

SWIM RESORT

SS 2026



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Key Shape

New Innovation

Design Capsule

- *Tropical Modernism*
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- *Quiet Cool*



PRODUCT MATERIAL FORECAST



#Pearl #Gemstone #Craft



JL25-058



JL25-055

Christopher Esber

PEARL & MINERALS

Swim and beachwear is adorned with faux semi-precious stones, used as trims on straps, ties and as decoration for sarong skirts and goddess dresses. Mineral stone colours such as amethyst, amber and turquoise compliment earthy neutral tones for swim and resortwear



Bahia Maria



lareveche



Bahia Maria

#3dtexture #Openwork #Bridalseason



PatBo

Kim Shui



SUN-KISSED VOWS

desire for Glimmer with playful bridal aesthetic, elevating styles with fabric texture, 3D appliqués, beading and intricate openwork cover-ups perfect for layering



Cleonie



ART OF CRAFTSMANSHIP

One of the most captivating ways to elevate swimwear design is through the intricacy of beading, which adds texture, color, and a unique flair that can transform an ordinary swimsuit into a wearable work of art.



Johanna Ortiz



Monday



Cleonie



Sea salt



Adriana degreas



Seafolly



JL24-848B

JL24-845A



NATURE TREASURES

inspired from the exquisite beauty of nature, particularly the enchanting elements found beneath the waves. Brands has artfully integrated themes centered around the sea, harnessing the unique textures and colors of seashells, starfish, and other marine treasures to create an innovative swim line that celebrates both style and the spirit of oceanic exploration.



DAZZLING GLAM

As summer approaches and beach days beckon, swimwear styles evolve to reflect the vibrant mood of the season. One trend captivating fashionistas is the combination of ombre sequin swimwear, adorned with dazzling diamante and stud motifs. This glamorous ensemble is the ultimate statement for anyone looking to make an unforgettable impression by the water.



Chloe

Cult Gaia

Vix

Isabel Marant

Ring & Trims

Metallic rings feature on swimwear and cover-ups. Metallic rings adorned with intricate trims can create a striking visual impact. A striking oversized trim, understanding the role of ring trim can elevate the craft of jewelry design, ushering in a new era of artistic expression.



Rope & Knotted

Thick rope trims are key to update volume-driving bikini silhouettes. For commercial appeal, play with loop formations to create chain effects, or experiment with body-wrapping for a high-end luxury feel. nautical trims with knotted details to further elevate this playful nautical story



Monday



Free people



Ninefoot



Billabong

Nasty Gal



Superior protection; blocks over 98% of UV rays.

BEACH CLUB

As swimwear trends evolve, one style is making a significant splash this season: swim collections that combine an active, sexy aesthetic with bold color blocking and durable UV protection material. Performance swimwear continues to influence designs as rash silhouettes and sporty styles dominate. Be inspired by surf themes that merge fashion and performance swim.



Duskii



Makara

Adidas



Cris Barros



It's now cool



ALO

ACTIVE LED

In today's fast-paced world, active individuals seek clothing that can effortlessly transition from one activity to another.

The breathable and moisture-wicking fabric properties (Econyl Lycra) make the product exceptionally comfortable, even during rigorous workouts or long beach days.



DECORATIVE CUT

Laser-cut details have been appearing more frequently in swim and resort wear. Use them to achieve intricate shapes and innovative textures with a futuristic feel. Develop engineered fabrications with body mapping.



AQUATIC BLUES

The iconic look of denim adds a fashionable edge to festival outfits. Whether it's paired with bohemian accessories, crop tops, or oversized shirts, denim swimwear can be a standout piece.



Stone Fox



Ancora



Triangl



Triangl

LUXURIOUS VELVET

velvet is redefining expectations in swimwear, offering a unique blend of elegance, comfort, and fashion-forward design



LIQUID SHINE

One of the most appealing features of Highshine Swim Micro is its silky texture. The surface's satin or glossy effect gives garments a sophisticated sheen that exudes elegance.



ROXY



Rhythm



SEEA



Bond eye



Soleil Soleil

JACQUARD TERRY TOWELLING

Towelling continues as a hot fabric for resortwear: embossed, clipped, printed or plain. toweling offers a soft, plush feel that is both comfortable and stylish. The jacquard weaving technique allows for intricate designs and patterns, adding depth and visual interest, which makes it a favorite among brands

trend
KIDS



The Frilly Frog



Coco Leto



CRAFTED DETAILS SMOCKING

Delicate smocking and stumpwork embroidery with a pop color refresh perennial girls' and toddler SS26 swim items.

Roco Swim



Thelittleurchin



Mille and John



Gorman



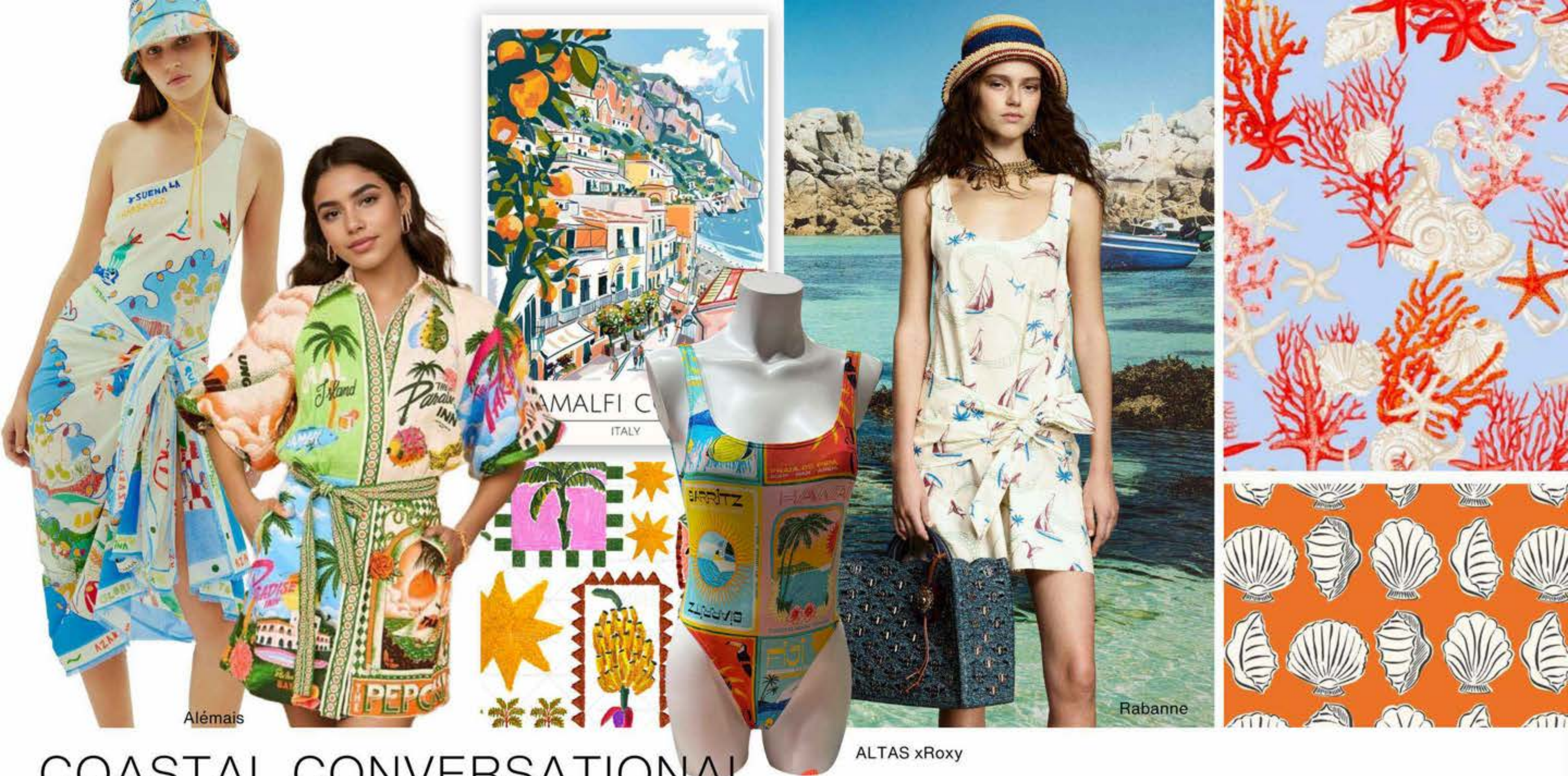
Mille and John

FRILLS PRINT BLOCKING

Fabric-blocking develops become an outlet for creativity. Sustainable measures such as using cross elements prints help maintain better circular design practices. Including gingham checks, florals, stripes and fruit all-over motifs to create mix-and-match sets.



PRINT DIRECTION



COASTAL CONVERSATIONAL

The playful nature of conversational prints allows for various styling options. Swimwear featuring such prints can easily transition from beach to casual outings, making them adaptable for different occasions.



OMBERE & TIE DYE

the most popular trends dominating the swimwear scene are vibrant ombre and tie-dye patterns. These styles not only reflect a carefree attitude but also infuse personality and flair into swimwear collections.



Farm Rio



Capittana



Spring Summer 21
Photographed by [illegible]

loewe.com



Loewe



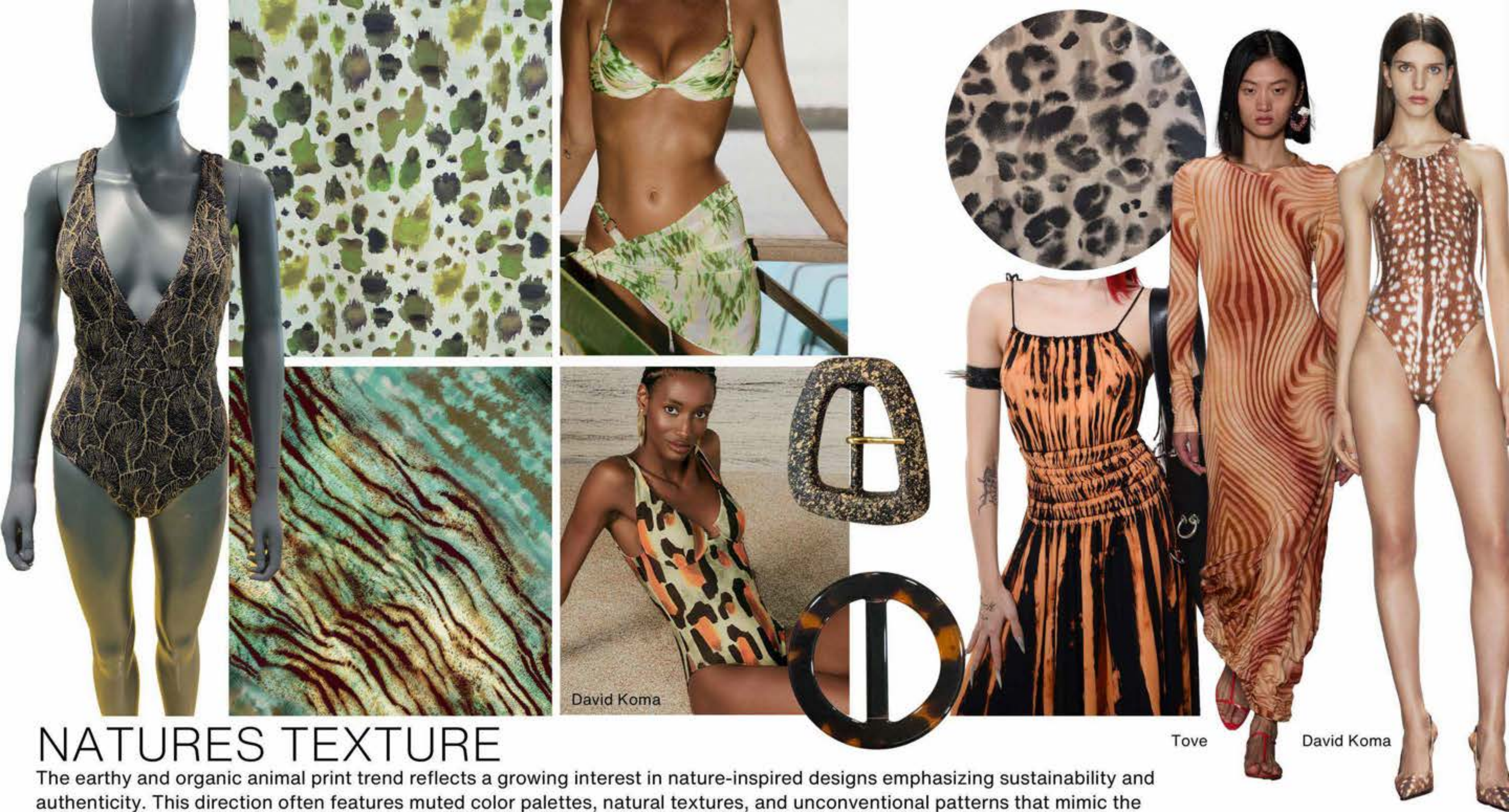
FRUITOPIA

One of the latest trends fruit skins emerge as a fresh substitute for the iconic leopard print. The paint brushed effect mimics the texture with artistic flair.



STANDOUT BY THE SEA

Oversized prints make a statement. Whether a graphic pattern or vibrant digital floral design, these large motifs grab attention and set you apart from the crowd. Wearing a swimsuit with a stunning oversized print allows individuals to express their unique sense of style



NATURES TEXTURE

The earthy and organic animal print trend reflects a growing interest in nature-inspired designs emphasizing sustainability and authenticity. This direction often features muted color palettes, natural textures, and unconventional patterns that mimic the irregularities found in wildlife

Tove

David Koma



Cal de la cruz

Cal de la cruz

Soleil Soleil

JUMBO HANDPAINT

A monochrome palette, irregular painting is naive and bold Minimal Graphic , perfect for swimwear and resortwear print direction



Self-Portrait

Clover Canyon

Volantis

CULTURE CRUSH

Vibrant earthy tones merging large scale geometric , Moroccan tile, tribal prints trimmed with contrasted prints and add a new dimension



Summer Salt



Hazel Blues



MOMMY & ME SET

Adorable mother-daughter matching swimsuits are one of the greatest joys of being a mother. Using decoration trim or prints shows a great connection of summer family fun.



KEY SHAPE

Elegant Simplicity

KEY SHAPE

Designers revamping core swim styles to embody a premium feel involves a harmonious blend of quality, subtle detailing, and versatile silhouettes with Longevity.

WIRE DETAIL



ZIMMERMANN

BELT



MONDAY

ASYMMETRIC



BAOBAB

LACE UP



D NU D

STATEMENT BUCKLES



ERES

Plunge Swimsuit

KEY SHAPE

swimwear trends are evolving to embrace bold styles that highlight personal expression and confidence. Among the most exciting trends in swimwear this season is the resurgence of the plunge swimsuit. With its eye-catching designs and flattering silhouettes, the plunge swimsuit is becoming a must-have for those looking to make a splash this summer.

HARDWARE DETAIL



LISA CHARMEL

CENTRAL PLACEMENT



MIU MIU

PLEATS



MONDAY

TWISTED



FREE PEOPLE

FEMININE LACE



ZIMMERMANN

Beyond the Beach

KEY ITEM

Haptic swimwear makes an impact on the catwalks and we see this look continuing to gain traction well into 2026. Use crafted and rustic element to create texture and tap into the multi-sensory appeal of these **#beyondthebeach** looks.

APPLIQUES



PATBO

FEMININE FRILLS



KIM SHUI

BRODERIE



FARM RIO

FEMININE LACE



ZIMMERMANN

RETRO-INSPIRED OPEN-KNIT



FRANKIES BIKINIS

Cover Up

KEY ITEM

Incorporating resort wear allows brands to establish a distinct identity that aligns with a lifestyle aspiration. Brands can convey a sense of luxury, relaxation, or adventure that resonates with consumers. This cohesive identity can lead to stronger brand loyalty, as customers begin to associate your brand with their ideal vacation experiences.

COVER UP



PATBO

MAXI SKIRT



CAPALA

OVERSIZED PJ SET



SOLEIL SOLEIL

MINI DRESS



BOND EYE

RELAXED PANT



ZIMMERMANN

Bikini Top

KEY ITEM

swimwear trends are making waves, and this season's key bikini tops are all about playful details that combine both sophistication and charm. From twisted and knotted designs to feminine flourishes like lettuce edges and 3D floral motifs. Intimate-inspired designs are also making their mark in the bikini top arena. Drawing inspiration from lingerie, these tops often include soft, delicate fabrics, subtle lace trims.

TWISTED BIKINI



CLEONIE

LETTUCE EDGE



SEAFOLLY

3D FLORAL



FOR LOVE AND LEMON

BOW BIKINI



TATE MCRAE

WRAPPED AROUND



SEAFOLLY

Gym to Swim

KEY ITEM

Transitioning from gym workouts to beach days becomes a joyous reality for fitness enthusiasts. A bikini is very exclusive, a mix between a vintage cut and a sporty look. Bikinis are created to explore your holiday destination or surf actively.

90'S BATHING SUIT



REINA OLGA

CONTRASTED BINDING



GNASH

COLOR BLOCK



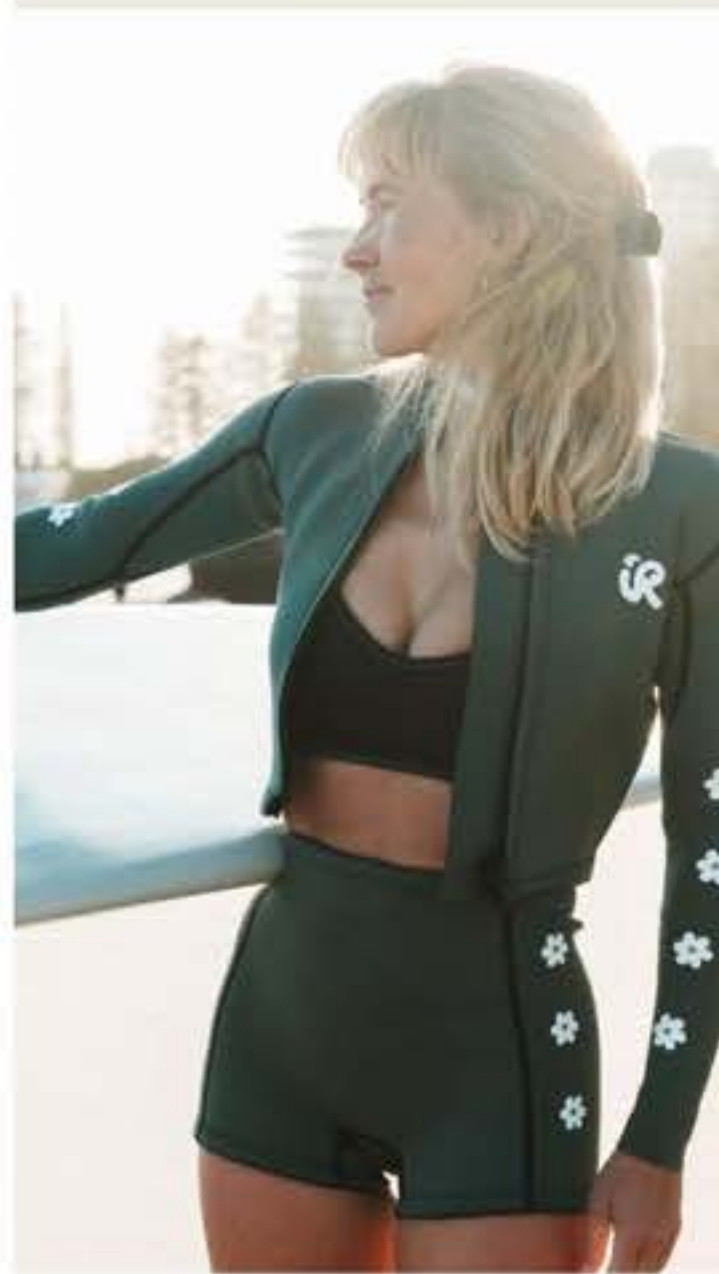
ONE ONE

ZIPPER



MAKARA WEAR

3 PIECE SET



SEAFOLLY

Shoulder Strap

KEY ITEM

As swimwear trends evolve, the spotlight on shoulder strap details shifts toward comfort and style. With thick straps offering support, ruffles adding femininity, and hardware introducing edginess,

BEADING STRAP



DEVON WINDSOR

HARDWARE DETAIL



LENNY NIEMEYER

DOUBLE STRAP



VIX

RUFFLE STRAP



FOR LOVE & LEMON

THICK SHOULDER STRAP



DEVON WINDSOR



AGUA BENDITA

Balconette

KEY ITEM

The Balconette redefines classic swimwear with structured elegance and modern detailing. Featuring a flattering balconette shape with a central tab for added interest, this design provides lift and support while enhancing the natural silhouette. The tab front adds a modern focal point, refreshing the classic design



Scarf Bikini Top

KEY ITEM

The statement scarf print trend redefines versatile beachwear with elevated designs, drawing inspiration from heritage motifs, bold patterns, and intricate textures. It can be crafted in swimwear fabrics for beach-ready wear or in woven fabrics for a versatile option that transitions seamlessly from a sarong to a top or headscarf.



REINA OLGA



MONTCE



SEAFOLLY



TRIYA BRASIL



FREE PEOPLE



ZIMMERMAN

Bandeau

KEY ITEM

The bandeau bra has long been a staple in swimwear, known for its versatile silhouette that caters to various body types. This season, swimwear brands are taking the traditional bandeau and elevating it to new heights with innovative designs. Key trends include reversible styles, pretty ruffles, and sexy lace-up details, all aimed at enhancing the classic bandeau shape while offering style and practicality.

TWIST & KNOT



STONE FOX SWIM

LACE UP



STONE FOX SWIM

SPORTY ZIP FRONT



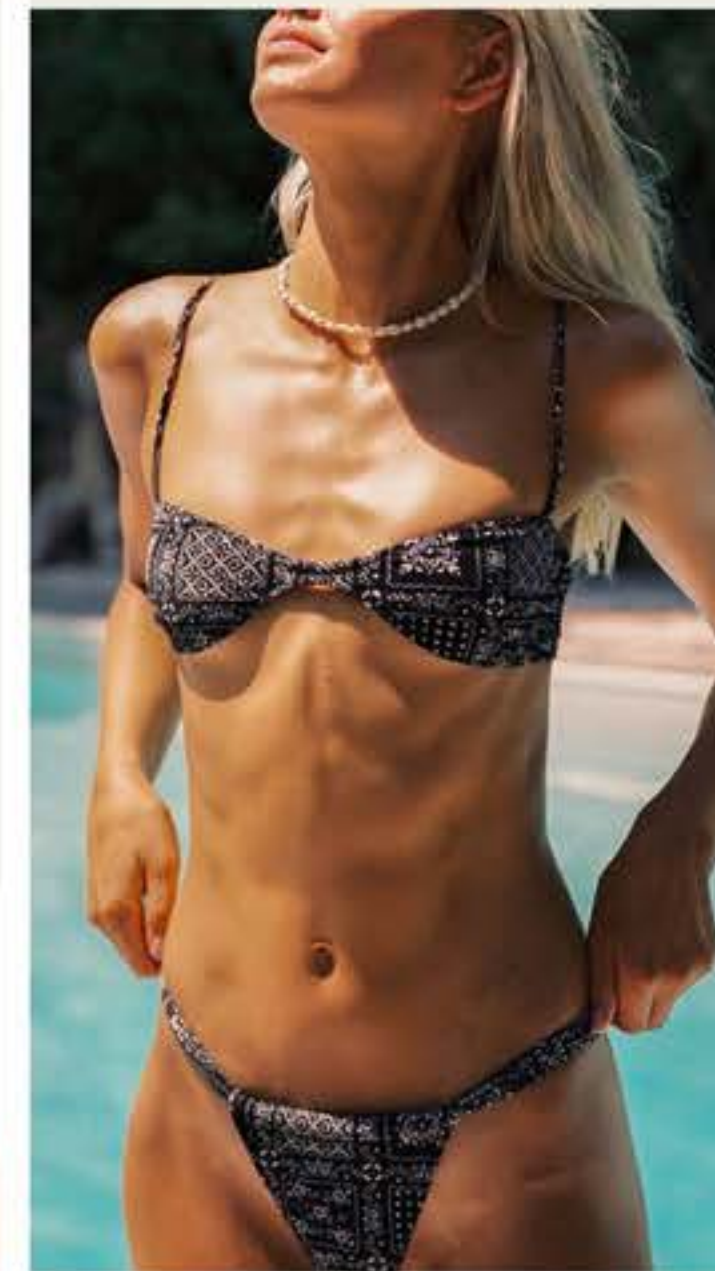
TRIANGL

REVERSIBLE



BOND EYE

SCOOP SKIMPY BANDEAU



FREE PEOPLE

Cheeky Bikini

KEY ITEM

The appeal of swim bikini bottoms with less coverage lies in their ability to provide comfort and mobility. As youth engage in various water activities—be it surfing, beach volleyball, or simply taking a dip—less restrictive designs allow for greater freedom of movement.

V FRONT



L SPACE



FREE PEOPLE

SKIMPY BACK



ROXY

RETRO SHORTY



ROXY

SCOOP HIGH CUT



SEAFOLLY

RUFFLE CHEEKY



AERIE

Elegant Essentials

KEY ITEM

Focus on comfort, functionality, and style has led to a rise in swim bottom essentials that cater to diverse body shapes and preferences. This season, swim bottoms that provide more full coverage, adjustable high-waisted silhouettes, and shaping details are becoming must-have items in every swimwear collection.

TWISTED



L SPACE

SHAPING



ERES

GATHERED



SEAFOLLY

DRAWSTRING HIGH WAISTED



MARK & SPENCER

FOLD DOWN HIGH WAIST



JETS

Brief Cut

KEY ITEM

Brief Cut introduces a playful, retro inspired twist to shorts and swimwear this SS25, focusing on a low leg silhouette that draws influence from classic underwear styles.



Tankini

KEY ITEM

The rise of plus-size tankinis reflects a growing emphasis on body positivity and inclusivity in the fashion industry. More brands are recognizing the importance of designing swimwear that celebrates all body types

RUCHED SIDE



SOMA

BLOUSON TOPS



SWIMSUITS FOR ALL

FLYAWAY LAYER



SWIMSUITS FOR ALL

SWING A-LINE TANKINI



LANE BRYANT

FLOUNCE LAYERING TOP



LANE BRYANT

Plus swimsuit

KEY ITEM

As body positivity continues gaining momentum, the fashion industry increasingly recognizes the importance of inclusivity. This is particularly evident in swimwear, with brands developing innovative plus-size swimsuit options that celebrate curves while providing comfort and style.

RUCHED SIDE



TORRID

FLUTTER SLEEVES



LANE BRYANT

POWER MESH PANEL



SWIMSUITS FOR ALL

CAP SLEEVE CUTOUT



SWIMSUITS FOR ALL

BELT DETAIL



SWIMSUITS FOR ALL



NEW INNOVATION



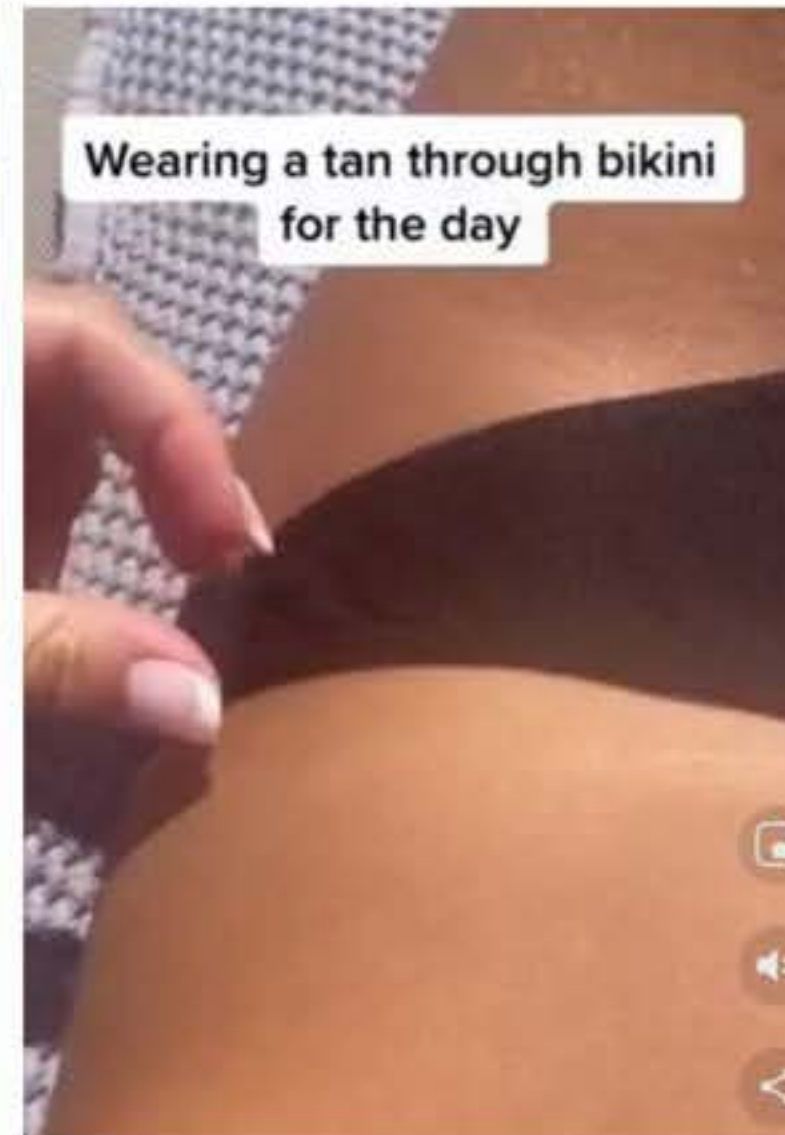
Tan-through fabric, scientifically developed and certified, is a selective filter of sun rays that allows a more even tan healthily. It has an ultraviolet protection factor (UPF) of 7.



The mesh of our tan-through fabric adds lightness and freedom of movement. Thanks to its unique characteristics, it is now possible to feel comfortable all day.



Due to the porosity of our fabric, water retention significantly reduces, allowing an extremely quick drying. You will no longer need to wait for hours to dry.

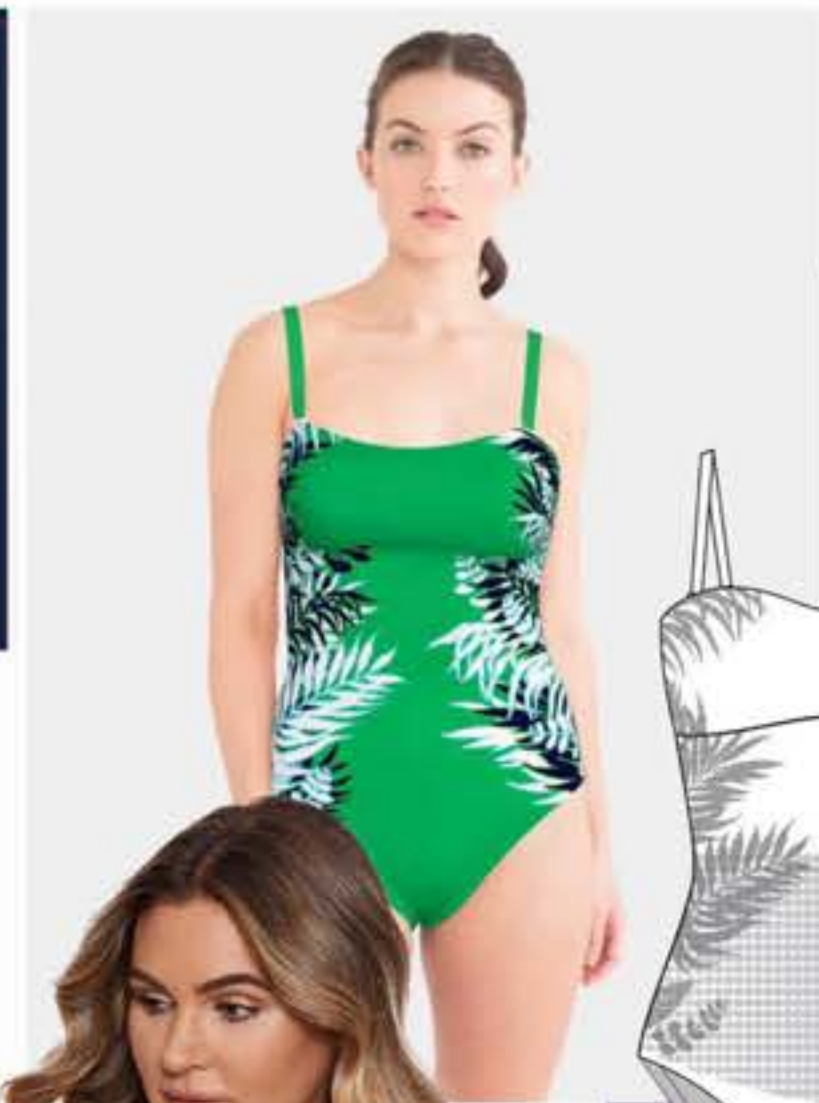


TAN-THROUGH TECHNOLOGY

tan-through swimwear is made of a micro-perforated mesh with a special polyester and lycra yarn. Combining both increases the passage of the sun's rays in relation to conventional swimwear, allowing the tanning of the skin underneath the fabric and to get rid of strong tan lines.



Firm support and lift of the bust. Smooths the tummy and sides providing lift and support in targeted area



- Print can be applied on the inside or exterior of the garment
- Prints can be tonal or pigmented for aesthetic design



Printed compression can be part of print design on garment create Curve & Full Body Slimming

Compression Stronger tummy control without the added bulk



LYCRA FITSENSE

A screen-printed technology that adds targeted support and shaping to swimwear.

- Provides "Weightless power", targeted support
- Eliminates the need for sewn-in panels or extra seams
- Can be used to create comfortable and well-fitting swimwear.



WATER RE-ACTIVATE TECHNOLOGY

As the fashion industry evolves, innovative techniques are emerging to enhance the functionality and aesthetics of swimwear. Water-reactive printing technology involves the application of special inks that change color or design when exposed to water. This dynamic printing technique allows swimwear to transform before the wearer's eyes, creating patterns and hues that emerge once the fabric comes into contact with water. Whether it's a vibrant splash of color or intricate designs that reveal themselves with a wave or a dive



DESIGN CAPSULE



VACANCE PERMANENTES COLOUR



PANTONE
13-0758 TPG
Dandelion



PANTONE
16-1359 TPX
Orange Peel



PANTONE
15-1242 TCX
Muskmelon



PANTONE
15-4714 TPX
Aquarelle



PANTONE
19-4056 TCX
Blue lolite



PANTONE
11-4801 TCX
Tofu



PANTONE
14-3209 TCX
Pastel Lavender



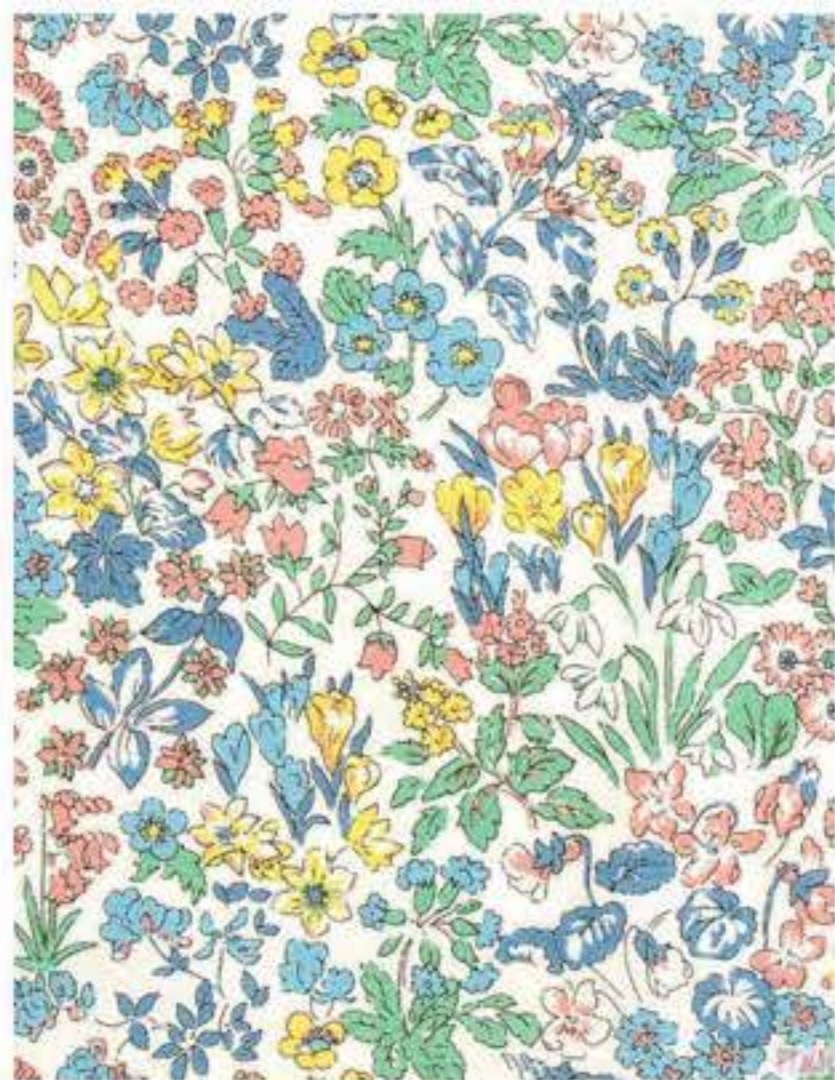
PANTONE
18-0330 TCX
Twist of Lime



PANTONE
15-5516 TCX
Waterfall



PANTONE
18-3540 TCX
Purple Sapphire



For love & Lemon

Beach Riot



VACANCES PERMANENTES

Small Scale Ditsy | Pastel Gingham | Seersucker multi-stripe | Ditsy Embroidery



Pajama Stripe

VACANCES PERMANENTES

Botanical Retreat | Enchanted Garden | Regatta Stripes | Vacation Scenes | Fruit & Flowers



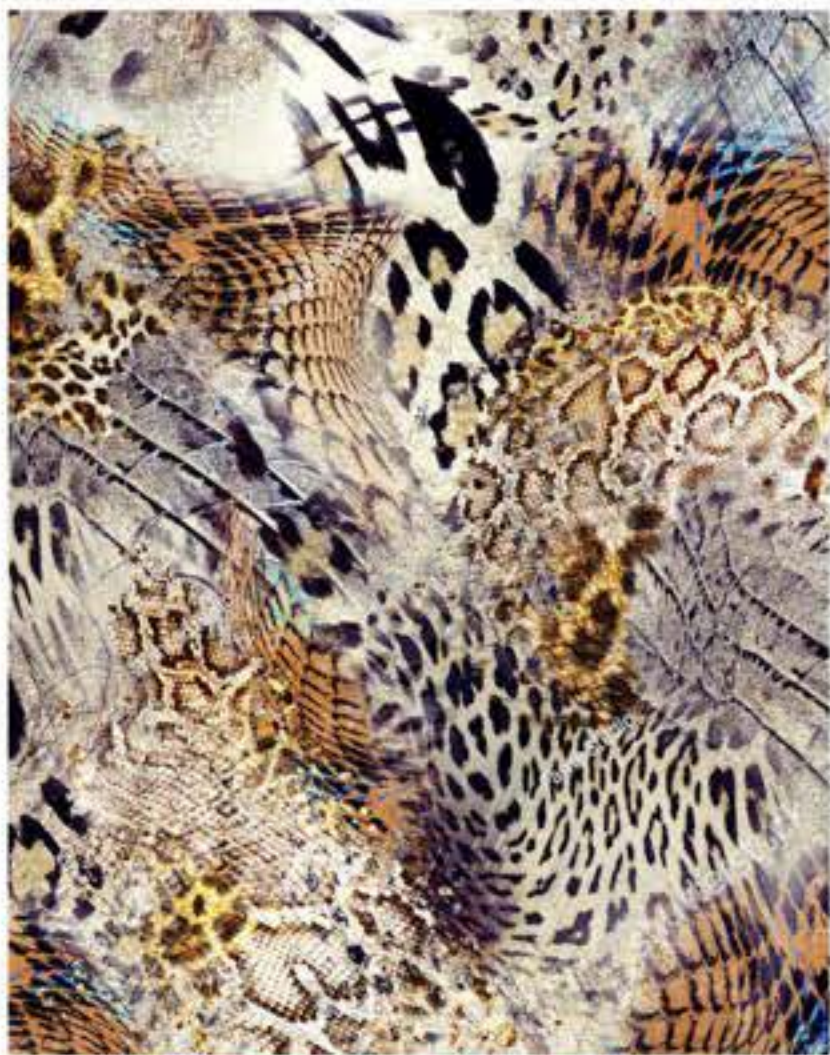
HEDONISTIC GLAM COLOUR

										
PANTONE 13-0908 TCX Parchment	PANTONE 18-3718 TCX Purple Haze	PANTONE 16-1359 TCX Orange Peel	PANTONE 17-4139 TPX Azure Blue	PANTONE 17-2624 TCX Rose Violet	PANTONE 18-3949 TCX Dazzling Blue	PANTONE BLACK	PANTONE 15-5516 TCX Waterfall	PANTONE 18-1554 TCX Fiery Red	PANTONE 12-0721 TCX Lemonade	PANTONE 19-3336 TCX Sparkling Grape



HEDONISTIC GLAM

Hot Fix Rhinestone | Rainbow Foiled | Holographic Sequins | Chain trim | Metallic Ring



HEDONISTIC GLAM

Generative AI Digital Floral | Distortion Glitch Effects | Distorted Animal Prints



TROPICAL MODERNISM COLOUR

											
PANTONE 13-1023 TCX Peach Fuzz	PANTONE 11-0103 TCX Egret	PANTONE 16-1415 TCX Almondine	PANTONE 16-6339 TPX Vibrant Green	PANTONE 17-1464 TCX Red Orange	PANTONE 14-0852 TCX Freesia	PANTONE 19-5920 TCX Pineneedle	PANTONE 17-5335 TCX Spectra Green	PANTONE 17-1558 TCX Grenadine	PANTONE 19-1718 TCX Fig	PANTONE 17-2034 TCX Pink Yarrow	PANTONE BLACK



TROPICAL MODERNISM

Retro Sarong print | India and Africa wood block in natural dye |

Soleil Soleil



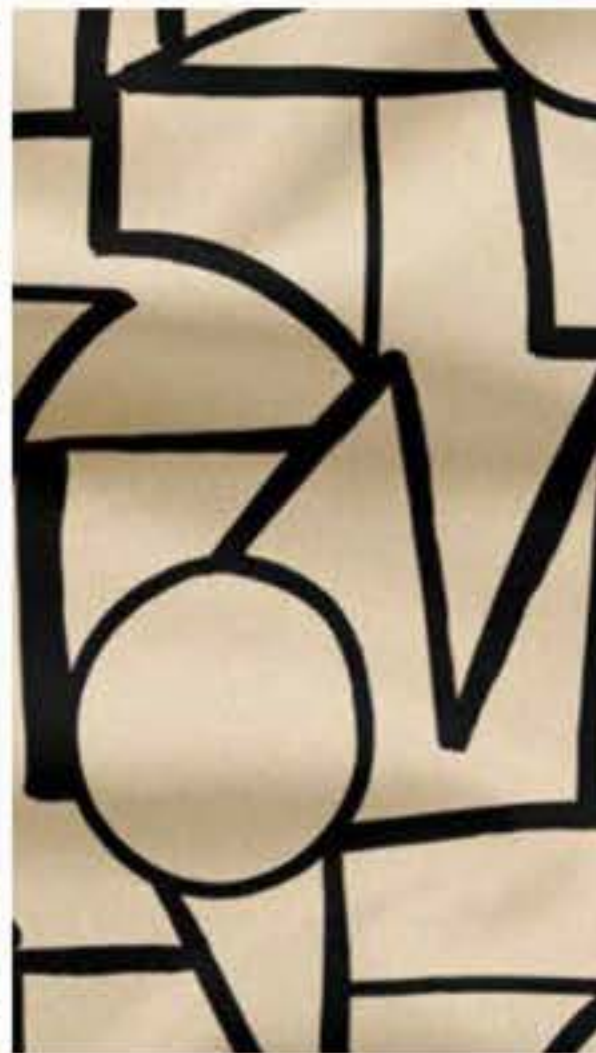
VACANCES PERMANENTES

Bold Multi Stripe | Color Block | Tribal Patchwork | Bold abstract design and geometric shapes



QUIET COOL COLOUR

								
PANTONE 13-1023 TCX Peach Fuzz	PANTONE 16-2215 TCX Cashmere Rose	PANTONE 19-1527 TCX New Maroon	PANTONE 16-1429 TPX Sunburn	PANTONE 15-1142 TCX Honey Gold	PANTONE 16-1142 TCX Golden Nugget	PANTONE 13-0908 TCX Parchment	PANTONE 19-5920 TCX Pineneedle	PANTONE BLACK



Tommy Hilfiger

Soleil Soleil

Faithfull

QUIET COOL

Monogram Logo Print | Monochromatic | Subtle Patterns

A digital illustration of a tropical beach at sunset or sunrise. The sky is a soft gradient of orange, pink, and light blue. The ocean is calm with gentle ripples. The foreground is a sandy beach with several palm trees of varying heights and some green tropical plants. The text 'THANK YOU' is centered in the middle of the image in a large, white, sans-serif font.

THANK YOU