



WEST INDIES WEAR

West Indies Wear

2020 Fact Sheet

ABOUT: West Indies Resort Wear provides island-lovers with comfortable, soft-cotton beachwear and sarongs in fresh Caribbean colours and coastal prints.

DESIGNER: Australian-born fashion designer Kim Van Loo is the former Head Designer for Billabong South Africa. She spent a decade designing collections for Caribbean sailing regattas and was a finalist in the Australian Fashion Design Awards.

FOUNDED: Caribbean 2006

LOCATION: Resort, coastal and island boutiques throughout the US (including Virgin Islands, Hawaii, Puerto Rico), the Bahamas, and Caribbean and online at shopwestindieswear.com

BEST SELLER: Mahalo Tunic

THE FIT: Easy fit, loose, comfortable. Available in standard sizes XS-XXL... and PLUS sizes 1XL to 4XL.

PRICE RANGE: \$20-65 retail

INTERESTING FACTS:

- Early collections were designed in a small sailboat, where Van Loo and her husband lived, Island-hopping and living the dream
- When business became "too big for the boat", Van Loo set up shop in St. Maarten
- Blonde model in brand photography is Van Loo's sister, who manages a private island in the Caribbean

