

COLLAB WITH A CAUSE

SEA CHANGE

Swim retailer Everything But Water is making two big moves this summer: First, it's supporting the 5 Gyres Institute, a California nonprofit dedicated to ending plastic pollution in oceans, by donating 25 percent of sales from an exclusive swimwear capsule collection (four styles) from Vitamin A.

Suits are made from recycled fishing nets and plastic bottles.



ONE-PIECE, Vitamin A for Everything But Water, \$162; everythingbutwater.com

The retailer is also putting its 30-plus years of experience to work with its very first swim line. In addition to the superior fit, all the fabric has four-way stretch and is rated UPF 50+ for sun protection.



ONE-PIECE, EBW Swimwear, \$158, and **BIKINI**, EBW Swimwear, top, \$108, and bottom, \$68; everythingbutwater.com

This bikini is available in cup sizes up to DD.

NEW LAUNCH

TREND ALERT SHELL GAME

A muted color palette gives the novelty print an elevated elegance.



ONE-PIECE, \$275; rosacha.com

CLUTCH, Kayu, \$205; kayudesign.com

TUNIC, \$149; talbots.com

EARRINGS, Rebecca de Ravenel, \$325; modaoperandi.com

NEW LAUNCH

Pulitzer Prize

After more than 50 years of producing resort wear, Lilly Pulitzer is starting a new tradition: a namesake swim collection in her iconic prints.

ONE-PIECE, \$138; lillypulitzer.com



MOOD BOARD



East Coast Cool
The preppy look, updated: traditional cuts with fresh accents.

18KT-WHITE GOLD AND DIAMOND NECKLACE, \$700; us.robertocoin.com



BIKINI, Splendid, top, \$78, and bottom, \$54; swimspot.com

HAT, Genie by Eugenia Kim, \$68; eugeniakim.com

SHORTS, \$68; vineyardvines.com



DRESS, \$109; talbots.com

SUNGLASSES, \$40; izipizi.com

ESPADRILLES, Anne Klein, \$80; lordandtaylor.com

CLEANSER, Sailor by Captain Blankenship Sea Splash Face Cleanser, \$15; target.com