



# Siren

Swim and Resort

Chelsey Wertans



Huge waves crash high against ragged shores,  
The small craft rocked and battered.  
Both mast and sail have felt the force,  
One bent, the other tattered.

The captain pilots between the rocks,  
The vessel edges slow.  
The storm has blown it miles off course,  
His fears and tensions grow.

Then, suddenly the storm surge wanes,  
On that his hopes were clinging.  
But as he checks the compass settings,  
He hears the siren's singing.

He turns the wheel towards the sound,  
A voice that's so melodic.  
The song invades his mind and thoughts,  
So beautifully demonic.

Common sense has long since left,  
The captain's in a spell.  
What evil lurks within these waves,  
He won't be here to tell.

Smashed against the rocky coast,  
This small craft meets death's gong.  
And others will soon sail this way,  
Led by the mermaid's song.





# Blumarine



Blumarine's Spring 2023 collection inspires my swimwear through their flowing silhouettes, color story, nautical motifs and dark aesthetic. I looked towards the long sleeves, the flounces, the complimentary to female form silhouettes and the sea shell shapes for the drive of my swimwear collection. I have designed for them specially the following collection, Siren.



# Customer

The ocean calls her and in fascination,  
she follows with her style and grace.

She is ageless, but youthful in personality.  
She is a free spirit and goes where the water takes her.

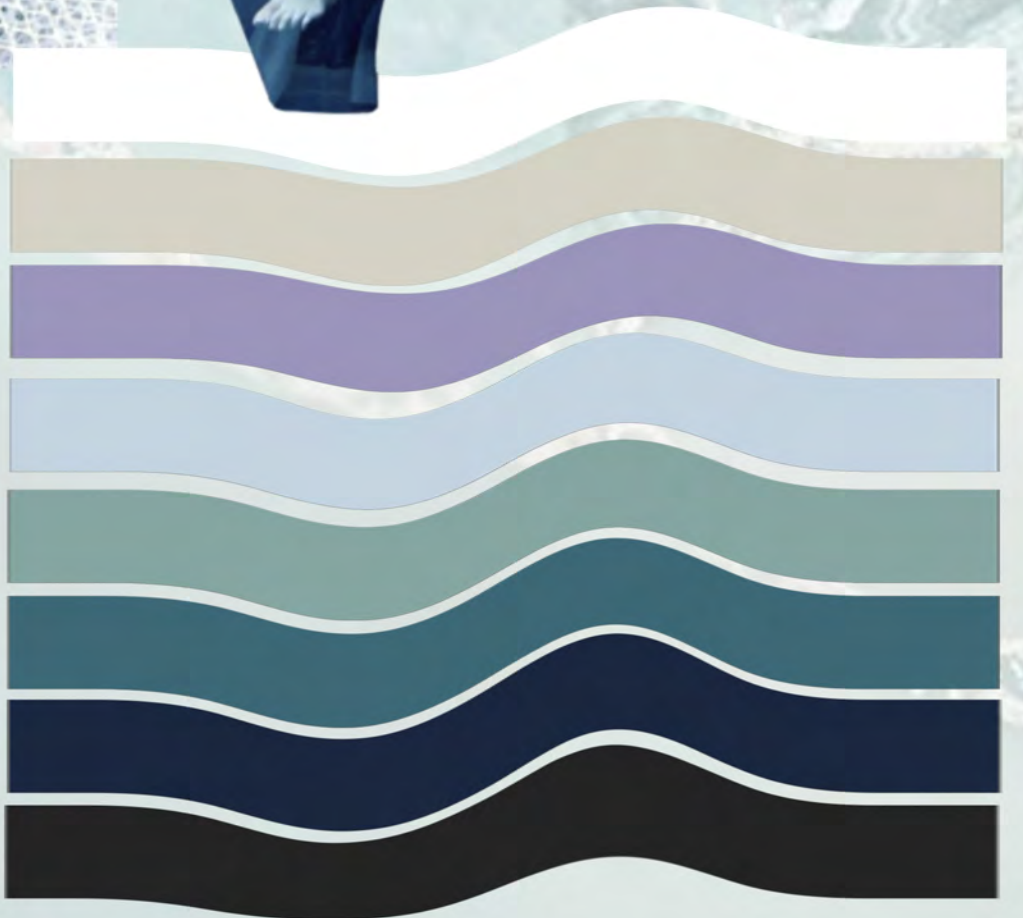
She is not held back by relationships,  
but she draws in every man she meets with her beauty.

She is an influencer in the media as she travels by boat  
around the world documenting her lifestyle.

Her daily favorite activities involve cooking, sailing,  
free diving and snorkeling.

The salty wind fills her sails and takes her in the direction of her destiny.

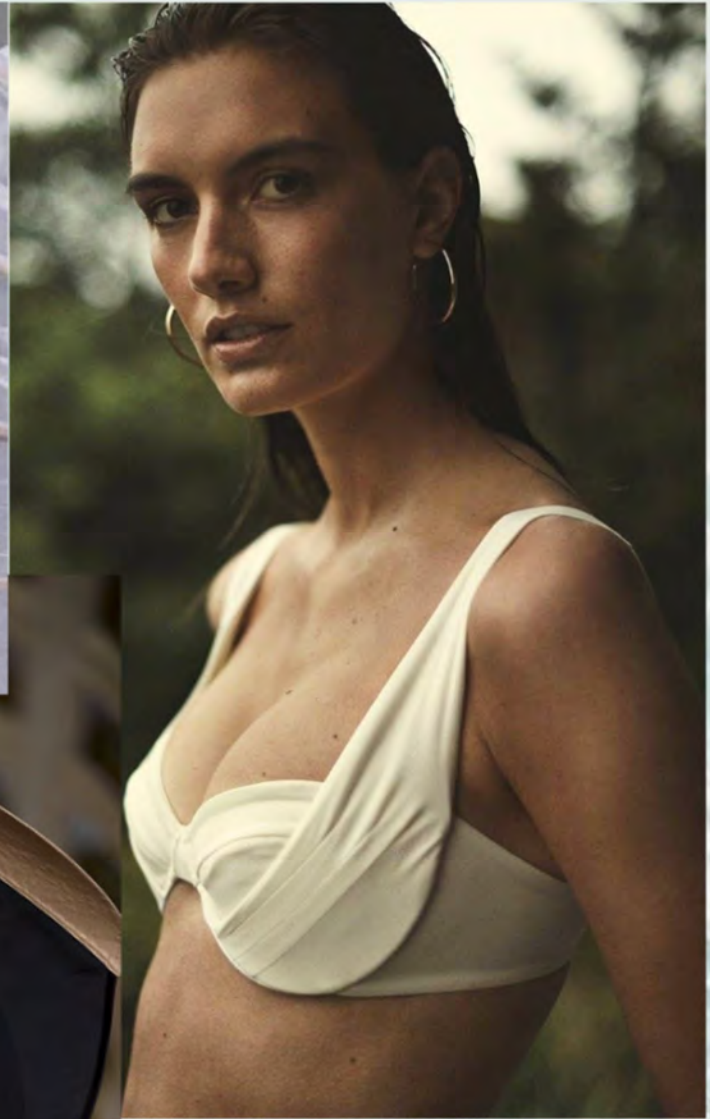




# Silhouette Research

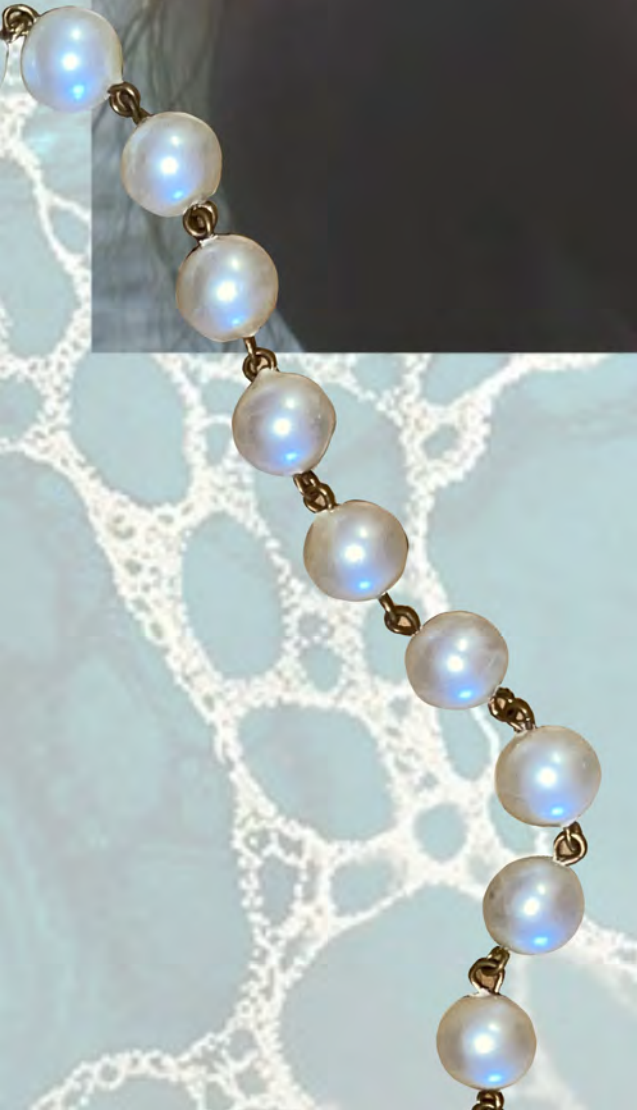


# Swimsuit Research





# Adornments



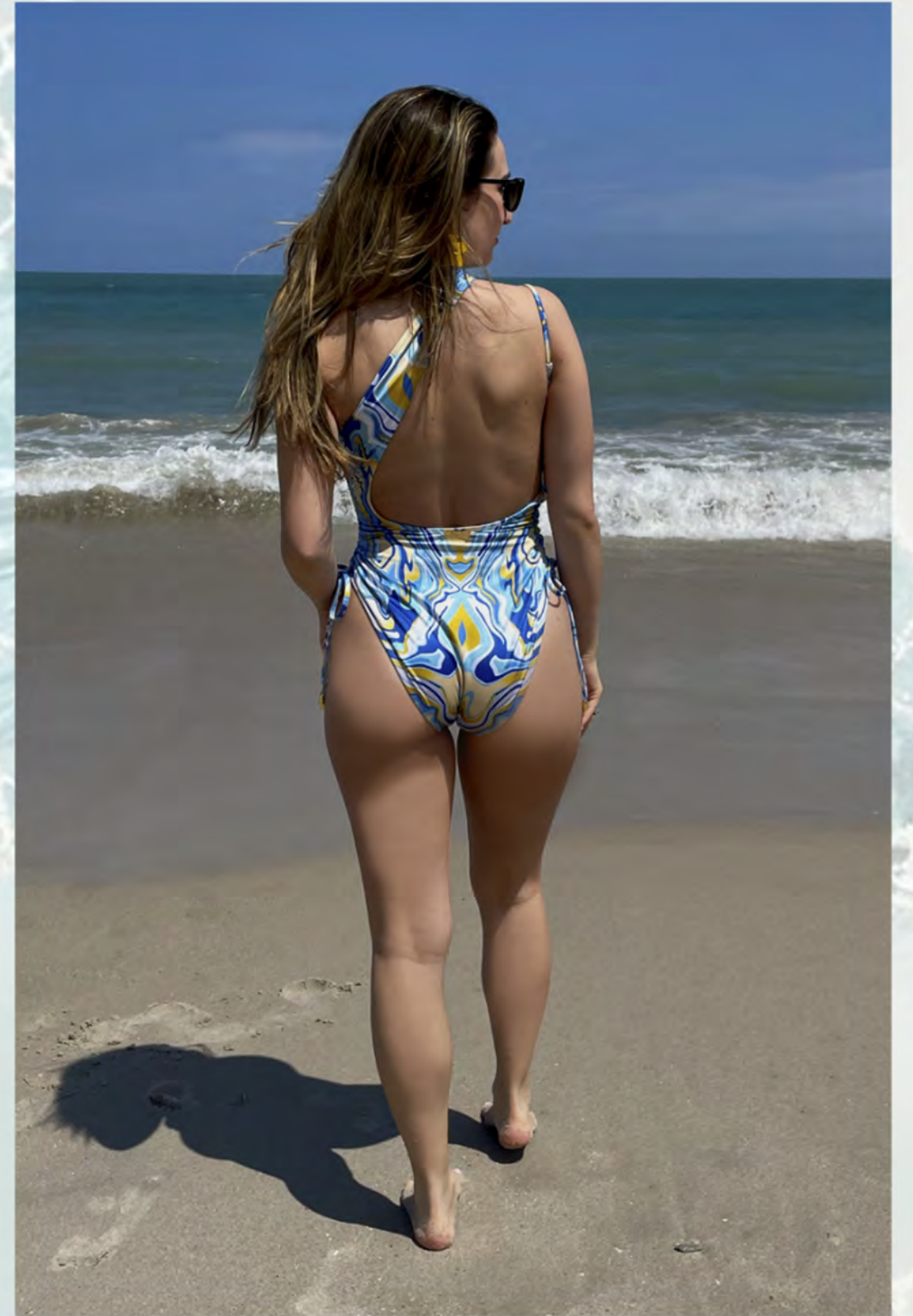
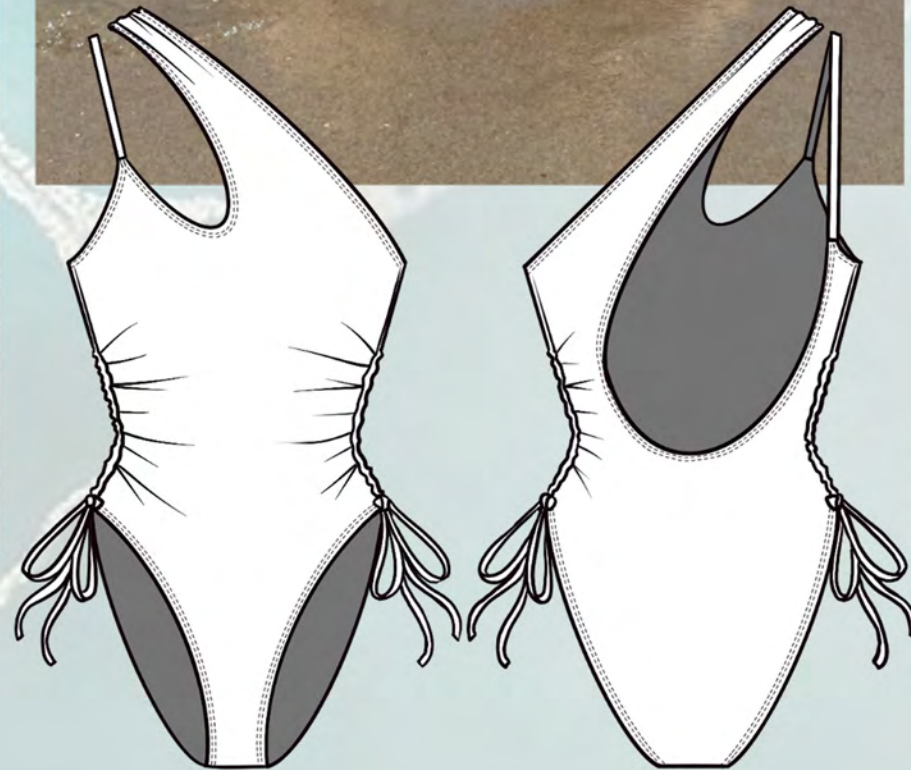
# Styling



# Swimsuit Concept



Front One Shoulder One-Piece Idea \$130  
Sizes:  
XS, S, M, L, XL, XXL



Back One Shoulder One-Piece Idea  
Comes in colors:



# Swimsuit Concept



Front Pleated Neoprene Two-Piece Idea \$175

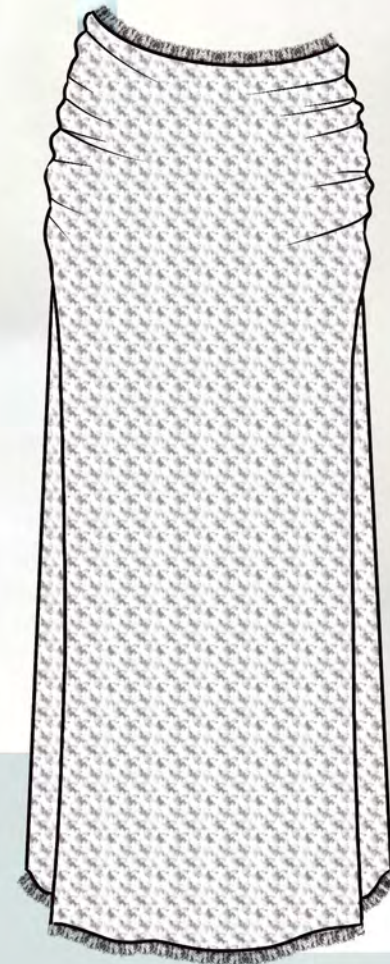
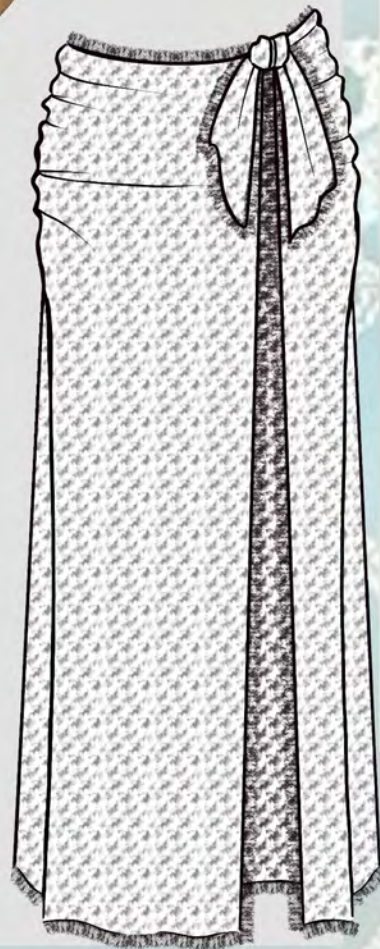
Sizes:  
XS, S, M, L, XL, XXL



Back Pleated Neoprene Two-Piece Idea

Comes in colors:    

# Cover-up Concept



Distressed Knit Coverup Idea

\$80

Sizes:

XS, S, M, L, XL, XXL

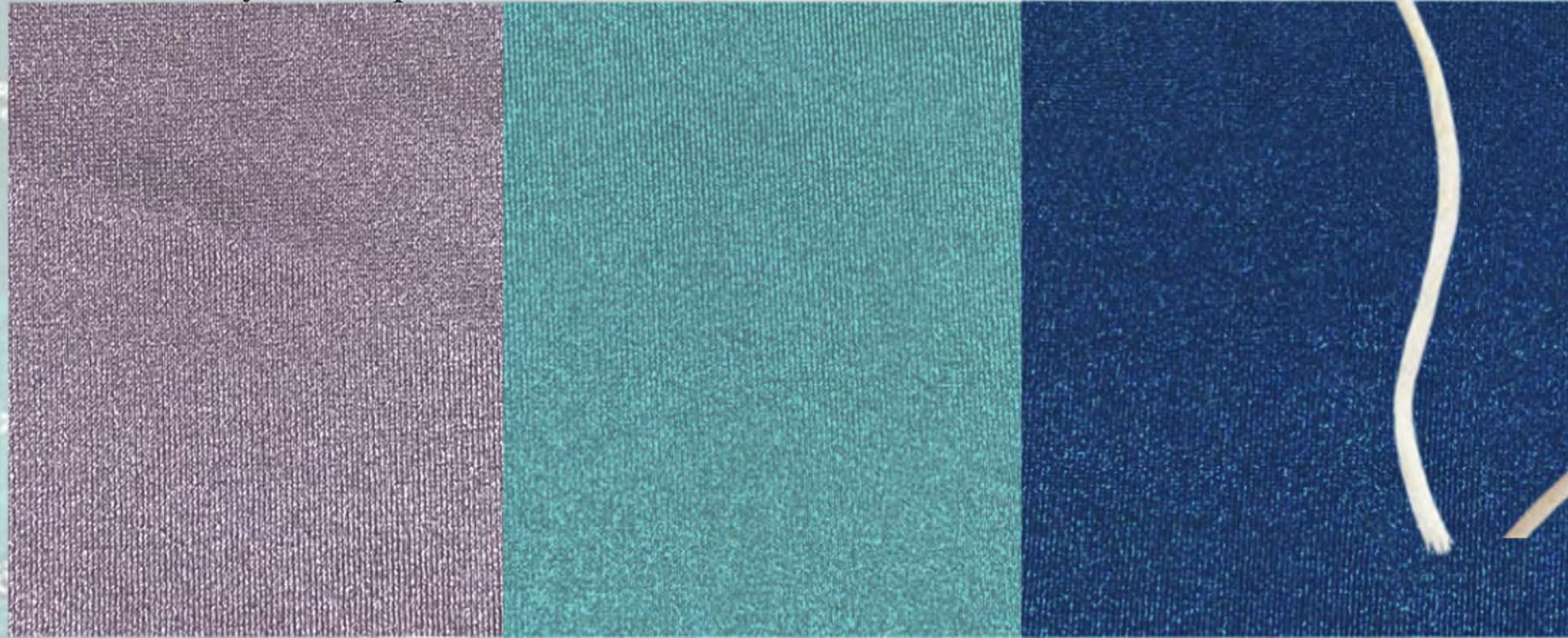
Distressed Knit Coverup Idea

Comes in colors:

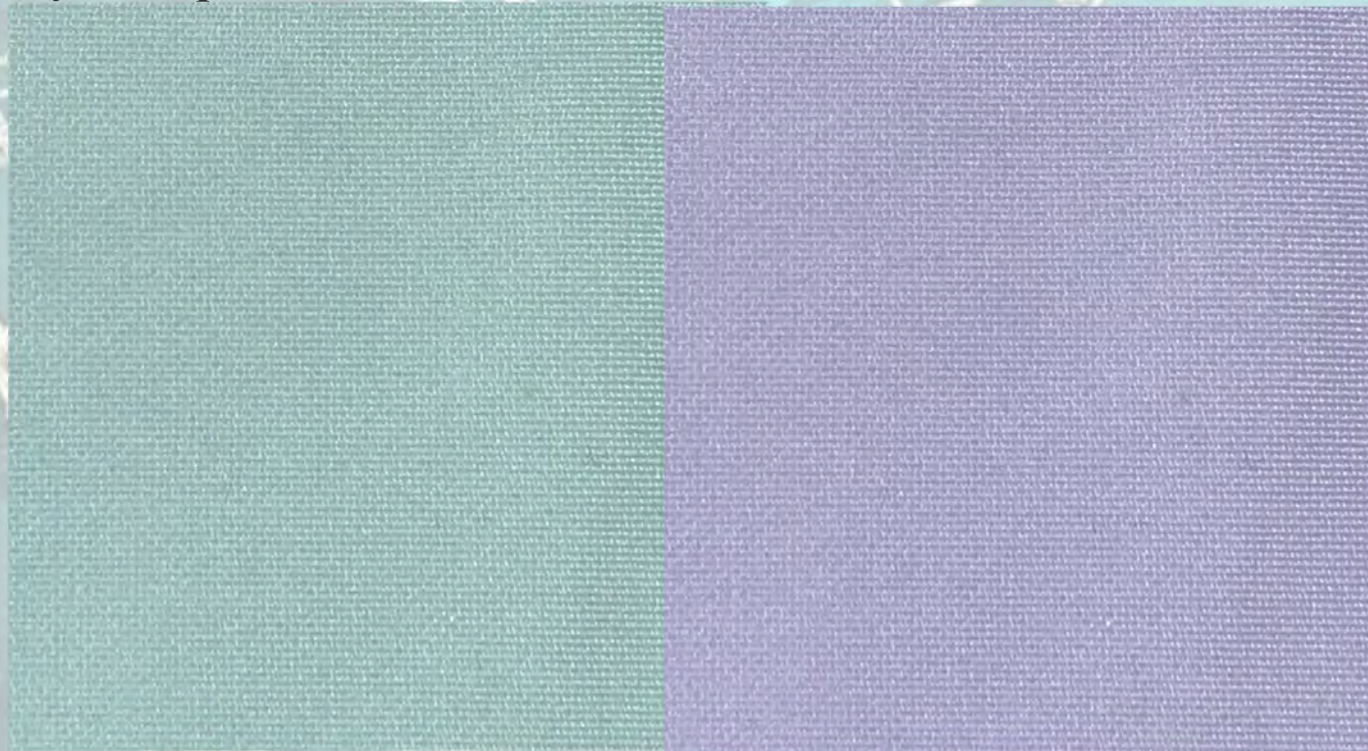


# Fabrics

Metallic Polyester Spandex



Nylon Spandex



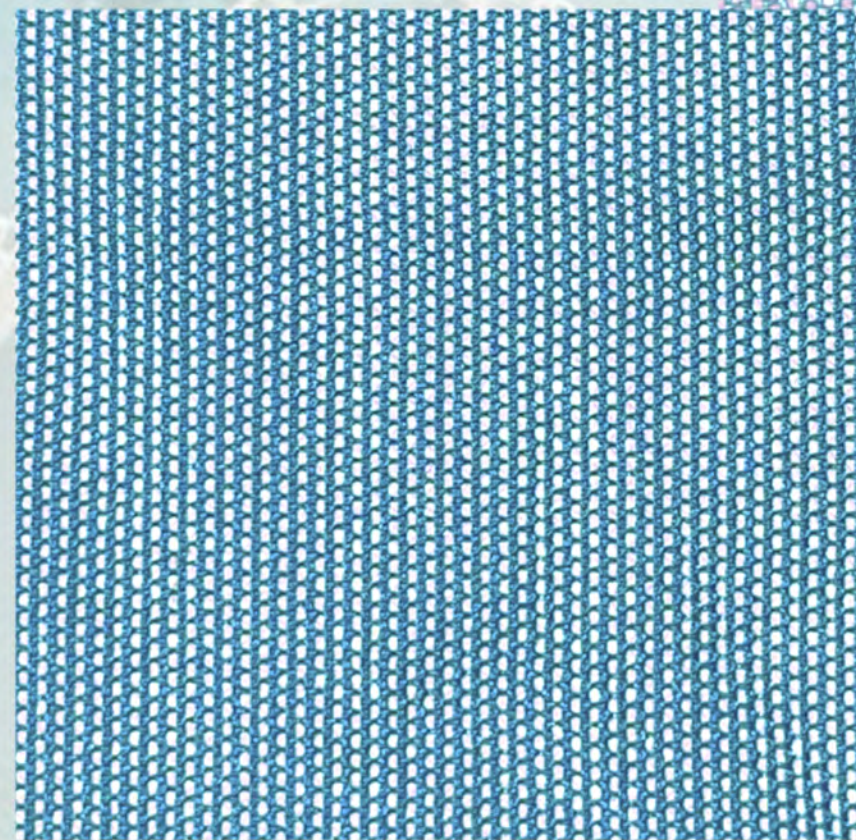
Cotton Crochet Yarns



Cotton Macramé Cording

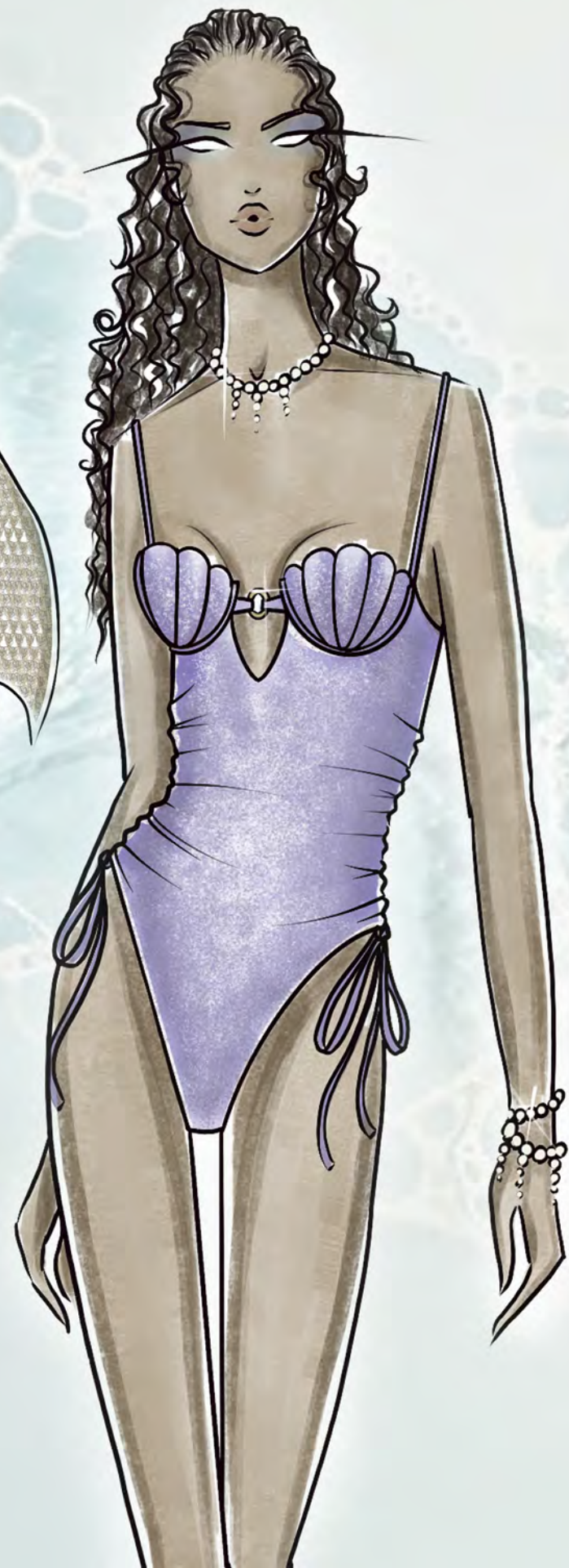
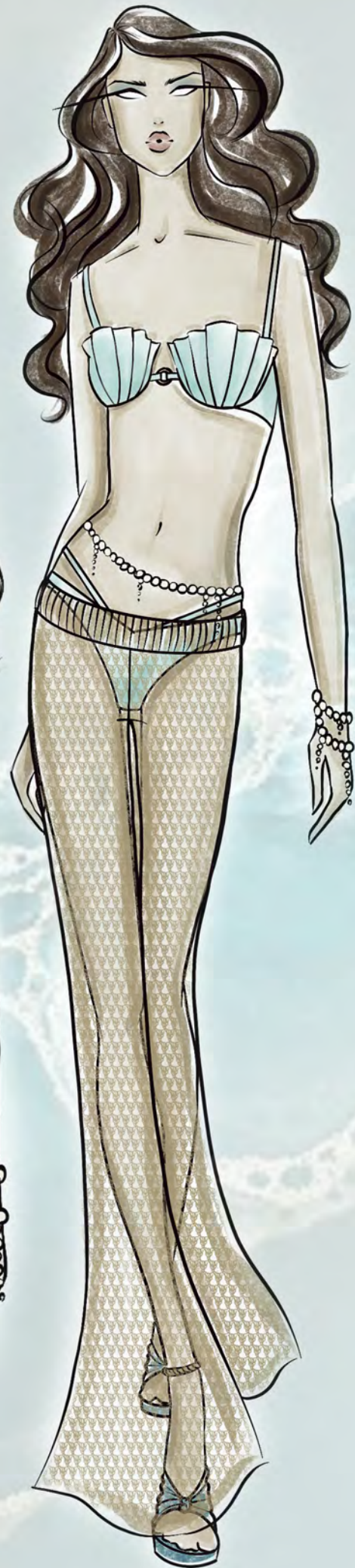
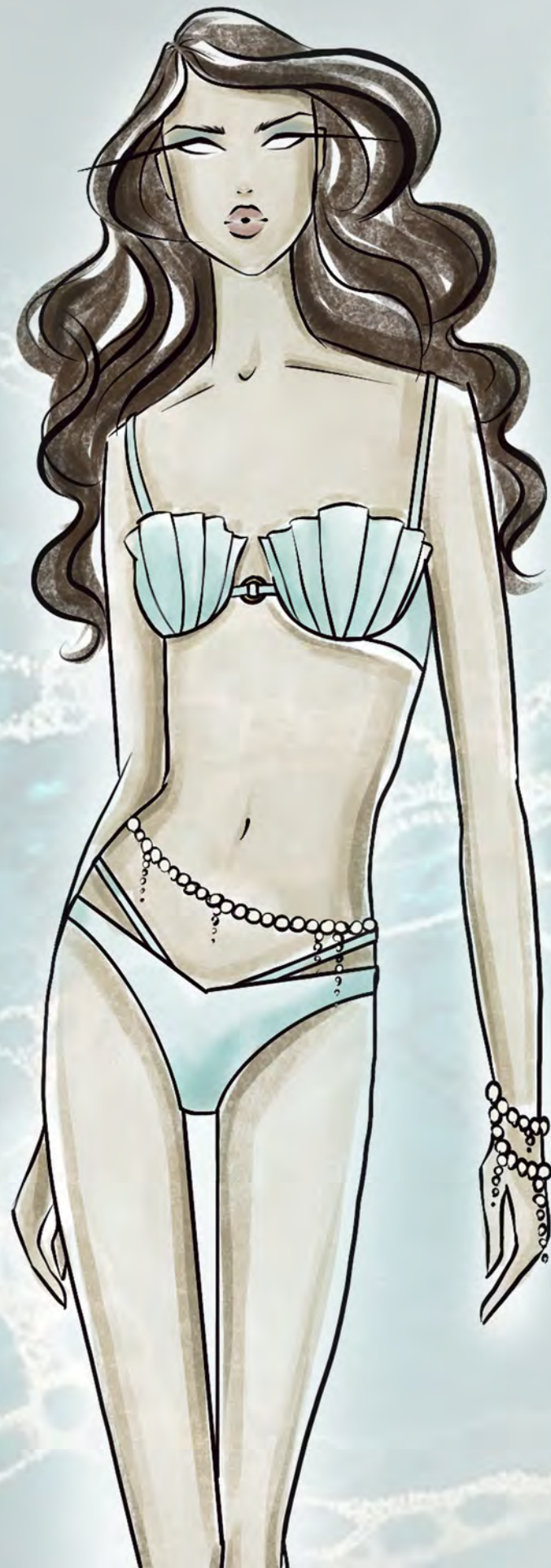


Power Spandex Mesh



# Lineup Plan













# Chelsey Wertans

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