

HOW TO BUY: SWIMWEAR

For most women, shopping is hardly a nerve-wracking activity. Swimwear, though, is a whole other story. Here's the low-down on the labels to know, where to shop, and what to buy according to your shape



◀ **MONISHA JAISING**
Shape: PETITE
Verdict: "The trend has shifted from skimpy string bikinis to glamorous yet flattering cut-out swimsuits. For petite women, this style elongates the torso and shows off the waist. All you need is an oversized hat, poolside wedges and sunglasses to channel some movie-star glamour."

SWIMSUITS FOR YOUR BODY

We asked the country's leading designers how to pick the best suit for your shape

▶ SHIVAN & NARRESH

Shape: ATHLETIC
Verdict: "Women with an athletic frame are usually blessed with strong and broad shoulders, hence the idea is to give the illusion of a thinner waistline. Two-pieces or strategic cut-outs highlight the waist and create more curves in this straight shape. They should avoid halters and bandeau styles as they make shoulders look broader," says Shivan Bhatiya.



◀ TURQUOISE & GOLD

Shape: CURVY
Verdict: "A full brief with a string top is a good option if you are insecure about your middle. Our bestselling wrap swimsuit is also great—it allows you to control the amount of support with the waist ties and flattens the stomach with the specially-designed control-style brief," says Dimple Varma, creative head.

Swimsuit, Turquoise & Gold



'Antibes' maillot, Marysia Swim

▶ MARYSIA SWIM

What: Known as the fashion girl's swimwear go-to, the LA-based label was founded by former ballet dancer and lifeguard Maria Dobrzanska Reeves.
Vogue loves: The label's signature scallop detail. Marysiaswim.com

▶ BOWER

What: Founded by Australian ex-fashion editors, the fuss-free label takes its cues from 1970s style icons like Lauren Hutton and Jane Birkin.
Vogue loves: The duo's eye for hues like aqua, orange and ochre.
Bowerswimwear.com



'Yves' swimsuit, Bower

LABELS WE LOVE

For your next seaside getaway, these are the labels to have on your radar

▶ GIEJO

What: Publicist by day, swimsuit designer by night, Gabby Sabharwal founded Giejo because of the lack of options in printed swimwear.
Vogue loves: Their mix-and-match sets. Shopgiejo.com



'Aztec' string tie top and boys brief, Giejo

'Bambi' bikini top and bottom, Triangl

'Lynn' swimsuit, Flagpole Swim

▲ FLAGPOLE SWIM

What: The brainchild of two friends from Florida, Flagpole Swim's beachwear is as sleek and sexy as it is sporty and practical, designed to go from the sand to the surf and back.
Vogue loves: The cut-out maillots. Flagpoleswim.com



▲ TRIANGL

What: Declared the "world's most popular bikini" by the *Independent*, the Australian label sells up to 1,500 of its colour-blocked styles a day.
Vogue loves: Their neoprene sportswear-inspired neon styles. Triangl.com

▼ **KIINI**

What: The New York label took crochet out of your grandma's hands and put it straight on the beach.

Vogue loves: The boho vibe. Also, the elastic straps hold better. *Kiini.com*



'Tasmin' bikini set, **Kiini**

'Flake' bikini set, **Flirtatious**

▲ **FLIRTATIOUS**

What: The emerging Indian brand puts an athletic spin on swimwear.

Vogue loves: Their use of mesh, lace and fringe. *Jabong.com*



'Iceland Water Print' bikini, **Sumarie**

◀ **SOLID & STRIPED**

What: If it's classic elegance you're after, check out this New York-based label, which is Poppy Delevingne-certified—the It girl did a collaboration with the brand last year.

Vogue loves: The cut-out striped suits. *Solidandstriped.com*



'The Julia' swimsuit, **Solid & Striped**

▲ **SUMARIE**

What: Sophisticated, comfortable and chic are the hallmarks of this London-based label.

Vogue loves: The variety of styles. Great for women with bigger busts. *Sumarie.com*



'Rosella' suit, **Seilenna**

► **SEILENNA**

What: Crafted by artisans in France and Mauritius, the label offers swimwear in cheery prints.

Vogue loves: Their seaside hues like coral and cobalt blue. *Seilenna.com*

► **DUSKII**

What: Crafted in neoprene, the high-performance pieces are for women who spend their beach days surfing or swimming.

Vogue loves: The zippered spring suits. *Duskii.com*



Aqua Leopard T-bar tank spring suit, **Duskii**

WHERE TO BUY

From brick-and-mortar to online stores that deliver to your doorstep, here is where you should be shopping

HIGH STREET H&M India:

The popular fast fashion store's Delhi outposts stock swimwear in all styles and shapes. *Tel: 011-46015381; 011-40870717*

Zara: Expect the latest trends to translate into swimwear. *Tel: 011-41057414 (Delhi); 022-43473850 (Mumbai)*

Oceaniss.com: The site carries classic styles from labels like Gottex.

Elitify.com: Michael Kors, Ralph Lauren and Calvin Klein swimwear, often at discounted prices.

ASOS.com: A site that caters to every body shape.

Swimsuitsforall.com: A resource for curvy women.

Victoriasscret.com: The body may not be included, but it's our top pick for feminine styles.

Nastygal.com: If sexy, barely-there swimwear is your thing, look no further.

Jabong.com: Head here for pieces by Dorothy Perkins, Superdry and Flirtatious.

Thebeach company.in: Affordable swimwear and cover-ups.

Marksand spencer.com: Plenty of plus-size and slimming options.



PilyQ at *Oceaniss.com*

Thebellife.com:

Great for graphic stripes and pop hues.

Jcrew.com: Best for solid neutrals.

LUXURY Shivan & Narresh: One of the few Indian labels to experiment in this category, they also offer bespoke services. *Tel: 011-42114288, 011-26536072 (Delhi); 0832-6450599 (Goa); 08040981875 (Bengaluru)*

Monisha Jaising: The queen of Indian resort now offers a swimwear section at her stores, along with a host of cool cover-ups. *Tel: 09717810060 (Delhi); 022-26056401 (Mumbai)*

Le Mill: The Mumbai store carries swimwear by Lisa Marie Fernandez and Lemlem. *Tel: 022-23684461*

Turquoise & Gold: Check out their swimsuits, wraps and kaftans. *Tel: 080-41527971 (Bengaluru); 0832-2275792 (Goa); 022-60600779 (Mumbai)*

Perniaspopupshop.com: Swimwear from Indian designers.

Net-a-porter.com: Our go-to for luxe labels like Eres, La Perla and Proenza Schouler.

Matchesfashion.com: Melissa Odabash swimwear, ViX bikinis and Orlebar Brown cover-ups can be found here.

Rocknshop.com: It's full-throttle sexy with pieces from Dolce & Gabbana and Alexander McQueen.

Bikini.com: A wide range of labels, from Duskii and Mikoh to PilyQ.