

BELLA Media + Co.

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WATSKIN is the Safe + Stylish Sunwear of the Summer

Actress **Lois Robbins'** newest **WATSKIN's Spring and Summer 2023 Collection** is the brand's second collection since launching in the fall of 2022. This collection features new pieces including the Juliette Palazzo Pant and the Sasha Long Sleeve Top. It also introduces a sport line, a new classification for WATSKIN with the Isabel Tennis Skirt as well as will have WATSKIN's staple bodysuits, catsuits, and hats, all in new patterns and colorways.



Going beyond swimwear, WATSKIN's sophisticated sunwear collection is created with UPF50+ fabric to protect and empower women of all ages to live their best active life effortlessly and elegantly. The collection includes luxury catsuits, bodysuits, skirts, pareos, and hats to help women enjoy the sun freely for every occasion.



WATSKIN recently hosted a **Melanoma Awareness Panel Event** at **Showfields Miami** in honor of **Melanoma Awareness Month and Skin Cancer Prevention Month**, and *BELLA* interviewed founder, Lois, on her inspiration and mission behind creating WATSKIN...



Lois, tell our readers your inspiration for creating your brand, WATSKIN.

Necessity is the mother of invention. After a squamous cell was discovered over my lip, I was told I had to stay out of the sun. So, I decided to create a line of clothing that I could wear under the sun, safely. It had to be stylish and sophisticated but be a force field of protection. And, I wanted to be able to wear it in and out of the water. I had a friend that is a tailor make these pieces a reality. And That's WATSKIN! Now, I get stopped every minute on the street with people begging to buy the pieces right off of me.



Although your diagnosis led you to creating fashionable and safe sunwear, did you have a background in or passion for design prior?

My background was merely as an educated consumer of fashion. But, after many years of honing, my fashion sense and style I felt I knew exactly what I would want for myself that would hopefully resonate with other women as well. I wanted pieces that were chic yet comfortable for women living their best, active lives.



Tell us about some of your favorite pieces in the new collection.

I am totally thrilled with the new palazzo pants, T-Shirts, and tennis skirts! They are the perfect addition to the collection and the prints we did were spot on in trend and style right now.



What are some skin care tips you can share in preventing melanoma and staying healthy while enjoying the sun.

Basically, cover up as much as possible. It sounds simple but most forget to do the basics. Always wear a hat, especially during peak sun hours. Wear sunscreen on all your exposed areas. Get regular skin checks, especially if you have a family history of melanoma.



As we enter Melanoma Awareness Month, share with our readers how you are giving back to the Melanoma Research Alliance.

Because MRA is WATSKIN's partner, we give 5% of every sale to the Melanoma Research Alliance. We continue to support their research and are passionate about the advances they are making to fight this disease.



Where can people follow along and purchase your fabulous collection?

Go to our website at www.watskinsunwear.com follow us on Instagram @watskinofficial

We can also be found in the Jennifer Miller boutique in Palm Beach, FL and Southampton, NY and at Showfields, Miami Beach!



Link to Coverage: <https://bit.ly/3piLXuF>

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