

THE

SWIM

JOURNAL



Sun-Friendly
Children's
Beachwear

Men's
Swim Gets
a Makeover

Animal Magnetism

The hottest swim
and resort on safari



diva
by Rachel Pappo

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Tropical Daydreams



Many people are complaining (and rightfully so) about the weather this winter, and people ask me frequently, “How can you think about swimwear at a time like this?” Well, personally, I wouldn’t want to think about anything else. Nothing warms me up faster than picturing myself on a beach surrounded by palm trees and sand, wearing a gorgeous swimsuit and cover-up and sipping a piña colada. Here is a quick fix for cold winter days: Grab a cup of hot chocolate and a copy of *The Swim Journal* (either the printed edition or the digital version at theswimjournal.com), and scan the beautiful pages, imagining yourself surrounded by the many stunning new designs in swimwear.

Speaking of the digital edition, I hope you’ve checked out our inaugural digital-only September issue on our website. All of us at The Swim Journal are proud of that first issue—from the high-color graphics to the informative editorials. Let me know your thoughts about our latest launch.

In this issue, we look at the exciting changes in men’s swimwear (p. 22). Men’s manufacturers are at last offering more fashionable tailored options for the beach and beyond. Children’s beach and pool wear options also continue to grow and evolve. On p. 46, we take a look at what’s new for children, especially when it comes to sun protection.

Our fashion swimwear and resort wear pictorial focuses on a theme I call “Tarzan’s Jane 2014.” Animal prints in all forms are abundant in the swimwear industry this season, and we highlight a few of the most glamorous. Imagine Jane by the pool in her stunning animal-print swimwear or safari-styled resort wear dreaming of her Tarzan’s return. Sure, it’s a whimsical, romantic theme, but you’ll see what I mean on p. 34.

Our feature on cover-ups and accessories celebrates color! Bright colors and electric prints are showing up everywhere this season, from beachwear to bags, and from jewelry to footwear (p. 52). We also spotlight a few of the many manufacturers that expertly focus on the complicated styling of specialty swimwear, including plus sizes, mastectomy, maternity and figure control (p. 28). This is arguably the most important category of swimwear, since most American women have a figure concern in at least one of these areas. And, as promised, we continue to bring you our newest section, Making Waves, giving you the scoop on new swimwear lines that we think are notable (p. 16).

Season 2014 has inspired retailers, buyers and editors. It’s hard to believe that manufacturers can top this season, but I believe that they just might for Season 2015. The economic tide is finally turning, and business is beginning to bloom again. So make the most of what this season offers, and go grab that cup of hot cocoa!

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A WAVE OF NEWS AND INFORMATION

trade shows ■ launches ■ people ■ celebrations

Sunsets Swimwear Introduces Lavish

Designed by Cory London, Lavish is a new easy-wear cover-up collection from Sunsets Inc. that doubles as day wear. The collection is deliberately designed to be more fashionable, of a higher quality and lower priced than many other cover-up lines, making it an easy add-on sale for stores.

Offering a variety of silhouettes that are made to fit and flatter many body types, the collection is as comfortable and fashionable as it is versatile.

The first fabrication offered is a lightweight jersey knit that feels cool to the touch and soft on the body, available in six shades. The second is a soft, breathable and lightweight polyester/rayon burnout knit, available in three key prints. Both fabrics are wrinkle-proof and washable.

The color palette is a fresh one, including aqua-blues, mint-green and hot coral, with coordinating lighter pastels. There are two core neutral colors—phantom, an inky dark tone, and gardenia, a great alternative to white. Sizes range from S to XL. For more information, visit lavishbeach.com.



Mirame Is Back in the Swim

Although Melinda Huff, formerly with iconic swimwear label Norma Kamali, created Mirame in 2011, she then took a year off to study business development.

During the hiatus, Mirame was selected to participate in several competitive programs. In 2012, it received the LEAP Award, sponsored by the Lanza Family Foundation in conjunction with the Women's Enterprise Development Center. In May 2013, Mirame was the only swimwear brand to be chosen from more than 1,000 applicants to participate in the Workshop at Macy's, a highly competitive program that trains designers to work with major retailers. In July 2013, Mirame was selected to participate in the Design Entrepreneurs NYC program for emerging designers, spearheaded by FIT in conjunction with Mayor Bloomberg's Fashion.NYC.2020 initiative. Huff is currently a finalist in Zappos' Emerging Designer Program; the winner will be announced in early 2014.

This fall, Huff re-launched Mirame (which means "Look at me" in Spanish). The collection of fully constructed, fashion-forward contemporary swimwear with a sportswear edge includes push-up bras with removable cups, high-waisted silhouettes and full coverage bottoms. Made in the USA, the styles are versatile and can easily take a woman from beach to bistro.

Sponsored by VitaCoco, Mirame made its tradeshow debut at CURVENY New York in August 2013. For more information, visit mirameswim.com.

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Popular OFFPRICE Show Continues to Expand

The OFFPRICE apparel and accessory show is growing again. At the Las Vegas show, taking place Feb. 16-19, the newly expanded Cash & Carry section will be relocated to the Casanova and Marco Polo ballrooms on the lower level of the Sands Expo, accommodating expected growth. The show already attracts buyers from Central America, the Caribbean, Africa, Europe and South America, with attendees including boutiques, off-price chains, hotel gift shops and more.

To date, the show has grown from just 10 exhibitors in its inaugural year to more than 500. "More and more retailers are turning to OFFPRICE to fill voids on their racks," explains Stephen Krogulski, CEO. "Everyone is seeking new ways to increase their store's profits. Many items on our show floor are available at up to 70 percent below wholesale prices! In terms of price point, that's nearly impossible to beat. The off-price industry continues to grow in popularity among retailers."

In its new location, areas will be created to assist buyers in maximizing their purchasing time. For example, footwear exhibitors will be located in the new Footwear Pavilion. Since OFFPRICE is an order-writing show, turn time can be less than one week.

At the February show, buyers can expect to find a wide selection of spring and summer products, including swimwear, resortwear, footwear and sunglasses. For more information, visit offpriceshow.com.



COOLA Reformulates Mineral Sunscreen Line

COOLA, the luxury organic sunscreen company, recently reformulated its Mineral SPF Sunscreen Collection. The San Diego-based company's unique formulas contain up to 97% certified organic ingredients, are sourced through a "farm-to-face approach," and produced in a solar-powered facility. As the company puts it, "we use the power of the sun to protect from the sun, and we think that's pretty COOLA."

The sunscreen's formula of zinc oxide and/or titanium dioxide ensures the most transparent application, with superior sun protection and water resiliency up to 80 minutes while being reef-friendly. Full skin protection and repair are promised when pairing COOLA's organic sunscreen products with its Environmental Repair Plus Line.

The Mineral collection's six formulations include:

- Mineral Sport SPF 35 Citrus Mimosa Sunscreen, which delivers 80 minutes of sweat and water resistance.
- Mineral Baby 50 Unscented Sunscreen, designed especially for baby's delicate skin.
- Mineral Face SPF 20 Unscented Sunscreen, with a clear titanium dioxide-based formula, for those who are zinc-sensitive.
- Mineral Face SPF 30 Matte Finish Cucumber Sunscreen, an antioxidant-infused mineral matte formulation.
- Mineral Face SPF 30 Matte Tint Sunscreen, lightly tinted to give skin an immediate line-smoothing finish.
- Mineral Face SPF Tint Rose Sunscreen, with a light rose scent.

For more information, visit coolasuncare.com.





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Electric Launches Watch Collection

With its history of developing top-quality functional accessories with timeless style, including sunglasses, bags and apparel, watches seemed a natural next step for Electric.

The first collection for the brand—which is rooted in Southern California’s action sports, music and art culture—features both field- and dive-inspired analog watches, utilizing Japanese and Swiss analog movements.

“Our debut timepieces are re-engineered classics, born from the spirit of the iconic styles of our past, twisted and modernized

for today,” says CEO Eric Crane. “The inaugural line features details and textures that reflect innovations found in today’s best outdoor equipment, tactical accessories and custom vehicle styling.”

There are three key styles in this diverse and focused line: WWII-inspired, global trekking and deep diving. Each watch is available in a vast array of band and color options. All Electric watches feature a minimum water rating of 20 ATM (200 meters) and top out at 30 ATM (300 meters) for the deep-dive-inspired style, ensuring the watches will perform in the conditions that inspired them. At the top of the range is a Swiss-made style, featuring a world-class Ronda movement, and including both an interchangeable polyurethane strap and stainless-steel bracelet. For more information, visit electriccalifornia.com.

Creora® by Hyosung Introduces New Fabrics

This season, Creora by Hyosung, the world’s largest producer of spandex/elastane fabrics, partnered with two Brazilian brands (RYGY and Brigitte) for a swimwear design collaboration utilizing the new Creora highclo. This fabric is manufactured by TDB Textil S.A., the leading Brazilian warp knitter, based in Sao Paulo, Brazil.

At the Shanghai Intertextile Show in October, Hyosung introduced its collection of new fabrics, highlighting their take on swimwear print and color trends for 2014 in four key motifs:

AQUASONIC—High-performance swimwear fabrics that mimic the hydrodynamics of marine mammals so there is reduced drag and the ability to accelerate speed. Features: Chlorine resistant, lightweight and quick dry.

EXOTICA—Vivacious color ways and realistic print inspirations pulled from natural sources. Traditional inspiration of floral, fauna and reptiles reworked, injected with new color ways and textures. Features: Ultra-soft recycled synthetics, matte finish, natural cotton touch.

KICKING—Acidic tones and abstract graphics inspired by pop icons Nicki Minaj, Katy Perry and Tokyo’s Harajuku Girls. Features: Brilliant synthetics, textures with a cotton touch.

DEMURE—Strong, sophisticated styling that’s both classic and streamlined. The mood is feminine with a conservative style. Features: Body-shaping; edgy yet elegant and lightweight.

Creora highclo by Hyosung is engineered from the high- performance family of Creora products, providing outstanding quality, uniformity and consistency. As a higher-power spandex/elastane, it has excellent compression, shaping and chlorine resistance, all of which provide for longer-lasting fit and shape retention.

Hyosung plans to launch new deniers in Creora highclo to capitalize on the trend toward increased shaping in swimwear, focusing on these 2015 trends:

GALACTIC—Compact and lightweight fabric inspired by aqua life, enhancing performance in water.

CELEBRATE—Strong, vibrantly colored graphics with Creora dyeable spandex.

AMAZONIAN—Large, natural prints with jacquard and plisse effects from recycled synthetics.

ABSTRACT ESSENCE—Cubism and Fauvism inspired prints add camouflage to effect colorways.

For more information visit us.hyosung.com.



CLOCKWISE FROM LEFT:
Swimsuit in Creora by Hyosung,
Abstract Essence, Celebrate,
Galactic, Amazonian

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A.Ché Swimwear

Expert Lingerie Fit Sets This Brand Apart



In the swimwear industry, it's always a challenge to get ahead of the trends and deliver the newest styles quickly. A.Ché Swimwear, however, embraces the challenge as an opportunity to make fashion fun and experiment with new things.

When founder and designer Amanda Ché developed A.Ché Swimwear in 2009, she combined great fit with fashion-forward design. The brand's foundation is bra sizing, ranging from 32A to 36F. A.Ché's background and skill in the area of lingerie fit sets this brand apart from the rest in the contemporary swimwear market. The

label's fit, structure and—most of all—support win raves from women around the world who want to feel comfortable and fashionable in their swimwear. Last year, the A.Ché beachwear and cover-up luxury collection (for all sizes) debuted, to great acclaim. Plans are in the works to expand the collection.

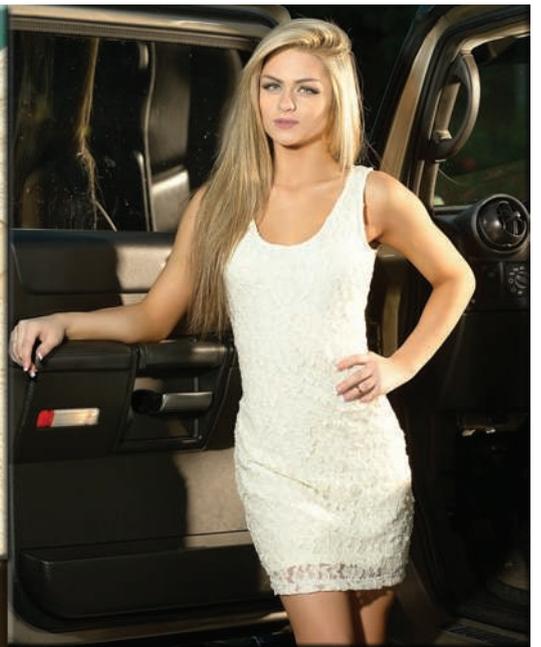
One of the company's strengths is its emphasis on research—finding new ways to make swimwear contemporary, trendy and appropriate for all sizes, with an emphasis on bra technology. Fashion is a key part of the A.Ché equation as well. The development of new silhouettes in the latest fashion colors is evident throughout the line, including in its plus-sized styles, such as tankinis and swim dresses.

The trends in the line this season begin with lots of strapping as well as laser-cut and crochet detailing. Macramé makes a comeback, as well as foil printing, photo realism in prints and pattern mixing. The focus is on trendy rather than classic shapes; bright and neon colors are perennial favorites.

Designer Amanda Ché sees her brands extending in multiple directions, which “makes swim a great place to be right now. There are so many options for the consumer and such a diversity of different avenues to work with. This is not the time to be boring.”



For more information, visit acheswimwear.com.



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MSP™ by Miraclesuit® Launches for Spring 2014

It seems only natural that a leader in figure-trimming swimwear would develop an active lifestyle brand that controls with comfort and panache.

A mix of essential basics and seasonal styles, the collection is designed with MIRASLIM technology, which features a uniquely constructed fabric providing 360 degrees of support, ensuring both comfort and core control. Intricate seaming details in addition to the compression fabric result in a smooth appearance in every style.

Active wardrobe essentials range from chic to sporty to classic, including a black sheer-stripe tank top, crop pant and white woven jacket. All tank tops have built-in bras with removable cups. Colors range from basic white and black to refreshing spring solids. Sizes run from XS to XL, with plus sizing available in sizes 1X to 3X. MSP by Miraclesuit is the active wear line that lifts, tucks and slims where customers need it most. For more information, visit mspbymiraclesuit.com.

making waves

Surf's Up! See What's Changing the Tide

Eden Eco Swimwear

Eden Eco, a new line of swimwear based in West Chester, Pa., continues the growing trend of fashion that is environmentally friendly. The 2014 collection—made primarily from recycled polyester—features swimwear for women and girls with simple, clean lines and decidedly feminine detail.

Designer Emily Fioravanti strives to design suits that fit like a second skin, made to be lived in no matter what the activity. With roots in bridal couture, Fioravanti explains the similarities between the two industries. “You’re working with delicate specialty fabrics down to the absolute centimeter, with detail, flattery and comfort being the ultimate goal in both instances,” she says.

“I am constantly sourcing the most sustainable fabrics I can to test and make prototypes with,” says Fioravanti, explaining her eco-friendly business philosophy. “I will always use recycled or organic materials.

I use minimal rubber in the designs and no plastic fixtures. We only source from the United States—as local as possible to keep our carbon footprint as minimal as we can.” For more information, visit edeneco.co.



Eden Eco



Mia Marcelle

Mia Marcelle Swimwear

Mention Napa Valley, Calif., and swimwear probably isn't the first thing that comes to mind. But Amber Wagner—owner and creative director of Mia Marcelle, whose family runs a winery—designs her couture collection from the heart of wine country.

“It all started with one belief—there is nothing more beautiful than a woman who is secure in her body, regardless of her size or shape,” says Wagner, who resides in St. Helena, Calif., with husband Joe and five children (number six is on the way). “The notion that her pure femininity and sensual beauty comes from her own confidence is a philosophy in which I believe down to my core.”

The Mia Marcelle swimwear and cover-up line embodies this belief through classic, sophisticated styling with minimal to moderate coverage. Silhouettes are constructed using only the softest fabrications in exclusive prints. Each piece is designed with precision detailing and embellishing. “Building in comfort by design was one of our most important goals, as was maintaining the elegance and individuality of each exclusive suit,” says Wagner. For more information, visit miamarcelle.com.

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Win Win Beachwear

Kudos to Jenn Michael and partner Kevin Chipman for reviving the multi-functional cabana jacket in their Win Win Beachwear collection. Based in Palm Beach, Fla., Win Win features styles inspired by the '50s and '60s, including swim trunks and cabana jackets in vintage-inspired prints, such as "Woody Wagon," and fabrics including seersucker.

Traditional yet modern in fit and function, each cabana jacket is lined with plush terry for a quick-drying, towel-like function beneath a sleek and attractive cover-up. Styles include the Classic Win, the traditional version with a more generous cut; and the Slim Win, with a more contemporary fitted and tailored look. Lil' Win is available in children's sizes, creating adorable daddy and mini-me matching sets. Lady Win and Miss Win will launch in Spring 2014, and will include terrycloth-lined cover-ups, mod dresses, swing coats (think Lucille Ball) and more. For more information, visit winwinbeachwear.com.



KoMocean

Proving that beach-to-street wear is not just for women anymore, KoMocean transforms men's swimwear to a higher level of sophistication with tailored styling and attention to detail. While women can easily transform their swimsuits into chic, wear-anywhere apparel with the simple addition of a sarong or cover-up, KoMocean founders Amit Rakhit and Brad Senatore were disenchanted with the fact that men do not share the same advantage and instead are left to travel from beach to café in loud, baggy and at times outlandish swim attire. So they set about their mission to change the tide of men's swimwear fashion. With a stylish fashion-forward clientele in mind, KoMocean was born—crafted with styles that have a sporty yet classic fit and clean, tailored design.

KoMocean debuted at SwimShow Miami in July 2013 and is based in New York City, where the line is both designed and manufactured.

"We're building this brand for a very specific customer, but we're expressing it through several different styles," explains Rakhit. "This allows us to speak to a broader audience, style-wise, even though they share many of the same traits."

KoMocean is crafted utilizing only the highest quality quick-dry fabrics, ultra-soft mesh lining and custom-made hardware accoutrements featuring a subtle KM logo. The line is comprised of five styles, including Euro-inspired, athletic, fit-friendly, traditional and surf-inspired.

This unconventional line is so sophisticated yet sporty and versatile, it can practically take its fashion-conscious wearer from the beach to the boardroom. For more information, visit komocean.com.

Heather Blond

Heather Blond luxury resortwear recently debuted at SwimShow Miami 2013. Created by its namesake, the line is comprised of easy-wear kaftans, tunics, dresses and pants in soft, flowing, wrinkle-free fabrics, including georgette, crepe de chine and lightweight knits. Each

style is presented with superior craftsmanship in unique brightly colored prints, with expertly placed jeweled embellishments for high-couture styling.

The collection targets the 30- to 50-year-old resort-savvy traveler, and is meant to be as stunning and head-turning as it is carefree, travel-friendly and wearable. Accessorize further with the line's big and bold gold-toned jewelry that is meant to be noticed.

Heather Blond fine-tuned her design craft over the last decade, working alongside such industry icons as Anna Sui, Vera Wang and Diane Gilman, where she was head designer for six years. Look for her swimwear collection to launch in 2014. For more information, visit heatherblond.com.

Heather
Blond



Contour by
Christina

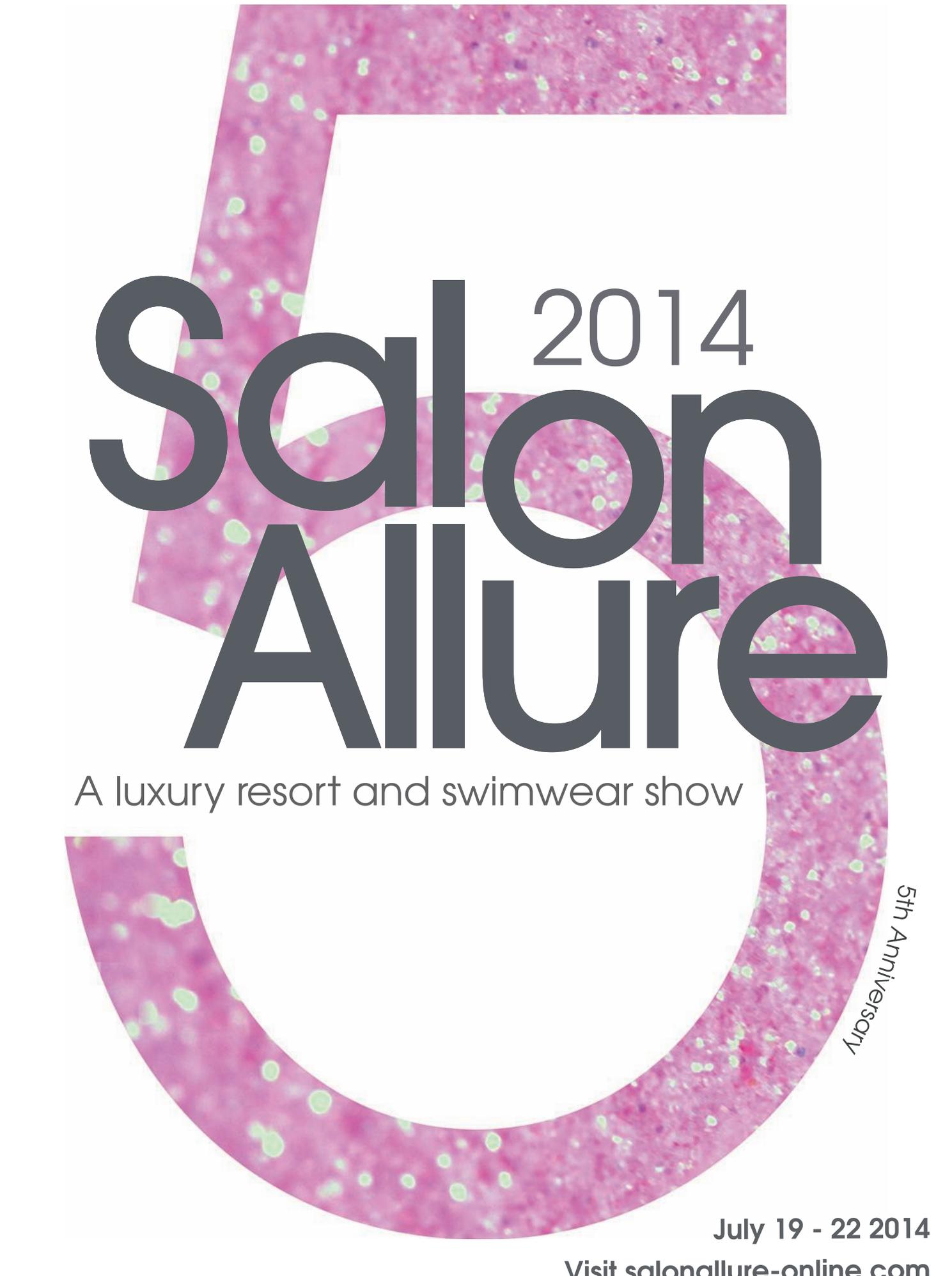


Contour by Christina

Veteran swimwear company Christina recently launched a new brand of slimming and body-shaping swimwear for fashionable figure-conscious women. Contour by Christina provides comfort and unique shaping utilizing a specially developed lightweight fabric that shapes without the need for multiple layers and power meshes.

Debuting for Cruise 2014, the collection includes separates and one-piece silhouettes, with a variety of suits that can be worn multiple ways. The brand features sophisticated solids and beautiful prints that range from fashion-forward color-blocking to ethnic and animal prints.

Christina and Contour by Christina are part of the Trimera Group of brands, which collectively make up one of the largest swim companies in the world. For more information, visit trimeragroup.com.



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MEN'S SWIMWEAR TAKES OFF

New lines offer tailored, sophisticated styles that seamlessly transition from pool to café

BY REBECCA
KLEINMAN

Chalk it up to *Mad Men* or stylist Brad Goreski's bow ties, but menswear is enjoying a full-blown renaissance, right down to its swim trunks.

Loose, low-slung clothing heralded by the era of hip-hop has finally given way to fitted cuts with true waistlines and shortened inseams. Men of all backgrounds are having fun with color and prints—and they're even accessorizing, with bracelets such as the nautical-inspired styles from Miami-based Miansai. More swim and resort wear designers are jumping on the trend, witnessed by the fresh assortment of new men's lines at the annual swim week in Miami.

"It's definitely a growing category that's changed dramatically," says Amanda Boalt, a Palm Beach native who launched Strong Boalt in

KoMocean



2009. "Many new players have come on the scene, especially in the contemporary and better markets that Vilebrequin monopolized for a while."

Once limited to the boat and beach, swim has grown into an everyday lifestyle business. Boalt's tailored, waterproof hybrid combines walking and swim shorts, and adds details like buttoned waistbands and pockets that transition easily to lunch and running errands. For 2014, she shows them in brights like gold and coral, as well as prints, from an understated stripe to a large-scale banana print



Strong Boalt



Once limited to the boat and beach, swim has grown into an everyday lifestyle business.



Onia Resort

reminiscent of a Palm Beach powder room's wallpaper. A stretch shirt with a zip-up collar for neck protection is her answer to the ubiquitous rash guard. Broadening the brand's appeal, polo shirts with long and short sleeves also debut.

Hebrew for "ship," New York-based Onia was founded the same year by a couple of male entrepreneurs who were dissatisfied with swim's baggy fits and boring to cheeky prints for men, boys and toddlers. Each season they create signature prints, such as Resort 2014's micro paisley and stripes, and work with Liberty Art Fabrics to reintroduce vintage prints from the famed London house's archives. New solid colors are steel blue, kiwi and camel, among others. The Calder trunk has become a best-seller for its trouser-like fit, with snap front and deep pockets for keys, wallets and board wax.

"We recognized that our swim trunks were becoming an all-day short, so we launched resort wear this year,"



Onia Resort

“Loud trends have never spoken to our educated travelers,” says founder and creative director Spencer Antle. “I’ve always tried to design clothes that never look out of place in an exotic destination.”



Island Company

Island Company



say co-owners Carl Cunow and Nathan Romano of the collection that includes v-necks and polos in stretch pima cotton, and pants and shorts in linen cotton blends. “2014 presents 110 pieces, including men’s swim and sportswear, boys swim and accessories.”

Island Company in West Palm Beach, Fla., is experiencing swim’s crossover and wider reach. Its classic trunks and boardshorts are made in quick-dry polyester, so wearers can go directly from the pool to a restaurant. The brand’s fans also collect its simple, elegant linen shirts that work for a casual night out. New resort wear pieces feature pintucking and vintage flair.

“Loud trends have never spoken to our educated travelers,” says founder and creative director Spencer Antle. “I’ve always tried to design clothes that never look out of place in an exotic destination.”

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KoMocean

KoMocean, Venroy, Sundek and Orlebar Brown are just a few more men's swim lines making a splash. Retailers are doing their part, too. Multibrand specialty chains like Scoop NYC and Atrium offer deep resort sections within menswear departments, while men's-only stores like Cottage Miami, which opened in South Beach a few months ago, are giving the demographic even greater options and attention. What's more, Miami trade shows, including SwimShow, Salon Allure and Cabana, have already responded to the trend by growing their men's categories. As a result, the industry is delivering an unprecedented selection this year, making it easier than ever for men to stylishly enjoy their days in the sun. ■

Multibrand specialty chains like Scoop NYC and Atrium offer deep resort sections within menswear departments.



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BY SUSAN SOMMERS

SPECIALTY STYLE

Swimwear labels that target specific niches reveal their latest looks

As in the rest of the swimwear industry, the quest for newness and quality/price ratio are driving forces in the specialty segment. Offering comfort, fashion and problem-solving, specialty labels are doing all they can to differentiate themselves and give women exactly what they need—and demand. To give you a snapshot of where the specialty swim category is now and where it's going, *The Swim Journal* spoke to a range of companies targeted towards specific niches.



MADE-TO-ORDER

LORI COULTER aims to make swimwear shopping a little bit better for all women with a made-to-order collection using her unique TrueMeasure process.

Drawing inspiration from vintage swimwear, art, travel and eveningwear, this St. Louis-based designer and entrepreneur creates stylish, custom suits that are sewn to a woman's precise measurements, and designed exactly to her style and taste. The 2014 collection features such colors as indigo with gold accents, wine, and classic black and white. Prints include a mixed animal print, graphic ring print, and stripe and chevron patterns in a range of silhouettes, including sun shirts, bandeau tops, hot pants, high-waisted bottoms, high necklines and push-up bustier tops, detailed with shirring, gold hardware and piping. This year, with a nod toward active wear, the line also includes fashionable rash guards in multiple styles.



Lori Coulter

FIGURE CONTROL

Octavio Quintana, vice president of **LEONISA**, sees a bright future for the figure-control category. He points out that no matter what their age or body type, more and more women will be wearing swimwear that offers benefits. In Leonisa's 2014 collection, the brand will be introducing a versatile high-rise bikini that provides several style options. It will also be featuring a bikini bottom with a lift to enhance the rear. "The amount and quality of control in our swimwear is what sets us apart from our competitors," says Quintana. "We have what we call 'real' control that truly takes you down a size. For 2014, prints and hues are inspired by the sea for an Aqua Marine look with splashes of color. One-piece suits offer elegant, full-figure slimming styles. We are offering a strapless one-piece that reduces women by one size in her torso. Another crowd-pleaser is our multi-way skirted one-piece. This suit was featured on Dr. Oz for its skirt options, firm torso control and added

No matter what their age or body type, more and more women will be wearing swimwear that offers benefits.

– Octavio Quintana, Leonisa



Leonisa

We continue to see a preference for suits that cover more, rather than less, which works well with our retro/vintage/indie focus.

– Denise Medina,
Coral & Jade Apparel

Esther Williams



FIGURE CONTROL

(continued)

coverage. We do offer lighter tummy control swimwear as well. Monokinis are another category of swimsuits that our customers rave over.”

“Swimsuits with figure control continue to be preferable to those without, in both the Missy and Plus categories,” says Denise Medina, vice president of **CORAL & JADE APPAREL**, home of the Bettie Page, Esther Williams and Girlhowdy swimwear lines. “We continue to see a preference for suits that cover more, rather than less, which works well with our retro/vintage/indie focus. For Bettie Page, our hottest suit for spring is heavily ruched with top-of-the-leg coverage, which follows the trends we are seeing.” The company is adding styles featuring tummy control, top-of-the-leg coverage and wider straps, based on customer demand.

Due to the proprietary fabric Miratex, **MIRACLESUIT** swimwear contours, shapes, slims and firms the body with three times the holding power of an average swimsuit. The new collection features more meshing and precious metals, a host of new colors and prints, as well as fresh variations of silhouettes.

Using patented, “comfortable control” fabric, **MAGICSUIT BY MIRACLESUIT** offers updated fashion silhouettes that flatter and enhance a woman’s body. The 2014 collection features brilliant whites, rocker chic styling and robust color blocking, as well as pops of colors against neutrals and bold solids. The line’s cover-ups



that match back to the collection for a full ensemble are in high demand.

IT FIGURES! offers figure-enhancing body type construction, addressing women’s specific areas of concern, including tummy, bust enhancement and support, length, and thigh coverage. According to Amy Sparano, senior vice president of sales and merchandising, the brand’s tankini separates featuring Tummy Thinner technology with a power mesh lining continue to be top performers at retail. “Fitted to the torso, they don’t float up in the water like other tankinis, and provide comfortable secret shaping without being heavy,” says Sparano.

Color-blocking and pintucking are big trends for the brand, she adds. “The woman looking for secret help to enhance her figure definitely doesn’t want to announce her age with dated styling,” says Sparano “With expert construction, we’re able to achieve all-over ruching that’s slimming, smoothing, flatters and fits our Length Wise (long torso) customer, and stays fresh even when wet.”



Color blocking and pintucking are big trends for the brand. The woman looking for secret help to enhance her figure definitely doesn't want to announce her age with dated styling.

- Amy Sparano, *It Figures!*

MATERNITY

In maternity swimwear, “tankinis are a must because not every mom wants to show her belly,” says **PREGO MATERNITY WEAR** owner Dana Bragulla. For those who dare to bare, bikinis are still strong sellers, she adds. “We don’t make string bikinis, however,” says Bragulla. “Ours have wide waistbands or gathered sides.” PregO is showing more gathered or ruched suits to help flatter the belly, and is debuting a one-piece sporty tank.

“Our sport tank is very similar to our empire tank, with adjustable, over-the-shoulder straps, under-the-bust support with soft cups, and a hook closure back,” says Bragulla. Another new offering for the line is a microfiber suit, featuring a design with lots of twists that’s tight over the belly, giving the style a smooth and sleek feel and look.

NICOLE MATERNITY is known for sexy yet timeless maternity wear—pieces that range from swimwear separates to daily wear to formal gowns. Designer Nicole Daulton positioned the line for women who don’t want to compromise their sense of style during a period in their lives when their bodies change considerably. She sees lots of prints, patterns and stripes in her category. “The trick is for maternity clothes to not look like maternity clothes, and fit to your body before, during and after baby,” she says. “Women want to look fun and stylish but also be comfortable.”

The brand’s swimwear collection includes a variety of one-piece suits with bandeau, strapless, triangle and halter tops, as well as cover-ups. The popular Grecian Maternity suit, for example, features full coverage with a tie-side bikini bottom, with details including jacquard ribbon on a triangle top.

In maternity swimwear, tankinis are a must because not every mom wants to show her belly.

- Dana Bragulla, *PregO Maternity Wear*



MASTECTOMY

IT FIGURES! bases its mastectomy offerings on its core collection, according to Amy Sparano, senior vice president of sales and merchandising. “Styles that we develop for post-mastectomy customers are identical to our Missy styles, but just feature different bra construction to accommodate the prosthetic(s), because she wants the same trends as any other customer,” says Sparano. “We’re making sure to include ruffles for this client, too, but we’re doing them on a smaller scale, in a luxurious jersey so they drape nicely without adding bulk.”

Other brands offering swimwear for women who’ve had a mastectomy include **CHRISTINA**, with a post-mastectomy black tankini with a white stardust dot; and **PENBROOKE**, with a mastectomy collection that provides the same fashion, fit and function as the core collection.



Penbrooke



Christina
Plus Size

PLUS SIZE

Synonymous with body typing and figure control, **IT FIGURES!** also offers plus-size silhouettes that create an hourglass shape at the waist and feature the Slender Thighs skirted bottom, providing coverage to give a more sophisticated, modern look for sizes 16W-24W.

Leveraging a history of 61 years in women’s swimwear, **CHRISTINA** celebrates the 2014 collection with a return to its roots in classics and a re-launch of separates. The collection provides a large variety of new silhouettes to fit a wider range of body types, also offering mix-and-match options that can be merchandised together in florals, no-print prints and solid colors. Christina Plus size is an extension of the core line in the same colors and prints, with appropriate styling for plus-size women—silhouettes designed for curves, an inside construction to support the bust, and panels to support the stomach.

CAPTIVA BY CHRISTINA is inspired by seascapes and beach environments. Its signature is bright palettes, energetic prints and silhouettes appropriate for an active woman. Captiva Plus Size is in keeping with the overall philosophy, and offers vivid colors and younger prints and silhouettes, with an inside construction providing strong support. ■

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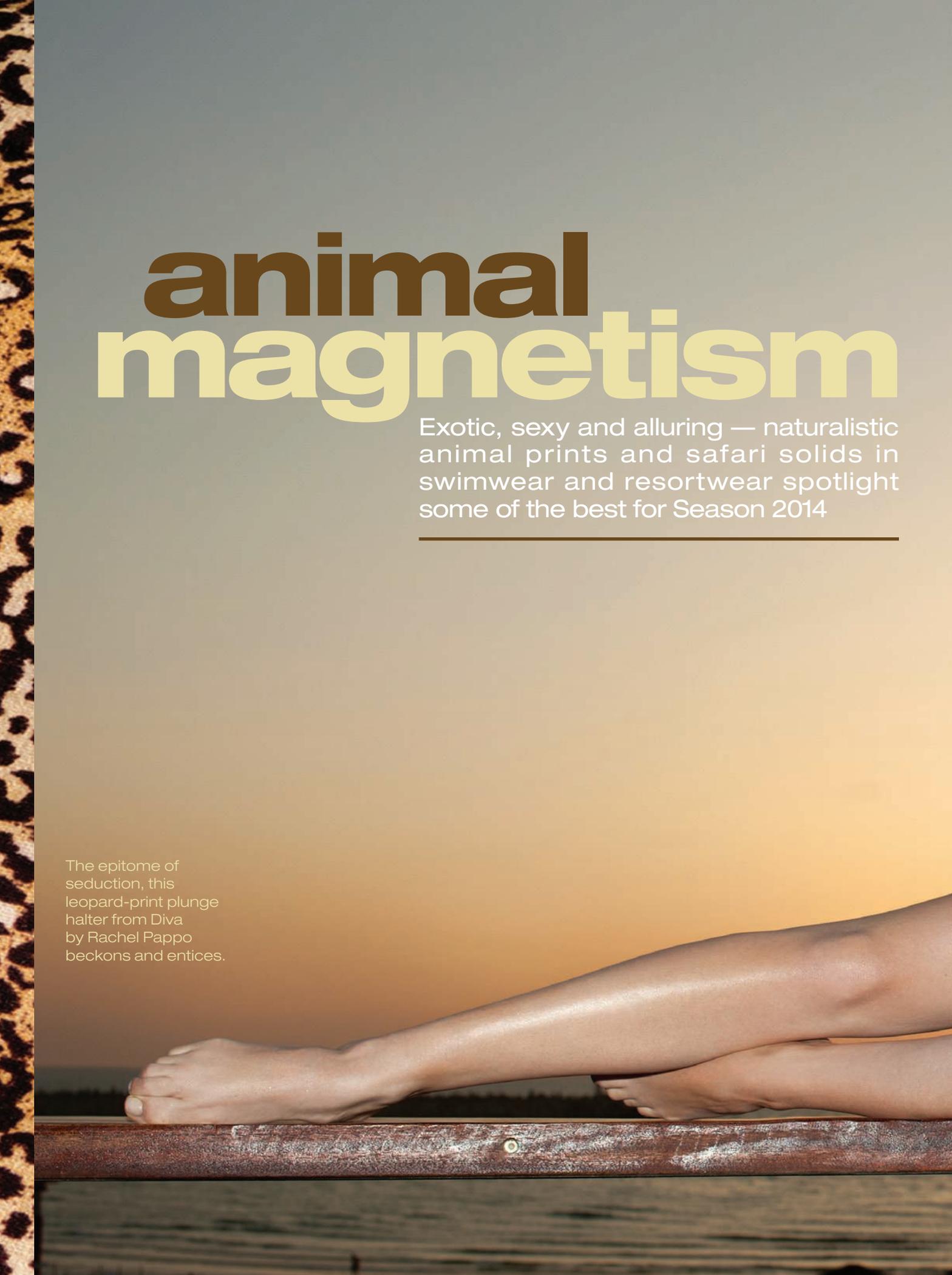
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Exotic, sexy and alluring — naturalistic animal prints and safari solids in swimwear and resortwear spotlight some of the best for Season 2014

The epitome of seduction, this leopard-print plunge halter from Diva by Rachel Pappo beckons and entices.



This Shirred-front maillot from Miraclesuit is demure with a hint of intrigue.





Designer Karla Colletto
presents this one-
shoulder suit in a unique
flora and fauna print.



The charging of the bulls never looked so feminine in this crochet-lace bandeau blouson from New York Designer Caitlin Kelly.



A woman with long, wavy blonde hair is posing on a beach. She is wearing a brown, crocheted two-piece bikini with a matching sarong wrapped around her waist and tied in a large knot. She has her right arm raised and is holding a large green palm frond. She is wearing large, ornate earrings and several bracelets on her left wrist. The background shows a sandy beach, the ocean, and a building under a clear blue sky.

AM:PM by Espiral
portrays styling
ingenuity with a
twisted and wrapped
crochet sarong over a
two-piece suit.

Cool relaxed linen separates from Simbi Haiti are perfect for traveling from the beach to an African safari.





Reminiscent of Marilyn Monroe, Lori Coulter's retro olive two-piece uses shirring to add interest in the right places.



Memories of Jane and Tarzan come about with this realistic snake-skin print bikini from Letarte Swimwear.

Sophistication makes
a grand entrance in
this abstract high-neck
maillot with mesh inserts
from Lee + Lani.



Roar! Antigél by Lise Charmel's leopard print side-adjustable two-piece adds a touch of realism to accentuate the décolletée.





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SAFE AND STYLISH

Children's swimwear gets a 21st-century makeover, with companies focusing on sun protection while introducing cute, kid-friendly designs

BY REBECCA KLEINMAN

A major shift is underway in the children's swimwear industry. Just as the organic food movement has changed grocery store stock lists, swim companies are introducing healthier products that please parents and kids alike. They're addressing such factors as sun damage, awkward adolescence and safe materials, including all-natural ingredients in sunscreen at an unprecedented level. Many founders and designers are frustrated parents-turned-entrepreneurs, who saw a need in the market and dived in to fill it. The resulting swim season's suits, cover-ups and beach accessories combine style with function.

A mother of three daughters, Farley Boyle founded Squirtini Bikini to help girls develop

a healthy body image with age-appropriate styles. In 2014, she expanded her collection with a tween division to address the stage when girls desire more mature styles than their little sisters, but aren't quite old enough to wear the likes of Roxy. Tops feature padding for coverage without accentuating figures, and sizes range from tween 1 to 6.

"My 12-year-old, who's 5'8" and wears a size 11 shoe, all of a sudden thought she had a hall pass to shop in the women's department," says Boyle, who realized her daughter really didn't have any other options. "Her physical size dictated cuts that were too structured and sexy, so I had to solve the issue."

Tweens also are attracted by Squirtini Bikini's reversible separates, which they can

build upon each season. The initial group's color palette is limited to seaspray and seaweed greens, with a greater variety on deck.

Snapper Rock, a New Zealand and Annapolis, Md.-based brand, is diving into tween, too. In response to retailer demand, it debuts a three-piece bikini and rash guard set through size 14. There also are one-piece and tankini sets. Tween boys appreciate new low-waisted boardshorts with longer hems.

"Response has been phenomenal," says global sales director and co-designer Julie Rich, of extending Snapper Rock's signature, non-toxic, quick-dry fabrics in UPF 50 to this overlooked market. "Twins are really the demographic that's in the sun all day on their boogie boards and doing other water activities."

Exclusive prints for 2014 range from marine life to Breton sailor stripes. Accessories and cover-ups, such as a sundress in white terrycloth with a hoodie, cap sleeves and hibiscus-print trim, increase 15 percent in SKUs from last year. Infants' one-piece sun suits advance with embellishments like ruching along legs.

"Items can no longer just be safe," says Rich. "Kids only want to wear them if they're also comfortable and fun."

Pioneers of sun-protective swimwear have responded to the market's evolution. Known for its protective bodywear since 1992, Cocoa Beach, Fla.-based Jobbeedu is paying more attention to fashion colors and other eye-catching details. New hues focus on neons such as lime green and electric blue for boys, and pink and coral for girls. The domestically manufactured line also adds infant sizes for its popular rash guards with long and short sleeves. Launching in 2014, boys' and girls' hoodies in moisture-wicking polyester with UPF 40 come in white, baby pink, and sky and royal blues.

"We've always specialized in protection, but now look and quality are key," says Terry Guy, president of Jobbeedu, of his trendy niche's tremendous growth. "People are more aware than ever of sun damage."

Karel Wheen, director of Platypus Australia—another sun protection-gear swimwear line for children that launched in the '90s—agrees with Guy's assessment.

"Business has evolved from being a practical sun-protective garment to a fashion garment that is sun-protective," she says, adding the market's attention to detail was nowhere near this quality even seven years ago.

Offering her most stylish season to date, Wheen shows 155 items for boys and girls ages 0 to 14. Exclusive prints follow men's and women's trends, including mosaic and tie-dye prints in such hot colors as lilac, burnt orange and cobalt blue.

Despite the cute styles, the brand stands out for its strict fabric testing to guarantee UPF 50+, the maximum rating, and durability against chlorine. Each group features a bucket hat (some are reversible), with other hat styles featuring ties and back flaps to cover necks for extra protection. There also are sun jackets for girls, elongated boardshorts for boys, and fitted sun shirts with short sleeves for both genders.

In 2001, Baby Banz was borne of an Australian father's goal to protect his infant's eyesight. The wrap-around sunglasses with 100 percent UV protection have branched into more styles for a wider age range. Summer 2014 adds polarized beach wayfarers in black, white or a pink leopard print for children starting at around four years old. Each pair includes a neoprene strap and case.





Platypus Australia



Antigel



Antigel

ANTIGEL: TOP TRENDS FOR KIDS

Most people recognize the name Lise Charmel for its exquisite French lingerie, manufactured since the 1940s. But the family-owned company headquartered in Lyon, France, also offers swimwear for women and girls through its division Antigel by Lise Charmel.

"The kids' line translates the top trends from women's into 'mini-me' versions," says Sandra Jones, sales director for Lise Charmel Group's U.S. subsidiary that opened in New York in 2012. "Looks range from eyelet fabrics and gingham checks to bright pink and yellow prints that are absolutely darling."

Other styles in the line include boy shorts and halters, and detailing like front and back bows. Small, medium and large sizes fit girls ages 4 to 14. For more information, visit lisecharmel.com.



Raisins Girls



Raisins Girls



Waverat

The brand also expanded with swimwear. Neoprene accents are among trends for its 2014 collection.

“There was a demand for boutique-level fashion,” says Baby Banz sales manager Sara Burick, of introducing swimwear details like colorful contrast stitching, ruffles, and prints such as the shark-themed Fin Frenzy group for boys. “For hang tags, we replaced plastic with ribbon because stores requested a more upscale presentation.”

Sunscreen also gets a makeover. Two South Floridians founded SPF 30+ SparkleScreen by GlitterTots, with fruity scents and colorful glitter to entice their finicky children to apply sun protection, which had always been a dreaded chore. Going a greater distance than big sunscreen brands that tried the glittery concept and failed due to poor quality, they patented a non-metallic, BPA-free glitter that notifies wearers when it's time to reapply as it sheds throughout the day. They also tapped into the organic trend by using all-natural, antioxidant ingredients such as coconut oil, aloe and shea butter.

“Many customers don't understand why we limited the name to 'tots,' since so many women love to wear it, but we wanted to convey that it's totally safe to use on your kids,” says co-owner Meredith Madsen.

Fragrances are kiwi pear or strawberry with gold and pink glitter, respectively. Tubes, as opposed to bottles only, and a hybrid bug repellent with green glitter are slated by year's end.

From fabrics with a soft hand to newly improved linings, quality has been the goal of Floatimini since its inception in 2008. The company—based in New Jersey, where it manufactures the majority of the collection of approximately 55 styles for 2014—transitions from offering items for both genders to girls-only women's swim trends, whether fringe, mixed prints or one-shoulder one-pieces. New colors are peach and coral, whereas print combinations pair animal and floral with polka dots and graphics.

“Our big news is launching comfy knit dresses to wear over suits around the beach or resort,” says co-owner Sehee Kim, of A-line, razorback and color-blocked looks. “In fall, we're expanding with a heavier collection of leggings, tunics and dresses in French terrycloth that's more year-round.”

With all this talk of expansion and upgrades, children's swim is shaping up to have a healthy year all-around. ■



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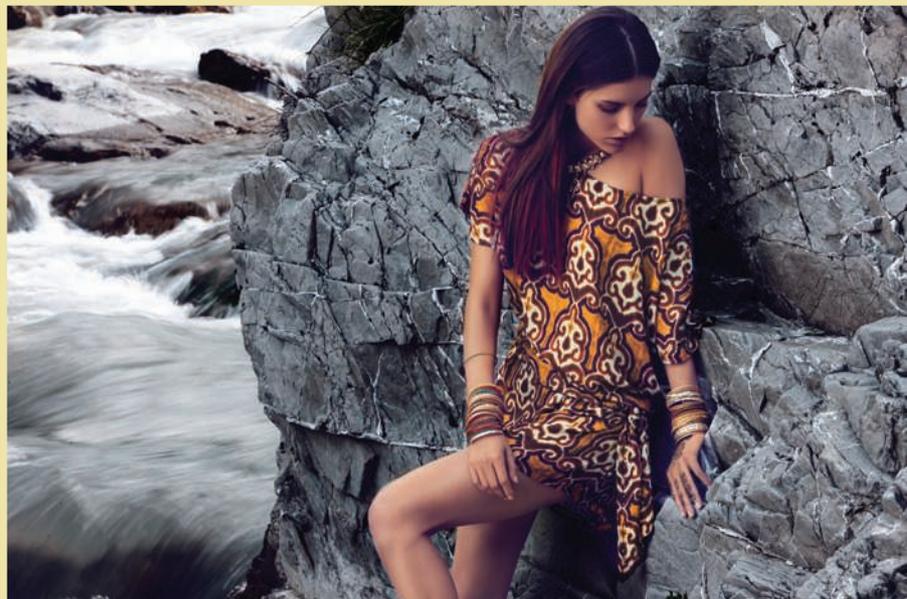
Cupid Girl



accessories & coverups



CLOCKWISE FROM ABOVE: Hot pink plunge cover-up by A.Che'; bold and graphic cover-up dress by Verdissima; Amorium's beaded bracelets in a multitude of colors





CLOCKWISE FROM TOP: Cool and comfy cotton shirts for beach to street from Pink House Mustique; Lingerini's sizzling faux-animal print dress; Hot pink flower thong by Melissa; necklace of abalone shell beads by Moonrise





CLOCKWISE FROM TOP: Saffron straw sun hat by Mar Y Sol; Lise Charmel's oriental floral bandeau and pareo in brilliant mandarin; hibiscus floral sandal from Susan Mango; Iconique's playful fringed cotton cover-up





CLOCKWISE FROM ABOVE: Colorful graphic romper from Trina Turk; Aztec inspired turquoise stones and beads adorn jewelry by Mare Sole Amore; gold-tones accent Eric Javits' straw go-anywhere tote





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"Swimsuits are such revealing garments, we design appropriate construction from the inside to allow women to feel youthful and confident on the outside," explains Amy Sparano, senior vice president of sales and merchandising for It Figures! swimwear and private brand — Breaking Waves International.

The company works with retailers to maximize sales. "We strive to be partners with each and every account that carries our brands," adds Sparano. "It Figures! and its derivative labels—Suit Yourself!, Body Concepts and Real Bodies — Real Solutions—are all expertly merchandised to flow seamlessly from one delivery to the next to match all retail fixturing parameters."

The company's retail strategy is designed to offer the greatest value to its accounts with a retail planning capability to ensure profitability before the first order ships. Its emphasis on maximizing dollars per square foot, and expertise at every stage of product life cycle for private label, are other attributes of its successful approach.

Of course, the product itself is immensely desirable to the consumer. Innovations in both design and construction are part of every suit's offering. Because of this, the body type concept in swimwear offered by It Figures! is embraced by customers searching for updated styling and comfort in figure-enhancing swimwear.

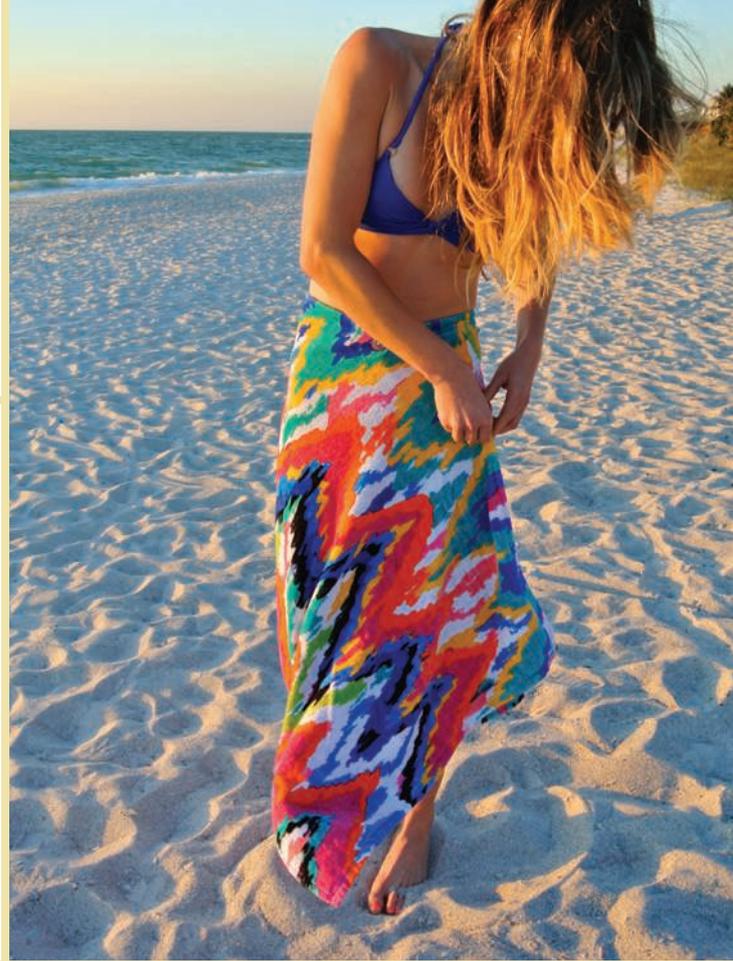
Sparano sees the market for mature, traditional swimwear actually shrinking, as aging women embrace more youthful approaches. "Women of advanced years chronologically have a younger attitude and lifestyle today," she says. "They want their fashion to reflect that."



For more information, visit itfigures.com.



LEFT TO RIGHT : Versatile cloth tote in a mosaic-style print from Sun 'N' Sand; relaxed cotton hoodie dotted with starfish from West Indies Wear; Taos Footwear adorns a bright-red wedge sandal with faux gold buttons; colors electrify this beach towel cover-up from Simple Sarongs



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accessories & coverups



FROM TOP TO BOTTOM:

Sporty activewear separates by Uzzi; West Indies Wear adds sea life images to strands of beads; luminous color ignites in a printed caftan by Luli Fama; endless choices in interchangeable headwear from Visor Versa



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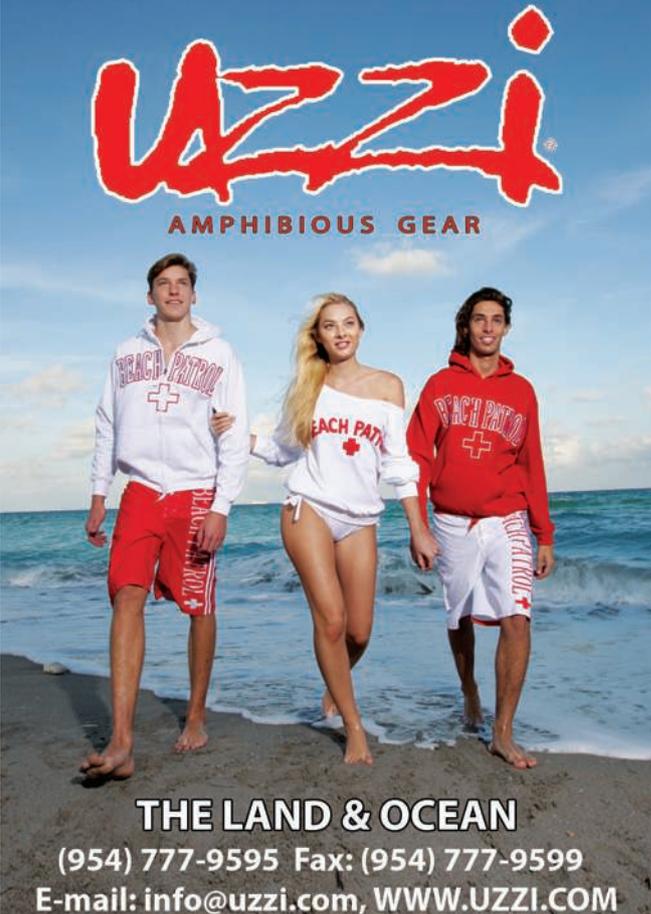
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PHONE » 917.626.1239

WEB » www.heatherblond.com

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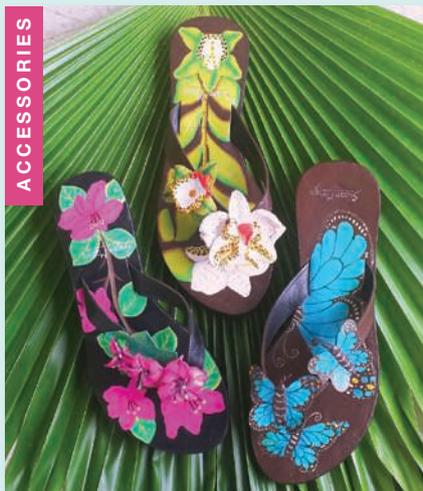
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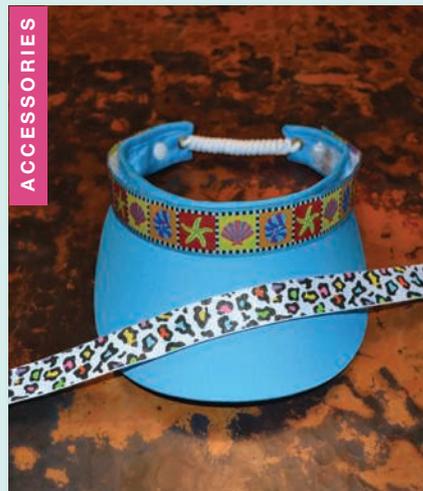
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WEB » www.glittertots.com



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EMAIL » Farley@squirtinibikini.com

WEB » www.squirtinibikini.com

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Surf expo booth 1710

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PHONE » 917.708.1516

WEB » www.SophieVersusEmily.com

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The Swim Journal apologizes for any errors or omissions that may have occurred in this list

2014 Shows



2014

JANUARY

Surf Expo

January 9-11 >>>
Orange County Convention Center
Orlando, FL
surfexpo.com

Dallas Apparel & Accessories Market

January 23-26 >>>
Dallas Market Center
Dallas, TX
dallasmarketcenter.com

FEBRUARY

OFFPRICE Show

February 16-19 >>>
Sands Expo at Venetian
Las Vegas, NV
offpriceshow.com

CURVENV

February 17-18 >>>
Venetian Hotel
Las Vegas, NV
curvexpo.com

Magic Market Week

February 17-20 >>>
Las Vegas Convention Center &
Mandalay Bay Convention Centers
Las Vegas, NV
magiconline.com

CURVENY

February 23-25 >>>
Javits Center North
New York, NY
curvexpo.com

MARCH

Dallas Apparel & Accessories Market

March 27-30 >>>
Dallas Market Center
Dallas, TX
dallasmarketcenter.com

APRIL

Interfilere Hong Kong

April 1-2 >>>
Hong Kong Convention and
Exhibition Centre
Hong Kong, China
interfilere.com

MAY

Taste of OFFPRICE Show

May 4-6 >>>
Gotham Hall
New York, NY
offpriceshow.com

JULY

Mode City Paris, Salon International de la Lingerie & du Swimwear

July 5-7 >>>
Paris Porte de Versailles Hall 1
Paris, France
lingerie-swimwear-paris.com

SwimShow

July 19-22 >>>
Miami Beach Convention Center
Miami Beach, FL
swimshow.com

Salon Allure

July 19-22 >>>
Location TBA
salonallure-online.com

Emsig

Manufacturing Corporation



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BUTTON STYLISTS THROUGHOUT THE WORLD

Eurovet Set to Launch Riviera by CURVExpo in August 2014



Eurovet—the leading trade show event organizer for the lingerie and swimwear industries, which acquired CURVExpo in April 2012—is adding a new show to its impressive collection. Riviera by CURVExpo will debut Aug. 11-12, 2014, in Huntington Beach, Calif., at the Hyatt Regency Huntington Beach Resort & Spa, in partnership with ISAM (the International Swimwear/Activewear Market).

Riviera by CURVExpo is modeled after Riviera by Mode City, which debuted in September 2013 in Cannes, France, complementing the Mode City Paris show. The show will focus on the strategic swimwear market of California. The show dates have been carefully selected so as not to interfere with New York Market Week or Las Vegas Fashion Week. Riviera by CURVExpo will feature 100 top swimwear and active wear labels.

“Since we have acquired CURVExpo, we are now closer to fulfilling the needs of the industry in North America,” explains Marie-Laure Bellon, Eurovet CEO. “The success of the first Riviera in Cannes validated our strategy: acting globally and locally by gathering the industry at the most favorable time and place to conduct business.”

Pierre-Nicolas Hurstel, CEO of CURVExpo, adds: “We want to create an exceptionally

focused event, organized to offer the best experience for both brands and attendees. We will offer all-inclusive contemporary booth packages, attractive travel incentives, complimentary food and beverages, and exclusive fashion shows, all in an upscale setting. We will bring our organizational know-how and dedicated marketing platform system to this new exciting project.”

Barbara Brady, director of ISAM, shares these values. “This partnership unites the strengths of both networks and advances the business development of the industry,” says Brady. “At ISAM, the buyers and the brands come first, and we’ve found that we share this devotion with Eurovet. We are very excited to bring our experience and knowledge into this new adventure.”

The Swim Journal is proud to support both CURVExpo and Riviera by CURVExpo as our trade show marketing partners. For more information, visit curvexpo.com. ■



*Pierre-Nicolas Hurstel
CURVExpo, C.E.O.*



RIVIERA

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In Partnership with ISAM

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