

the DESIGN *room*

THE SYB TAKES A CURATED
LOOK AT WELL-KNOWN AND
EMERGING INTERNATIONAL
SWIMWEAR AND RESORTWEAR
BRANDS



EMMANUELLE CARDOSI, CARDO PARIS



FRANCESCA AIELLO, FRANKIE B



HELAINA & CHLOE THOMAS, TUCCA SWIM



LAURA MARTINEZ, JULIANA LONDONO &
MARIA CLAVA OCHOA, MAAJI



ROSIE COOK, DEAKIN AND BLUE



MONICA FESTI, SALSEDINE



ADAM & TOM VITOLINS, TOM ADAM



JAG LEHAL, JAG LONDON

MAAJI – LAURA MARTINEZ, JULIANA LONDONO & MARIA CLARA OCHOA



Why swimwear/beachwear?

The world is plenty of amazing swim labels, but as Colombians we wanted to share something that was missing, a fresh and a happy brand which communicated the same, to carry this young attitude and an endless summer everywhere through our combination of patterns, textures, colours and a good fit.

Beachwear is the perfect complement for a swimsuit. Our garments give you the opportunity to feel free, to be authentic and beautiful. It's your second skin when you are enjoying the sea, the breeze, the sand when you are sharing laughs with your friends.

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

Our DNA is to make unique pieces inspired in Colombia and our magic realism to the world. Maaji was founded in 2003.

What is different about designing swimwear?

We have to reinvent ourselves constantly, you can't underestimate such a small piece. It has to be like a second skin and give you the confidence and make you feel even prettier than you are.

Where do you get your inspiration?

We get our inspiration from art, music, culture, books, places, food... oh! and we are very nostalgic, we get a lot of inspiration from past decades.

A Typical Week...in your life

We like to read, running, cooking and tasting new things, spending time with family and friends. We enjoy our job a lot, it's like we work with our family 😊

Who wears your collection?

Our collection is made for those who feel proud of being authentic, for those who feel confident. It's for collectors of unique pieces, findings and experiences. We believe that our Real Mermaid is someone ordinary that lives in a not ordinary way.

Describe the essence of your SS2020 swimwear and beachwear collections

Our spring 2020 collection is inspired in our inner soul, the mermaid, it's inspired in the love we all feel for the ocean. You will find neon colours which are coming back strongly, python patterns mixed with bold stripes, dots, florals and ditzies.

Who do you admire for swimwear/beachwear design?

We love Zimmerman, the "haute couture" of swim. We also admire all of our fellow Colombian brands, they are all doing it pretty well in unique ways and representing our country really well.

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

We love Alicia Vikander style or Sophia Richie, always effortlessly cool.

Any other ambitions in design?

Lots of ambitions, nothing impossible!

Your proudest moment to date?

We have them every day! Seeing the pieces we designed in the stores and websites we always admired and we gathered inspiration from is something we can't describe.

Your worst move so far?

OMG 😊, this is something we make fun of a lot between us... sometimes we take a look at the past and we say "what the hell I was thinking when I did that".

Time out?

"Family and friends are our biggest treasure", this is something we all in our team share.

Pet Hate?

Negative and pessimistic people, so contagious!

Maaji has been awarded Designer of the Year by Unique Mode City this July.

JAG LONDON – JAG LEHAL

Why swimwear/beachwear?

The idea originally sparked when I was on holiday with my family and my daughter asked if we could get matching mother/daughter swimwear. Growing up, I was immersed in fashion, as my mother and father were in the clothing industry. I gained a love of fashion, and learnt my trade, from them. However, coming from an Indian background we were pushed towards professions such as law and medicine & I ended up in a corporate environment. I couldn't shake my love for fashion though - so here I am back working in a passion I grew up in.... the circle is complete!

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

At Jag London, our mission is to offer high quality, perfectly fitting swimwear that makes you look stylish & feel confident. Born in 2018, our collection of timeless modern classics has been constructed to sculpt, flatter and enhance your silhouette, time after time.

We use the latest sportswear technology and cutting edge fabric that boasts both firm shaping power & high resistance to chlorine, suntan creams and oils; meaning our swimwear stands out for its superior functionality as well as its superior style.

We take time over each design to sample and tweak it until we are 100% happy, no matter how long it takes. What's more, we are only prepared to use the best quality fabric around. That means every piece in our collection has been designed to perfection & features high quality stitching, precision fitting and superior durability.

What is different about designing swimwear?

From a young age I loved designing clothes and could also sew. Although I still love all parts of fashion, I love designing swimwear because of the fact it is very different and much more technical. The cut and fit is vital because with swimwear women are more exposed and want and need to feel confident. My modern classic designs are aimed to make you look good and feel confident.

Where do you get your inspiration?

I'm always looking for ideas whether walking to work or on holiday and looking at different cultural designs and adapting them. My Indian origin exposed me to so many amazing fabrics, vibrant colours and breath-taking patterns. I have been to India so many times to meet my family out there and culture and fashion is immense. My British upbringing has given me the love of elegance and being a strong woman. I try to bring this out in my designs. I have so many designs I'm already working on. This is my favourite part of my job.

A Typical Week...in your life

Every week is so different because I have so many hats on as a new business owner, from sales/marketing to PR to designing, to networking and project managing all aspects of the business and staff. I am very lucky as I am working with so many amazing people and have been lucky enough to meet great business minds who provide me with support and guidance.

Who wears your collection?

Our collection is perfect for the modern, stylish woman who wants practicality and poise.

Describe the essence of your new SS2020 swimwear and beachwear collections

The St Tropez collection in black and white is inspired by the elegant glamour of the French Riviera and the sophisticated ambiance. The gorgeous Maya Bay collection is inspired by the beautiful beaches and crystal clear seas of the Thai resort, encompassing fun and playfulness in a light and exciting pattern. The cover ups are all based on digital animal prints and textured fabrics. This was inspired by my trip to Maïa Mara and the amazing elegant tigers which captured my attention. For swimwear in particular the colours are inspired by the beautiful sunset and



ocean colours in Zanzibar. The beautiful vibrant colour and relaxed atmosphere is the essence of our 2020 collection.

Who do you admire for swimwear/beachwear design?

I had the pleasure to meet Adam Brown, Founder of Orlebar Brown. He is very inspirational and extremely business savvy. I love the fact he grew his business from nothing to last year being bought out by Chanel. He found a niche and grew it and has managed to expand his business internationally. I liked that he is a very straight forward man who has lots of passion about his swimwear and designs and most importantly he is willing to help others.

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

Priyanka Chopra would be the celebrity I would like to design swimwear for. There are many reasons for this, a few of which are, she is a super ambitious woman and like me is Indian and we face many culture barriers and I admire that she hasn't let any barriers stop her from doing what she wanted, a great Bollywood star and now recognized in the Hollywood scene. I love her work with UNICEF, using her profile to encourage people to help the less fortunate. This is something deep in my heart also. She is also very stunning but not having to be super skinny and just being a real woman. I would love her to be an ambassador for JAG London.

Any other ambitions in design?

I would like to cater for women of all shapes and sizes. Looking at catering for D+ initially. As a new start up I am taking it step by step. I would also like to increase my beachwear collection as I also love designing cover ups.

Your proudest moment to date?

My proudest moment was when I sold my first swimwear. Although still as a young company there are many challenges, but the important thing is that you are resilient, positive and keep moving forward. You may need to change direction slightly but as long as you have your goal in mind and heading in the direction you want then everything is a positive. For me showing my children that you can do anything if you put in the work and have a good attitude is so important.

Your worst move so far?

Things don't always go as you plan but I wouldn't say anything is a bad move because you learn from your mistakes.

Time Out?

I love training at the gym. I think of it as me time and it helps me focus and makes me feel good. I believe in healthy body and healthy mind, whatever type of activity you enjoy, whether that's walking your dog, yoga or doing a heavy gym session. I make sure I have time for my family and friends because they are your main supports in anything you do in life.

Pet Hate?

I like to surround myself with positive people, so I would say my pet hate is people who put others down and are mood hoovers.

FRANKIE B – FRANCESCA AIELLO

Why swimwear/beachwear?

Being from Malibu and growing up on the beach, I was always in a bikini. Although I never quite found myself loving the swimsuits that were available to me. They didn't fit me right and I didn't find them very flattering, so my mom suggested I start custom making them in Hawaii. That's where it all began.

What is your brand's DNA? When was your brand established?

Frankies Bikinis was established in 2013 when I was 17 years old. As mentioned, I initially started custom making swim for myself until friends started asking me to borrow or make them their own. It then caught momentum on Instagram, caught the eye of Candace Swanepoel, and the rest was history. The brand is about fashion-forward swimwear made from the best fabric available. I strive to make suits that are on-trend but comfortable – pieces that bring out the confidence in girls of all shapes and sizes.

What is different about designing swimwear?

Swimsuits are minimal coverage, both intimate and feminine.



Swim is designed to perfectly flatter a woman's body; therefore the cut, the coverage, the shape, the straps, etc. – all have to be seamless. You want girls to feel their best in their bikinis, so there's a lot of small details that come into play when perfecting swimwear.

Where do you get your inspiration?

A lot of my inspiration comes from the hottest trends that I see on runways. I try and stay ahead of the game by spotting a future trend, reimagining it as a potential swim piece, and executing that idea so I stay at the forefront of trends.

A Typical Week...in your life

We're a smaller team, so it means we wear a lot of hats at all times. I usually try and plan to have a couple of days in our DTLA headquarters to get all meetings and creative talks done with my team. From there, I'm constantly seeking out new fabrics at factories and new inspiration for future designs. For my personal wellbeing, I attend a daily yoga, pilates, or boxing class and spend my time near the ocean for peace of mind. I also always make sure there's time for my family and friends, it's totally important and it keeps me sane!

Who wears your collection?

I'm proud to say we create such a spread of swimwear that a wide range of body types and ages can be seen in Frankies. I've also been so lucky to have girls like Gigi Hadid, Elsa Hosk, Alessandra Ambrosio, Candace Swanepoel, Halsey, and Kylie Jenner wear my suits. It's always so exciting to see girls all over the world in my designs – I'm not sure it's something I'll ever get over.

Describe the essence of your new 2020 swimwear collection

Elevated basics. Next-level prints. Bold colours. I've also been working on branching out and embodying a variety of styles for our variety of customers. Rather than being known for one design or style, I'm bringing an entirely new diversity to the brand.

Who do you admire for swimwear design?

To be honest, there are no other swimwear designers I really check out. I feel like it's super important to always focus on your own brand. Constantly pushing the limits with different ideas that are authentic and straight from your core.

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

Beyonce! She is such an empowering woman; it would be so badass to design for her and see her rocking our bikinis.

Any other ambitions in design?

I've recently launched RTW – my new sister label, Aiello Brand. The traditional beach "cover-up" has become a thing of the past so I wanted to create a collection that could serve as the new era cover up. I'm going to continue working on this concept.

Your proudest moment to date?

Being the youngest designer to show at swim week is definitely up there. It was my first tangible goal, and I was able to achieve it.

Your worst move so far?

Not sure about there being a worst! But like any other brand, there have been hiccups along the way. Getting a business off the ground is not easy and virtually anyone who has ever made it has had highs, lows, and learning experiences along the way. It's about putting the puzzle together along the way, but never losing sight of who you are and what you want.

Time out?

Surfing, spending days at the beach in Little Dume Malibu, quality time with family, friends, and Koa (my pup!).

Pet Hate?

People who chew loudly and wet bathroom floors!

ROSIE COOK – DEAKIN AND BLUE

Why swimwear/beachwear?

Even a relatively body confident woman can feel self-conscious in ill-fitting or poorly designed swimwear and data shows that body image concerns have stopped over 500,000 women from swimming in the last 10 years in England. I wanted to develop a range that helps women to feel amazing in their swimwear whatever their shape or size. Deakin and Blue swimwear is transformational – in how it looks, in how it feels and in how it is made. Sleek, sculpting and sustainable – every piece is a little revolution.

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

I set up Deakin and Blue after struggling to find a swimsuit for my weekly swim. I'm slim but curvy and found swimwear was either pretty but flimsy for holidaying or black and shapeless for sport, with nothing in the middle. When I learned that body image concerns stop so many women from swimming or taking their children to learn to swim, I realized it was a problem that desperately needed fixing and, excuse the pun, dived right in. We launched in Summer 2017 and we've had rave reviews since then, won a handful awards (including the Independent's Best Buy sports bikini) and we're going from strength to strength.

What is different about designing swimwear?

A woman's body shape is absolutely fundamental when it comes to swimwear and when swimwear doesn't fit well, it is usually because the piece being worn was not designed for that particular woman's body shape. To address this, all Deakin and Blue pieces come in three curve sizes from athletic to curvy (across every dress size – UK8-20). So you can pick the exact dress size and curve size to suit your body shape - whether you're an athletic, smaller busted size 10 or a curvy, bigger busted size 10.

Where do you get your inspiration?

The female form is our main source of inspiration. We think extensively about the most flattering shapes and silhouettes for different body shapes and sizes. There is always a functional consideration to our designs – so a plunging X-back on our bigger curve styles, for example, will only go so low as to be able to provide the bust support we require. We're not a trend-led brand and instead we create more timeless, signature styles that can be worn season after season.

A Typical Week...in your life

I'm an early riser and book in breakfast meetings at least twice a week to kick start my day. In the morning I tend to spend a few hours in the office – looking over our latest design ideas, production plans, marketing activities and so on, before heading over to our production studio in East London in the afternoon to check in on latest samples or production runs. If I can, I'll squeeze a swim in mid-afternoon before heading back to D&B HQ to work into the early evening. I try to make sure I'm in at home for at least two nights during the week but otherwise I'm out meeting friends over dinner or drinks.

Who wears your collection?

It's been a real highlight that a number of influential women have been drawn to our styles. I'm delighted that our pieces have been worn by a range of inspiring women including Mylene Klass, Gemma Atkinson, Laura Crane, Sophie Hellyer, Bryony Gordon and more.

Describe the essence of your new SS2020 swimwear and beachwear collections

Our latest collection blends a handful of signature pieces in classic understated colourways – slate, navy, black – with fun and bright summer pieces in mango, mint blue and teal. Our latest designs mark a move away from a purely sporty style (we use mesh across a number of our core pieces) to a more holiday and resort-friendly look and feel which is more relaxed and tan-friendly. Our X-back in Moroccan Red is already showing a lot of interest!

Who do you admire for swimwear/beachwear design?

A completely different design look and feel, and brand proposition, but I love Batoko's fun and bright printed swimsuits. Like ours, all their pieces are made from ECONYL® - a regenerated yarn made from spent fishing nets - and their pieces are immediately eye catching for their loud prints!

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

Great question! We named each of our curve sizes after a woman with that shape and Christina Hendricks (who plays Joan in Mad Men) is the muse for our curviest size. So I would be thrilled beyond measure if she were to ever wear one of our pieces.

Any other ambitions in design?

Absolutely! It's early days but we're exploring adjacent categories which are complimentary to swimwear and where female body shape is also absolutely critical to design, including lingerie, sportswear and shapewear more generally. It is early stages but we would love to be the go-to brand for brilliantly designed and made pieces for women.

Your proudest moment to date?

There are a handful... Landing our first stockist was a huge win. As was being listed as one of 5 pioneering sustainable fashion brands in The Times alongside Gucci and Elvis & Kresse. But actually I think my proudest moments are when I'm stood with a body-conscious customer at a pop up seeing her try on our pieces and fall in love with her body again.

Your worst move so far?

My background isn't in fashion or manufacturing – I worked in the City for 6 years before taking the leap to set up the business and so it has been a steep but exhilarating learning curve since day 1. When we first launched I planned to pack and send all the orders myself from my London flat. I quickly realized that this was a terrible idea and meant I was spending a huge part of my time packing boxes! Thankfully a brilliant team based in Devon now pack every order which frees me (and my second room) up!

Time out?

Naturally, I'm a keen swimmer and my favourite swim spots include my local Lido at London Fields as well as Hampstead Ponds and any patch of sea I can get myself to. I'm also an avid reader, love having dinner with my best friends or visiting vineyards with my husband – the most decadent way to relax, ever!

Pet Hate?

Eek - poor attention to detail. And being late. But otherwise I'm very relaxed and carefree, honestly!



CARDO PARIS – EMMANUELLE CARDOSI



Why swimwear/beachwear?

Call me "tea bag"! I like to spend my time floating in a swimming pool like a tea bag in its cup! Throughout my years at the pool, I was always upset to see ugly, saggy, flashy swimsuits around me! A swimming pool can be a magnet for ugliness, don't you think? So I decided to first create a nice, elegant and painless swim cap that would make a revolution in the aquatic world. Then I added the swimsuits I was dreaming of but couldn't find anywhere... and I realized that other women had the same dream as mine.

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

I did start with swim caps, and was willing to become a billionaire selling them all over the world. But the market called me and I did start drawing the swimsuits of my dreams. I keep drawing this way: I think of what is missing in my practice of water sports. Every garment I design has equal measures of performance and fashion. I never sacrifice one for the other. It's fair to say that my brand was fully established when it began selling in major Paris department stores in 2014.

What is different about designing swimwear?

Precision. The devil is in the details! When you're talking swimsuits it's like talking lingerie, only tougher. You can't be approximate because the cloth is touching your skin and is supposed to cover, to accompany and support...what a design brief!! You are almost naked; you can't be betrayed by your apparel.

Where do you get your inspiration?

I don't have a clue. Sometimes even a word can provoke my imagination...being creative is a gift or a pain...sometimes during the night some ideas can wake me up and I have no way to stay in bed, it's like a hand pushing my back, I have to write or draw!

A Typical Week...in your life?

There is no typical week! I feel like the White Rabbit in Alice: always running and watching the time because everything needs to be done for...tonight. A week can be very busy at the office with the accountant (I hate that!) or with the stock or so much fun visiting clients, trade shows or going in Milano to visit our manufacturer! I like last one the best, of course!

Who wears your collection?

Every woman who takes her water training seriously, and who wants to look good doing it.

Describe the essence of your new SS2020 swimwear and beachwear collections

"Hit the road!" CARDO Paris is going beyond swimming pools and beaches to conquer the city with a range of clothes for before and after the water training. Skirts, neoprene boots are completing the collection of swimsuits.

Who do you admire for swimwear/beachwear design?

An Italian company which has been gone now for years...their outfits were so feminine, gracious, and cute. Their fashion shots looked like they came right out of a '50s Italian movie with this incomparable light, an absolutely stunning Italian model with big dark eyes and long lashes! A dream for me...seeing these pictures could give me the feeling of smelling warm sand on the beach...

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

Without any hesitation: Serena Williams! Of course she doesn't have the easiest body to fit a swimsuit but she looks so good, natural, confident, she doesn't care about being different from other women in tennis...muscular, super sexy, so real! Love her!

Any other ambitions in design?

I want to do a second line for men. I already had one but we sold them out and have been focused only on women for a while. But I think men deserve to be treated like women: with elegance and charm.

Your proudest moment to date?

The day I signed with a very famous European distributor who is carrying famous brands such as Stella McCartney, Ralph Lauren, DKNY, Michael Kors...what a gift!

Your worst move so far?

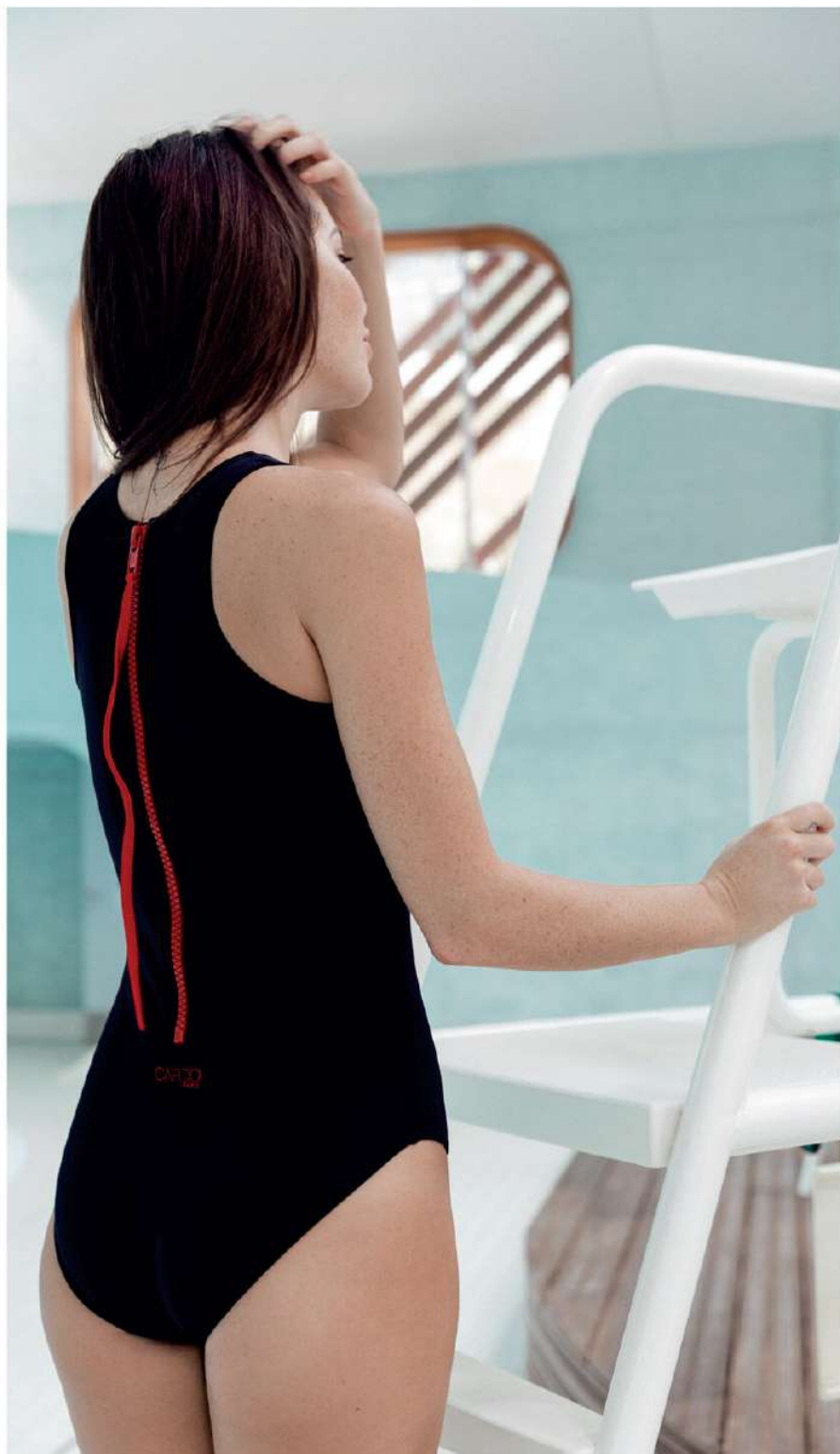
A photo shoot was planned, but my fabrics got lost and did a European tour (which was not exactly what they should have done)...I really thought we should cancel all the production and synchro team models because the swimsuits could not be done on time...but they finally came in. A real nightmare!

Time out?

Cooking and eating....chocolate of course. My motto? Swim more to eat more! Spend time with the ones I love. My favourite moment in time is having my kids, my companion and his kids, our pets at home on Sunday afternoon for a tea party with brioches and...chocolate! Happiest time in the world!

Pet Hate?

Dishonest people. And a meal without bread.



TUCCA SWIM – HELAINA & CHLOE THOMAS



Why swimwear/beachwear?

Swimwear has always been a type of clothing which we both love to wear. Spending every holiday since we remember in Mallorca meant that we were always swimming or sunbathing!

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

Tucca Swim was established in 2018, by British sister duo Helaina and Chloe Thomas. Tucca Swim is more than multiway swimwear, with sustainability being at the heart of the brand with the new Eco-Friendly collection which has just launched!

What is different about designing swimwear?

The swimwear market is very saturated and when designing swimwear, it's challenging to come up with something new. Spending a lot of time travelling over the years meant that we have lived in swimwear and by that, we knew a lot of the pitfalls from the swimwear that we wore. Tucca Swim offers new developments in the swimwear world with its signature best-selling multiway bikini. This design offers an interchangeable bikini top and bottom which is multiway, reversible and very compact for travelling! We want to bring young, fresh and fun designs into the market and show our creativity for design.

Where do you get your inspiration?

The Balearic Island Mallorca is our place that continues to inspire Tucca Swim. The nature and the beauty of the island inspire our collections and designs. Our ideas stem from us being sisters and loving to create new styles whilst working together to see each other's potential.

A Typical Week...in your life

We both continue to develop our individual interests in Textile Design and Photography as these skills are what shapes Tucca Swim. We take each week as it comes and enjoy every moment of what we are creating.

Who wears your collection?

Tucca Swim welcomes everyone to wear its swimwear! As the founders are in their early 20's the brand has attracted a younger audience for those who enjoy adventures, water sports but also others who prefer chilled days at the pool or beach.

Describe the essence of your new SS2020 swimwear and beachwear collections

At Tucca Swim we release limited collections as we strongly believe in the principles behind slow fashion. With sustainability being the main focus, we hope for consumers to think about what they buy and to shop for clothing that has timeless designs that can be worn in whatever year they want. Changing the way consumers shop but also the way in which brands release collections will pave the way for the future of sustainable fashion. Tucca Swim will continue to sell its signature multiway and reversible styles which we have the demand for.

Who do you admire for swimwear/beachwear design?

As we both are passionate about making a difference in the swimwear market, we look up to other brands who have signature stand out styles. For us, it has to be Triangl! We both own a few pieces from Triangl and remember how much of a buzz was created around their neoprene swimwear and how different it was at the time! Even today, Triangl continue to innovate the market with their recognisable swimwear shapes and fabrics.

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

We aren't really focused on making swimwear for celebrities, even if we did have the opportunity to do so. We are two very down to earth sisters and just want to design swimwear for all girls to enjoy worldwide!

Any other ambitions in design?

Being recent creative graduates in Photography and Textile Design means that we have strong ambitions in design! With Tucca Swim, we are always looking for new ways to wear our swimwear and will continue to discover new ways of wearing swimwear, but also beachwear...

Your proudest moment to date?

For us, it's the little moments that are our biggest achievements. However, we both still get excited when orders come through and will never forget our first international order that was to the USA.

Your worst move so far?

It wasn't the best idea to start Tucca Swim when we were both in our final year of University! Helaina went to Falmouth University and Chloe went to Arts University Bournemouth so it was very hard to get things moving with us living far away but at the same time, we wouldn't look back on what we have achieved now.

Time Out?

We both enjoy being outdoors in the sunshine! That is dependent on the British weather but we are lucky to be able to travel a lot with our business to sunnier places!

Pet Hate?

A good question! It's got to be when people don't say Please or Thank you! We believe it's important to create magic for people even those you don't know. Kindness goes far in life. 'Be kind, have courage and always believe in a little magic.'

MONICA FESTI, SALSEDINE

Why swimwear/beachwear?

Living in Bologna city, historically headquarters of lingerie and swimwear brands, it was almost natural for me to start working in this sector, where my passion for swimwear was born.

What is the brand's DNA? And when was it established?

Salsedine was taken over as a brand by the Gianni Cappelli SRL Company in 2007 and I have been designing this collection since 2013. Salsedine aims to satisfy the segment defined as 'lady', a consumer becoming more and more selective. In fact it is necessary to combine comfortable models with a more youthful and fashion-conscious taste.

What is different about designing swimwear?

In a few centimetres of fabric you have to create a comfortable, beautiful and always different item.

Where do you get your inspiration?

Travelling is definitely the first source of inspiration.

A Typical Week...in your life

I am very lucky to be a fashion designer, doing a creative job means 'never getting off' and therefore finding a 'typical week' in my life is quite difficult! Shooting of the collection is the moment I really love. Suddenly the whole collection comes together and takes shape, worn by the model and interpreted by the photographer.

Who wears your collection?

I do not picture an ideal woman, I think the collection is worn by those who appreciate Italian style and recognise its distinctive features – in exclusive prints, fabrics and fitting.

Describe the essence of your new 2020 swimwear and beachwear collections

This collection offers many prints ranging from tropical florals to foulard designs and finally ethnic paired with animal print. Unmissable is the plain series, enriched by special finishing.

Who do you admire for swimwear design?

I have always loved the essentiality of 'Eres' forms and the style of 'La Perla'.

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

For two seasons the American actress, Katherine Kelly Lang (Brooke Logan in the soap opera 'The Bold and the Beautiful') is ambassador for Salsedine.

Any other ambitions in design?

I also design 'unusual' furniture and am an interior designer.

Your proudest moment to date?

My job has given me a lot of satisfaction with so many good times... .

Your worst move so far?

Being an impulsive person by nature, I have learned to 'manage' this with the passing of time!

Time out?

I love cooking and I love having a houseful of friends.

Pet Hate?

Being from Bologna ... I can't stand to find 'Spaghetti alla Bolognese' on the menus of restaurants around the world, because it does not exist in Bologna. It's a culinary fake!



ADAM & TOM VITOLINS, TOM ÀDAM



Why swimwear/beachwear?

It all started with being in Japan. I went into an 8-storey men's fashion department store and understood that in regards to underwear and swimwear, there is nothing sustainable, well-designed or without massive logos.

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

We're a family business, so family is our DNA. tom àdám was born in 2015 in Paris with the purpose of creating sustainable men's underwear and swimshorts that allow ethics and aesthetics to co-exist. It is a friendship between me & my dad.

What is different about designing swimwear?

The versatility of the swimwear. I wanted to create something that you can wear 24/7. When wearing tom àdám swimshorts, you can play a tennis match in the morning, then have a swim in the ocean and as they are quick-dry and made as tailored trousers you can go to a meeting and have the nicest shorts in the room.

Where do you get your inspiration?

I think the inspiration is all around us. From spending days at the rough Baltic sea and using the texture of the sand in your materials to popping in a gallery opening and finding inspiration for a new photoshoot, every bit of information we consume can be used as inspiration.

A Typical Week...in your life

Being late for everything and trying to chase all the things I am late for.

Who wears your collection?

Definitely the person who is writing this and hopefully the person who is reading this.

Describe the essence of your new SS2020 swimwear and beachwear collections

As the pollution of the world is a problem we all face daily. The

new swimshorts collection is going to be made from Recycled ocean plastic, produced in an ethical manner.

While continuing to express our honest family aesthetics and values, we will stick to our styles which have proved to be successful and expand our collection with new colours and refined details.

Who do you admire for swimwear/beachwear design?

I tend not to take inspiration from other beachwear designers, to stay more authentic. Regarding other brands, I like Umit Benan, Jacquemus, Junya Watanabe, Rei Kawakubo.

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

I would design swimwear for Mies van Der Rohe, as he is my favourite architect, would be great to have a collaboration with him and see his way of constructing swimshorts.

Any other ambitions in design?

As I have a graphic design background and a deep interest in industrial design and architecture, those are disciplines I definitely want to combine in future work.

Your proudest moment to date?

Seeing the pure happiness in my parents' eyes both when we launched our first collection and sending out the first order.

Your worst move so far?

Walking around in narrow streets of a southern city seeing almost nothing after losing my glasses doing a backflip into the water while making photos for the brand. Ps. Doing whatever it takes to tell the story.

Time out?

Taking a deep dive in between thoughts and ocean.

Pet Hate?

Superficiality