Monica Hansen Beachwear

PRESS KIT

About The BRAND

Monica Hansen is pleased to introduce her swimwear and beachwear line Monica Hansen Beachwear. As an international swimwear model Monica has an intimate knowledge of the fashion industry in general and swimwear in particular, having been immersed in the industry for the last 23 years. As a model for many of the top brands, she has first hand knowledge of the best materials and most flattering fits. To this she has added her own sense of style and creativity to produce this brand new, highly fashionable, luxury, designer line, which she launched in early 2016.

The line itself is made in Italy from the finest of Italian materials and is manufactured in one of the top factories for many of the high end designer labels. The suits incorporate custom laser cut designs, handmade crochet, real freshwater pearls and novelty fabrics and prints that Monica herself has created.

The 2022 collection incorporates many of the same cuts but sets them to bright pop art colors and rainbow prints and also utilizes textured materials such as ribbed fabric and lurex. New trims include colorful rings and beads.

The 2023 collection makes a bold statement with many suits featuring clear or multicolor crystals on the suits themselves or on the strings. It also features new zebra prints and a collection of metallic colors including gold metallic, silver metallic, black metallic, purple and pink metallics. New colors solids include bright sorbet style colors such as air blue, daquiri green, orchid, lilla and rose violet.

DESIGNER INTERVIEW

Name: Monica Hansen
Profession: Fashion Model, TV Personality / Host And Swimwear Designer Of Mhb.

How did you get started in the industry? How long ago was that?
- I first got the idea of starting a swimwear company about 7 years ago. At the time I was modeling for a swimwear company inspired by the designs of the swimsuits that I was modeling that I started thinking about how I would love to create my own collection. All my life I always been an artistic person and I have always been drawn to fashion and art so designing my own collection seemed like a natural thing for me to do. The actual company of Monica Hansen Beachwear (MHB) was formed about 4 years ago and we first launched our debut SS 2016 collection at the Miami Swimshow Convention in July 2015.

What is your inspiration?
- I am inspired by the creations of other fashion designers, by my travels to various places throughout the world and by art.

What sets you apart from other swimwear and beachwear brands?
Design - I find that we are more daring and bold in our designs than many other companies and we are not afraid to use unique fabrics and trims. I think of our designs as being unique and sexy while at the same time remainingclassy and elegant!
Fabrics - We have chosen to use the highest quality fabrics and trims, almost all of which come from Italy and our manufacturing is also all done in Italy.

What advantages has your history as a swimsuit model provided you with in running your own swimwear brand?
- The biggest advantage my modeling experience has given me is that I truly understand the world of fashion, including knowledge of photography, marketing and fashion trends.

What has been your inspiration for your current collection?
-My current collection is inspired by the early minimalist 1990's and early 1970's abstract print designs and bold solid colors in orange, yellow and burgundy.

What are your trend predictions for the upcoming season?
- There will be a lot of suits with wrap around features and metal accents as well as jewel features. Lots of long stings that criss cross the mid section and can be tied in a variety of ways.

Who is your target market and why did you decide to concentrate on that demographic?
- Our target market is fashionable women from their teen to middle age, chosen simply because it is the easiest for us to relate to.

What unanticipated challenges have you encountered?
- There have been many unanticipated challenges and I have learned a great deal throughout the process. When I first began I really had no idea of all the steps to get from an idea to a finished product. I had to learn all about paper patterns, fabrics and fit. My designs and paper patterns have come a long way since I first began and it has been a real hands on learning process since I never went to design or fashion school.

What are your future plans for the brand?
- We would like to expand into more beachwear apparel, such as skirts, shorts, summer dresses, cover ups, etc. Right now we are primarily focus on swimwear.

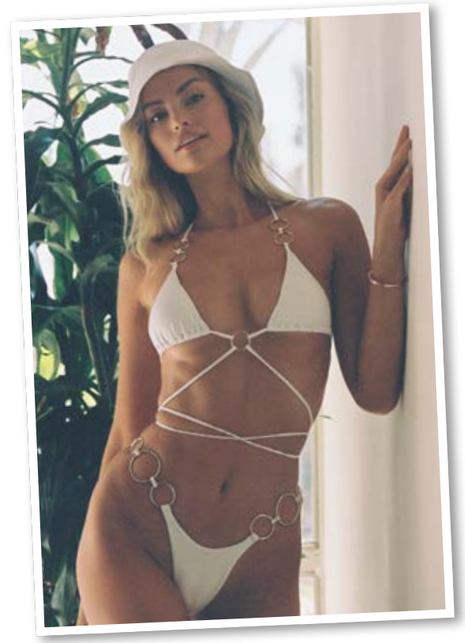
What inspired you to want to focus your marketing efforts on reaching out into the community to find brand ambassadors?
- I think it is very important to interact with community as they are our intended audience and the ones who are going to buy our suits.Therefore it is important to know what they like, which styles appeal to them and who they would like to see our suits on.

What is your view on the importance of social media in your marketing plan ?
- Social media has become one of the most effective ways for a brand to market itself to an audience because it allows us to interact in a very personal and direct way with our customer base. It is a very powerful tool for getting a brand noticed and building up that brand's identity.

What aspects of the business are you personally most involved in? How hands on are you?
- I am pretty hands on and I oversee and have final say over all important decisions affecting the company.

What are some of the things that you do on a day to day basis ?
- I am involved in all aspects of the business from design to marketing to financial.

Do you have any other aspirations for the future outside of the swim industry, and if so then what are they?
- I have many dreams and goals that I have yet to accomplish, I can see myself one day expanding into jewelry design or handbags, we shall see....



2022-2023 Collection:

Monica Hansen uses her knowledge of the best fabrics and most flattering fits, gained thru years of experience modeling, and pairs that with her intrinsic sense of style and creativity to create a highly fashionable, luxury, designer line which uses only the highest quality Italian fabrics and manufacturing entirely in Italy.

The 2022 and 2023 collections represent a move from the minimalist styles of the previous year to something much brighter and flashier. The new collections feature zebra prints, sun prints and rainbow prints as well as bright sorbet like colors and metallics as well as both clear and multicolored crystals. This is a much more bold, playful, and glamourous collection with many suits featuring criss crossing straps and accessories like metal rings or lion head medallions. All materials and trims are produced in Italy and have been specially treated to not discolor in salt water or chlorine.

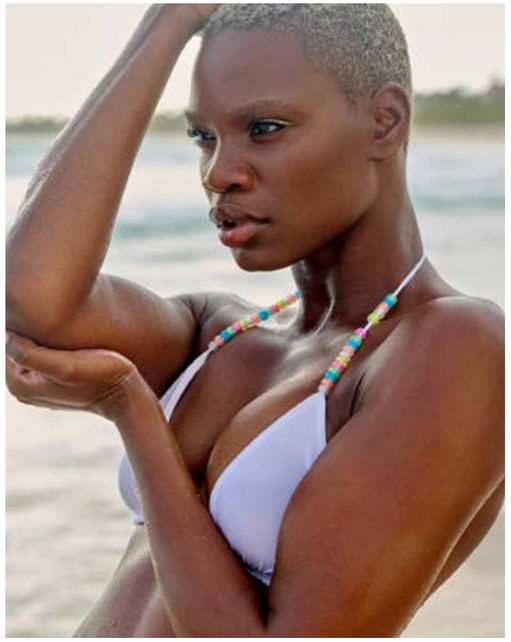
As seen *in the* PRESS

SPORTS ILLUSTRATED, July 2022. Swimsuit Edition. Featuring Kate Bock in our Money Maker One piece.

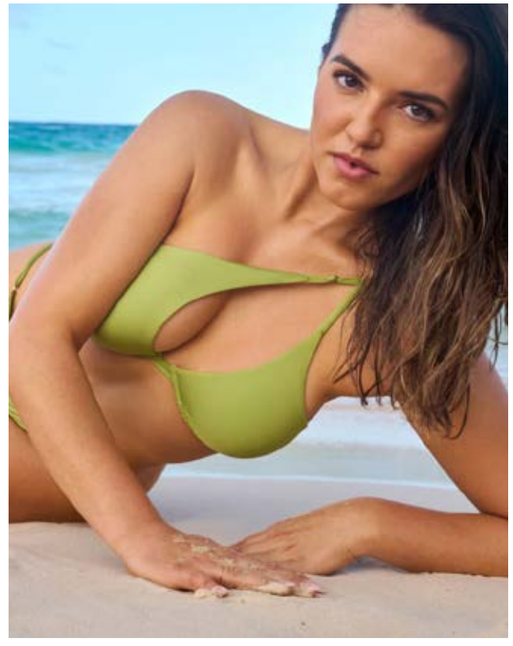
SPORTS ILLUSTRATED, July 2022. Swimsuit Edition. Featuring Ashley Callingbull in our Icon Underwire Bikini top and Bottom

SPORTS ILLUSTRATED, July 2022. Swimsuit Edition. Featuring Victoria DeHart Vesce in our Icon Bikini.

SPORTS ILLUSTRATED, July 2022. Swimsuit Edition. Featuring Ashley Byrd our Sweet Darlin' Bikini.



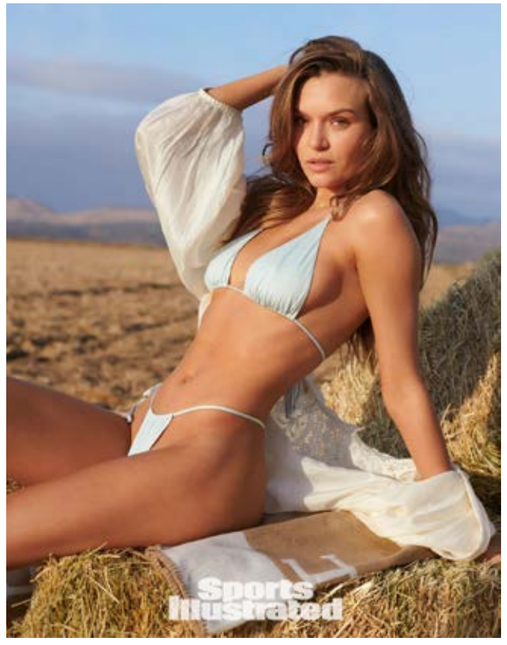
SPORTS ILLUSTRATED, July 2022. Swimsuit Edition. Featuring Masy Dewey in our Money Maker Underwire top and Mesh Bottom.



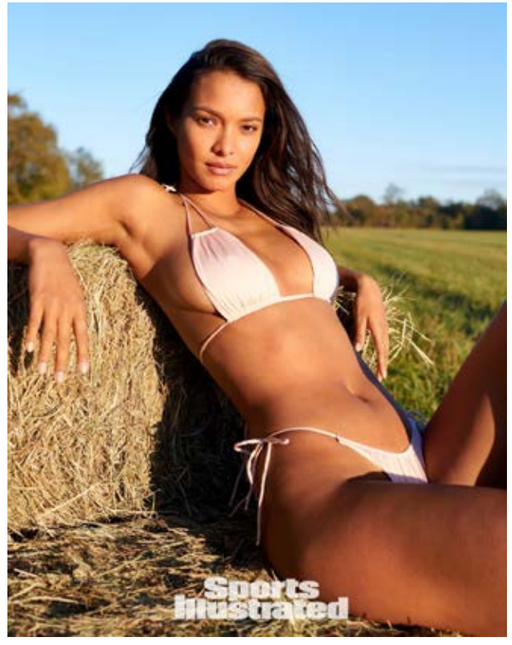
SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Taylor Sharpe in our Girl on fire Bikini.

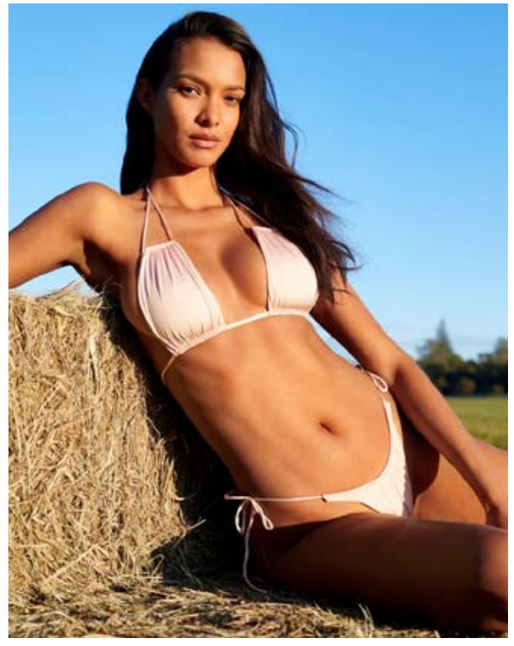
SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Taylor Sharpe in our Monokini with flower shaped cutout in front and Material Girl Bikini.

SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Josephine Skriver in our 90´s Vibe Triangle Top and String Bikini Bottom.



SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Lais Ribeiro in our Miami Vice Bikini.

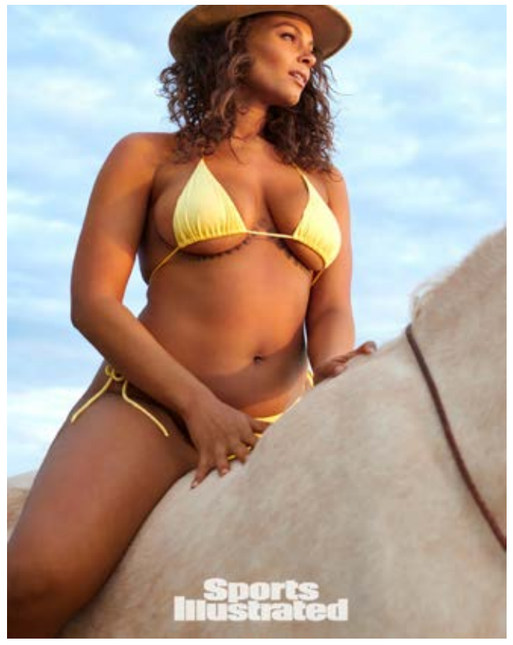




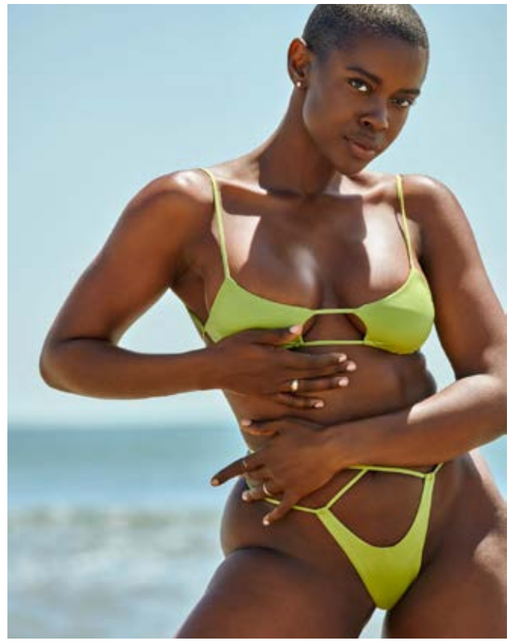
SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Anitta in our That Sporty Vibe Cut out One piece.

SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Kelsey Merritt in our Vintage Chic Triangle bikini and String Bottom.

SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Marquita Pring in our Start Me Up Suede With Detachable Front Bow Bikini and U Bottom, and 90´s Vibe Triangle Top and String Bikini Bottom.

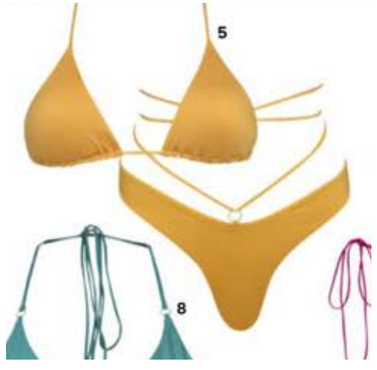


SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Saje Nicole in our Havana Bikini.



SPORTS ILLUSTRATED, July 2021. Swimsuit Edition. Featuring Brooks Nader in our Vintage Chic halter top and String bikini.

ELLE - June/July 2021, Featuring Bond Girl Wrap Around Triangle Bikini Top Bond Girl Bikini Bottom with Scrunch.



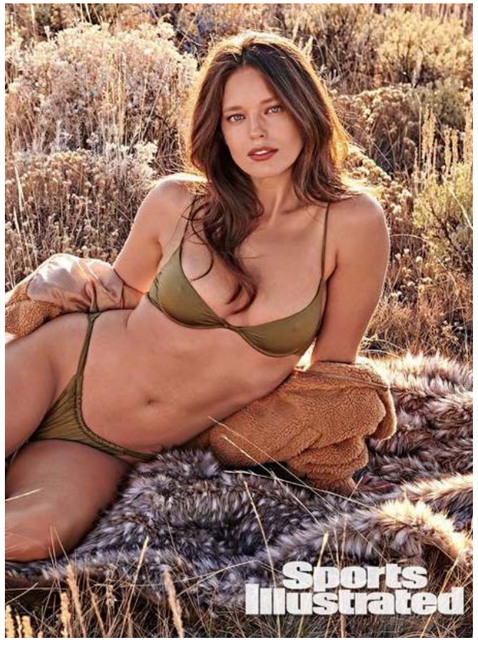
SPORTS ILLUSTRATED, May 2020. Swimsuit Edition. Featuring Jasmine Sanders in our Rich and Fab Bikini top and Bottom.

SPORTS ILLUSTRATED, May 2020. Swimsuit Edition. Featuring Kate Bock wearing the demi bra triangle top with pearl strings that tie around the neck black Miami vice high cut bottom.

SPORTS ILLUSTRATED, May 2020. Swimsuit Edition. Featuring Samantha Hoops wearing Miami Vice Bikini.

SPORTS ILLUSTRATED, May 2020. Swimsuit Edition. Featuring Anita Marshall wearing Bardot Spaghetti Strap One Piece.

SPORTS ILLUSTRATED, May 2020. Swimsuit Edition. Featuring Emily DiDonato wearing Start Me Up Underwire Demi Bra And Start Me Up Twisted Side Ribbon Bottom



SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Alex Morgan wearing Babe Watch Deep "U" Halter Top and That 90'S Vibe "U" Bottom in yellow.

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Brooks Nader wearing That Sporty Vibe Cut Out One Piece Suit in white.

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Myla Dalbesio wearing That 90'S Vibe Demi Bra And "U" Bottom in leopard print.

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Paulina Porizkova wearing Start Me Up Underwire Demi Bra and Twisted Side Ribbon Bottom In Olive.

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Lindsey Vonn wearing Bombshell bikini in orange.

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Manuela Alvarez Wearing Rio collection top and bottom

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Winnie Harlow wearing Halter top in Silver and String Bikini.

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Hunter McGrady

SPORTS ILLUSTRATED, May 2019. Swimsuit Edition. Featuring Samantha Hoopes wearing Coachella Bella Bikini In Black and That 90'S Vibe Leopard Padded Triangle Top With String Bikini Bottom.

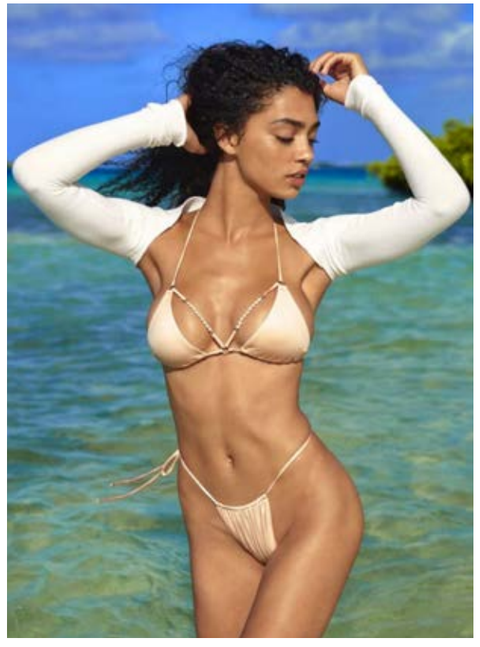
ELLE, USA JUNE 2019. Featuring That 90'S Vibe Wrap Around Top and That Sporty Vibe High Waist Full Bottom In Leopard Print.

DETNYE, Norway April 2019. Featuring That 90'S Vibe Demi Bra in Red and Leopard Suede Underwire Bra with That 90'S Vibe Leopard "U" Bottom.

SPORTS ILLUSTRATED, February 2018. Swimsuit Edition. Bianca Balti in Flower Cut Out One Piece in Sand.

SPORTS ILLUSTRATED, February 2018. Swimsuit Edition. Kate Bock in Halter Top and String Bottom in Honey Gold.

SPORTS ILLUSTRATED, February 2018. Swimsuit Edition. Raven Lyn in Forever Pearl Top and String Bottom in Sand.



SPORTS ILLUSTRATED, February 2018. Swimsuit Edition. Raven Lyn in U Bottom in Sand.

SPORTS ILLUSTRATED, February 2018. Swimsuit Edition. Alexis Ren in the Babe Watch adjustable strap One Piece in Sand.

SPORTS ILLUSTRATED, February 2018. Swimsuit Edition. Robin Holzken in Babe Watch Deep V One Piece in Red

SPORTS ILLUSTRATED, February 2017. Swimsuit Edition. Sports Illustrated veteran Christie Brinkley wearing Laser Cut bustier top and string bottom.

SPORTS ILLUSTRATED, February 2017. Swimsuit Edition. Featuring Black Crochet bikini and Gold Rush Bikini.

SPORTS ILLUSTRATED, February 2017. Swimsuit Edition. Featuring Gold Rush suit.

SPORTS ILLUSTRATED, February 2017. Swimsuit Edition. With Bo wearing the Shine On Bikini.

SPORTS ILLUSTRATED, February 2017. Swimsuit Edition. Featuring the string bottom on Robyn Lawly and the black crochet on Sailor Brinkley.

SPORTS ILLUSTRATED, February 2017. Swimsuit Edition. With Kate Upton wearing the St. Tropez triangle top and String Bottom in white/gold.

SPORTS ILLUSTRATED, USA August 2016. Featuring Coachella Bella Lame Bikini on Nina Agdal.

COSMOPOLITAM, USA June 2016. Featuring Gold Rush Bikini.

ELLE , Norway June 2016. Featuring White Pineapple Lovers One Piece and California Dreaming Triangle Top in Orange.

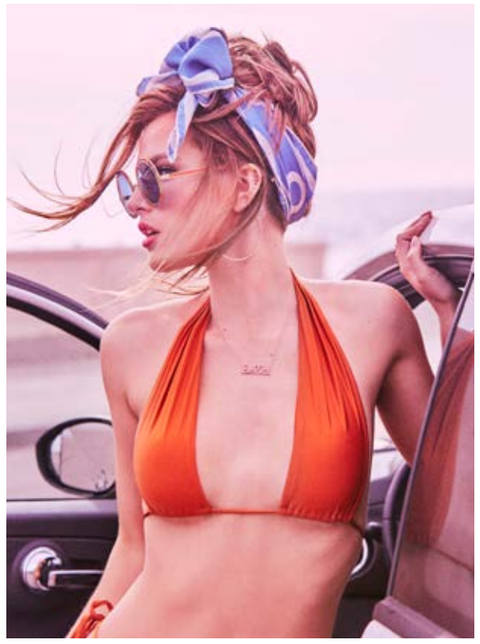
PEOPLE, USA June 2016. Featuring California Dreaming Orange Halter Top and String Bottom.

PEOPLE STYLEWATCH, USA June 2016. Featuring Yellow Halter top and string Bottom.

COSTUME DK, Denmark June 2016. Featuring Pineapple Lovers Black One Piece.

HENNE, Norway April 2016. Featuring That 70'S Style Gold Snake Halter Top.

GALORE MAGAZINE, USA June 2016. Featuring California Dreaming Orange Halter Top and String Bottom.



FEMINA, Denmark July 28 2016 Issue 30. Featuring Scalloped One Piece in Sun yellow.

SKON, Denmark July 2016 Issue 140. Featuring White Pineapple One Piece.

FIT LIVING, Denmark June 2016. Featuring Scalloped One Piece in Yellow.

STAR MAGAZINE, USA July 2016. Featuring Bella Thorne wearing California Dreaming orange bikini.

MODELISTE, USA April 2016. Featuring Cat Sadler wearing our California Dreaming Very Sexy One Piece in Burgundy.

Where would you love to travel to that you haven't been yet?
I need to go to Asia. It's a dream of mine to go to the Phillipines, Cambodia, Tokyo. I'm obsessed with Japanese food. I just need to get the time off.

What is your biggest pet peeve?
I can't deal with negativity. Bad attitudes in general. I don't have much of a tolerance for.

What is your most used emoji?
Probably the half smiling kissy face (with the heart)

What is your most played song in your iTunes library?
Rihanna – Same Old Mistake. The new Beyonce Lemonade album is groundbreaking. Currently listening and more obsessed with each listen.

What celebrity, currently alive or not, would you most want to meet?
Audrey Hepburn

What was the most recent book you read?
All the Light We Cannot See

What is your ideal day off when you're not working?
Not having a single appointment or commandment to do. staying in wearing PJs with my kids, and it would probably end up somewhere beautiful like Malibu. I've fallen in love with California, so maybe a day out at sea with some Mexican food, margaritas and sunshine.

What was your favorite p of the shoot?
If I had to pick one, it woul probably be the second set- up that we had. The sun w setting, it was the first gown had put on and it was a gol sequined robe-like situation I felt like such a goddess in gown. It was my favorite tin day and the music was play and everything was grilling it was like "wow-this is real my life". Everyone on set w just phenomenal.

Why do you love Modelist I can't think of a thing I do like. I love the way fashion beauty is very elevated and it feels special and it doesn't feel like every magazine out there but at the same time i accessible. You actually can away things from the magaz that you can take away thin to use in your everyday life. beautiful from front to back

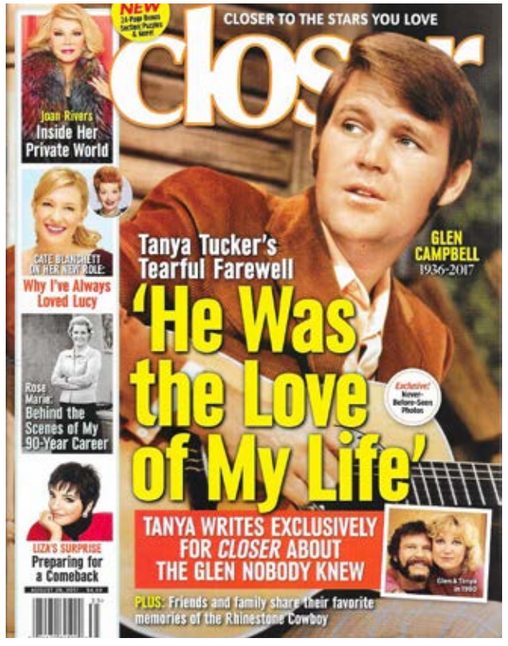
-Catt Sadler
E! News Host and E! Ne Weekend Co-Anchor

E! News airs weekdays 7PM & 11PM

FEMINA DK, Denmark June 2016. Featuring Orange Halter top and string bottom.

KK MAGAZINE, Norway June 2016. Featuring Pineapple Lovers White One Piece and California Dreaming Very Sexy One Piece in Yellow.

CLOSER, USA July 2017. Featuring Beach Candy white Bikini.



SHAPE UP, Norway June 2017. Featuring That Sporty Vibe bikini in Violet.

DET NYE , Norway June 2017. Featuring black Pineapple Lovers One Piece and California Dreaming Very Sexy One Piece in Rose.

DETNYE, Norway August 2018. Featuring That 90's vibe wrap around top that sporty vibe high waist full bottom in Gold

QPMAG, USA September 2018. Featuring Elena Matei wearing Forever Pearl front Top in white and That 90'S Vibe "U" Bottom in red.

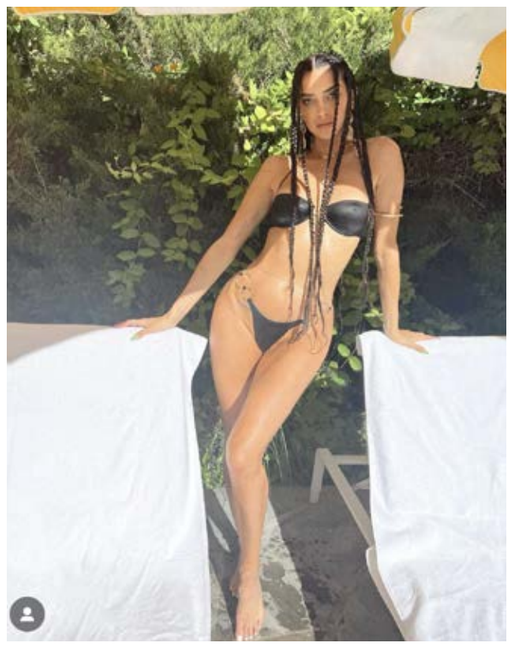
CELEBRITIES STYLE

Holskelsa, wearing our Starlight Triangle to with string tie bottom.

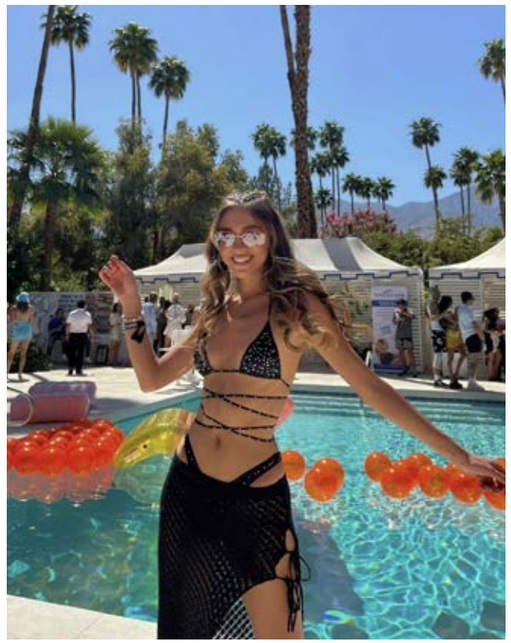
Olivia Dunne wearing our Rich and Fab Bikini.

CELEBRITIES STYLE

Nicole Williams English, wearing our Icon Underwire bikini top and bottom.



Luana Barron, wearing our Stardust wrap around top and thong bottom.



CELEBRITIES STYLE

Valentina Sampaio, wearing our Rich and Fab Bikini.

Ellie Thumann, wearing our Vintage Chic one piece.

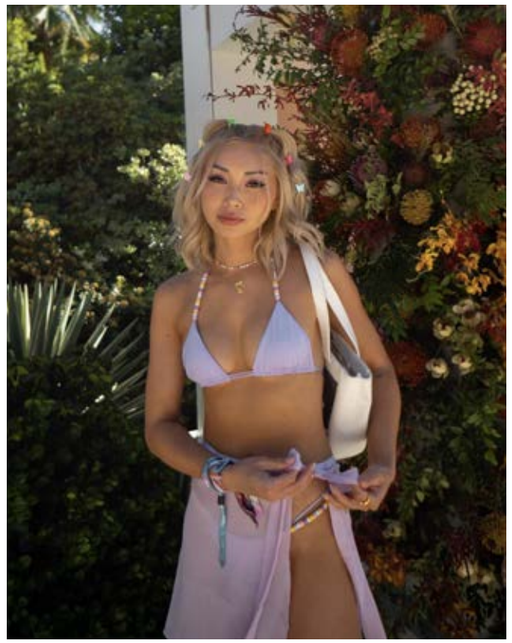
CELEBRITIES STYLE

Gizele Oliveira, wearing our Stardust wrap around top and thong bottom and Bicycle shorts.

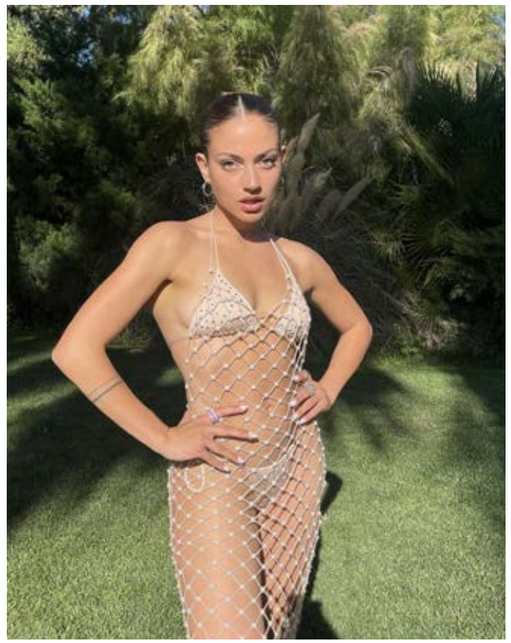
Hannah Taylor, wearing our Starlight Triangle to with string tie bottom.

CELEBRITIES STYLE

Francis Lola, wearing our Sweet Darlin' Bikini.

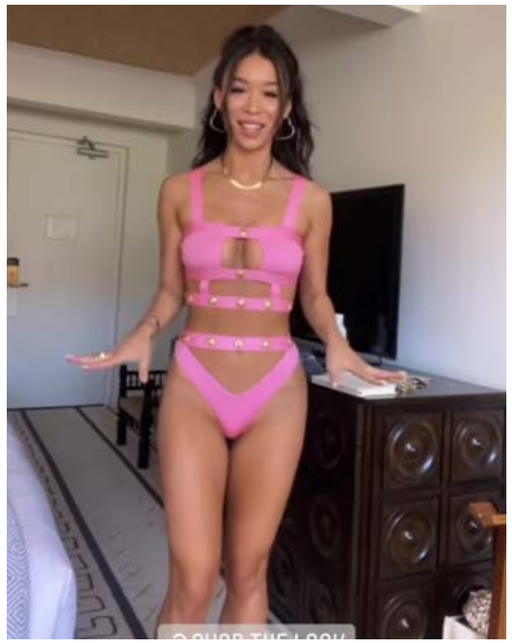


Inanna, wearing our Starlight Triangle to with string tie bottom.



CELEBRITIES STYLE

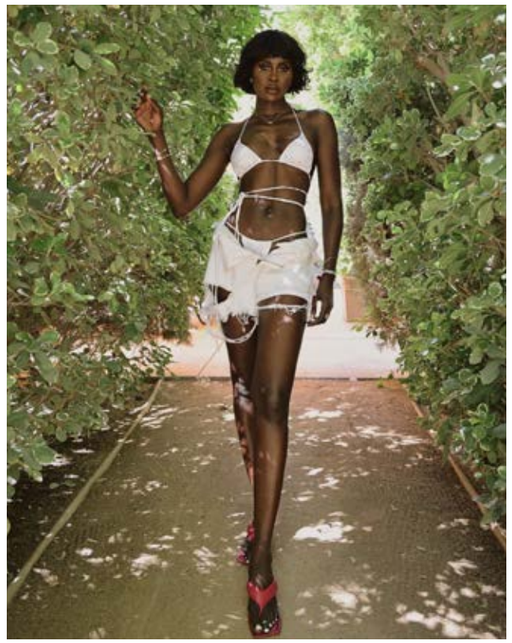
Lauren Wolfe, wearing our Rich and Fab bikini.



Kit Keenan, wearing our Vintage Chic one piece.

CELEBRITIES STYLE

Amy Julliette Lefévre, wearing our Starlight Triangle to with string tie bottom.



Molly Chiang, wearing our Vintage Chic rectangle shape top and High cut string bottom

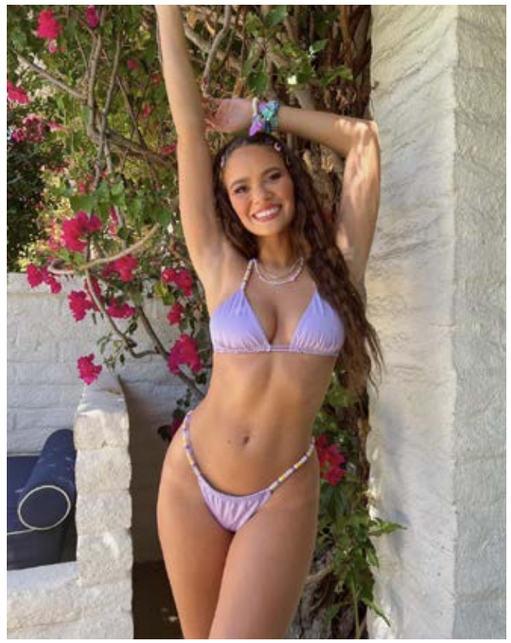
CELEBRITIES STYLE

Lily May Mac, wearing our Icon Underwire bikini top and bottom.

LaTecia Thomas, wearing our Icon Underwire bikini top and bottom.

CELEBRITIES STYLE

Madison Pettis, wearing our Sweet Darlin' Bikini.



Lexi Wood , wearing our Stardust wrap around top and thong bottom and Bicycle shorts.

CELEBRITIES STYLE

Kelly Gale, wearing our Girl on Fire bikini.

Kristin Cavallari, wearing our Girl on Fire bikini with criss cross straps.

CELEBRITIES STYLE

Mark Walhlberg Wife Rhea Durham, wearing our Vintage Chic bikini.

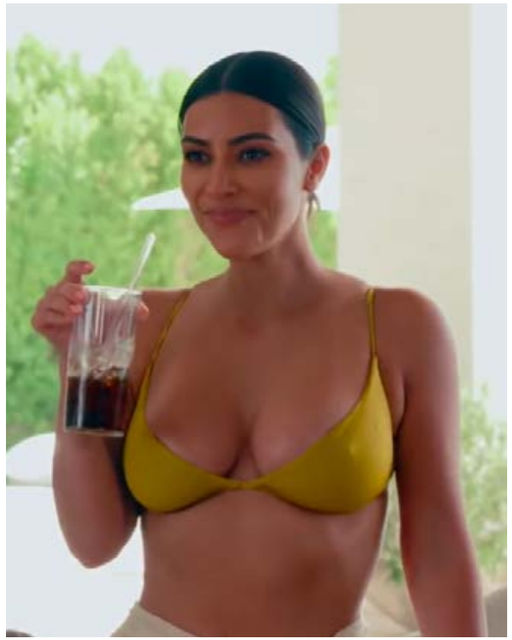
Mark Wahlberg, 51, shows off his VERY muscular physique on the beach with gorgeous wife Rhea Durham, 44, as they enjoy a sun-soaked family Christmas in Barbados

By Geraint Llewellyn For Mailonline
06:45 EST 25 Dec 2022 , updated 12:59 EST 25 Dec 2022

CELEBRITIES STYLE

GABRIELLE UNION, wearing Coachella Bella Lame Bikini.

KIM KARDASHIAN, wearing Start Me Up Underwire Demi Bra and Start Me Up Twisted Side Ribbon Bottom



CELEBRITIES STYLE

MILEY CYRUS, wearing Bardot Spaghetti Strap One Piece.

Bella Hadid, wearing our That 90's vibe triangle top and string bikini bottom in gold.

CELEBRITIES STYLE

BEYONCE, wearing Pineapple Lovers white One Piece.

KATE HUDSON, wearing California Dreaming Scalloped One Piece.

CELEBRITIES STYLE

ASHLEY SIMPSON, wearing Pineapple Lovers black One Piece.

SHAY MITCHELL wearing Pineapple Lovers white One Piece.

CELEBRITIES STYLE

CAT SADLER, wearing Black Gold Rush Bikini.

BELLA THORNE, wearing California Dreaming Orange Bikini.

CELEBRITIES STYLE

Khloe Kardashian, Featuring our Beach Candy 2 Strap Bikini in Rose on her APP.

halter to fully conceal–or choose any neoprene option, which is a sturdier material than your typical Lycra-polyester combo.

Flaunt Your Six Pack

For my hunnies who have been getting their planks on in the gym, don't be afraid to show off your hard

CELEBRITIES STYLE

Victoria's Secret model SHANINA SHAIK, wearing our Low Cut Sports Bra in Sand.

Victoria's Secret model SHANINA SHAIK, wearing our Spaghetti Strap Sports Bra in White.

CELEBRITIES STYLE

Brooke Burke, wearing our California Dreaming Very Sexy One Piece in Rose.

Wendy Williams, wearing our Beach Candy Bikini in Rose.

CELEBRITIES STYLE

Bella Thorne, wearing That 90's Style Violet Halter Top

Brooke Burke, wearing our California Dreaming Very Sexy One Piece in Nude.

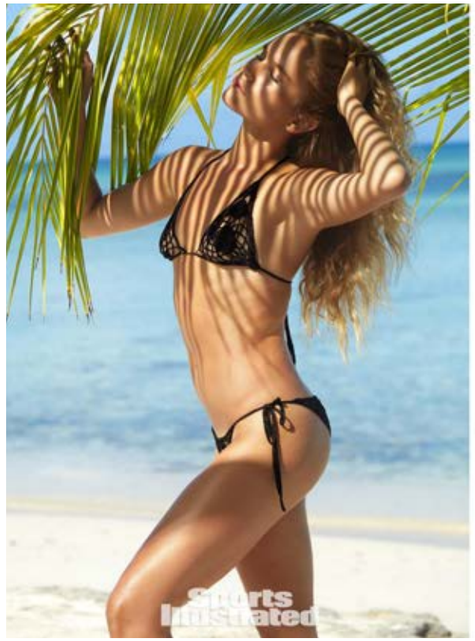
CELEBRITIES STYLE

Bianca Balt, wearing our Flower Cut Out One Piece in Sand.

Christie Brinkley, wearing our laser cut Bustier and laser cut string bottom,.

CELEBRITIES STYLE

Sailor Brinkley, wearing our Coachella Bella Black Multi color crochet bikini.



Brooke Burke, wearing our Gold Rush Bikini.

CELEBRITIES STYLE

Golden Barbie aka Jasmine Sanders, wearing our Red spaghetti strap sports bra and high waist bottom.

Gabrielle Union, wearing our White Bombshell Bikini.

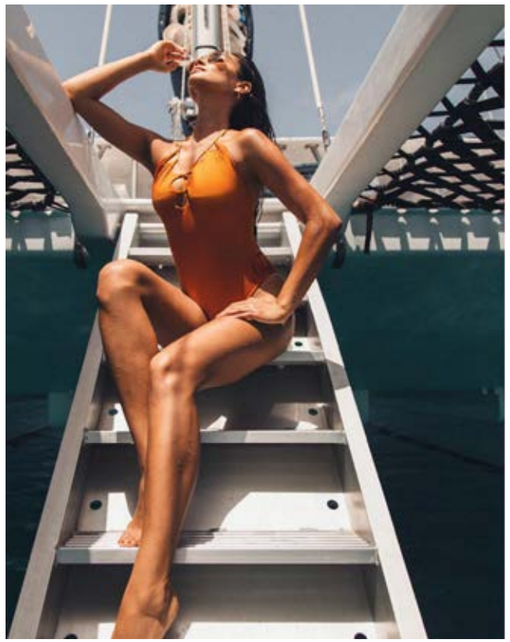
CELEBRITIES STYLE

Danielle Knudson, wearing our Start Me Up Underwire top and U Bottom in Blue Suede.

Danielle Knudson, wearing our Start Me Up Tie front top in Yellow Suede.

CELEBRITIES STYLE

Shay Mitchell, wearing our California Dreaming Orange Scalloped suit.

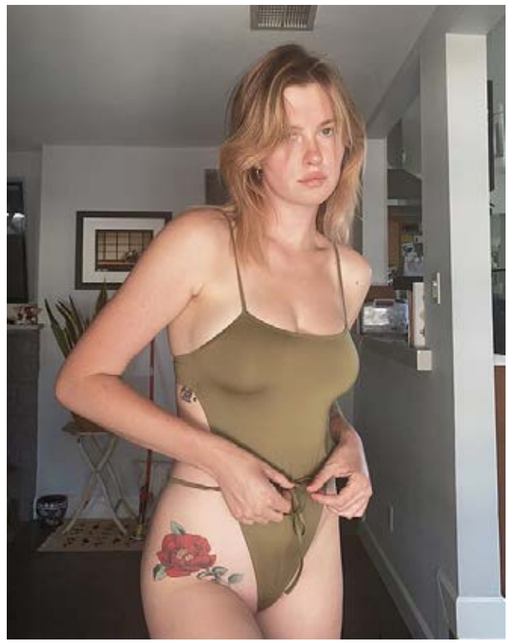


Brooke Burke, wearing 90´s Vibe Flower Cutout one-piece

CELEBRITIES STYLE

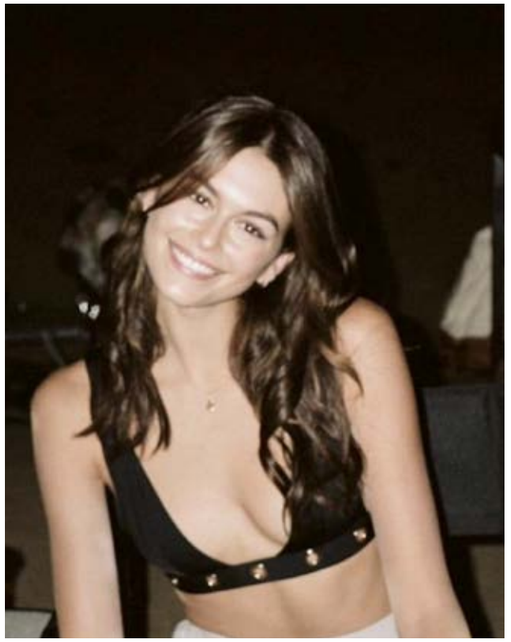
Kelly Gale, wearing our Leopard Suede Underwire Bra

Ireland Baldwin, wearing our Bardot Spaghetti Strap One Piece.



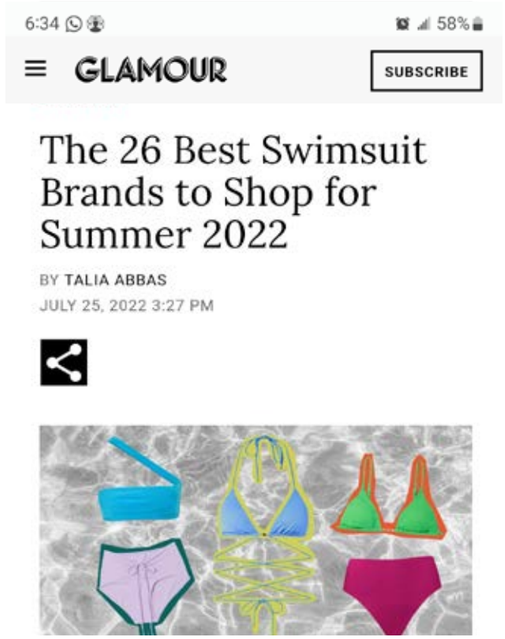
CELEBRITIES STYLE

Kaia Gerber, wearing our Material Girl Deep U Halter Top and Bottom.



ONLINE PRESS

Glamour, Featuring our Paradise City bikini and Sun kissed bikini.


6:34 58%

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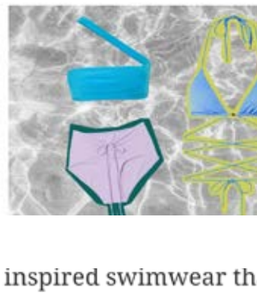
The 26 Best Swimsuit Brands to Shop for Summer 2022

BY TALIA ABBAS

JULY 25, 2022 3:27 PM

inspired swimwear that serves ample sex appeal. The designer makes a case for feminine details like cross-body floss, metallic hardware, and super-high-cut silhouettes. This collection gives '70s vibes that say "go big or go home," and we can't get enough.

Save when you shop for the best swimsuit brands with these Urban Outfitters promo codes.



Courtesy of

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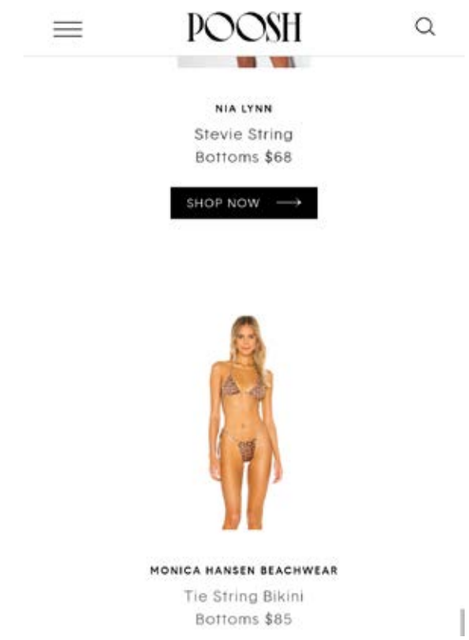
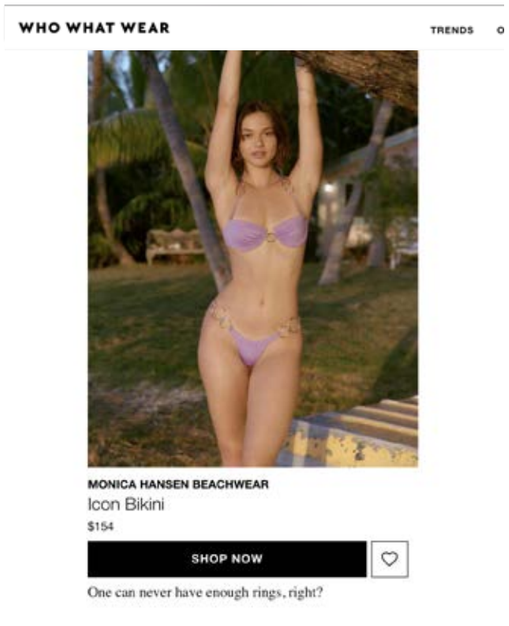
ONLINE PRESS

POOSH, Featuring our Leopard Triangle and string bikini bottom.

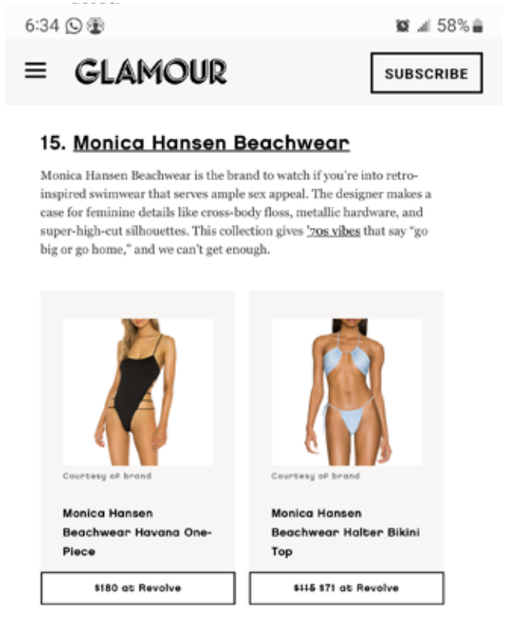


WHO WHAT WEAR Featuring our Icon Bikini.



ONLINE PRESS

Glamour, Featuring our Havana One piece and Lurex Halter top with string bottom.



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