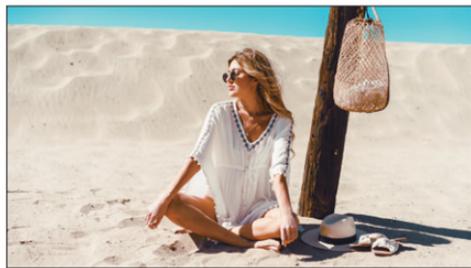


Beach at Swim Collective: the hottest ticket under the sun

The new beach category at Swim Collective is catching the eye, and commitment, of exceptional premium resort brands such as the four spotlighted below. Their enthusiasm is clear. For Koy Resort, “It captures a crucial audience of specialty retailers, boutiques, department stores, and online venues all in one trade show.” Sea Star Beachwear loves “the exposure to not only West Coast buyers but also many international retailers.” It’s “a natural fit” for Peter Grimm Headwear, while Skova looks forward to “increasing brand awareness and networking with other like-minded brands.” Fun in the sun, indeed!



Koy Resort

Koy Resort’s designers of resort- and beachwear are inspired by “our love of travel, exploring new cultures, art and architecture, food, music, fashion, and nature.” Stands to reason that its ideal customers are women who travel, who are looking for chic clothing that easily transitions “from the beach to the bar and into the night.” Designed to be effortless and flattering for all ages and body types, Koy Resort has a distinctly practical side, fabricated from airy and easy-care fabrics that are versatile and compact for packing. With a soft, beachy palette and price points ranging from \$61 to \$91, the bestselling style is the Miami Kaftan, in white, black, and, new for 2019, indigo—an easy-fit boho style in soft crinkle rayon with touches of lace. Koy Resort’s ruched dresses “are on fire,” and “we are excited about our floral and palm prints in soft, drapy rayon.”

Peter Grimm Headwear

The Peter Grimm Headwear customer is “the individual, the rebel, the outsider, and the free thinker.” Quality, style, and effortless cool are the brand’s hallmarks, along with the company’s innovative culture, which resulted in the first straw hats with wire brims. Peter Grimm was born 29 years ago on the beaches of Southern California with one hat—the Original Lifeguard, a perennial bestseller. That, plus wide-brim fedoras and fedoras are expected to be big sellers, with wholesale price points ranging from \$8 to \$26. Peter Grimm sources the highest quality materials from around the globe for its meticulously designed hats, which are subject to rigorous quality control. “Our products are both functional and fashionable,” according to the company, “offering many different features ranging from UPF 50+ sun protection



to being water resistant as well as crushable/packable”—making Peter Grimm Headwear the perfect travel companions.



Sea Star Beachwear

“We are a true beach shoe!” says Sea Star Beachwear about its classic espadrille refashioned as a fashionable and functional water shoe out of fast-drying neoprene uppers and non-skid rubber deck-shoe soles. Says cofounder Libby Fitzgerald, who, with partner Michael Leva, started Sea Star in 2015, “I was looking for a shoe that I could wear into the water that would protect my feet from coral, rocks, and broken shells and was also chic enough to wear to lunch, around town, for boating. I found that no shoe existed that could serve all these purposes at once.” This ultimate summer water-sport shoe is unique in the marketplace. Sea Star also boasts a broad beachwear collection, which, for resort and its S/S ’19 lines will feature “a lot of metallic and denim neoprene” and “floral embroidery.”



Skova

Skova is mainly about towels, and Skova’s designs are like no towels you’ve seen. Bold and exotic, they are inspired by the travels of designer Michaela Moryskova. Each collection takes its creative cue from a specific trip, such as the Cappadocia Collection in brilliant indigo and red, inspired by her trip to Turkey and the rugs made in Goreme. Skova’s square travel towels, double the size of a standard towel, will be bestsellers, she predicts. Ditto the recently launched lively Picnic Rug, with a “super-lightweight” cotton canvas top and waterproof canvas base. The perfect representative of the collection, however, is the silky, one-size-fits-all Kimono, fashioned from original prints—a versatile piece that can be worn over swimsuits, jeans and a tee, or even dressed up for a night out. Wholesale price points for travel and round towels are \$28, resort towels are \$24, the Picnic Rug is \$78, and Kimonos are \$95.

Swim
COLLECTIVE

See these brands in the new Beach category of **Swim Collective**, Aug. 1–2, 2018, in Anaheim, California. For more information, visit swimcollective.com