

newsworthy trends

Create Waves With The Right Swimwear

(NAPSA)—This season, shopping for swimwear has never been easier—or more fun! With all of the different styles, fabrics and fibers to choose from, finding the “perfect” suit for your body is a breeze.

In fact, by incorporating the latest trends from around the world with technologically-advanced fibers, designers have created stylish, comfortable and, above all, well-fitting 2002 swimwear lines so you don't have to sacrifice any of your swimwear “must haves” this season.

Here are some specific tips from fashion experts that will help consumers find the right suit for their individual body shape and size:

Hip/Thigh Minimizer

- Hide heavy hips with vertical stripes and prints, side shirring or flirty skirts made with Tactel®.
- Draw eyes upward with attention-grabbing color at the top and a dark, slimming shade at the hip area.

Bust Maximizer

- To visually enhance a small chest, go for gathered bodices in bright colors.
- Look for push-up bras or other bra treatments such as “cookies” and foam filling.

Tummy/Midriff Toner

- To streamline the tummy and waist, look for suits that offer hidden control panels with a high percentage of Lycra® which provides comfortable shaping.
- Strategic color blocking makes the middle seem slimmer.

“Every year, women struggle to find a swimsuit that's stylish, fits them perfectly and makes them feel good about their bodies,” said M.J. Milchanoski, *Glamour* Merchandising Editor. “The trendiest suits this season mirror looks from around the globe and incorporate Tactel® for a soft, silky feel and Lycra® for a comfortable fit that women will love.”

Exotic locations from around the



One of the hottest styles this season is asymmetrical shapes, say DuPont fashion experts.

world were the inspiration for many designers this season, including modern art patterns from Brazil, mini and oversized florals from Asia and colorful combinations of fish, sun and florals from the South of France. In addition, DuPont fashion expert Iris LeBron says to look for very feminine styles, especially those made with Tactel® for a soft touch next to the skin.

Taking their cues from the runways, top swimwear designers, including Calvin Klein, La Blanca® and DKNY Swim, are choosing fibers such as Tactel® and Lycra® to create swimwear that has a beautiful touch with a figure flattering fit and a distinctive style all its own.

Once you've found your perfect swimsuit, keep it looking new longer by following these simple care tips. By rinsing it in a mild detergent and water immediately after coming out of the water, and letting it line-dry—out of the sun's rays—your suit will be sure to keep its shape and color.