



What Women Want—In A Swimsuit

(NAPSA)—Women, it seems, would rather be heard than seen...in a swimsuit, that is. In fact, according to a recent survey of women conducted on behalf of Lands' End, more women (66 percent) would be self-conscious appearing in public in a swimsuit than they would be giving a speech.

The survey also found what women do like about a swimsuit: Ninety-eight percent said proper fit is essential.

Women confess to feeling “exposed” when wearing a swimsuit in a crowd but the survey also found that only 20 percent are concerned about the opinion of the general public.

Popular At Pool And Beach

Here are a few of the other ideas women have about what to wear for sunning and swimming:

- **One-Piece Preferred**—One-pieces continue to rule among almost seven out of 10 women.

- **Bold Bikinis**—Nevertheless, almost half plan to brave a bikini this season.

- **Multiple Choice**—Two-thirds plan to purchase a new swimsuit this year and almost a quarter will get more than one suit.

- **Mix It Up**—More than half prefer to buy each piece separately for proper fit on each.

- **Quality Counts**—Women demand a quality swimsuit, with 89 percent stating that the level of quality affects their decision.

- **Cool Coverage**—Fully 85 percent look for a swimsuit with good coverage.

- **Shopping Strategies**—Swimsuit shoppers are using multiple channels when shopping for swimsuits, including in store (89 percent), online (64 percent) and via catalog (42 percent).



Get in the swim with the latest look in swimsuits.

- **Considering Colors**—Popular shades range from classic black and white to color clashing.

- **Nautical Is Nice**—The nautical look is one of this swim season's favorites.

- **Vintage-Inspired Glam**—Retro swim styles offer a subtle infusion of vintage cuts and prints, ruched swim tops and skirts.

- **Sun Safety**—Staying safe in the sun is a top trend. Fortunately, those soaking in the sun's rays can stay safer in a feminine, fashionable way with a Lands' End Swim Tee in a range of patterns and colors.

- **Flattering Fit**—About eight out of 10 want a swimsuit to flatten the tummy area, while almost half would like a swimsuit that enhances the bust area, slims hips or helps to conceal thighs. More than half want a swimsuit with slimming technology, such as can be found with the Lands' End Slender Suit.

Learn More

You can find further facts and tips about swimsuits online at www.landsend.com and (800) 800-5800.