

MICHI

SPRING 2014



MICHI REPRESENTS ENDURING SOPHISTICATION, ALLURING FEMININITY, EXCEPTIONAL QUALITY AND IMPECCABLE FIT. MICHI ORIGINATED FROM THE DESIRE TO FILL THE NEEDS GAP BETWEEN GLAMOROUS BOUDOIR LINGERIE AND COMFORTABLE, UTILITARIAN ATHLETIC WEAR.

THE MICHI SPRING 2014 COLLECTION IS INSPIRED BY THE GLAMOROUS BEAUTY AND MESMERIZING SEX APPEAL OF THE 1960'S BOND GIRLS. THIS SEASON INTRODUCES SWIMWEAR AND TAKES THE ATHLETIC BATHING SUIT TO A NEW LEVEL OFFERING VERSATILITY WITH STYLE. FUNCTIONAL YET FEMININE ATHLETIC BATHING SUITS WITH FLATTERING MESH INSERTS CAN BE WORN FOR ADRENALINE WATERSPORTS OR FOR ELEGANT POOLSIDE LOUNGING. INSERTIONS IN CONTRASTING FABRICS AND TEXTURES BLEND WITH SENSUAL BOUDOIR CHIC OVERTONES TO CATER TO A MODERN ACTIVE LIFESTYLE AND FLATTER THE FEMALE FORM. LUXURIOUS AND CUTTING EDGE FABRICS WITH INNOVATIVE HIGH PERFORMANCE FINISHES, SUCH AS SUPER-SOFT ITALIAN COTTON JERSEY, FOUR-WAY STRETCH SWISS NYLON LYCRA AND SUMPTUOUS MESH, ARE USED FOR COMFORT, BREATHABILITY, DURABILITY - AND OF COURSE STYLE.

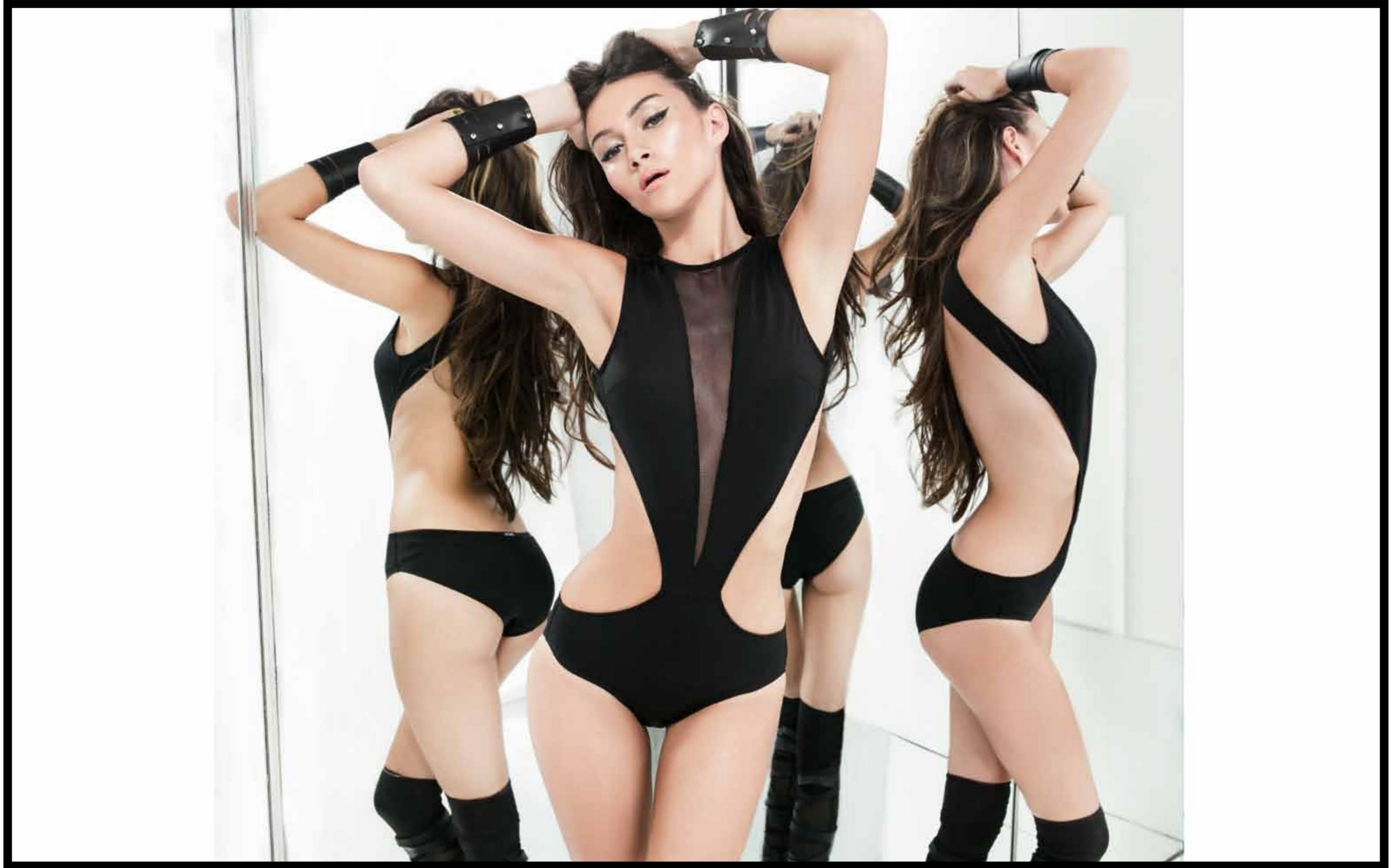
EACH PIECE IS IMMACULATELY CONSTRUCTED AND EXPERTLY CONTOURED WITH SEEMINGLY WEIGHTLESS STRETCH FABRIC. CONSTRUCTED TO FIT, FLATTER AND FUNCTION, MICHI CREATES THE ILLUSION OF LENGTH, SMOOTH CURVES AND A PERFECTLY SCULPTED FEMININE FORM. EACH PIECE CAN BE EFFORTLESSLY MIXED, MATCHED AND LAYERED TO EXPOSE INTRICATE DETAILS SUCH AS PEEK-A-BOO BRA STRAPS AND STYLIZED WAISTBANDS.

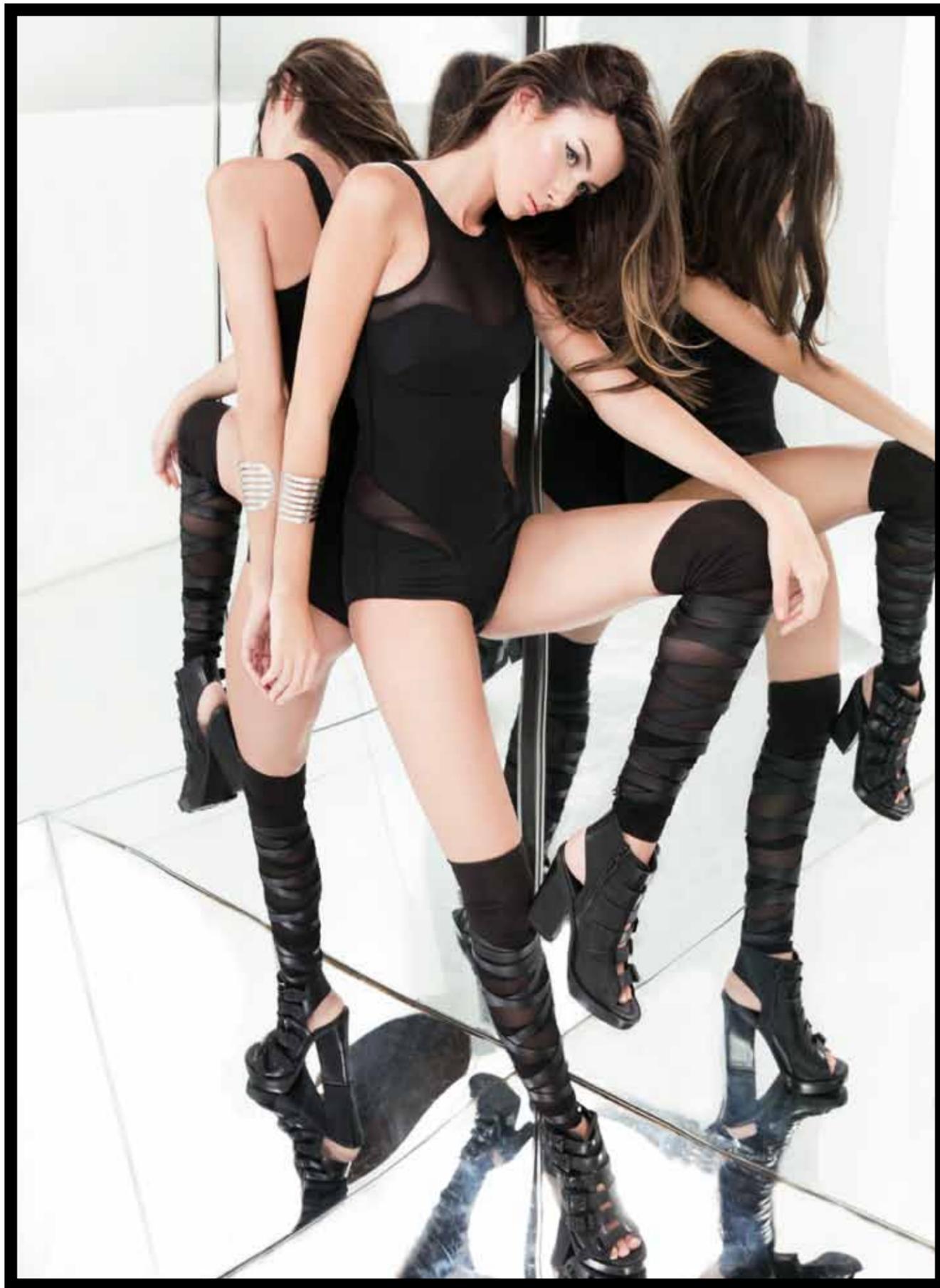
WITH ITS EDGY SENSUALITY AND SIMPLE YET FLATTERING LINES, MICHI SETS A NEW STANDARD FOR SPORTSWEAR. RICH IN DETAIL AND SUGGESTIVE CONTRASTS, MICHI MAKES YOU FEEL SEXY YET SOPHISTICATED, POWERFUL YET FEMININE, COMFORTABLE YET POLISHED.



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ALLEGRO TANK S14T1
SUPERNOVA LEGGING S14P1



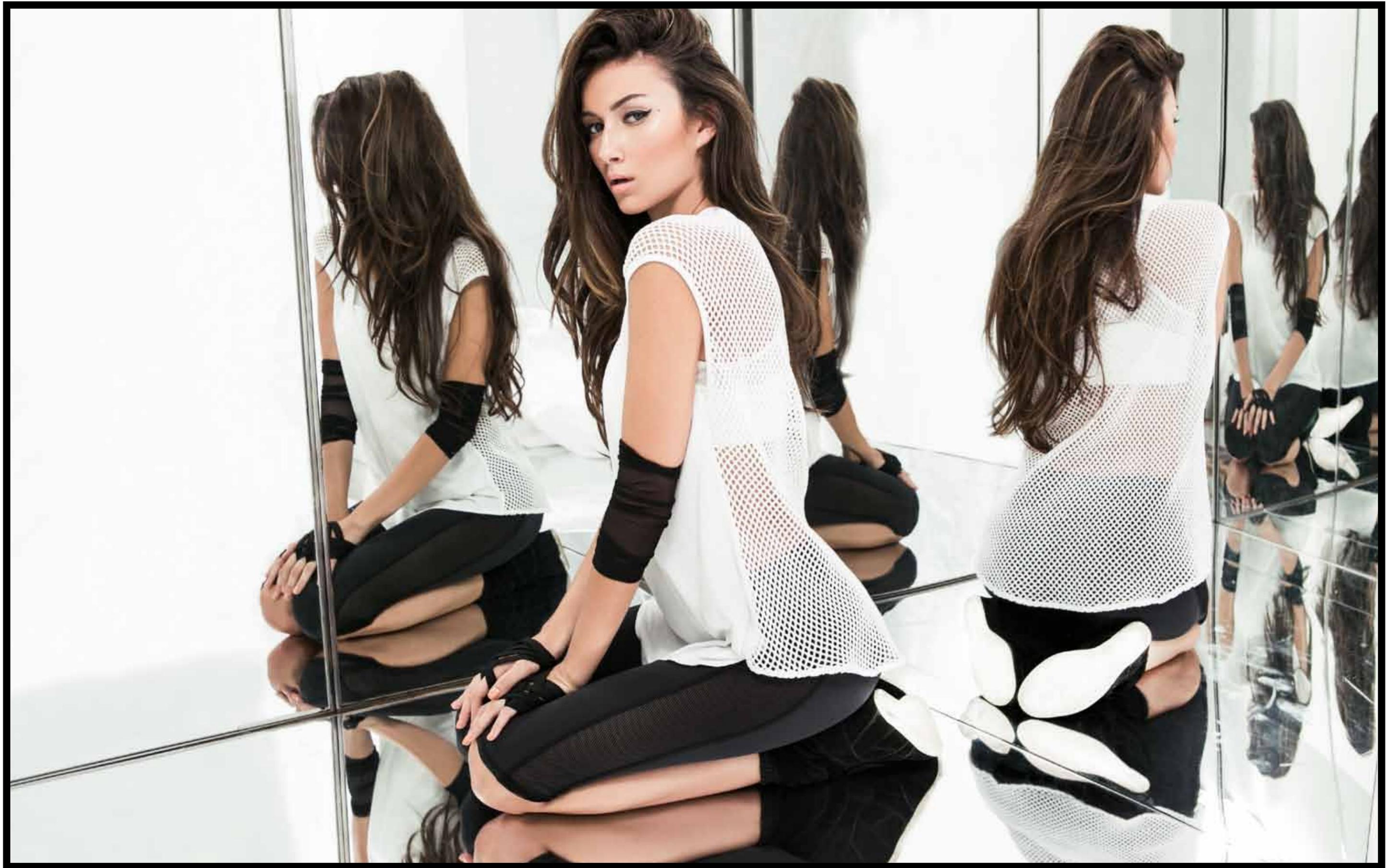






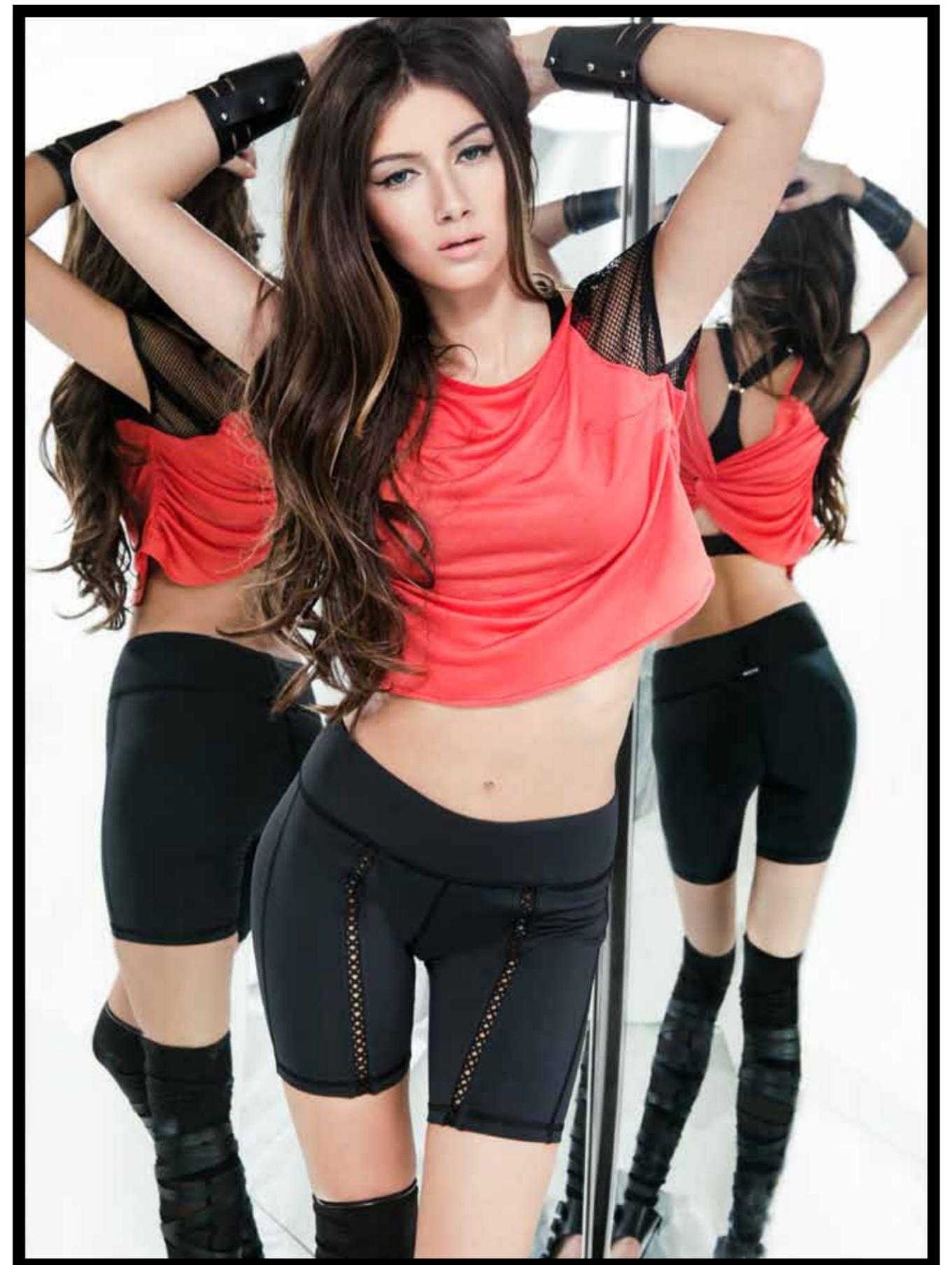


LIONESS TANK S14T2
MOTORINO CROP LEGGING S14C1





FELINE TANK S14T4
SHADOW LEGGING S14P2



BUTTERFLY CROP TOP S14T5
MEDUSA BRA S14B4
PIPELINE SHORTS S14S2



AVALON BRA S14B5
ILLUSION JACKET S14J1

PSYLOQUE LEGGING S14P3



ABYSS BRA S14B6
ABYSS BIKINI S14U2

PLEASE VISIT OUR WEBSITE: WWW.MICHINY.COM

MICHI