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Apparel News

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2020
WATERWEAR

SWIM TRENDS
Spring/Summer '20 With
Ready-to-Wear Cues

BEACH SCENE
Malibu, Venice,
Santa Monica and
Palm Springs

L*Space Founder
Reflects on
Staying in
Business for
Nearly 20 Years

SWIM TEXTILES
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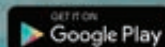
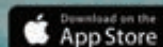
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Paradise Ranch Designs Expands on 'Alluring' With New Collections

Kris Goddard started Paradise Ranch Designs, her swim- and resortwear brand, in 2016 with a simple premise: Not all women are comfortable baring it all on the beach or at the pool. "Everyone has something about their body they don't like, their arms, thighs, or tummies," she says. But she understood all women want to look good and feel alluring in their swimwear.

The cleverness of the early pieces, their inventive use of silhouette and sheer fabrics, held great appeal—but not just for a certain demographic, Goddard found. Retailers started requesting that she also offer tops and bottoms that bared more, to appeal to a younger customer who would still be intrigued by the various cover-ups to wear over a skimpier suit. "We decided to have a little more variety," Goddard says, "and now we have broadened our market. Our analytics show we used to be 40–60-year-olds, now we are seeing 20s to 60s."

Her initial collection—which offers delicately sheer, long-sleeve one-piece suits; a fresh take on boardshorts and airy pull-on skirts and pants; lower-cut legs and a higher rise; and support built into almost every top, including rashguards—blends in seamlessly with her new pieces. Sexy cover-ups, from drapery sand duster wrap coats to see-through jackets, in coordinating prints and solids, give "every woman a choice as to how much they want to expose themselves," she says.

All of which is great news for her client base. Goddard's interchangeable, multipiece collections are a boutique owner's dream. She makes it easy for a retailer to market a complete vacation wardrobe of desirable, carefully crafted silhouettes and lightweight fabrics. Just how well this works is aptly demonstrated by a series of four videos Goddard has produced this season, which can be viewed at paradiseranchdesigns.com, to underscore the versatility and one-stop-shopping nature of her four major collections.

Called 10 "Must-Have" Travel Essentials, each video presents a model with an open suitcase and a rack of 10 pieces from one of the collections as she packs for her vacation. Starting with her bikini, she skillfully mixes and matches suits, skirts, pants, jackets, wraps and even a jumpsuit, shifting looks gradually from casual to more formal as she goes, tossing the pieces into her suitcase until she has a perfectly coordinated wardrobe.

And that is exactly the point Goddard wants to get across to retailers and their customers. "I'm really known for so many pieces, not just swimwear," she says. "You can wear some of these pieces around town. The prints are more sophisticated; they can be dressed up or down. They don't shout swimwear; they don't just say pool or beach."

However—and this is key for Goddard—the washable, easy-care fabrics are all "swimmable," she says. "You can shop in them and then jump right into the water with them," confiding, "I don't like to have to go back to the room to change."

Paradise Ranch Designs, which makes its first appearance at Miami Swim Week at the Cabana show, is known for its engaging

prints, which the company develops and produces in Los Angeles, where all the design, cutting and sewing is done. Goddard is an avid island traveler, which inspires most of her designs. A flock of flamingos on Bermuda inspired her Club Tropicale collection. Rainforest's leafy greens recall the jungles of Panama, where her brother once lived; the large-hole fishnet fabrics in Go Fish take their cue from the netting and ropes of the sea; and animal prints dominate the Jungle collection. There is also the Gold Capsule, pieces fabricated from "a beautiful blond and golden and silver netting," which includes "a full-length jumpsuit that is to die for—everyone loves it. You can wear it over whatever you want; it becomes a lovely resort piece."

Also of great interest this season—retailers take special note—is Goddard's Wedded Bliss, a collection of ethereal white swim and resort pieces targeted at brides who are either at destination weddings or on their honeymoons. "This brand is new for us, the first time we're showing it," Goddard says. "We have all these beautiful white pieces a bride would love to wear," including a wafting white sheer sand-duster wrap; the Double Trouble bikini, which has a sheer second bottom over a solid bikini bottom; and sheer skirts. "We know there are an awful lot of women wanting swimsuits for their wedding or after their wedding."

Even as she has made packing easier for women on the go, Goddard has made it infinitely easier for her retail clients to merchandise her line, which "in the future" will include hats, bags, and beach towels. While her models clamor for pieces, Goddard herself remains one of her own best marketing tools. "I always wear my own designs when I'm traveling and get a good feeling from the compliments I get, people asking where I got my outfit," she says. "I'm not a model, but if someone stops me and says I look great, I feel really good."

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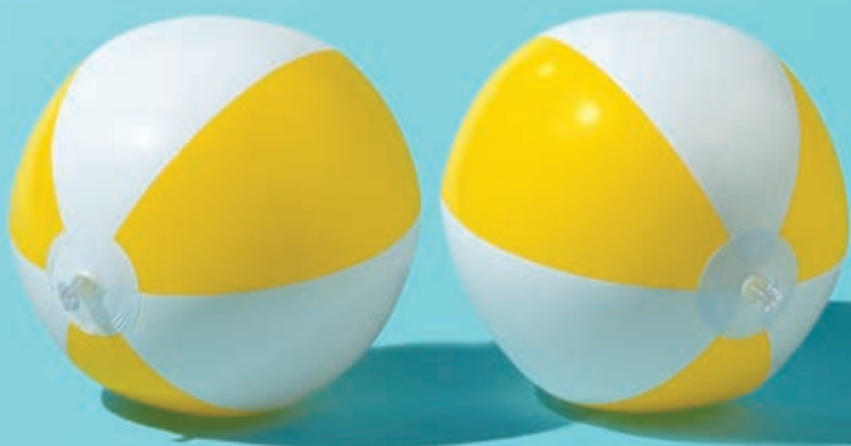
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Spring/Summer '20 Swimwear Takes on an Array of Looks

By Sharon Graubard, founder/creative director of MintModa

Swimwear for Spring/Summer 2020 takes its cue from such ready-to-wear trends as graphic minimalism, statement sleeves, the resurgence of crafty crochet and macramé as well as a more covered-up approach.

Clean, sporty looks reign, made interesting with experimental cuts, placed seams and dramatic necklines.

Colors range from sandy neutrals and classic reds and navys to brights popped with neons.

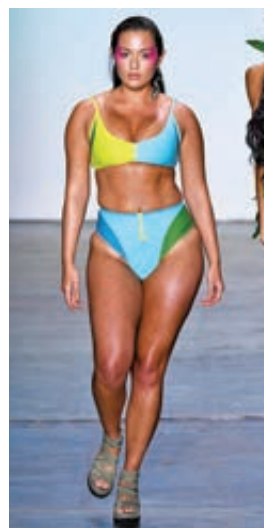
In contrast to all the crisp sportiness, an eveningwear direction emerges, with black-based swimsuits cut like cocktail dresses. Sheer cover-ups let swimsuits take center stage.

COLOR-BLOCK STORY

Color blocking is a perennial for swimwear. For next season, the newness is in clashing tonals of pinks/oranges or greens/blues, often with neon accents. Chunky plastic zips add more graphic contrast. Silhouettes range from cross-over halters to simple two-piece styles with brief bottoms, either with classic low-leg or high-cut thighs. Triangle string bikinis work well here too, trimmed with fluorescent piping. Cover-ups are part of this story, with caftan shapes taking a sporty turn with vivid brights, drawstring details and leg-revealing slits.



Bobstore



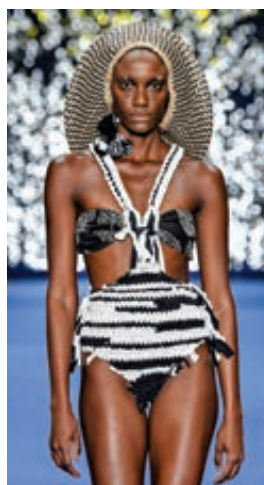
Chromat



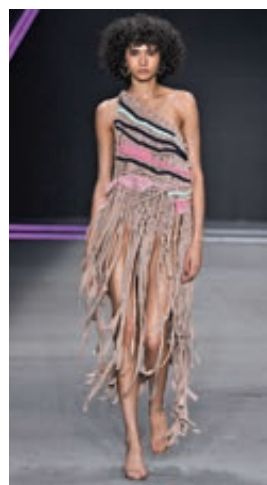
Tommy Hilfiger



Alagoas Minas



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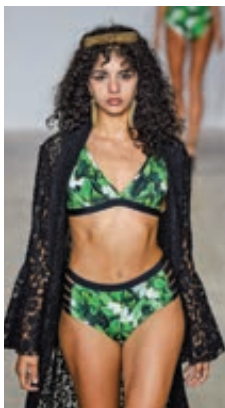


Triya

CROCHET CRAFTY

Crochet and macramé underline the current passion for crafts. A rough, unfinished look and fringed edges add to the handmade aesthetic. These time-honored techniques work for swimsuits, cover-ups and beach-going accessories. Textural knits are beginning to appear, expanding the types of stitchery used. Openwork cover-ups can be ornamented with seashells, metal washers, wooden beads or other found-on-the-beach trinkets. While natural or earthy colors are key here, bits of pink or turquoise are surprise accents that modernize the palette.

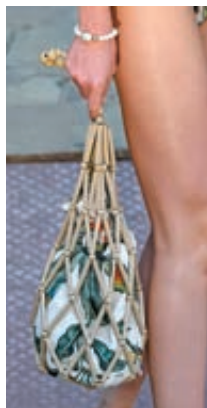
GOING TROPICAL



Aqua Blu



Emilio Pucci



Pat Bo

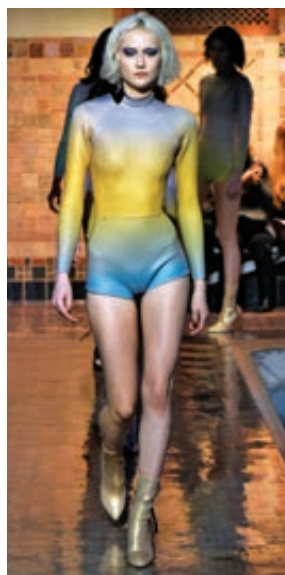


Pat Bo

Tropical prints are another perennial for swim, but for next season they are being updated with beaded embroideries, shimmering paillettes or vivid photo-real depictions. Big, splashy blossoms are key, whether as placed motifs or in packed layouts. Silhouettes include cutout maillots, triangle bikinis and hipster brief bottoms. Wide black banding provides some definition and punch. Tropicals work for cover-ups and accessories too, such as knotted headbands, fabric-covered sandals, and soft, roomy carryalls.

BOHO INFLUENCE

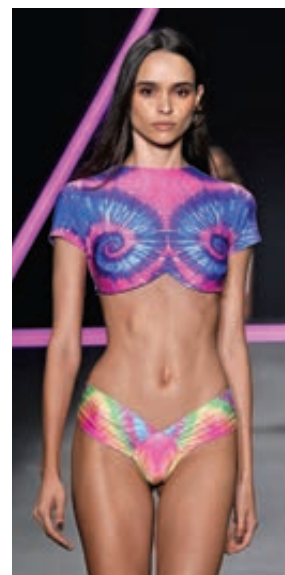
Tie-dye and dip-dye continue to uptrend for apparel and impact swimwear as well. There are multi-colored swirls in mismatched two-pieces, as in a cropped tee worn with bikini bottoms, bringing in a beachy, boho vibe. More sophisticated are the tonal or duotone dip-dyes, used for sleek wet suits or new knitted separates, which include cardigans as a new cover-up. Tie-dye starbursts and ombré effects also work for caftans, wide-leg pull-on pants or pareo wraps.



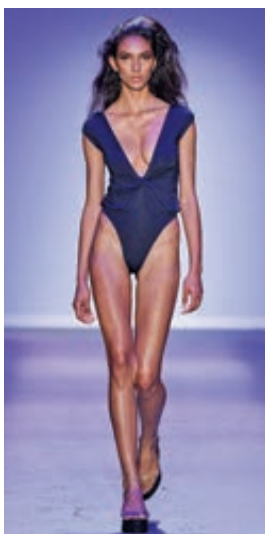
Cynthia Rowley



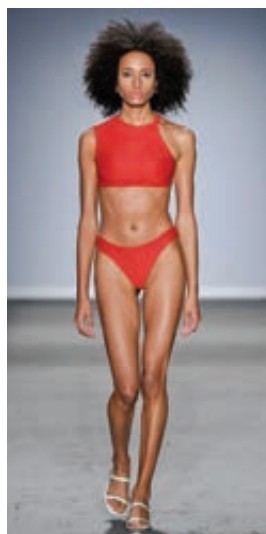
Jonathan Simkhai



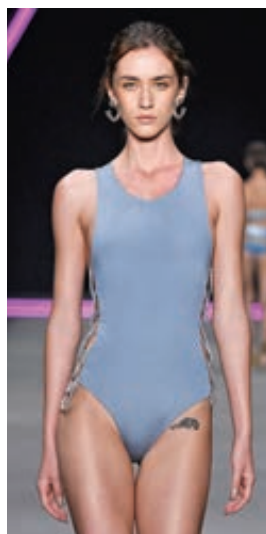
Triya



Amir Slama



Haight

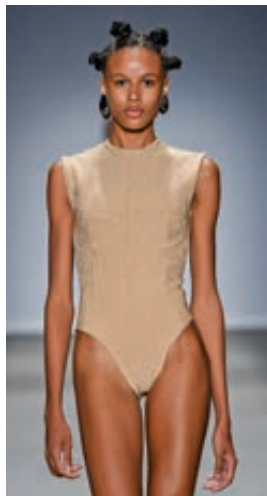


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MINIMALIST MOOD

A clean, minimalist aesthetic is sweeping swimwear, made interesting with asymmetrical cuts, subtle chain details, place drapery and dramatic necklines. High-cut legs, plunging V-necks, cutout racer backs or open sides add a bit of skin to covered-up looks. Solid colors in classic navy, red, gray or black add to the sleek, sophisticated feel. Materials here are smooth and matte. Embellishments for these looks are restrained—perhaps a delicate chain or a metal ring. As for cover-ups, coordinating leggings or a pull-on slit skirt maintain the pared-down aesthetic.

SWIM TRENDS



Haight



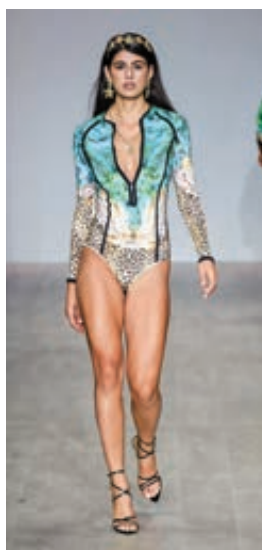
Lenny Niemeyer



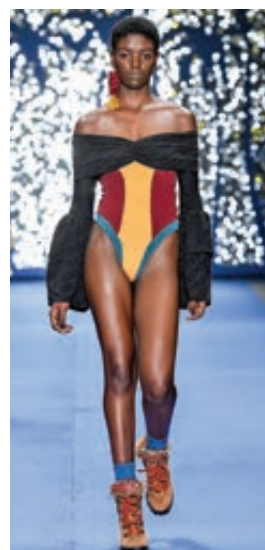
Skazi Minas Trend

GET YOUR SLEEVE ON

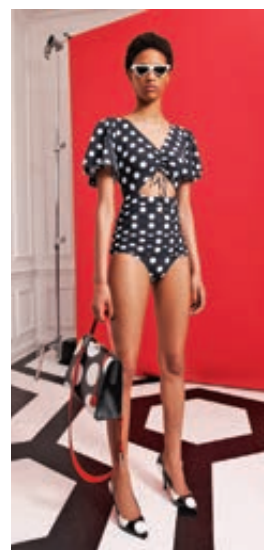
Statement sleeves have been updating ready-to-wear for several seasons now, and for next year they bring newness to swimsuits. There are bells at the wrist, charming flutter sleeves on a retro polka-dot style, and long or three-quarter-length sleeves for wet-suit silhouettes. The sleeves work on mail-lots, two-piece looks or bikinis and offer sun protection as well as fitting in with a modesty movement influencing fashion right now. Sleeved looks can be integrated into the swimsuit or can be offered in removable options like little shrugs, “arm tights,” cropped tees or waist-length bomber jackets.



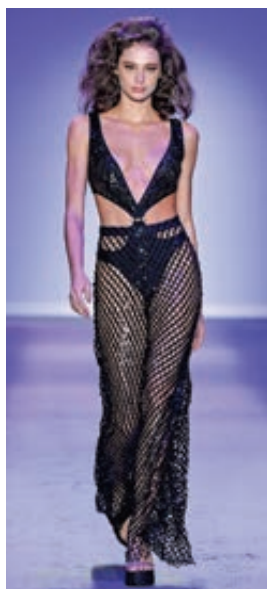
Aqua Blu



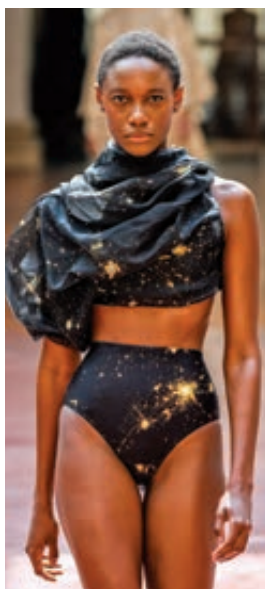
Borana



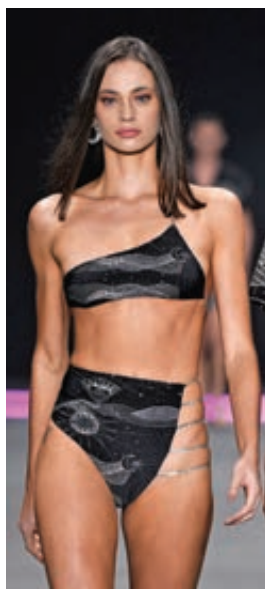
Michael Kors



Amir Slama



Lenny Niemeyer



Triya

NUDE SANDS

Sand-dune colors are the newest neutrals, flattering to any skin tone. The beautification of beige is expressed in creamy solids or tonal abstract prints that take their cue from natural surfaces like stone or wood grain. Nearly nude shades are a natural for lingerie-inspired bikinis. High-necked silhouettes can have underwire cups or a contoured seam at the bust. High-waist bottoms are key, whether with high-cut thighs or vintage-inspired brief looks. A modern approach shows itself in asymmetrical high-neck tops or graphic wrapped effects. For embellishments, there are sparkling crystals laid out in “girdle” panels, adding screen-goddess glam to a simple two-piece.

JUST FOR SHOW

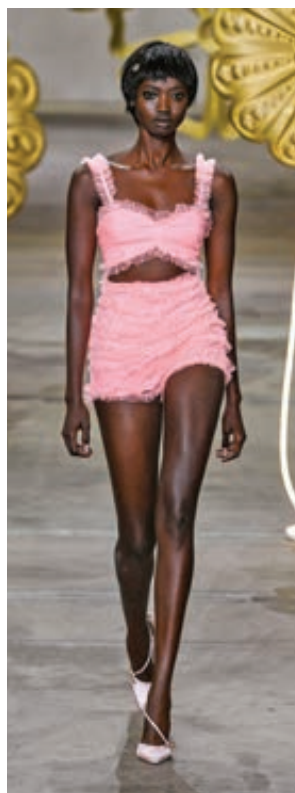
Moonbathing and poolside parties call for a different kind of suit. There are all kinds of styles for next season that blur the line between cocktail dress and swimsuit. Elegant draped effects, plunging necklines, one-shoulder looks, daring asymmetry and sparkly touches add to the dressed-up feel. As for color, black is key, whether in sequined solids or as a ground for prints that hint at night skies. Cover-ups here complete the after-five look with tee dresses or pull-on slit skirts in openwork mesh, sheer chif-fons or sparkly knits.

BACK TO THE FUTURE

Frilly, lacy looks offer another option, in direct contrast to all the sleek and chic pared-back silhouettes. Ruffles are used as trims or in multiple tiers for vintage-style two-pieces that are cut low on the leg. A plunge-neck maillot in lingerie lace gets a lacy wrap-skirt cover-up. Smocking is another retro-feminine alternative, used for brief bottoms and sweet peasant tops. Colors here are soft pastels or pure whites. If there are prints, they are innocent and simple, like tiny mille-fleur patterns, little dots or sweet gingham. Stretch tulle or dotted Swiss add more romance.



Alagoas Minas Trend



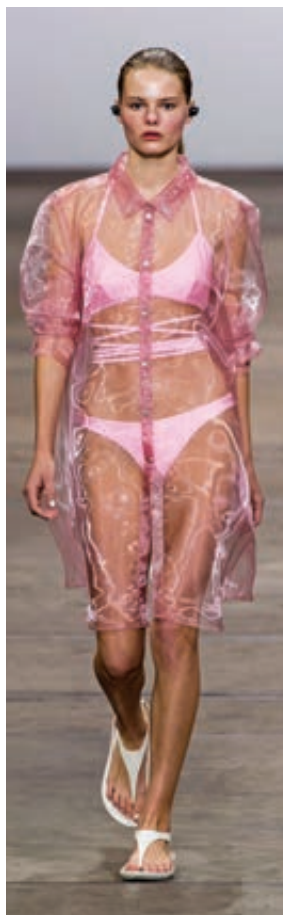
Alagoas Minas Trend



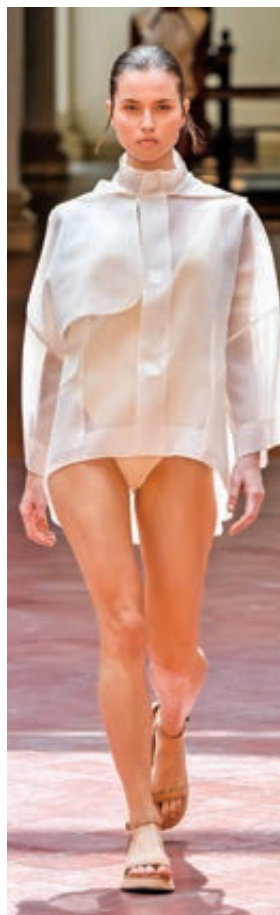
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BEING TRANSPARENT

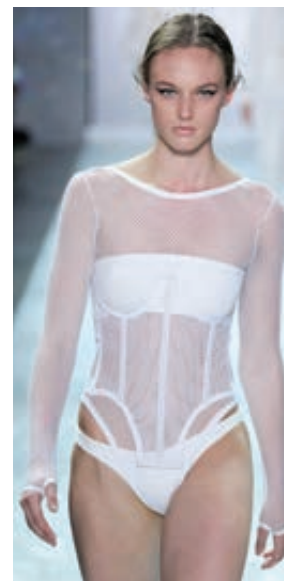
Sometimes a cover-up is more fashion than function. Enter the super-sheer cover-up, in transparent organzas or open-work mesh. These cover-ups come in shirt styles, windbreaker silhouettes, pullover dresses or shaped tees with corset details. Glazed effects give these items a shimmering, cellophane quality. There are also sheer pull-on trousers, easy lace or mesh robes, and diaphanous caftans in solids or prints. For a pulled-together look, the sheers are styled with matching swim-suits, as in a crystalline pink shirt-dress worn over a strappy pink bikini.



Karla Spetic



Lenny Niemeyer



Rosa Cha

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Catch a Trendy Wave

Summer practically never ends in Southern California, where the young and restless are always ready to don a swimsuit to lounge by the swimming pool, hit the beach or party in the desert at a music festival. Seaside is the best side to see the latest in bikinis, one-pieces, boardshorts, rash guards and cover-ups, which make for great wave-catching activity. *California Apparel News* contributing photographer Tim Regas roamed the beaches from Malibu to Venice and also documented the party scene in Palm Springs to discover what is popular in the world of sea, sand, and sounds.





On the Eve of Its 20th Anniversary, L*Space Remains at the Forefront of Swimwear

At her Irvine, Calif.–headquartered line L*Space, Monica Wise reflects on the experiences that shaped her swimwear business and the people who helped her build a lifestyle apparel brand.

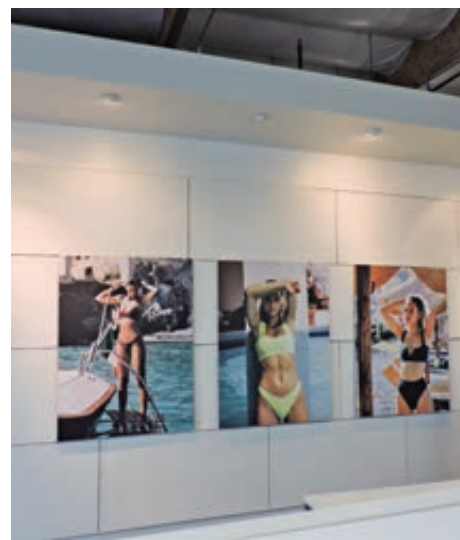
By Dorothy Crouch



Wise pictured in Florida in 1995



From left, Tricia O'Donnell, who works in customer service; Carolina Enchenique, who works in e-commerce, and Wise prepare a staff lunch.



Spring 2019 Campaign, Capri, Italy

Growing up in eastern Ohio, L*Space founder and Creative Director Monica Wise realized the change of seasons wasn't an enjoyable shift when the region went from sticky summer days into long wintry nights. Developing a fascination with swimwear during family trips to Florida, Wise was happiest when visiting the Sunshine State.

"As a Midwest teenager, I loved escaping that dreary weather with my family on road trips to Florida, which we did every year," she said. "The trips made me feel euphoric. I always felt happiest spending time in the sunny, warm weather while wearing a cute bikini."

After graduating from high school, Wise packed her Volkswagen and set out to live in Florida. She quickly rekindled her romance with the state's year-round summery weather, where she could wear a swimsuit every day, including her favorite—a teeny terry-cloth Jantzen bikini with side ties and a matching wrap.

Unfortunately, the move to Florida didn't come with a plan for Wise's future until her maternal grandmother—a keen Ohio businesswoman—

an—had a talk with her granddaughter, who was becoming quite the beach bum.

"As an inspiring—but intimidating—businesswoman, my grandmother ran a great restaurant and built it into an empire after starting with only a few dollars," Wise remembered. "One day she said, very excitedly, 'You have to figure out what you're doing with your life!' She reeked of grit, and I love people with grit. She got me out of my comfort zone."

This conversation was the impetus Wise needed to transition from loving swimwear into building a swimwear business. In 1999, she relocated to California, a place she considered to be "the heart of the swim and surf industry," in order to cultivate her swimwear collection.

Swim for all seasons

While L*Space will celebrate its 20-year anniversary in 2020, Wise notes that she was dabbling in creating swim pieces before she launched her brand. Back then, swimwear wasn't a consistent industry that demanded attention 12 months a year. After starting her busi-



Wise sits among L*Space designs from the past 20 years



From left, Tara Larson, production coordinator; Elise D'Leon, public relations and influencer relations; and Megan Blanco, (back to camera) digital and brand content creation

ness in a 1,500-square-foot office, Wise would have a gap of five months before the swimwear season came around again.

Due to the allure of travel and social-media promotion of young women hopping around the globe, Wise no longer has to wait for her favorite time of the year for people to snap up swimwear.

"We now sit on the retail floors 12 months out of the year," she said from her office and warehouse, which occupies 24,500 square feet. "This new generation of women travel more than ever, and social media brought that to life."

Through its heavy social-media presence, L*Space has capitalized on the explosion of promotional channels and influencers. Beyond partnering with influencers, the brand relies on its social-media channels to include its customers in the business as the demand for transparency continues to grow.

In fact, the easiest method of reaching the brand is through sending a message to L*Space on its social pages. Wise greatly values the consumer input that her social-media and marketing teams share with her, applying suggestions that are sourced from fans of the brand.

"Transparency is so important, and we try to be more transparent," Wise said. "We talk one-on-one with consumers. We lean on them for feedback and read all of their reviews—it's extremely valuable."

As millennials and Gen Z remain less loyal to brands than Gen X and baby boomers, Wise knows that her team must show consumers the value of investing in quality pieces that are made to last. Citing her mission to promote a move away from fast fashion into a slower, quality-driven production process, Wise and her team are promoting a social campaign to "#BuyBetterWearLonger."

The importance of properly wielding these marketing tools is crucial to reach the next generation of consumers, Wise noted, but as her

company draws closer to this milestone anniversary she recognizes that L*Space has built a legacy.

"Watching how various generations wear L*Space amazes me the most," she said. "I have met mothers who started wearing L*Space a decade ago and are now bringing their daughters in to buy the brand."

Strength in numbers

When Wise started her brand, she was a one-woman swimwear show who performed nearly every task necessary to create L*Space. She credits her ability to grow the brand to her undying passion for swimwear and her early manufacturing partners in Orange County, Calif., with whom she still works today, splitting production between a California factory and a business in China.

"Back in the day, I had to do it all myself," she said. "When I came to California, everything came to life. The factory that I first partnered with is located in Orange County and is owned by a couple who financed it and believed in me. I wouldn't be where I am without them, and they've become my friends."

Over the years, L*Space has grown to include a strong team of 42 specialists in everything from design to marketing. By building a team that comprises women who share Wise's passion and vision, the founder has learned to trust her employees and partners.

"Our team is everything. We are a group of like-minded people. When you hire these seasoned ladies who have passion for all that they're doing, they focus exclusively on their tasks," she said. "They have daily meetings to make sure they're working toward the same goals. I love hiring people who are more skilled than me."

The respect Wise has for her team shines through when she discusses the women who

Continued on page 20



Wise, left, with Marketing Director Heather Mesenbrink



From left, Wise; Brianna Feeney, design intern; and Natalie Fonseca, assistant designer



Office Assistant Wendy Jones in the L*Space reception area

L*Space *Continued from page 19*

have been hired to continue the L*Space legacy. She treats them to surprises, which she loves, including catered lunches or freshly prepared salads with wholesome ingredients.

“As my company has grown, I’ve learned to take time for myself. I hired the right team, who understands the importance of getting the job done, and they work hard at it,” Wise said. “Connecting with these passionate, driven girls who connect with our brand, I become inspired by them.”

Forging strong relationships isn’t simply a focal point of Wise’s management style with employees, it’s also an approach that is promoted within L*Space’s relationships with its retailers.

L*Space organizes educational opportunities at retail-partner locations for sales associates to learn the details of the brand’s designs. These meetings also allow the brand to learn more about the needs of its retailers, participate in trunk shows and recognize the shared mission of selling quality products.

“We do a lot of product-knowledge seminars to train retail staff regarding how to sell the L*Space brand, on our various cuts and understanding the product. We get them excited to sell L*Space,” Wise said. “It’s more than a pitch. It’s passion.”

The expertise and enthusiasm found within the L*Space team is one of the strongest benefits of working with the brand, according to its retail partners. For Dayna Mance, owner of the 6-year-old Prism Boutique, with California locations in Long Beach and Costa Mesa in addition to an e-commerce site, the feeling of working with L*Space is one of genuine care for her business.

“The team is really awesome and stands behind the brand. Whoever is doing the hiring is really good. Their team is just high quality,”

she said. “They were very supportive of me, my store and my business. They genuinely care and ask how they can support me. Not every company is like that.”

When the 2019 Coachella Valley Music and Arts Festival came to Indio, Calif., in April, Mance and L*Space partnered on an event held at a house near the festival grounds to create a Prism Boutique party. In addition to a pool, D.J. and other attractions, Mance partnered with brands to represent each piece of apparel that would make the perfect Coachella outfit.

After one year of working together and seeing how popular the brand is with her 25-to-35-year-old female clientele, who pay an average \$150 retail for a single piece and \$200 retail for a two-piece set, Mance chose L*Space as her swim partner.

“We curated a group of brands in shoes, swim, clothing and sunglasses to create the festival outfit. They trusted me to put on this three-day event in a beautiful house,” Mance said. “They took a risk, and they were amazing to work with. I’ve never worked with a team that was as on point.”

Diane’s Beachwear, the 60-year-old Torrance, Calif.-based retail chain with 13 stores primarily in California and Arizona, began working with L*Space from the manufacturer’s start 20 years ago. The retailer carries swimsuits that average \$180 for a bikini or a one-piece and caters to women of different ages, explained founder Diane Biggs.

“[L*Space] is designed for that core beach girl. It fulfills a lot of markets. It has a wide range of attractions for us,” Biggs said. “They’ve elevated themselves. The design, the bodies and the colors—they add that extra touch. Monica puts that design style that pulls attention away from the other brands. It’s simply fabulous.”

At Diane’s Beachwear, L*Space remains one of the retailer’s top brands due to its style and

quality, and Biggs feels that the support she receives from the company is extraordinary.

“What I really appreciate is the partnership and how supportive they have been for our company,” Biggs said. “It’s good to have the features and benefits that they can speak to the customers. It’s that extra value.”

The next 20 years

Now a lifestyle swim-and-apparel brand, L*Space has offered loungewear for the last few seasons, also expanding into bags, sandals, hats and a potential leap into pajamas. As the brand continues to grow by adding new product lines, it might take a step back to celebrate its anniversary.

In addition to working with retail partners to host celebratory events, Wise mentioned that there might be a rerelease of some of the brand’s styles from the past. Perhaps the L*Space customer will have the opportunity to revisit old favorites or encounter them for the first time.

“The fringe trend put us on the map. Our customers were obsessed with it, and stores couldn’t get enough. We sold 90,000 units of one fringe top alone during a single season in 2009. It was called the Fringe Audrey Halter,” Wise said.

After the success of that style, Wise realized that her hard work had paid off when a retailer sent a note to the L*Space founder relaying her appreciation for the label’s success.

“That year, during Miami Swim Week, Ron and Pat from Atlanta Beach sent a card to me and it said, ‘Monica, you’re now officially an iconic brand,’” Wise recalled. “The fringe made us iconic in their eyes.”

For now, Wise continues to wake up at 4 a.m. each day to work out before joining meetings with members of different L*Space departments, such as social media and marketing, to discuss how best to connect with customers.

“My passion keeps me going,” Wise said. “I still love it now as much as I did on day one.” **WW**



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My Fashion Agent is a sales agency/showroom based in Paris with a team of professionals from the fashion and luxury markets. We specialize in strategies, branding, commercial actions, and look books in all segments including couture, prêt à womens-

wear, menswear, swimwear and beachwear, and accessories. This allows clients to focus on the creation and design of collections and entrust the sales development of the collections to a reliable sales agency. Marc Merklen created My Fashion Agent 10 years ago and has acquired a strong knowledge in the field and a large buyers' address book, which is constantly updated (department stores, boutiques, concept stores, and e-commerce websites, etc.) in France and elsewhere. Our database of buyers consists of over 15,500 high-end buyers all around the world. My Fashion Agent covers the role of an external sales agent, being the link between designers and buyers. For more information, go to www.myfashionagent.com or info@myfashionagent.com.

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Kris Goddard's creations for **Paradise Ranch Designs** deliver what she promises—fresh shapes, with a vibrant, ageless appeal, by offering both skimpy and modest coverage options. Paradise Ranch goes bold with prints, an array of exuberant tropicals, and complementary solids, all 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 mix-and-match silhouette skirts, pants, and cover-ups that turn her swimsuits into outfits. "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. Paradise Ranch has been recently photographed on some of the brightest young Hollywood talent including Miley Cyrus in Vogue, actress Amanda Cerny, singer Ashanti, and entertainer Chloe Lukasiak. Visit us at Cabana Miami, Booth 985, July 13-15. www.paradiseranchdesigns.com, Instagram: @paradiseranchdesigns, evelinem@emblemshowroom.com

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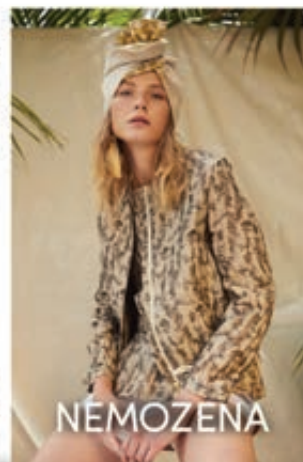
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The Art of Living on the Riviera

There may be no beach crowd more elegantly attired for sand and surf than the soigné sun chasers found on the French and Italian rivieras. They take their swim and après-swimwear seriously as seriously, says Marc Merklen, as they take their lifestyle. How to walk along the beach in Italy and France, he notes, is an art, he believes, that will find a ready buyer in the U.S. who is looking for a luxe touch of the Cote d'Azur.

Merklen is the founder and CEO of **My Fashion Agent**, a 10-year-old sales and marketing consultancy and agency based in Paris. A jack-of-all-trades, Merklen has an eye for developing talent, to whom he offers everything from look-book development and brand positioning to pricing strategy to creation of showrooms and pop-ups.

Merklen spent two years testing the waters, so to speak, at Miami Swim Week before becoming convinced this is the right market at the right time for his cross-continental marketing efforts.

"I love this market, I just love the buyers," he says. "They know what they want and what they are expecting to find. They are very curious about new brands, new options."

This year, a confident My Fashion Agent is presenting a full-blown "concept store" at Hammock—the first French showroom, he says, to present a curated selection of premium labels. Merklen is showcasing seven "elevated" French and Italian brands from his stable: beachwear and swim from **Calarena**, **Ambas**, and **Muzy B**; ready-to-wear from **Valerie Khalfon** and **Nemozena**; jewelry from **Izi. mi Porto Vecchio**; and bags, hats, and shoes from **Jack Gomme**.

What they will see, Merklen says, is product with very high quality and attention to detail, seamless finishing that is like a second skin, lush fabrics that are the signature of Italian and French design—outfits that are as much at home and at the cocktail lounge as on the sand.

Merklen, who is also interested in repping in Europe American brands "with a twist of fashion," is optimistic about breaking new ground at Miami. Buyers "should expect to find a kind of European refinement," he says. "The art of living on the Riviera."

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Starting in 2019, **La Maison de Pascale** is making the transition to using fabrics made of regenerated nylon fibers that are produced from plastics, fabric scraps, and other nylon waste. The Toronto-based company—which produces women's swimwear, men's swimwear, accessories, and cover-ups—aims to connect with local communities to build awareness programs with education on reducing plastic use and collecting plastic along the coastline. Pascale Swim aims to inspire customers to pack for their next vacation, whether a journey to the sea or an escape to an exotic destination. Find out more at pascaleswim.com.



Scott Hawaii originated in the early 1900s in New England as the Scott Shoe Co., moving from Boston to Philadelphia and then to Los Angeles in the 1920s. In 1932, Randall Morgan Scott and his son Elmer moved the shoe company to Honolulu, initially making steel-toed shoes for the plantation and dockworkers along with Bull Dog Oxfords for everyday wear. With the onset of World War II, the company transitioned to casual sandals and flip-flops, replacing the Japanese zori that was no longer available in Hawaii. Following the war, the demand for casual footwear grew with increased tourism to Hawaii and then the advent of the surf market in the 1970s. Now in its fourth generation as a family-run business, Scott Hawaii still maintains the highest quality and attention to detail, backed up by a one-year warranty from the date of purchase. scotthawaii.com, info@scotthawaii.com



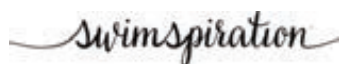
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Miraclesuit, America's top swimwear brand—which has shaped women's lives for over 25 years—is now launching **Skinny Dippers**, a playful collection of bikinis and versatile one-piece suits designed for the 18–40 swim set. Silhouettes include plunging one-piece suits, high-waisted bottoms with versatile crop tops, and bralettes. The best features are inside the suits, where the combination of lightweight support with extra stretch and recovery pairs with cleverly styled proportions to create a modern, sleek silhouette. Built-in bust support with soft removable cups, versatility with drawstrings to create different levels of coverage, and great reversible pieces make the perfect combination. Prints and colors are playful and irreverent, a true celebration of spirit. Bright florals are mixed with sexy leopards and charming checks. Sweet ruffles are paired with daring plunges. The new line will be available for review at Miami Swim in July as well as at the Swim USA headquarters in New York in August. First deliveries will be January 2020. www.miraclesuit.com



Surf Expo is the premier watersports and beach lifestyle tradeshow. The upcoming show is Sept. 5–7 in Orlando, Fla. in the West Concourse of the Orange County Convention Center. Waterfest will be held Sept. 4, as the outdoor experience and kickoff event. The show will include hardgoods, apparel and accessories in the Surf, Wake, Bluewater, Paddle, Wind, Skate, Boutique, Resort, Coastal Gift and Footwear categories. Surf Expo's January 2020 show will take place Jan. 8–10, 2020. Registration is free for qualified retailers. Learn more at www.surfexpo.com.



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SwimShow, the premier trade show dedicated to the swimwear industry, takes place July 13–16 at the Miami Beach Convention Center in Miami Beach, Fla., 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 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, allowing retailers to discover the best emerging and established swimwear contemporary brands in a unique and intimate environment that will allow them to gather personal insights into the collections. Other special events surrounding SwimShow include an 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



Cover photo: Tim Regas

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Crystal Inspiration Behind Swimspiration

When is a fashion embellishment more than just a bit of bling? In the hands of swimwear designer Imel Leron Gray, the crystals and semiprecious stones she incorporates into her suits have a higher purpose.

Swimspiration® is Gray's 2-year-old company, and her design message already is inspiring a growing client base drawn to the beauty of the suits, their fine construction and fabrication, and, of course, those beguiling stones that are meant to "empower you with Earth's energy and nourish your soul."

It was encouragement Gray herself needed after suffering much adversity throughout her childhood and as a young adult. Her late brother, "a free spirit in the '70s," introduced her to the healing properties of crystals. At her lowest point, during the economic downturn a decade ago, "I read an article and I was reminded about the energy of crystals. I started wearing them every day," she explains. "These crystals keep me focused on my intentions and goals—they are life affirming."

Her collection, which encompasses 24 designs, includes bikinis, halter and triangle tops, one-pieces and mono-kinis, all featuring gemstones in complimentary, eye-catching combinations—orange carnelian with lapis

lazuli, aqua chalcedony with moonstone, turquoise with smoky quartz—using 14-karat-gold-filled wire attached to the ends of the string ties.

The fabrication is luxurious, using Italian EcoNyl® nylon repurposed from discarded fishing nets and other nylon waste, also using Swimspiration's signature double lining.

"People who buy my suits want something special," she says. Her original target customer was a more mature woman, but she quickly found that twenty-somethings were taken by the suits as well, as were "a lot of European clients—they love the concept."

"Women are all unique in physique and expression," Gary says. "When people put on my bathing suits, it gives them a sense of confidence. When it sparkles, it will remind you that you are enough. I want my clients to feel inspired by the gemstones' energy."

The collection can be seen at Gray's showroom by appointment, but she is happy to bring the collection to potential customers herself.

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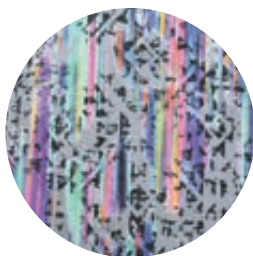
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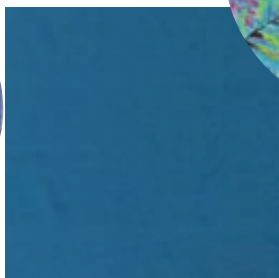
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In the Swim

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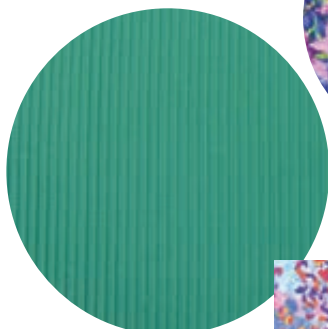
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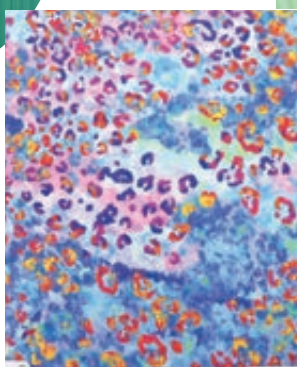
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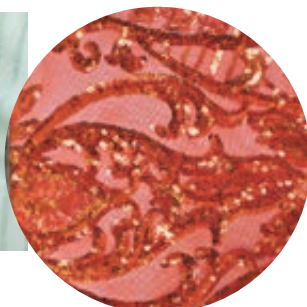
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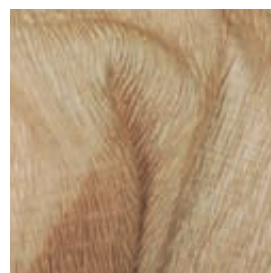
STUDIO 93



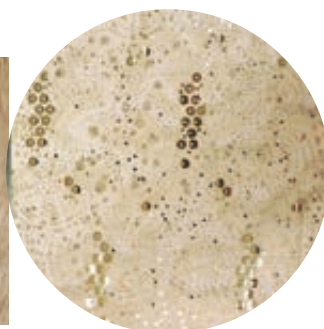
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STUDIO 93



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