

Style

Actor Lois Robbins Wants Everyone to Have a Fun, Safe Time in the Sun—and Look Good Doing So!

The actor and, now, designer is stepping up our skin-safe clothing options with Watskin, her line of chic UPF activewear created to make women feel amazing in the outdoors.

By Isabel Burton Published: Jul 6, 2023



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Sunny days are here. And thanks to Lois Robbins, actor, writer, producer, and, now, designer of a fashion-meets-function UPF clothing line, we can fully enjoy them without worrying about skin damage. Robbins has entertained us on both the small and big screens, most recently in the TV Land series *Younger* and the film *The Aspern Papers*, and onstage in the play *L.O.V.E.R.*, which she wrote. She's also set to don the hat of executive

producer for the upcoming comedy-drama film *Inappropriate Behavior*, starring Bobby Cannavale and Robert De Niro.

These days, she's also going off-script with her latest venture. Robbins is embracing a new role as a sun-safety advocate with the launch of [Watskin](#), an innovative line of sun-protective clothing that's chic, thoughtful, and boundary-breaking in its function as swimwear, sportswear, brunch attire, sexy date duds, and absolutely everything in between.

Watskin is not just a brand; it's a mission. Fueled by personal experience when Robbins had to reckon with the scary consequences of her own skin damage, the line is designed to empower women of all ages to love the sun safely, comfortably, confidently, and fashionably, with items like hooded bodysuits, wrap skirt cover-ups, and—the pièce de résistance—an elegantly awesome catsuit.

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We chatted with Robbins to learn how the actor found herself spearheading a sun-smart clothing revolution. Here, she sheds some light.



tskin sends an
irring message to
power women to love
door life. What was
r creative spark?

s diagnosed with a
amous cell on my face,
and my dermatologist told
me, “The sun is not your

friend.” That sent me into a deep depression because I’m an outdoorsy woman. I play tennis, pickleball, golf; I’m an avid runner, power walker, bike rider; I paddleboard and love being in the water. What on earth was I going to do? So I hunted around the internet for protective clothing and found nothing that matched my hopes. I love fashion, and I wanted to feel good in what I had on but also be guarded from rays. I literally bolted up one night in bed and thought, *I’m going to make myself a sun-safe catsuit and matching skirt!* I sourced UPF fabric, found cool zippers, and asked a skilled friend to sew some full-body outfits. I wore them literally everywhere, and was stopped constantly by women asking where they could get one for themselves. I eventually thought, *Hmm, this is a real need.*

Tell us what you’ve designed.

Watskin is a line of fun, freeing pieces—catsuits, bodysuits, skirts, pants, and even hats—that are meant to be worn in and out of the water. As the name implies, it's water-meets-skin. And the clothes are completely multifunctional. You put a Watskin outfit on in the morning, and you can work out in it, play sports, go for a dip, then throw on a jacket and a pair of high-tops and meet a friend for lunch, or add cool boots and a blazer and you look fabulous for a night out. They're designed so you can live in them.

And the pieces are so chic—style was clearly a priority.

Oh, yes, in addition to protecting your skin, it was important that the designs make everyone look amazing and feel confident. The fabric is incredibly comfortable and luxurious, and the pieces can be mixed and matched with each other and the rest of your wardrobe. Skin cancer rates are astounding—it's absolutely necessary that we provide protection that people want to wear. It's funny, I created that original catsuit, and now I'm seeing catsuits all over the runways!

Putting on a catsuit might feel bold to some. What do you tell women to give them confidence?

These suits are made for every single body type. We should all embrace who we are—full-figured, petite, muscular, whatever. They make all wearers look incredible because all bodies *are* incredible. I designed them with a mesh lining that hugs you in a bit, and works nicely to make large-