

the DESIGN room

THE SYB TAKES A LOOK AT WELL-KNOWN AND EMERGING SWIMWEAR & RESORTWEAR BRANDS AND WHAT MAKES SWIMWEAR SO SPECIAL!

FELLA – ROSIE IFFLA & CHRISTINE TANG



ROSIE IFFLA & CHRISTINE TANG

Why swimwear/beachwear?

Christine had been doing her own womenswear label for 13 years beforehand and wanted to try something new. We also felt that the swimwear market at the time (nearly 6 years ago) lacked anything that was simplistic and easy to wear.

What is your brand's DNA? And when was your brand established?

Minimal, focus on high quality fabrications from Europe and also the fact our online store can custom make our original designs to fit your body perfectly.

What is different about designing swimwear?

A lot. Firstly it's a lot more minimal than clothing. So the focus on fit is extremely important as this is the barest a woman will be in public. Patterns that would suit a large clothing piece won't always suit a smaller swimwear piece. But clothing and swimwear are the same in that a woman wants to look and feel good and I think that always comes down to thoughtful construction.

Where do you get your inspiration?

Contemporary art, architecture, clothing and design.

A Typical Week...in your life?

Up early. Go to the gym or go for a walk by the ocean, have a swim and coffee. Get to our desks by 8.30am and work work work. Emails, skype, calls with our factory in Bali, global suppliers and global distribution.

Who wears or whom do you think wears your collection?

We've been lucky enough to have a few celebrities wear our clothing including model and actress Emrata, Caroline Murphy, photographer Mario Testino shot our swimsuit on model Lara Stone, local celebrities Jesinta Campbell, Jennifer Hawkins and Lara Bingle have all been seen in our swimsuits.

Describe the essence of your new swimwear and beachwear collections

FELLA Spring Summer 2019 has collaborated with New York artists Marleigh Culver in setting the mood for their Numero 5 Collection. It is a take on shapes and forms for the desert, using neutral colour palettes, mocha, rust, ink, red, dusty punk and dusty blue. The latest collection is both romantic and simplistic continuing our brand ethos; classic refined minimal designs with beautiful custom designed fabrications and prints.

Whom do you admire for swimwear/beachwear design?

Lisa Marie Fernandez and Marysia Swim.

If you could design swimwear for a celebrity, who would it be?

Irina Shayk.

Any other ambitions in design?

Interior design interests us after opening our first Fella Villa two years ago.

Your proudest moment to date?

It was pretty cool to have a swimwear shot by Mario Testino on model Lara Stone for Vogue Australia.

Your worst move so far?

We've made a few mistakes along the way but none that weren't worth the learning curve. None interesting enough to mention ☺.

Time out?

At the beach! Always! Or in winter drinking wine by a nice fire with friends.

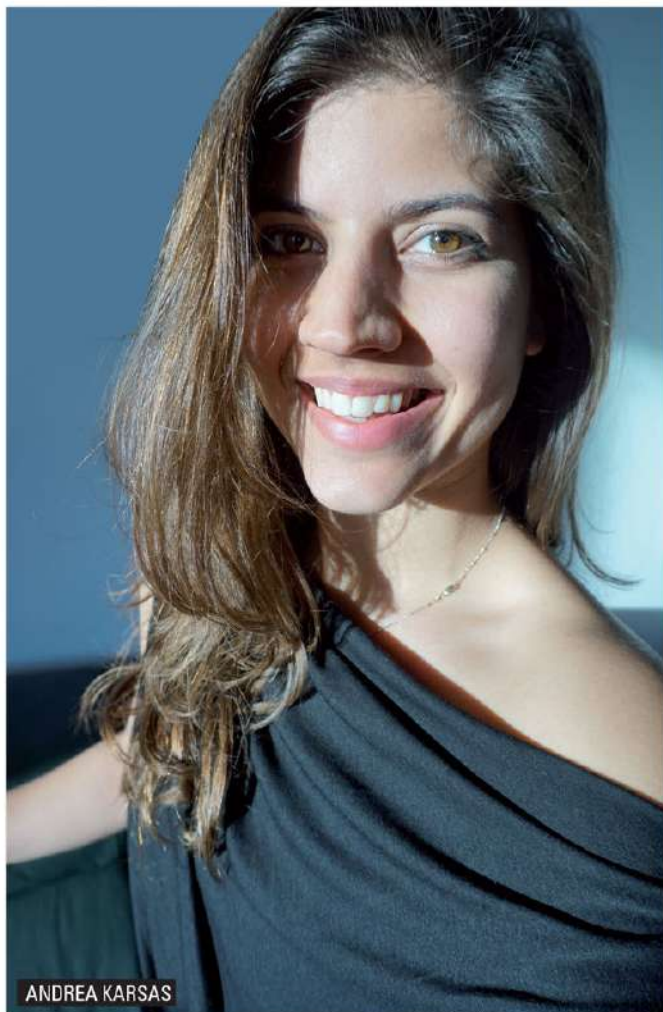
Pet Hate?

When people email us saying that want to "collaborate" when really they just want free product ha!

www.fellaswim.com



AZIINA – ANDREA KARSAS



Why swimwear/beachwear?

I grew up in Greece and wore a bikini for the whole three or more months of summer. It just became part of my lifestyle and I couldn't wait to be able to design them myself.

What is your brand's DNA? And when was your brand established?

The brand started with the idea of wanderlust. Nothing says travel more than a swimsuit, whether it is for a warm beach or a spa in the Alps. This will be the third collection and each time there is a focus to make each process from design to manufacturing as ethical and sustainable as possible, making quality pieces that flatter the body without being determined exclusively by trends, that can be loved forever. The fabrics are sourced from factories within Europe, made from LYCRA® Xtra Life™ from Italy and made in Greece. All with the aim of a customer keeping their swimwear for longer.

What is different about designing swimwear?

The fit and cut of the swimsuit is so important. For most women it can be vulnerable being on the beach with only a swimsuit on so the more flattering the swimsuit the more comfortable they will feel.

Where do you get your inspiration?

Everywhere! I love people watching most of all though. I am also really attracted to old photos of beautiful draped dresses and ancient sculptures. The women always look so feminine and confident which is what I hope my customers feel when they wear the swimsuits. I really aspire to create timeless designs.

A Typical Week...in your life

It depends which part of the year we are in. My favourite is when I'm designing a new collection and I can spend the week being

creative. Coming up with new styles, colours, making samples, researching and inspiration. No day is the same though. When running a small business you have to wear many hats!

Who wears or whom do you think wears your collection?

I have really tried to make the swimwear unique in the way it almost looks like clothing. I would love to think the woman wearing the collection is a traveller and values her swimsuit as much as her favourite dress! She takes it from beach to bar by adding a simple floaty skirt.

Describe the essence of your new swimwear and beachwear collections

The light of the moon and sunset glistening on the sea is the main inspiration. Metallic navy, metallic light blue and red one-pieces and bikinis mimic the reflections of the water.

Whom do you admire for swimwear/beachwear design?

Zimmerman and Zeus and Dione. I admire their unique fabrics and strong branding.

If you could design swimwear for a celebrity, who would it be?

Meghan Markle!

Any other ambitions in design?

I would love to add more resortwear, transitional pieces and accessories to the collection making it a one-stop holiday destination shop.

Your proudest moment to date?

Every time I see someone wearing one of my designs.

Your worst move so far?

Making too much stock for my first collection.

Time out?

If I am in London it will be going to the park or a walk down Portobello Road for some vintage finds and drinks with friends in the evening. Otherwise the beach!

Pet Hate?

When women hate their bodies. Doing swimwear you get to see how hard some women are on themselves. We are all different and it is easy to get sucked into thinking what the perfect 'beach body' is.

www.aziina.com



PRETTY MI – MICHELLE PRETTY-SMITH



Why Swimwear/Beachwear?

I discovered my love for swimwear about 5 years ago. After working as a lingerie designer for 10 years I was given the opportunity to work on swim. I totally loved it! I find the colour and print side to swimwear really exciting.

What is your brand's DNA? And when was your brand established?

Established in 2017, Pretty Mi is a British born swimwear brand. Inspired by animal print and conversational bespoke embroideries we love to have a bit of fun with our designs. Unique yet wearable shapes make women feel confident with the best fit. We use the highest quality long lasting luxury fabrics for our trans-functional pieces that will add value to your wardrobe. Attention to detail is key and all pieces are finished with the finest gold hardware. Using environmentally friendly print processes we are conscious about the environment and are proud to manufacture in the UK.

What is different about designing swimwear?

There are no boundaries in swimwear at the moment and anything goes which means you can be very creative. There are so many interesting textures, printed fabrics, trims and tassels that can be used. It's a really fun product to design. I find it satisfying to be able design a print which you can then embroider onto so not only have you designed the garment styling but also the fabrication.

Where do you get your inspiration?

Pretty Mi is an extension of my own style. I am inspired by fabrics and embroidery if I find a design I believe in I will and build a collection around it. I love animal print so I wanted this to be a big part of the brand look. I created a snow leopard print which I hope will be part of a core line for a few seasons as to me a good animal print is classic like black. I am also inspired by my love of the white isle of Ibiza my all-time favourite holiday destination where I visit most years.

A Typical week.....in your life

Meet a fabric supplier with a new range and place a sample order. Create new design ideas which I cut the pattern for and either sew the sample up in house or send off to my sample machinist. Every day I spend some time on social media channels to promote the brand. If I have placed a production order with a factory I will be working out the quantity for the fabrics and components and placing purchase orders to all the suppliers. I might also be sewing any bespoke orders I have received for one off designs.

Who wears or whom do you think wears your collection?

The Pretty Mi brand is designed to appeal to the confidently feminine woman who wants to feel comfortable in wearable shapes whilst being individual. She wants to feel unique by wearing a bikini you can't get readily on the high street. She cares

where her clothes are made and believes in quality not quantity. She is not afraid to show off her style and will wear the swimlettes on the beach but also with a high waist denim or worn to be seen under a sheer tee.

Describe the essence of your new swimwear and beachwear collections

The 'Eden Girls' collection is an irresistible mix of leopard, tropical print, delicious floral embroidery, gold strap details and mermaid feels. Metallic sparkle and a nod-to-the-70's together with a large helping of British quirkiness reflect the spirit of the brand and make summer come alive!

Whom do you admire for swimwear/beachwear design?

There are many I admire but one which stands out who I find very aspirational is the brand Aqua de Coco. The designs are exquisite and are actually more like art forms than swimwear.

If you could design swimwear for a celebrity, who would it be?

I'd have to say Kate Moss - she rocks a leopard print like no one else.

Any other ambitions in design?

Many but firstly I hope to add stockists for Pretty Mi. I would like to grow the size range as soon as possible as I believe bikinis are for everybody. I plan to add a Pretty 'Mini' Mi range to the brand using end of line fabrics we all love twinning with our little ones! I still adore lingerie and would like to integrate my prints and use them with lace and embroidery for a co-ordinating lingerie line.

Your proudest moment to date?

I totally loved the first photoshoot we did for the brand and felt very proud to see my Pretty Mi designs in the amazing photography.

Your worst move so far?

Underestimating the work involved when you run your own brand: you have to be all things. The design side is actually quite a small part. In particular when you produce in the UK it is very different to working with a factory in China for example which is where my background was. Co-ordinating everything for the first factory order was a huge undertaking and I've discovered fabric usages are not my strong point (all thankfully rectified by a patient factory and helpful fabric supplier).

Time out?

I am a self-confessed shopaholic! I do enjoy a glass or two of bubbly and like to go walking in the woods with snoopy the dog. Most of all I love to spend time with my 'Mini Mi' Daisy, my family and friends they are everything after all.

Pet Hate?

Rudeness it takes nothing to be polite and give a smile or two.

www.prettymi.co.uk



DORO DI LAURO – DORO SAGSOEZ



Why swimwear/beachwear?

During my many years spent working in the field of lingerie, swimwear has always fascinated me with its very special challenge: namely, the art of clothing women in minimal fabric whilst allowing them to still feel perfectly dressed.

What is your brand's DNA? And when was your brand established?

Clean lines and timeless styling. Playing around with colours and prints becomes especially interesting for me when the combinations are extraordinary or exceptionally succinct. We founded DDL beachwear in 2018.

What is different about designing swimwear?

Beachwear means perfection. When you have it on, every part must feel like a second skin. That calls for perfect tailoring and perfect material. With skilful design, you can not only conceal various things but also accentuate the positive.

Trendy design and fashionable prints are the prerequisites for the creation of a successful bathing collection, but that alone is not enough; the function must always be paramount. Swimsuits that may seem quite simple at first glance often involve elaborate workmanship. That's the only way you can guarantee a perfect fit and that they will retain their shape even after swimming. When choosing fabrics, we not only have to look for skin-friendly materials but also ones that are resistant to chlorine and salt water.

Where do you get your inspiration?

I am constantly inspired by the puristic formal language of modern architecture. Good architects pay attention to sustainability; decisive factors are the quality of the material as well as the craftsmanship.

A Typical Week... in your life?

My professional life – and that's the wonderful thing about it – is extremely varied. There is actually no such thing as a typical week. The period during which we are putting a collection together – starting with the preliminary designs and sketches, then selecting and purchasing the material, and culminating in the production – differs greatly from a fashion show week. Essentially, every day confronts me with new and exciting challenges.

Who wears (or who do you think will wear) your collection?

Hopefully, any woman who likes to look attractive, who appreciates timeless design and for whom quality is a matter of course.

Describe the essence of your new swimwear and beachwear collections

The new collection features modern design coupled with rich, vibrant colours and unique prints. We work exclusively with high-quality fabrics – something wearers will not only feel when they put on our swimsuits, but is also clear to see. Made in Italy: Excellent workmanship is the hallmark of our master studio in Italy.

The use of intricately designed double-layered fabric ensures better comfort, guarantees opacity and lends an attractive shaping effect to each piece. In addition, many pieces are reversible, giving wearers plenty of options to mix things up.

And last but not least: Subtly embellished with crystals from Swarovski®, DORO DI LAURO® Beachwear is something truly special.

Whom do you admire for swimwear/beachwear design?

I can't think of anyone in particular. On the other hand, I would say anyone who rises to the challenge...

If you could design swimwear for a celebrity, whom would it be?

Jil Sander, the queen of fashion purism.

Your proudest moment to date?

The moment when my prototypes were tried on by women for the first time. The general impression that came over me could be described in two words: sheer beauty.

Your worst move so far?

Let's just say, it was not a bad move as such but a wrong direction. In other words, a decision that I had to go back on. Initially, I really wanted to produce in Germany and spent a lot of time and effort looking for the right workshops. Eventually, though, I had to concede that my ideas could only be realised in Italy. And in a small studio, where much of the work is still done by hand. But during this 'wasted' time, I learned a lot about the different production conditions in both countries.

Time out?

I like to go on city breaks and find out about modern architecture by visiting the buildings themselves. I am particularly interested in new museums – not only as buildings, but also for the interior decor and the way in which the exhibits are set out.

Sport is also very important for my personal work-life balance. It clears my head and keeps me physically fit.

www.dordilauro-fashion.com



MAARĪ PORTO CERVO – MARIA FARES TAĪ



Why swimwear/beachwear?

It all started from our own difficulty to find swimsuits that were beautiful and at the same time in line with our values and our reverence towards nature. Our strong love for summer and respect for the ocean lead us to create MAARĪ as the sustainable swimwear and resort wear brand that is innovative, of exquisite quality and highly elegant all at once.

What is your brand's DNA? And when was your brand established?

Our DNA is expressed in our core values: Sustainability + Luxury + Innovation. We will always create a collection that intertwines these three factors in order to achieve an exponential level of satisfaction for the women wearing MAARĪ. The brand had its debut with the exclusive Conscious Collection SS18.

What is different about designing swimwear?

Designing swimwear requires a critical eye for structural form and anatomy. Just like a couture gown, a swimsuit should sustain the woman's figure and make it look effortless at the same time. The design process becomes therefore a significant part of building the basis for the physical construction of the suit.

Where do you get your inspiration?

We are inspired first and foremost by nature on a wide spectrum and beyond the visual level only. We like to consider environmental issues but also art and architecture, feelings and even literature.

A Typical Week...in your life

For most of the week I'm very dedicated to the brand and to raising awareness on environmental issues. I often find that there is little knowledge about the impact of our choices on the environment and human capital. The weekend I'm happy to spend it with friends and family, they are the real fuel that keeps us all going.

Who wears or whom do you think wears your collection?

The Conscious Collection is for all conscious women out there, those with strong principles and determined actions. They care about the environment and want to be conscious while looking at their best. The timeless style expressed in the collection makes it ideal for elegant and glamorous sunbathing, being this at the beach, poolside or on a yacht sailing the Mediterranean Sea. The Circe and Diana one pieces are also gorgeous styled with a skirt or shorts for your beach-to-street moments.

Describe the essence of your new swimwear and beachwear collections

The Conscious Collection SS18 has its debut celebrating nature as the ultimate architect. Clean cut lines that enhances women's silhouettes while giving strategic support. This collection's black &

white palette choice wants to emphasize that there is no room for in-between opinions (greys) when talking sustainability and that it is time to take a strong stand by boldly showing your values.

If you could design swimwear for a celebrity, whom would it be?

We would love to see our pieces on Emma Watson, Amal Clooney and Meghan Markle as they are a great expression of our values with their everyday actions.

Any other ambitions in design?

Keep exploring in terms of lines and cuts and integrate that in our future resort wear.

Your proudest moment to date?

I was very happy to start a collaboration with Healthy Seas, an initiative that removes waste, in particular fishing nets from the seas with the purpose of creating a healthier marine environment.

Time out?

I enjoy spending my free time being active with sports: swimming is #1 of course, exploring 360°: travelling, reading and even meditating, and raising awareness on environmental and social issues.

Pet Hate?

When at the beach, it has happened sometimes to witness people not taking care of their waste and just abandoning it on the sand (being plastic or any other material). If adopted by all, the simple concept of leaving a place as clean as you find it would make a big positive difference.

www.maariportocervo.com



TATJANA ANIKA – TATJANA PESKO



Why swimwear/beachwear?

Swim and resort wear has been a part of my life for as long as I can remember. I've always loved travelling and the optimistic freedom of the beach, which is why swimwear is contagious. I've always been good at finding looks that mix different influences in a fun way.

What is your brand's DNA? And when was your brand established?

Mixes of sexy and sport swimwear with destination wear in refreshing shapes and prints. There's a nod to vintage styles and tones, but pieces can always be worn with classic white sneakers. It's easy and relaxed. I have and always will love a kimono as a timeless versatile piece so my resort collections always feature a selection of styles.

What is different about designing swimwear?

You need to understand women's bodies and what they want their suit for. My customers generally want to feel sexy and confident, which is why they love the racy shapes or prints in sporty suits you can actually swim in.

Where do you get your inspiration?

Travel, artists, films and nature.

A Typical Week...in your life

I work in my offices in London and Germany, which helps to inspire me with each collection as I'm constantly travelling, meeting new people and seeing new places. I tend to head out of the city at the weekend to the countryside after having a few dinners with friends in London throughout the week.

Who wears or whom do you think wears your collection?

Sexy, confident women who mix their style up and want to feel empowered by their swimwear choices.

Describe the essence of your new swimwear and beachwear collections

LA print design meets Saigon.

Whom do you admire for swimwear/beachwear design?

I love design that's daring and always well fitting. I'm always on the look out for cutaway swimsuits or a one piece that works well in the water and outside it.

Any other ambitions in design?

I would love to grow the line to include men's and homewear as my next journey.

Time out?

I love the beach unsurprisingly! and travel so I'm all about throwing myself into that.

www.tatjana-anika.com



FLAGPOLE – JAIME BARKER & MEGAN BALCH



Why swimwear/beachwear?

We grew up together on the beaches of south Florida, so swimwear has always been a part of our lives. We also both grew up dancing and the ideal behind Flagpole was really to combine our innate knowledge of swimwear and dancewear into suits that looked beautiful and functioned well.

What is your brand's DNA? And when was your brand established?

We launched in 2014 and have always been colour blocked, architectural and functional.

What is different about designing swimwear?

We look at women's swimwear as the ultimate challenge. It is essentially lingerie that women wear as outerwear. It has to make her feel confident and sexy when it's on, fit when it's wet, and stay in place when a wave hits. It should never be an afterthought for a company and when it is, it becomes very apparent.

Where do you get your inspiration?

We get a lot of inspiration from the beauty and functionality of architecture with unexpected colour combinations that we work on until they feel perfectly balanced. We also draw a lot of inspiration from the women who wear our suits. We are very lucky to be able to frequently communicate directly with our customers who tell us their stories and give us ammunition to create new styles based on their needs.

A Typical Week...in your life

Every week is full of activity and they are never exactly the same. Depending on the time of year, we might be more heavily designing the newest collection, conceptualizing photo shoots, redesigning the website, or spending time in factories helping to bring the collection to life and send them out to our customers and retailers around the world.

Who wears or whom do you think wears your collection?

The women who wear Flagpole love a modern aesthetic in their fashion and appreciate the secure mobility that allows them to confidently swim, paddleboard and chase their kids around.

Describe the essence of your new swimwear and beachwear collections

We are all about colour, and this season we were inspired by the Key Lime and Sea Green colours that we built the collection from. In our imagery we wanted to tell the story of a female heroine and survivor who has adapted graciously and is living her life as a castaway.

Whom do you admire for swimwear/beachwear design?

We have always looked up to Becca from Chromat as a designer and artist for pushing the envelope of inclusion and accessibility in fashion.

If you could design swimwear for a celebrity, whom would it be?

Chasing Pavements was released the same summer we were both living in New York. Every time we hear that song we think about being 19 years old, figuring out the subway and our way around New York sharing headphones on an iPad. We have been huge fans of Adele since, and she has always been someone who we would love to make a suit for.

Any other ambitions in design?

So much, from things you would expect to major dreams like a boutique resort retreat spot.

Your proudest moment to date?

Probably the Flagpole x Oscar de la Renta collaboration we made together. It was surreal to see our suit in the window of Saks on Madison.

Your worst move so far?

Every bad move comes with a huge learning opportunity, so there is nothing that we would necessarily take back but our first season we used ourselves as fit models to try and save money and that was a major mistake. We have such a respect now for the expertise of our fit model who has played an integral role in making our brand into what it has become.

Time out?

We like to find new cuisines, go dancing and karaoke to our favourite songs. All at the same time!!

Pet Hate?

When people litter (especially on the beach) and negative attitudes. The world is too pretty and life is too short for any of that.

www.flagpolenyc.com



AVA VERDÚ – ANN-MARIE BUCKLEY



ANN-MARIE BUCKLEY

Why swimwear/beachwear?

The beach and spa will always be my happy place. When I put on a swimsuit or bikini, I know I am in for a great time.

What is your brand's DNA? And when was your brand established?

Discreet and Sophisticated: Swimwear without compromise. Founded in spring 2017.

What is different about designing swimwear?

For a relatively small piece of cloth, it is more difficult to design than you might imagine. Working with 4-way stretch fabric is challenging too, working out how it relates to different parts of the body. Getting sizing and coverage correct can be a tiresome process.

Where do you get your inspiration?

I'm inspired by the latest fashion trends and tailoring. I love architecture, and most definitely nature for colour combinations.

A Typical Week...in your life

Mon-Fri, I am at my desk, I work from home. I start early, at 6am – either with a jog and gym session or at my desk if I have external meetings. Mid-morning involves a walk in the park with my pug Duchess and I tend to work into the night if I don't have any evening plans. At the weekend, I try for one day to be work free, so we get out and do things – an exhibition, a market, a show, a concert.

Who wears or whom do you think wears your collection?

Doina Ciobanu, the Moldovan influencer was an early fan, and F1 presenter Natalie Pinkham has one-pieces and bikinis. I think the Ava Verdú wearer is a woman who is stylish and confident, who appreciates discreet timeless designs. It's important to her not only how it looks but how it feels on her body, that lightweight unrestricted feeling is what she enjoys.

Describe the essence of your new swimwear and beachwear collections

Discreet, Sophisticated, Effortless. Swimwear without compromise.

Who do you admire for swimwear/beachwear design?

I loved early Tomas Maier, I like Zimmermann and Norma Kamali. I am a fan of Missoni Mare.

If you could design swimwear for a celebrity, whom would it be?

Gisele Bündchen – I think she's fabulous.

Any other ambitions in design?

I would like to make a capsule collection of stylish tailored but easy pieces for off duty wear – whether that is for holiday, travel or the spa. I feel there is a real need for easy relaxed clothing that is not fitness related.

Your proudest moment to date?

There have been lots of little moments but I think the one I am most proud of is when I received the prototype of the StingRay accessory, and it was perfect. Up until that point, I had been through four factories without success and as you can imagine everyone, friends and family included were telling me to cut my losses and start again, as it was impossible to make. But I was really attached to it and I desperately wanted it to be my emblem, so I persevered and my fifth factory came through for me. Stick with it is the moral of the story.

Your worst move so far?

There certainly have been bumps in the road, too many at times. The worst move so far has been not moving on fast enough, when I could read the signs that it was not working, or I was not getting the results I wanted. This happened early on when I was sourcing manufacturers and I wasted months, hoping they would come through for me and they didn't. My gut instinct told me they were timewasters and I ignored it, bad move.

Time out?

At home I love cooking and entertaining, there is nothing better than having a group of friends around and an opportunity to catch up on everyone's busy lives. I love travelling, I go to the beach as much as I can and I love city breaks – Barcelona is a firm favourite. I love shopping, art and I am a big foodie so I always have a restaurant-packed schedule.

Pet Hate?

I have far too many... but a big one is people who are really slow and badly organised going through airport security. That really annoys me because I am usually tight on time. Also, I don't get it – there are signs everywhere telling you how to get ready and yet they look so surprised when they are told no liquids over 100ml or belts off, etc.

www.avaverdu.com



KANDUMATHI – YASRA & YUREE JALEEL



Why swimwear/beachwear?

Why not? :) For a country that has over a million tourists visiting each year, and for a country that is famed for its beaches and the sea, we realised that there aren't any local swimwear brands. We found a market there.

What is your brand's DNA? And when was your brand established?

Established in 2015 in the Maldives. The company was formed by myself, and my brother Yusree.

The company was registered in the UK in early 2016 and started trading this year. The philosophy of the brand came about naturally. Our first collection was a collaboration with a designer from the Maldives and the designs are water colour paintings by a Maldivian artist. We want to use local artists in our designs; that's our DNA.

What is different about designing swimwear?

This is the first time we attempted to design something; so we can't say what's different about designing swimsuits. What we learnt in the process of designing our first collection was that we have to really understand the female body, and what suits different body shapes. With swimwear, I think you have to pay a lot of attention to detail. Every small detail in the shapes, the fit, the patterns all make a huge difference.

Where do you get your inspiration?

Kandumathi is a traditional Maldivian phrase which embodies the essence of vulnerable but enduring life, it is Kandu – Ocean and Mathi – in it, meaning "in the ocean" or "at sea". We take inspiration from our beautiful natural environment, and culture and work with local artists and designers to produce our unique look. Our debut collection was based on watercolour paintings, painted by local artist Nadee Rachee and designed into swimwear by Ahmed Fauzan. The designs you see are from various flora and fauna you see on a daily basis on the islands, and from the marine life around us. We are both scuba divers and we want to capture some of the beautiful underwater too.

A Typical Week...in your life

Yasra – I live in London most of the time, but have to travel to the Maldives for work. I work from home so I have to keep myself motivated and get myself on a schedule. My week usually starts on Sunday as it not a holiday in the Maldives (Maldivian weekend is Friday/Saturday) so the only day I get free is Saturday. Which I usually spend with friends and family. When in the Maldives, I get to meet with the designers, and also the wholesalers and retailers of the brand. My brother recently moved back to the Maldives from England, and so he is able to keep an eye on the work there now. Apart from running Kandumathi's operations in the Maldives, Yusree is also the sports strengthening and conditioning coach for the Maldivian surf team.

Yusree – A typical weekday starts off with a 5am wake up call to see if the surf is good to take my athletes surfing. We catch some surfs if we can, and the rest of the morning is spent planning the training sessions for the 3 athletes. Most of the training sessions are outdoors, either swimming, snorkeling or paddle boarding. The evening is when I have time to sit at the computer and catch up on Kandumathi work.

Who wears or whom do you think wears your collection?

The Kandumathi woman is someone between the ages of 18-35. Majority of our customers so far have been honeymooners and visitors to the Maldives.

Describe the essence of your new swimwear and beachwear collections

Keeping with Kandumathi's philosophy we, collaborated again with Maldivian painter, Nadee Rachee and designer Ahmed Fauzan. For our collection we used mostly flora and fauna of the Maldives and for the second collection we have decided to use sea shells and for the Maldives as our inspiration. Nadee has brought her artistic eye on the take on shells and they are beautiful. This new collection is more abstract than that previous collection, and just as exceptional as the previous one, I think.

Who do you admire for swimwear/beachwear design?

Salt Gypsy - is a sustainable surf wear company. Their products are made from 100% regenerated nylon (ECONYL®). We look at Salt Gypsy as a role model for Kandumathi and they look like a brand that has a similar approach to the swimwear industry as us.

If you could design swimwear for a celebrity, whom would it be?

Victoria Beckham.

Any other ambitions in design?

Our dream would be to produce environment friendly, sustainable Kandumathi swimwear.

Your proudest moment to date?

When our first stock arrived was a proud moment, as the hard part of producing a swimwear was done and it was time to sell.

Your worst move so far?

We are yet to come across our worst moment. We are a very young company, and as yet, we are on track, and we are both enjoying the company and all the work.

Time out?

I love spending any free time I have with my family.

Pet Hate?

Not sticking to deadlines! Negativity or negative mind set. (Can't do that, that's not possible, NO).

www.kandumathi.com



BEACH SEVENTY SIX – GRACE DOWNES



Why swimwear/beachwear?

Partly because now I live and work in a hot country and I've found that my one swimsuit I pulled out every year for the annual holiday when I lived in the UK just didn't cut it. I needed to seriously expand my collection but couldn't find much that was stylish and comfortable or grey which is major colour in my wardrobe. Like lots of women I've never felt particularly confident in swimwear so I wanted to develop a range that appealed to as many women as possible no matter what age or size they are.

What is your brand's DNA? And when was your brand established?

It's really about combining stylish designs with comfort while still making women feel good regardless of age or size. The brand is about being inclusive. The idea came while I was on holiday in Bali in 2015 and we officially launched in August 2017.

What is different about designing swimwear?

I've worked in fashion for a few years but mostly in jewellery and footwear so getting my head around swimwear was a bit of a challenge at first. Mostly because I wanted the styles to suit a range of body shapes which takes a fair bit of tweaking here and there. I also love spending time researching old swimwear designs and trying to incorporate them into our ranges in some way or another, being the creative in the company means I get to decide how the collection will eventually look, I think there was a passion there that went undiscovered for a long time.

Where do you get your inspiration?

Cliché, I know but everywhere – archives, Pinterest, people watching at various beaches, pools and lakes on my travels around Asia and Europe, exhibitions, music and fashion shows. I'm fascinated with how people dress and how they present their personality through clothes so for me it's like a hobby really - just with a bit more focus now.

A Typical Week...in your life

Spinning a lot of plates, as the brand is still very new I have a day job and then work on the brand the rest of the time. I also split my life between Austria and Dubai currently so add in a fair bit of travelling plus meeting a fantastic man who has 2 children which adds in a new family dynamic. It's a bit nuts but I wouldn't have it any other way. Aim of course will be to solely focus on the brand as soon as it's possible.

Who wears or whom do you think wears your collection?

All different types of women hopefully as my aim has always been for it to have broad appeal.

Describe the essence of your new swimwear and beachwear collections

It's the first collection so I'm still finding my feet with the true DNA of the brand however for this collection I wanted to focus on classic styles that can be worn from day to night in all manner of

places be that the beach, a festival or paired with shorts for a day in the city. One pieces of course are a key element of any collection now so I wanted to understand which designs worked so I can expand on certain looks for next season. I'm working on a range with Swarovski crystals at the moment which will still stay true to the brand by being understated but I'm excited to see the reaction plus get to wear them myself!

Whom do you admire for swimwear/beachwear design?

Well I'm all for simple designs so I tend to watch out for Jade swimwear, Wolf & Whistle and Calvin Klein.

If you could design swimwear for a celebrity, who would it be?

Hmm that's a tricky one - maybe Christina Hendricks or Margot Robbie, there's so many strong, inspirational women out there it makes it hard to pick one to be honest.

Any other ambitions in design?

I've always been quite into Interior Design so interiors of some sorts would be quite cool. I learnt how to make shoes when I was in uni so exploring that further would also be great!

Your proudest moment to date?

It's a toss-up between graduating from Fashion uni in London or starting my own business and people buying my designs – both immensely proud moments for me.

Your worst move so far?

Oh God, too many to mention! Probably something to do with messing up orders or pricing. Starting your own business is a total minefield where you have to learn and adapt everyday, lots of ups and downs and failures and successes, certainly need to have a level head at times.

Time out?

Depending on where I am it usually incorporates some sort of outdoor relaxation – exploring lakes in Europe or relaxing with the people I love at the beach, maybe doing a bit of paddle boarding. I love to eat different cuisines although I'm a terrible cook, thankfully my partner isn't so I just often sit there chatting away with a glass of red wine, always with music on in the background.

Pet Hate?

Bananas and prejudice & bigotry.

www.beachseventysix.com



2.10 SWIMWEAR – JULIA OSOVSKAYA



JULIA OSOVSKAYA

Why swimwear/beachwear?

When I couldn't find the styles that met my needs, I eventually decided to create them myself. I wanted to wear fashionable one-pieces and all the cool strappy, cut out and high-waisted styles but avoid the accompanying funny tan lines and there was no brand offering something like this. I knew there were others who needed this type of product and somehow no one catered for them.

What is your brand's DNA? And when was your brand established?

It was back in February of 2017 that my frustration with beautiful but impractical swimwear reached its peak. I went into this business to fill the gap in the market and carve out my own niche. We create so that our customers don't have to compromise – if you wear 2.10 you can still sport the latest in swimwear fashion but you'll have practical pieces that won't leave a constant reminder of time well spent in the sun.

What is different about designing swimwear?

2.10 swimwear is my first design experience and one of the first things I learnt is that LYCRA® fabrics require a completely different approach, thus finding a technical designer and a pattern maker skilled in swimwear was crucial (and didn't prove to be an easy task).

Where do you get your inspiration?

I am the most inspired by the people I meet and their stories. Nature is a big source of inspiration for me too.

A Typical Week...in your life

2.10 is still so new and I'm still in charge of almost everything so no two days are alike. Sometimes I'm in front of my laptop all day catching up on emails, preparing social media content and fixing website errors or adding new features (yes, everything you currently see on 2.10's website is done and coded by me to the best of my ability), and sometimes I'm out all day for meetings with my technical designer, fabric supplier or directing and styling a photo shoot.

Who wears or whom do you think wears your collection?

A 2.10 customer gets to spend a lot of her time out in the sun by the pool or on the beach. She either lives seaside or gets to visit often: for her, the time spent by the sea is less of a vacation and more of a lifestyle.

Describe the essence of your new swimwear and beachwear collections

Our debut swimwear collection comprises 3 uniquely designed pieces created especially for sunbathers. Each style is subtly clever (even if I say so myself) and employs strategically placed ties that let you expose more skin to the sun should you want to and cover back up when it's time to go for a swim. So whether you're in the mood to rock a strappy one-piece, a cut out two-piece or a high-waisted bikini, 2.10 makes it possible to stay on-trend and still get a golden glow with minimal tan lines.

Who do you admire for swimwear/beachwear design?

Cali Dreaming Swimwear, Peony, Kopper & Zink, Faithful the Brand, For Love & Lemons, and 5th Position are all among my favourites!

If you could design swimwear for a celebrity, whom would it be?

Dakota Johnson. She's fun, beautiful and very relatable!

Any other ambitions in design?

I would love to introduce beach and vacation wear to our range in coming years. I have some ideas and sketches already!

Your proudest moment to date?

I am very proud of the team we were able to get together and of the amount of beautiful photo content we were able to produce for our debut campaign in just a week's time.

Your worst move so far?

Not listening to my gut feeling when I partnered with a small atelier to produce my first batch order. On paper everything looked good and they seemed professional, but all pieces made by them were faulty and I couldn't put even one of them on sale.

Time out?

I try to get out and spend time outside just walking and admiring nature more, it's one of the ways to keep my mind and myself disconnected from work and the digital world. I'm a big foodie too, so you'll often find me trying out new coffee shops, bars and restaurants.

Pet Hate?

Unprofessional and unethical behaviour both in real life and on social media.

www.210swimwear.com

