

THE

# SWIM

JOURNAL

## Black & White

HIGH CONTRAST CUTS  
DASHING FIGURES

PLUS

The Happy  
State of  
Kid's Swim

What's New  
in Specialty  
Swimwear

SURF ■ RESORT ■ SWIM ■ WEAR



{ BELOW } From KRUPA  
COUTURE'S reVamped  
Collection, the Cocktail  
Hour Bikini is based on  
Victorian-era corsetry.







{ ABOVE } Cleverly cut and cutting edge, this R COLLECTION suit with a Euro/Brazilian beach vibe leaves just a little to the imagination.



# S O T S

FASHION  
IN LINGERIE

NETWORK  
DESSOUS

Orderausgabe Nr. 4 August 2012  
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## Beachwear in Europa

Der Bademodenmarkt in Frankreich,  
Italien, Spanien & Großbritannien

**BESTSELLER**

Ihre Order F/S'13

# BIG is BEAUTIFUL

*...und sorgt für  
schöne Umsätze*

Was läuft im Fachhandel  
und in den Abteilungen –  
die große Umfrage.



**TRENDS AUS PARIS: Marken, Materialien und Konzepte**







GOLDFISH

**Serie/Kollektion:** Floral Dreams, Tropical Garden, Indian Love usw. **Schnitte:** Bikini, Badeanzüge, Tankini, Kleider, Tunika, Pareos, Qualität, Top-Passform, Bademoden für modebewusste Frauen. **Größen:** 36-54, A-G-Cup. **Farben:** leuchtende Türkistöne, warmes Orange, Coralle, Schwarz. **Empf. VK.:** ca. 85-99 Euro. **Order bis:** Mai. **Orderempfehlung:** 51231 Waikiki Beach.



GOSSARD

**Serie/Kollektion:** Egoboost Swimwear. **Schnitte:** Bandeau Plunge, Bandeau Plunge Tankini, Bandeau Plunge Suit, Retro Highwaist Short, Tie Side Bikini Brief. **Größen:** 70A-85G. **Farben:** Tropic Print, Sunshine Red, Blue. **Empf. VK.:** 25,95-79,95 Euro. **Order bis:** Ende August Vororder, solange der Vorrat reicht. **Orderempfehlung:** mit Push-up- und Shape-Effekt.



GOTTEX

**Serie/Kollektion:** Classics, Essential, Contour, New Vision. **Schnitte:** Slip, Panty, Triangle, Bandeau, Molded Cup, Tankini, Pareo, Scarf, Dress uvm. **Größen:** 34-44, B-E. **Farben:** Black, White, Passion Fruit, Electric Pink, Coral Reef, Blue Metal, Multicolor. **Empf. VK.:** Unterteile: 40-50 Euro, BH: 100-130 Euro. **Order bis:** Juni 2013. **Orderempfehlung:** New Vision-Collection.



GTX by GOTTEX

**Serie/Kollektion:** GTX. **Schnitte:** Slip, Panty, Triangle, Bandeau, Molded Cup, Tankini, Pareo uvm. **Größen:** 34-44 B-F. **Farben:** Multicolour, Ocean Blue, Royal Blue, Anais Night/Day, Candy Stripe uvm. **Empf. VK.:** Unterteile: 30-40 Euro, BH: 40-60 Euro. **Order bis:** Juni 2013. **Orderempfehlung:** geometrischer, platzierter Print, Cup-Größen.



HURLEY SWIMWEAR

**Serie/Kollektion:** Spring 2013. **Schnitte:** H1213 – It's Electric gemoldeter Bügel-BH mit Soft-Cup, H1283 – It's Electric Boyshort. **Größen:** Top: XS-L, Unterteil: S-XL. **Farben:** Orange, Blue. **Empf. VK.:** Top und Unterteil je 36 Euro. **Order bis:** September 2013. **Orderempfehlung:** Bügel-Tops sind 2013 im Trend.



IRMA LA DOUCE

**Serie/Kollektion:** En Vogue. **Schnitte:** (Abb) 201042 Bandeau-Bikini in hochwertiger Lurex-Qualität mit Spiegel-Accessoires, Neckholder-Bikini mit Schalen, 201317 exklusiver asymmetrischer Badeanzug mit nur 1 Träger; rundumlaufendes Silikonband. **Größen:** 36-42. **Farben:** Schwarz, Ecu. **Empf. VK.:** 94 Euro. **Order bis:** Oktober. **Orderempfehlung:** auffallendes Design gepaart mit Eleganz und Extravaganz.



JK SWIMWEAR

**Serie/Kollektion:** Beach Couture Summer 2013. **Schnitte:** plissiertes Muschel-Top mit kontrastierendem Saum, gerafftem, elastischem Rücken und Gold-Verschluss; High-waist-Skirt mit mehreren Nähten und nudefarbenen Muschel-Knöpfen. **Größen:** 6. **Farben:** Ivory/Nude. **Empf. VK.:** 200 Euro. **Order bis:** 01.11.12. **Orderempfehlung:** hochwertige Stoffe, tadelloser Stil und Passform.



JUICY COUTURE

**Serie/Kollektion:** Boudoir Stripe. **Schnitte:** Bandeau Swimdress. **Größen:** XS-XL. **Farben:** Angel (Blau-Weiß), Bardot (Rot-Weiß). **Empf. VK.:** um 200 Euro, genauer Preis auf Anfrage. **Order bis:** 05.09.2012. **Orderempfehlung:** hoher Tragekomfort, sexy Schnitt, kombiniert Eleganz und Leichtigkeit.



KAULBERG MARE

**Serie/Kollektion:** 452. **Schnitte:** Bikini, Tankini, Badeanzüge. **Größen:** 36B-46E, je nach Modell verschieden. **Farben:** wie abgebildet. **Empf. VK.:** ab 59,90 Euro. **Order bis:** September. **Orderempfehlung:** Paisley aufgemixt mit sommerlichen frischen Farben.



# charleston

charlestonmag.com

March 2012

## *Haute Stuff*



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with spring's bold  
pattern pla*

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**SPECIAL  
SECTION!**

**CHARLESTON  
FASHION  
WEEK**

**MARCH 20-24**

*(see page 96)*

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Models Ajang and  
Sophie in looks from our  
spring fashion feature,  
"Bolding Patterns"  
(page 88)



# JESSICA PATRICIA KRUPA



**AGE:** 25

**LIVES:** Toms River, NJ

**DESIGNS:**

Women's swimwear

**LABEL:** JK Swimwear

**EDUCATION:**

BA in Fine Arts specializing in women's sportswear at the Fashion Institute of Technology; scholarship recipient of the Congress-Bundestag Youth Exchange for Young Professionals (2010, Berlin, Germany)

**INFLUENCES:** Overseas travel, childhood summers on the beach, vintage lingerie, and historical and current events

**PERSONAL STYLE:** Creative and fresh with a vintage influence

**WEBSITE:**

jkswimwear.com

**On Her Fall 2012 Collection:**

**M**y concept, "re-VAMPed," stems from the current vampire craze in fiction and film and the rich history of this legend. The vampire has evolved into a symbol of seduction, so my swimwear features black and nude fabrics with mesh overlays, laced backs, and V-shaped "dagger" cuts. Based on research into Victorian-era corsetry, my suits are sexy yet supportive and comfortable with underwire and innovative boning; hourglass lines; light shirring; and high-quality materials that are eco-friendly, SPF-rated, chlorine-resistant, and quick-drying. I believe in designing pieces that women can feel confident wearing on the beach or poolside.



*"It's not about looking like a size two in a string bikini, but embracing your curves with supportive fabrics and unique designs."*



# ANGELA SUM

**On Her Fall 2012 Collection:**

**M**y inspiration this season centers around snow and winter. Varying textures—silks, fish leather, cashmere, and knit wool—and shapes resembling soft snow, ice, and glaciers play into the collection in an organic way. And while shades of white and natural hues predominate, hand-dyed splashes of pinks and neon yellow offer a feeling of radiant sunlight. The winter experience here is more warm and delightful than lonely and windy.



**AGE:** 29

**LIVES:** New York, NY

**DESIGNS:**

Women's ready-to-wear

**LABEL:** Angela Sum

**EDUCATION:** AAS in Fashion Design at the Fashion Institute of Technology; winner of FIT Outstanding Design in Draping Specialization (2009, New York, NY)

**INFLUENCES:**

Animé; visual effects from movies; music videos, and art displays; Japanese and Korean culture and street fashion; and hip-hop music

**PERSONAL STYLE:**

Trendy with a sense of fantasy and romanticism

**WEBSITE:**

angelasum.com



*"As a computer engineer by day, a fashion designer by night, and a woman, I make it a goal to create clothes that make the wearer feel beautiful. Every detail, every drape is carefully thought out."*





SPECIAL SUMMER ISSUE



JERSEY

J

JERSEY SHORE

BERRY-LICIOUS  
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FROM RUMSON,  
SPRING LAKE CHEFS

... PLUS  
MUST-TRY  
**4** TOMATO  
RECIPES

SHORE-LY  
THE BEST

MONMOUTH, OCEAN  
ATTRACTIONS YOU  
DON'T WANT TO MISS



# What suits you

Find the best swimwear for your figure

**S**wimwear is all about showing off the curves, but today's swimwear also can be about concealing and camouflaging your flaws.

"The swimwear industry is definitely listening to real women and paying more attention to their concerns and the different types of bodies and shapes that women have," says Moshe Laniado, president and CEO of Swimsuitsforall.com, a West Long Branch-based online swimwear retailer that specializes in swimwear for women of all shapes in sizes 8 to 24W.

That doesn't mean plain black swimsuits or shrouding the body in cover-ups that start at the neck and end at the knees.

"It's about choosing what things about your body you want to accentuate and the things you want to hide. Maybe you want to show off your bust, but you want to cover your tummy," says Laniado, whose company also produces a plus-size line, Beach Belle Swimwear. "The main thing is that now a woman has options." Laniado's mother Jeanette runs Swimsuit Station, a brick-and-mortar retail outlet in Ocean Township.

Consumers may consider it modern fashion design magic. But for swimwear designers like Jessica Krupa of Toms River, it's all a matter of good design and construction. Krupa, who works as a freelance designer for several labels and also designs her own line — JK Swimwear — says the same design techniques that have been seen for years in the fashion industry now are being applied increasingly to swimwear.

"It's all about construction: different details, shapes, (construction) techniques, patterns and even fabrics," Krupa says. "There are a lot of other options out there than just the typical string bikini."

For example, Krupa says in her own line, she tends to favor a higher-waist bottom for her bikinis. She's also a big fan of corset-like construction for her one-piece swimsuits.

"I like the hourglass shape for a woman. I think it's super sexy and

flattering for a lot of women," Krupa says. "And I just personally love the higher waist. I feel it's really flattering on a woman's body, and I think a lot of women appreciate the additional coverage, especially if you're a curvier girl."

And, adds Monif Clarke, designer of the plus sized clothing line Monif C, women can have sexy swimwear even if you are "curvy."

"Our two-piece styles have been our best sellers this season. Big girls want to look sexy. We get emails every day telling us that, and I'm a big girl so I know. I want some sexy options, too. I like to have my swimsuits up high on the hip, and I like them to look bold," says Clarke who is a size 20 and wears a double J cup bra. "We do two pieces, but we give our ladies support. They're high waisted and have a tummy tuck liner in the panty and boning in the top. We have some suits with cutouts, but we have mesh so you don't feel like you're hanging out but you still get that look."

"I don't want my girls to look like the big girl on the beach in the old lady swimsuit. I want them to look like sexy, fashionable women."

Other design details that can help accent curves or camouflage problem areas include swimsuits made with control-mesh panels to help contain stomachs and hips, and design details such as Shirred or twisted material or patterns that can flatter curves while drawing the eye away from larger areas.

"Women may be surprised to see so many more options available to them now," says Laniado of Swimsuitsforall.com. "These days, a woman doesn't have to settle. She can really find a style that suits her body, her style and what she wants to show off."

Looking for the right swimsuit for your body? Swimsuit selection, like searching for the right bra, is a very individualistic thing since no two bodies are alike.

Here's a look at different styles and what they can do for different shapes and body issues. ✦

A retro-flavored two piece swimsuit from JK Swimwear, designed by Jessica Krupa of Toms River.

STORY BY  
KARYN D.  
COLLINS

PHOTOGRAPHY  
COURTESY:  
SWIMSUITS-  
FORALL.COM  
WEST LONG  
BRANCH

JK SWIMWEAR  
TOMS RIVER

MONIF C,  
NEW YORK CITY

TOMMY  
BAHAMA,  
ATLANTIC CITY







#### CUTOUTS

“Of course you can wear cutouts. My customers want that monokini look,” Clarke says.

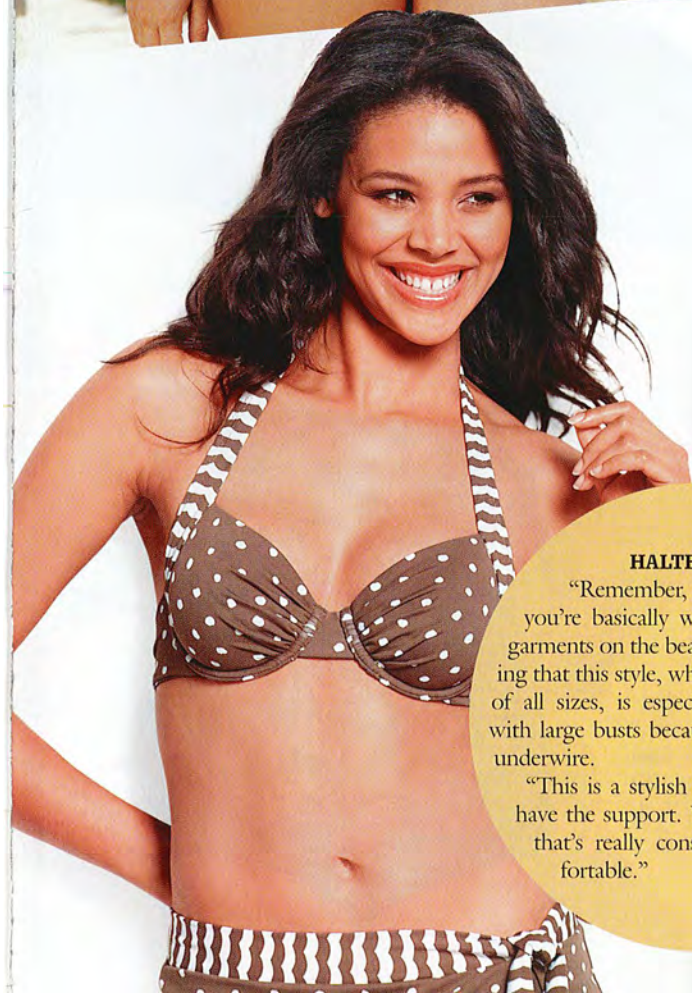
“But they didn’t want it so their flesh was hanging out so we added mesh, and, then we put nude lining behind it so it gives you the simulation of skin, but you’re actually held in.”



#### SWIMDRESS

“If you have a little bit of a stomach, I would go for a one-piece or a one-piece dress or a high-waisted style,” Krupa says. “Also, seaming can create an illusion that you maybe are thinner than you actually are. With a high waist, if you have a stomach problem, you are kind of covering your stomach and creating a smaller waist and a little bit of a larger hip.

“I like to have a woman look like an hourglass. You don’t need to have on a big black swimsuit and try and hide everything.”



#### HALTER TOPS

“Remember, with swimwear, you’re basically wearing your undergarments on the beach,” Krupa says, adding that this style, while popular for women of all sizes, is especially good for women with large busts because of the padding and underwire.

“This is a stylish option but you’ll still have the support. You want something that’s really constructed but comfortable.”



**Moshe Laniado,**  
Swimsuitsforall.com



**Jessica Krupa,**  
JK Swimwear



**Monif Clarke,**  
Monif C



4.2011 | 62. JAHRGANG | G 4533

# LINIE

INTERNATIONAL

DEUTSCHLANDS FACH-  
MAGAZIN FÜR DESSOUS

Nightwear  
Legwear  
Beachwear  
Loungewear  
Men's Underwear



TITELBILD: LISCA





## SHAPEING MIT STYLE JK SWIMWEAR

Detailverliebter Retrochic gepaart mit klassischer Shapewear und modernen Features – JK Swimwear vereint all dies mit Leichtigkeit. Die Bikinis und Badeanzüge des jungen Labels aus den USA setzen auf hochwertige italienische Materialien und Extras wie Sonnenschutz und Chlorresistenz. Einflüsse aus den 50er-Jahren wie hübsche Rüschen, zarte Karos und knallige Kirschenprints zieren die sexy Bandeaups, knappen Höschchen und feinen Badeanzüge und machen sie zu Shapewear, der man ihre formgebende Eigenschaft nicht ansieht. Die kleine Kollektion stützt, modelliert und sieht dabei verspielt und an-

mutig aus. JK-Designerin und Gründerin Jessica Krupa lernte in Florenz, New York und Europa, bevor sie das Label im Jahr 2010 gründete, das jetzt auch auf dem deutschen Markt zu bekommen ist. Interessierte wenden sich direkt an JK Swimwear.

[www.jkswimwear.com](http://www.jkswimwear.com)

## LUXUS-LOUNGERIE KRISS SOONIK

Der Mode voraus – diese Ziel verfolgt die estländische Designerin Kriss Soonik mit ihrem gleichnamigen Designerlabel seit der Gründung im Jahr 2008. Das in London ansässige Label steht seitdem für avantgardistische Lingerie und Loungerie, wobei hier die Grenzen – im wahrsten Sinne des Wortes – fließend sind. Kriss Soonik kreiert beispielsweise figurbetonende Hausmäntel, sexy Negligees und weite Knickers aus Lingeriestoffen und Spitzenborden. „Meine Kreationen sind nicht niedlich oder süß. Sie sind kraftvoll und sexy“, sagt Kriss Soonik, deren Wäsche ein besonderes Kennzeichen hat: den Mix von feinen, leichten Zartheiten zu festerem, griffigerem Material. Höschchen sind im VK ab 42 Euro und Kleidchen ab 180 Euro zu bekommen.

[www.kriss-soonik.com](http://www.kriss-soonik.com)







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[www.jkswimwear.com](http://www.jkswimwear.com)

### **English Translation:**

Detailed and chic, with shapewear and modern features, JK Swimwear pairs this all with ease. The bikinis and bathing suits from the US label ensure high-quality Italian materials that provide UV protection and are chlorine resistant. Influenced from the 1950's, the first swimwear line adorns sexy tops, such as delicate ruching and cherry prints that have been refined into shapewear- filling a niche in the swimwear market for shapewear swimwear. These bikinis and fine bathing suits are turned into shapewear without looking doubtful, and embody a retro and playful feel. JK designer and founder, Jessica Krupa studied in Florence, New York, and Europe before starting the label in 2010, which has now entered the German market. If you are interested in JK Swimwear, please contact directly.

[www.jkswimwear.com](http://www.jkswimwear.com)



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# BODYWEAR

FRÜHJAHR / SOMMER 2012



# SPORTNIXEN

Sportlich und sexy am Strand? Kein Problem. Diese Linien verbinden Funktion mit Style.

**ARENA** kümmert sich einmal mehr um das Thema Shape & Swim sowie um Wellbeing. Das alles mit Blick auf den Aspekt Geovibration, um das sich viele Designs aufbauen. Die Shaping Swimwear Bodylift wird um die Funktionslinie Aquafit erweitert. Aquafit bietet Damen beim Schwimmen, aber auch bei Wassergymnastik optimalen Halt, u.a. mit gepolsterten Trägern, geschlossenem Rücken, Silikonbändern am Bein (Radlerhosenschnitt) und Innenbra.

**SAPPH** ist too hot to handle – so beschreibt das Sapph-Team seine neue Badekollektion für nächsten Sommer. Sexy Styles, angesagte Farben und viel Glamour, versprechen die Holländer, die seit drei Saisons auch in Deutschland mit dieser außergewöhnlichen Kollektion für Furore sorgen. Neu sind Cover-ups und Accessoires passend zur Bademode. Besonderen Wert legt Sapph auf aufregende Schnitte wie Halternecks, Bandeaux und als Topmodell auch ein High Waist-Bikinislip.

**SCHIESSER** hat die Bademode auf neue Beine gestellt. Neben den sportiven sind es elegantere Styles, bspw. mit Uni-Schwarzthemen und Bänderdesigns, einer Rochenhaut-Printgruppe oder türkisen Paisleydrucken auf braunem Fonds. Obendrein gibt es einen Tigerprint in dunkler Farbkombination. Rund 50% der Kollektion sind Serien, die bis E-Cup bzw. Gr. 46 reichen. Die Themen heißen Riviera, Cape Town und Key West und vertreten damit unterschiedliche Lifestyles. Ab Januar gibt es ein neues NOS-Programm mit einfachen Uni-Shorts mit Kontrastnähten.

**SUNSEEKER** widmet sich sportiven wie auch vermehrt trendigen Designs wie Aquarell- und Batik-Impressionen, Multicolor 3D-Prints und Tapetenmuster. Für die Strand-Diven kommen Transparenz- und Lurex- sowie Metallic-Effekte. Den Extra-Schliff bekommen die Teile durch liebevolle Details wie Raffungen und Rüschen, Drapierungen und Schleifen, jede Menge glänzender Accessoires sowie Paspelierungen im Mustermix. ■MM

## LABELS TO WATCH

**JK SWIMWEAR.** Luxus-Swimwear aus hochwertigen italienischen Shapewear-Materialien, das Ganze umgesetzt im Look der 50er Jahre – das ist das Konzept der im Sommer 2010 lancierten Bademode-Kollektion JK Swimwear. Der Effekt der körperformenden Materialien wird unterstützt durch eine schlankmachende Schnitt- und Linienführung. Zielgruppe sind Frauen zwischen 20 und 45, die in hochgenrigen Warenhäusern und Boutiquen einkaufen. Die Verkaufspreise liegen zwischen 40 Euro für Unterteile und 300 Euro für Einteiler mit vielen Details. Bisher wurden in erster Linie Einzelteile für Privatkunden gemacht, jetzt startet Designerin und Firmenchefin Jessica Krupa mit einem gezielten Vertrieb in hochgenrigen Warenhäusern. Der Vertrieb für Deutschland läuft über Deluxe Distribution in Berlin. ■UH



Arena



Sunseeker



Schiesser

**solar.**

Der Relaunch der Marke Solar geht mit der Kollektion 2012 in eine neue Phase.

Auf Basis der neu entwickelten Philosophie von Eleganz und Bequemlichkeit für Bademode wurde die Kollektion vollkommen neu konzipiert.

Besuchen Sie uns:

- Mode City Paris 09. - 11. 07. 2011
- MTC Beach & Body München 15. - 17. 07. 2011
- Swimshow Miami Beach 16. - 19. 07. 2011
- Wäsche & Mehr Dortmund 30. 07. - 01. 08. 2011
- Dessous Wallau 13. - 15. 08. 2011
- ÖSFA MGC Salzburg 21. - 23. 08. 2011
- Sport & Wäsche Rostock 26. - 27. 08. 2011
- Swim at WWD MAGIC Las Vegas 22. - 24. 08. 2011

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### English Translation:

JK Swimwear is a high-quality designer swimwear label with a branding image of the 1950's. Unique features include premium Italian shapewear fabrics, slimming cuts and style lines. The target customer is between the ages of 20 and 45. The retail price starts at 40 euros for a basic bottom and up to 300 euros for a more intricate one piece. The first line in 2010 was only for private customers, but now the Founder and Designer, Jessica Krupa is officially ready to sell to boutiques and department stores. To buy in Germany, please contact Deluxe Distribution in Berlin.

## LABELS TO WATCH

**JK SWIMWEAR.** Luxus-Swimwear aus hochwertigen italienischen Shapewear-Materialien, das Ganze umgesetzt im Look der 50er Jahre – das ist das Konzept der im Sommer 2010 lancierten Bademode-Kollektion JK Swimwear. Der Effekt der körperformenden Materialien wird unterstützt durch eine schlankmachende Schnitt- und Linienführung. Zielgruppe sind Frauen zwischen 20 und 45, die in hochgenrigen Warenhäusern und Boutiquen einkaufen. Die Verkaufspreise liegen zwischen 40 Euro für Unterteile und 300 Euro für Einteiler mit vielen Details. Bisher wurden in erster Linie Einzelteile für Privatkunden gemacht, jetzt startet Designerin und Firmenchefin Jessica Krupa mit einem gezielten Vertrieb in hochgenrigen Warenhäusern. Der Vertrieb für Deutschland läuft über Deluxe Distribution in Berlin. ■UH





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+  
**JK SWIMWEAR**  
**AGARIC**  
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**MARTIN DAWSON**  
**ISOLEE**





# WITH A

Swimwear-Enthusiasten können derzeit die Kollektion online bei [jkswimwear.com](http://jkswimwear.com) unter die Lupe nehmen.

**Michael Rothleutner**

[jkswimwear.com](http://jkswimwear.com)

Shapewear already has a large presence in intimate apparel industry, and is designed to smooth out the imperfections of your body. Shapewear is not about making you look like a size two, but is used to smooth your body and accentuate what you've got.

Is shapewear something unique to your line?

In America, shapewear sales have already increased \$89 million since 2009. But according to a recent article, almost half of it is never worn because women feel too self-conscious to wear it, so we're talking about millions of dollars wasted every year. The problem is that right now shapewear is concentrated almost entirely in the intimate apparel industry. No one has really worked the same concepts into swimwear. I'm filling that niche.

And where do you hang out in Berlin?

I'm totally falling in love with Charlottenburg. I actually live over there, I love the shops and wine bars everywhere, we have a great jazz bar right around the corner and I love seeing everyone dressed up to go out. But I work in Neukölln; I love the fact that there are more young designers heading over there. It's a great scene with all the young entrepreneurs opening up their own shops in East Berlin, because it doesn't require thousands of dollars to do it. I really like Coffee and Vintage Clothing; it is really cute boutique I check out on my lunch breaks.

JK Swimwear wird in Boutiquen, Kaufhäusern und in Online-Geschäften verkauft. Einkäufer, Investoren und

# VINTAGE



# FEEL



# SWIM

**T**äglich kommen immer mehr junge Designer nach Berlin - durch sie wird Berlin mehr und mehr zu dem pulsierenden und angesagten Modeschauplatz von dem die Welt berichtet. **pr**oud traf sich mit einer davon - Jessica Krupa, eine US-amerikanische Designerin mit Großstadtträumen. Ihre Kollektionen bestehen aus süßen und wirklich sexy Bikinis und Badeanzügen, die zugleich mit der Benutzung von shapewear auch noch praktisch sind. Die Fashionista erklärt uns, wie sie in Berlin landete und was ihr Unternehmen besonders und brauchbar macht.

With a name like JK Swimwear, it sounds like you might not be serious.

Like, 'just kidding?' Yeah, you're not the first person to say that.

Is that true? Here I thought I found a clever way to open the interview.

I just didn't think it was a good idea to use my full name for a new label. I'm just starting out; I'll keep it simple with my initials JK for now.

You studied fashion design in New York at The Fashion Institute of Technology. What brought you to Berlin?

I got my first taste of Europe when I spent a year studying abroad in Florence. The program in Italy took us on a field trip to a tradeshow in Germany. And Berlin is great for indie and young designers, entrepreneurs... here you can start your own company and be respected for it. As a designer in the States you usually work for some

pre-established label. There are really great support systems in Berlin for young artists like Create Berlin and The Senate for Economics, Technology and Women's Issues. Plus, the leading trade and fashion shows, Mercedes Benz Fashion Week and Bread & Butter, are all here.

So are you digging the Berlin style?

Berlin fashion is surprisingly relaxed. You wear what you like. But I would actually say that New York and Berlin are actually more similar than different. Both cities are really diverse, you see all sorts of things depending on what neighborhood you're in.

And can you tell our readers where you're from in the US?

I grew up in Tom's River, New Jersey.

# WEAR

So, is your life more Project Runway or The Jersey Shore?

(Laughs) My life is more like Project Runway, but I did spend most of my childhood summers running around in a swimsuit.

Is that what made you want to be a swimwear designer?

It developed more gradually; at FIT I studied womenswear and specialized in intimate apparel, which is similar to swimwear construction. In Florence I really learned swimwear design and tailoring techniques from professors that had worked with leading designers like Pucci. After graduation and working in the New York fashion industry for a couple years, I did a

solo-backpacking trip through South America, where I saw locals designing, making and selling their handcrafted swimwear in small island boutiques. It was totally inspiring. They had the most beautiful and creative pieces I'd ever seen in my life. They were well-tailored, really cute, really fun... if they were being produced in New York, you would see them all over the world.

Your silhouettes and patterns in the collection have a definite 1950's vibe. Is this an element of your personal style or something you were exploring this season?

For this collection I found my inspiration in a number of vintage photos from the picture gallery at New York Public Library, my favorite place in NYC. In swimwear and intimate apparel, retro and shapewear are really in right now. But what I really like about the '50s style is the quality and tailoring that was used back then. The details, fabric quality and tailoring of the pieces for my collection I would totally say are retro and yeah, these elements are definitely what I'd like to be known for.

So we can expect to see more of these playful, flirty details in your next collection as well, as sort of a signature?

Yeah, my next collection will be more Hollywood glamour... I'll continue working with shapewear and retro, but prints will be replaced with more pleating and more construction details. Keeping it chic and trendy, like with some cute matching headbands.

You mentioned shapewear, what is it exactly?

# FUN