



## TRAVEL BACK IN STYLE Vacation Swimwear with Retro Flare

March 5, 2009: Calgary, Alberta - **Retro swimwear styles** are today's most classic way to flaunt a current trend during your upcoming beach vacation. A retro styled swimsuit that is also figure flattering is this season's hot trend.

Retro-modern is a term used to describe today's styles that carry us back into the **glamour and class of days past, while providing today's women with well-fitting feminine swimwear**. Classic fits are selling features of this new trend, thus appealing to a broad array of women including the young and hip as well as the mature and conservative. With classic styles, a retro inspired swimsuit is apt to

have extended appeal over other fad-like trends because of the timeless design. Inspiration for this trend can be seen in images promoted by long-time swimwear designer, Jantzen, in 1950's images.



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**Ageless elements** such as lower cut leg heights, side-shirred and ruffled fabric, broad straps and basic colours mean that **women ages 16 to 86 can wear this trend**. Styles like the Jantzen Vamp one-piece feature side-shirring, which is fabulous for women searching for a tummy-taming style that will conceal figure flaws. Shirring is the gathering or bunching of fabric to create a draping effect. Sweetheart necklines and sheaths are elegant touches to many retro-modern swim styles.

Pat McCaffrey, Swimco's Buyer for these styles, believes this trend is popular because, **"Most women like good coverage in a swimsuit but still like to feel young**. These styles offer modest styling, but when combined with fun bright colours such as beetroot purple, buttercup and fuchsia pink, retro swimsuits become the perfect combination of coverage and trendy style. Retro modern swimsuits are also offered in trendy polka dot prints with button details and sexy feminine ruffled bustier styles.

Brands to look for are Jantzen, Sea Queen and Ocean Dream; all available at Swimco stores. These brands offer a variety of styles reminiscent of an era filled with nostalgic black and white films, a renewed celebration of women, images of Marilyn Monroe and a focus on classy, flirty feminine style. Women will relish the vixen feeling they get from wearing these retro-modern styles.



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Swimco is proud to be Western Canada's leading swimwear retailer, with 13 stores and nearly 150 employees. Lori Bacon, her husband Dave Bacon, and her brother Steve Forseth are at the helm, steering the company with the same family values that started it all in 1975.

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**Images** of retro swimwear available at: <http://www.swimco.com/press/press-feb109.html>  
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