

Swimwear 09

"Swimming is the ultimate low-impact exercise accessible to virtually everyone. The Government is currently encouraging more participation which will allow many people to swim for free from April, so retail opportunities from swimming are significant in 2009," says Martin Newton, Sales & Marketing Manager, Aqua Sphere. With that in mind, we look at what's new for 2009...

An interesting area of advancement in ladies swimwear is the 'support' type suit. They involve new fabrics for, say, tummy control and time has been spent on sizing – most importantly the cup size for the larger bust.

For this year Speedo have introduced the Premier and Chic ranges which offer maximum choice for all body shapes as styles feature one or more of the following benefits: bust support, tummy control, cup sizing and adjustable straps. They are made in speedosculpture, which sculpts and controls the body giving added confidence in and out of the water. Taking inspiration from nature, these suits are available in warm, earthy tones such as



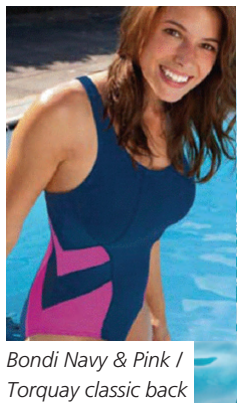
5527 blk-suit

fiery red, sweet cinnamon and charcoal black to help brighten and lift the complexion even on the dullest of days. The swimsuits also offer increased resistance to chlorine, ensuring

excellent colour retention. They really are very feminine and the cut of the suit accentuates curves beautifully.

Another stylish suit is Aquashere's Tiffany one-piece in black with buttercup trim and zip, SRP £26.42, which uses chlorine resistant Aqua Infinity fabric which is very soft to touch and quick drying.

Zoggs pledge to design swimwear to fit, flatter and enhance 'all' body shapes which are suitable for all ages and sizes. 'Swimshapes' feature strongly



Bondi Navy & Pink / Torquay classic back



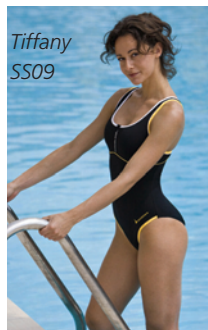
throughout A/W 2009 and two new styles in particular stand out, the Bondi in Navy/Pink is a non-wire D-G cup bra sized swimsuit and the Torquay Classicback in red provides adjustable straps for a better fit around the shoulders and bust with an extended size range.

PICTURE ZOGGS: Bondi Navy & Pink / Torquay classic back

Arena have a range called



5527 blk suit



Tiffany SS09

Body Lift which is new to the UK and comes in four different styles, including Maygre and Makimurax. This 80% Polymide / 20% Elastane medium-cut leg has stomach flattening panel, fully adjustable straps, high support around the thighs, body shaping around the cup and back. It's available in C cup and above, in a choice of plain or print. Arena's Richard Townsend says: "People are swimming to older ages as it's a popular past-time. and with less money around it is still a relatively inexpensive. It's low impact, good cardiovascular exercise".



Maygre 29995d



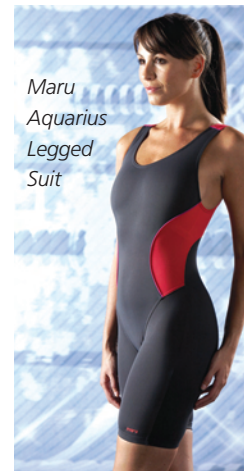
Maygre 29995d

Tyr offers a bra-cupped swimsuit which is front lined giving extra support and a lower, more flattering leg called High neck with piping or THSS7.

"Maru's Aqua Classic collection, designed with fit and comfort in mind, are styled with high backs, secret bust support and low legs, and tend to appeal to the more mature woman," says Roger Allen. New this season is the Stella Hydro in



THSS7



Maru Aquarius Legged Suit

navy with elegant fuchsia piping around the neckline and a pretty silver floral appliqué. Also new is the Ziggy Vito in a purple, pink and black, a patterned suit with low leg which should prove a winner. The most popular suit in this range is the Aquarius Legged suit which is aimed at aqua aerobic enthusiasts and swimming teachers – introduced in 2008, it's become one of Maru's best sellers. For fitness swimmers who are regulars at the pool, the real advance is in fabrics which are colourfast and have longevity. Zoggs' two main collections are the Ultex and CR25 which feature increased performance, durability and comfort. Two of the outstanding suits are the Wyomi V Neck X Back (Ultex) and the Torquay Powerback



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Torquay Powerback

(CR25), which offer a comfortable fit and are particularly durable, lasting over 1000 pool hours. Arena have two types of fabric: Waterfeel which is Lycra-based so you get the comfort because of the elastane content. Also Waternity which is designed specifically to be anti-chlorine, and it is really popular with regular swimmers as it lasts longer. Style include plains, panels to prints with various backs to suit different figure types. So for example, the larger chested suits have a higher cut back with a double strap.

Within Maru's Aqua Sport range there is a Active Pacer Legged suit, a sleek legged training suit, and a new medium leg height suit.

Also included are two new stylish and brilliantly patterned thin strap suits, again manufactured in Pacer, the long-life fabric which also provides UV protection of UPF 50+. In response to customer feedback, Maru have introduced a new low leg suit for the first time ever – the Dash Spritz Back. Most popular in this range, however, is going to be the Mantis Pacer Vault Back in black with flamboyant pink and blue design.



Mantis Pacer Vault Back



Milano with X Power

Aqua Sphere's Fitness Swimming category has high standards of chlorine resistance and superior fit. The Milano one piece, SRP £24.46, sizes 10 - 16, is made using premium Aqua X Power chlorine resistant fabric which delivers really high performance muscle control, excellent shape retention, quick drying properties and UV protection. The Aquatic Sport range includes a range of full suits and two pieces which are superbly comfortable, soft, quick drying and breathable whilst offering the benefits of Aqua Infinity chlorine resistant fabric. With a silhouette for every woman, sizes range from 34" - 46", the stylish two-piece Suzy, SRP £20.54 include a softly structured bra lining for invisible support or the Solena which is made

from Aqua Infinity fabric, SRP £26.42, in sizes 14 - 22.

Tyr has a new range of California-inspired prints, for spring/summer. Zeus in new female Dimaxback is designed to give more support. This along with Thor Maxback and Sunfire Maxback are in Dupont lycra prints which are 80% Nylon / 20% Lycra. Afrodite in the new Diamondback is in Tyr's exclusive Durafast fabric with improved comfort, stretch properties, excellent colour retention and fabric longevity.

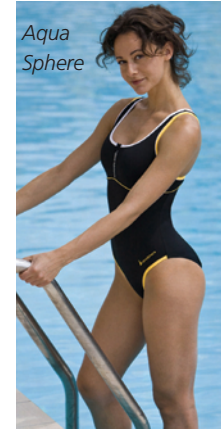


Zeus Afrodite

Speedo's new Team Range, blends bright, bold colours with flamboyant prints. Jude Atkinson, Speedo Marketing Manager says: "We have designed the latest Speedo performance collection to be fashion forward and fun while still being practical, utilising Speedo's exclusive, 100% chlorine

resistant Endurance+ fabric. This season's 'Team stripes' range is bright and bold – perfect for regular swimmers who want to stand out." The 'Kick back' style includes an inner-bust support system for curvier women.

For those lucky people who are going on a beach holiday Aqua Sphere are offering the Beach range which includes eye-catching printed/plain contrast mix-and-match tie-neck bikinis and high fashion one-



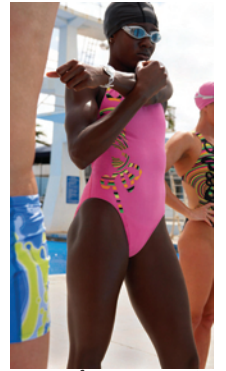
Aqua Sphere

pieces for holidays in supersoft Aqua Fit fabric which guarantees soft elasticity, high-comfort fit and breathability.

They are also have a new JUNIOR range which includes hi-colour one pieces and tankinis for girls in hot pink, candy pink and sky blue, and practical shorts and briefs for boys in indigo, red and black. Junior retail prices start at only £5.99.

Maru's Aqua Leisure range, ideal for pool or beach wear, features an entire new range of stylish thin strap, one-piece and halter neck suits, as well as

two piece tankinis in colours from black and fuchsia to orange and denim. "The new design Bertie Tankini has adjustable side pant ties, which we think is going to be a real hit, as will be the new Daisy Tankini with short-style pants," says Maru's Roger Allen.



Performance 5507 bright pink suit



Bertie Tankini

Zoggs ladies Elastomax range is perfect for the holiday, the special fabric is incredibly comfortable to wear, made from super-soft



Kiama Cross Over

Karumba Speedback

high-quality Elastomax fabric which has UPF50+ sun protection, it won't let you down by developing embarrassing see-through bits or a baggy bum. The key suit in this range is the Kiama Cross Over.

Zoggs has a wide range of junior swimsuits for boys and girls aged between one and 16 years old. For the girls the Karumba Speedback combines style with the CR25 technology to ensure it lasts longer in the pool. Eye-catching prints, bright colours and funky detailing in fabrics, made into stylish swimsuits, bikinis and

tankinis, designed to withstand chlorine so they don't fade or lose their shape. Boys will feel great in surf-inspired board shorts and trunks with graffiti detailing. A range of super-stylish high-performance goggles and coordinating swimcaps complete the look.

New for kids from Arena, there's Jammers, a longer leg short almost to the knee both in Waternity and Waterfeel fabrics, and as previously mentioned Waternity is a long-lasting material as it's chlorine resistant. The shorts are James Bond-inspired both for men and boys.

Ladies costumes are also available in girls' sizes, so there's a very wide range available.



Bruklin 27798



Bistern jr 21173d