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avons 3 grandes tendances. "Flower Power" : des vêtements de plage décorés avec des motifs floraux denses qui révèlent le côté sensuel des fleurs, renouant avec une palette riche ; chaque pièce et accessoire est décoré avec des pétales de couleur orange, fuchsia, et des tons verts, imprimés sur fond blanc pour un look nouveau et jeune. "Animal collective" : des imprimés tropicaux mélangés à des imprimés animaliers ajoutent une touche de chic et d'aventure à cette collection ; ces imprimés sont des plumages d'oiseaux de paradis, des feuillages verts et luxuriants qui se mêlent à des peaux de serpents et des léopards pour donner un look exotique et polyvalent. "Line up the dots" : les rayures et pois en noir et blanc créent un look minimaliste et attrayant. Blanc, ivoire ou crème sont mélangés au noir pour donner un contraste radical, montrer que moins on en met, plus l'effet est grand, remarquable, sophistiqué, fort ; les rayures larges s'accordent aux pois et créent un effet d'optique artistique. "Deep océan" : les sculptures marines inspirent une atmosphère sereine, où les profondeurs de l'océan oscillent en douceur ; les maillots de bain sont inspirés par les créatures de la mer pour créer des combinaisons de couleurs et de belles textures. ... ■

## The swimwear trends in South America

For several years now the swimwear trends are strongly inspired by the Latino-American fashions. To decrypt what we can expect for the 2014 summer, Créations lingerie asked emblematic brands from South America to enlighten us about their choices and their sources of inspiration for the summer 2014.

BY VALÉRIE FONVERNE

**A**nticipating and understanding the main trends... Such are the stakes now for all the distributors of the selective market, which can no longer be content with buying as they like, but have to be able to vary their offer. And above all to understand and explain to their customers, who are more and more demanding, what the fashion evolutions of the offer are.

To give you more information, we have asked the following questions to the Latino-American brands which seem to be the most interesting in terms of fashion offer:

- 1) Which have been your sources of inspiration for the 2014 summer collection?
- 2) Which style did you work for your summer 2014 swimwear collections?
- 3) Which are the swimwear shapes you are relying on for summer 2014?
- 4) Which are the key colours around which you set up your summer 2014 collections?

Here are their answers supported by pictures ...

### AGUA BENDITA

**Average retail prices: €150 to 250**

- 1) Our collection 2014 has been inspired by moments or occasions. Those special moments that every woman has when she feels sexy or fresh or feminine or sophisticated or gorgeous. Can be doing shopping, or traveling, or sharing a cup of coffee or a glass of wine. Etc.
- 2) Our collection will be accessorized with dresses and pareos.
- 3) Like always we'll have two-pieces, one piece and trikinis. Basic forms where the woman feels comfortable but at the same time sexy and unique. We'll have pieces for every type of woman.



Agua Bendita



Aguaclara



Feriado  
Nacional



We want to focus on two pieces with many accessories to play with each of our creations as dresses, pareos, shorts, bags, and sandals.

4) Agua Bendita collections has been always

characterized by plenty of colour, with special and unique pieces.

We do not focus our 2014 collection on plain colours, but we'll have muted and neon pas-

tel colours, that express the feminine, natural and fresh essential part of a woman.

We will have also printed fabrics emphasize on leather. And we always predominate our handwork.

#### AGUACLARA (PÉROU)

*Average retail prices: \$150 to \$250*

1) A chic Amazonas river cruise, the queen of the jungle, a golden river mermaid, a tribal princess. I got inspired imagining all this of our ancestral culture in the Jungle and the Andes of Peru.

2) We are betting on detail, fine and unique accessories, paillette and elaborated applications.

3) Our collection has around 17 stories. In each story (or group), we offer around 12 different forms between tops, bottoms, one piece, tankini and cover-ups. We mainly focus on bikini forms as triangle, halter, bandeau and in bottoms side tie, Brazilian and we try to offer always a new sexy bottom each year. On two-pieces we offer a bigger halter and bigger bottom, but we will come





Limonada



Lisa Riedt

up this year with some two piece retro forms. As beachwear we offer long sensual dresses, silk tunics, silk pants also.

④ We will mostly do printed fabrics in exotic, animal and sophisticated designs in vibrant colours. We will also present some plain colours but with very vibrant elaborated embroidery, or with very fine accessories or with a mix of fabrics.

#### FERIADO NACIONAL (BRAZIL)

*Average retail price: around €100*

① Brasiliness (that is: the Lifestyle of Brazilian women)

② The collection's identity is characterized by artisan works such as gem applications, crochet and embroidery, personalizing each piece a unique and special way

③ Details such as draping, mooring and clippings structured convey comfort and security that our customers demand. Besides the ruffles and frills add sensuality to the pieces.

④ The brand's elegance was translated by the use of Emerald Green, the most abundant tone in nature that reigned absolutely

on the prints and on the metals developed exclusively for this collection. The prints are digital and exclusive and promise to be on the spotlight this summer. They reveal our natural beauties, the colour of flowers and geometric forms, beyond the ethnic symbolic and animal print, revealing a wild and sophisticated nature.

#### LIMONADA (BRAZIL)

*Average retail price: \$350*

① The "Under water world" is our inspiration. Digital prints in fish skin, abstract forms and bright such as pink quartz and rocks. The whole idea is to be part of this amazing colourful world with so many surprises. So this time you are one of them instead of being the outsider and perhaps be more conscious about our environment.

② Our style is a mix of prints and accessories for this year. A lot of prints mixed with handmade embroidery.

③ Limonada always bets more on bikinis but one-piece swimsuits are dear to our hearts, we will always have them and they

are the ones which give the whole concept for the collection. We usually have a variety of bottoms for all taste, but this time we focused more on structured forms from the inside, specific cuts that shape the body.

④ We focused more on exclusive printed fabrics and colours that combine with them. This time silver, off white, blue cobalt and light pink are the strongest in our collection.

#### LISA RIEDT (BRAZIL)

*Average retail prices: \$60 to 120*

① With the upcoming FIFA World Cup and the Olympics in mind, we created a collection celebrating Brazil. The main focus is positivity, because we want to share with the world how strong the positive energy of Brazilians really is.

② Most of our pieces are accessorized with exclusive gold-plated Lisa Riedt "O" rings, oval rings and/or details. Some pieces allow women to "customize" them, either by placing the details on different parts of the suit or completely removing them.



Maaji



Ondademar

3) Our focus is on the bikinis. The cosmopolitan woman likes to be pretty, chic, elegant and ready to go anywhere at all times, so we created one-pieces that can be worn as corsets and cover ups and dresses to complete the look.

4) Lisa Riedt always carries pieces in both plain colours and prints, leaving it open for the consumer to mix and match. For the Brazil Celebration collection, we focus on three main colourful prints: Exotic (displaying Rio de Janeiro's Corcovado, Copacabana sidewalk, Christ the Redeemer, tropical flowers etc.), Glimmer (inspired by the Carnival, Samba and Bossa Nova mixed with colourful palm trees and sequins) and Aurora (an artistic take on the sky and ocean during sunrise in Brazil).

We'll also launch our Timeless print. The print, which was a collaboration between our designer and designer Ted Borges (Basic Drama), features the brand's symbol arranged in such way that the shapes of diamonds and stars are formed within the negative space.

#### MAAJI (COLOMBIE)

*Average retail price: \$50 a set*

1) The story we're telling for this summer is "Woodland Solstice", an enchanted forest fulfilled with magical characters such as unicorns, owls and wolves, a surreal place full of fantasies and melodies.

2) We care about the details and we bet for metallic seams, decorative trims, laser cuts and ruffles to make our suits unique pieces.

3) Since it's summer we want to soak up the sun and get a healthy tan so we're betting on two pieces swimsuits, we're betting on pieces full of vibrant colours and details to enhance such tanning. We want to focus on seamless bottoms for a friendly fit and in terms of tops, bustiers are really strong for this season, underwired bras, ruffles and flounce tops are also important.

4) This summer collection features 4 main vibrant colours such as electric pink, tangerine, lime and blue. These colours are present in all of our prints and our match-

makers (solid tops and bottoms) to customize your look creating your very own suit.

#### ONDADEMAR (COLOMBIE)

*Average retail price: \$182 to 220*

1) Eden is our main theme for summer 2014. We want to exalt the sublime and the mystical of the sacred places where the water meets the earth.

2) The cut out fabrics are mainly used on this collection for the cover-ups. We have used eyelet, guipure and laser cut fabrics to achieve sophisticated and intricate see through patterns. We have "collected" accessories, and ideas to include in throughout the collection and have used many handcrafted items and embroideries, with artisan detail. We feel, that everyday more, the OndadeMar woman is very appreciative of the genuine.

3) We are mainly betting on the bikini as the core of our collection, but the one piece is getting stronger season by season. Using the same update formulas that we



have used for the bikinis, we have found new and renovated one piece items suitable for new and young generations.

For this season, in terms of top silhouettes the bandeau with decorative details like ruffles, embroideries and trims are a must have. The fringes in laser cut update the basic silhouettes and offer a bolder look. The structured balconette tops are also key item articles.

④ Our portfolio always include new seasonal colours and our own developed prints. The mood for the prints this season is a mix between animal inspired prints, native and tribal atmospheres with tints of flowers and paisleys, all this mixed along with a twisted colour nautical. The colour palette is updated this season with new metal colour fabrics.

#### PHAX (COLOMBIE)

*Retail prices: €80 to 120*

① This collection is a journey of love, full of explosive colours and textures that blend into the blue water and sky. Warm tones are an invitation for fun and tranquillity, mingling with the gold of the desert when the sun kisses it. The silhouettes that highlight the best of women complement each figure with ornaments, cuts and embroidery, making this a strong collection, loaded with feminine prints that arouse feelings of love and freshness...

② For summer 2014 we have a bit of everything! We have classic styles that combine fabrics and textures. We have styles with accessories like buckles, ironwork, embroidery etc.

③ For our 2014 summer collection strapless style took a lot of strength, however the triangle and halter bikini, tankinis and one pieces swimsuits make part of our great 2014 collection too. Concerning beachwear the Maxi and Mini dresses in gauzy and flowing fabrics have taken a lot of force. We also have rompers, pants, shorts, skirts and sarongs that are essential items for summer days.

④ We use nylon fibre, plain colours and printed fabrics using traditional and digital printing. Concerning colour we have warm colours like orange, coral and aqua that highlight our designs. We are known for having prints that coordinate with whole backgrounds touches.

#### TOUCHÉ (COLOMBIE)

*Average retail price: \$155 to 170 the swimsuits*

① We define this collection in three words,

young, wild and chic. Young because we have defined a set of strings representing an eclectic aesthetic that paired with neon and enhances the figure. Wild because we are inspired by the jungle with touches of the more sophisticated animal print paired with feathers of birds of paradise and the exotic foliage. The chic touch is accomplished by incorporating details, buckles, and hardware that add a unique touch, character and personality to each garment.

② Accessories are of great importance in this collection. We are committed to our classic silhouettes, innovating and recreating them from accessories such as locks, fittings, buckles & appliques with metallic finishes like yellow and pink gold.

③ In our collections, bikinis and one-piece swimwear always have the same relevance. However in the last two collections we have emphasized on giving a special touch to the one-piece swimwear, maintaining simple forms while details are smoothly incorporated into design with embellishments and appliques that focus attention on the neck. Every detail is a hand made masterpiece, designed for the sophisticated, confident and stylish woman.

④ We emphasize in patterns which are shared by a plain background to give a homogeneous colour sensitivity to the collection. For this 2014 season we have 3 major trends.

'Flower Power': beach wear and cover ups are decorated with dense floral prints that reveal the sensual side of flowers, reviving a rich and passionate palette; each piece and accessory is decorated with petals in orange, fuchsia and Green tones, stamped on a white background giving a fresh and youthful look.

'Animal Collective': tropical prints paired with the animal prints add a chic and adventurous touch to this season collection; prints as birds of paradise, green and lush foliage that mingle with snakes and leopards to give an exotic and versatile look.

'Line up the dots': stripes and polka dots in black and white, creating a minimalist and attractive look. White, ivory or cream are mixed with black to give a radical contrast, showing us that less is more, more shocking, more sophisticated, more strong; thick stripes paired with polka dots create an optical art effect. 'Deep ocean': sea sculptures inspire a serene atmosphere, where the depths of the ocean swing smoothly; bathing suits are inspired by sea creatures to create colour combinations and great textures. ■



Phax

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