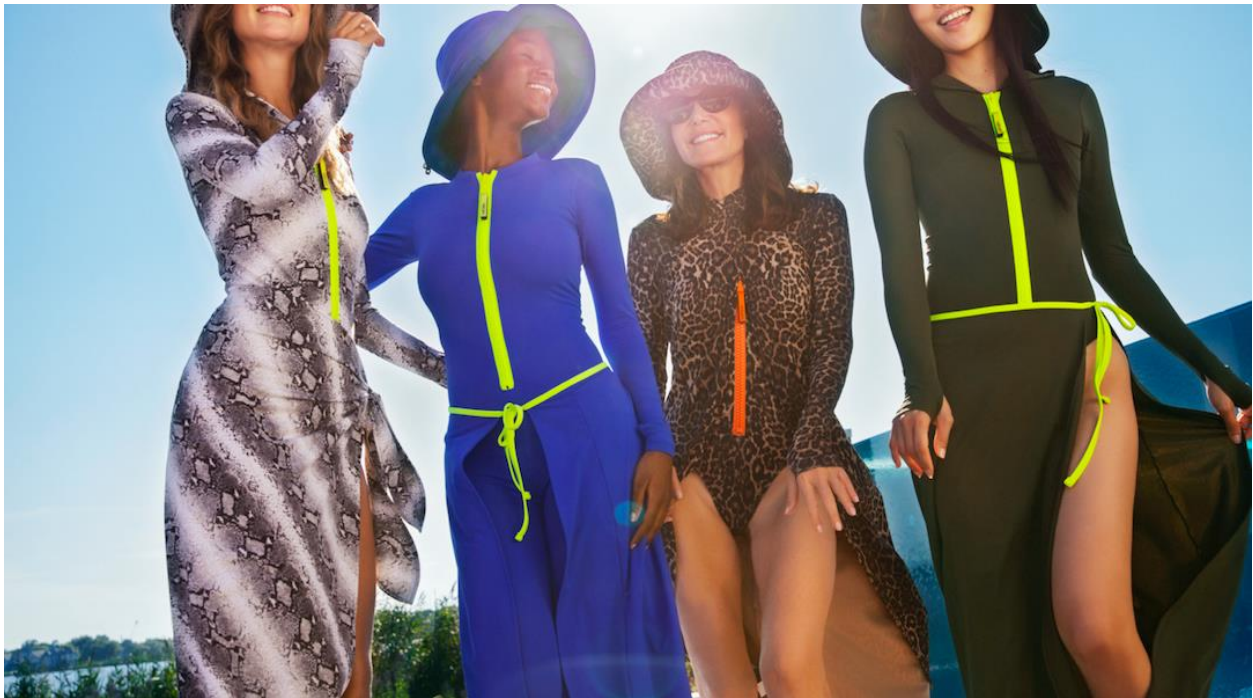


# James Lane

## WATSKIN, A Protective Sunwear Collection By Actress Lois Robbins, Launches

by JESSICA MACKIN-CIPRO



**WATSKIN** is a new protective sunwear collection by actress Lois Robbins. The goal of the brand is to empower women to enjoy the sun freely, confidently, safely, and comfortably. The collection is transitional between swim, snow, sport and leisure.

“Having dealt with basal cell carcinoma a couple years back, I learned how severe sun damage can be firsthand. I sought out to find chic and high-quality garments to enjoy the sun without fear,” said Robbins. Five percent of all sales of the first collection will go to support the Melanoma Research Alliance.

Robbins -- known for her roles on multiple television shows including "One Life to Live" and "All My Children," movies such as "The Aspern Papers," and her self-penned off-Broadway play "L.O.V.E.R." -- places a high importance on philanthropic work. She is actively involved with Evelyn H. Lauder's Breast Cancer Center, Alzheimer's Drug Foundation, and the Lung Cancer Research Foundation. Along with these important and relevant causes, Robbins is dedicated to continuing her philanthropic focus through aligning WATSKIN with the Melanoma Research Alliance.

We caught up with Robbins to learn more.

## **Tell us a little about your background as an actress and entrepreneur and what brought you to this point.**

I've been acting since I was 18 years old but always knew from the age of 5 that's what I would do. My career has taken me to far away places, I've had an opportunity to shoot movies in Budapest, Italy, Baton Rouge, Savannah--so many wonderful adventures. I've done theater all over the country and reprise the Lauren Bacall role in the revival of "Cactus Flower" at the Westside theater. I did years of daytime television, and enjoyed many guest-starring roles on various night time television series. All in all, it's been a full and exciting career. I'm currently working with Robert De Niro and Bobby Cannavale, on a wonderful film called, "Inappropriate Behavior," directed by Tony Goldwyn.



## **What inspired you to start WATSKIN, your new sunwear collection that protects from harmful UV sun rays?**

I've always been very sporty and loved the outdoors. Several years ago, my dermatologist told me that my days in the Sun were numbered after discovering a basal cell on my face. She told me that I really had to stay out of the sun. I searched and searched for clothing that I could wear both in and out of the water that would protect me. I couldn't find anything that I loved so I decided to make something for myself. I sourced UPF fabric and asked a friend of mine if she could make me a catsuit with a matching skirt that I designed. I liked it so much I asked her to make me four more. I started wearing them everywhere and kept getting stopped by people who wanted to know where I bought it and how could they get one. After two and a half years of experiencing people's enthusiasm, I realized I had a business and WATSKIN was born.

## **Tell us about how the brand supports the Melanoma Research Alliance.**

I've always been very involved in philanthropy. I feel that when you've been lucky in life, you are required to give back. It is our obligation. It made sense to me that the Melanoma Research Alliance, the leading organization in melanoma research, would be the perfect partner for us.

## **Talk a little about the materials you use for the fashionable skin protective garments.**

The fabric we've chosen, in addition to feeling beautiful and sensual on the skin, all has UPF, 50+ protection. It has a two way stretch and dries quickly. I call it a second skin. I love that I don't have to put toxic sunscreen on my body, and that I can protect myself with something that feels so good, looks so good, and is good for me.

## **What's next for you and the brand?**

We have many ideas for expanding the brand and can't wait to share them with you. We can't wait to welcome you to the world of WATSKIN!

Link to coverage: <https://bit.ly/3srgoNy>

UVM: 40,000