

# Freya

TRADE WORKBOOK AW23  
APRIL - DECEMBER 2023

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SWIMWEAR UP TO A J CUP



# Keepin' cool

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I set the poolside tone. With so many colours, prints and styles to choose from, Freya gives me a look for every kind of summer mood.

AS7230/AS7234

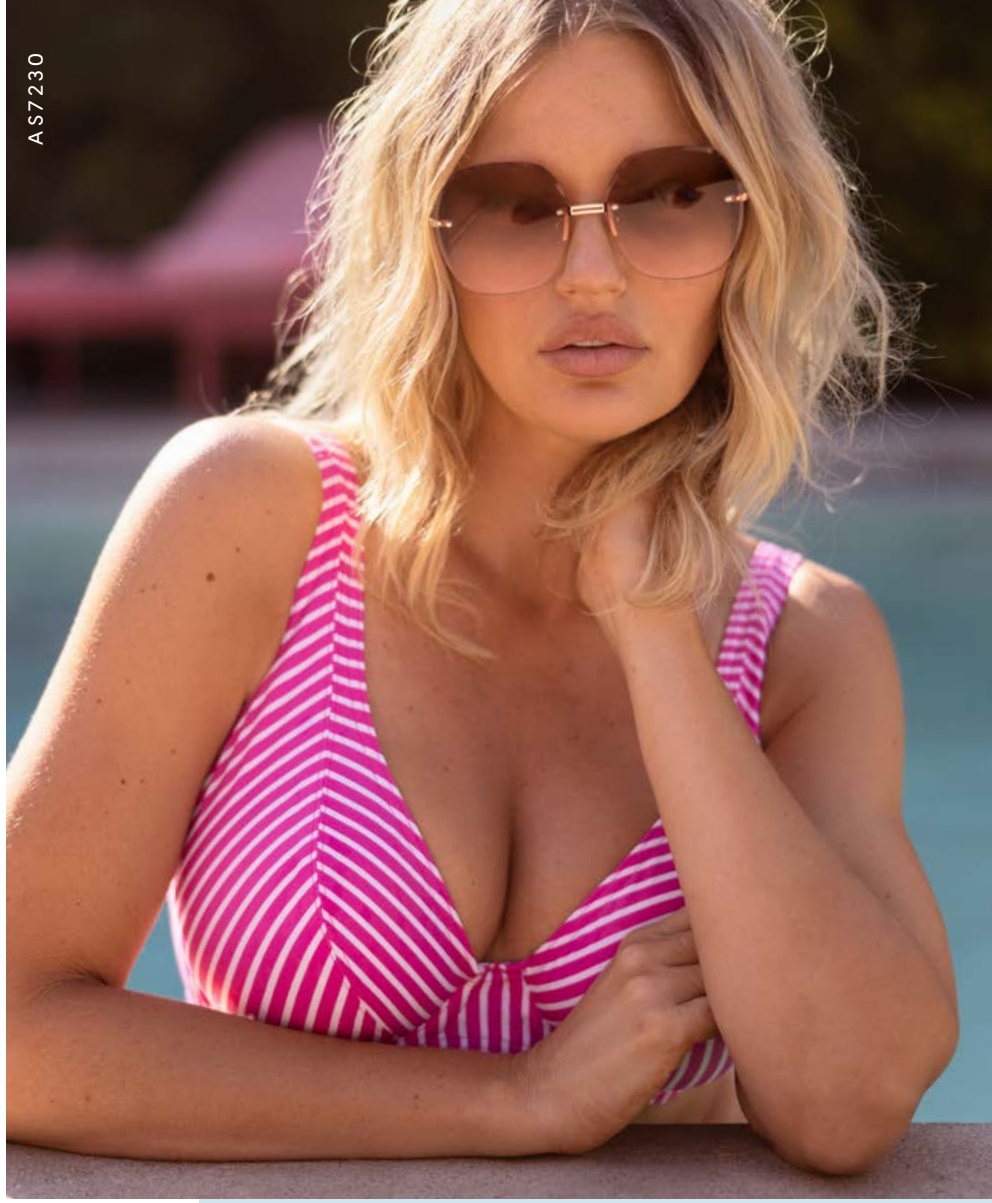




AS7230 / AS204885







A S7230



AS203802/AS203885

# Fashion<sup>26</sup>

## AW23

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FREYA COLLECTION

# Jewel Cove

AS7230 / AS7234





# Samba Nights



AW23

AS204404 / AS204470



# Samba Nights & Jewel Cove

FREYA COLLECTION



AS204413/AS7235



# Desert Disco

AW23



AS204710 / AS204785

# Ibiza

FREYA COLLECTION



# Waves

AS203842





# Ibiza Waves



AW23

AS203802 / AS203870

AS203842

Ibiza

Waves



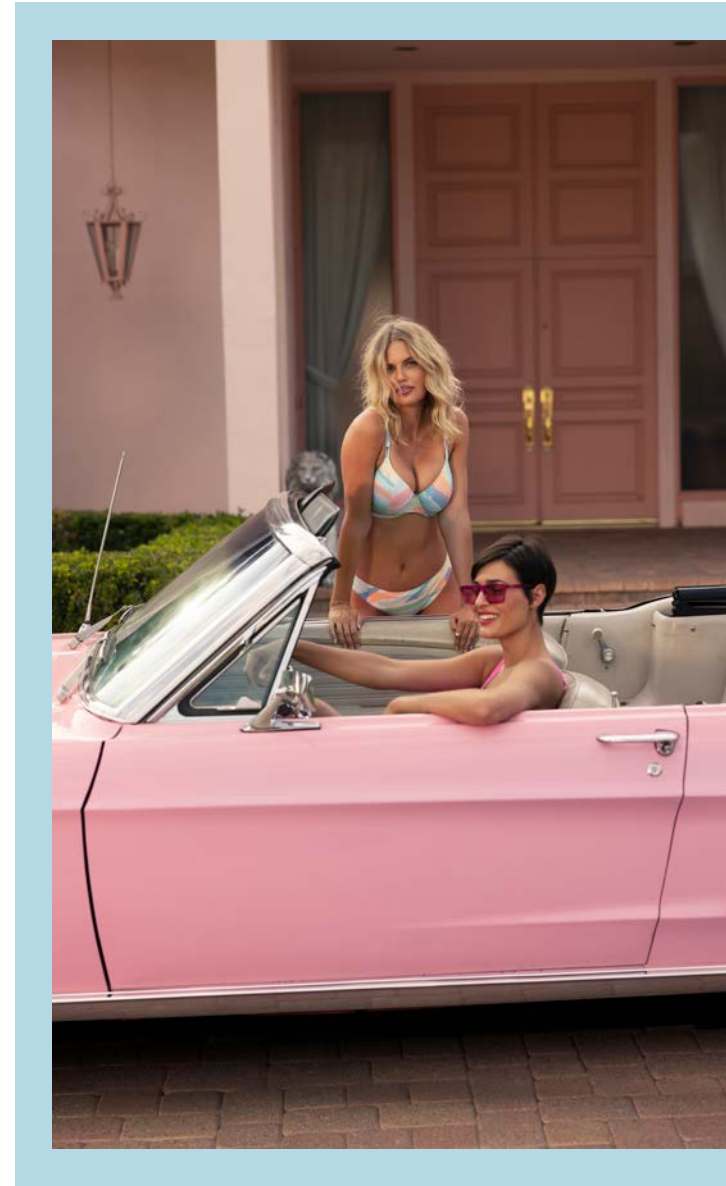
# Ibiza Waves

AS203814/AS203870



# Summer Reef

AS204802 / AS204870





# Summer Reef



AS204827 / AS204885

FREYA COLLECTION

# Jewel Cove





# Jewel Cove





AS204511 / AS204585

# Hot Tropics



# Hot Tropics



AS204.503 / AS203885

# & Ibiza Waves



AS7232 / AS7236

FREYA COLLECTION



# Jewel Cove





# Viva La Fiesta

AS204602 / AS204670



# Desert Disco



# Viva La Fiesta

AW23

AS204604 / AS204675



# Freya AW23



# Sun, sea and vitamin D

# Merchandising

When it comes to colours and prints, make the most of what Freya Swim has to offer this season. We always plan the release dates of our seasonal collections with you, the retailer, in mind so you can show Freya Swim off to its full potential.

## Apr



Jewel Cove - Stripe Black



Samba Nights - Multi

## May



Viva La Fiesta - Multi



Ibiza Waves - Black

## Jun



Ibiza Waves - Sorbet



Summer Reef - Aqua

## Nov



Desert Disco - Multi



Jewel Cove - Raspberry



Jewel Cove - Stripe Raspberry

## Dec



Jewel Cove - Plain Turquoise



Hot Tropics - Blue

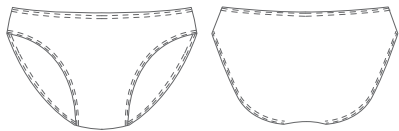


# A Brief Explanation

Create your perfect swim look for the new season with our handy guide to all of your favourite Freya co-ordinates. Starting with the fullest coverage down to the lowest, style your Freya Swim look your way.

## MEDIUM COVERAGE

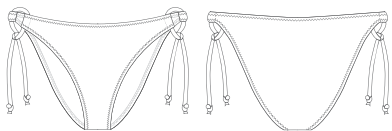
### Bikini Brief



- Sits on the hips
- Flattering cut on the leg
- Medium bottom coverage

**Available in:** all collections except Freestyle

### Tie Side

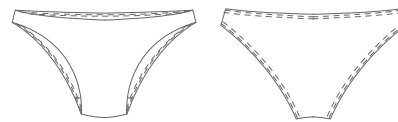


- Sits on the hips
- Flattering cut on the leg
- Medium bottom coverage
- Tie sides offer flexibility of fit and reduced coverage when sunbathing

**Available in:** Beach Hut, Hot Tropics, Viva La Fiesta, Samba Nights

## LOW COVERAGE

### Italini



- Fashionable cut
- Sits low on the hips
- Cheeky cutaway bottom coverage
- Additional version features frill detail along the waistband

**Available in:** Check In, Jewel Cove

## NEW SHAPE

### High Leg Brief

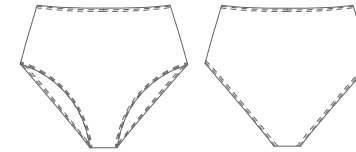


- Sits high on the hips
- Higher scoop leg line for reduced coverage
- Narrow, adjustable sides
- Flattering gather at centre back
- Skimpy bottom coverage

**Available in:** Summer Reef, Desert Disco

## FULLEST COVERAGE

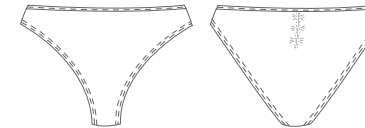
### High Waist



- Sits high on the waist
- High scoop leg line
- Medium bottom coverage

**Available in:** Beach Hut, Check In, Jewel Cove

### Brazilian Brief



- Sits low on the hips
- Cheeky cutaway bottom coverage
- Flattering gather at centre back

**Available in:** Desert Disco

### High Leg Brief



- Sits high on the hips
- Skimpy bottom coverage
- Higher scoop leg line for reduced coverage

**Available in:** Ibiza Waves, Jewel Cove, Hot Tropics



# Rule breaker

Mix and match Hot Tropics and Ibiza Waves to make the most of your holiday wardrobe this season.

With complimentary colour palettes, we just love the pop of sorbet pink within the surf inspired print of Hot Tropics.



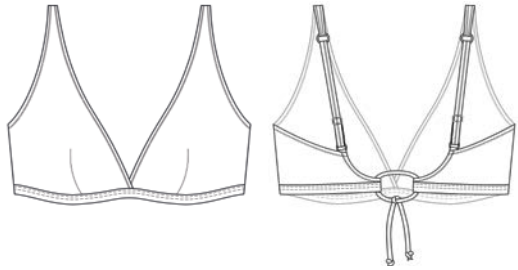
Ibiza Waves



Hot Tropics

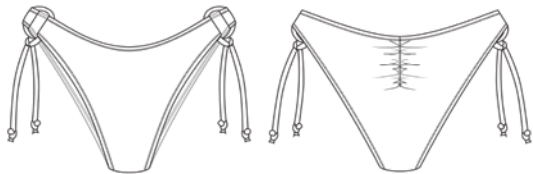


## New Additions



### NON-WIRED TRIANGLE BIKINI TOP

Our new Non-Wired Triangle Bikini Top now features an adjustable tie back and adjustable shoulder straps for a more versatile fit, whilst remaining supportive. Available in the new Hot Tropics collection.



### HIGH LEG BRIEF

This season we welcome a new High Leg Bikini Brief to the Freya Swim family. With the trend for high rise styling proving ever popular, tie-side detailing offers adjustability at the hips. Find this brief within Desert Disco and Summer Reef.

## Design Update

Ibiza Waves

Ibiza Waves has gone through some design changes and we wanted to let you know!

All styles are now designed with self-coloured liners to ensure opacity when wearing.



# Jewel Cove

Making a return in not two, not three but four colourways for AW23; Jewel Cove. This season we've got a new chevron stripe design which is giving us serious retro vibes, available in Stripe Raspberry and Black. No Jewel Cove collection would be complete without the original diamond print, which we can see in our fun and flirty Raspberry colourway. If prints aren't your thing then look towards Jewel Cove in Plain Turquoise. There is just so many styles and colourways to choose from this season!



**Raspberry (RAY)**  
Fashion / Available:



**Stripe Raspberry (SRA)**  
Fashion / Available:



**Stripe Black (SBL)**  
New Continuity / Available:



**Plain Turquoise (PRQ)**  
New Limited Continuity / Available:



**Azure (AZE)**  
Limited Continuity



**Plain Black (PLK)**  
Continuity



**Plain Azure (PLE)**  
Continuity



**Black (BLK)**  
Continuity



J Hook



No frill detail on SRA colourway



## UW HIGH APEX BIKINI TOP • AS7230

- Sexy low plunging neckline with elongated apex
- Fluid waterfall frill at neck edge (No frill for SRA colourway)
- Powernet lined cups for shaping and support
- J Hook feature for easy conversion to a racer back style

UK	28-38 D-G	30-36 GG-J
EU	60-85 D-I	65-80 J-M
FR	75-100 D-I	80-95 J-M
AUS/NZ	6-16 D-G	8-14 GG-J
USA	28-38 D-I	30-36 J-M
JP	60-85 E-J	65-80 K-N

PRICE



## UW SWEETHEART BIKINI TOP • AS7231

- Lightly padded foam cups for support and a smooth rounded shape
- Sweetheart neckline offers uplift and enhanced cleavage
- Fixed fully adjustable shoulder straps

UK	30-42 D-G	30-40 GG	30-38 H-HH
EU	65-95 D-I	65-90 J	65-85 K-L
FR	80-110 D-I	80-105 J	80-100 K-L
AUS/NZ	8-20 D-G	8-18 GG	8-16 H-HH
USA	30-42 D-I	30-40 J	30-38 K-L
JP	65-95 E-J	65-90 K	65-85 L-M

PRICE



FREYA COLLECTION

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**UW HALTER BIKINI TOP • AS7232**

- Sexy low plunging neckline for less coverage
- Powernet lined cups for shaping and support
- Fixed halter neck ties

UK	32-38 C	28-38 D-G	28-36 GG-H
EU	70-85 C	60-85 D-I	60-80 J-K
FR	85-100 C	75-100 D-I	75-95 J-K
AUS/NZ	10-16 C	6-16 D-G	6-14 GG-H
USA	32-38 C	28-38 D-I	28-36 J-K
JP	70-85 D	60-85 E-J	60-80 K-L

PRICE

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**UW BRALETTE BIKINI TOP • AS7239**

- Concealed underwire
- Lined cups for shape and support
- Flattering gathers at centre front and side seam add shape, volume and capacity
- Fixed front spaghetti straps and convertible back straps allow this style to be worn over the shoulder or cross back
- Concealed stitching at the neck edge for clean, stitch free outer bralette look

UK	30-38 D-G
EU	65-85 D-I
FR	80-100 D-I
AUS/NZ	8-16 D-G
USA	30-38 D-I
JP	65-85 E-J

PRICE



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XTRA LIFE™



**UW BANDEAU BIKINI TOP • AS7233**

- Lightly padded foam cups for rounded shape and support
- Flattering gathers at bust and low centre front for less coverage
- Skinny halter neck ties

UK	30-36 C-G
EU	65-80 C-I
FR	80-95 C-I
AUS/NZ	8-14 C-G
USA	30-36 C-I
JP	65-80 D-J

PRICE

FREYA COLLECTION



**BIKINI BRIEF • AS7234**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE



**ITALINI BIKINI BRIEF • AS7235**

- Sits low on the hips
- Cheeky cut away back
- Flirty frill detail

XS, S, M, L, XL

PRICE



**HIGH WAIST BIKINI BRIEF • AS7236**

- Sits high on the waist with a scoop leg line
- Medium bottom coverage

XS, S, M, L, XL, XXL

PRICE





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**HIGH LEG BIKINI BRIEF • AS7228**

- Sits high on the hips
- Skimpy bottom coverage
- Higher scoop leg line for reduced coverage

XS, S, M, L, XL

PRICE



**UW TANKINI TOP • AS7238**

- Plunge neckline
- Underwired lined cups for shape and support
- Straight back detail for outerwear look
- Fixed fully adjustable shoulder straps

UK	30-38 D-G	30-36 GG-H	30-34 HH
EU	65-85 D-I	65-80 J-K	65-75 L
FR	80-100 D-I	80-95 J-K	80-90 L
AUS/NZ	8-16 D-G	8-14 GG-H	8-12 HH
USA	30-38 D-I	30-36 J-K	30-34 L
JP	65-85 E-J	65-80 K-L	65-75 M

PRICE



NEW  
FOR  
AW23



**DRESS • AS7229**

- On-trend off the shoulder bardot styling
- Relaxed fit
- Sits above the knee
- Lightweight woven fabric

S, M, L

PRICE

NEW

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J Hook

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XTRA LIFE™



Detachable centre front tie

# Samba Nights

Think oversized palms and tropical prints as we introduce Samba Nights. We love the sunset hues that are radiated throughout this collection; it is giving us European holiday evening sky. If you're a lover of a little mix and match, check out how the stripe pattern matches with our new colourway Stripe Black in Jewel Cove.



Multi (MUI)  
Fashion / Available:



## UW HIGH APEX BIKINI TOP • AS204413

- Sexy low plunging neckline with elongated apex
- Powernet lined cups for shaping and support
- J Hook feature for easy conversion to a racer back style

UK	28-38 D-G	30-36 GG-J
EU	60-85 D-I	65-80 J-M
FR	75-100 D-I	80-95 J-M
AUS/NZ	6-16 D-G	8-14 GG-J
USA	28-38 D-I	30-36 J-M
JP	60-85 E-J	65-80 K-N

PRICE



## UW HALTER BIKINI TOP • AS204404

- Sexy low plunging neckline for less coverage
- Powernet lined cups for shaping and support
- Underwire with no cradle for less coverage
- Detachable centre front tie for wrap round waist styling

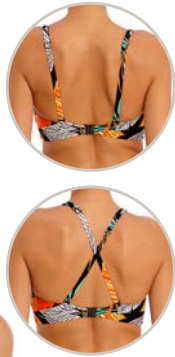
UK	30-38 D-E	30-36 F	30-34 FF
EU	65-85 D-F	65-80 G	65-75 H
FR	80-100 D-F	80-95 G	80-90 H
AUS/NZ	8-16 D-E	8-14 F	8-12 FF
USA	30-38 D-DDD	30-36 G	30-34 H
JP	65-85 E-G	65-80 H	65-75 I

PRICE



FREYA COLLECTION

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**UW BRALETTE BIKINI TOP • AS204414**

- Concealed underwire
- Lined cups for shape and support
- Gather at centre front for customised coverage
- Flattering gathers at side seam add shape, volume and capacity
- Concealed stitching at the neck edge for clean, stitch free outerwear bralette look
- Fixed front spaghetti straps and convertible back straps allow this style to be worn over the shoulders or cross back

UK	30-38 D-G
EU	65-85 D-I
FR	80-100 D-I
AUS/NZ	8-16 D-G
USA	30-38 D-I
JP	65-85 E-J

PRICE



**BIKINI BRIEF • AS204470**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE



**TIE SIDE BIKINI BRIEF • AS204475**

- Sits low on the hips
- Narrow, adjustable sides
- Medium bottom coverage

XS, S, M, L, XL

PRICE

NEW

# Viva La Fiesta

Get Coachella ready this AW23 with Viva La Fiesta. We love how the raspberry pinks and lucid aqua compliment the vibrant oranges that can be seen throughout the Ikat inspired print. The Plunge Bikini Top features a low centre front with underwired, lined cups for shape and support. Available up to a HH cup.



Multi (MUI)  
Fashion / Available:

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## UW PLUNGE BIKINI TOP • AS204602

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps

UK	28-38 D-GG	30-36 H-HH
EU	60-85 D-J	65-80 K-L
FR	75-100 D-J	80-95 K-L
AUS/NZ	6-16 D-GG	8-14 H-HH
USA	28-38 D-J	30-36 K-L
JP	60-85 E-K	65-80 L-M

PRICE

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## UW HALTER BIKINI TOP • AS204604

- Sexy low plunging neckline for less coverage
- Powernet lined cups for shaping and support
- Underwire with no cradle for less coverage
- Skinny halter neck ties

UK	30-38 D-E	30-36 F	30-34 FF
EU	65-85 D-F	65-80 G	65-75 H
FR	80-100 D-F	80-95 G	80-90 H
AUS/NZ	8-16 D-E	8-14 F	8-12 FF
USA	30-38 D-DDD	30-36 G	30-34 H
JP	65-85 E-G	65-80 H	65-75 I

PRICE



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XTRA LIFE™



**BIKINI BRIEF • AS204670**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE



**TIE SIDE BIKINI BRIEF • AS204675**

- Sits low on the hips
- Narrow, adjustable sides
- Medium bottom coverage

XS, S, M, L, XL

PRICE

# Ibiza Waves

Ibiza waves is back this season and it really is a tale of two halves. We're bringing you Sorbet, a playful pop of pink, and forever-faithful Black, which, let's be honest, needs no introduction! Made from an Italian crinkle fabric, the collection champions simple styling, for those moments when less is more.



**Black (BLK)**  
New Continuity / Available:



**Sorbet (SOB)**  
Fashion / Available:



## UW PLUNGE BIKINI TOP • AS203802

- Sexy low plunging neckline for less coverage
- Flexible fit underwire
- Flattering gathered outer cup
- Fixed fully adjustable shoulder straps

UK	30-38 D-G
EU	65-85 D-I
FR	80-100 D-I
AUS/NZ	8-16 D-G
USA	30-38 D-I
JP	65-85 E-J

PRICE



## UW BRALETTE BIKINI TOP • AS203814

- Wide straps for scoop neckline
- Concealed underwire for support
- Built up apex for tank top style look
- Flattering gathers at side seam add shape, volume and capacity
- Convertible back straps allow this style to be worn over the shoulders or cross back

UK	30-38 D-G
EU	65-85 D-I
FR	80-100 D-I
AUS/NZ	8-16 D-G
USA	30-38 D-I
JP	65-85 E-J

PRICE



FREYA COLLECTION



- 
- UW BANDEAU BIKINI TOP • AS203810**
- Underwired lined cups for shape and support
  - Removable neck tie
  - Detachable, adjustable straps allow this style to be worn over the shoulders or cross back

UK	30-36 D-G
EU	65-80 D-I
FR	80-95 D-I
AUS/NZ	8-14 D-G
USA	30-36 D-I
JP	65-80 E-J

PRICE



- ●
- UW SWIMSUIT • AS203842**
- Wide straps for scoop neckline
  - Concealed underwire for support
  - Built up apex for tank top style look
  - Keyhole cut out detail on back
  - Back clasp fastening
  - Scoop leg line for flattering coverage
  - Convertible back straps allow this style to be worn over the shoulders or cross back

UK	30-38 D-G
EU	65-85 D-I
FR	80-100 D-I
AUS/NZ	8-16 D-G
USA	30-38 D-I
JP	65-85 E-J

PRICE



- ●
- BIKINI BRIEF • AS203870**
- Sits on the hips
  - Flattering cut on the leg
  - Good bottom coverage

XS, S, M, L, XL, XXL
PRICE



- ●
- HIGH LEG BIKINI BRIEF • AS203885**
- Sits high on the hips
  - Higher scoop leg line for reduced coverage
  - Skimpy bottom coverage

XS, S, M, L, XL
PRICE

NEW

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Detachable centre front tie

# Summer Reef

Fresh on the scene for AW23, meet Summer Reef. Featuring a palette of lucid aquas, soft pinks and digital lavenders, the collection's watercolour wave design is so on trend for AW23. Available styles include the UW Plunge Bikini Top which features a detachable tie detail at the centre front.



Aqua (AQA)  
Fashion / Available:



## UW PLUNGE BIKINI TOP • AS204802

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps with front strap loop detail

UK	28-38 D-GG	30-36 H-HH
EU	60-85 D-J	65-80 K-L
FR	75-100 D-J	80-95 K-L
AUS/NZ	6-16 D-GG	8-14 H-HH
USA	28-38 D-J	30-36 K-L
JP	60-85 E-K	65-80 L-M

PRICE



## UW PLUNGE BIKINI TOP • AS204827

- Sexy low plunging neckline for less coverage
- Underwired lightly padded foam lined cups for shape and support
- Fixed fully adjustable shoulder straps
- Detachable centre front tie for wrap round waist styling

UK	30-36 D-G
EU	65-80 D-I
FR	80-95 D-I
AUS/NZ	8-14 D-G
USA	30-36 D-I
JP	65-80 E-J

PRICE



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**HIGH LEG BRIEF • AS204885**

- Sits high on the hips
- Higher scoop leg line for reduced coverage
- Narrow, adjustable sides
- Flattering gather at centre back
- Skimpy bottom coverage

XS, S, M, L, XL

PRICE



**BIKINI BRIEF • AS204870**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE

NEW

# Hot Tropics

Bright colours and vibrant prints – what's not to love? Hot Tropics features a hibiscus style floral design in soft pinks, acidic greens and tranquil blues. Pair with Ibiza Waves in Sorbet for a mix and match look that will have you making waves for AW23.



Blue (BLE)

Fashion / Available:



## UW SWEETHEART BIKINI TOP • AS204503

- Lightly padded foam cups for support and a smooth rounded shape
- Sweetheart neckline offers uplift and enhanced cleavage
- Fixed fully adjustable shoulder straps

UK	30-42 D-G	30-40 GG	30-38 H-HH
EU	65-95 D-I	65-90 J	65-85 K-L
FR	80-110 D-I	80-105 J	80-100 K-L
AUS/NZ	8-20 D-G	8-18 GG	8-16 H-HH
USA	30-42 D-I	30-40 J	30-38 K-L
JP	65-95 E-J	65-90 K	65-85 L-M

PRICE



## UW PLUNGE BIKINI TOP • AS204502

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps with front strap loop detail

UK	28-38 D-GG	30-36 H-HH
EU	60-85 D-J	65-80 K-L
FR	75-100 D-J	80-95 K-L
AUS/NZ	6-16 D-GG	8-14 H-HH
USA	28-38 D-J	30-36 K-L
JP	60-85 E-K	65-80 L-M

PRICE





Back detail



**NON WIRED TRIANGLE BIKINI TOP • AS204511**

NEW SHAPE

- Low plunging neckline with elongated apex
- Powernet lined cups for shaping and support
- Split underband sizes to offer more support on larger sizes
- Back loop tie detail for adjustable fit
- Fixed fully adjustable shoulder straps

XS, S, M, L, XL

PRICE



**BIKINI BRIEF • AS204570**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE



**TIE SIDE BIKINI BRIEF • AS204575**

- Sits low on the hips
- Narrow, adjustable sides
- Medium bottom coverage

XS, S, M, L, XL

PRICE



**HIGH LEG BIKINI BRIEF • AS204585**

- Sits high on the hips
- Skimpy bottom coverage
- Higher scoop leg line for reduced coverage

XS, S, M, L, XL

PRICE



SIZE CONVERSION CHART\*

	D	DD	E	F	FF	G
30	XS	XS	XS	XS	S	S
32	XS	XS	S	S	M	M
34	S	S	M	M	L	L
36	M	M	L	L	XL	XL
38	L	L	XL	XL	XL	

\*SIZES ARE IN UK SIZING.

NEW

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**UW PLUNGE BIKINI TOP • AS204702**

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps

UK	28-38 D-GG	30-36 H-HH
EU	60-85 D-J	65-80 K-L
FR	75-100 D-J	80-95 K-L
AUS/NZ	6-16 D-GG	8-14 H-HH
USA	28-38 D-J	30-36 K-L
JP	60-85 E-K	65-80 L-M

PRICE

LYCRA®  
XTRA LIFE™



**UW BANDEAU BIKINI TOP • AS204710**

- Underwired lined cups for shape and support
- Flattering gathers at bust
- Removable neck tie
- Detachable, adjustable straps allow this style to be worn over the shoulders or cross back



UK	30-36 D-G
EU	65-80 D-I
FR	80-95 D-I
AUS/NZ	8-14 D-G
USA	30-36 D-I
JP	65-80 E-J

PRICE

# Desert Disco

Where sun-soaked luxury meets laid back surf, Desert Disco is a new arrival for AW23. We're here for the pops of neon this season; vibrant oranges, cobalt blues and sulphur greens are popping against the collection's black base. Featuring a whole bunch of styles and coverage levels, pick the look that you love the most with Desert Disco.



Multi (MUI)  
Fashion / Available:



LYCRA®  
XTRA LIFE™



Detachable  
centre front tie

LYCRA®  
XTRA LIFE™



LYCRA®  
XTRA LIFE™



**UW PLUNGE BIKINI TOP • AS204727**

- Sexy low plunging neckline for less coverage
- Underwired lightly padded foam cups for shape and support
- Fixed fully adjustable shoulder straps
- Detachable centre front tie for wrap round waist styling

UK	30-36 D-G
EU	65-80 D-I
FR	80-95 D-I
AUS/NZ	8-14 D-G
USA	30-36 D-I
JP	65-80 E-J

PRICE



**UW PLUNGE TANKINI TOP • AS204756**

- Plunge neckline
- Underwired lined cups for shape and support
- Straight back detail for outerwear look
- Fixed fully adjustable shoulder straps

UK	30-38 D-G	30-36 GG-HH
EU	65-85 D-I	65-80 J-L
FR	80-100 D-I	80-95 J-L
AUS/NZ	8-16 D-G	8-14 GG-HH
USA	30-38 D-I	30-36 J-L
JP	65-85 E-J	65-80 K-M

PRICE



**BIKINI BRIEF • AS204770**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE



# Desert Disco



**HIGH LEG BIKINI BRIEF • AS204785**

- Sits high on the hips
- Higher scoop leg line for reduced coverage
- Narrow, adjustable sides
- Flattering gather at centre back
- Skimpy bottom coverage

XS, S, M, L, XL

PRICE



**BRAZILIAN BIKINI BRIEF • AS204779**

- Sits low on the hips
- Flattering gather at centre back
- Cheeky cut away bottom coverage

XS, S, M, L, XL

PRICE



# Your holiday go-tos

Freya continuity

# Beach Hut




Black (BLK)  
Continuity



Blue Moon (BMN)  
Continuity

Featuring a chevron stripe print and bunny knot bows, Beach Hut is a holiday wardrobe basic that never goes a miss. Available in a range of styles and coverage levels, there's so much to love about this Freya Swim favourite.




**UW HIGH APEX BIKINI TOP**  
• AS6790

UK	28-38 D-G	30-36 GG-J
EU	60-85 D-I	65-80 J-M



**UW BANDEAU BIKINI TOP**  
• AS6791

UK	30-38 D-FF	30-36 G
EU	65-85 D-H	65-80 I



**UW HALTER BIKINI TOP**  
• AS6792

UK	30-38 D-FF	30-36 G	30-34 GG
EU	65-85 D-H	65-80 I	65-75 J



**BIKINI BRIEF**  
• AS6793

XS, S, M, L, XL, XXL
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**TIE SIDE BIKINI BRIEF**  
• AS6794

XS, S, M, L, XL
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**HIGH WAIST BIKINI BRIEF**  
• AS6795

XS, S, M, L, XL, XXL
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**UW NON PADDED PLUNGE TANKINI**  
• AS6796

UK	30-38 D-G	30-36 GG-H	30-34 HH
EU	65-85 D-I	65-80 J-K	65-75 L



AS6790/AS6793

# Check In



Monochrome (MOM)  
Continuity

Gingham has never looked so good with our Check In collection. Featuring high waists and frill details it's giving us serious 60's vibes. Available in Monochrome.



**UW MOULDED BIKINI TOP**  
• AS201908

UK	28-38 D-G	28-36 GG
EU	60-85 D-I	60-80 J



**UW HIGH APEX BIKINI TOP**  
• AS201913

UK	28-38 D-G	30-36 GG-J
EU	60-85 D-I	65-80 J-M



**UW SWEETHEART BIKINI TOP**  
• AS201903

UK	30-42 D-G	30-40 GG	30-38 H-HH
EU	65-95 D-I	65-90 J	65-85 K-L



**UW BANDEAU BIKINI TOP**  
• AS201910

UK	30-36 D-G
EU	65-80 D-I



**BIKINI BRIEF**  
• AS201970

XS, S, M, L, XXL



**ITALINI BIKINI BRIEF**  
• AS201984

XS, S, M, L, XL



**HIGH WAIST BIKINI BRIEF**  
• AS201978

XS, S, M, L, XL, XXL



**UW PLUNGE TANKINI TOP**  
• AS201956

UK	30-38 D-G	30-36 GG-HH
EU	65-85 D-I	65-80 J-L



# Freestyle



Jungle Black (JUK)  
Limited Continuity



Astral Navy (ASY)  
Continuity

Featuring high leg and open back styling for optimal comfort and ease of movement, go the extra mile in Freestyle. Style it your way with convertible straps that can be worn over the shoulder or crossed at the back.



UW MOULDED SWIMSUIT  
• AW3969

UK 30-40 D-H  
EU 65-90 D-K



AW3969

# Our POS

Point of sale pieces are a great way to bring attention to new collections in your store.

This season, to support you, our retail partners, we'll be sending out a selection of showcards and banners as pictured below. All POS items will be sent out automatically, collection at a time, and will arrive with the product ordered on the month of launch.

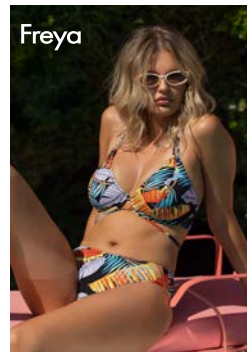
In order to receive any of our seasonal POS items you must order 10+ units of the key style as per the picture and style code below.

For example, the Samba Nights banner features AS204404 and matching co-ordinate AS204475 but the key style piece is the AS204404 Bikini Top, which would require a minimum order of 10 pieces to receive the POS.

## BANNER

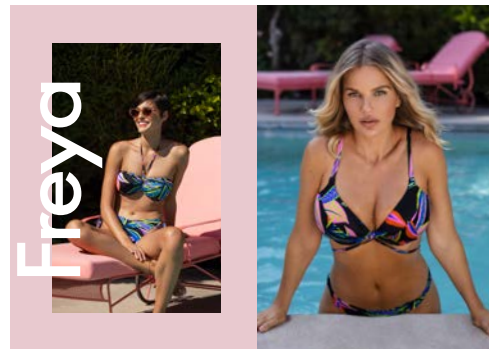


Hot Tropics (BLE)  
AS204511



Samba Nights (MUI)  
AS204404

## SHOWCARD



Desert Disco (MUI)  
AS204710 / AS204779

Please note: Banner Size: 700mm x 495mm. Showcard size: 420mm x 297mm. POS is subject to change.

## SIZES WITHOUT SURPRISES

Missing sizes without surprises?

Rest assured, our handy conversion charts, designed to help you find the right bra and brief size wherever you may be in the world, haven't disappeared. Simply scan the QR code below to digitally access Freya Swim's international size guide.







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