



*Lourdes Carvajal S/S*

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Rythms  
Reimagined

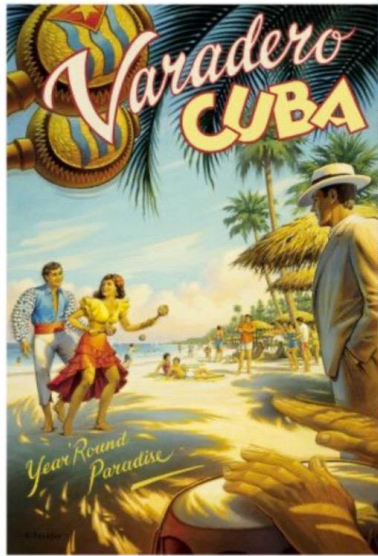
# Mission Statement

"Cuban Cadence: Rhythms Reimagined" is more than just a bathing suit collection; it's a sartorial symphony that harmonizes with the soulful beats of Cuba. Each piece in this vibrant collection is crafted with meticulous attention to detail, weaving together threads of history, culture, and contemporary flair.

Drawing inspiration from the spirited rhythms that echo through Havana's streets and the kaleidoscope of colors that adorn its architecture, the collection captures the essence of this captivating island paradise. From the sultry salsa to the mesmerizing mambo, every design pulsates with the infectious energy of Cuban music, inviting wearers to sway with the rhythm of life.

The collection's bold patterns and dynamic silhouettes evoke the vivacious spirit of Cuba, while its high-quality craftsmanship ensures both comfort and confidence with every wear. Whether lounging poolside or dancing under the stars, women adorned in "Cuban Cadence" exude an aura of radiant elegance and timeless allure.





*MoodBoard*





# C o l o r P a l e t t e



PANTONE 11  
-4201  
TCX Cloud  
Dancer  
R:241 G:238  
B:233



PANTONE 11  
-4805 TCX Hint  
of Mint  
R:215 G:235  
B:230



PANTONE 12  
-0824  
TCX Pale  
Banana  
R:251 G:225  
B:153



PANTONE 12  
-0322  
TCX Butterfly  
R:203 G:221  
B:166



PANTONE 13  
-5412  
TCX Beach  
Glass  
R:147 G:222  
B:207



PANTONE 14  
-1714  
TCX Quartz  
Pink  
R:243 G:167  
B:169



PANTONE 15  
-1218  
TCX Semolina  
R:208 G:184  
B:153



PANTONE 15  
-4225  
TCX Alaskan  
Blue  
R:105 G:169  
B:211

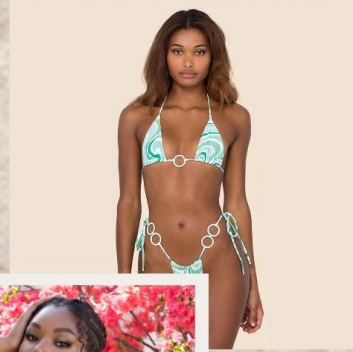
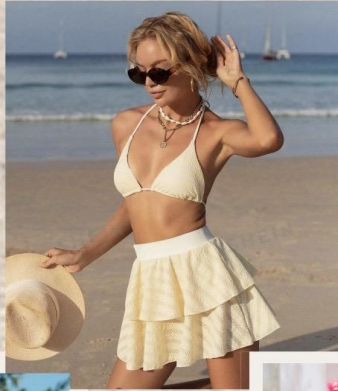


PANTONE 17  
-1540  
TCX Apricot  
Brandy  
R:169 G:105  
B:90



PANTONE 19  
-4008  
TCX Meteorite  
R:44 G:40  
B:41

# Swimwear Trends





# Competing Brands

## **Aerie:**

- Aerie, owned by American Eagle Outfitters, has gained popularity for its commitment to body positivity and inclusivity.
  - The brand offers a wide range of sizes, from XS to XXL, catering to diverse body types.
- Aerie's marketing campaigns often feature unretouched models, emphasizing natural beauty and authenticity.
  - It has a strong online presence and engages with its customer base through social media platforms.

## **Frankies Bikinis:**

- Frankies Bikinis is known for its trendy designs and celebrity endorsements, appealing to a younger demographic.
  - The brand frequently collaborates with influencers and celebrities, boosting its visibility and reach.
- Frankies Bikinis has a significant presence on social media, particularly Instagram, where it showcases its latest collections and engages with followers.
  - It offers a variety of swimwear styles, from bikinis to one-pieces, often incorporating bold prints and unique detailing.

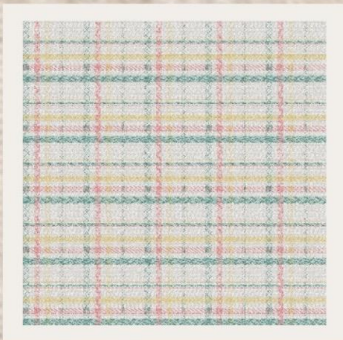
## **Peony:**

- Peony is an Australian swimwear brand recognized for its sustainable practices and eco-friendly materials.
  - The brand focuses on creating timeless, elegant swimwear pieces with a commitment to environmental responsibility.
- Peony prioritizes ethical manufacturing processes and uses recycled materials in its swimsuit designs.
  - It has a niche market appeal, attracting customers who value sustainability and ethical fashion choices.

# Fabric, Trims, and Prints



Palm Tree Repeat Trim



Multi Color Plaid



Recycled Nylon Spandex



Metal Insert Hoop



100% Silk Organza



100% Cotton yarn (Loose Tension)



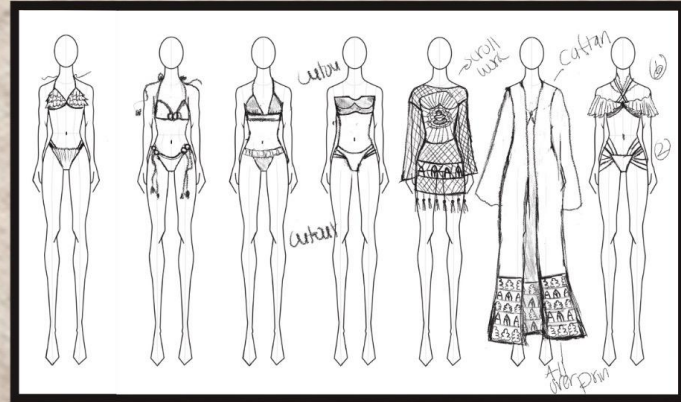
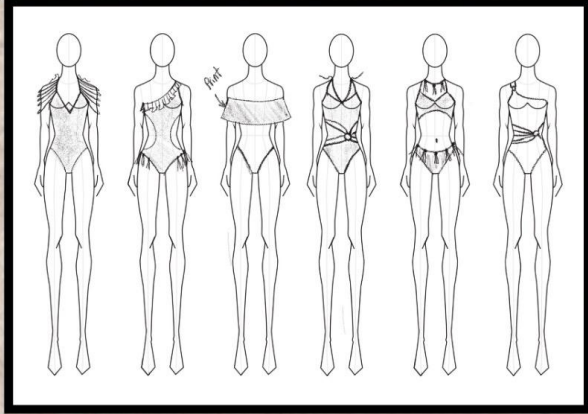
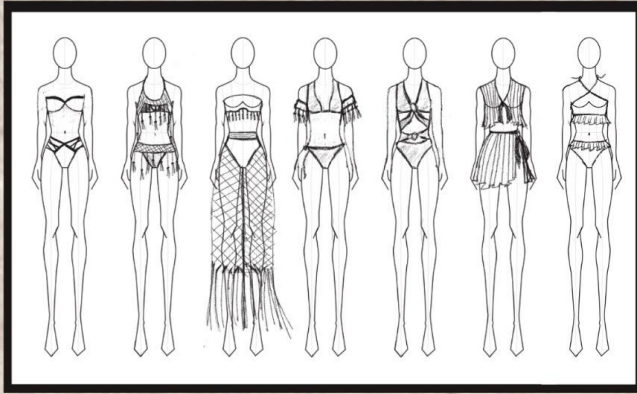
4 Way Stretch Nylon Mesh



Recycled Tassels

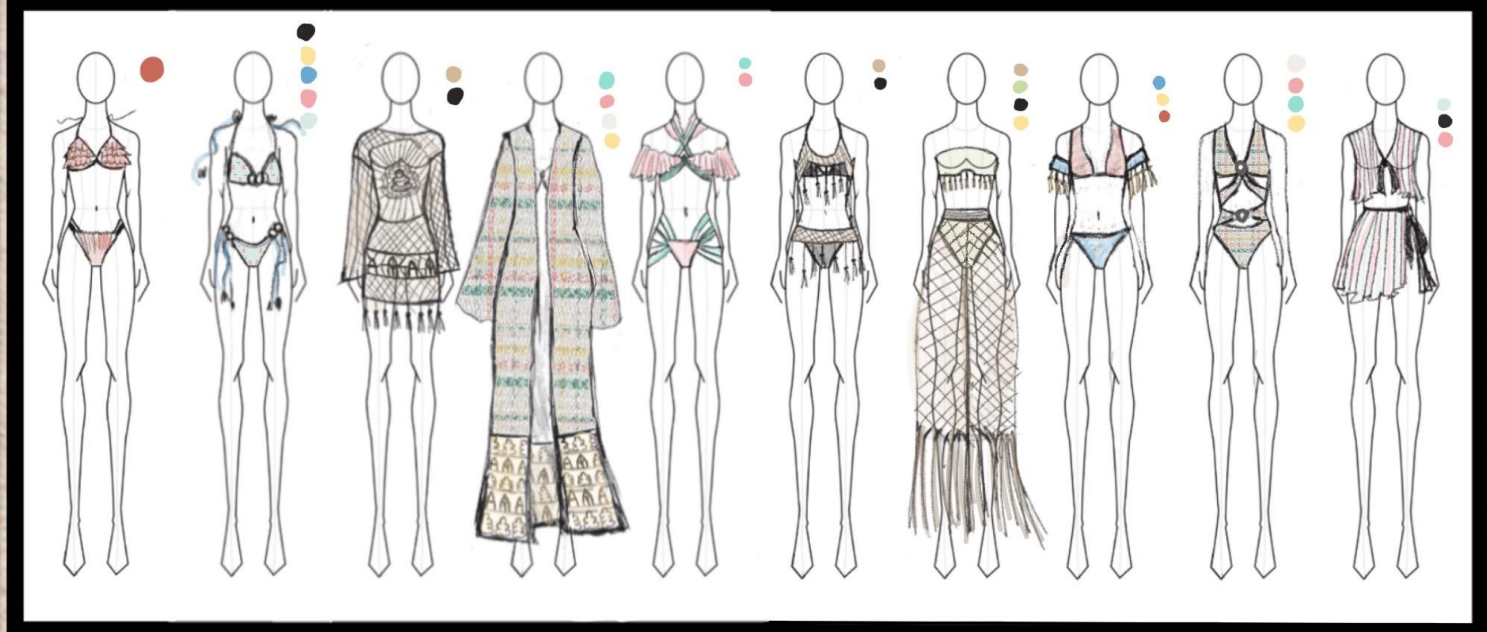


# Design Development Thumbnails





# Final Sketches Color Edits



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