



# swimwear shape

# FOCUS

**WOMENS & MENS Swimwear report S/S 2015**





KARLA COLLETTO Cruise 2015; VICTORIA'S SECRET; ERES @ net-a-porter.com; top: MASTER AND MUSE by LA ISLA; bottom: KATIE EARLY London S/S 2014

**Rings:** Tortoiseshell-pattern rings run through the centre front of a triangle top maillot. As part of low waisted bikini bottoms and a criss-cross bikini top they are small and fully visible. Large acetate rings add negative space through the side of bikini bottoms and are used to join triangle cups on bikini tops. In bandeau styles, rings join cups and straps. Extra, decorative straps are added, using the ring as a starting point, in a bikini with shaped cups.



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ASYMMETRIC



CHANEL Paris S/S 2014; KARLA COLLETTO @ net-a-porter.com; MARC BY MARC JACOBS @ marcjacobs.com; BARBARA BUI Paris S/S 2014

**Asymmetric:** Although exposing one shoulder, these swimsuits have low-cut bodies which offer lots of coverage at the bust and leg. A contrast combination of bandeau top and shoulder strap set at an acute angle is a new twist on the style.

Diagonal stripes and blocks or bands of colour add to the graphic quality of this style.



TOMAS MAIER @ net-a-porter.com; ADRIANA DEGREAS Sao Paolo S/S 2015; SUBOO @ suboo.com.au; SUBOO @ suboo.com.au

**Bandeau swimsuits:** These strapless styles range in complexity from minimal to intricate corset styles. The bandeau-top swimsuit creates an impact in solid colours with added belt and pocket details or split into contrast blocks of colour or divided by insertion piping. Necklines are gently pushed into sweetheart shapes or structured into defined cup shapes.





LES BAIGNEUSES; ROKSANDA ILINCIC @ nef-a-porter.com; TOMAS MAIER @ nef-a-porter.com; ROKSANDA ILINCIC @ nef-a-porter.com

**Cover-up:** Swimsuits with a low-rise leg and a wide-cut edges give lots of coverage. Adding silhouette-style panels creates an optical slimming effect to full-cover swimsuits. Horizontal bands of colour and wide shoulder straps add further definition to these bold shapes, and contrast colour through the waist or empire line, visually breaks the shape into two.

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## RETRO SWIMSUIT



CACHAREL Paris S/S 2014; CUSHNIE ET OCHS New York S/S 2014; NORMA KAMALI @ net-a-porter.com; JONATHAN COHEN New York A/W 2014/15

**Retro swimsuit:** Halterneck styles inspired by the '70s via the '40s, feature a dramatically low-cut, slashed front. Gathered panels soften the look while tailored styles incorporate belt buckle details. Norma Kamali presents a new twist on her classic 'Bill' maillot where the straps are criss-crossed to create a triangular underbust panel. Adding a twisted bandeau detail onto a balconette swimsuit is a clever way to add additional structure and shape.



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SPORTY HIGH NECK



SUBOO @ [suboo.com.au](http://suboo.com.au); VICTORIA'S SECRET; BETH RICHARDS; KARLA COLLETTO; T by ALEXANDER WANG @ [net-a-porter.com](http://net-a-porter.com)

**High-neck halter:** Brightly coloured, high-neck swimsuits feature contrast bands of silver or flesh colours, which cut across the body adding definition and separating the body into geometric blocks. Adding a mesh insert into the neckline of a banded halter bikini top gives the illusion of a triangle bikini, while a mix of stripes and mesh panels give the impression of a strapless bandeau monokini. Teardrop cutouts at the neckline soften the sporty look.



SUPERDRY @ [superdry.com](http://superdry.com); ASTRID ANDERSEN London S/S 2014; BURBERRY BRIT @ [saksfifthavenue.com](http://saksfifthavenue.com)

**Boardshorts:** Long and loose, with lace up tie or elastic at the waist, worn low on the hips, these styles stop just short of the knees. This oversized look is very popular with youth markets and the oversized theme follows through with chunky details, wider waistbands and super-sized branding or patterns. Wide waistbands are elasticated all round but most feature a flat panel at the front for a more flattering fit.