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FRANKIE'S BIKINIS

MERCEDES BENZ FASHION SWIM WEEK
2015



SWIMWEAR DESIGNER, AGE 19, DEBUTS IN MIAMI BEACH



MIAMI BEACH, Fla. (AP) — It was nearly show time as designer Francesca Aiello snapped pictures backstage of models in her latest swimwear designs. This was Frankie's Bikinis' debut show for the 19-year-old designer at Mercedes-Benz Fashion Week Swim in Miami Beach, but Aiello is a pro when it comes to social media.

"I was nervous at first ... of all the attention. But I'm excited," she said before posting the photos on Instagram and Twitter, where her brand started just a couple years ago and has since taken off.

She is the youngest designer to ever present at the shows in Miami Beach, organizers said.

Aiello (pronounced ah-YELLOW) is a California girl who grew up wearing bikinis in Malibu. With help from her mom, she'd launched the swimwear line by age 17.

"I don't know how to sew, but my mom does and after her first attempt didn't work out, we began our trial and error process of finding the people to help make the right bikini," she said. The pair found a pattern maker and factory in Los Angeles where the pieces are now made.

"They're not stopping me because I'm only 19," Aiello said. "I've always said that it's really important for young girls to know that they shouldn't let their age stop them."

That carefree attitude is present in her (now) third swimwear collection, with bohemian designs and suits in lavender, blue and bright orange.

"I'm always watching the girls on the beach," she said of her inspiration. "I wanted to make suits for every girl."

Her collection fuses the Hawaiian shoreline with southern California style in feminine and flirty pieces with low-cut bottoms and revealing crochet designs. Bikini tops with crisscross backs are ideal for the beach lifestyle and the surfer girl.

Aiello embodied the surfer-chic look as she took to the runway after the show in a white crop top and pants, her long dirty blonde hair bouncing off her perfectly tanned shoulders.

The line can be purchased from online sites like ShopBop and from some boutiques.

Next for the designer: expanding the brand to include clothing that can be worn in places other than the beach — and keeping up those social media posts.

"It's also important for me to share big moments with our followers," she said, "because some of them have watched our company grow and I think it's just as exciting for them as it is for me."

<http://bigstory.ap.org/article/swimwear-designer-age-19-debuts-miami-beach>



The future of swimwear? Meet the 19-year-old making history as the youngest designer ever at Miami Beach Fashion Week



<http://www.dailymail.co.uk/wires/ap/article-2700334/Swimwear-designer-age-19-debuts-Miami-Beach.html>

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Swimwear designer, age 19, debuts in Miami Beach

By SUZETTE LABOY | July 21, 2014 12:25 PM EST | AP

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Swimwear designer, age 19, debuts in Miami Beach

By SUZETTE LABOY July 21, 2014 12:25 PM

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CBS Miami

The screenshot shows the CBS Miami website interface. At the top, there are logos for CBS Miami, local channels 4 and 33, and social media icons for Facebook and Twitter. A search bar is located in the top right corner. Below the navigation bar, there is a green banner with the text "Let's Furnish The". The main article headline reads "19-Year-Old Designer Turns Heads On Miami Beach" with a sub-headline "July 21, 2014 12:36 PM". Below the headline, there are social media sharing buttons for Like (42), Tweet (5), and Share (4), along with a "View Comments" link. The article image shows a young woman with blonde hair.

<http://miami.cbslocal.com/2014/07/21/19-year-old-designer-turns-heads-on-miami-beach/>

ABC News

The screenshot shows the ABC News website interface. At the top, there are logos for abc NEWS and navigation links for HOME, VIDEO, U.S., WORLD, POLITICS, ENTERTAINMENT, and TECH. A search bar is in the top right corner. Below the navigation bar, there is a blue banner with the text "DEVELOPING NOW: VICTIMS' BODIES OF DOWNED MH17 IN NETHERLANDS". The main article headline reads "Swimwear Designer, Age 19, Debuts in Miami Beach" with a sub-headline "MIAMI BEACH, Fla. — Jul 21, 2014, 12:30 PM ET" and "By SUZETTE LABOY Associated Press". Below the headline, there is an AP logo and a paragraph of text: "It was nearly show time as designer Francesca Aiello snapped pictures backstage of models in her latest swimwear designs. This was Frankie's Bikinis' debut show for the 19-year-old designer at Mercedes-Benz Fashion Week Swim in Miami Beach, but Aiello is a pro when it comes to social media." Below this, there is a quote: "I was nervous at first ... of all the attention. But I'm excited," she said before posting the photos on Instagram and Twitter, where her brand started just a couple years ago and has since taken off." At the bottom, there is a line: "She is the youngest designer to ever present at the shows in Miami Beach, organizers said."

<http://abcnews.go.com/Entertainment/wireStory/swimwear-designer-age-19-debuts-miami-beach-24649336>

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Global News

'I wanted to make suits for every girl' - Frankie's Bikinis debuts in Miami Beach



Designer Francesca Aiello poses backstage at Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015 at Oasis at The Raleigh on July 18, 2014 in Miami, Florida.

Sergi Alexander/Getty Images for Frankie's Bikinis

"It's also important for me to share big moments with our followers," she said, "because some of them have watched our company grow and I think it's just as exciting for them as it is for me."



<http://globalnews.ca/news/1463574/i-wanted-to-make-suits-for-every-girl-frankies-bikinis-debuts-in-miami-beach/>



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Youngest Swimwear Designer, 19, Debuts At Miami Swim Week

Published July 22, 2014 / Fox News Latino

http://www.foxbusiness.com/markets/2014/07/21/swimwear-designer-age-1-makes-debut-at-mercedes-benz-fashion-week-swim-in-miami/?utm_source=dlvr.it&utm_medium=twitter

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Published July 21, 2014 / Associated Press

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Swimwear designer, age 19, debuts in Miami Beach

SUZETTE LABOY, ASSOCIATED PRESS

July 21, 2014 | Updated: July 21, 2014 12:32pm



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Swimwear designer, age 19, debuts in Miami Beach

By SUZETTE LABOY, Associated Press
Updated 3:32 pm, Monday, July 21, 2014

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Swimwear designer, age 19, debuts in Miami Beach

BY SUZETTE LABOY, ASSOCIATED PRESS · JULY 21, 2014 · Updated: July 21, 2014 2:32pm

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<http://www.mysanantonio.com/business/article/Swimwear-designer-age-19-debuts-in-Miami-Beach-5635654.php>

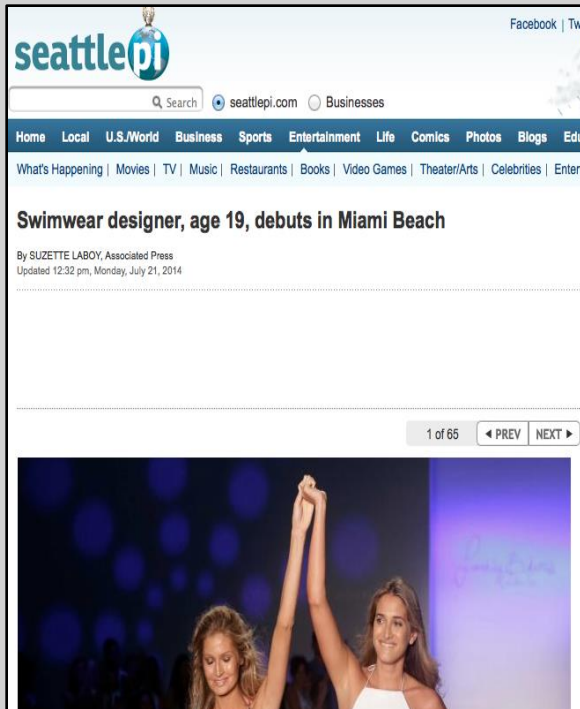
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<http://www.bradenton.com/2014/07/21/5264733/swimwear-designer-age-19-debuts.html?sp=/99/134/>



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Swimwear designer, age 19, debuts in Miami Beach

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Associated Press |

MIAMI BEACH, Fla. (AP) — It was nearly show time as designer Francesca Aiello snapped pictures backstage of models in her latest swimwear designs. This was Frankie's Bikinis' debut show for the 19-year-old designer at Mercedes-Benz Fashion Week Swim in Miami Beach, but Aiello is a pro when it comes to social media.

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By SUZETTE LABOY, Associated Press
Updated 3:32 pm, Monday, July 21, 2014

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http://www.philly.com/philly/living/style/20140721_ap_o9c5d52ff1dc48898d7998eod23e5feo.html

<http://www.newstimes.com/entertainment/article/Swimwear-designer-age-19-debuts-in-Miami-Beach-5635654.php#photo-6623771>

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By SUZETTE LABOY Associated Press
July 21, 2014 - 12:26 pm EDT

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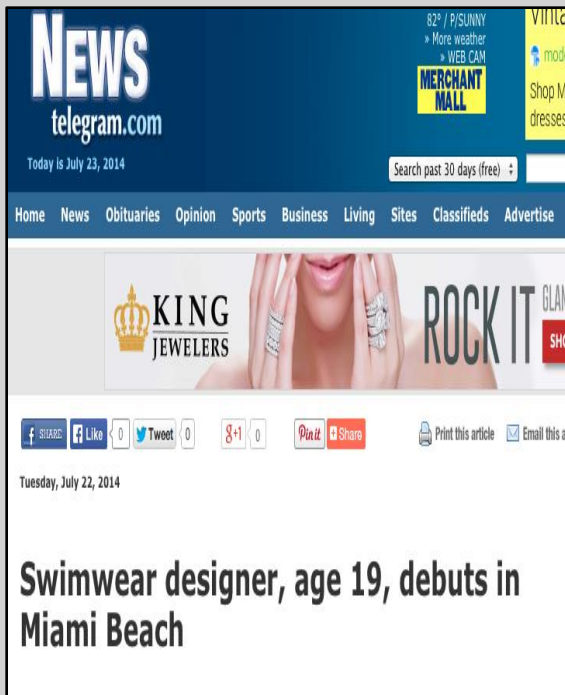
<http://www.therepublic.com/view/story/o9c5d52ff1dc48898d7998eod23e5feo/US--Fashion-Frankies-Bikinis>

<http://www.dailystar.com.lb/Life/Living/2014/Jul-23/264768-teen-swimwear-designer-makes-debut-in-florida-fashion-show.ashx#axzz38JGmEv6a>

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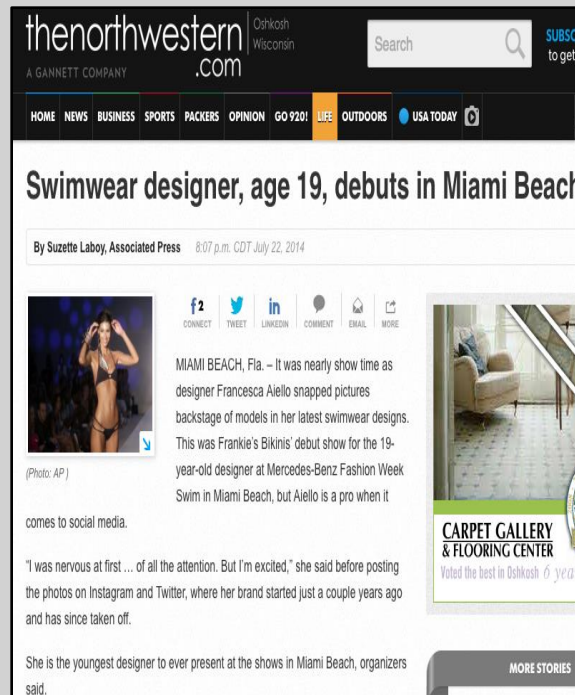
By SUZETTE LABOY, Associated Press

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<http://www.telegram.com/article/20140722/NEWS/307229884/1312>



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Swimwear designer, age 19, debuts in Miami Beach

By Suzette Laboy, Associated Press 8:07 p.m. CDT July 22, 2014

MIAMI BEACH, Fla. — It was nearly show time as designer Francesca Aiello snapped pictures backstage of models in her latest swimwear designs. This was Frankie's Bikinis' debut show for the 19-year-old designer at Mercedes-Benz Fashion Week Swim in Miami Beach, but Aiello is a pro when it comes to social media.

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<http://www.thenorthwestern.com/story/life/2014/07/22/swimwear-designer-age-debuts-miami-beach/1302411/>



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Swimwear designer, age 19, debuts in Miami Beach

By SUZETTE LABOY, Associated Press Published Monday, July 21, 2014, at 11:35 a.m. Updated Monday, July 21, 2014, at 11:36 a.m.

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<http://www.kansas.com/2014/07/21/3561796/swimwear-designer-age-19-debuts.html>

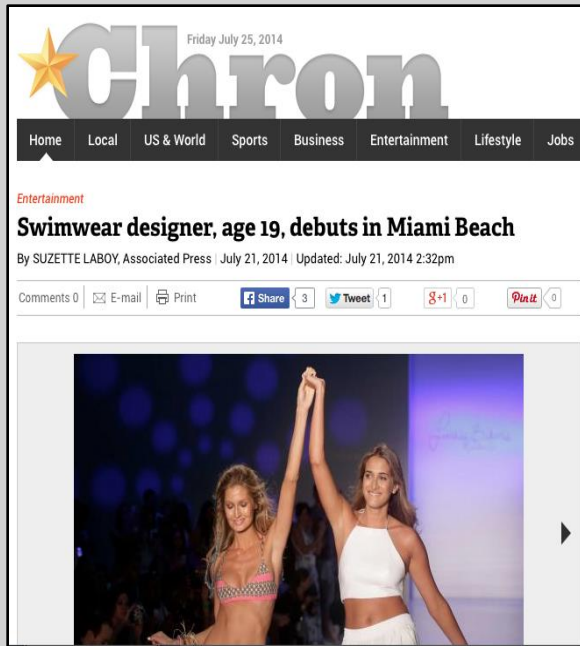
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Swimwear designer, age 19, debuts in Miami Beach

By SUZETTE LABOY, Associated Press July 21, 2014 Updated: July 21, 2014 2:32pm

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Article by SUZETTE LABOY, Associated Press | Updated: July 21, 2014 - 11:30 AM

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By SUZETTE LABOY, Associated Press

Updated 12:32 pm, Monday, July 21, 2014

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http://www.valleymorningstar.com/coastal_current/news/article_96472e_a4-1342-11e4-8bec-001a4bcf6878.html

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 By SUZETTE LABOY Associated Press 9:24 A.M. JULY 21, 2014
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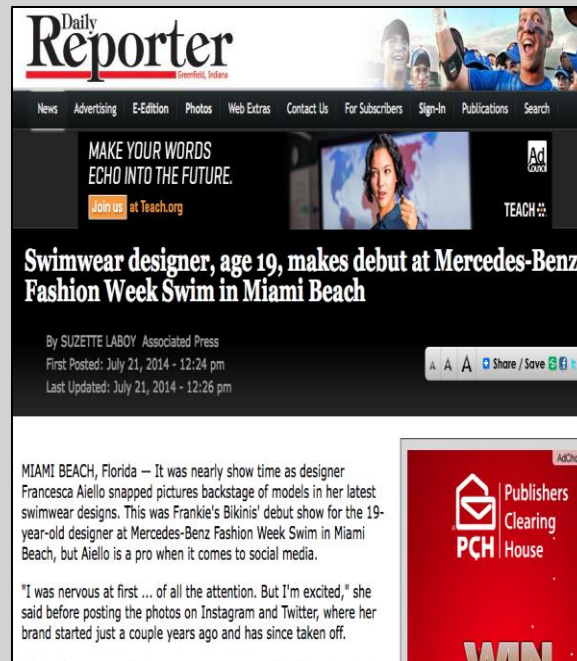
Swimwear Designer, Age 19, Debuts in Miami Beach

By Associated Press | July 23, 2014 Last Updated: July 23, 2014 11:01 am

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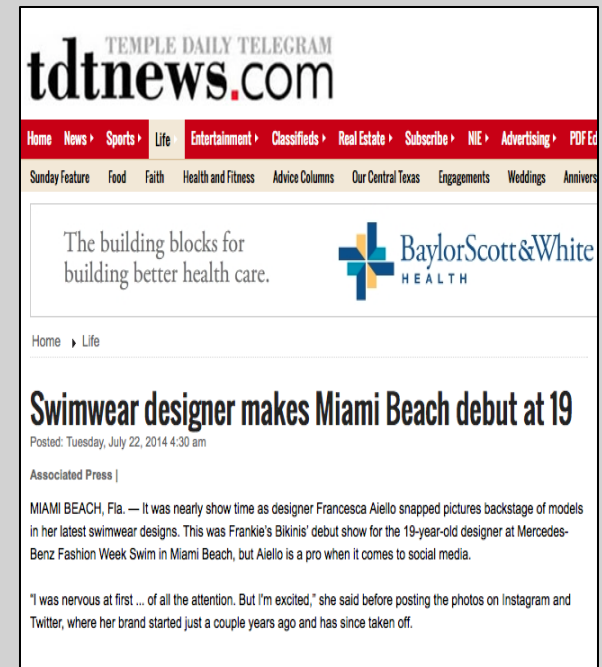
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First Posted: July 21, 2014 - 12:24 pm
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<http://www.greenfieldreporter.com/view/story/09c5d52ff1dc48898d7998e0d23e5fe0/US--Fashion-Frankies-Bikinis>



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Posted: Tuesday, July 22, 2014 4:30 am

Associated Press |

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Swimwear designer, age 19, debuts in Miami Beach

Suzette Laboy Associated Press

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19-Year-Old Swimwear Designer Debuts at Miami Beach

by Suzette Laboy
Associated Press
Sunday Jul 27, 2014

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She is the youngest designer to ever present at the shows in Miami Beach, organizers said.

Aiello (pronounced ah-YELLOW) is a California girl who grew up wearing bikinis in Malibu. With help from her mom, she'd launched the swimwear line by age 17.

"I don't know how to sew, but my mom does and after her first attempt didn't work out, we began our trial and error process of finding the people to help

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Swimwear designer, age 19, debuts in Miami Beach

By SUZETTE LABOY
Associated Press

Published: Monday, Jul. 21, 2014 - 9:31 am
Last Modified: Monday, Jul. 21, 2014 - 5:04 pm

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Lynne Sladky / AP Photo

Designer Francesca Aiello, of Frankie's Bikinis, right, walks on the runway with a model during the Mercedes-

<http://www.sacbee.com/2014/07/21/6571082/swimwear-designer-age-19-debuts.html>

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Swimwear designer, age 19, debuts in Miami Beach

Suzette Laboy Associated Press

POSTED: 07/21/2014 10:37:01 AM MDT

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Swimwear designer age 19 debuts in Miami Beach

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AP News | 07/21/14 09:25 am



Designer Francesca Aiello, of Frankie's Bikinis, right, walks on the runway with a model during the Mercedes-Benz Fashion Week Swim in Miami Beach, but Aiello is a pro when it comes to social media.

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Swimwear designer, age 19, debuts in Miami Beach

BY: SUZETTE LABOY Associated Press
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Posted: Monday, July 21, 2014 12:24 pm | Updated: 3:04 pm, Mon Jul 21, 2014.

Associated Press |

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Designer, 19, debuts in Miami Beach

by Suzette Laboy, Associated Press

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MIAMI BEACH, Fla. — It was nearly show time as designer Francesca Aiello snapped pictures backstage of models in her latest swimwear designs. This was Frankie's Bikinis' debut show for the 19-year-old designer at Mercedes-Benz Fashion Week Swim in Miami Beach, but Aiello is a pro when it comes to social media.

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Credit: Getty Images for Frankie's Bikin
MIAMI, FL - JULY 18: Designer Francesca Aleiolo prepares backstage at Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015 at Oasis at The Raleigh on July 18, 2014 in Miami, Florida. (Photo by Sergi Alexander/Getty Images for Frankie's Bikinis)

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Swimwear designer, age 19, debuts in Miami Beach
By SUZETTE LABOY, Associated Press
Updated 3:32 pm, Monday, July 21, 2014

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Swimwear designer, age 19, makes debut at Mercedes-Benz Fashion Week Swim in Miami Beach

SUZETTE LABOY / THE ASSOCIATED PRESS
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Swimwear designer, age 19, debuts in Miami Beach Like 0

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Swimwear designer, age 19, debuts in Miami Beach

Posted: Monday, July 21, 2014 12:24 pm | Updated: 3:06 pm, Mon Jul 21, 2014.

Associated Press |

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Meet the Youngest (and Coolest) Designer Ever to Show a Collection at Miami Swim Week

When it comes to designing rad bikinis, age ain't nothin' but a number.



Photo: Courtesy of Marc and Paula Kane
The designer in her own ultra-cool creation.

When we headed down to Miami's Swim Week to see this year's shows, we knew we were going to be in for a treat—34 amazing presentations, lavish parties, and that gorgeous beach always make for a good time. What we didn't expect to find was a teenage entrepreneur.

Meet Francesca Aiello. The 19-year-old **Frankie's Bikinis** designer was one of the newest (and certainly youngest) faces in Miami this week. Born and raised in Malibu, she launched her company two years ago, and after creating two collections (and blowing up the social media scene), she decided to show at Swim Week this year, making her the youngest designer ever to do so. Pretty cool right?

Obviously, we couldn't wait to pick Francesca's brain on her success. Here's everything she had to say on launching her brand, dominating Instagram, and finding that perfect bikini.

What made you decide to start a swimwear line?

"My mom pushed me to really do it, you know? I've always been very picky about my bikinis, so I was going to Hawaii to get them custom-made, and my mom suggested I get a few for my friends while I was there. So I did and made an **Instagram account**...and it started blowing up."

How did it start "blowing up"? Tell us your Instagram secrets!

"We just happened to start the company right when Instagram was gaining momentum about two and a half years ago. I had a personal Instagram account with about 1,000 followers, and then we started a different one for the company. I'd give all of my friends bikinis, then they'd go home and post them on Instagram. Now we have something like 211,000 followers."

What was it like showing at Swim Week? Do you think you'll do it again next year?

"It was so amazing! I really enjoyed doing the casting and having all the girls come in and walk for us. Plus, hanging out with the DJ, picking the music, and just being backstage was so fun. Seeing everything come together was surreal. I'm definitely going to do it again."

Tell us about your collection.

"My latest collection is super bohemian. For the show, all the models had fishtail braids, and the bikinis have cool details like crochet and macrame. My favorite piece from the collection is called the Poppy, and it was the opening look in the fashion show. It's a one-piece with a crochet front. The back straps are braided, and the whole suit is detailed. It's my favorite style in our pink pansies floral print."

Since you're such a bikini aficionado, do you have a favorite style?

"I love basic triangle tops because I feel like they elongate my body. As far as bottoms, we have a style that ties on both sides and has rouching on the back—it looks perfect on everybody!"

What are your go-to beach essentials?

"Sunscreen definitely! I like to keep my style simple, so I always have my little sarong and then water and Wonderland sunglasses for sure. For my hair, I always do a bun and leave my bangs out. I love that look—you can wear it to the beach or to work."

http://www.teenvogue.com/fashion/designers/2014-07/francesca-aiello-frankies-bikinis?utm_campaign=follow+@stew_ilondanga&utm_source=Stewart+Ilondanga&utm_medium=twitter



Frankie's Bikinis Runway Report: Fun, Flirty, And Fitted

Faint daisy prints and barely-there bottoms proved that any woman can have curves with the right swimwear, as friendship bracelets adorned models' wrists, ankles and hair. The models were fun, young and flirty with gold-speckled faces, as they danced and sashayed down the runway in laser-cut halter one-pieces with wispy, beach babe hair. Think: fishtail braids, waves and beach frizz so perfect it's chic.

These swimsuits are for making a statement, with pieces like polka dot monokinis with strappy, braided backs; string bikinis with criss-cross backs and barely-there stripy bottoms; and one-pieces with huge, laser-cut pattern centers that were at once stylish and artistic.

As the music went from mellow pop to a full-on fist-pumping dance party, the models seemed to almost be looking for cheers as they sported tribal stripe prints, bright blues, and plenty of red. This show almost made us forget how hard it was pouring outside. A mere glance up at the clear ceiling made show-goers fear for their makeup; did we remember to waterproof? The rain leaked ever so slightly onto the edge of the stage, and no one seemed to notice, as the vibe and the energy were so on-point.

Oversized striped beach bags were the only other accessory, with raffia detailing and plenty of room to store up beach essentials and then some. Flowy sarongs proved to be the perfect, versatile cover-up, and Frankie's Bikinis truly had something for every demographic. Army greens, neon pinks, blues, pastels: the pieces ranged the color spectrum, clearly flattering for all skin tones and body types. And as the thunderstorm grew more intense, rain leaked from under the tent onto the sand. But we didn't care; we had something else on our minds: Hello, tan lines!

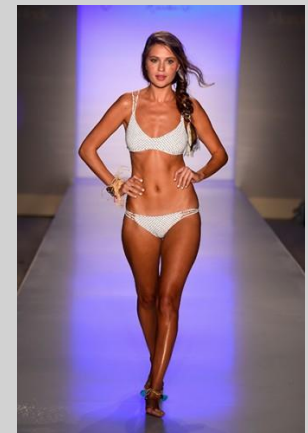
The rain couldn't keep the fashionable set away from scoping out the latest in swimwear—but not for lack of trying. The cloudy weather threatened show-goers earlier Friday evening, but when the time came to cram into the clear plastic Oasis tent at The Raleigh hotel, all bets were officially off.

Frankie's Bikinis is the brainchild of Francesca Aiello—and she's the youngest designer to ever show at Mercedes-Benz Fashion Week Swim. The surfer and teen entrepreneur—she's only 19!—was inspired by Southern California's coast and the Hawaiian shoreline, and the suits are fit for standing out in.

Aiello used her social media savvy to launch her swimwear line, posting on Tumblr, Instagram, Twitter and more, and getting the attention of supermodels and celebs like Candice Swanepoel and Ireland Baldwin, who've sported her suits.

Aiello grew up in Malibu, and adds a surfer's perspective to designing her girly swimwear. We half expected bodysuits, covered-up pieces and traditional surf attire, but were pleasantly surprised last night to see the complete opposite. The next step in her burgeoning swim empire: Mercedes-Benz-Fashion Week Swim.

The show started—ever so subtly— with pastels. Beiges, blushes, and creams adorned barefoot models who quickly came out of their shells as the music started pumping and the colors and prints started popping.





Miami Swim Week 2015 Preview: What to Expect

Frankie's Bikini's

Look for: Strappy, sexy detailing

[Frankie's Bikinis](#), a Malibu-based swim line run by ambitious teen entrepreneur Francesca Aiello, features intricate swimwear with woven straps and bold prints that are both beautiful and surf-friendly.



Frankie Aiello: Meet Miami Swim's Youngest Design Sensation



Who better to lead us in to [Miami Swim Week](#) than the beautiful 19-year-old entrepreneur and successful swimwear designer Frankie Aiello from her namesake [Frankie's Bikinis](#)? We caught up with Aiello in Malibu, CA between surf sessions to find out how she's gearing up for her biggest fashion show of the year.

1 E-mail Invites

Sending hundreds of email invites for our fashion show and trade show. My wrist hurts!


2 Striving For Perfection

Making sure our collection is 110% ready to be seen. We have spent lots of time working hard and we hope everyone loves the new bikinis just as much as we do.

3 There's Always Time For Love

Spending as much time with my boyfriend as I can before I go into crazy work-mode the last few days before Miami.

4 A Girl's Gotta Shop

Shopping, of course! I have to make sure I have all my outfits together for Miami. Keep your eyes open for them! 

5 Tan Love & Care

I will probably end up getting a spray tan right before I leave for Miami because who doesn't love (or need) a good spray tan?

6 Catching A Wave

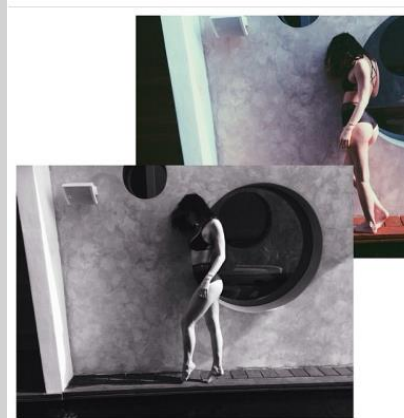
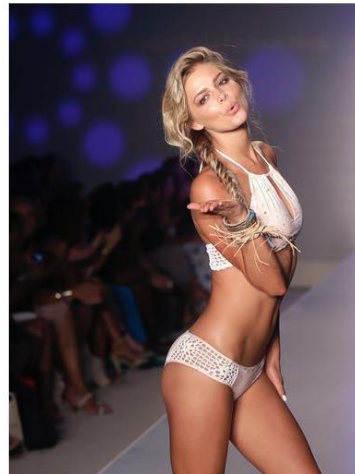
And last, but not least, I will be relaxing on my favorite beach in Malibu (Little Dume) and surfing a ton before I leave for Miami.

Introducing Francesca Aiello of Frankie's Bikinis, the Breakout Star of Miami Swim Week

Francesca Aiello, designer for Frankie's Bikinis, wore a crisp, white crop top and baggy white slacks for her runway show last Friday at Miami Swim Week, while her models were quite the opposite: barefoot and giddy with fishtail braids and sparkles on their faces, they danced down the runway and blew kisses at the crowd. The swimsuits they wore were simple and skimpy with small but beautiful details.

We weren't the only ones impressed by Aiello, the 19-year-old who debuted her swim line at Swim Week 2015. The **Associated Press** was pleased with her, too, recounting her relatively fast rise to fame as the One surprising piece of the story is that Aiello, who started the company with her mother, doesn't even know how to sew. Her mom does, however, and tried to make the line's first bikinis. "After her first attempt didn't work out, we began our trial and error process of finding the people to help make the right bikini," Aiello says in the AP article. She and her mother, who live in Malibu, finally found a pattern maker and factory in Los Angeles, and the business took off from there.

It took off so much that you can now see Instagrams on frankiesbikinis.com of Emma Roberts, Victoria's Secret model Candice Swanepoel, Ireland Baldwin, Kylie Jenner, Gigi Hadid and Kendall Jenner all wearing pieces that Aiello designed.



447096 likes
 kyliejenner #secretproject @thescottycunha @joycebonelli @robscheppy @clydehairgod

Kylie Jenner poses in Aiello's black Kaia top. Photo: Frankie's Bikinis

In fact, Aiello's flair for social media has been one of the main catalysts for her success. Frankies Bikinis is huge on **Tumblr**, and their **Instagram** has over 83,000 followers. "Being so young was actually an advantage for me because I knew the varying aspects of social media," Aiello said in an interview on *The Fashion Spot*. "I believe it is very important to be covered on all social media outlets — Twitter, Instagram, Tumblr, etc. — in order to gain a following for your brand."

And Frankie's Bikinis is gaining quite the following; Aiello's products are sold everywhere from local Malibu surf shops to **Shopbob**. And her superb runway last Friday will only help further her success.



Mercedes-Benz Fashion Week SWIM runway reviews

Heat Index: 4

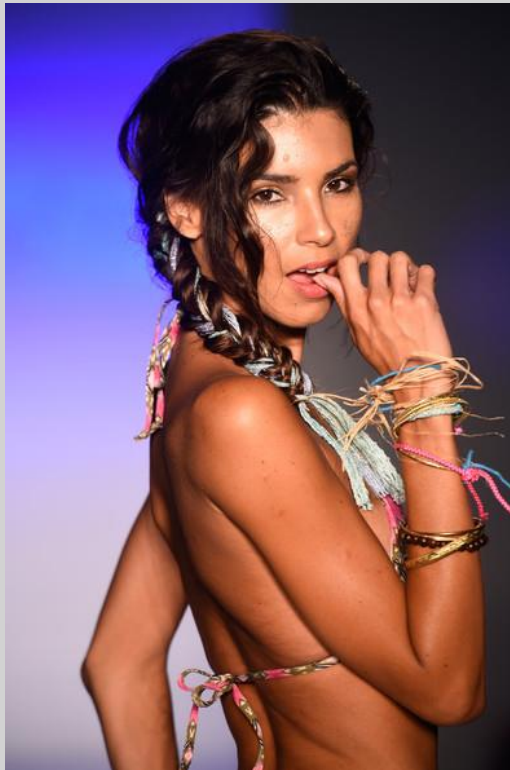
It's official. The one piece is back. Frankie's Bikinis revved up the maillot with huge spherical crochet cutouts — adding edge to an otherwise simple silhouette. Also of note here? The attention to back details. Straps are no longer simple — they're asymmetrical and numerous. Solid white, black, red and blue color stories were a welcome departure from busy prints. And staying true to Frankie's Bikinis Southern California roots, the collection is deeply inspired by Malibu. Think surfer girl-approved low cut and cheeky bottoms. Surf's up!

<http://www.miami.com/mercedes-benz-fashion-week-swim-runway-reviews-day-1-article>



Best Beauty Looks From 2015 Miami Swim Week

Check out the hair and makeup looks from Miami Swim Week 2015 that caught our eye.



Frankie's Bikinis

The hippie, free-spirited swimsuits of Frankie's Bikinis translated to the beauty look with a ribbon-infused braid, and dewy cheeks and foreheads.



Kissy face

A model blows a kiss as she walks down the runway wearing swimwear designed by Frankie's Bikinis.



<http://www.foxnews.com/entertainment/slideshow/2014/07/23/hottest-swuits-at-mercedes-benz-fashion-week-2014/#/slide/fashion-week-swim-admi-5>



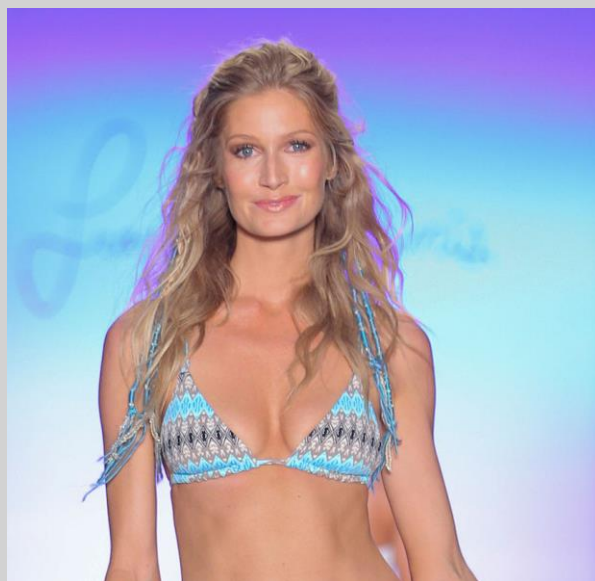
When you want the coverage of a one-piece with the, uh, coverage of a bikini, this intricate laser-cut design at the center of this suit will offer both . . . along with some interesting tan lines.



The Sexiest, Buzziest Bikini Moments From Miami Swim Week

In another technique to add more sex appeal to a one-piece suit, designer Francesca Aiello cut the sides off this white polka-dot one-piece.

<http://www.fabsugar.com/Best-Looks-From-Miami-Swim-Week-2015-35303481#photo-35303505>



Frankie's Bikinis Miami Swim Week 2015

These wrapped braids are inspiring us to order a daiquiri at our next happy hour.

<http://www.bellasugar.com/Hair-Makeup-Miami-Swim-Week-2015-35295963#photo-35303135>



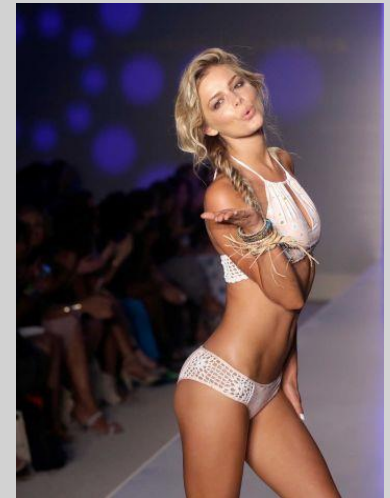
Backstage of Mercedes Benz Miami Swim Week by Tiago Chediak





How-To: Frankie's Bikinis Look at MB Miami Swim Week by Unite

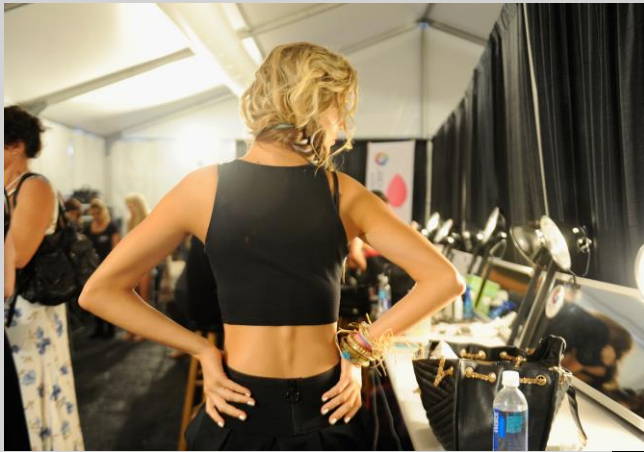
Hair Inspiration: There were two separate hair looks for the Frankie's Bikinis show both inspired by a **Boho, Free People feeling with an added accent of the ocean**. Both looks shared a beachy texture with peek-a-boo hair accents in the colors of the ocean while one was braided into a loose fishtail and the other was free to relax with the perfectly disheveled beach wave.





This Is Your Backstage Pass To Miami Swim Week

Frankie's Bikinis



Huffington Post (video)



July 28, 2014

HUFFPOST VIDEO

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<http://videos.huffingtonpost.com/frankies-bikinis-summer-2015-miami-swim-interview-and-runway-518339698>

The Daily





Mercedes-Benz Fashion Week Swim 2015 Collection Recap



Frankie's Bikinis, Francesca Aiello (Right)

California beauty and designer of Frankie's Bikinis **Francesca Aiello** is— at only 19 years old— the youngest designer to present at MBFW Swim. Aiello, in an effort to “make suits for every girl,” finds inspiration from the girls she sees at the beach. The line incorporates low-cut bottoms, bohemian prints, and revealing crochet designs that are essential for the young, beach-chic lifestyle.

<http://hauteliving.com/2014/07/mercedes-benz-fashion-week-swim-2014-re-cap/511219/>

Style Icons



The Frankies Bikinis show, with styling led by Chanel Munoz-Praza, had two different hair looks, united in a chic boho aesthetic mixed with an ocean vibe. Both looks had pops of sea colour using blue ombrè yarn extensions, whilst one was loose and natural in a casual beach wave and the other was tied back into a complex fish tail braid. Both looks utilised UNITE TEXTURIZA, to add volume and texture to the hair, complementing the classic and intricate swimsuit designs.



VideoFashion (Youtube)



Frankie's Bikinis - Miami Swim Spring/Summer 2015

<https://www.youtube.com/watch?v=MjNQ5uFryNA>



The Top 10 Trends From Mercedes-Benz Fashion Week Swim 2015

1. FEMININE CROCHET



Frankies Bikinis, Sinesia Karol, and Luli Fama showed models in one-piece and high neck two-piece suits with intricate crochet accents. Other shows presented crochet shorts, dresses, and cover ups crafted in nudes, black, and bold colors.

http://simplyq.com/2014/07/22/Home/The-Top-10-Trends-From-Mercedes-Benz-Fashion-Week-Swim-2015_3170#.U9KBFRbTDFK

YAHOO! NEWS
SOUTH AFRICA

Frankie's Bikinis designer Francesca Aiello, right, walks into the runway with a model following her show at the Mercedes-Benz Fashion Week Swim, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky)



The Impression

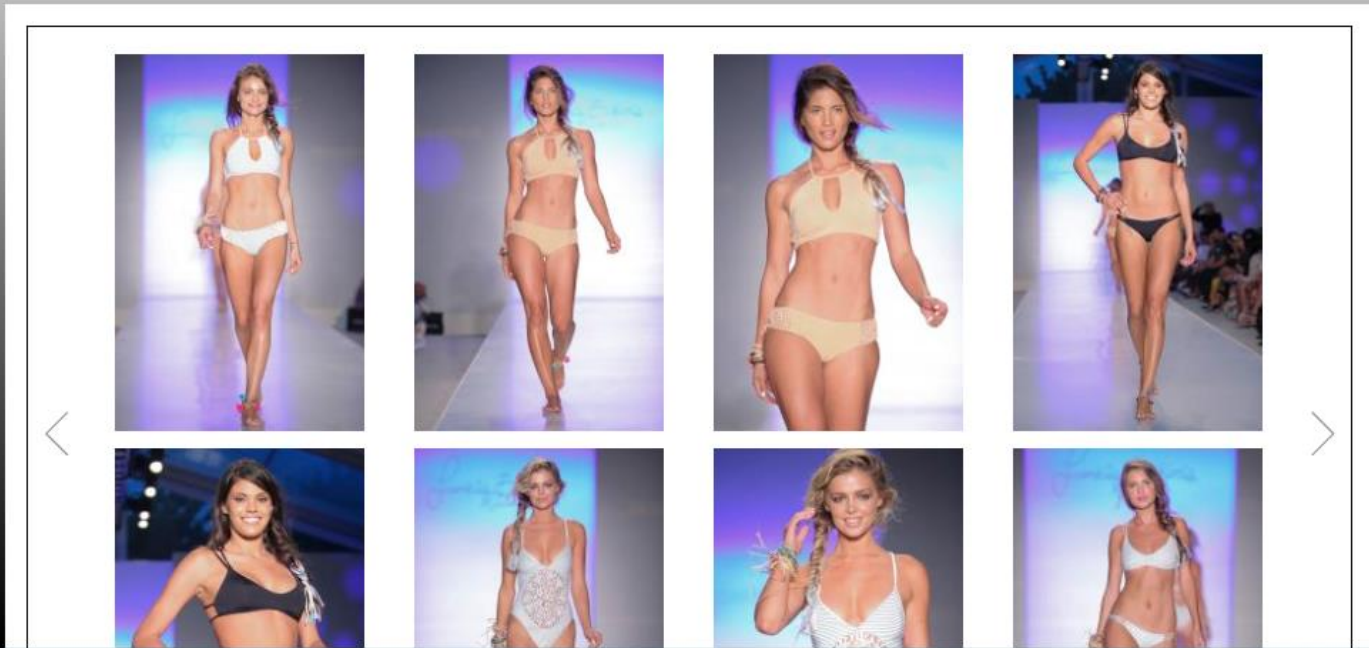


THE IMPRESSION

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Frankies Bikinis Swimwear RTW SS 2015



<http://www.theimpression.com/campaigns/view/Frankie-Bikinis-swimwear-fashion-runway-show-spring-2015#.U9EhaBbTBFK>

Front Row At Frankie's Bikinis Spring 2015



Backstage At Frankie's Bikinis Spring 2015



Frankie's Bikinis Spring 2015 Collections



http://www.fashiontv.com/gallery/front-row-at-frankies-bikinis-spring-2015_400197.html#4

http://www.fashiontv.com/gallery/backstage-at-frankies-bikinis-spring-2015_400198.html

http://www.fashiontv.com/gallery/frankies-bikinis-spring-2015-collections_400196.html



Frankie's Bikinis captures the free spirit of the youth of Hawaii's islands. In a show marked by innocent sensuality, the audience and fans of the brand gave a warm welcome to the new collection.

The youngest designer to ever show at Mercedes-Benz Fashion Week Swim, 19-year-old beauty, Francesca Aillo presented "The Hanalei Dreams" collection, inspired by the lush island of Kauai. Featuring a bohemian chic vibe infused with a tropical twist, the suits capture the essence of Hawaii's beauty through attention to details and many floral crochet patterns. The 2015 Hanalei Dreams Collection was crafted for the fashionable and active girl and the fits are perfected so that these bikinis are just as ready for the ocean as they are for the poolside (Frankie's Bikinis, 2014).

<http://cosmomopol.blogspot.com/2014/07/frankies-bikinis-backstage.html>

DarkRoom (The Baltimore Sun)



A model walks off stage in the backstage area during Frankie's Bikinis show at Mercedes Benz Swim Fashion Week in Miami.

<http://darkroom.baltimoresun.com/2014/07/daily-brief-july-19/daily-brief-july-19-2014/>



NEWSLOOK

US World Arts Finance Celebrity Science Seriously? Green Sports Technology

Getty

Models walk the runway at Frankie's Bikinis - Mercedes-Benz

Fashion Week Swim 2015

▼ show full description



<http://www.newslook.com/videos/724736-models-walk-the-runway-at-frankie-s-bikinis-mercedes-benz-fashion-week-swim-2015>



Surf's up next summer.

From rash guards to zipper-brief bottoms, sporty-chic looks made waves on the runway in Miami Beach for Mercedes-Benz Fashion Week Swim, which celebrated its 10th year with more than a dozen shows ending Monday. The shows previewed summer 2015 swimwear.



A model walks the runway wearing swimwear designed by Frankie's Bikinis. (Lynne Sladky/Associated Press)

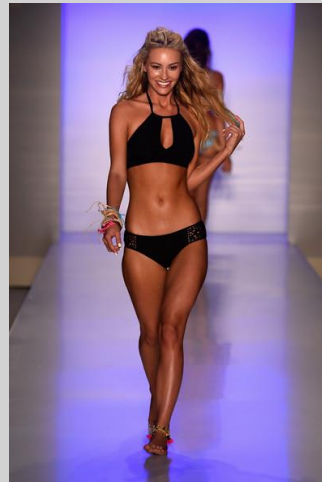


Models walk the runway at the Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015, at Oasis at The Raleigh. (Frazer Harrison/Getty Images for Frankie's Bikinis)

<http://clikhear.palmbeachpost.com/2014/life-style/beach-life/mercedes-benz-fashion-week-swim-2015/>



Frankie's Bikinis - Runway - Mercedes-Benz Fashion Week Swim 2015





Top Swimwear Trends from Miami Swim Week 2015

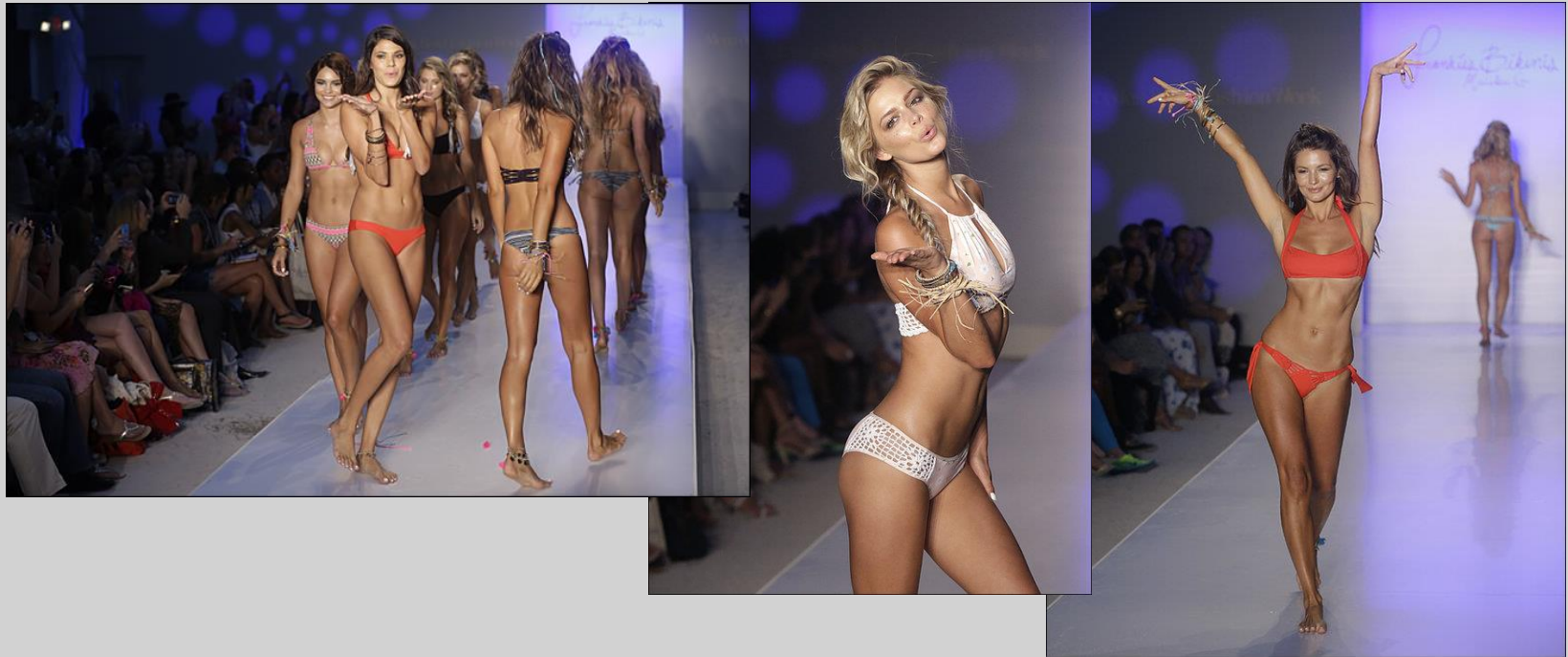


Frankie Swimwear

Cut-out one-piece looks.



Photos: Cheeky suits, fun-loving models at Fashion Week Swim show



<http://www.komonews.com/news/entertainment/Photos-Cheeky-swimwear-fashion-week-swim-show-267780831.html>



Frankie's Bikinis - Front Row - Mercedes-Benz Fashion Week Swim 2015



Frankie's Bikinis - Backstage - Mercedes-Benz Fashion Week Swim 2015



WUSA 9 (video)



Video Player



f Recommend 0

Twitter 0



Models and designer walk the runway at Frankie's Bikinis - Mercedes-Benz Fashion Week Swim 2015

Models and designer walk the runway at Frankie's Bikinis - Mercedes-Benz Fashion Week Swim 2015 at Oasis at the Raleigh Hotel on July 18, 2014 in Miami, Florida.

<http://www.wusa9.com/video/3683832355001/1/Models-and-designer-walk-the-runway-at-Frankies-Bikinis---Mercedes-Benz-Fashion-Week-Swim-2015>



Video Player



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 Tweet 0



Models walk the runway at Frankie's Bikinis - Mercedes-Benz Fashion Week Swim 2015

Models walk the runway at Frankie's Bikinis - Mercedes-Benz Fashion Week Swim 2015 at Oasis at the Raleigh Hotel on July 18, 2014 in Miami, Florida.

http://archive.firstcoastnews.com/video/default.aspx?bctid=3683810570001&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+firstcoastnews%2Fvideo+%28Firstcoastnews.com+Video+++Recent%29

It's All Style To Me



Miami, July 24, 2014 – Frankie's Bikinis debuted its **Swim/Cruise 2015** collection at Mercedes-Benz Fashion Week Swim this past Friday. The youngest designer to ever show at Mercedes-Benz Fashion Week Swim, 19-year-old Francesca Aillo presented *The Hanalei Dreams* collection, inspired by the lush island of Kauai. Featuring a bohemian chic vibe infused with a tropical twist, the suits capture the essence of Hawaii's beauty through attention to details and many floral crochet patterns. The 2015 Hanalei Dreams Collection was crafted for the fashionable and active girl and the fits are perfected so that these bikinis are just as ready for the ocean as they are for the poolside. **BeautyBlender** cosmetics created the golden beachy looks while the **BLO Blow Dry Bar** hair team created beach tousled styles.

<http://itsallstyleto.me.com/2014/07/24/frankies-bikinis-swim-2015/>

Bikini Bird

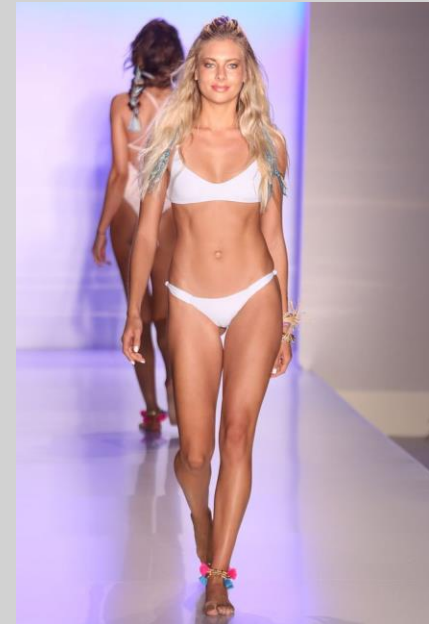


amazing show by Frankie's Bikinis, be on the look for cheeky one pieces and pastel prints.

<http://www.bikinibird.com/blog/db1h6cisb654zim81ln1yfrghfcyyj>



Miami Swim Week Cruise '15: Frankie's Bikinis



First Coast News (video)



Video Player



f Recommend 0

Twitter 0



Models walk the runway at Frankie's Bikinis - Mercedes-Benz Fashion Week Swim 2015

Models walk the runway at Frankie's Bikinis - Mercedes-Benz Fashion Week Swim 2015 at Oasis at the Raleigh Hotel on July 18, 2014 in Miami, Florida.

http://archive.firstcoastnews.com/video/default.aspx?bctid=3683810570001&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+firstcoastnews%2Fvideo+%28Firstcoastnews.com+Video+-+Recent%29



Mercedes-Benz Fashion Week Swim presents Frankie's Bikinis

Designer Francesca Aiella's show is at 7 p.m. Friday

Author: Sofia Herrero, Local10.com Intern, sherrero@local10.com

Published On: Jul 18 2014 11:41:10 AM EDT | Updated On: Jul 18 2014 11:44:35 AM EDT

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Frankie's Bikinis' seamless designs are Aiello's blend of functionality and fashion, perfect for the active woman at the beach.

MIAMI BEACH, Fla. - Francesca Aiella used her Malibu upbringing and passion for surfing to create Frankie's Bikini, her blossoming bikini line.

The 18-year-old has already seen supermodels like Candice Swanepoel and Ireland Baldwin in her designs.

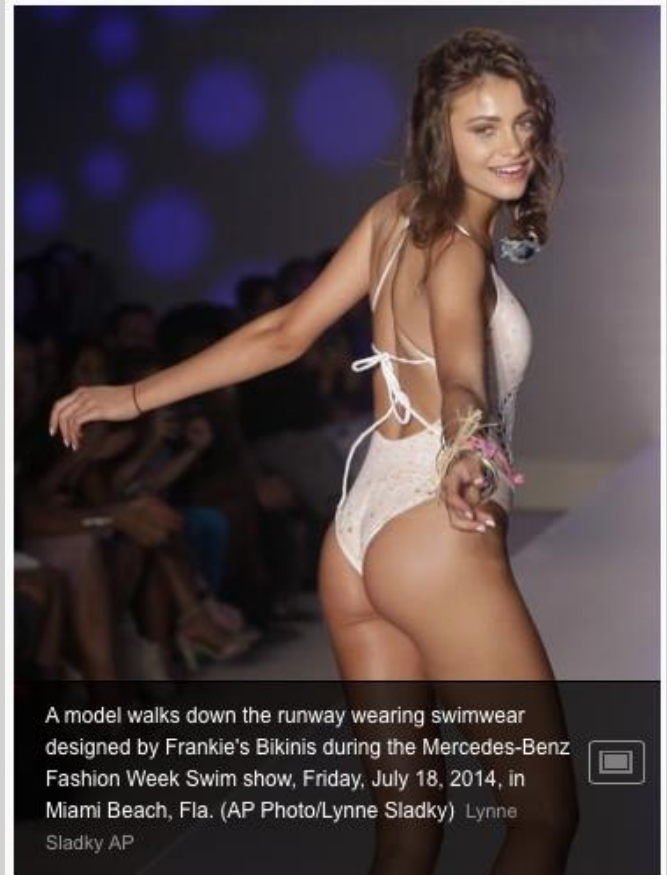
With almost 80,000 Instagram followers, Aiello credits social media for her recent popularity. She told *The Fashion Spot* that her next goal is to see fashion icon Rihanna wearing her designs.



The latest bikini styles



Designer Francesca Aiello, of Frankie's Bikinis, right, walks on the runway with a model during the Mercedes-Benz Fashion Week Swim show July 18 in Miami Beach, Fla. Lynne Sladky AP



A model walks down the runway wearing swimwear designed by Frankie's Bikinis during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky) Lynne Sladky AP



<http://www.delawareonline.com/picture-gallery/life/shopping/2014/07/23/the-latest-bikini-styles/13057633/>



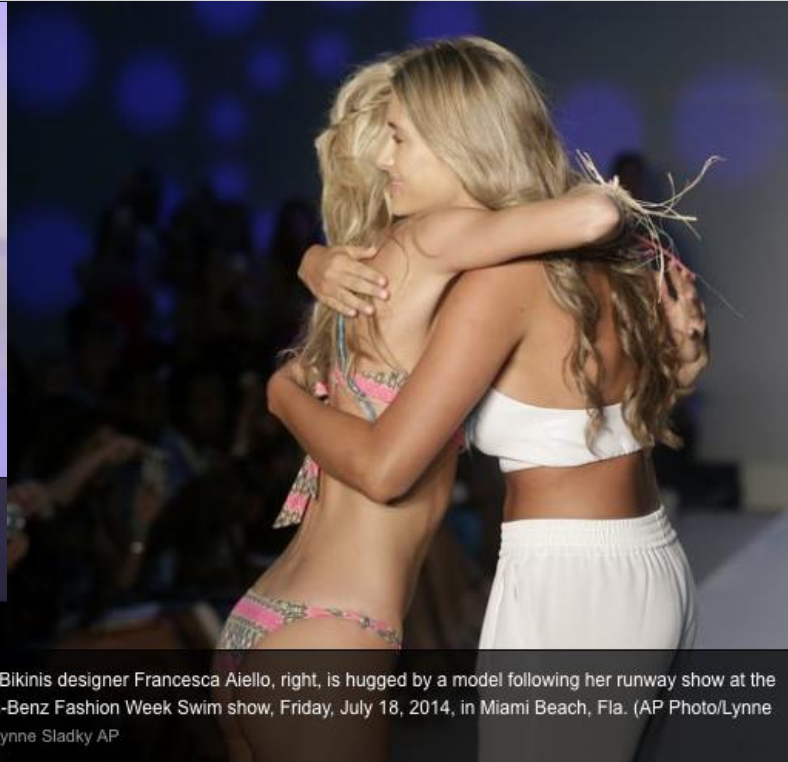
Mercedes-Benz Fashion Week Swim

Models walk down the runway wearing swimwear designed by Frankie's Bikinis during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky)





A model walks down the runway wearing swimwear designed by Frankie's Bikinis during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky) Lynne Sladky AP



Frankie's Bikinis designer Francesca Aiello, right, is hugged by a model following her runway show at the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky) Lynne Sladky AP



A model walks down the runway wearing swimwear designed by Frankie's Bikinis during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky) Lynne Sladky AP

Naples Daily News



Frankie's Bikinis designer Francesca Aiello is shown backstage during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky)



A model walks down the runway wearing swimwear designed by Frankie's Bikinis during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky)



<http://www.naplesnews.com/lifestyle/fashion-and-style/mercedes-benz-fashion-week-swim>



Commendable conservation effort: Frankie's Bikinis uses a minimum of swimsuit fabric for its new line, which was on display at Mercedes-Benz Fashion Week Swim 2015 in Miami.



MIAMI, FL - Fashion Studio Magazine selected the most interesting looks from Mercedes-Benz Fashion Week Swim Spring/Summer 2015. Enjoy the pictures!



<http://www.fashionstudiomagazine.com/2014/07/mercedesbenz-fashion-week-swim.html>

RC Photography



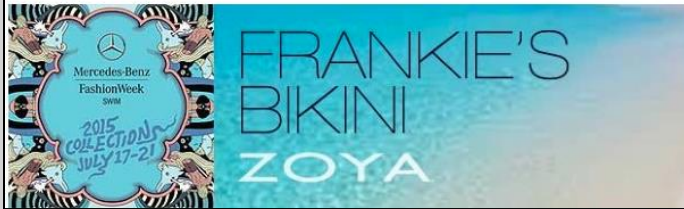
This line hosted bright colors and fun patterns that would certainly make you the "It Girl" of the summer! It was such a fun show to watch and you probably have no clue, but it was STORMING outside. The tent the girls were walking in had a transparent roof, so it was absolutely an interesting contrast.





MBFW Swim 15 - Frankie's Bikinis

7/23/2014 10:58:38 AM



Frankie's Bikinis' hit the runway of Mercedes Benz Fashion Week Swim (#MBFWswim 15) with a lush and tropical 70's BoHo vibe inspired by the young California surfer, beach girl turned designers love of Hawaii. The owner and designer of the line, Francesca Aiello, is only 19 but her company is making waves worldwide with the fun, flirty, feminine looks she creates.





Hottest swimwear on parade at Miami Fashion Week



<http://www.smh.com.au/photogallery/lifestyle/fashion/l5-fashion-trends/the-worlds-hottest-swimwear-on-parade-at-miami-fashion-week-2014-20140721-3cb63.html>

Mercedes-Benz Fashion Week (Youtube)



TOWER TALKS: Frankies Bikinis



FRANKIE'S BIKINIS MBFW SWIM 2015

https://www.youtube.com/watch?v=ieIdC_AHaE#t=234

<https://www.youtube.com/watch?v=rpzxKkVvW8Q#t=17>



I really also like Frankie's crochet cutout bathing suits and fun Indian inspired anklets and boho hair wraps accessories.



<https://www.anokhimedia.com/blog/mercedes-benz-miami-fashion-swim-week-2015-highlights>



Interview & Runway



At just 19 years old, Francesca Aiello is the youngest designer ever at MBFW Swim! Check out her youthful but sophisticated Summer 2015 runway collection!

<http://www.boston.com/life/fashion/2014/07/24/frankie-bikinis-summer-miami-swim-interview-runway/D5bJvL9o1pk4BoKoCxWH5M/video.html>



Designer, 19, Makes Debut at Mercedes-Benz Fashion Week



24 Jul 2014 07:37 PM EST

-by Chanel Adams, Staff Writer; Image: Francesca Aiello's show pass at Mercedes-Benz Fashion Week (Image Source: Aiello on Instagram)

A 19-year-old swimwear designer made her mark at Miami Fashion Week. Francesca Aiello (pronounced ah-YELLOW) took photos of the models in her swimwear designs backstage before they hit the runway. This was the debut for her collection Frankie's Bikinis.

Aiello admits that she was nervous before the big show: "I was nervous at first...of all the attention. But I'm excited."

She posted the photos of the models on Twitter and Instagram, where her brand took off a couple of years ago. The

designer seems to be a pro when it comes to social media.

Organizers said that Aiello is the youngest designer to ever present a collection at the runways shows in Miami Beach, which is why she's been creating headlines.

Aiello is a beach girl who hails from California. She grew up wearing bikinis in Malibu. With some help from her mom, she created her own swimwear line by the age of 17.

"I don't know how to sew, but my mom does and after her first attempt didn't work out, we began our trial and error process of finding the people to help make the right bikini," she said.

Aiello and her mom found a pattern maker and factory in Los Angeles where the pieces are created.

The designer says about her age, "They're not stopping me because I'm only 19. I've always said that it's really important for young girls to know that they shouldn't let their age stop them."

Her collection is laid-back and bohemian with colors like orange, blue and lavender. This is the [third swimwear collection](#) she's launched. This collection combines Hawaiian surfer style with southern California style and includes pieces such as bikinis with crisscross backs, low-cut bottoms and revealing crochet bathing suits. This swimwear collection is ideal for both surfer girls and beach girls.

Aiello spoke about her inspiration for the collection, "I'm always watching the girls on the beach. I wanted to make suits for every girl."

The designer hopes to expand her brand into apparel that can be worn on the street. She also wants to keep up with her ever growing social media posts.

"It's also important for me to share big moments with our followers," she said, "because some of them have watched our company grow and I think it's just as exciting for them as it is for me."

Frankie's Bikinis can be purchased from online stores like ShopBop and select boutiques.



Frankie's Bikinis Runway Debut in Miami

Well, friends... Mercedes-Benz Fashion Week in Miami has commenced! What does this mean? Sweltering Florida heat; fashion tents; white runways; model castings; guest lists; bikinis everywhere you turn; and 4 days filled with trade show pandemonium, wherein brands from all corners of the world exhibit their latest array of swimwear designs for the coming year.

Last night, the famously skimpy brand of bathing suits known as **Frankie's Bikinis** debuted their **2015 swimwear collection** in The Oasis tent at The Raleigh hotel, generating even more momentum for this trendy Malibu-based brand. Designed in California by the curvaceous beauty, Francesca Aiello, Frankie's Bikinis "aims to satisfy the needs of surfers who demand functionality and a great look when they hit the waves." Whether you surf or not, trust me, **Frankie's** is a brand that you're gonna want to be familiar with. Each bikini evinces the freedom of being a young, carefree beach girl, embodying a sense of unique creativity that stands out from the crowd. It's a style of swimwear that interweaves fashion-forward detailing and seamless silhouettes in a way that makes you feel sexy and powerfully feminine, yet also prudent and smart (for purchasing such a functional, wearable bathing suit). I wish that they would design ONE pair of bottoms with more bottom coverage for girls who are 25+, but still, Frankie's Bikinis is one of my top 10 best brands in the industry right now. I already have 2-3 favorites from the new collection that I'll be adding to my wish list.

Oh, and did I mention that Francesca -- the creative visionary behind the brand -- is also the youngest designer to ever show at Mercedes-Benz Fashion Week?! (She's only 19. That's *crazy*...)

Follow Frankie's Bikinis on [Instagram](#) and [Facebook](#) to be the first to see her latest designs!



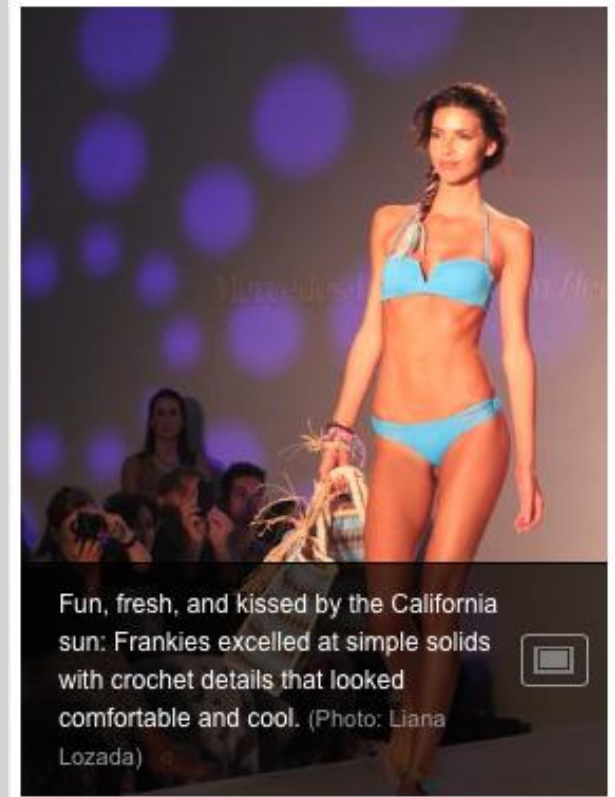


10Best looks from Mercedes-Benz Swim Week

Frankies Bikinis

Fun, fresh, and kissed by the California sun: Frankies excelled at simple solids with crochet details that looked comfortable and cool. They lend themselves towards water sport lovers and off-the-radar adventurers.

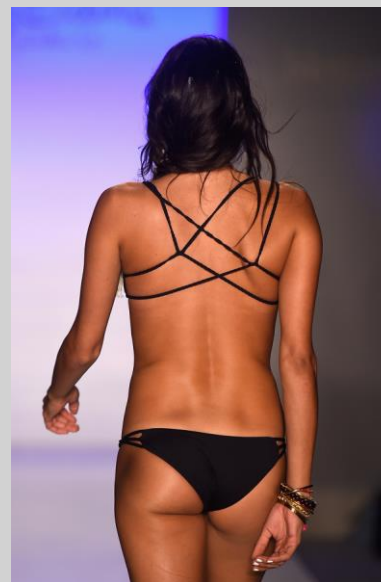
Look We Loved: A blue V-cut bandeau with detachable straps.



Fun, fresh, and kissed by the California sun: Frankies excelled at simple solids with crochet details that looked comfortable and cool. (Photo: Liana Lozada)



Mercedes-Benz Fashion Week Swim 2014





FRANKIE'S BIKINIS MERCEDES BENZ FASHION WEEK MIAMI SWIM 2015



Frankie's Bikinis had a great debut at Mercedes-Benz Fashion Week Swim last week at the Raleigh Hotel in Miami Beach.

The 19-year-old designer, Francesca Aiello, was the youngest designer to walk her sassy and girly collection down the runway.

The California brand showed off its beautiful 2015 Hanalei Dreams Collection – and dream we did. I could see the girls there wishing for those bikinis and the boys – well they wanted it all!

But who doesn't desire that stylish California look? So cool!

But who doesn't desire that stylish California look? So cool!



Frankie's Bikinis Made a Historic & Splashy Debut @ 2015 Mercedes-Benz FashionWeek / Swim Miami !

MIAMI (SMI-WIRE, 07.18.14) Francesca Aiello, 19 years old rising Star Swimwear designer & young entrepreneur from Frankie's Bikinis, made a splashy debut at Mercedes-Benz Fashion Week Swim Miami, showcasing her 2015 collection of free spirit, feminine & Exotic swimwear designs entitled " HANALEI DREAMS ". Frankie's Bikinis, a U.S. brand frm Malibu Known for its unique alluring & seamless fusion of Southern California's coast style with Hawaiian shoreline exotic & flirtatious low cut, astonished the "by invitation only" sophisticated audience with her genuine diversified line-up of designs with stunning colors & models in the show. Beautiful models who walked down the runway very energetic and playful sending a happy vibe to all attendees at the Oasis Tent/ Raleigh Hotel.

Frankie's Bikinis displayed a unique & sensational clection because it offers functionality along with being stylish,high quality & sexy ready to be surfed in, tanned in or hung out to dry after an invigorating day at the beach.

Starlight Media Illustrated had the opportunity to interview rising Star Swimwear Designer Francesca Aiello from Frankies Bikinis prior to her debut at the 2015 Mercedes-Benz Fashion Week /Swim Miami and Find the interview below:

1: What is the name of the 2015 Frankie Bikinis collection ?

1. The name of the 2015 Frankies Bikinis collection is "Hanalei Dreams"

2: what can you tell us about your latest collection (Design,Colors & etc) ?

2. The "Hanalei Dreams" collection is filled with dainty details in each suit. We incorporated lots of crochet, and macrame to make each bikini more unique than the next. As far as prints go, you will see a few different stripe patterns, as well as floral, and ikats. For colors, we chose a variety of blue shades, also red, pink, olive, white, lavender, nude, and so on.

3) What was your inspiration for these designs ?

3. The "Hanalei Dreams" collection is a boho chic vibe with a tropical twist. The beauty of the Hawaiian islands inspired many of floral crochet inserts in the suits.

4) What is the message for the modern women wearing your swimsuit 's collection ?

4. The message for the modern women wearing the Frankies Bikinis "Hanalei Dreams" collection is to be functional and fashionable. We spent many many days perfecting the fits on our new bikinis to make sure they can be surfed in just as much as tanned in.





BEST OF MBFW SWIM



FRANKIES BIKINIS

One of my very favorites, Francesca's Aillo "The Hanalei Dreams" collection was a dream for sure! The fabric weaving details, the sexy but comfortable cuts and some bohemian softness, had me drooling every minute of this show and eyeing possible purchases right on spot!

<http://www.pineappleme.me/2014/07/best-of-mbfw-swim-i.html>



Global brands steal Mercedes-Benz Fashion Week Swim show

The young Miami-bred designer Francesca Aiello, behind the independent fashion brand Frankie's Bikinis, staged her debut catwalk show at the Miami event, which is currently celebrating its 10th anniversary.

The 19-year-old's third collection, which is available for sale at ShopBop and some selected American boutiques, was a harmonious blend of Hawaiian shoreline with southern Californian coastal styles. The feminine and flirty bohemian designs included low-cut bikini bottoms with bold crochet details and crisscross back tops in lavender, blue and bright orange hues.



Miami swimwear fashion



12 OF 34. Models prepare to walk on stage during Frankie's Bikinis show in the backstage area at Mercedes Benz Swim Fashion Week in Miami, July 18, 2014.
CREDIT: REUTERS/CARLO ALLEGRI



7 OF 34. A model walks in the backstage area during Frankie's Bikinis show at Mercedes Benz Swim Fashion Week in Miami, July 18, 2014.
CREDIT: REUTERS/CARLO ALLEGRI



29 OF 34. A model walks off stage in the backstage area during Frankie's Bikinis show at Mercedes Benz Swim Fashion Week in Miami, July 18, 2014.
CREDIT: REUTERS/CARLO ALLEGRI



Shots from Mercedes Benz Fashion week

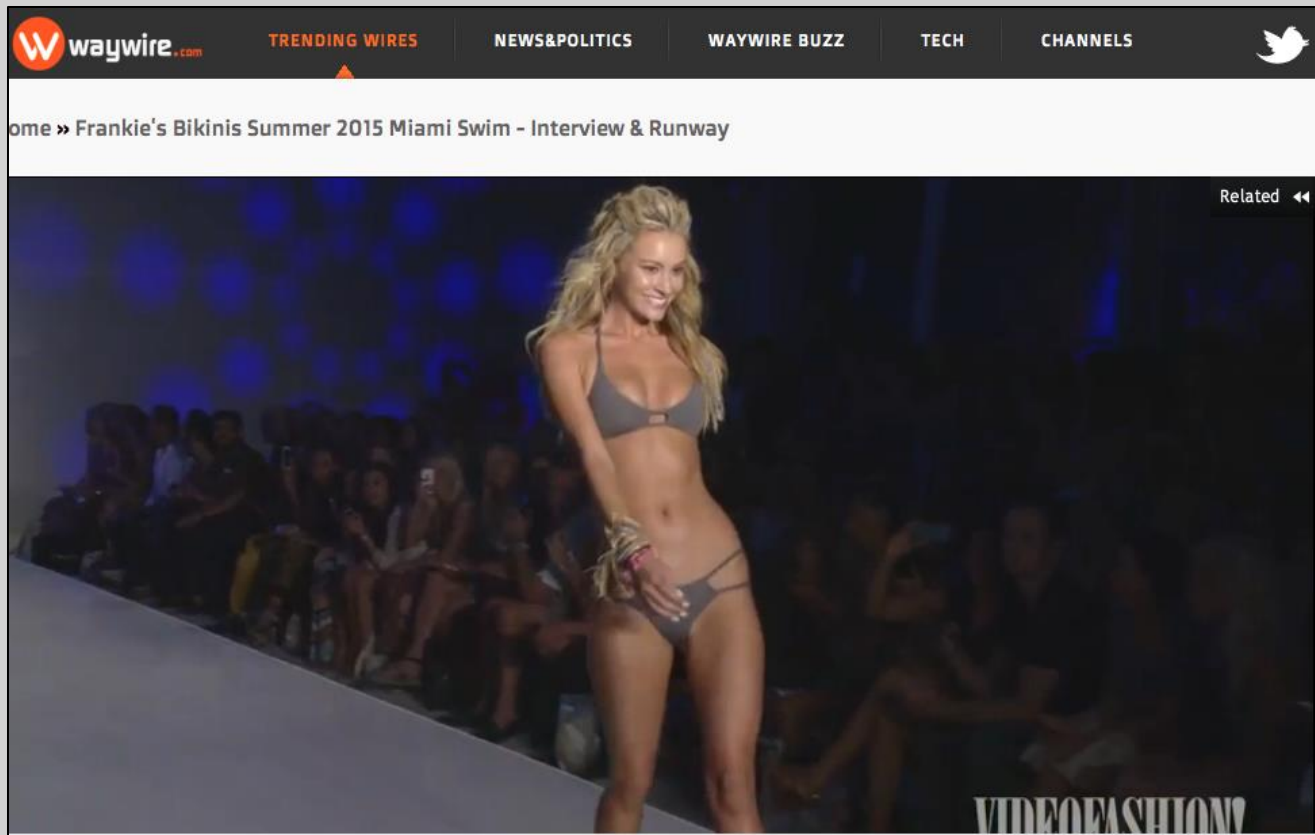


UNITED STATES, MIAMI BEACH : MIAMI BEACH, FL - JULY 18: Models walk the runway at the Frankie's Bikinis show during Mercedes-Benz fashion Week Swim 2015 at Raleigh Hotel on July 18, 2014 in Miami Beach, Florida. Andrew H. Walker/Getty Images for Mercedes-Benz Fashion Week/AFP



The screenshot shows the AOL On website interface. At the top left is the 'AOL On STYLE' logo. A search bar with a 'SEARCH' button is positioned to the right. Navigation icons for home, email, YouTube, and a heart are visible. User account options 'WELCOME, SIGN IN', 'Sign Up', and 'Options' are on the far right. Below the navigation bar are menu items: 'AOL ORIGINALS', 'CHANNELS', 'TRENDING TOPICS', and 'MOVIES'. A secondary search bar is located on the right side of this menu. The main content area features a video player with the title 'Frankie's Bikinis Summer 2015 Miami Swim - Interview & Runway' and a 'BY VIDEOfASHION' tag. The video frame shows a woman in a white bikini top. Navigation arrows and a 'NEXT' button are on the right side of the video player. The 'VIDEOfASHION!' logo is in the bottom right corner of the video frame.

<http://on.aol.com/video/frankies-bikinis-summer-2015-miami-swim---interview-and-runway-518339698>



<http://www.waywire.magnify.net/video/Frankie-s-Bikinis-Summer-2015-M>



FRANKIE'S BIKINIS MBFW SWIM 2015 1W AGO

Mercedes-Benz FashionWeek
FRANKIE'S BIKINIS
2015 COLLECTIONS

0:17 / 11:57

SOURCE YouTube

Like Save To Share

The image shows a video player interface. At the top, it says 'FRANKIE'S BIKINIS MBFW SWIM 2015 1W AGO'. The main video area shows a woman with long brown hair, wearing a white lace bikini, standing on a runway. In the bottom right corner of the video frame, there is a Mercedes-Benz logo and the text 'Mercedes-Benz FashionWeek FRANKIE'S BIKINIS 2015 COLLECTIONS'. Below the video frame, there is a progress bar showing '0:17 / 11:57'. At the bottom left, it says 'SOURCE YouTube'. At the bottom right, there are three buttons: 'Like', 'Save To', and 'Share'.

<http://www.frequency.com/video/frankies-bikinis-mbfw-swim-2015/182033823/-/5-1450190>



Frankie's Bikinis Spring/Summer 2015 Collection Video - Miami





Frankie's Bikinis Summer 2014 Miami Swim - Interview & Runway



JULY 24, 2014 5:51 PM



<http://www.boston.com/life/fashion/2014/07/24/frankie-bikinis-summer-miami-swim-interview-runway/D5bJvL9o1pk4BoKoCxWH5M/video.html>



Swim in style: Snaps from swimwear fashion show



A model blows a kiss as she walks down the runway wearing swimwear designed by Frankie's Bikinis. (AP Photo)



Weekend Nail Art Inspiration: A Sunshine-Inspired Manicure From Miami Swim Week

By Sarah Ferguson

Associate Beauty Producer [Follow](#)

PUBLISHED ON JULY 28, 2014, 5:38 PM



Courtesy

At **Miami Swim Week**, in addition to skimpy bathing suits and bronzed models, you can expect to see **beachy braids**, colorful makeup looks and of course, lots of cool nail art.

This year, one of our favorite nail looks was spotted at the Frankie's Bikinis show. Inspired by the Miami sun and the boho feel of the collection, the manicure dujour (seen above) featured the opaque white shade Zoya **Purity** with a subtle hint of glitter.

To achieve the look, manicurist Naomi Gonzalez-Longstaff painted what she calls "sunkissed glints" of Zoya's sparkling champagne shade **Tomoko** randomly from the tip to the middle of each nail over the dry white polish.



MIAMI FASHION WEEK: Frankie's Bikinis 2015



Hawaii meet Miami. The **Mercedes-Benz Fashion Week Swim** runway hosted the debut of **Frankie's Bikinis** cruise collection. Swimwear prodigy **Francesca Aillo** created a bohemian, laid back collection inspired by the island of Kauai.

Her swimsuits did indeed include many bikini styles. The colors pulled from nature, like sky blue, sand, earth, shell white, gardenia red... The details were simple, like ties and crochet. Some reminded me of the string games of my childhood. The fits were designed for the girl who likes to play. The construction was made for active women, structured for those who actually intend to get in the water.

The models were styled in loose, beachy hair by BLO Blow Dry bar, with natural make-up looks by BeautyBlender cosmetics. Accessories were very simple, natural grasses wrapped around wrists, maybe a hand knotted bracelet or two.

Francesca Aillo is the youngest designer to have ever shown her collection in South Beach for Mercedes-Benz Fashion Week Swim. Clearly, there is a lot more style to come.



FRANKIES BIKINIS CRUISE 2015 COLLECTION ITS ALL ABOUT BOHO CHIC

Being young and going after your dreams might be one of the hardest things to do in life. For Francesca Aiello, a 19-year-old beauty seems to be so easy. Debuting her Cruise 2015 Collection at The Raleigh Hotel during Swim Week left editors and buyers speechless.

The youngest designer to ever show at Mercedes-Benz Fashion Week Swim presented "The Hanalie Dreams" collection, inspired by the beauty of the island of Kauai, Hawaii. **Frankies Bikinis** features bohemian chic looks that truly capture the essence of a tropical paradise. The Malibu navite adds swim suits with many earthy tones that include olive-green, lavender, and orange showcasing her love for the ocean. Floral crochet patterns, one pieces, crisscross tops and bikini bottoms truly define her passion of bikinis. As the show went on, the crowd got to know the Frankies Bikinis' girl: fashionable, feminine, and active.

The Cruise 2015 collection was made for the beach girl who adventures into the ocean to ride vigorous waves in fit-perfect swim pieces.





Miami Swim Week 2014

Frankie's Bikinis



<http://yourstrulychristi.com/2014/07/27/miami-swim-week-2014/>

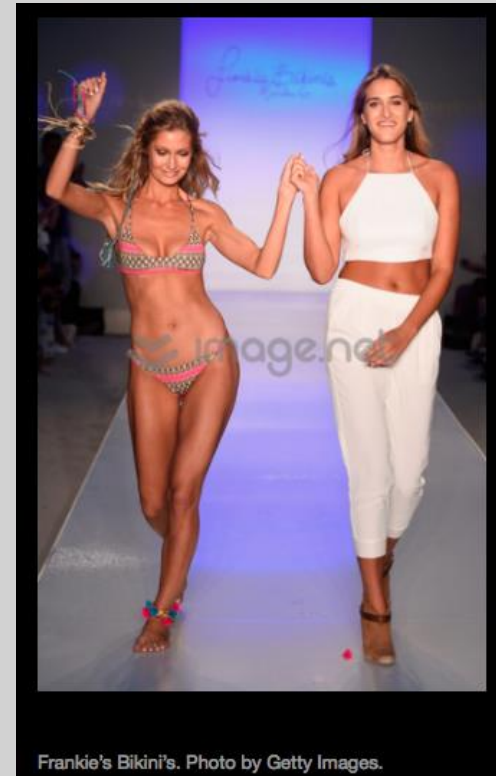
Love and Labels



Immediately after, we rushed over to the Oasis tent to see the highly anticipated Frankie's Bikinis by Francesca Aiello. At 19, she is the youngest designer ever to show at MBFW Swim. At 19, I was attending fraternity parties & trying to pass Sophomore Accounting, so there's that, lol. It was monsooning outside and at one point the rain started to come through the tent, but it was well worth it. Her show was fun & playful, true to her Malibu beach babe-surfer vibe. Models strutted barefoot down the runway to energetic tunes with long flowy beach waves and raffia bracelets/anklets. I met Francesca briefly last year during Swim Week at the Salon Allure showcase at the W Hotel, so it was pretty exciting to be able to see her during her magical moment on the runway!



Frankie's Bikinis Under a hurricane. Photo by love and labels.



Frankie's Bikini's. Photo by Getty Images.

Instagram



bodyandsolswimwear Follow
23 hours ago · ♀ Body & Sol Swimwear
Check out @frankiesbikinis 2015! #BodyandSolSwimwear will be happy to let everyone know as soon as it's int! 🙌🙌🙌 #FrankiesBikinis #New #Preview #Summer #LA

<http://instagram.com/bodyandsolswimwear>



gypsy_beach Follow
5 days ago · ♀ shop → GYPSYBEACH.COM
FRANKIES babes // GYPSYBEACH.COM
#love #gypsy #gypsyslife #gypsybeach #summer #frankiesbikinis #beach #beachday

gypsy_for_life_420 @immelmarco @audreyfeiffer and 1,194 others like this.

amberfaye_moss 🙌🙌🙌🙌🙌🙌🙌🙌🙌

ckosovich @theitzkhalfa @amypannell which one of you posted this pic of us all?

theitzkhalfa @ckosovich #guilty-- just wanted the world to know what naughty bodies we have

amypannell @theitzkhalfa @ckosovich - sorry for being such skinny models.

atyshiaturchyn

http://instagram.com/gypsy_beach



beinthesea Follow
1 week ago
So proud of the amazing @francescaelleo of @frankiesbikinis and looking forward to the 2015 collection! 🙌🙌🙌
WWW.BEINTHESEA.COM #summer #beinthesea #bikini #bikinis #swimwear #golden #mermaid #sunkissed #tan #beach #pool #ocean #california #wanderlust #travel #is #summerlove #beachbody # NYC #fitness

santayo_14 @trickydicklyuv @vald12231 and 809 others like this.

sk_i_kit @eleonore12 Nous plus tard

clutchjewelry 🙌🙌🙌

tbhaktimorris 🙌

snachek @danielleknudson1

<http://instagram.com/beinthesea>



i_shine_365 Follow
1 hour ago · ♀ SHOP → www.ishine365.com
finalizing our @frankiesbikinis 2015 order and we are SO psyched to have the new collection on the site! 🙌 Stay Tuned... fromingsoon #shespeek #frankiesbikinis #ishine365

jodicido @ednaying @zeroni58 and 754 others like this.

sandee_westgate Hott!

lebridasdesigns 🙌🙌🙌

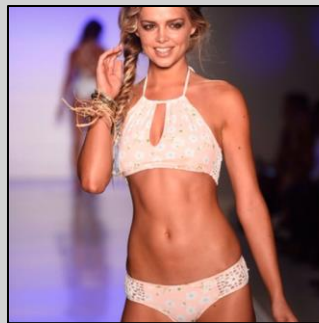
larajuliette @elleefedz

missamaryf @lrbunny hot bz's

saffronautumrese Wow🙌

laurenz7 @mosewicz @morganamb78

http://instagram.com/i_shine_365



soleil_blue Follow
6 days ago
We're working on our @frankiesbikinis resort 2015 orders as we speak. This is one of our favorites 🙌🙌

dani115 @haylee @kristinagidina and 1,081 others like this.

soleil_blue #frankiesbikinis

aribaza Can't wait so many favs

bondspraytans_mobile 🙌🙌

wjg_s @danielleknudson1

frankiesbikinis

gbfess @claraleeb

http://instagram.com/soleil_blue

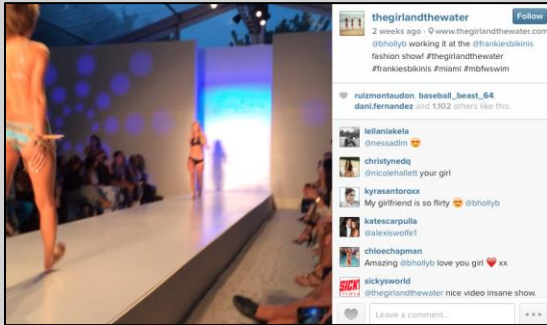


besitaboutique Follow
1 week ago
Hot off the press at the @frankiesbikinis #frankiesbikinis runway show! We just ordered this beauty for next season! #besit 🙌🙌🙌 #besitaboutique #frankiesbikinis #swimweek #love

conor_daly44 @andreechapman1979 @lazulondon and 154 others like this.

<http://instagram.com/besitaboutique>

Instagram



<http://instagram.com/thegirlandthewater>



<http://instagram.com/sheenmagazine>



<http://instagram.com/alamodemaya>



<http://instagram.com/sammihaynesinc>

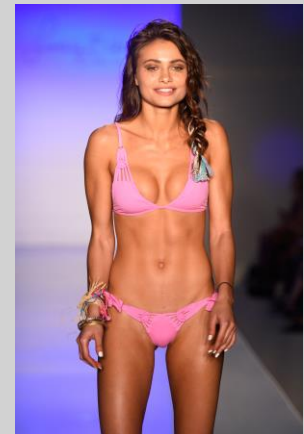
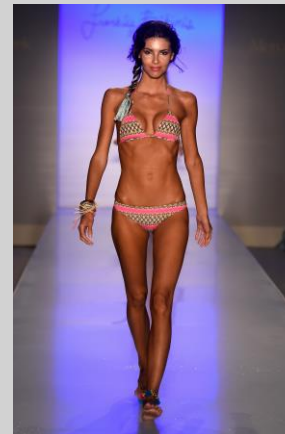
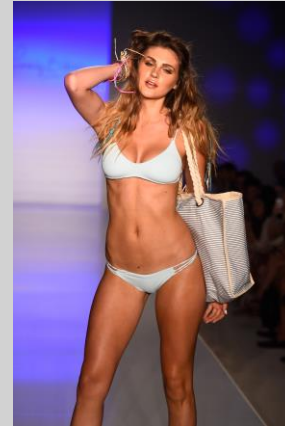


<http://instagram.com/officialmickinc>



Frankies Bikinis

tengo que destacar que esta es la segunda colección presentada en el MBSFW de una bella californiana que con tan solo 19 años está causando sensación en las pasarelas del "swimwear" su nombre es Francesca Aiello.



Beyond Bikinis



The best way I could describe Frankies Bikinis' 2015 collection is probably "Gypsy garden fairy". There were a lot of light floral prints, macramé details, halter tops, dangling back strings and just generally beautiful flattering silhouettes. If you're looking for a colourful yet intricately detailed bikini, Frankies Bikinis is the brand for you!

[Watch the Frankies Bikinis show here.](#)

<http://beyondbikinis.com/bikinis/mercedes-benz-fashion-week-swim-2015-part-1/>



SWIM WEEK & MERCEDES BENZ FASHION WEEK 2015 - DAY 2



DAY 2: FRANKIE'S BIKINIS

Frankie's Bikinis runway show took place in the Grand Cabana at the Raleigh. Once again, we saw crochet on the runway. This time, the technique was used in a way that added interest to the collection's one-piece swimsuits. The beach-blown, loose side ponies tied with raffia and strips of left-over fabric and nude make up really gave a sexy beach hippie vibe to the show. The same raffia ties were also used as bracelets. Overall, the collection was calm, care-free and #CertifiedCOOL of course.



About Frankie's Bikinis

Frankie's Bikinis takes Southern California's coast style and infuses it with the Hawaiian shoreline in an exotic, feminine and flirty low cut ready to be surfed in, tanned in or hung out to dry after an invigorating day at the beach. Inspired by Malibu, Frankies Bikinis are fun bikinis that encompass what it means to be a carefree beach girl. Never compromising style, each piece is uniquely designed by surfer and teen entrepreneur Francesca Aiello, a native to Malibu, who is inspired by her love for the ocean and her passion of bikinis. Born into the surf community, Frankies Bikinis aims to satisfy the needs of surfers who demand functionality and a great look when they hit the wave.

Get Social with Frankie's!

Twitter/Facebook: FrankiesBikinis



Cruise Collection

Diverse Photography by Acuna23

By Frankie's Bikinis #MBFWSWIM 2015





July 30, 2014

Swim Market Sees Expanded Categories and Trends

By [Rebecca Kleinman](#)

If they didn't expand swim, vendors added new categories. Frankie's Bikinis launched canvas beach bags with rope handles, and rayon sarongs in striped, floral and ikat prints, while 6 Shore Road and Boys + Arrows introduced beach towels and ready-to-wear like a loose jumper with drawstring waist, respectively. Colombia-made OndadeMar's foray into knits for 2015 retails from \$150 to \$220.



A look from Frankie's Bikinis.

Photo By Frazer Harrison/Getty Images for Frankie's Bikinis



MIAMI FASHION WEEK DEBUTS 2015 SWIMSUIT COLLECTIONS

According to **Boston.com**'s Suzette Laboy, the biggest trends at this year's Fashion Week Swim included sport luxe, prints, bright colors, mesh, high-waisted bottoms, and laser-cut designs.



Frankie's Bikinis (mbfashionweek.com)

Swimwear designer, Francesca Aiello, who is only 19-years-old, made her fashion show debut in Miami with **Frankie's Bikinis**. What started out as a small bikini line two years ago has now become a successful company for Aiello. She is the youngest designer to be in Miami Fashion Week, and she is using her success to inspire others. "I've always said that it's really important for young girls to know that they shouldn't let their age stop them," she tells **Fox Business**. Her line has suits designed for a variety of body types, and Aiello says that she "wanted to make suits for

every girl." One thing that sets her line apart from other runway designers is that her pieces are very wearable and can be taken straight from runway to beach.

<http://blog.muipr.com/tag/frankies-bikinis/>

Mel Rose Now



July 17, 2014 —> MBFW Miami Selects from Pako Pano & Frankie's Bikinis shows





FL: Frankie's Bikinis - Backstage - Mercedes-Benz Fashion Week Swim 2015



MIAMI, FL - JULY 18: Designer Francesca Aiello poses backstage at Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015 at Oasis at The Raleigh on July 18, 2014 in Miami, Florida. (Photo by Sergi Alexander/Getty Images for Frankie's Bikinis)

FL: Frankie's Bikinis - Backstage - Mercedes-Benz Fashion Week Swim 2015



MIAMI, FL - JULY 18: Models prepare backstage at Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015 at Oasis at The Raleigh on July 18, 2014 in Miami, Florida. (Photo by Sergi Alexander/Getty Images for Frankie's Bikinis)

FL: Frankie's Bikinis - Backstage - Mercedes-Benz Fashion Week Swim 2015



MIAMI, FL - JULY 18: Designer Francesca Aiello (R) and Amanda Savory prepare backstage at Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015 at Oasis at The Raleigh on July 18, 2014 in Miami, Florida. (Photo by Sergi Alexander/Getty Images for Frankie's Bikinis)

FL: Frankie's Bikinis - Backstage - Mercedes-Benz Fashion Week Swim 2015



MIAMI, FL - JULY 18: A model prepares backstage at Frankie's Bikinis show during Mercedes-Benz Fashion Week Swim 2015 at Oasis at The Raleigh on July 18, 2014 in Miami, Florida. (Photo by Sergi Alexander/Getty Images for Frankie's Bikinis)

Mercedes-Benz Fashion Week



<http://mbfashionweek.com/designers/frankies-bikinis>



Mercedes-Benz Fashion Week



<http://mbfashionweek.com/designers/frankies-bikinis>



 Mercedes-Benz FashionWeek
SWIM

MIAMI ▾



FRANKIE'S BIKINIS

Frankies Bikinis is an independent line of high quality, very detailed, seamless, simple and sexy bathing suits made in the U.S.A. Frankies Bikinis takes Southern California's coast style and infuses it with the Hawaiian shoreline in an exotic, feminine and flirty low cut ready to be surfed in, tanned in or hung out to dry after an invigorating day at the beach.

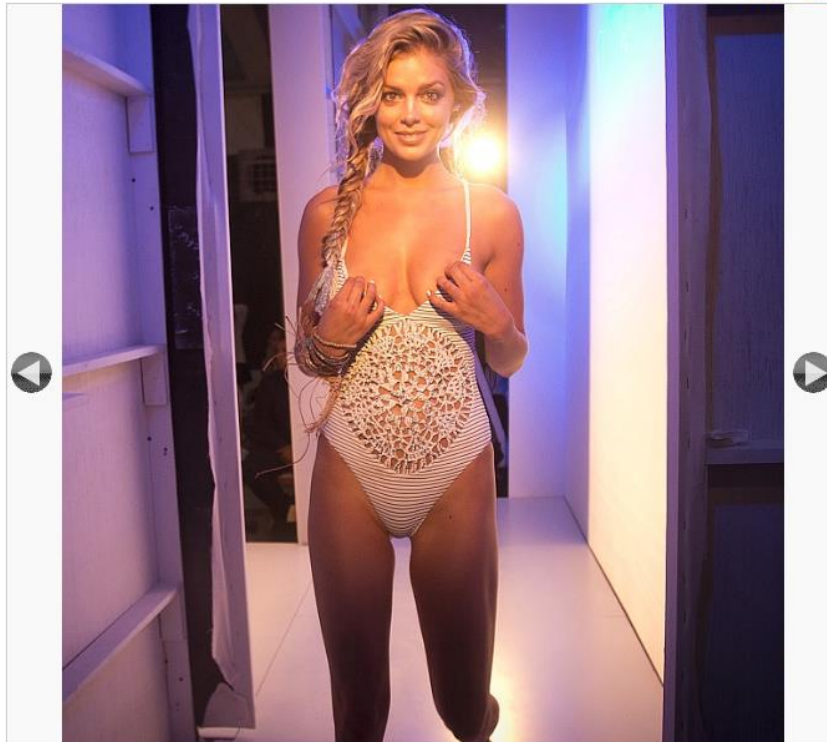
Inspired by Malibu, Frankies Bikinis are fun bikinis that encompass what it means to be a carefree beach girl. Never compromising style, each piece is uniquely designed by surfer and teen entrepreneur Francesca Aiello, a native to Malibu, who is inspired by her love for the ocean and her passion of bikinis. Born into the surf community, Frankies Bikinis aims to satisfy the needs of surfers who demand functionality and a great look when they hit the wave.



20 MOMENTS of the week that was

Last updated on: July 21, 2014 13:33 IST

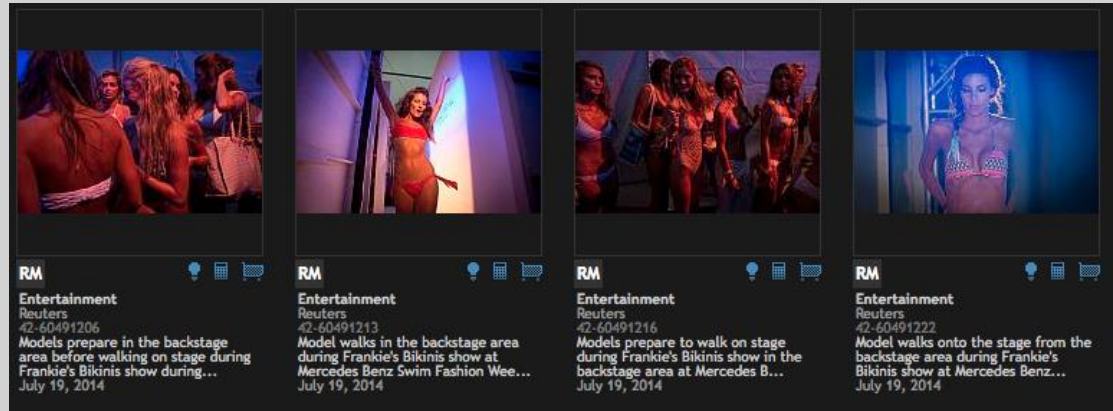
Prev Next



A model walks off stage in the backstage area during Frankie's Bikinis show at Mercedes Benz Swim Fashion Week in Miami on July 18

<http://www.rediff.com/news/report/slide-show-1-photos-20-moments-of-the-week-that-was/20140721.htm#5>

Corbis Images



A model walks down the runway wearing swimwear designed by Frankie's Bikinis during the Mercedes-Benz Fashion Week Swim show, Friday, July 18, 2014, in Miami Beach, Fla. (AP Photo/Lynne Sladky)

<http://www.corbisimages.com/Search#p=1&q=frankie's+bikinis>



DAY 1 RUNWAY PRESENTATIONS FOR MBFW SWIM 2014!!

When I think of Frankie's Bikinis, I think chic minimalism, but with a twist. The pieces are wearable and stick to the basics of what swimwear should be, but there are intricate details that really set the brand apart.





Frankie's Bikinis - Miami Swim Spring/Summer 2015

One of the youngest designers of the week, Frankie's Bikinis shows of modern, young bikini cuts at MBFW Miami Swim SS15





Mercedes Benz Fashion Week Hottest Styles



White is always in fashion. This swimsuit is classic, yet contemporary at the Frankie's Bikinis fashion show.

<http://www.theimproper.com/fashion/mercedes-benz-fashion-week-hottest-styles/3/>



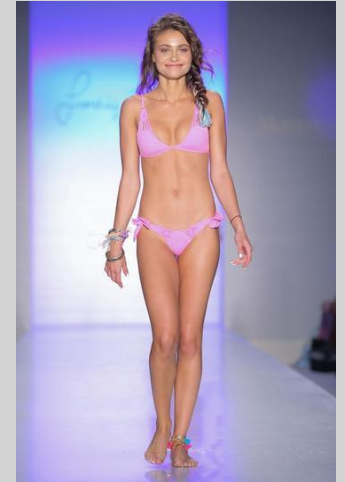
MERCEDES BENZ SWIM VIDEO MONTAGE



<http://www.fiftytwothursdays.us/fashion/mercedes-benz-swim-video-montage/>



The 40 Most Naked Bathing Suits From Miami Swim Week





Mercedes-Benz Fashion Week SWIM 2015 Highlights

FRANKIES BIKINIS

Frankies Bikinis' collection is for the California/Hawaiian surfer girl, or for anyone who has a little bit of Baywatch Babe in them! Fun, simple and sexy bathing suits for the carefree beach girl. The runway was all about Southern California's coast style in a feminine, flirty, and super-sexy pieces ready to be surfed in, tanned in or to actually SWIM IN --- ready for an invigorating day at the beach! Form=Function=Fabulous!



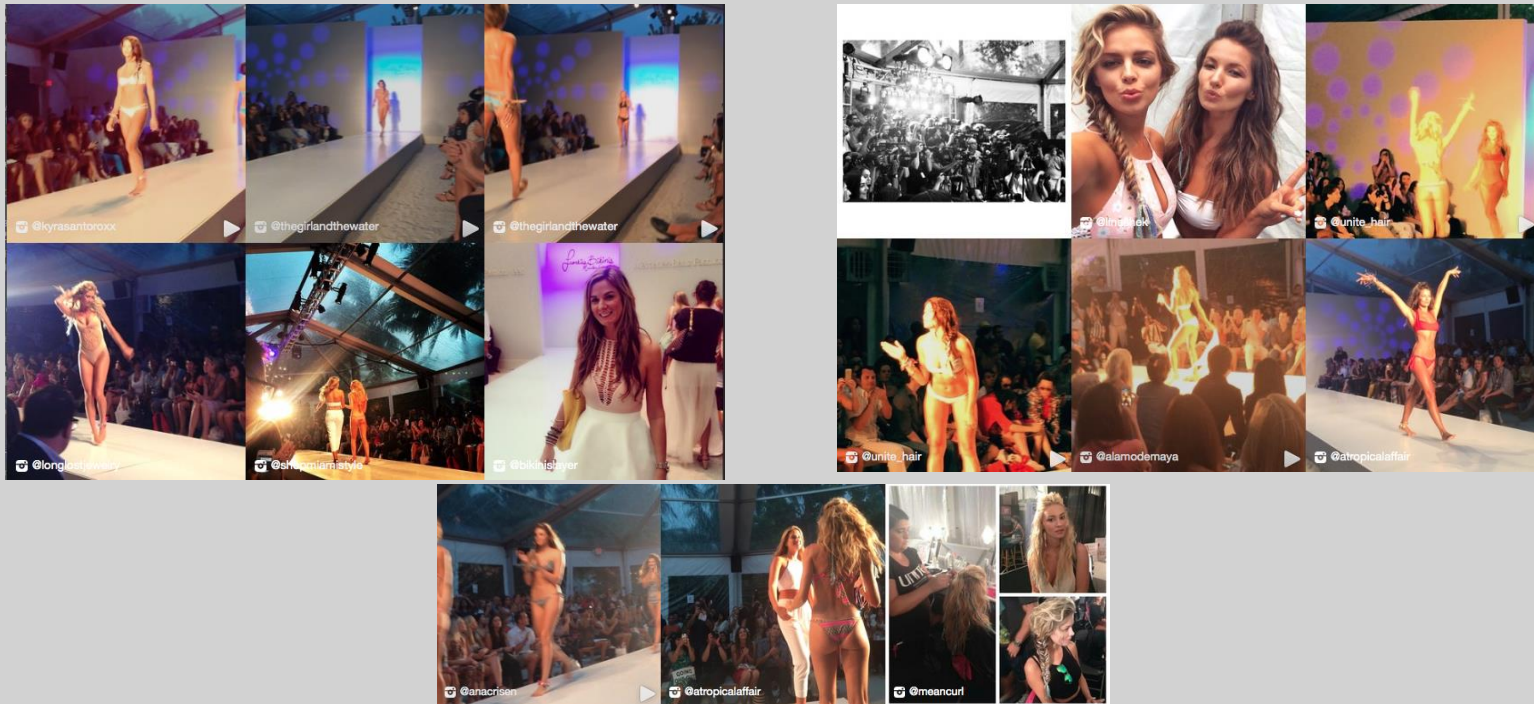


http://smashpipe.com/style/video/aBgrhFn5_Pk



@frankiesbikinis trended at Mercedes-Benz Fashion Week Swim

20 Tweets/Pics/Videos at 8:10pm



<http://seen.co/event/mercedes-benz-fashion-week-swim-miami-fl-2014-374/highlight/261188>

FashionOne (Youtube)



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FRANKIE'S BIKINIS
Mercedes-Benz Fashion Week
Miami Swim 2015 Collections

1:01 / 2:52

Swimwear Frankie's Bikinis Mercedes Benz Fashion Week
Miami Swim 2015 Collections 91785 NMNB

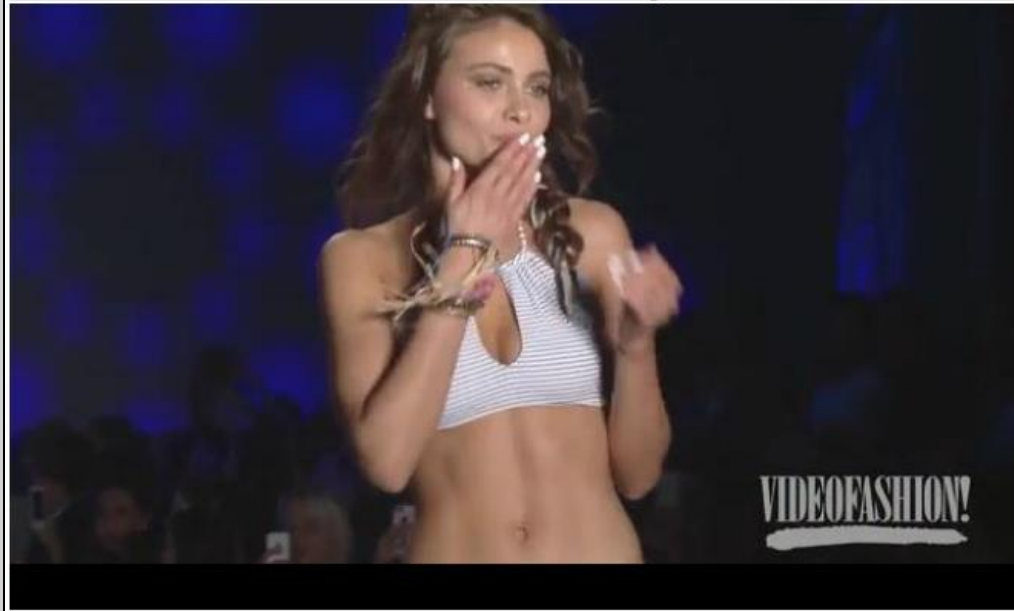
https://www.youtube.com/watch?v=EJ_Yew8cCq4

One News Page



At just 19 years old, Francesca Aiello is the youngest designer ever at MBFW Swim! Check out her youthful but sophisticated Summer 2015 runway collection!

Frankie's Bikinis Summer 2014 Miami Swim - Interview & Runway



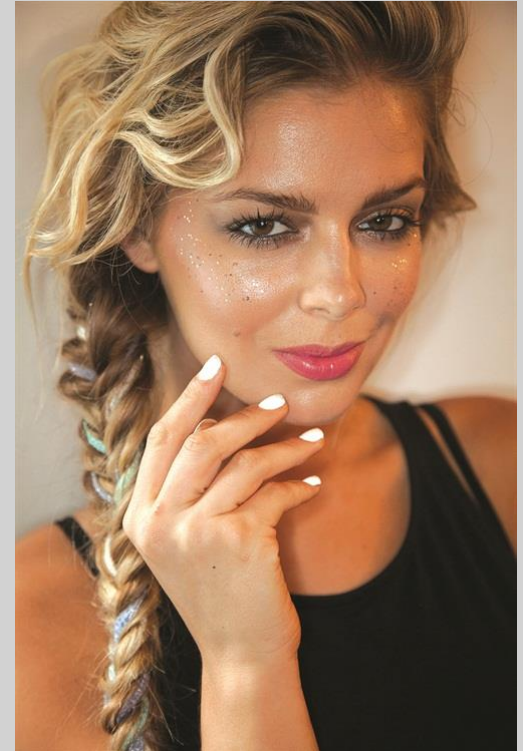
<http://www.onenewspage.us/video/20140724/1969935/Frankie-Bikinis-Summer-2014-Miami-Swim.htm>



Zoya Nail Art at Miami Swim Week

Frankie's Bikinis

Manicurist Naomi Gonzalez-Longstaff, first cleaned and prepped all nails using Zoya Remove + and Zoya Get Even. Next, models were given a solid coating of Zoya Purity, a solid white cream on all nails. After polish was allowed to dry completely, manicurists artfully painted random trailing threads of matte, sparkling Zoya Tomoko from tips to no further than the middle of each nail. The look reflected the sparkling glitter accent used on models cheeks and added beautiful "Sunkissed" glints to the otherwise all white nail.



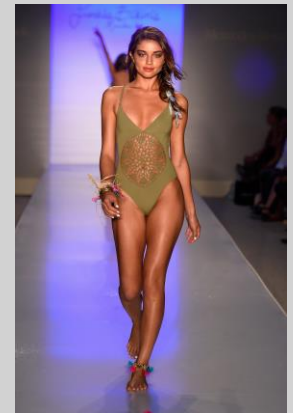


FRANKIES BIKINIS SHOW PICTURES | MBFW SWIM 2015

FRANKIES BIKINIS debuted its Cruise 2015 collection at Mercedes-Benz Fashion Week Swim at the Raleigh Hotel in Miami.

The youngest designer to ever show at Mercedes-Benz Fashion Week Swim, 19-year-old beauty, Francesca Aillo presented "The Hanalei Dreams" collection, inspired by the lush island of Kauai. Featuring a bohemian chic vibe infused with a tropical twist, the suits capture the essence of Hawaii's beauty through attention to details and many floral crochet patterns. The 2015 Hanalei Dreams Collection was crafted for the fashionable and active girl and the fits are perfected so that these bikinis are just as ready for the ocean as they are for the poolside.

BeautyBlender cosmetics created the golden beachy looks while the BLO Blow Dry Bar hair team created beach tousled styles.





Next Summer's Tan Lines: Swim 2015 Trends Buyers Loved



Frankie's Bikinis.

Planet Blue

Ling Su Chinn, Founder and Creative Director, and Kimberly Bishop, Buyer and Merchandiser: "We were so into **all the muted hues** showing up this season, especially the taupes, browns and skin-toned pinks. We also couldn't get enough of the scenic prints. Another trend that we know our customer will totally get behind is **fitness-inspired designs**, like sexy, sporty takes on the bikini with lots of elastic and hardware details that make them stand out!"



FRANKIE'S BIKINIS - MIAMI SWIM SPRING/SUMMER 2015

Posted On 23 Jul 2014



<http://www.globalmanagertv.com/frankies-bikinis-miami-swim-springsummer-2015/>



Miami Mercedes-Benz Fashion Week SWIM runway photos



Model walks the runway at the Frankie's Bikinis fashion show during Mercedes-Benz Fashion Week Swim 2015 at The Raleigh on July 18, 2014 in Miami Beach, Florida. (Photo by Frazer Harrison/Getty Images for Mercedes-Benz)

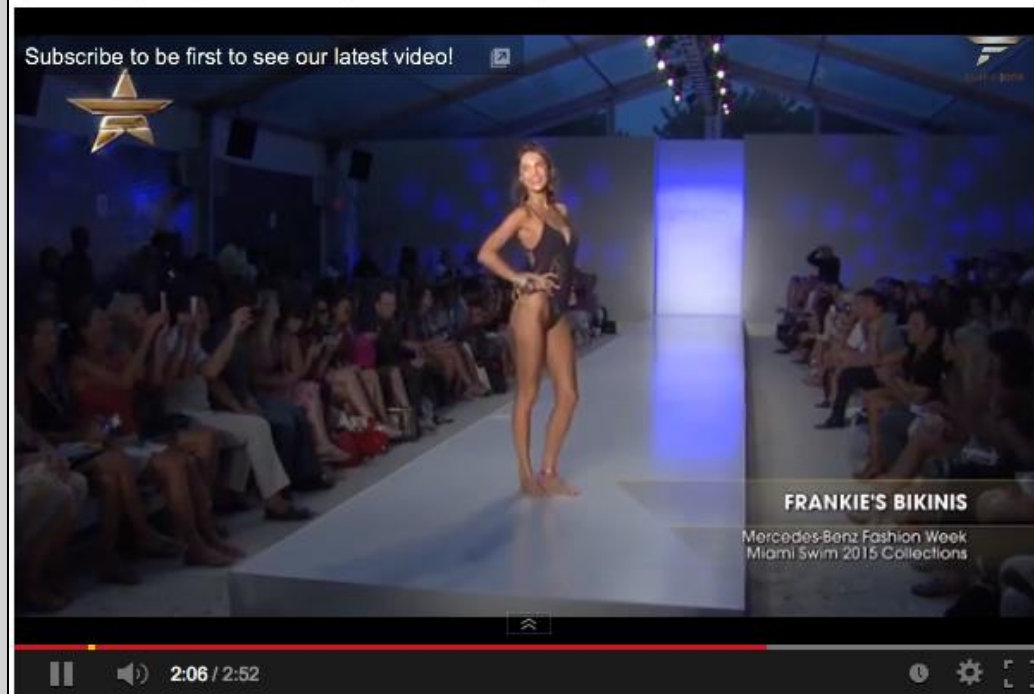


Designer Francesca Aiello (R) and a model walk the runway at the Frankie's Bikinis fashion show during Mercedes-Benz Fashion Week Swim 2015 at The Raleigh on July 18, 2014 in Miami Beach, Florida. (Photo by Frazer Harrison/Getty Images for Mercedes-Benz)



Swimwear Frankie's Bikinis Mercedes Benz Fashion Week Miami Swim 2015 Collections 91785 NMNB

Uploaded by Jerry Coburn on July 22, 2014 at 6:32 pm



<http://www.lastyletrends.com/videos/swimwear-frankies-bikinis-mercedes-benz-fashion-week-miami-swim-2015-collections-91785-nmnb/>



MERCEDES-BENZ SWIM WEEK WITH FRANKIES BIKINIS



Mercedes-Benz Fashion Week Miami has officially begun! The swimwear show is from June 17-21st, Designers on the runway include, [Mara Hoffman](#), [Maaji](#), [L*Space](#) and [Luli Fama](#). Check out [Mercedes-Benz Fashion Week Miami](#) for the full schedule

These are a few of my favorite looks that came down the runway last night from [Frankies Bikinis](#). It is independent line of high quality, very detailed, seamless, simple and sexy bathing suits made in the U.S.A . Frankies Bikinis takes Southern California's coast style and infuses it with the Hawaiian shoreline in an exotic, feminine and flirty low cut ready to be surfed in, tanned in or hung out to dry after an invigorating day at the beach.

I will posting my favorite swimwear all week long!

xo
Shana

Alexa Pope



MBFWS 2015: Farewell to the Bellybutton and Hello Pelvic Cleavage.

Beach Riot, Mikoh, Wildfox, Mara Hoffman, Frankie's Bikinis, and Subo are just a few that we were excited to see. Some major trends we've happened to notice so far include bold prints and even bolder styles.



<http://alexapope.com/blogs/blog/14895305-mbfws-2015-farewell-to-the-bellybutton-and-hello-pelvic-cleavage>