JANUARY / FEBRUARY 2015

THE SWIM JOURNAL

Wrap It Up!

Cover-ups complete the look for any occasion

PLUS

FUN IN THE SUN WEAR FOR KIDS OF ALL AGES

MEN GET CHIC FOR THE BEACH

SWIMWEAR THAT CONTOURS & SHAPES

SURF ■ RESORT ■ SWIM ■ WEAR

wrapit
ONE WRAP
8 WAYS TO WEAR
wrapitbytish.com

EXECUTIVE OFFICES:
ALL AREAS
23A POPLAR STREET
E. RUTHERFORD, NJ 07073

NY SHOWROOM
BY APPOINTMENT ONLY
PH: (212) 840-7898
FX: (201) 896-0145
EMAIL: divaswimny@aol.com
WEB: www.divaswim.com

JAY BERKOWITZ
SOUTH, CARRIBBEAN
PH: (941) 918-4333
FX: (941) 966-9412
EMAIL: jayberkowitz@verizon.net

JILL BENDER
WEST COAST, MID WEST
PH: (310) 275-0328
FX: (310) 275-0328
EMAIL: jsbsalesla@aol.com

contents

features

28 ››› **Wrap It Up!**
We're celebrating cover-ups. From the beach cabana to the club, cover-ups are the new wardrobe essential.

40 ››› **Child's Play**
Beachwear for the kids — from cute to grown-up savvy. Many of this season's styles offer sun protection as a bonus.

Platypus Austrailia

West Indies Wear

Unique Vintage

departments

6 ››› **Letter**

8 ››› **Splash**
A wave of industry news, including launches, new products, trade show updates and more.

14 ››› **Making Waves**
Take a look at some of the exciting new lines and products that launched for Season 2015!

20 ››› **Trends**

20 ››› **Men Get Chic for the Beach**
Make room! Men's clean, chic and classic returns to the beach.

24 ››› **Slimming, Shaping and Sculpting**
Reshape, define, push-up, tuck-in and transform the body simply by slipping on a swimsuit.

48 ››› **Cover-ups and Accessories**
A focus on the industry's most basic and profitable shades of black and white shown in some of the best selling casual accessories for Season 2015.

56 ››› **Your Turn**
Industry insight and opinions from buyers and retailers like you.

62 ››› **Trade Show Talk**
Calendar of upcoming trade show events.

Our cover: ***Rebecca Swimwear***

SWIM SHOW
SWIM BEACH RESORT
July 18-21, 2015
Miami Beach Convention Center
The best in swimwear
featuring resort, beachwear,
lifestyle, men's, children's,
accessories and lingerie
Swimwear begins in Miami Beach!
Exhibitors or retailers: 305 596 7889 Fax 305 596 7713 info@swimshow.com swimshow.com
MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

Let's Talk Cover-Ups and More!

By the time you read this, the holidays will have ended, and the swim and resortwear season will be in full swing. I hope you have had an opportunity to peruse our September digital-only issue. In fact, you can enjoy *The Swim Journal* anytime, anywhere, since all three of our issues are available at theswimjournal.com all year long!

In this issue we celebrate the cover-up—which is no longer just for covering up! An essential part of every wardrobe, the cover-up may be worn to accentuate the suit itself, or as a functional accessory for the beach and beyond. This burgeoning category has taken on a life of its own, with many items being worn as sportswear and even party garb.

In our fashion segment, *Wrap It Up!* on p. 28, we highlight some exquisite examples of the new age of cover-ups—some with matching swimwear and some that work perfectly well on their own.

Turn to p. 48 for our Cover-Ups & Accessories section, focusing entirely on black and white. These staple shades have been on the best-seller list for a long time, but this season they are hotter than black coals and white lightning. And, speaking of white lightning, check out the new lines profiled in Making Waves (p. 14), including the red-hot Redneck Bikini!

Children's beachwear is evolving, too. As described on p. 40, the options are limitless in this segment, whether children want to protect themselves from the sun, look adorable, or match their big sis, big bro or even mom and dad. The industry has the kiddies covered.

See p. 20 for trends in men's swimwear, which is looking more sexy, chic and sophisticated this season. And for proof that women's swimwear has come a long way since the introduction of tummy control, turn to our feature on p. 24 to discover how today's swimsuits can help contour the figure in a myriad of ways.

And, finally, it's *Your Turn*. Read comments on p. 56 from successful retailers who share the styles and colors that are on their "best-seller's lists" this season.

As always, thank you for being a loyal reader. Please feel free to contact me with questions or opinions. I would love to hear from you. Wishing you a great swim and resort season!

Suzanne Bernhardt
Managing Editor
Suzanne@theswimjournal.com

THE SWIM JOURNAL

The Swim Journal
60 E. Rio Salado Parkway, Suite 900
Tempe, AZ 85281
PHONE: 480.366.6025 / FAX: 480.366.5801
EMAIL: info@theswimjournal.com
INTERNET: theswimjournal.com

publisher
KLAAS DE WAAL
klaas@theswimjournal.com

associate publisher
ANTOINETTE DE WAAL
antoinette@theswimjournal.com

managing editor / advertising sales manager
SUZANNE BERNHARDT
Suzanne@theswimjournal.com

contributing editor
REBECCA KLEINMAN
rebecca@theswimjournal.com

administration manager
BARBARA M. RAGSDALE
barbara@theswimjournal.com

circulation, subscription administrator
CHERRI JONTE
cherri@theswimjournal.com

art and production director
RANDI KARABIN
randi@theswimjournal.com

website
DOMENICA CESARE
domenica@theswimjournal.com

PUBLISHED BY
INTERNATIONAL MEDIA GROUP, INC.
Headquarters:
6000 Fairview Road, Suite 1200
Charlotte, NC 28210 USA
Phone: +1.704.552.3708

Klaas De Waal, Chief Executive Officer
Antoinette De Waal, Vice-President

THE SWIM JOURNAL MAGAZINE
is published 3 times per year
© Copyright, International Media Group, Inc. 2015. All rights reserved.

SUBSCRIPTIONS:
USA Subscription price: $65.00.
Other countries: $125.00
(Includes Air Mail Postage)
20% Agency discounts available.
Single print or E-copy: $8.00.

Publisher cannot be held liable for non-delivery due to circumstances beyond its control. No refunds. The publisher is not responsible for the return of unsolicited material. All editorial samples, slides, artwork, etc., which are to be returned, must be accompanied with a self-addressed stamped envelope when submitted. International Media Group, Inc. is not responsible for any material that has been sent to its office after one year. No part of this publication may be reproduced without the written consent of the publisher.

POSTMASTER: send all address changes to
International Media Group, Inc. /
The Swim Journal
60 E. Rio Salado Parkway, Suite 900
Tempe, AZ 85281 USA

CAITLIN KELLY

DESIGNER SWIMWEAR

MADE IN NYC

SALES INFO-212-947-SWIM

WWW.CAITLIN-KELLY.COM

A WAVE OF NEWS AND INFORMATION

trade shows ▪ launches ▪ people ▪ celebrations

Interfilière Shanghai and Shanghai Mode Lingerie Celebrate 10th Anniversary

Interfilière Shanghai and Shanghai Mode Lingerie's 10th anniversary show proved to be another successful event, with more than 7,300 visitors from 53 countries in attendance. Eurovet, the event's organizer, fêted the landmark occasion with a 10th anniversary ceremony on Oct. 20 at the Shanghai Exhibition Center. Certificates of honor were presented to 21 partners and exhibitors as part of the festivities, and Marie-Laure Bellon, CEO of Eurovet, honored Mr. Sun, the CEO of Shanghai Exhibition Center, for his hard work and commitment over the past decade. Indeed, Eurovet and the Shanghai Exhibition Center have been integral in growing the intimates and beachwear markets in Shanghai and mainland China. For the first time, Interfilière Shanghai presented the Interfeel' Awards during the event. Top honors were awarded to Chief You Corporation, Noyon, Hokuriku S.T.R Group, Nanjing Reyping Textile and Tex Tile Enterprise Co. Other highlights of the two-day event included a new beach forum, "Intimate Extravaganza" showcases and the "Lycra Moves Lingerie Treasures" exhibition. Eurovet also presented its in-depth Asia study held in collaboration with Ubifrance and The French Lingerie and Knitwear Federation. For more information, visit interfiliere.com.

Sunsets Launches Line for Plus Sizes

Flattering and comfortable, Curve by Sunsets is a stylish new line for the plus-size swimwear market. The high-quality collection embraces a woman's curves and is designed for the everyday woman, with impeccable fit and support in mind. Curve by Sunsets, which is owned by Sunsets Inc., made its debut at the SwimShow in Miami and has already been picked up by specialty boutiques across the United States. Designer Chelsea Leigh was inspired to create the collection after noticing a need in the market. A survey helped Leigh receive valuable input from plus-size women. "I really took what they said and that's what [inspired] me to design this line that's bright and fun and includes a variety of colors and prints," she explains. "I think that's what's going to make us stand out this year. It's something fun and different." Made in beautiful ocean-inspired prints and bright colorful solids, Curve provides a variety of mix-and-match options. The line is available in sizes 18 to 24, with cup sizes ranging from DD to E/F. Stylish pieces include a sporty tankini, a glamorous shirred bandeau top, a skirted bottom and a Grecian-inspired one-piece. All items are made with power mesh hidden in the garments to provide support as well as comfort. For more information, visit curvebysunsets.com.

SURF EXPO

JANUARY 8-10 2015

ORANGE COUNTY CONVENTION CENTER, WEST HALL

ORLANDO, FLORIDA

Not just a swim show.
Accomplish **more** at Surf Expo.

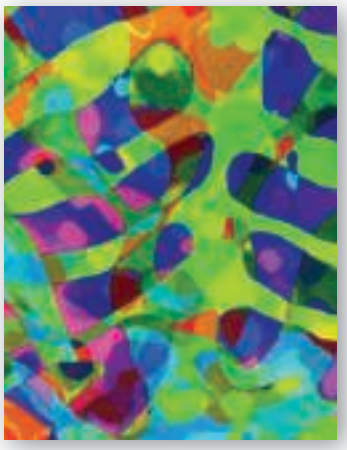
COASTAL GIFT · SKATE · SUP · LIFESTYLE · SWIM · RESORT · SURF · SOUVENIR · BOUTIQUE · FOOTWEAR · TECH · PERFORMANCE

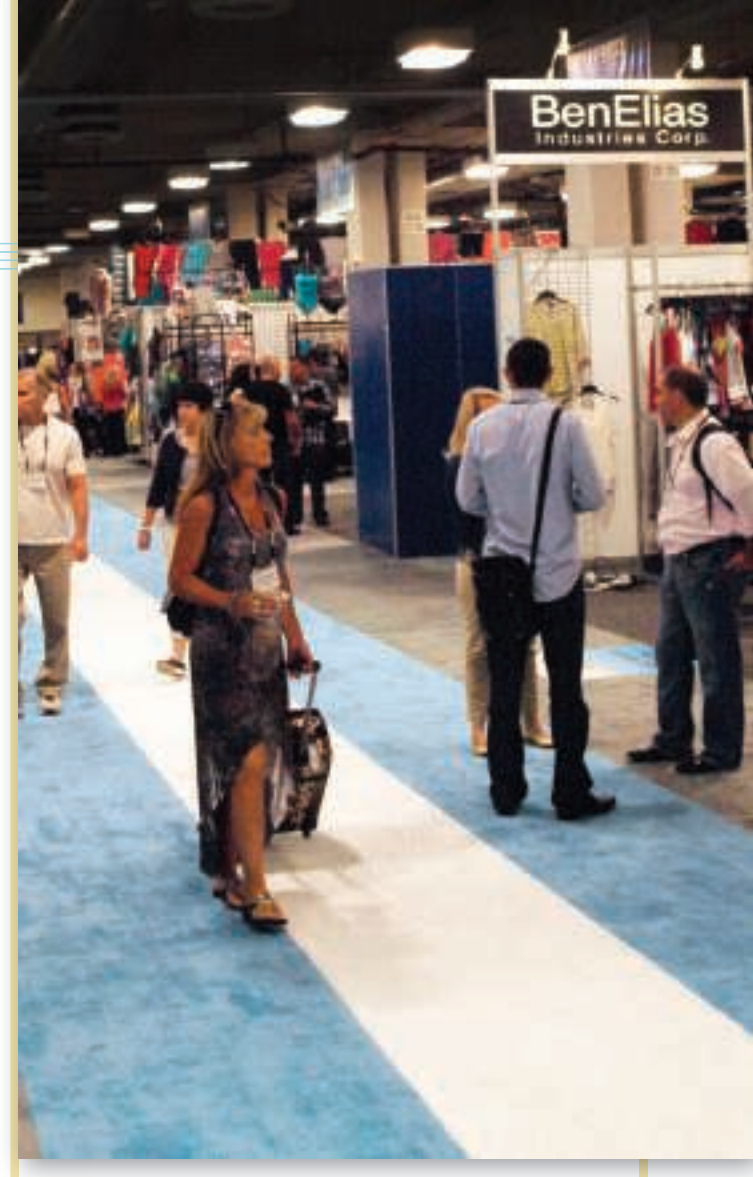
REGISTER NOW SURFEXPO.COM

A TRADE ONLY EVENT

Nature Inspires Sensitive Fabrics' Summer 2016 Collection

Nature's vivid colors are the inspiration for Sensitive Fabrics' upcoming Summer 2016 collection. The collection's new palettes, with inspirations ranging from the early-morning sun to the glittering surface of the ocean to the vibrant energy of bright fruit and flowers, are accentuated by vivid patterns reproduced with three-dimensional effects. The versatility of Sensitive Fabrics, which are made for swimwear, beachwear and technical performance garments, combined with advanced printing techniques create their unique and fashionable look. Sensitive Fabrics utilizes cutting-edge print techniques, such as the innovative Eco-Print, which reproduces contrasting or tone-on-tone effects, and the 3DPrint, which creates optical-effect textures. For 2016, look for six themes in the collection: "Primitive Energy," "Flower Power," "Mash-Up," "Bioluminescent," "Pulsing" and "Spontaneous." For more information, visit sensitivefabrics.it.





More Exhibitors Sell Swimwear at the OFFPRICE Show

The OFFPRICE Show—which connects apparel retail buyers with vendors of clothing, accessories and footwear priced 20 to 70 percent below wholesale prices—is adding more swimwear and beachwear exhibitors. At the show's August event, there were 55 exhibitors who listed swimwear as part of their product selection. The upcoming edition of the OFFPRICE Show, which will take place Feb. 15-18 at the Sands Expo in Las Vegas, is generally considered the best timing for swimwear. However, as more retailers add swimwear to their racks, exhibitors have noticed the importance of selling swimwear and beachwear at OFFPRICE year-round, with inventory at the show including sunglasses, beach bags, cover-ups, flip-flops and hats. For more information, visit offpriceshow.com.

LYCRA® fiber never stops moving and now we are moving more people than ever. That's because INVISTA is investing in an exciting new LYCRA® brand strategy. And with more people looking out for the LYCRA® brand in swimwear, it's sure to move your business.

Learn more at lycramoves.com.

For more information, contact Elana Page
212.512.9294 | Elana.Page@INVISTA.com

LYCRA MOVES YOU

TRAVEL IN STYLE
with
PASCALE
LA MAISON DE PASCALE
January 8-10, 2015
BOOTH # 2740
SURF EXPO
www.maisonpascale.com

INVISTA® Launches New LYCRA Brand Campaign

INVISTA has launched a new consumer campaign for the LYCRA brand. The "LYCRA MOVES YOU" campaign reinforces the emotional link consumers have with LYCRA and its association with comfort and freedom of movement. INVISTA enlisted the SapientNitro agency to create the campaign, which includes dynamic images shot by renowned photographer Rankin, as well as TV and online commercials by award-winning film director Philippe André. "We are excited to cause a LYCRA brand movement at both trade and consumer levels globally," says Denise Sakuma, LYCRA brand global director. "We are making the LYCRA brand and fiber to be visible to consumers physically, emotionally and creatively." In addition to the print and commercial campaigns, consumer communications will also include new hang-tags, a digital and social platform, and point-of-sale merchandising initiatives. For more information, visit connect.lycra.com, LYCRA's new business-to-business website for trade partners.

MAGIC
THE BUSINESS OF FASHION

THE TENTS
Luxury and designer brands
Elevation.

PROJECT
Contemporary fashion for men
Influence.

ENKVEGAS
Contemporary fashion for women
Destination.

MEN'S
Branded apparel for men and young men
Culture.

POOLTRADESHOW
Boutique-ready fashion and accessories
Art.

Spark.

WWDMAGIC
Women's and junior's fashion

PLATFORM
The global showcase for branded footwear
Statement.

WSA@MAGIC
Fast Fashion Footwear
Energy.

playground
Contemporary fashion for children
Adventure.

SOURCING at MAGIC
Fashion's global supply chain
Network.

Find it here.

REGISTER NOW

visit attendmagic.com

FEBRUARY 17–19, 2015

SOURCING at MAGIC opens February 16

LAS VEGAS & MANDALAY BAY CONVENTION CENTERS

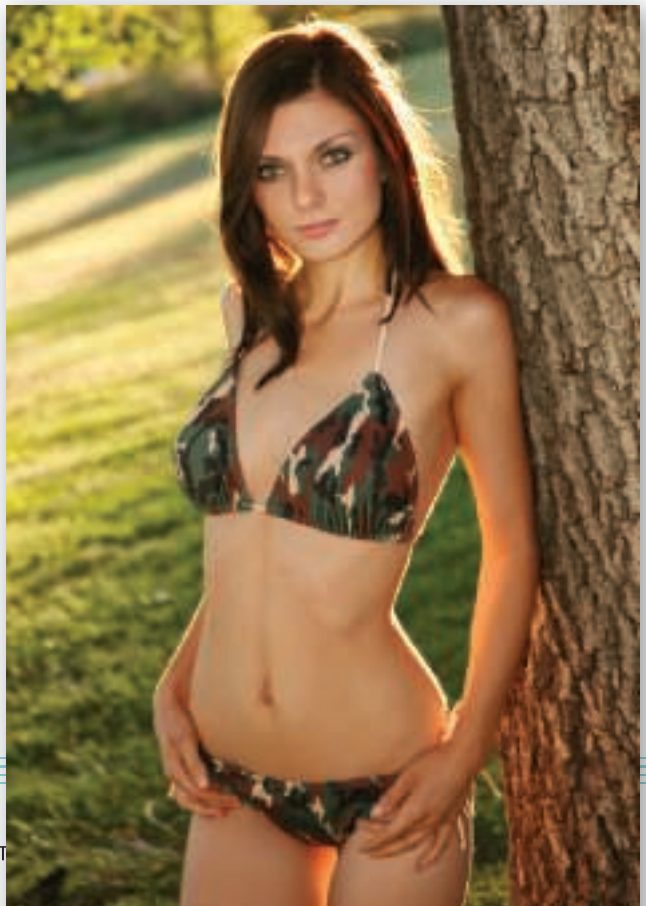
making waves

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

Redneck Bikini

What do Moonshine, Shotgun, Hillbilly, Rebel Rider, Cowgirl, Blue Jeans, Hog and Tattoo have in common? They are all novelty prints in the new Redneck Bikini line by designer and entrepreneur Heidi Red, creator of Heidi Red Florida and Lingerini. Celebrating deep Southern culture and meant for redneck-crazed chicks everywhere, these sexy string bikinis are available in sizes XS through XL. You might be a redneck if…you can't decide which of these creative prints to buy!

Each bikini is imaginatively packaged in a Mason jar, which may be recycled to use as a drinking mug for some sweet tea or a favorite brew. Easy to display, easy to sell and easy to wear, Redneck Bikini's are just what every good-ol'-gal wears to the beach. T-shirts, skirts and dresses are also available in the same conversational prints for that gussied-up look. ■ redneckbikini.com



La Maison De Pascale

Chic, contemporary, high-quality and carefully constructed with precise attention to design elements and detail, La Maison De Pascale Swimwear is designed to impress both the wearer and the onlooker. Designer Marina Pascale of Canada created the line using the finest fabrics and structural components, utilizing a more expensive method of production, because she believes that each suit is a masterpiece, and masterpieces are built to last.

"When you have something you like, you want it to last," she says. "It's not the cheapest way to produce swimwear, but that is how we do it."

This global brand with its instinctive style is inspired by a travel-savvy, luxurious and fashionable lifestyle. One- and two-piece silhouettes are presented in bright tropical colors and sexy, sleek black or white. Jewelry is offered as a fashionable accoutrement.

"We have lost class, quality and elegance in our swimwear look of today…. I want to bring it back," says Pascale. "Women want to be distinct, to have an element that shows they are different from others. I am always asking myself, how can I create something more beautiful, different and exciting?" Proceeds from La Maison De Pascale help support a cure for autism and cancer. ■ maisonpascale.com

FALL
WINTER
2015
COLLECTIONS

CURVEXPO
MODE LINGERIE & SWIM

CURVENV Las Vegas | Venetian Hotel | February 16|17 2015
CURVENY New York | Javits Center | February 22|23|24 2015

www.curvexpo.com

eurovet

Mersur

Developed by renowned fashion stylist and television personality Sarah Shirley, Mersur debuted at SwimShow 2014 as a line of contemporary cover-ups and resort-style dresses designed to accentuate a swimwear wardrobe.

Relying on her experience as a trusted fashion advisor to such celebrities as Juliette Binoche, John Leguizamo, Jamie-Lynn Sigler, Carson Daly and Rocco DiSpirito—and influenced by a chance meeting with a shaman who told her about "the goddess of the sea"—Shirley created Mersur (meaning half mermaid and half surfer). Feminine relaxed styles are portrayed in bright bold prints mixed with subtle solids in luxurious cottons, silks and linens.

Owned and produced in the USA by women for women, Mersur was inspired by Shirley's extensive travels and surf sabbaticals to Australia and Central America. The line is meant to epitomize the resort-chic lifestyle of Southern California, St. Tropez, Rio De Janeiro and other famous jet-set hotspots. A percentage of sales goes to stoked.org, which assists under-served youth through action-sports culture. ■ mersur.com (website coming soon)

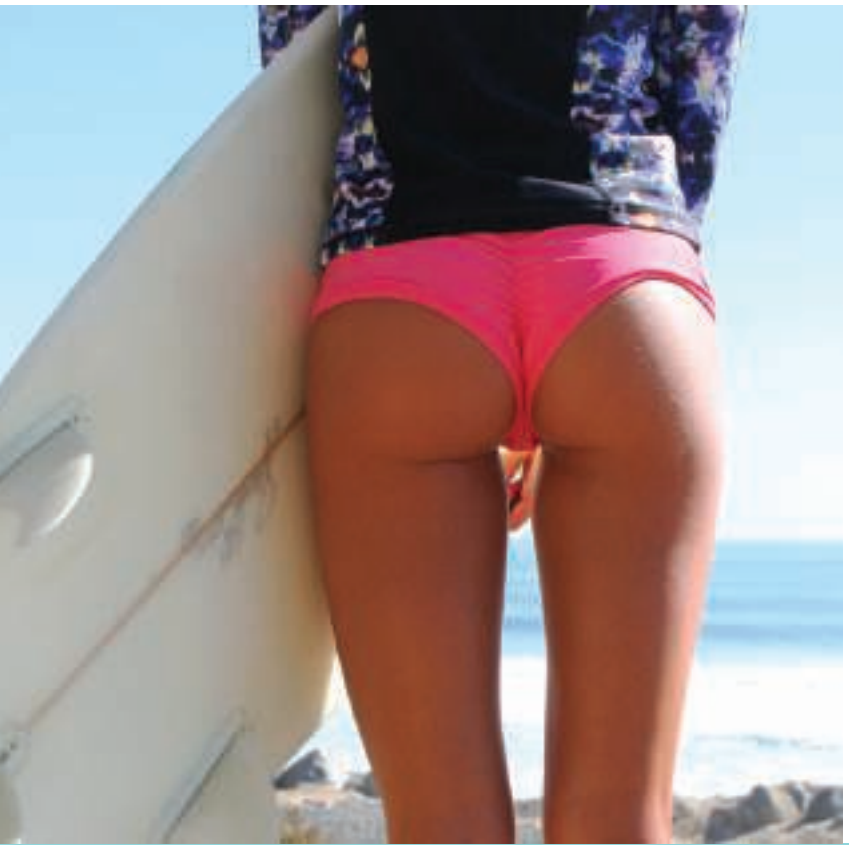
solar.

YOUR STYLISH SEXY GIFTS...!

NO Tan Line

ⓁXtraLife Lycra
ⓒTan Thru®
ⓡXtraLife Lycra

info@solar-swim.com | www.solar-swim.com | 1-866-937-2336 |
© 2014 Silver Summit Corporation / Solar-Swim U.S.A. All Rights Reserved SWJ012015



LoveSurf

Sunny Southern California is the birthplace of the LoveSurf brand—a lifestyle swimwear and activewear company offering "Swim-to-Gym" apparel for swimming, surfing, yoga and other outdoor recreation and activities.

The products are tested by real athletes, including pro-surfers, beach-volleyball pros, and yoga and fitness enthusiasts from around the world, ensuring the ultimate fit and comfort for all outdoor sports challenges. Fashion-forward and savvy styles are constructed using recycled, sustainable fabrics meant to withstand sun and surf while maintaining their shape and durability.

The collection 2015 includes a new go-anywhere fitness short which works perfectly as a pull-on cover-up for the LoveSurf bikinis. Surf capris and surf tights feature printed panels that match the swimwear prints. The surf jacket of super-stretch neoprene offers supreme comfort and a layer of protection in the water.

lovesurf.com

It STRETCHES

La Lame, Exclusive Suppliers of Stretch Fabrics
presents
An Innocative New Collection of Knitted and Woven Fabrics and Trims Made in Europe, USA and Asia

STRETCH AND RIGID ALLOVER AND NARROW LACES, PVC LEATHER, SPACERS
POWER MESH, MICROFIBER KNITS, METALLIC TULLE AND LACES, FOIL
GLITTER, FLOCK, EMBOSSING, BURNOUT PRINTS ON: MESH, TRICOT AND VELVETS
NOVELTY ELASTIC TRIM: METALLIC, SHEER RUFFLES, LACE, PRINTS AND RHINESTONES

Please Contact Glen Schneer, Vice President
GlenSchneer@lalame.com
www.lalame.com

La Lame, Inc.

LYCRA

132 W. 36th St., 11th Fl. New York, NY 10018
Tel: 212.921.9770 • Fax: 212.302.4359

Emsig
Manufacturing Corporation
www.emsig.com

Introduces Our New & Exciting
Swimwear Collection

Novelty Closures & Accessories
Salt Water, Sun & Sand Resistant
Swimming Pool Chemical Resistant
Custom Logo & Designs Available
Largest Color and Style Assortment
Prices and Minimums are Flexible

Contact Us for Upcoming Shows and to Preview our Extensive Collection

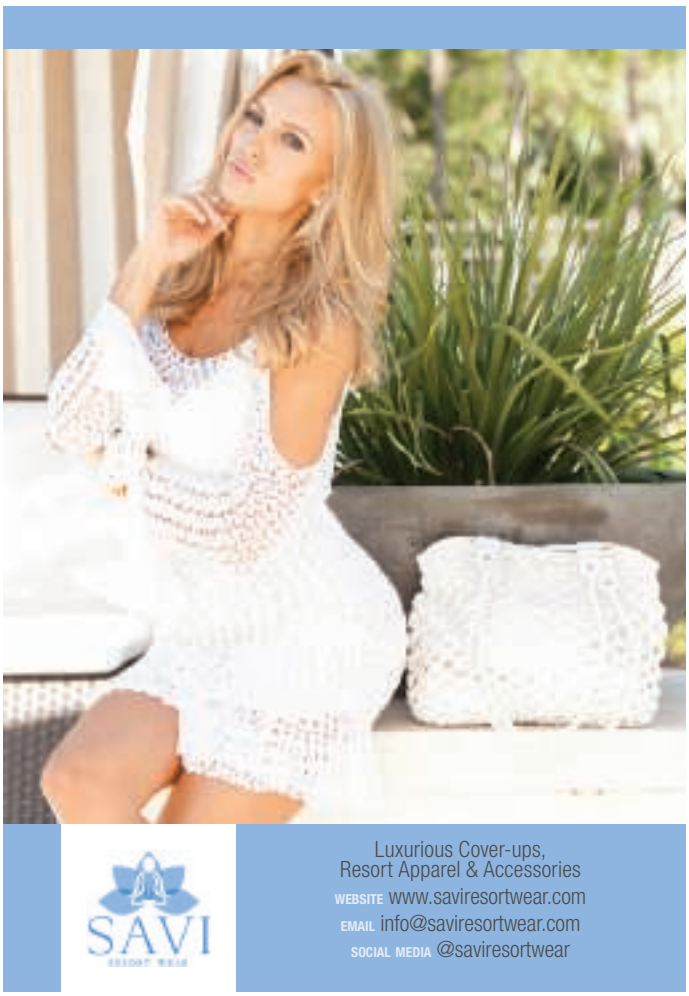
263 West 38th Street, 5th FL, NYC NY 10018
t. 212 563 5460 f. 212 971 0413 sales@emsig.com

BUTTON STYLISTS THROUGHOUT THE WORLD

Cork-Fashion

Disproving the adage that money doesn't grow on trees, cork—the natural bark of cork-oak trees—is enjoying a rebirth in popularity. Used extensively in the wine industry and in kitchen and home accessories for centuries, this versatile material is now being used for flooring and other building products. It's easy to see why. Not only is cork lightweight, impermeable, buoyant and durable, it's eco-friendly as well; cork-oak bark may be harvested once every decade without harming the tree.

Now the Silvestres, a pair of enterprising brothers from Portugal—which is home to more than 720,000 acres of cork-oak forestry—are bringing a line of exclusive cork accessories to the fashion industry. The custom-designed line of natural-cork accessories—all expertly crafted by hand in Portugal—includes handbags, wallets, footwear, hats, umbrellas, belts, jewelry, home accessories, and even golf bags and club heads. "The fusion of natural cork with other materials creates a synergy of sensations that bestows an exquisite and desirable quality on our creations, all with the ecological concept in mind," says Willton Silvestre. ■ cork-fashions.net



GRASS FLIP FLOPS

For the fun-spirited and not-so-serious at heart, entrepreneur Vickie Canepa created Grass Flip Flops as a special treat for the feet. Surprisingly soft artificial grass tickles the feet with every step, as it's bonded to a pair of classic flip-flops. "As you walk on the grass, it conforms to your foot to provide a custom fit that feels amazing on your feet!" explains Canepa.

Composed of high-quality synthetic grass with an uncanny natural feel, the attention-grabbing flip-flops are available in two color choices, both with two-tone straps—black/green or pink/white. They are available in both children and adult sizes.

Specially designed header cards may be customized for your business. Grass Flip Flops are perfect for souvenir shops, catalog companies, resorts, gift stores and for anyone who just wants to have happy feet and a smile on their face. Plus, they're easy maintenance—no weeding or mowing required! ■ grassflipflops.com

MEN GET CHIC FOR THE BEACH

A shift in men's beachwear, from beach boy to manly haute couture

BY N. JAYNE SEWARD

Le Club

From the beach to the boardroom or from the cabana to cocktails, men today are dressed for the occasion—no matter what the occasion is. This summer, it's all about relaxed sophistication with minimal effort. Men want swimwear that's not only functional but suits their lifestyle. From tailored swimwear to complementary shirts, sport coats, linen pants, bucket hats and espadrilles, the look of the season is not only modern but elegantly chic. No matter the activity, men want to look sharp and sophisticated, both in and out of the water.

"Men are more and more aware and style-conscious of what to wear at the beach," says Moises Hirshbein, co-founder of **LE CLUB ORIGINAL**. "Spending a day in the sun, going to the pool, or wearing a nice swim trunk on the cruise, you can be sure men now will take the time and the effort to select the best prints and the best combinations, to look great under the sun."

Taking inspiration from classic 1950s style, men can look cool and casual yet dressed for the part. For many brands, Miami serves as inspiration for this season—think Danny Huston's character Ben Diamond in the Starz TV show "Magic City." "We really wanted to

Original Penguin

Komocean

Just Bones Boardwear

encapsulate that effortlessly chic moment when men really put themselves together," says **ORIGINAL PENGUIN**'s director of design, Adam Weir. "We imagined a guy hanging poolside, sipping on cocktails, watching the world go by." Weir and Erica Feldenkreis, brand product manager, say that the newest trend to emerge this season is the "Cabana Boy" look—matching shirt to swim trunk as a complete outfit. "This is a true nod to the cabana boy styles of the '50s," Weir explains.

KOMOCEAN swimwear's design inspiration is based on the "bringing the suit back to the bathing suit" concept, and co-founders Amit Rakhit and Brad Senatore agree there's been a shift to understated luxury. For 2015, the brand has added shirts, including the classically inspired guayabera style to complete the "suit" look. "These shirts complement our existing swimwear, which is versatile enough to take men from cocktails to cabana, and help them look smart, stylish and sophisticated while doing it," explains Senatore.

Solar

Sauvage

Parke & Ronen

Miami's pastel hues and fun photo prints inspired the **SAUVAGE MEN'S SWIMWEAR** by Elizabeth Southwood collection. The designer says men's beachwear essentials this season include casual, above-the-knee linen shorts and full-length pants, which transition easily from the pool to the beach. Some of the hottest new men's swimwear trends are slim, fitted looks in bright, fun colors, as well as square cuts, which are both stylish and practical.

PARKE & RONEN's Spring collection draws inspiration from the sophistication of the character Dickie Greenleaf, played by Jude Law in the film "The Talented Mr. Ripley." Set in the 1950s with an Italian coastal setting, the film inspired the collection's assortment of nautical stripes, heritage prints and country club plaids. "We play with the fantasy of this entitled and privileged playboy who loses himself in a life of self-serving pleasure-seeking—and then goes a little bit bad in the process," says designer Parke Lutter, who creates the collection with Ronen Jehezkel. Patterned swim trunks are the statement swimsuit of the season, says Lutter.

Many brands are finding that fitted swim shorts are becoming more prominent. "An increasingly popular silhouette is the tailored swim short," says Michelle L'Huillier, **TOM & TEDDY**'s managing director. "Long, baggy, ill-fitting shorts are looking seriously dated and are being replaced by shorter, more tailored and universally flattering alternatives."

BARRACA CHIC, **LA ISLA**, **LE CLUB** and **SCALISE ST. TROPEZ** agree that surfer-style trunks are out and shorties are in—and becoming more

UV Skinz

popular in the U.S. market. Bojan and Benno, **BARRACA CHIC**'s designers, report that U.S. men are orienting themselves toward the European and South American beach style, getting away from the innocent "beach boy" look and trying to appear more manly and elegant. The style of swimwear is now paramount for men, surpassing its functionality, Bojan and Benno agree—and, they say, that's a big move since last year. ■

Ramatuelle

ELASTOMER inc.
elastomerinc.net

Stella gets her strength from her impeccable designs.
And a lot of Elastic.

DuraStretch
Tailormade Elastic Solutions for Swimwear / Apparel industry.

Designers like Stella trust **DuraStretch** Elastic Rubber Tapes for all their apparel applications. Whether it is swimwear, underwear, sportswear or lingerie, **DuraStretch is the #1 choice in the apparel industry** for its consistency and desired stretch qualities. Its unmatched comfort, excellent launderability and resistance to saline water are just some of the features that empower industry professionals to live up to the high expectations of their customers.

AMERICAS | Elastomer Inc.
mauricio@elastomerinc.net
Tel.:+1 305-436-8916

REST OF THE WORLD | Garware Bestretch Limited
sales@garwarebeil.com
Tel.: +91 20 3054 8333

FLEXIBILITY AT IT'S BEST

SLIMMING, SHAPING AND SCULPTING

BY REBECCA KLEINMAN

Season 2015 debuts figure-control swimwear that's more varied and elegant than ever

Magicsuit

Miraclesuit

Today's shape-enhancing swimwear isn't your grandmother's girdle. Improved construction and components coupled with high-tech fabrics allow swimwear styles to contour, slim, lift and even enhance. What was once a niche has blossomed into a major category with styles that are as fashionable as they are functional, appealing to women of all ages.

"Figure solution-oriented swimwear has always been an important part of the business. What's new is that garments have become more clever and more fashionable, and bra-sized swim has exploded," says Sabra Krock,

Spanx

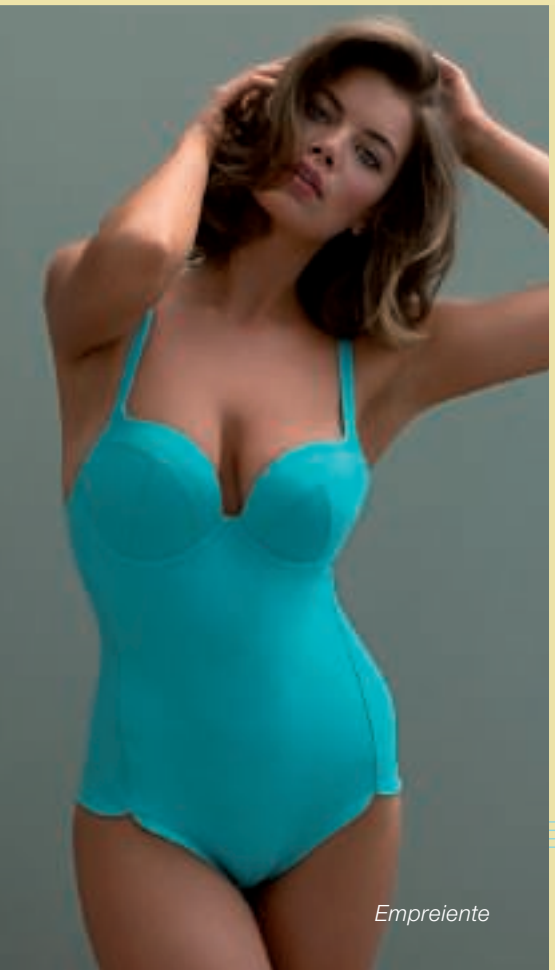
creative director for Everything But Water, a specialty chain based in Orlando, Fla., who counts **MIRACLESUIT** and **MAGICSUIT** among the store's strongest performers.

Paula Morse, president of **MAGICSUIT** in New York, describes the contemporary collection as geared toward the **MIRACLESUIT** customer's 35-year-old daughter who's had a baby. Its one-pieces and tankinis with comfortable, all-over body control versus panels, as well as elegant, versatile tops with drapey necks and tiered flounces further sets it apart. Beginning with Resort 2015, a wider range of body types are accommodated by increasing sizing to 6-18. Cups, mostly with underwires, focus on B to D.

With its shapewear mission, **SPANX'S** recent expansion into swimwear was only natural. "From athletic-inspired rash guards and

Magicsuit

Unique Vintage



Empreiente

tankinis to chic one-pieces and swim dresses, this season our swim line offers women a range of fun, fashion-forward slimming suits perfect for the beach and beyond," says founder Sara Blakely, who developed **SWIM-X**, an exclusive, comfortable fabric with UPF 50+, patent-pending Bond-Voyage technology, and LYCRA Beauty and LYCRA XTRA LIFE certification.

IT FIGURES!, which is in the portfolio of Breaking Waves International, a multi-brand manufacturer in Costa Mesa, Calif., offers its trademark Tummy Thinner technology in high modulus, tricot fabric for smoother results. Some suits incorporate bust-building push-up bras and removable pads, while swim bottoms from skirts to shorts have slender-thigh technology. The H-back tankini, which supports up to a DD cup with underwires that eliminate side bust bulge, has sporty swim shorts that draw the eye upward for a slimming effect.

A pioneer in the market's "body type" concept, according to design director Laura Barrett, **IT FIGURES!** creates hangtags to describe each swimsuit's enhancing attributes for missy sizes from 8 to 16 and plus sizes from 16W to 24W. "Every woman has her own particular needs, and unlike cosmetics, there is little to no help on the sales floor," she says of the frustrating process to find the right suit.

GOTTEX regards each customer's body type, too. The company motto for its **PROFILE** collection is "Every woman has her own Profile." With the firm's many brands, there's something for every need. **CONTOUR**, a

Profile Blush by Gottex

Empreiente

sub-collection of **GOTTEX**, camouflages through strategic diagonal draping and technical fabrics with high LYCRA content. Launched last spring, **PROFILE BLUSH** targets millennials in search of contemporary bikinis with proper support. Bra tops in a greater variety of sizes for "D Cup and Up" offer a combination of underwires, foam liners, removable cups and adjustable cross backs.

"**PROFILE BLUSH** gives her a choice of how much she wants to expose—bustier for a sexy, flaunt-it look or flutter tops that hide all the assets," says Linda Sassoon, president of **GOTTEX USA**, of the total of nine sizes covering 32D to 38F. "The percentage of D cup business continues to grow."

Suck in the tummy, tighten the thighs, boost the bust, shape the rear, even slim the arms—in this era, women with figure concerns have many options, and flaws can be corrected simply by slipping on a swimsuit. ■

Profile Blush by Gottex

Wrap it Up!

For Season 2015 nothing is hotter or more versatile than the cover-up, which has become a wardrobe essential. Not just for covering up anymore, these fashion must-haves are suitable for accessorizing a swimsuit or for a day shopping or a night on the town, proving that wherever her travels take her – from the beach to the Sahara – cover-ups will be coming along for the ride!

An artistic mosaic print in brilliant brights highlights this bandeau maillot and ethereal pareo by Gottex.

LEFT: A mock-animal print is the backdrop for this two piece and pareo by Charmline portrayed in the shades of a jungle oasis. **ABOVE:** Lisa Riedt may draw inspiration from Monroe with this retro high-waisted two-piece with bandeau tie-back bra. A poet blouse doubles as a demure cover-up.

Strands of multi-colored beads weave their way whimsically across a black canvas in this bustier bandeau two-piece and delicate pareo from Diva by Rachel Pappo.

LEFT: Sexy and flirtatious, a turquoise bandeau bikini with golden metallic detail is wrapped like a present with a mini fringed sarong — both by Chica Rica. **THIS PAGE:** From Trina Turk, this roomy pullover is printed with a beach scene in all the hues of a sun-drenched rainbow and accentuates a bandana-print tie-side orange triangle bikini.

ABOVE: Crochet is the fashion hit of the season and sexy is in! Savi Resortwear gives us both with this black crochet bikini accented with silver-toned starfish and ruffled hem overlay. Add the custom-made convertor and this outfit becomes a hot party dress! **RIGHT:** Beautifully appointed with glitzy beaded embroidery and beaded drawstring tassels, Zeugari Beachwear is elegant enough to wear with the most luxurious swimwear but it is also a perfect compliment for dressy pants or skirts. Just add heels and go!

LEFT: A. Che's V-neck chiffon kaftan with tie waist, shows just a hint of what lies beneath. Embroidery decorates the side panels. **ABOVE:** Rows of horizontal lace flowers adorn this V-neck pullover dress by Melissa Odabash. Easy to throw over a swimsuit or a short body dress for day to evening wear.

child's play

With so many choices for children offering style and functionality—in prints that many times are also available for mom and dad—who wants to grow up?

BY REBECCA KLEINMAN

CLOCKWISE FROM TOP LEFT: Konfidence; Sun Emporium; UV Skinz; Snapper Rock; Rashoodz

There's no question that children's swimwear is a growing category. With new styles including rash guards, resortwear, sun protection, and mom-and-me or dad-and-me silhouettes and prints, the category grew 11 percent from September 2013 to September 2014, according to the NPD Group (falling between women's 18 percent growth rate in the $4.7 billion U.S. swimwear industry and men's 9 percent growth rate).

"Swimwear that doubles as street wear is enticing more consumers to buy because of its dual purpose," says Marshal Cohen, chief industry analyst for NPD. This is especially true for kids, who like to wear swimwear as sportswear. Parents expect their children's swimwear to be more than just an item that can get wet. They expect

CLOCKWISE FROM ABOVE: Snapper Rock; UV Skinz; Konfidence; Azul Swimwear; Snapper Rock

it to dry quickly, and protect against the sun, spills and the harsh water of the surf.

UV SKINZ introduces several crossover items in its signature UPF 50+ fabric for 2015. Girls' swim skirts with built-in liners come with matching shirts and bandanas; the head-to-toe outfit goes from the pool to shopping with mom, according to founder and chief executive officer Rhonda Sparks. "Boys' polo shirts in our swim sunwear fabric that's treated to resist chlorine and salt water can go from the beach to the golf course with dad," she says. Other new street-ready styles are bucket hats with convertible back flaps for extra sun protection, and water jackets (in aqua with purple trim, and navy, black or hot-pink pinstripes for girls; and color-blocked lime and navy or royal blue and orange for boys).

SNAPPER ROCK is experiencing a strong year, according to Julie Rich, vice president of sales and operations for the U.S. “We’re focusing on how to enhance details and make every piece special,” she says, pointing to such upgrades as pompoms, embroidered patches and flecked drawstrings. Top sellers like rash guards and sunsuits in signature French stripes and solids like navy and white are now available year-round through a recently conceived classics collection. Entirely new silhouettes are a caftan with batwing sleeves; board shorts in a boxier, shorter length; and a swimwear set with a ruffled, triangle top, bottom with faux side ties, and rash guard with pull ties or zippers, in hydrangea, pineapple or geometric prints.

CLOCKWISE FROM ABOVE: Just Bones Boardwear; Squirtini Bikini; Platypus Australia; Limeapple; Just Bones Boardwear

Rash guards in nearly two dozen exclusive prints are sold as separates, too. Buyers also scooped up straw fedoras with striped bands for girls and boys. "Children's swimwear used to be mainly utilitarian, but now it's fashion-forward, elegant, protective and comfortable, all in one," says Rich.

Judy Stein, organizer of SwimShow & Lingerie Show, agrees that fashion plays a bigger role in the increased attention to children's swimwear across all retail platforms. Families want to dress stylishly as a unit. "We're seeing strong growth in women's stores, higher-end department stores and well-known designer brands coming out with mother/daughter or father/son matching swimwear lines," she says.

JUST BONES BOARDWEAR, known for its patented adjustable waist, added toddler sizes 2T/3T and 4T/5T, so fathers and sons of all ages can dress alike. Fashion wasn't the only impetus, as parents struggled to find comfortable, well-fitting board shorts for toddlers whose body shapes and toilet-training development vary greatly. "People like to buy matching suits. A customer will buy

suits in the same print for her husband, older son and toddler," says owner and designer Jennifer Weisman. "Retailers are so excited to have toddlers' sizes. We can't keep them in stock." Key trends are camouflage with a twist, such as combined with stripes for boys or florals for girls. The firm is now making its foray into boys' T-shirts sporting graphics in skull and surf themes. Girls' board shorts, which debuted last year, advance with coordinating, burnt-out tank tops in sizes 6-16. To give buyers more options, every print is available for board shorts in short and mid-thigh lengths.

SQUIRTINI BIKINI, which pioneered swimwear for tween girls, is diving deeper into this sector of the market. It has tweaked styles for comfort, such as replacing spaghetti ties with thicker straps, and moved from sets to reversible separates so tweens can develop a sense of individuality

through mixing and matching. "Tweens don't like coordinated outfits," says founder Farley Boyle, who also noticed they want to downplay the changes in their developing bodies. "Little design touches can go a long way, such as tops with a large ruffle across a bandeau's front or with an underlay of thin foam for coverage without enhancement." In addition to monokinis and a halter one-piece, her customers can pair halter, bandeau and triangle tops with a trio of bottoms—hipster, ruched and fabric side ties. Prints have whimsical beach themes, including popsicles, gulls and sunglasses. Known for blues and greens, Squirtini expands colors to canary yellow and hot pink. A new, off-the-shoulder gypsy tunic in a watercolor print is colored to throw on with any item in the collection.

PLATYPUS AUSTRALIA, which uses UPF 50+ fabrics, also understands that even small children desire a degree of autonomy. Its 115-style collection for 2015 addresses each age group for kids to personalize outfits. "Buyers come back for our exclusive, eye-catching prints," says director Karel Wheen of a season that explodes with everything under the sun—stripes, gingham, paisley, mosaic, watermelons, colorful camouflage and lace. "We also revamped classics like our Valentine print in red, white and black for older girls, or a popular red, white and blue combination in a new floral print with gingham touches." At the request of customers in Asia, the brand launched a long-sleeved sun jacket. New items for 2015 are boys' polo swim shirts, terrycloth cover-ups for boys and girls, and a mesh beach bag in aqua and white.

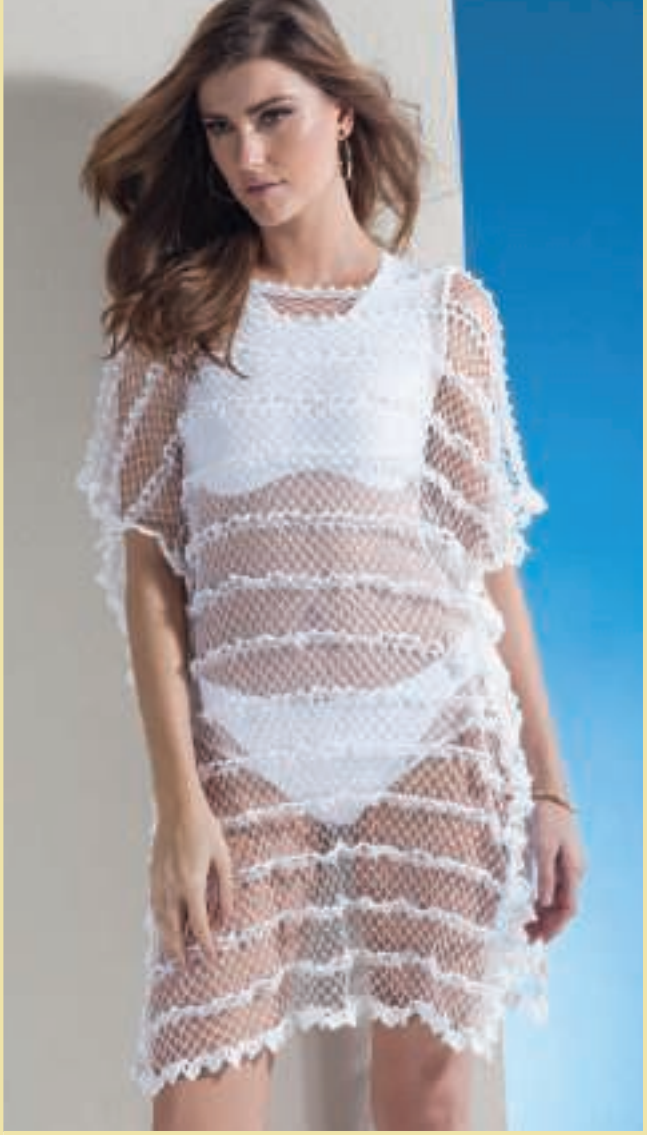
Another veteran Aussie brand, **SUN EMPORIUM** takes a retro approach through old-fashioned botanicals and embellishments like ballerina tutu-inspired tulle for girls. For 2015, boys have color-blocked prints in tribal themes, shirts with placement artwork and more tailored trunks in shorter lengths. The brand mimics many adult trends, such as boho caftans in pure cotton voile adorned with cotton lace, crochet panels and embroidery. "The sports influence is a clear trend, too,

TOP TO BOTTOM:
Sun Emporium;
Platypus Australia

that I believe has a few runs left," says director Sally Michael of elements like mesh panels and cropped tops in women's swimwear. "We incorporate it through shirts and jackets with zipper fronts, cropped boy shorts and a frill action-back tankini."

The movement toward the sublimation technique of transferring prints to swimwear fabric has positively affected the firm's quality not only in creating more interesting prints, but in applying them to soft, protective fabrics that can withstand sun, chlorine and salt water. Michael also sources high-tech fabrics that stretch and dry quickly for board shorts. "Most importantly," she says, "they are super comfortable, hence perfect for the fussy child."

accessories & coverups



CLOCKWISE FROM TOP LEFT: Stacked bracelet by Gemme Amour combines gemstones and beads into a unique combination of black, white and neutrals. Soft and delicate, this sheer crocheted tunic by Sinesia Karol is like icing on a cake. Leather sandal from Tāōs Footwear with Miocrobe Shield (antimicrobial technology) fits like a glove with its ergonomic design. Essential black dress from Eco Swim with bronze-toned grommet detail at neck and hem is side-sheered with adjustable tie to shorten or lengthen.

CLOCKWISE FROM LEFT: Wrap it, twist it, tie it in a myriad of ways! What ever the color, what ever the length — just Wrapit by Tish. Sharply contrasted in bold black and white, Sun 'N' Sand's chapeau is right for any occasion as is a positive-negative bag with beaded macrame trim and printed border also by Sun 'N' Sand.

accessories & coverups

CLOCKWISE FROM LEFT: Simbi's cotton romper is cool and comfortable and hand embroidered with the Simbi logo accessorized with necklace and bracelets by Simbi. Cotton slub tunic by Mud Pie features a crochet neckline and sleeve-hem detail. This versatile tunic may be worn over a swimsuit or with casual pants. Available in black/white, pink/orange and blue/green honeycomb print. Golden and embellished with multiple white beads — this elaborate dragonfly motif belt by Raina Belts will provide waist interest to resortwear or swimwear fashions.

CLOCKWISE FROM TOP: Three strands of multi-faceted black beads are intertwined with glitzy rhinestone baubles by Gemme Amour. Magid's straw hat with up-turned brim and bow detail may be casual or dressy. Lightweight and roomy, this handbag by Magid in black and light cream has a one-snap closure and covered handles. Soft and feminine by Amita Naithani, this crochet lace-block poncho is available in white or black.

CLOCKWISE FROM TOP LEFT: Why wear shoes? Nearly Naked jewelry really dresses up the feet in style! Azura presents a classic cotton white painter's pullover shirt with pocket detail and long roll sleeves for sun protection. Fedora also by Azura is 80% paper and 20% polyester. Gemme Amour stacks black gemstones to create golden dangle earrings. Pia Rossini has the accessories category covered from hats to bags to footwear portrayed in classic black and white.

There's only one show in Vegas that makes you a lot of money: **OFFPRICE**

20-70% BELOW Wholesale Prices

1,300 booths covering all apparel categories

#OP LV

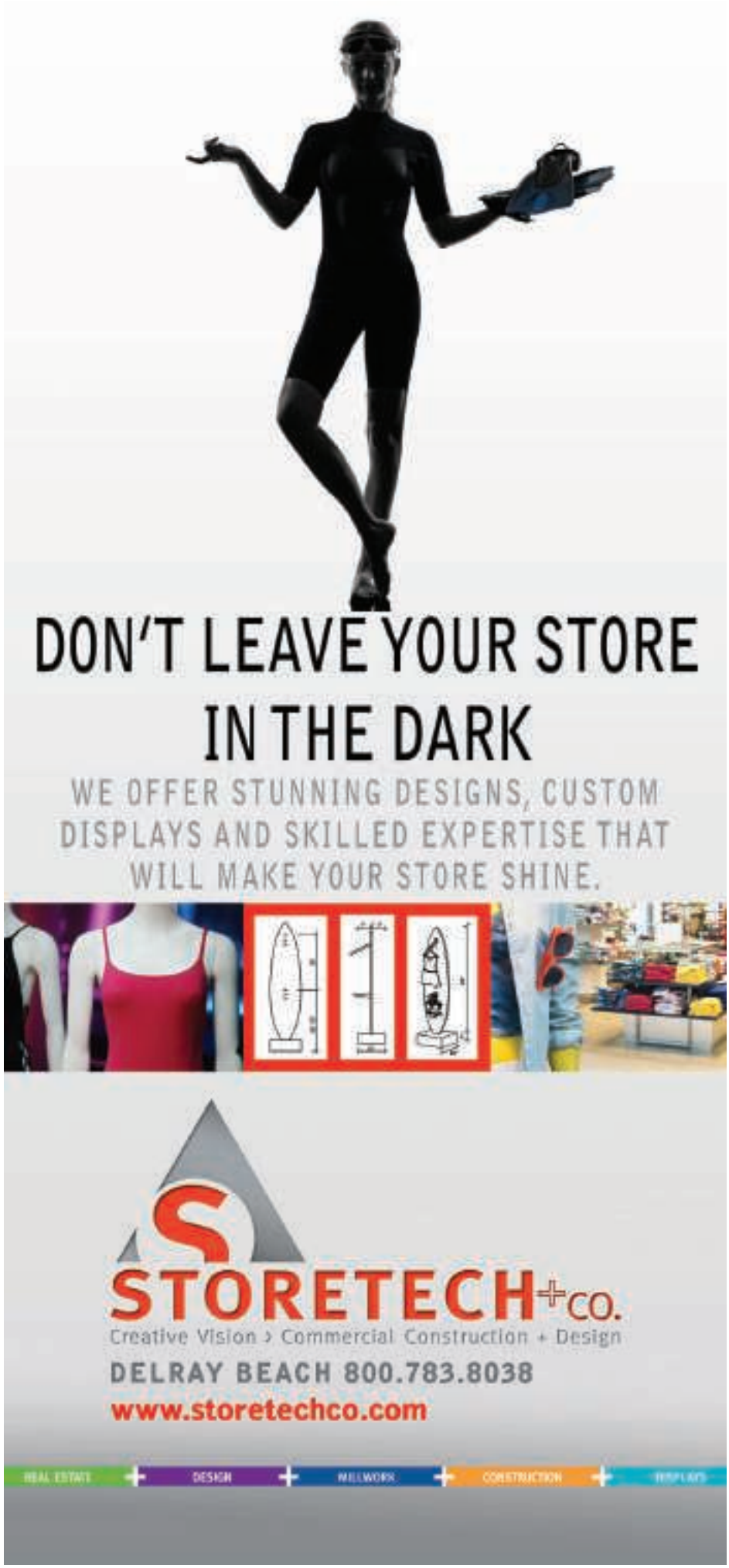
OFFPRICE

FEBRUARY 15-18, 2015 | LAS VEGAS FASHION WEEK

Sands Expo at Venetian/Palazzo | Las Vegas

www.offpriceshow.com | (262) 782-1600

CLOCKWISE FROM TOP LEFT: Striking black and white mini stripes encircle this sun hat by Dorfman Pacific like an orbit. Cotton burn-out pullover dress by Eco Swim with adjustable side ties may be worn in various lengths to suit the occasion. Nearly Naked presents a line of jewelry for swimwear — dress up any swimsuit style but don't stop there — this collection is very versatile. Cover-up skirt by Caitlin Kelly is more like ready-to-wear but made of Lycra by Invista with zip-back and side pocket detail. Eye-catching patchwork-print design in black and white with a splash of red highlights this zip-top bag by Sun 'N' Sand. Not just any flip flop, this ergonomically designed sandal by Olukai is built for hours of comfort. Looking pretty in black and white and covered in a whimsical bow print, a summer dress with double-tiered bodice by Lidea is accessorized with Lidea's oversized tote bag in solid black and white.


DON'T LEAVE YOUR STORE IN THE DARK
WE OFFER STUNNING DESIGNS, CUSTOM DISPLAYS AND SKILLED EXPERTISE THAT WILL MAKE YOUR STORE SHINE.
STORETECH+CO.
Creative Vision > Commercial Construction + Design
DELRAY BEACH 800.783.8038
www.storetechco.com
REAL ESTATE
DESIGN
MILLWORK
CONSTRUCTION

What Styles and Colors Are Selling Best for You This Season?

We asked, you answered.

KELLY BIETKA EDIGER

Buyer/Manager, Swim Quik
Leawood, Kansas

"We cater to the fashion customer as well as the sport/athletic customer looking for one-pieces they can work out in (while looking great), like Reebok, TYR, Speedo and Dolfin. Those vendors offer longer-lasting fabrics (like polyester, which holds up well in chlorine and doesn't fade as quickly) that also offer a flattering fit. We also do well with brands like NEXT by Athena, which are sporty, functional and fashionable. Cover-ups are also important.

In swimwear, tankinis, skirted bottoms and one-pieces have been strong sellers. Features such as tummy control or ruching are important. We also do a great business with bra-sized swimwear from Fantasie, Freya and Coco Reef, among others. Customers like cover-up styles that they can use as more than just a cover-up. They want something they can wear over a tank top and a pair of leggings, like many of Jordan Taylor's styles. Sun protection is increasing in importance. We sell lines like Cabana Life that offer UV protection in their swimwear and cover-ups. We're also seeing more swimwear lines starting to add matching rash guards, and we sell lots of men's trunks and boardshorts.

Shades of blue are popular, and black is always classic since it is slimming. There are also a lot of great black and white prints available this season, which are timeless, and pops of colors like red, shades of pink, coral and orange. Black and white for cover-ups are always bestsellers. Solid colors are typically stronger than prints, but textured fabrics look rich and are great sellers. We're also seeing sales of solid sarongs surge again after slowing for a year or two."

ALEX SRULOVIC

Owner/Buyer, Kokonuts
Delray Beach, Fla.

"Dresses and swimwear—particularly younger-looking trendy one-piece suits, as well as bandeau bikinis and bikinis with matching cover-ups—are our best-selling categories. Our best-selling colors are black and turquoise, although we have not noticed a demand for one particular color. With cover-ups we concentrate on matching pieces, as well as white or natural shades."

DANISE OTIS

Purchasing/Social Media, Sundance Beach
Goleta, Calif.

"Halter tops are always my best-selling category, and of those, the best sellers are wrap tops, high-neck crop tops and anything with a fascinating back detail. I don't foresee this trend changing for a while. Our customers really enjoy tops that allow them to be active without having to worry about a wardrobe malfunction!

Black is by far the top-selling swimsuit color. Gray, blue and coral are also extremely popular. When it comes to cover-ups, black and white are always my best sellers."

LANE BLACKWELL

Owner, MojoMan Swimwear & Clothing
Orlando, Fla.

"We specialize in only men's swimwear, underwear and clothing. Our number-one style is the men's square cut/mid cut [swimsuit] and a close second is the men's bikini. The knee-length board shorts did not sell well this year.

It is all about color, and neon is the top-seller in the color category. Multiple-color suits sell better than single-color suits."

MICKEY HEBY

Owner, Miami Blues
Pompano Beach, Fla.

"I sell more swimwear than cover-ups. However, cover-ups are getting stronger and stronger every year. Best sellers include short kaftans and sundresses. In swimwear, we sell a lot of two-pieces and push-up bras, including D and DD. Best-selling lines historically are Body Glove, Oakley, Roxy and Longitude. We are bringing in 24th & Ocean, Raisins and Leilani. We are seeing a big trend in swimwear companies from Brazil, Colombia and Peru.

Best-selling colors for swimwear are coral, white (in summer), lilac, lighter blues and floral prints. I do believe that going forward we will see pistachio, scarlet and royal becoming very strong."

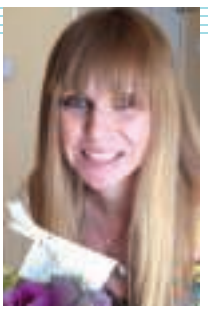
AMY CORONADO

Buyer/E-Commerce Manager,
Diane's Beachwear
Torrance, Calif.

"We are well known for being an industry leader in mix-and-match separates. The wide variety of lines we carry [in mix-and-match separates] really sets us apart from other retailers. We are also seeing an upswing in one-pieces. Top styles include strappy backs paired with cheeky bottoms. For customers looking for fuller coverage with style and edge, our strappy cut-out one-pieces have been selling out!

Our best swim colors include an array of solid colors, vibrant prints and color-block combinations. Being a year-round resortwear company, we always love a good white cover-up.

LILLY CHAPPAN



Owner/Buyer, California Beach
Brooklyn, N.Y.

"Brands that are selling include Becca, Norma Kamali and Diva by Rachel Pappo. Big selling items are anything in cover-ups—anything that can be worn at the beach and as day wear. Diva has a corset push-up that is selling well, and we are noticing a trend in bra tops. Any suit where the back is the accessory [is selling well].

Best-selling colors are jewel tones. White and ecru also sell, as well as blues, sophisticated reds and yellow. Orange is trending. As far as cover-ups, animal and floral prints, jewel tones and fringe [are popular]. Other trends for cover-ups include motorcycle jackets and crop tops.

THE SWIM JOURNAL

BUYERS GUIDE 2015

Visit swimjournal.com to view The Swim Journal Buyers Guide 2015.

This guide includes national and international manufacturers of the following categories:

Swimwear

Activewear

Cover-ups

Beachwear

Resortwear

Surfwear

Sun-Protective Wear

Accessories for Men, Women and Children

Suncare Products

Beach Paraphernalia

Display Fixtures

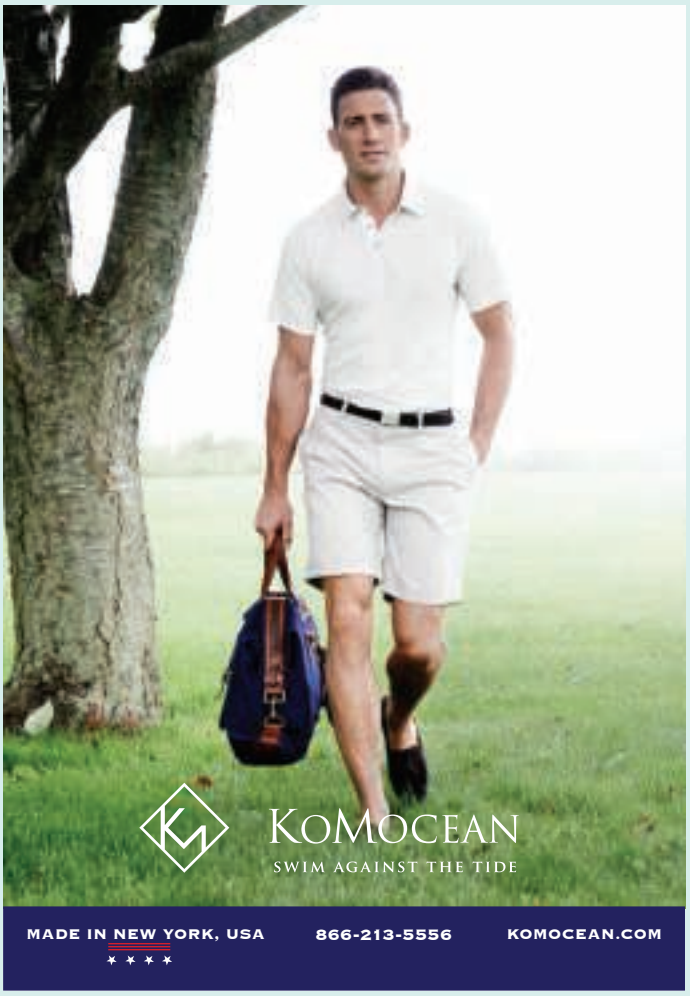
For manufacturers interested in knowing how their company may be listed in the Who's Who Directory (The Swim Journal Buyers Guide), contact Suzanne Bernhardt at 678-880-9282, or email suzanne@theswimjournal.com.

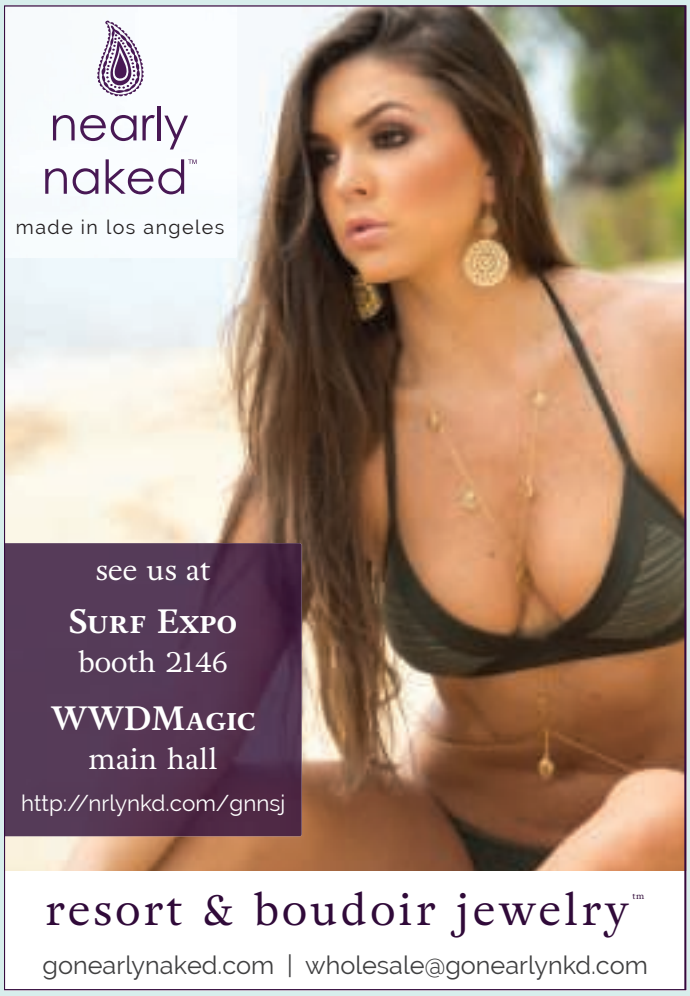
ChicaRica
800.325.2442
www.chicarica.com
Surf Expo
Booth 2219
PROUDLY MADE IN THE USA

INTRODUCING
AMITA NAITHANI
A contemporary collection of embellished
and hand dyed cover-ups and resortwear.
Please contact Elizabeth Tineo for an appointment
at 212-221-8111 or elizabeth@amitanaithani.com
AMITA NAITHANI
260 W 39TH ST, STE 200 NEW YORK, NY 10018
AmitaNaithani.com

Lori Coulter
swimwear • activewear • image apparel
2015 COLLECTIONS
Line lists available upon request
Contact a sales representative
314.727.9879 | sales@loricoulter.com | loricoulter.com

HANDMADE in HAITI
bracelets, hairties
and headbands
SIMBI
SIMBI
www.simbihaiti.com


KOMOCEAN
SWIM AGAINST THE TIDE
MADE IN NEW YORK, USA
866-213-5556
KOMOCEAN.COM


nearly naked™
made in los angeles
see us at
SURF EXPO
booth 2146
WWDMAGIC
main hall
http://nrlynkd.com/gnnsj
resort & boudoir jewelry™
gonearlynaked.com | wholesale@gonearlynkd.com

witz
GET READY FOR SUMMER
800 499-1568
Name Drop Available
Min. 144 pcs.
Visit us at Surf Expo Booth# 1214

Magid
Accessories
320 5th ave - 7th Floor
New York, NY 10001
(212) 268-1071
www.magidhandbags.com

simple sarongs

Our buttonable beach towels are an ingenious way to cover-up.

Giving women poolside-confidence since 2013.

Adored by fashion editors and customers alike.

info@simplesarongs.com
(678) 845-8798 | simplesarongs.com

WE SUPPORT YOU
DISCOVER HOW

A TO G CUP
FIT & FUNCTION THAT FLATTERS

WE ♥ BEACH BEAUTIES

NOW BOOKING APPOINTMENTS FOR UPCOMING TRADE SHOWS.

SUPPORT@JENNASEA.COM

JennaSea
WWW.JENNASEA.COM

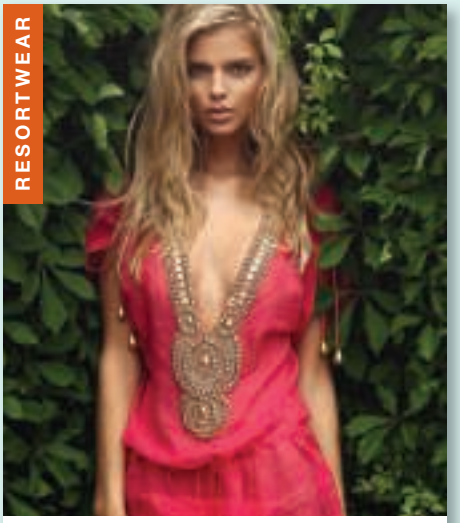
JEWELRY

GEMME AMOUR

Gemme Amour is a lifestyle accessories brand specializing in handcrafted jewelry. Superior craftsmanship and unique designs featuring an eclectic blend of semi-precious gemstones and embellishments are key elements that drive Gemme Amour's sense of style and success.

PHONE » 413.822.0783
WEB » www.gemmeamour.com

RESORTWEAR



ZEUGARI BEACHWEAR

Zeugari Beachwear is the leader in modern chic beachwear with hand beaded elegant designs for the modern women. Our style, cut and designs are versatile and stylish yet sophisticated and classy.

EMAIL » info@zeugari.com
WEB » www.zeugari.com

CHILDREN'S SWIMWEAR

SQUIRTINI BIKINI

Squirtini Bikini suits allow pre-adolescent girls to be confident and comfortable in their own skin. Hip yet modest, age appropriate swimwear suiting ages 2-Tween/Teen. Squirtini is more than just a bikini.. it's a lifestyle!

EMAIL » Farley@squirtinibikini.com
WEB » www.squirtinibikini.com

BEACHWEAR

WEST INDIES WEAR

Island Clothing for Island Living.

100% cotton tunics & sarongs, designed in the Caribbean. Kick up some sand, dance your way down the beach and celebrate life with an island smile.

PHONE » 772.341.4869
WEB » www.westindieswear.com

ad index

Caitlin Kelly	7
CURVExpo	15
Diva	3
Elastomer	23
Emsig Manufacturing Company	17
Interfiliere Hong Kong	18
Invista - Xtra Life Lycra	11
Just Bones Boardwear	47
La Lame	17
Magicsuit	Back Cover
OFFPRICE Show	53
Pascale Swim	12
Platypus Australia	47
Savi Resortwear	18
Snapper Rock	46
Solar	16
Storetech	55
Sun Emporium	46
Surf Expo	9
SwimShow	5
Unique Vintage	19
UV Skinz	Inside Back Cover
Wrapit	Inside Front Cover
WWD MAGIC	13

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

2015 Shows

Solar

Lori Coulter

2015

JANUARY

Surf Expo
January 8-10 »»
Orange County Convention Center
Orlando, FL
surfexpo.com

FEBRUARY

OFFPRICE Show
February 15–18 »»
Sands Expo - Lower Level
Las Vegas, NV
offpriceshow.com

CURVENV LAS VEGAS
February 16-17 »»
Venetian Hotel
Las Vegas, NV
curvexpo.com

WWDMAGIC
February 17-19 »»
SOURCING at MAGIC
(opens February 16)
Las Vegas Convention Center
Las Vegas, NV
magiconline.com/wwd-magic

CURVENY New York
February 22-24 »»
Javits Center North
New York, NY
curvexpo.com

MARCH

Interfiliēre Hong Kong
March 18-19 »»
Hong Kong Convention & Exhibition Centre
Wan Chai, Hong Kong
interfiliere.com/hongkong

JULY

SwimShow
July 18-21 »»
Miami Beach Convention Center
Miami Beach, FL
swimshow.com

SEPTEMBER

Surf Expo
September 10-12 »»
Orange County Convention Center
Orlando, FL
surfexpo.com

OCTOBER

Interfiliēre Shanghai
October 12-13 »»
Shanghai Exhibition Center
Puxi, Shanghai
interfiliere.com/shanghai

Mud Pie

UVSKINZ®
UPF 50+ SUNWEAR
877.887.5469 - WWW.UVSKINZ.COM

MAGICSUIT®
by Miraclesuit®