women. A collaboration with **Step Up** will help young women from underserved communities prepare for college. A venture with designer Rosalba Rivera will afford opportunities for indigenous female artisans to design pieces for the brand while earning a wage and having their stories told.

Ahead of its release date, P2F has secured retail partnerships with **Dolls Kill**, **Lulu's** and **Altar'd State**. Additional information regarding the line is available at [www.rwdesignsinc.co/power-2-the-flower](http://www.rwdesignsinc.co/power-2-the-flower).

—Dorothy Crouch







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## Johnny Was: Carrying the Boho Look Over to Swimwear

The world of **Johnny Was** is all about embroidered clothing with a certain boho look that has been a strong selling point for the Los Angeles label since it was founded in 1987.

Now, Johnny Was is transferring that boho look to a new swimwear collection, which launched in December for Resort 2019.

The collection has 25 pieces that include several one-piece bathing suits, high-waist and hipster bottoms, halter tops, tankinis, kimonos, caftans, and sarongs. Retail price points range from \$88 to \$298.

The fabric used in the swimwear collection is Lycra Xtra Life, which keeps its elasticity over time and molds to the body, allowing for maximum freedom of movement. It also offers UPF 50+ sun protection.

"When it comes to swimwear, fit is paramount for all figures, whether it's a one-piece or a bikini," said Johnny Was designer Biya Ramar. "We were very thoughtful with print placement as well as our signature embroideries to flatter all body types. The construction and fabrication are topnotch and made to stand up to the rigors of chlorine, saltwater and sun."



The silhouettes are flattering, particularly the Haley corset black one-piece punctuated with embroidered flowers on the side and around the top. A bandeau flounce top and a flowy tankini top in a light print provide more coverage with a flirty air. High-rise bottoms look stylish, not frumpy.

The swimwear is designed to be worn with the collection's kimonos, caftans and sarongs done in a floral print.

"The Johnny Was swimwear collection is inspired by the California coastline and the iconic beaches like Malibu, Zuma and Laguna," said Rob Trauber, the chief executive of Johnny Was. "Since so many of our customers comment on how well Johnny Was travels, it seemed perfect to launch a collection made specifically for that."

For more information, visit [www.johnnywas.com](http://www.johnnywas.com).—  
Deborah Belgium



## Salt Life Debuts Its First-Ever Women's Swimwear Line

For years, **Salt Life** has concentrated on outfitting people active in die-hard water sports such as saltwater fishing, where its technical fishing shirts offer sun protection.

But that changed when Salt Life decided to make swimwear for women who want to be able to wear a suit that is durable enough to go spearfishing but at the same time lounge by the pool.

Salt Life's new women's swimwear line featuring both style and function was introduced last July at **Swim Week** in Miami Beach, Fla.

To manufacture the new swimwear brand, Salt Life collaborated with **SwimUSA**, which makes private-label and branded swimwear.

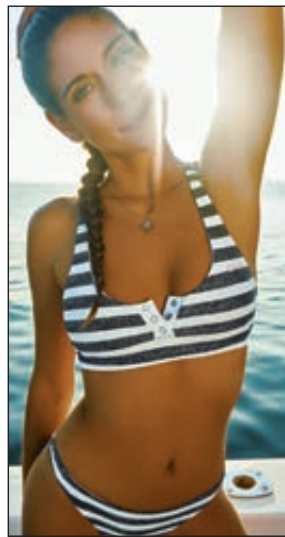
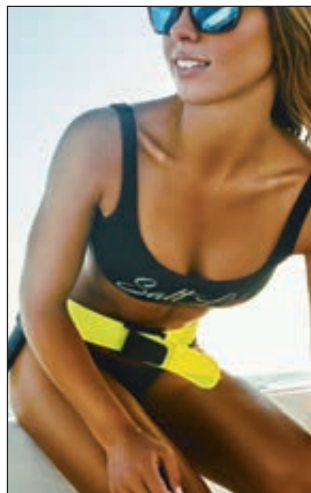
Jack Waldman, a principal at SwimUSA, said the Salt Life line features beach landscape prints and Salt Life logos. The swim line's patterns and colors are similar to those found on Salt Life's women's apparel, such as tank tops and dresses.

Salt Life, headquartered in Columbus, Ga., is a division of **Delta Apparel Inc.**, an international design, marketing, manufacturing and sourcing company, which employs 7,500 people and has operations in the United States, Honduras, El Salvador and Mexico. Its subsidiaries include **M.J. Soffe** and **DTG2Go**.

Since its founding in 2003, Salt Life has concentrated on water sports. But the new swimwear line is part of the brand's lifestyle, said Jeff Stillwell, Salt life's president.

Stillwell described the line's price points, which will be wholesaled to select retailers, as moderate, but he did not give specifics. It also will be sold at the brand's direct-to-consumer channel [www.saltlife.com](http://www.saltlife.com), as well as its branded stores, which includes outposts in Huntington Beach, Calif., and San Clemente, Calif.

To design the line, Stillwell asked women who serve as the brand's ambassadors what they want to wear for different activities. Swimwear for tanning may have smaller silhouettes. "However, if you are on a boat, fishing, diving or on a paddleboard, a little more coverage may be wanted," he said. Style was important to this line. Offering durable swimwear was another important issue.—*Andrew Asch*



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Curve is the only show in North America solely dedicated to intimate apparel, sleepwear, and swimwear. The Curve shows will be presenting the collections of over 150 brands in Las Vegas on February 5-7, 2019, and 250 brands in New York on February 25-27, 2019. The Curve New York and Curve Las Vegas shows are produced by Eurovet Americas, a Eurovet company. Interfilere is the leading trade show for intimates, beachwear, and swimwear fabrics. The next editions of the show take place January 19-21, 2019 in Paris and March 20-21 in Hong Kong. The 2019 New York show dates are to be confirmed.



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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. Visit us at the Swim Collective Tradeshow, Jan 7-8, 2019, Anaheim. Booth #1225.



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#### SwimShow

[www.swimshow.com](http://www.swimshow.com)

SwimShow, the premier trade show dedicated to the swimwear industry, will return in July 2019 to 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 iconic event is celebrating its 37th 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 in allowing retailers to discover the best emerging and established contemporary and boutique brands in addition to resort, beachwear, lifestyle, men's, children's, and accessories.

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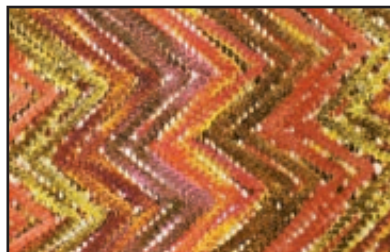
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## swim/cover-up textiles

Cover-ups and swimsuits have always formed a vital part of any swimwear collection, but this upcoming season they seem to be everywhere—with everything from florals and animal prints to stripes and geometric zig-zags. There's no reason to be bored with these options.



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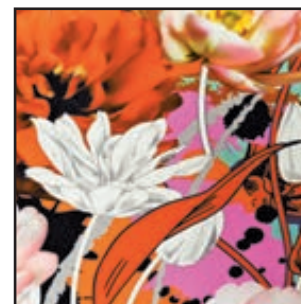
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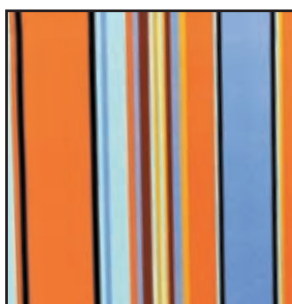
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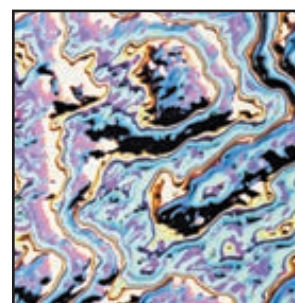
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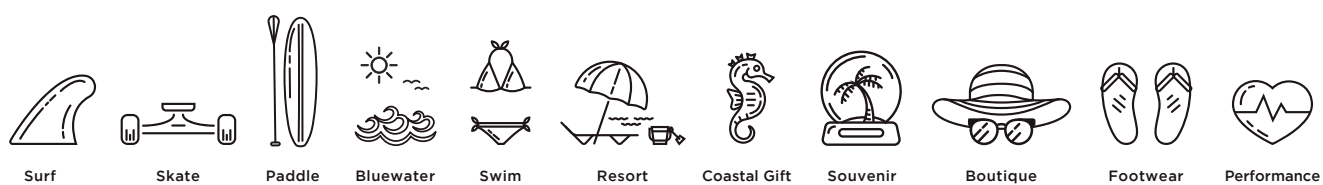


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